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DIGITAL QUALITY OF SOCIETY'S LIFE AS A RESULT OF ECONOMIC GROWTH IN THE CONDITIONS OF INSTITUTIONAL AND STRUCTURAL CHANGES

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At the current stage of its development, the world is in conditions of global digitalization, the events of recent years only accelerate technological processes. Advanced digital technologies are changing both the approach to the implementation of human life processes and the vector of socio-economic development of the country. The digital transformation of the economy affects all economic relations with the active use of modern ICT, and the well-being of the population is measured by the digital quality of life. The author analyzed the dynamics of changes in the ranking of individual countries of the world according to the Digital Quality of Life (DQL) Index in 2022–2023 and found that France and Finland became the leaders in 2023, while Ukraine took only 46th place. It has been established that the higher the GDP per capita, the higher the DQL Index, this is particularly evident in Western Europe, South America, Australia and New Zealand, and Northern Europe. It found that a country's digital quality of life is affected by its access to the Internet and in 2023, the global trend shows increased Internet access, and people needed to work 11% less to afford fixed broadband Internet access. The article also examines the dynamics of changes in the rating of individual countries of the world for the development of e-security and e-infrastructure according to the DQL Index in 2022–2023, as a result of which it was found that Ukraine has positive dynamics towards the improvement of e-security. In order to improve the level of digital quality of life in Ukraine, it is proposed to create conditions for learning how to work with digital technologies and platforms; to form digital literacy of the country's population; strengthen information security; support businesses in using modern digital business models.

Keywords: digital quality of life, digital transformation, digital space, economic growth, e-security, e-infrastructure, technologies, institutional environment, Society 5.0, welfare of the nation.

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STATEMENT OF THE PROBLEM IN A GENERAL APPEARANCE AND ITS CONNECTION WITH IMPORTANT SCIENTIFIC OR PRACTICAL TASKS

The world is currently deeply immersed in the global digitalization of the economy and society, which is caused by the active use of ICT and changes in institutional practice, and is manifested in various spheres of human life. This process is accompanied by strong support at the legislative level with the aim of achieving and maintaining a high level of the digital quality of life (DQL). Digital transformation is a complex and lengthy process, large-scale and complex, and is currently at the stage when spontaneous and inconsistent digitization changes to planned, systematic, consistent, with the implementation of specific projects and programs at both the national and regional levels of the country.

On the one hand, digital transformations create new opportunities and positive impulses for economic development, the formation of Industry 5.0 and Society 5.0. However, on the other hand, digital changes lead to the emergence of new risks, create the effect of a 'digital divide' and are a prerequisite for the emergence of social imbalances. It becomes obvious that digital transformation can both increase and decrease socio-economic effects, stimulate differentiation between regions and countries according to various indicators and, in particular, according to the DQL. Being a complex and multifaceted process, digitalization affects many pressing issues of human development, economic growth and well-being, and social prosperity, which generate both new opportunities and new challenges. The goal of digitalization, which is aimed at increasing the level of the DQL and digital well-being of a person and society as a whole, is undoubtedly positive, but only time will tell to what extent it justifies the digital means and tools used.

ANALYSIS OF LATEST RESEARCH OR PUBLICATIONS

The study of the dynamics of changes in the digital quality of life and well-being of the population today is of great interest to both practitioners and representatives of the authorities, as well as to scientists in order to develop effective tools and ways to improve the socio-economic standard of living of citizens, to build a strategy for future development. The DQL of the country's population covers such a wide range of issues that it is not at all surprising why representatives of various fields of knowledge – economists, psychologists, sociologists, philosophers – deal with them.

Researchers from Australia (M. Ali, K. Alam, B. Taylor, Sh. Rafiq), while finding out the role of modern ICT in improving the quality of life, try to identify the connection between digital inclusion and quality of life [1], and scientists from Ghana M. Alhassan, I. Adam, assessing the impact of ICT on the quality of life note that the data on the impact of ICT on improving the quality of life both at the level of an individual country and at the global level are quite ambiguous [2].

Representatives of the scientific community of South Africa (J. Cohen, J.-M. Bancilhon, T. Grace) are convinced that access to digital connected life should support social and economic integration, provide the opportunity for people to improve the quality of life [3]. We agree with the opinion of scientists from Japan (R. Estoque, T. Togawa, M. Ooba, K. Gomi, Sh. Nakamura, Y. Hijioka, Y. Kameyama), who believe that the quality of life is an amorphous concept. Based on the principles of reporting standards for systematic synthesis of evidence, researchers attempt to gain insight into the conceptualization and methodological design of research on quality of life and related indicators [4, p. 619].

Interesting is the scientific view of researchers from Slovenia (G. Kocjan, T. Ipes, M. Svetina, N. Plohl, U. Smrke, I. Mlakar, B. Musil), which analyzes how digital technologies can help the elderly to support them autonomy and quality of life in homes and communities, self-regulation in various aspects of daily life (maintaining a healthy lifestyle, physical activity, mental well-being, nutrition). The successful adoption of digital technologies depends on older people's trust in them and the perception of the benefits of technological support, but the early involvement of such people in the use of assistive technologies has a significant role in their technological self-efficacy [5, p. 1].

At the same time, scientists from India N. Haq and G. Abdullah evaluate the impact of information technology on the quality of life and well-being of children who study in secondary school and use various IT in different areas of life (health care, personal safety, technology in education, training in education, etc.) [6, p. 94]. They conclude that IT helps children to improve their quality of life through enjoyment and happiness in learning and searching for information using the Internet, and they emphasize that the use of IT should be widespread, but for this, teachers need to be provided with technical and technological support, and the process itself should be institutionalized through government policy and strategy [6, p. 101].

In addition, researchers from Great Britain A. Kilvert and Ch. Fox examine the specifics of the use of modern digital technologies in medicine and note that the evidence for quality of life from the use of technology is generally positive, but for some people the burdens of technology still outweigh the benefits and create barriers to successful use [7, p. 28]. A team of researchers from the Netherlands (I. Radtke, H. Noortje, B. Taco, H. Marlies) offers a conceptual model that is based on theoretical approaches and can be used to assess the quality of digital services [8, p. 1], which is the basis of digital quality of life. Scientists from Moldova, V. Colesnicova and V. Doga, offer a somewhat different approach to assessing the digital quality of life. They compare different countries of the world according to the fundamental principles that determine the DQL and analyze its 5 aspects: Internet availability, connection quality, e-infrastructure, digital security, e-government [9, p. 489].

D. Herold, an Austrian scientist who actively researches the issue of digitalization of the economy [10], in his works emphasizes the need to take into account the specifics of acquiring digital competences and skills in the current conditions, the features of increasing the digital literacy of the population, which lays the foundations for a high level of the DQL. The illusion and reality of the digital transformation of economic life are considered by Ukrainian researchers K. Kraus and N. Kraus [11], focusing their attention on how and which advanced digital technologies determine the new digital future of man and society. The same idea is continued by a group of Ukrainian scientists [12], who consider digital cubic space, which involves the formation of a new economic augmented reality due to the integration of ICT technology into the socio-economic life of the population, accelerating the digitalization of the country's economy and ensuring an increase in the DQL of citizens.

The analysis of the results of available scientific research confirms our opinion that the used digital technologies help to quickly receive, process and store large amounts of information, stimulate economic growth and prosperity, improve the welfare of the nation, create new opportunities for people and expand their rights, produce innovations and support digital entrepreneurship, solve a number of social problems, and ultimately shape a new quality of people's digital life. Therefore, we consider it expedient to carry out a study of the digital quality of life, which will make it possible to give an objective assessment of the modern digital society and the trends of its development in the 21st century, to outline clear prospects for the future development of society in the digital space.

FORMULATION OF THE PURPOSES OF THE ARTICLE

The purpose of the article is to study the dynamics of changes in the DQL Index in 2022–2023 in different countries of the world and in Ukraine; establishing a relationship between the level of the DQL and the country's GDP per capita; identifying the degree of influence of individual digital factors on key indicators of the population's well-being; outlining promising ways to improve the DQL in the current conditions in Ukraine.

PRESENTING MAIN MATERIAL

The digital transformation of the economy and society makes its contribution to the change of the technological structure and order, modifies traditional markets and turns them into virtual ones, modifies the institutional structure, where in addition to the existing formal and informal, market and non-market institutions, digital and non-digital institutions appear. Digital institutes arise as a response to the deepening of the Fourth Industrial Revolution, which has enormous potential and is focused on improving the DQL. The digital institutional environment largely determines the nature of the new technological establishment, which produces technological and digital innovations, ensures digitalization of many spheres of economic and social life.

Digital inclusion greatly predicts quality of life, and to promote digital inclusion, government should emphasize not only supply-side issues, but also demand-side strategies, including improving digital skills and accessibility for users [1]. Digital inclusion determines the quality of life on a global level, and therefore its improvement is possible with the help of advanced ICT [2]. The impact of technology on quality of life is worth researching with the aim of 'identifying effective ways to promote confidence and motivation to use digital technologies among older adults... Sustained use of assistive technology is an important factor that can contribute to successful adaptation to age changes, promotion of quality of life and aging' [5, p. 16–17].

At the same time, 'access to the digital connection of life should stop the reproduction of social and economic inequality in society and give people the opportunity to improve their quality of life. However, a digitally connected life depends on and cannot be separated from already existing opportunities for social and economic integration' [3, p. 11]. In this context, scientists from India N. Haq and G. Abdullah put forward and prove several important hypotheses: 'the use of IT has a positive effect on education on the Internet; the use of IT has a positive effect on technology in education; the quality of life has a positive effect on the use of IT; quality of life has a positive effect on the use of IT and health care; quality of life has a positive effect on IT use and personal safety; well-being has a positive effect on relationships and a place to live; well-being positively affects work, play and development' [6, p. 98].

The DQL is a new digital space in which the digital economy and existing digital infrastructure are developing, the digital socialization of a person is taking place (through the Internet, social networks, messengers, virtual and augmented reality), new products are appearing, which are mass-produced by advanced technologies of the Fourth Industrial Revolution. Thus, the DQL reflects the result of digital transformations of the daily life of a person and society. Digital transformation makes it necessary to study the level of satisfaction and the quality of the obtained results of activities in various fields (medicine, education, science, transport, sports, culture, economy, security, ecology, politics, etc.), which is determined by the level of knowledge, experience, existing social status and ability organize your life in the digital space, based on the acquired digital competences and skills, digital technologies and tools.

Every country wants to enter the digital world quickly, so the DQL Index, developed by the experts of the Surfshark VPN service, is the best way to obtain and analyze data on the level of the quality of digital life by country, focusing on important digital indicators and its further improvement [9, p. 494]. Scientists from Japan found that 'quality of life assessments differ in terms of conceptual frameworks, dimensions, indicators and units of analysis, and compared to economic and environmental indicators, social indicators have been consistently used in assessments; most assessments take into account indicators related to human vitality, satisfaction with life, usefulness of life and especially the livability of the environment, and quality of life itself can be based on objective indicators and/or subjective well-being, as well as on a composite index or non-aggregated measurements and indicators' [4, p. 634].

Let's try to analyze and find out what the DQL indicator depends on in the world. From Figure 1, we can see that the countries of Western Europe in 2023 are the leaders in the rating of digital quality of life – France (1st place), Finland (2nd place), Denmark (3rd place), Germany (4th place), Luxembourg (5th place), etc. Compared to 2022, France (+3 positions in the DQL rating), Finland (+5 positions), Luxembourg (+13 positions), Spain (+10 positions), Estonia (+7 positions), Austria demonstrated a significant positive 'breakthrough' (+14 positions), Switzerland (+4 positions). Ukraine's place, unfortunately, is still far below the average European level – in 2023 it will be 46th position, although such a result can be evaluated quite positively from the perspective of 2022 (+4 places in the DQL rating) and the conditions of the country's martial law, the general decline in the welfare of the nation and deterioration of the economic situation.

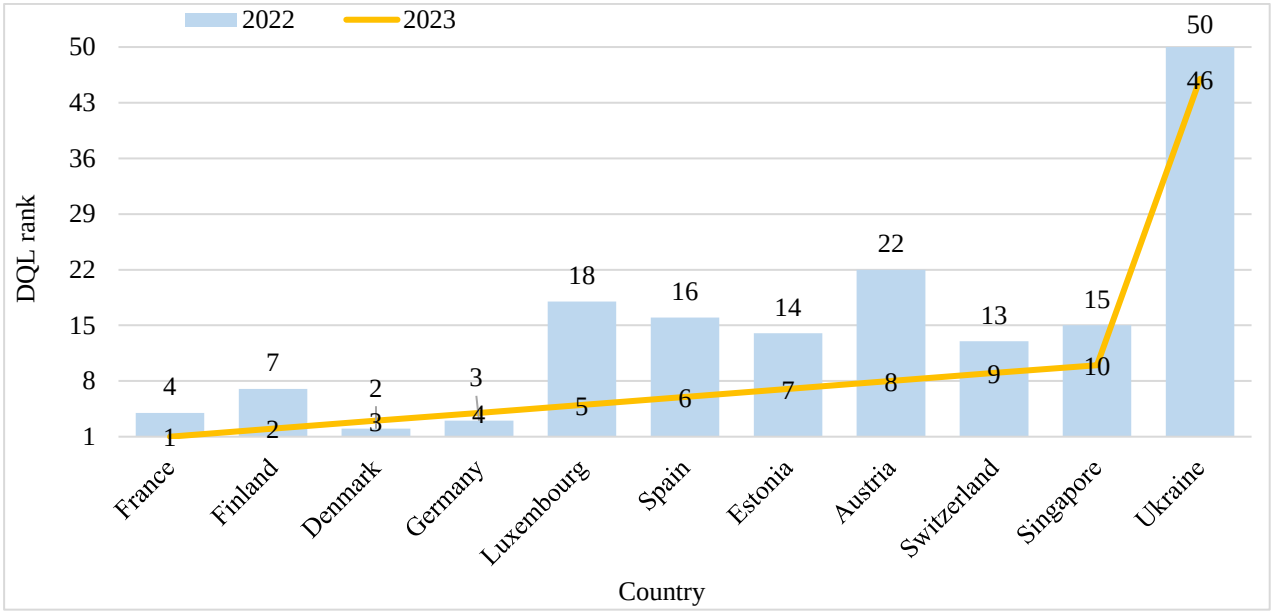

Fig. 1. Dynamics of changes in the rating of the countries of the world (TOP-10) and Ukraine according to the DQL Index in 2022–2023 *(built on the basis of the source [13])*

The macroeconomic indicator GDP per capita, which measures the monetary value of final goods and services produced in a country per person in a given year and is used to determine the wealth and prosperity of a nation, has a direct relationship with the DQL index. The average world ratio is within $20.4 thousand GDP per capita and 0.4864 DQL index. In 2023, GDP per capita in Southern Europe was $19.2 thousand, which is 22.4% higher than in Eastern Europe ($14.9 thousand), despite the fact that in Southern Europe the DQL index was at the level of 0.5567, and in Eastern Europe – 0.5791. At the level of the world average DQL value of 0.4864 in 2023, the indicator of West Asia is located, although, at the same time, the GDP per capita of West Asia ($28.1 thousand) is 38% higher than the world average [13]. We can state a close direct positive relationship between the GDP indicator per capita and the DQL index in Western Europe, South America, Australia and New Zealand, and Northern Europe (in these parts of the world, the higher the GDP per capita, the higher the DQL index).

It is also worth noting that some countries in the world have a much better DQL, despite their low GDP per capita. These countries include 22 of the 121 countries represented in the DQL ranking, including selected countries in South America (e.g., Colombia, Peru, Brazil), Asia (e.g., India, China, Turkey) and Europe (e.g., Ukraine, Bulgaria, Poland, Croatia). Most of the mentioned countries demonstrated a level of the DQL significantly higher than expected, in particular in terms of e-security, e-infrastructure and e-government. Such a situation is evidence that increasing global digital well-being can be achieved with fewer resources (less GDP per capita), but by implementing a more consistent and targeted development strategy.

The well-being of a country's citizens depends on their ability to afford and use the Internet. And Internet access is among the key indicators that determine the DQL Index. We can note that access to the Internet of the world's population only grows every year, but it is still quite uneven in geographical space. Figure 2 presents the ranking of individual countries of the world (leaders according to the DQL Index) and Ukraine in terms of Internet access, where significant fluctuations in 2022–2023 are clearly visible. The only country that showed stability during this period is Singapore – 4th position in the ranking of Internet accessibility. Positive changes in Internet accessibility can be noted in France (+6 positions in the rating), Finland (+31 positions), Luxembourg (+18 positions), Spain (+9 positions), Estonia (+18 positions), Austria (+14 positions). A slight lag in Internet accessibility is noticeable in countries such as Germany (-4 positions in the ranking) and Denmark (-20 positions). Ukraine, in connection with the full-scale invasion of its territory in February 2022, lost the opportunity to provide access to the Internet and communication at an adequate level, and if at the beginning of 2022 Ukraine ranked 22nd in the rating of Internet accessibility as part of the DQL Index, then in In 2023, it is already 53rd.

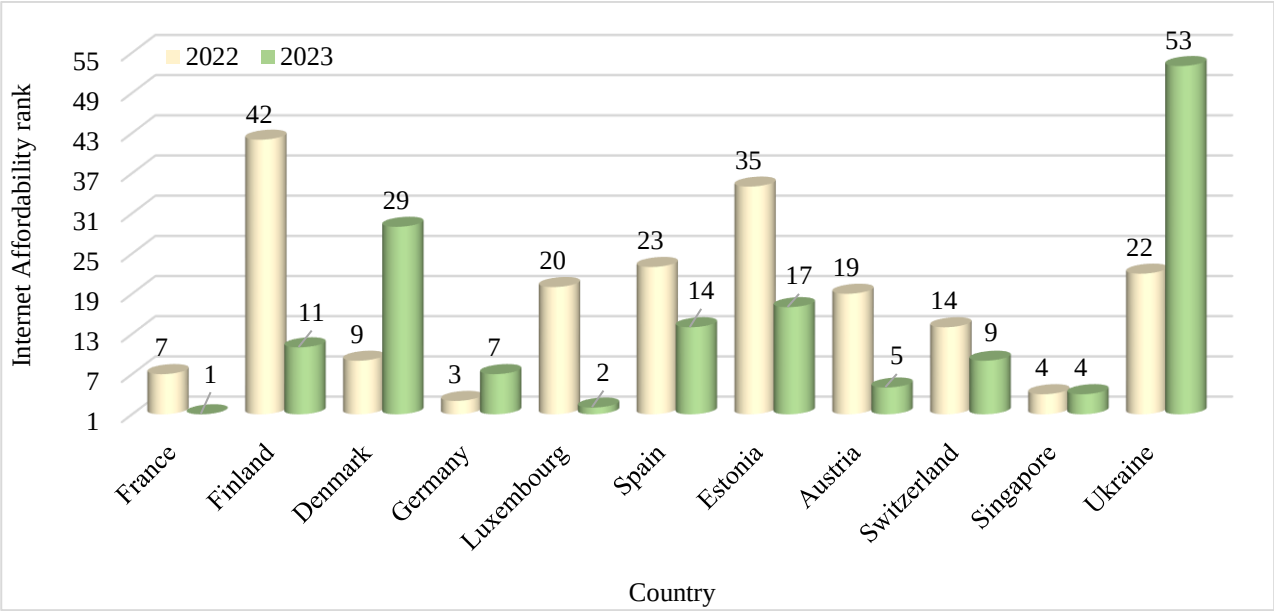

Fig. 2. Dynamics of changes in the rating of the countries of the world (TOP-10) and Ukraine in terms of Internet access according to the DQL Index in 2020–2023 *(built on the basis of the source [13])*

However, indeed, the global trend shows an increase in Internet access and in 2023 compared to 2022, people needed to work 11% (42 minutes) less to afford fixed broadband Internet access, and 26% (41 minutes) less to pay for mobile Internet. This shows that the prices of Internet access are less than inflation, as wages have increased by almost 10% [13].

Figure 3 shows the ranking of individual countries of the world according to the development of e-infrastructure within the DQL Index. We can see that only Luxembourg in 2022–2023 remained in the same position in the ranking – 11th place. France (16th place in 2023), Finland (8th place) and Denmark (2nd place) have decreased their rating by one position; Germany fell by 6 positions (12th place), Spain by 5 positions (26th place), Estonia by 2 positions (15th place), Austria by 5 positions (24th place) and Ukraine by 4 positions (41st place). However, countries such as Switzerland and Singapore were marked by positive changes in the e-infrastructure development rating within the DQL Index.

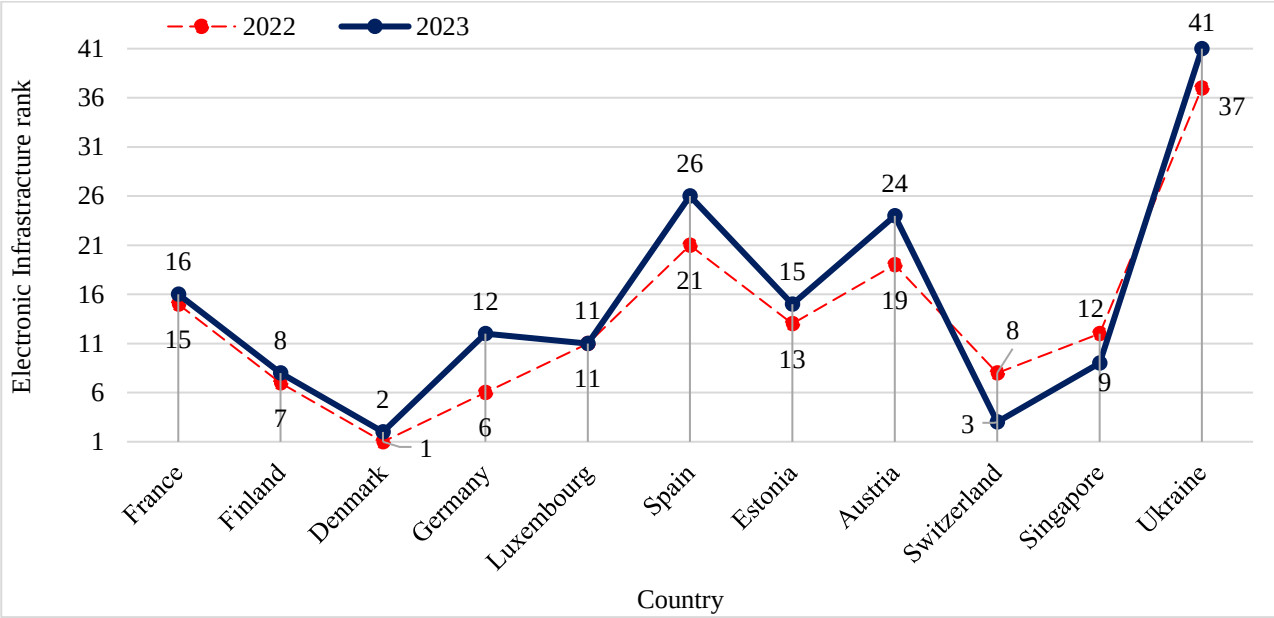

Fig. 3. Dynamics of changes in the rating of the countries of the world (TOP-10) and Ukraine in terms of the development of e-infrastructure according to the DQL Index in 2020–2023 *(built on the basis of the source [13])*

Interestingly, Internet accessibility has the lowest correlation with the DQL Index, namely 0.67. E-infrastructure had the second highest correlation with the DQL Index in 2023 at 0.91. On the other hand,

those countries that invest in the development of e-government demonstrate the best DQL Index – a correlation of 0.94 [13].

Now, considering in Figure 4 the impact of e-government on the DQL Index, we consider it appropriate to note that in 2022–2023, the rating for the development of e-security within the DQL Index was unchanged in Germany – 5th position and Switzerland – 29 position. Of the 4 countries presented in the figure, the positive dynamics of the change in rating can be observed only in Estonia (2nd place in the rating in 2023), Austria (+10 positions and 11th place in the rating) and Ukraine (+2 positions and 39th place). Unfortunately, the rest of the countries presented in Figure 4 are marked by a decrease in their rating positions.

As you can see, a significant number of factors and subfactors are taken into account to calculate the DQL Index. Ukraine ranked 46th according to the DQL Index in 2023, and this is due to the conditions of martial law in the country, a sharp decrease in the welfare of the population in 2022, an increase in the level of poverty and unemployment, the temporary occupation of a large part of the country, the destruction and damage of a significant number of Internet facilities network, an increase in the number of cyber-attacks and a low level of cyber protection, insufficient level of development of e-infrastructure, imperfection of the regulatory and legal framework, opacity of the judicial system, low level of participation of the state and business representatives in the application of modern ICT and digital tools, lack of public trust in the Internet, digital inequality in terms of regions of the country.

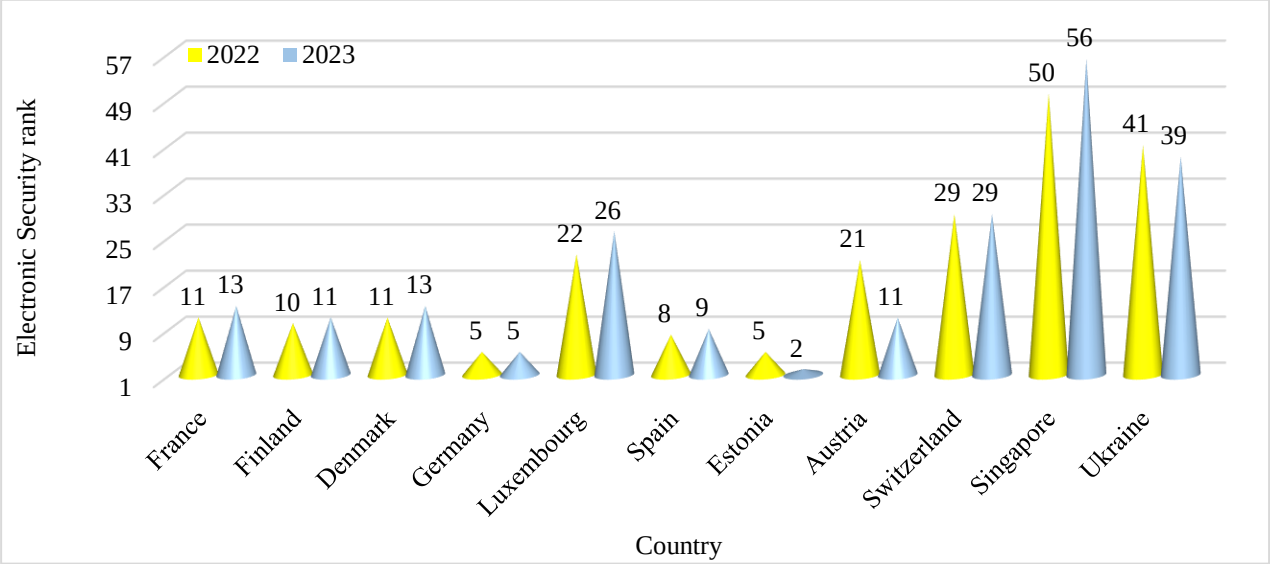

Fig. 4. Dynamics of changes in the rating of the countries of the world (TOP-10) and Ukraine for the development of e-security according to the DQL Index in 2020–2023 *(built on the basis of the source [13])*

The digital transformation of society currently gives rise to significant expectations for the improvement of the design and implementation of joint production processes, which can lead to an increase in the level of acceptance, satisfaction and trust in public services [8, p. 1]. Thus, in particular, researchers from Great Britain emphasize that 'health professionals play a key role in exploring individual barriers and priorities, managing expectations and providing support to help people achieve quality of life benefits…. They should take care to ensure equal access for all, avoiding personal biases' [7, p. 23].

The issue of improving the digital quality of life of the population is becoming one of the country's priorities today. In addition to stimulating economic growth and improving the DQL of citizens, digital transformation is shaping a new national and global space where the human being is at the center. Advanced technologies make it possible to partially overcome biological limitations of human potential, restore mobility in the elderly and people with physical disabilities, which not only expands the innate capabilities of a person, but also stimulates its development. And if today digital technologies are not yet fully available to everyone who wants to use them, then soon they will become an everyday reality for everyone.

At the same time, we remember that digital transformation leads not only to positive changes, it also causes a digital divide and leads to social inequality. The rapid development of the digital world, virtual and augmented reality, unfortunately, recently creates more and more threats that reduce the quality of life of the population. This is taking on a global scale and is increasingly leading to catastrophic

consequences, affecting not only the physical health of an individual and the nation as a whole, but also the moral and psychological state.

Therefore, to overcome or prevent these troubles, it is necessary to take a number of preventive measures. Among them, the most valuable can be: expanding population access to the Internet and improving its quality; creation of conditions and opportunities for learning to work with digital technologies and platforms; formation of digital skills and competencies, improvement of digital literacy; expanding rights and creating new opportunities for people with the use of reliable and secure digital identities; ensuring information security and protecting privacy; business support in the use of modern digital business models by developing tools and rules for digital transformations, private-public partnership; formation of a safe digital environment and cyberspace (cyber security, cyber protection, cyber hygiene); the development of new flexible and adaptive management mechanisms and tools, in particular the market, with the aim of strengthening its environmental friendliness, innovativeness, technology.

CONCLUSIONS FROM THIS RESEARCH AND PROSPECTS FOR FURTHER EXPLORATION IN THIS DIRECTION

The formation of a digital society is currently taking place in parallel with the digital transformation of the economy and is one of the stages of the development of modern civilization, which is based on large-scale production, the formation of Industry 5.0 and the active use of advanced digital technologies. The main modern trend of both the digital society and the digitalization of the economy is the DQL, which arises as a result of the creation of a digital environment, the development of the latest technologies and accumulates all modern trends in the development of society and the individual.

The digital world with the opportunities it creates for an individual, society as a whole, representatives of business, non-profit organizations and government structures, stimulates the socio-economic development of the country. Work methods and the specifics of business processes are changing in all sectors of the economy, a digital environment is being created, business horizons are expanding, new opportunities for reducing and optimizing costs, rationalizing the use of the resource base are emerging, new sales markets are being opened, effective tools are being developed to support entrepreneurial activity, operational information and management in real time. Therefore, the search for and preparation of effective ways to improve the DQL of the country's population is today something that requires even more attention both from the point of view of theory and practice.

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ЦИФРОВА ЯКІСТЬ ЖИТТЯ СУСПІЛЬСТВА ЯК РЕЗУЛЬТАТ ЕКОНОМІЧНОГО ЗРОСТАННЯ В УМОВАХ ІНСТИТУЦІОНАЛЬНО-СТРУКТУРНИХ ЗМІН

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На сучасному етапі свого розвитку світ перебуває в умовах глобальної цифровізації, події останніх років лише прискорюють технологічні процеси. Передові цифрові технології змінюють як підхід до реалізації процесів життєдіяльності людини, так і вектор соціально-економічного розвитку країни. Цифрова трансформація економіки торкається всіх економічних відносин з активним використання сучасних ІКТ, а добробут населення вимірюється при цьому цифровою якістю життя. Авторка проаналізувала динаміку зміни рейтингу окремих країн світу за Digital Quality of Life Index у 2022–2023 роках і виявила, що лідерами у 2023 році стали Франція та Фінляндія, тоді як Україна зайняла лише 46 місце. Встановлено, що чим більшим є ВВП на душу населення, тим більшим є індекс DQL, це зокрема простежується в Західній Європі, Південній Америці, Австралії та Новій Зеландії, Північній Європі. Виявлено, що на цифрову якість життя населення в країні впливає його доступ до Інтернету і в 2023 році загальносвітова тенденція свідчить про розширення доступу до Інтернету, і людям потрібно було працювати на 11% менше, щоб дозволити собі фіксований широкосмуговий доступ до Інтернету. У статті розглянуто також динаміку зміни рейтингу окремих країн світу за розвитком е-безпеки та е-інфраструктури за Digital Quality of Life Index у 2022–2023 роках, в результаті чого виявлено, що Україна має позитивну динаміку до удосконалення е-безпеки. Запропоновано задля підвищення рівня цифрової якості життя в Україні створити умови для навчання роботі з цифровими технологіями та платформами; формувати цифрову грамотність населення країни; посилювати інформаційну безпеку; підтримувати бізнес у використанні сучасних цифрових бізнес-моделей.

Ключові слова: цифрова якість життя, цифрова трансформація, цифровий простір, економічне зростання, е-безпека, е-інфраструктура, технології, інституціональне середовище, Суспільство 5.0, добробут нації.