



Human Capital
Multidisciplinary
Research Centre



NATIONAL SCIENCE
UNIVERSITY



RANEP
RUSSIAN ACADEMY
OF PUBLIC ADMINISTRATION



MGIMO
UNIVERSITY



IEA RAS
RUSSIAN
ACADEMY
OF SCIENCES

Digital Practices of Russian Population in the Post-Pandemic Period: a Rebound Effect?



Presentation by:

Kuzina Liliya, Research Assistant at Laboratory for Economics of Innovation

Iudin Ivan, Research Assistant at Laboratory for Economics of Innovation

Moscow, 2021

Pandemic in Russia



Since the beginning of the Covid-19 pandemic **different measures were executed**:

- From March 30th to April 30th (May 8th) – non-working days (presidential executive order);
- Starting from February/March borders started getting closed;
- Digital passes in 21 regions;
- Self-isolation (lockdown) for those, who came into contact;
- Requirement for certain percent of workers to work from home;
- Schools/Universities went online;
- etc.

During lockdowns:

- Home = the center of economic activity (Jenkins and Smith, 2021);
- Line between work, housework and parenting is blurred (Fuchs, 2021);
- Limited communications due to restrictions;
- Overall poor work-life balance (increase of workload, working hours, additional responsibilities, etc.)

Digitalization of daily practices



Shift to work from home during pandemic was mass and forced (Tønnessen et. al., 2021).

Many daily practices had to become digitalized due to:

- Working and learning environments merging with home environment
- Physical social places being closed/unavailable

Different daily practices have different potential for digitalization

Adaptation to restrictions = buy gadgets to transform home environment

Research question: *What daily practices will remain digital after lockdown ends in Russia?*

Digital practices: data



2020 Survey

Online questionnaire
27th October – 13th November
3000 respondents
Nationally representative

2021 Survey

Online questionnaire
10th August – 14th September
3000 respondents
Nationally representative

Main limitations:

1. Those, who do not use internet are excluded;
2. No comparable data preceding pandemic is available

Digital practices: 2020

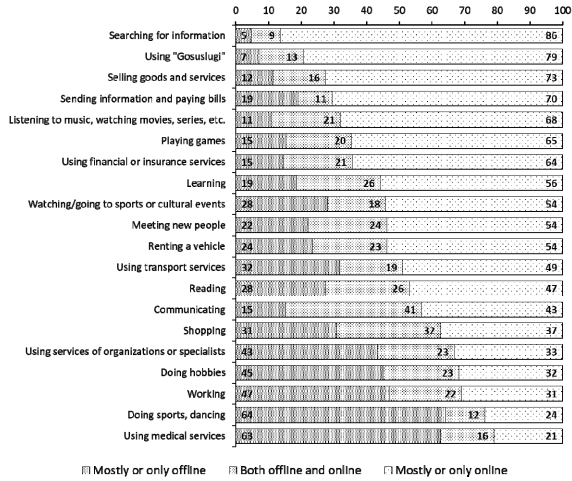


Figure 1. Offline and online practices

HUMAN CAPITAL MULTIDISCIPLINARY RESEARCH CENTRE

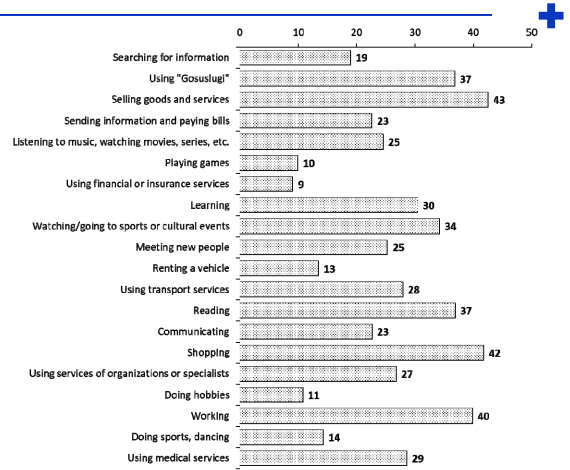


Figure 2. Increase in online practices due to lockdowns

5

Digital practices: 2020 vs 2021

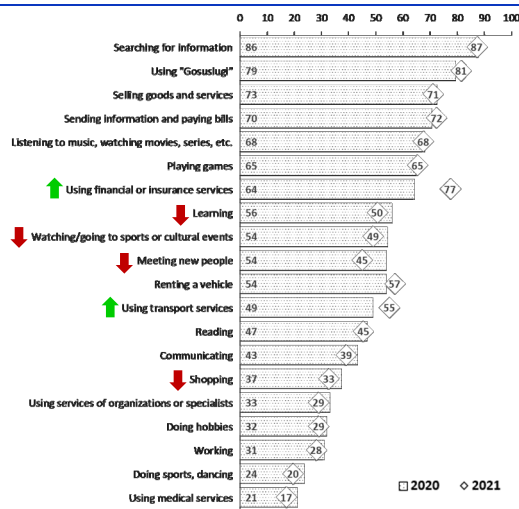


Figure 3. Changes in digital practices

HUMAN CAPITAL MULTIDISCIPLINARY RESEARCH CENTRE

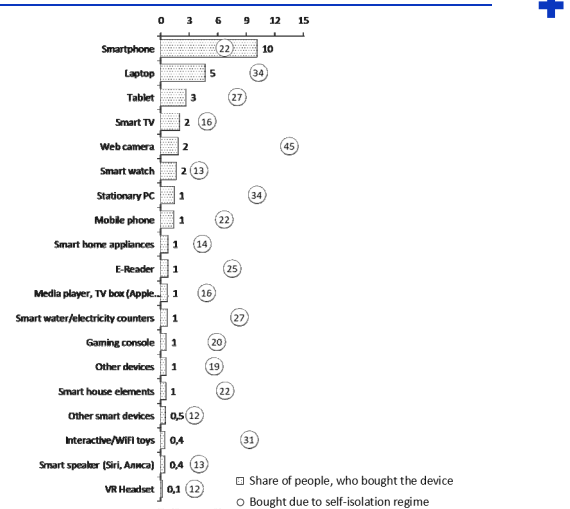


Figure 4. Digital devices bought due to self-isolation

6

Conclusion



During pandemic, due to self-isolation regime:

- 12% of population started *working* online more
- 17% of population started *learning* online more
- 21% of population started *shopping* online more
- 32% of population started *communicating* online more

In the post-pandemic period:

- Shares of people doing most everyday practices online remain unchanged;
- Less people online are *meeting new people* (-9 p.p.), *learning* (-5 p.p.), *watching or going to sports or cultural events* (-5 p.p.) and *shopping* (-5 p.p.);
- More people online are using *financial or insurance services* (+13 p.p.) and *using transport services* (+6 p.p.).
- Regarding **digital devices**, 5% of population bought laptops (34% of them due to self-isolation), 2% bought web camera (45% due to self isolation – highest share)