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Abstract



Dr. Sergey Davydov

HSE University, Russia
sdavydov@hse.ru

Dynamics of Digital Literacy and AI Perception in Russia During the COVID-19 Pandemic Period

In the context of the COVID-19 coronavirus pandemic and the various social restrictions associated with it, which peaked in April 2020, Russian citizens and businesses actively used digital technologies to adapt to changing living and working conditions. This report is based on a series of studies implemented in 2020-2021 and reflecting the ongoing transformations.

The transition to remote work during the COVID-19 pandemic affected to some extent about a third of working Russians, mainly qualified specialists working in the budgetary and commercial spheres. The hybrid organization of labor for many enterprises became the new norm after the lockdown. Working respondents, on average, rate their digital competencies higher than non-working ones, and those who have switched to remote work— higher than those who have not switched. Most Russians are satisfied with their existing level of digital literacy, and the transition to remote work did not require significant efforts to improve it. Almost the only digital skill that can be discussed during this period is related to video conferencing services usage.

The concept of artificial intelligence is well known to Russian adults: 32% of them say that they have not only heard the term but can also explain its meaning. However, what is behind this understanding is a big question. Over the past 2 years, interest in artificial intelligence technologies has grown. However, there is also a certain concern that is of a social nature: people believe that in medicine and education, artificial intelligence should provide information, but not make independent decisions. Younger generations are more easily accepting of artificial intelligence. In older age groups, the attitude towards it is moderately positive.

Brief Bio :

Ph.D., associate professor of the National Research University "Higher School of Economics" (Moscow, Russia).

Research interests include sociology of media and public opinion, methods of social research.

Since 1996 collaborated with various research institutions (Russian Research, GfK-Rus, Zircon) and universities in Moscow. In 2018-2019 worked as rector of the Academy of Media Industry.

Head or participant of many research projects, including "Runet Economy" (since 2011), "Index of Digital Literacy in Russian Regions" (since 2015), "Journalistic Role Performance around the Globe" (since 2015), etc.

Author and co-author of more than 100 scientific publications. Co-editor of three issues of the book "Online Research in Russia" (Moscow, 2010-2016, In Russian), editor of "Internet in Russia: a Study of the Runet and Its Impact on Social Life" (Springer, 2020, in English). Author of the book "Notebook of Media Sociologist" (in Russian, 2020).