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MODERN DIGITAL TECHNOLOGIES IN THE INFORMATION SOCIETY

Modern information technologies have actively penetrated all spheres of society and changed the way people live. These technologies cause the emergence of new professions and even create new dangers. Global trends in the information sphere include: informatization, intellectualization, innovation and digitalization of the economy.

The development of the digital society was significantly influenced by the scientific and technological progress of the late 20th century, characterized by rapid changes in technological modes of production, the emergence of new information and communication and digital technologies in all spheres of life, an increase in the production and consumption of digital products and services by society. The possibilities of obtaining and using information to increase human potential and its development in various spheres of activity are expanding.

The trend of informatization of society is the comprehensive use of information technologies, the creation of networks, the use of Internet platforms, the formation of new competencies [1].

The development of industry 4.0 with the influence of digitalization and artificial intelligence technology leads to the creation of a global innovative and intellectual space.

The concept of «information economy» characterizes the current trend in the development of the world economy, which is associated with the growing role of the information industry and knowledge in the economic life of society. The following trends and patterns of development of the information economy can be formed:

- collaboration of industrial and post-industrial types of development, increasing the number of service sectors;
- strengthening of technological and economic convergence processes, the process of combining different technologies, markets, companies, forms of regulation of different sectors of the information industry;
- use of the same technological processes, which creates the basis for the merger of information industry companies representing its different sectors;
- innovativeness of the information economy due to the production of innovations that renew production.

The strategic goals of the development of the Ukrainian information economy include [2]:

- application of information and communication technologies to improve relations between the state and citizens;
- protection of citizens' information rights, promotion of democratic institutions and minimization of the risk of «information inequality»;
- updating of legislation on the regulation of information relations;
- improvement of the state of information security under the conditions of using the latest information and communication technologies.

These updates should take place in the context of technological digitalization and the widespread spread of the Internet.

Today, Ukraine is forming a digital society as a component of the information economy.

Digital society productively uses digital technologies for its own needs, as well as for the achievement and implementation of common social, economic and public goals. Digital society uses such means of digital technologies as: computers, smartphones, software, integrated systems, scientific research, the Internet, cable, satellite and other types of communication aimed at making information publicly available and actively implemented in the business processes of production [3]. In a digital society, the production base is made up of information means of production, and the product of consumption is information services and goods.

Globalization processes taking place in the markets, integration trends have a significant impact on the marketing activities of enterprises. Under these conditions, it acquires new features of functioning both from the enterprise and the consumer side. In the conditions of informatization of society, consumer behavior changes, new needs are formed. These changes affect the fact that traditional marketing tools of the enterprise require rethinking and implementation of digital marketing tools.

AI and digital marketing trends are automating routine tasks. Intelligent systems place ads across platforms, generate content, and answer customer questions.

Live streams are a better way to engage your audience than traditional videos. They offer greater flexibility and the ability to respond directly to feedback. This way, you can quickly improve your content to meet your audience's needs.

Social networks are used as search engines. Personal contacts and subscriptions are becoming one of the main sources for interesting content. In addition, social networks personalize the search for information and show users not only what content is currently popular, but also content that primarily meets their interests.

Companies are using AR technologies to create new products and services, such as virtual stores, interactive museums and games with augmented reality. So soon AR will change the model of interaction between people and the world around them, creating more and more new opportunities for communication, learning and entertainment. Social media, including Facebook, continue to be an ideal environment for working with potential consumers.

In order to effectively use information technologies, it is necessary to: pay maximum attention to the mobile version of the site; regularly update the content and make it suitable for downloading via the mobile Internet; adapt to voice search.

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