

SECTION 1

MODERN TRENDS IN THE DEVELOPMENT OF THE WORLD ECONOMY

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HOW THE PANDEMIC HAS CHANGED THE WAY PEOPLE ARE USING THE INTERNET

When the pandemic hit in 2020, it was difficult to predict how it would change the world. Now we can see that the pandemic has affected many aspects of people's lives ranging from work and study to shopping, communication, and even traveling. So, what has changed so drastically in our lives?

Perhaps one of the most significant consequences of the pandemic was a misplace of stability and security. Earlier, going to a concert or work was a common thing, but now even a friendly meeting is a walk at a safe distance. While the word "remote" has become so widespread and embraced so many spheres of our lives [1].

In our paper we have analyzed the changes in the Internet use over the past few years in different countries.

Due to the pandemic, people started to use the Internet more often in their lives. According to statistics, in 2020 the number of apps installed across the world increased by 25% compared to 2019 and by 21% in 2021. Asia-Pacific grew by 37% in 2020 and downloads added another 6% in 2021. In North America the increase made up 30% in 2019 and 10% in 2020. In European countries, growth in 2020 was not so significant – only 12%, but 2021 was marked by an increase in downloads by as much as 37%.

One of the spheres which has been greatly affected by advanced technology is food delivery. Locked in their houses during the pandemic, people were forced to buy food online what has led to the popularity of food delivery apps. The most frequently installed food delivery apps are Delivery Club, Yandex.Eda and Dodo Pizza. Next come Samokat-dostavka and Vkus Vill. While such apps like Uber Eats, Volt, Glovo, Yemeksepeti and Bolt Food have a very small percentage of use [2].

Due to the pandemic, not only the use of delivery applications has increased, but also the use of mobile applications and the Internet in general. So, on July 26, 2021, Cisco AppDynamics shared the results of the App Attention Index report, which demonstrated that consumer dependence on applications and digital services has increased dramatically since the beginning of the COVID-19 pandemic. More than 13,000 people from all over the world took part in the global study. Since the beginning of 2020, consumers have significantly changed their approaches to purchasing goods, services, and even ways of making purchase decisions. The study showed that people use digital services and applications 30% more often than before the pandemic [3]. Moreover, 76% of respondents state that their requirements for the quality of digital services have increased

significantly since the beginning of 2020. It is alarming that if their expectations are not met, 60% percent automatically blame an app and a brand for the problems, regardless of where the problem actually occurred from. 72% of users believe that the brand is fully responsible for the quality of the digital service or application; 92% of respondents say that they always expect reliable and stable operation of digital services. Consumers are not only accustomed to relying on apps in all aspects of everyday life, but also use them to facilitate social interaction in the lack of personal communication. The study showed that the majority of respondents believe that digital services have become an important part of daily life. In addition, brand loyalty now depends heavily on how much companies invest in the development of digital services during the pandemic [4].

So, we have considered some reasons why life won't be the same. From our point of view, the most important change is in people's attitudes to using the internet. The sharp increase in mobile phones' screen time, and in some cases the inability to take actions without them, has certainly affected our lifestyle [5]. People nowadays use the Internet to fulfill so many tasks: shopping, travelling, communication, entertainment, education, working, etc. Since technology is developing all the time, people should expect even greater changes.

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