

DIGITAL AND INFORMATION AND COMMUNICATION TECHNOLOGIES AS THE MAIN FACTOR IN THE DEVELOPMENT OF MODERN SOCIETY

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Abstract. The article examines the role of digital and information and communication technologies (ICT) as the main factor in the development of modern society. Their impact on the economy, social processes, education, healthcare and public administration is analyzed. Key areas of digital transformation, such as automation, e-commerce, fintech, the Internet of Things and artificial intelligence are considered. The prospects for further development of digital technologies and their importance for the future of society are also discussed.

Keywords: digital technologies, information and communication technologies, economics, artificial intelligence, Internet of things, fintech, digital transformation, social networks, telemedicine, e-government.

ЦИФРОВЫЕ И ИНФОРМАЦИОННО-КОММУНИКАЦИОННЫЕ ТЕХНОЛОГИИ КАК ГЛАВНЫЙ ФАКТОР РАЗВИТИЯ СОВРЕМЕННОГО ОБЩЕСТВА

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Аннотация. В статье рассматривается роль цифровых и информационно-коммуникационных технологий (ИКТ) как основного фактора развития современного общества. Анализируются их влияние на экономику, социальные процессы, образование, здравоохранение и государственное управление. Рассматриваются ключевые направления цифровой трансформации, такие как автоматизация, электронная коммерция, финтех, интернет вещей и искусственный интеллект. Также обсуждаются перспективы дальнейшего развития цифровых технологий и их значение для будущего общества.

Ключевые слова: цифровые технологии, информационно-коммуникационные технологии, экономика, искусственный интеллект, интернет вещей, финтех, цифровая трансформация, социальные сети, телемедицина, электронное правительство.

It is impossible to imagine modern society without digital and information and communication technologies (ICT). They influence all spheres of life: economy, education, healthcare, public administration and social interactions. The development of these technologies determines the pace of progress and shapes the future of humanity. This article will consider the role of ICT as the main factor in the development of modern society, their impact on the economy and social processes, as well as prospects for further development.

Development of digital technologies and their impact on the economy. Digital technologies have become an integral part of economic activity. Their use allows you to automate processes, increase productivity and reduce costs. Important areas of implementation of digital technologies in the economy are:

1. Automation and robotics - modern enterprises actively use robotics and artificial intelligence (AI) to perform routine tasks, which increases labor productivity.

2. E-commerce - thanks to digital platforms (Amazon, Alibaba, Ozon, etc.), online trading is actively developing, which contributes to the growth of small and medium businesses.

3. Digital transformation of business – companies use cloud technologies, Big Data and machine learning to improve the efficiency of their operations.

4. Development of fintech – digital payment systems, cryptocurrencies and blockchain technologies are changing the banking sector, making financial services more accessible and secure.

Thus, digitalization contributes to increasing the competitiveness of business and improving the economic situation of countries that actively implement innovations.

The Impact of ICT on Social Processes. In addition to the economy, digital technologies have a significant impact on social processes. They contribute to the development of distance education, telemedicine, e-government and social networks.

1. Education - the emergence of online platforms (Coursera, Udemy, Khan Academy) allows people from different parts of the world to receive quality knowledge. The development of artificial intelligence helps to personalize learning.

2. Healthcare - telemedicine allows patients to receive medical consultations remotely, and digital technologies help in diagnosing diseases.

3. E-government - the introduction of ICT in public administration (Gosuslugi, "digital passports") makes administrative procedures more convenient and accessible.

4. Social networks and communications - the Internet has changed the way people communicate, accelerating the transfer of information and providing access to knowledge and news.

Prospects for the development of digital technologies. The future of digital technologies opens up new opportunities for humanity. The main areas of their development are:

- Artificial intelligence and machine learning – the development of AI algorithms will lead to new achievements in medicine, science and business.
- Internet of Things (IoT) – the integration of devices into a single network will automate the management of household and industrial systems.
- Quantum technologies – a promising area that can revolutionize computing and data security.
- Development of 5G and 6G – new generations of mobile communications will provide higher data transfer rates and the development of smart cities.

Digital and information and communication technologies are a key factor in the development of modern society. Their influence covers the economy, education, healthcare, social sphere and public administration. The future of digitalization opens up many new opportunities for humanity, but also requires a careful approach to issues of cybersecurity and digital inequality. It is important to continue the development of ICT so that they serve the benefit of society and contribute to the sustainable development of the world.

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