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DIGITAL TECHNOLOGIES. PERSPECTIVES AND DEVELOPMENT IN THE ERA OF THE COVID-19 PANDEMIC

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Basically, the COVID-19 pandemic has shown that there is no country that has not been affected by this disease. The quarantine restrictions introduced have aggravated socio-economic, political and interstate relations a lot. Virtually the majority of population has found itself on the brink of poverty, if not poverty. The level of unemployment has almost reached the point where the state may lose not only political stability but also the own immunity.

In these conditions, digital technologies have become the most important thing, with may help to reduce the effects of global negative trends throughout society.

One of key point in this situation which occurs in the country and in the world is the digital transformation of public authorities and the rapid digital development in all spheres of society. At this time, the further implementation of the "Concept of digital economy and society of Ukraine development" which have been developed for 2018-2020 yy, and approval of the schedule of its implementation [1] are becoming more important than ever.

Which exactly trends have emerged in society in the context of the COVID-19 pandemic?

According to L.O'Bryan, inequalities and inclusions (impurities) have appeared, according to E. Libanov, M. Fouani, K. Borysenko, J. Shabanov and others, the level of inequality across the population has increased in the country [2].

However, the problem of ensuring the effective digital development in Ukraine remains unresolved. The current situation reminded of the story about swan, crow fish and pike. Virtually all institutions have begun to actively implement comprehensive digital technologies. There is no single coordination center. The legislature of Ukraine sincerely pursues a policy of intervention in all areas of Ukrainian welfare, without receiving full feedback. This in some cases begins to resemble catching fleas. There is a sense that the legislature does not have no idea of the extents of the digitalization results.

In this case, the transformation of entire sectors of the Ukrainian economy, which led to the degradation of the number of jobs, led to the need to professional retraining the majority of social groups of population, which can not be done quickly and efficiently, because it may takes years and large budget revenues, which usually do not exist.

The country has also faced the problem of large numbers of labor migrants coming back. This situation has eagravating the problem of job vacancies.

According to the State Employment Service of Ukraine, more than 446 thousand of people received the “unemployed” status in March-August 2020, which is 64% more than last year in the same period. As of September 1st, 2020, 1.2 million of citizens used the state employment service, among them 474 thousand of people had an “unemployed” status, which is 72% more than on the same date last year. Only 109,000 citizens of them used the distance submissions of documents (via e-mail), and 12,000 of people took advantage of the online portal. Although, nowadays the level and technology of modern telephony has risen to the point where everything can be make online [3].

According to the surbey by the Kantar online TRACK conducted in April 2020, 41% of respondents experienced negative changes in work schedule or payment scheme while quarantine, 15% went on unpaid leave, about 5% received lower wages for the same amount of work, 13 % switched to part-time employment with reduced wages, and 8% were fired.

Changes in the work affected the material well-being of respondents, among them 15% were those who have enough money only for minimal physiological needs. At the same time, the situation has worsened in small settlements more than in megacities.

But the worst consequences the pandemic have led the disabled members of the social community have experienced, and the elderly people, especially women.

Thus, the conclusion can be done that at the present stage of the pandemic situation, there is an urgent need for adaptation of the general population, business environment, representatives of local governments, local administrations, central government to the digital development and the opportunities offered by these technologies.

At present, more than ever, it is necessary to stimulate the creation of an effective digital infrastructure, it is necessary to develop digital literacy, skills and competence.

Digital inclusion (impurities) has started up as a response to addressing digital literacy and digital divide.

Inclusion implies the possession of certain digital skills and competencies (digital literacy), which is necessary for each person to manage information, communicate, manage finances, access public services.

The use of digital technologies requires the information culture improving and digital literacy of the population, training and retraining with the use of information resources, increasing public spending on education in digital technology, which practically leads to further democratization and self-government of all spheres of socio-political development, helps involving people to the managerial desicion-making,

increasing their level and creating new platforms for democratic participation, also stimulates digital input (participation) in socio-political processes.

With the correct use of digital technologies - digital governance and digital democracy make it possible to significantly expand the channels of interaction between the state authority and citizens, improve the quality of this interaction, the level of openness, transparency, accountability and anti-corruption.

In Ukraine, various types of digital participation have been introduced in the form of mobile applications, public budget platforms, sites for petitions creating or promising ideas discussing.

The digital economy is an economy that operates on the basis of the digital technologies applying, is developing rapidly around the world. It is a key factor of innovation, competitiveness and growth, and has huge potential, especially for small and medium-sized enterprises.

The digital economy creates opportunities for harmonious employment of individuals or social groups which are excluded from active socio-economic life. This enables remote work with a flexible schedule with the opportunity to involve people with disabilities, women with small children, marginalized and elderly people, and to involve individuals living in remote areas into the production services, so they can work by distance.

The number of jobs in Ukraine which require employees to have a basic understanding of information and communication and digital technologies is growing rapidly, and the ability of technology application is becoming a major requirement for staff.

The digital jobs introduction is also a priority of modern public policy. In the digital economy, jobs are no longer tied to physical places: they become "digital", virtual, mobile and do not require an employee stay in the workplace constantly. The advantages of digital jobs are costs reducing for hardware, office space renting, and business vacations.

According to the data revealed at the World Economic Forum (WEF), transition to the digital technologies provides an number of jobs increasing. For every job which have been lost due to digitalization processes, is the creation of 2.6 new jobs as a result of information and communication technologies introduction in the field of economy.

It is worth noting that information, communication and digital technologies are recognized as one of the key tools which contribute three goals of sustainable development are succeeded: economic growth, environmental balance and social integration.

In Ukraine, there are opportunities for online self-education through a variety of free educational services and platforms, as well as specialized paid services in higher and secondary education. (<https://osvita.diia.gov.ua/>; <https://business.diia.gov.ua/>).

These include educational online films (basic digital skills, digital literacy) and online services for teachers, TV series for parents (child safety in the Internet), online payments for utility services, receiving free consultations and participating in a free national online school for entrepreneurs in various fields. topics (how to start the own business, keep accounting reports properly, to make financial plans, to get funding for

business idea development, to promote the product and manage the team) and much more others.

Among the most famous non-governmental online educational projects there are Prometheus (prometheus.org.ua) – the Ukrainian public project of mass open online courses and OMU "Open Maydan University" (vumonline.ua) - an educational project which consists of distance learning courses and training programs by the leading teachers of business schools, the public sector, business and social practitioners.

Therefore, we can generalize the all mentioned above: 1. When the correct use, the digital technologies provide significant opportunities to humanity, the information and communication technologies development, "give the birth" to new potential for socio-economic development; their effective application may promote various social groups, social inequality overcome, an inclusive society promotion; 2. The COVID-19 pandemic has become the startup that has finally and irreversibly launched the activation and implementation of digital technologies on a global scale.

But there is an alternative way of society development, when the usurpation and manipulation of mentioned technologies in favor of some unknown possible mental degradation of society and individuals, their debilitation and deindustrialization of the entire technosphere. Thus, the choice is up to us.

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