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of technology. This article explores the social aspects of the digital economy. The content of the concept of the digital economy is revealed, the place of the digital and human component in its structure is shown. The place of a person in a post-industrial society is considered. The influence of digital technologies on changing values and approaches to the life of a modern person is shown. Hartner's «hype cycles» illustrate the possible impact of technology on a person's choice of place in society.

One of the tasks of the digital society is the search for tools, methods for involving its members in active work to create new products, ideas, technologies, in contrast to the all-consuming consumer society.

*Keywords:* Digital economy, digital society, virtual space, technology, mass culture, consumer society, simulacrum, anomie, Gartner «hype cycles», artificial intelligence

(99 % 16–29 88 % 30-54 ), 2018  
55 36 % — [13, .50].

[20].

20

[3].

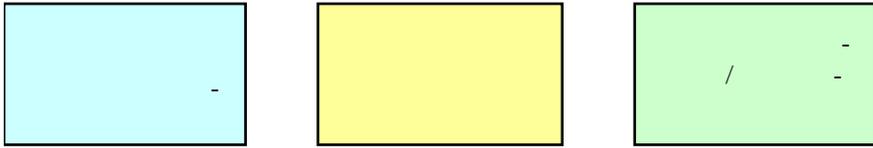
2016

G20.

(Digital Economy Country Assessment, DECA)

[13, . 170].

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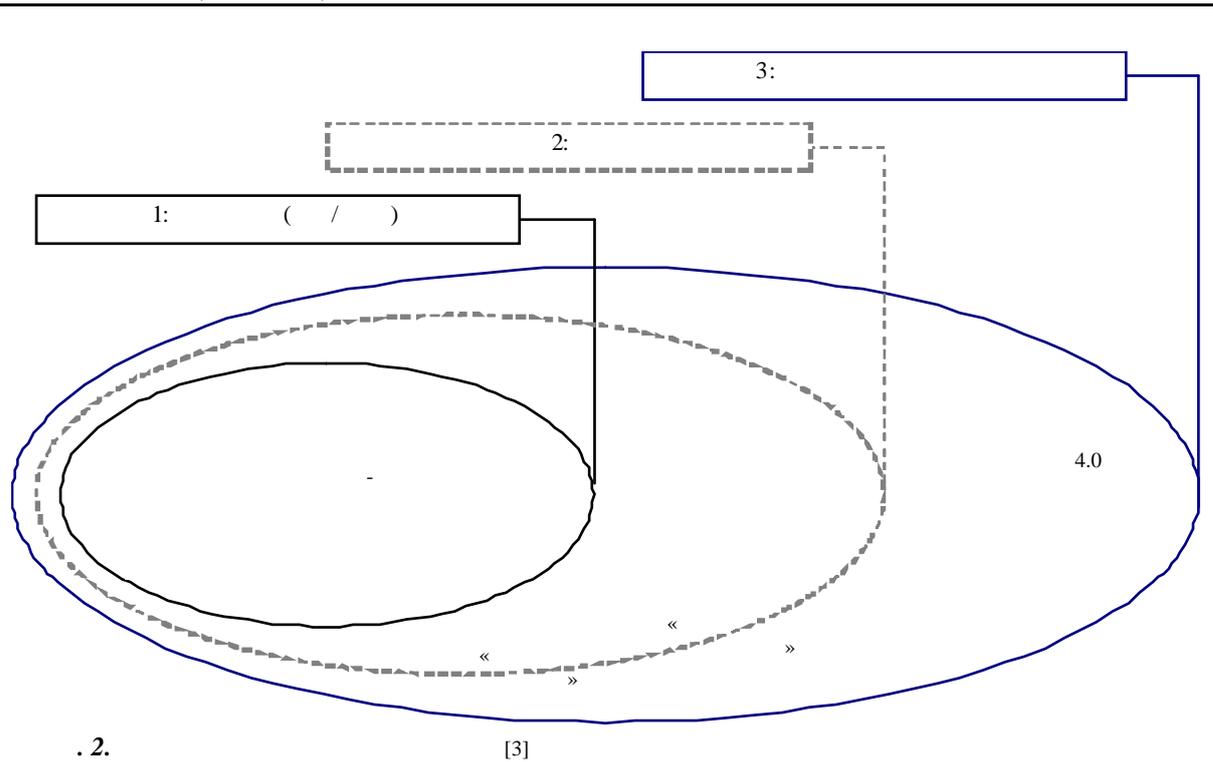
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»[4, .3].

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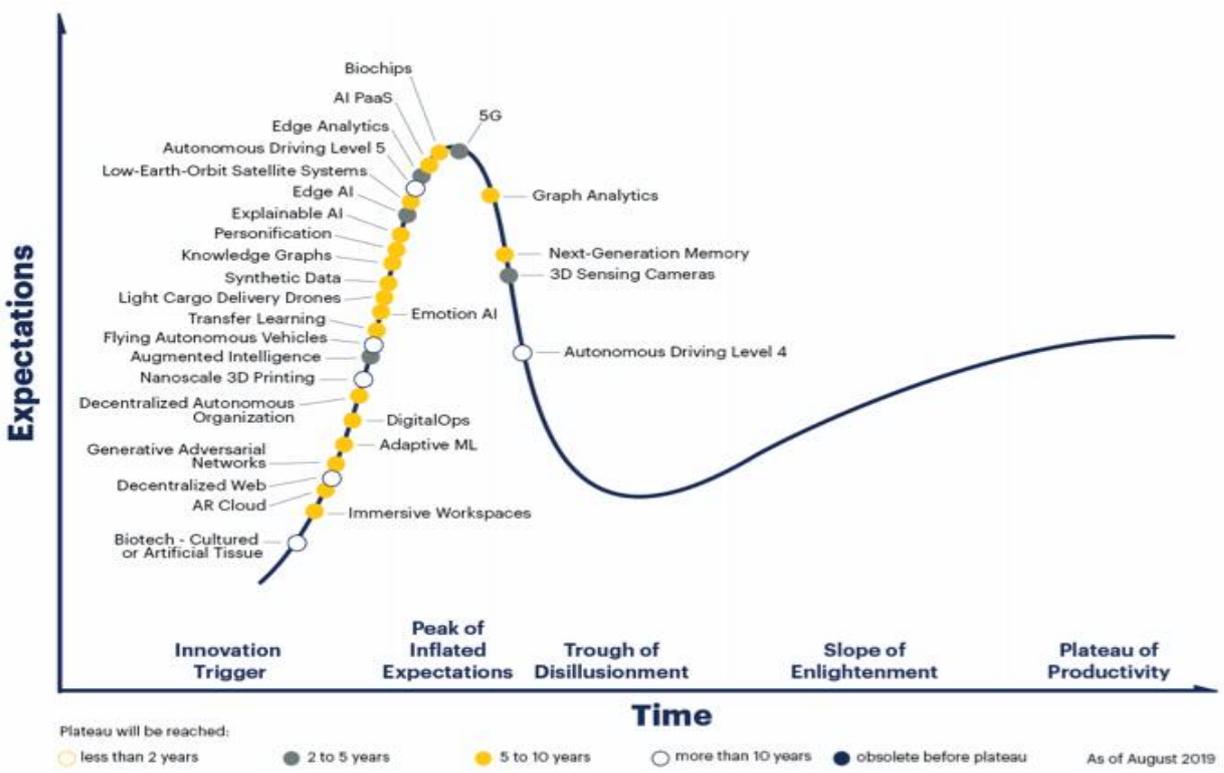
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4.0

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 » [10].      -

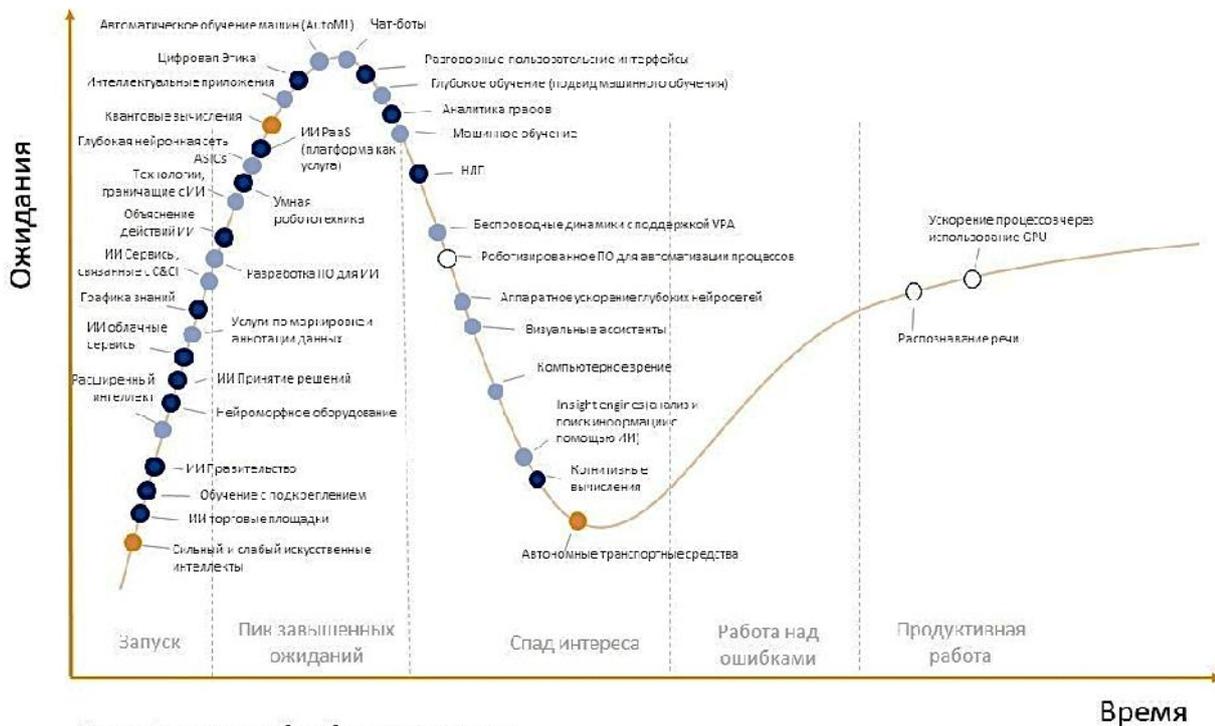




.3. « » : 2019 [23]

Hype Cycle 2019 — Hardware (Generative Adversarial Networks), (Synthetic Data), (AR Cloud), (2019, Nanoscale 3D Printing, 3D Sensing Cameras). GPU, 10

« » —



Стадия «Продуктивная работа» будет достигнута через:

- Менее, чем через 2 года
- От 2х до 5и лет
- От 5и до 10и лет
- Боле 10 лет

4. «

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2019

[22]

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