

DIGITAL TRANSFORMATIONS OF CONSUMER SOCIETY: TRENDS AND RISKS

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Liliia Pankratova

'Industry 4.0'

"Smart machines" are benefits, goods through the consumption practices of which a new level, quality and style of individual and collective life is formed.

"Smart machines" are important "digital assistants" in people's everyday practices.

Trends

- the desire of people to "fully automate everyday tasks";
- creation of a digital profile of a citizen as a unified electronic system for storing official data;
- the use of "digital assistants" to take care of human health;

Trends

- focus on consumer preferences of representatives of generation Z;
- formation of a new "digital child"

Risks

- intentional information leaks and the use of personal data for negative purposes;
- the problem of "superfluous man"

Prospects, tasks

- mastering the population with a new set of skills that meet the requirements of a digital society and digital culture;
- diversification of consumer behavior strategies of citizens through the use of AI technologies is one of the decisive factors in ensuring the stability of society



Thank you!

l.s.pankratova@spbu.ru

lilia.pank@gmail.com