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FEARS OF AUTOMATION AND REALITY

СТРАХИ АВТОМАТИЗАЦИИ И РЕАЛЬНОСТЬ

The rapid emergence and insertion of new technologies into people's life has changed the way people think and do. However, any change requires time for the people to adapt. What we have now is that time period when everyone is confused about the changes even though the majority of changes are definitely for the better.

The aim of our research is to analyze and show the difference between people's perception of state-of-the-art technologies and the reality.

We analyzed a number of sources including the interview of the Amazon's head Dave Clark and the statistics by rambler.ru and came to the following results. The most common and understandable fear is that of losing the job due to the automation. People claim that robots substitute them at different workplaces, which leads to unemployment. The main area to blame is IT technologies and robots. For example, Chinese company Foxconn, producing electronics, has already reduced about 50% of personnel due to automation. Since 2014 Amazon has also been implementing robots and now there are more than 100.000 of them in their branches all over the world. What is important, Amazon made no one redundant. Each employee was offered training and given new job place in the company as robot operators at packing and sorting departments. Managers of Amazon have already employed 80.000 new workers and are continuing to increase their workhouse personnel.

The case of Amazon, along with many others, proves that automation boosts employment and efficiency. For instance, people who used to work in agriculture started to work at factories and offices still the amount of food didn't decrease and the price for food remained the same, with some products getting even cheaper. Automation takes over some jobs and at the same time creates new ones. The point is the quality of jobs being lost this way. According to the data of International Federation of Robotics, one new robot per 1000 workers reduces employment to 0.18 percent (which is equal to 3 unemployed people). We studied the report released by the McKinsey Global Institute and discovered that, on the one hand, between 90 and 95 million low-skilled workers – or 2.6 percent of the global workforce – will not be unemployed by 2020. Meanwhile, employers around the world will need nearly 45 million more medium-skill workers and 38 to 40 million more high-skill workers.

All in all the technological progress allows people to perform more complex work by letting the machines do the simple one. It keeps the efficiency of the production allowing more reasonable use of human resource.

Our study showed that not only employees fear automation, but employers do that as well. Their main fear is that of losing customers due to the inconsistency of service they provide. One of the most common examples is hacker attacks on financial institutions which lead to multi-billion losses with elusive chances of finding those guilty. For example, TITALY'S top bank UniCredit was attacked this year and lost 400.000 active accounts with biographical and loan data. Such hacker attacks sweeps across the globe, freezing databases and knocking out entire operations.

On the other hand, concerns among those affected initiated heavy 2 billion euro worth investigations into IT security, which resulted in better software and recoding the users' data by using unique number-keys that take years to decipher.

It is also worth mentioning that such attacks have indirectly created new job-places as companies needed specialists with new skills to develop new software.

Common people have their fears as well. New online services scare them and make them waste their time in queues and going round places instead of using an internet shop. But once the technology proves familiar, we are not ready to go without it. For example, we got used to Xerox, computers, and telephones to the extent that we do not even notice them. But these are also machines which once scared everyone.

These arguments let us conclude that people nowadays make too much ado about technologies without actually noticing the true value of them. The moment people understand the importance of machines and overcome their disbelief and anxiety of machines the humanity will greatly move up.

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THE “GREEN” ECONOMY – OUR WAY TO FUTURE

«ЗЕЛЕНАЯ» ЭКОНОМИКА – НАША ДОРОГА В БУДУЩЕЕ

Nowadays we live in a highly unstable environment because of the problems we are surrounded by. Several crises have either sprung up or accelerated during the last decade: climate change, reduction of biodiversity, our dependence on fuel, lack of