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FEATURES OF REFLECTING THE QUALITY OF LIFE IN SOME CIS COUNTRIES IN DIGITAL FORMAT

Abstract

The article presents the evolution of the concept of quality of life. The author's definition of this category is given. The transition to the concept of digital quality of life is justified. The emergence of a new human social quality, which is called Homo informaticus by the authors, is justified. It is postulated that this quality, provided it is properly developed, provides a person in a modern digital society with a decent quality of life and allows them to achieve a decent standard of living. A comparative analysis of the digital quality of life in the countries of the Commonwealth of Independent States on the main key parameters is carried out on the statistical material of the Interstate Statistical Committee of the CIS. Conclusion dwells upon the fact that there is a digital inequality, which is a new type of social inequality generated by the digital society. Such inequality is intertwined with traditional types of social inequality, primarily income inequality, but is not completely reduced to the existence of poverty. It is postulated that the key cause of digital inequality is digital illiteracy, which puts people in a marginal position with regard to access to the benefits of human civilization in modern society.

Keywords: CIS, Internet, digital quality of life, digital inequality, digital poverty, digitalization of education, Internet technology.

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КЕЙБІР ТМД ЕЛДЕРІНДЕГІ ӨМІР САПАСЫН ЦИФРЛЫҚ ФОРМАТТА КӨРСЕТУ ЕРЕКШЕЛІКТЕРІ

Аңдатпа

Мақалада өмір сапасы тұжырымдамасының эволюциясы көрсетілген. Бұл категорияға авторлардың Цифрлық өмір сапасы тұжырымдамасына көшуге негізделген авторлардың өзіндік анықтамасы берілген. Homo informaticus деп атаған адамның жаңа әлеуметтік сапасының пайда болуы туралы дәлелді тұжырым жасайды. Бұл сапа дұрыс дамыған жағдайда заманауи цифрлық қоғамдағы адамға лайықты өмір сүру сапасын қамтамасыз етеді және лайықты өмір сүру деңгейіне қол жеткізуге мүмкіндік береді деп болжануда. Негізгі негізгі параметрлер бойынша Тәуелсіз Мемлекеттер Достастығына қатысушы елдердегі цифрлық өмір сапасына салыстырмалы талдау ТМД Мемлекетаралық статистикалық комитетінің статистикалық материалы бойынша жүргізіледі. Цифрлық қоғам тудыратын әлеуметтік теңсіздіктің жаңа түрі болып табылатын цифрлық теңсіздіктің бар екендігіне тоқталып қорытынды жасалған. Мұндай теңсіздік әлеуметтік теңсіздіктің дәстүрлі түрлерімен, ең алдымен табыс теңсіздігімен астасып жатыр, бірақ кедейшіліктің бар болуына толықтай төмендемейді. Цифрлық теңсіздіктің негізгі себебі қазіргі қоғамдағы адамзат өркениетінің игіліктеріне қол жеткізуге қатысты адамдарды маргиналды жағдайға қоятын цифрлық сауатсыздық болып табылады.

Түйін сөздер: ТМД, интернет, өмірдің цифрлық сапасы, цифрлық теңсіздік, цифрлық кедейлік, білім беруді цифрландыру, интернет технологиясы.

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ОСОБЕННОСТИ ОТРАЖЕНИЯ КАЧЕСТВА ЖИЗНИ В НЕКОТОРЫХ СТРАНАХ СНГ В ЦИФРОВОМ ФОРМАТЕ

Аннотация

В статье представлена эволюция концепции качества жизни. Дается авторское определение этой категории. Обосновывается переход к понятию цифрового качества жизни и появление нового социального качества человека, которое названо авторами Homo informaticus. Предполагается, что данное качество, при условии его должного развития, обеспечивает человеку в современном цифровом обществе достойное качество жизни и позволяет достигать достойного уровня жизни. Проведен сравнительный анализ цифрового качества жизни в странах Содружества Независимых Государств по основным ключевым параметрам на статистическом материале Межгосударственного статистического комитета СНГ. Сделан вывод о существовании цифрового неравенства, которое является новым видом социального неравенства, порождаемого цифровым обществом. Данный вид неравенства сопрягается с традиционными видами социального неравенства, прежде всего, неравенства по доходам, но не сводится полностью к существованию бедности. Подчеркивается, что ключевым основанием цифрового неравенства является цифровая неграмотность, которая ставит людей в маргинальное положение в отношении доступа к благам человеческой цивилизации в современном обществе.

Ключевые слова: СНГ, интернет, цифровое качество жизни, цифровое неравенство, цифровая бедность, цифровизация образования, интернет-технология.

MAIN PART

This article aims to explore the evolution of the concept of quality of life under the influence of the Internet and the development of digital technologies in the context of sociological research and the transformation of public relations in the CIS countries. Nowadays, social aspects of life in the post-Soviet space, in the context of Internet influence and the development of digital technologies, remain relevant, insufficiently explored in sociological science, and require comprehensive research. This distinction will help understand the essence of this phenomenon and its consequences in modern CIS countries. Understanding the essence of the development of the Internet and digital technologies in the CIS countries as a result of scientific policy in the post-Soviet space will help us sociologically reflect on their positive role and negative aspects in society.

Next, we turn to the social aspects of life in the CIS countries, considering the influence of the Internet and the development of digital technologies. Special attention will be given to the transformation of the concept of quality of life. We distinguish four temporal stages. We analyze digital quality of life, the digitalization of education, Homo informaticus as a new social quality of human beings, digital inequality, and digital poverty. The introduction of information and communication technologies in higher and professional education is an important part of the educational process and digital quality of life.

Examining digital transformation in the social sphere of the CIS countries and the influence of social networks on the way of life of post-Soviet society will be a key aspect of sociological analysis. The regions of the CIS countries differ in geographical location, national identity, demographic factors, levels of education, employment, and income. As a result, digitalization processes in these countries vary. We have studied the specifics of the regions of CIS countries, considering differences in geographical location, national identity, demographic factors, education, employment, and income. Therefore, digitalization processes in the CIS countries occur differently.

We focus on the negative consequences of social networks and digitalization of life for citizens, identifying their problems and potential solutions. In conclusion, the results of the sociological study are summarized, and it is concluded that digital inequality exists as a new form of social inequality generated by digital society. A key cause of digital inequality is digital illiteracy, which places people in a marginalized position concerning access to the benefits of human civilization in modern society.

Currently, digital quality of life serves as a marker of social well-being, both for individuals and society as a whole. High digital quality of life means having the potential to provide oneself and one's family with a decent standard of living, while digital illiteracy condemns individuals to marginality regarding access to the benefits of civilization. Thus, this article seeks to contribute to the study of the impact of the Internet and digital technologies on the social life of citizens in the CIS.

INTRODUCTION

Information technologies have emerged as a pivotal force in shaping the socio-economic and public landscape, profoundly affecting citizens' daily lives and influencing the pace of national development. According to E.V. Yanshenko, digitalization has become a cornerstone of achieving a high standard of living.

In this regard, studying the experience of countries that have successfully implemented innovative approaches in the field of technology is of particular importance. The CIS countries, as active participants in the information technology field, provide a unique model for sociological analysis and the subsequent adaptation of practices that influence the social life of modern society. Some CIS countries, with the help of high-speed Internet, successfully integrate digital technologies into the social sphere of life-from business and education to everyday activities.

Studying the situation in the CIS will help identify the key factors contributing to the technological progress of the post-Soviet space. Thanks to their persistent approach to the development of information technologies, the Commonwealth of Independent States countries have

achieved good results. The success of these countries is based on diverse strategies aimed at improving Internet infrastructure, promoting innovation, and supporting young IT companies. The state plays an active role in creating a favorable environment for the development of technological innovations. One of the key secrets of the success of developed countries in digitalization is the powerful and widespread high-speed Internet network. Thanks to this free access to the network, South Korean citizens can use fast and reliable Internet, thereby contributing to the development of digital activity in society. Sociological research of the CIS countries' experience will help us better understand the impact of digital technologies on the shaping of lifestyles, education, and cultural traditions, which is essential for the development of sustainable strategies in the context of Kazakhstan's cultural environment.

The Republic of Kazakhstan, striving for modernization, can benefit from the successful practices of CIS countries. Adapting the experience of some CIS countries to Kazakhstan's conditions can contribute to the creation of an effective digital infrastructure, the development of innovative technology companies, and the improvement of people's quality of life in the state. The existence of digital inequality significantly influences the cultural and social aspects of society, representing a new form of social inequality generated by digital society.

Studying the state policy of CIS countries in the field of information technologies will help identify the key elements of a successful strategy, including measures to support innovation, legislative initiatives, and the implementation of digital technologies in various areas of society. In the context of globalization and growing competition in the global market, it is important for Kazakhstan to actively implement advanced technologies to enhance its competitiveness. The experience of CIS countries can serve as the basis for developing strategies for integration into the global information space.

This article aims to conduct a systematic and comparative examination of the social dimensions of digital quality of life within CIS countries, focusing on the role of the Internet and advancements in digital technologies. To achieve this objective, the following tasks have been outlined: analyzing the challenges of digital transformation in the social sectors of CIS nations and the impact of social media on societal dynamics; exploring the adverse effects of social networks, the digitalization of everyday life, and governmental policies, particularly in the realm of cybersecurity.

As a result of the research, structural relationships in the transformation of quality of life, conditioned by digitalization, have been identified.

METHODOLOGY

The methodological basis of the study is based on the fundamental principles of sociology, philosophy, psychology, history, as well as the achievements of world scientific thought concerning social life, the Internet and digital technologies. The article uses scientific methods that allow for a deep and comprehensive study of the problem under study. These methods include historical analysis, systemic analysis, comparative analysis, sociological methods, and complex evaluation methods. The article also draws from published sociological, philosophical, historical, psychological, pedagogical, cultural, and economic studies, as well as monitoring data on the quality of life indicators in CIS countries from 2019 to 2022. Statistical bulletins from the CIS Statistical Committee have been used. As a result, the issues studied by the authors offer new approaches, evaluations, and reinterpretations, allowing for concrete conclusions and practical recommendations.

The theoretical significance of this article is crucial in contributing to a deeper understanding of the multifaceted impact of digitalization on modern life. By analyzing both the positive and negative aspects of the digital transformation, the article highlights how digital technologies reshape not only individual lives but also broader societal structures. The results of the sociological research presented in the article offer insights into the dynamics of digital inclusion and exclusion, the role of digital literacy in shaping quality of life, and the ways in which digital inequality intersects with traditional socio-economic inequalities such as income disparity.

This research can serve as a foundation for future studies exploring the long-term effects of digitalization on various aspects of social well-being, such as access to education, healthcare, employment opportunities, and participation in democratic processes. By understanding the complexities of digital transformation, including its potential to enhance or limit opportunities depending on factors like income, education, and geography, researchers and policymakers can develop more targeted strategies for mitigating digital inequality and promoting digital welfare across different populations.

Furthermore, the theoretical insights provided by this article could inform the development of policies that address both the opportunities and challenges posed by digitalization, ensuring that technological progress leads to more inclusive and equitable societies.

The practical significance of the article is that the issues and advantages of digital technologies identified through sociological analysis can be applied as recommendations for implementing the impact of Internet technologies on society.

Level of study: Transformation of the concepts of quality of life as a scientific concept is a multifaceted and complex notion. Many authors consider digitalization as the fourth wave of the scientific and technological revolution [1, p. 16]. Since the studied issue of digital quality is interdisciplinary, the materials require thorough analysis.

Currently, people worldwide are increasingly dependent on internet technologies in the workplace and everyday routines. Therefore, the recent surge in digital development has attracted the attention of researchers. Russian scientists E.V. Nekhoda, I.V. Roshchina, and V.D. Pak have dedicated their work to issues related to the measurement of quality of life. They have systematized the stages of the evolution of quality of life in the context of theories and concepts of social development and the corresponding indicators. They analyze the main global development trends that influence the quality of life and its components in one way or another [2, p. 43].

P. Leoci highlights in his article that during the 1980s, numerous theorists introduced various «Gap Theories» connected to quality of life. Among these, the Theory of Multiple Discrepancies (MDT) holds particular significance. MDT's core premise is that life satisfaction arises from comparisons, specifically the disparity between one’s aspirations and the actual conditions of their life [3, p. 6]. The Gallup Institute approaches the concept of quality of life, or global well-being, by considering both objective factors (such as standard of living, health, employment, literacy, and poverty) and subjective factors. The subjective aspects include evaluative indicators (how individuals perceive their lives) and experiential indicators (what individuals feel in their daily lives) [4, p. 89].

Research teams and individual scholars have also contributed valuable insights and methodologies for measuring quality of life. While specific studies on regional quality of life indices exist in Russia and its cities, such research remains absent in Kazakhstan. For instance, E.A. Pystogova developed a quality of life index based on 12 aggregated indicators and created a map illustrating quality of life across Russian regions [5, p. 26].

Additionally, A.E. Balobanov and S.V. Golubev provide an analysis of urban quality of life on a global scale. They argue that urban quality of life comprises several critical components that enhance overall well-being but may not directly relate to service provider obligations. These components include political participation, economic opportunities, access to housing, subjective well-being, culture, environmental conditions, social justice, and technological advancements [6].

In E.V. Yanchenko’s work, it is demonstrated that digitalization plays a crucial role in shaping complex social standards and meeting needs at an elevated level, suitable for qualified professionals and active members of modern society. The study compares the quality of life index and the digital economy and society index across Russia and other countries, emphasizing the importance of incorporating digital elements into the indicators of a decent quality of life [7, p. 18].

Worldwide, special measures have been developed to promote digital transformation, and large companies around the world are leading digital transformations in global industries to improve the

position of digital technologies. This demonstrates the rapid strengthening of the connection between society and internet technologies. The impact of digital technologies on the life of modern humans is also mentioned in almost all interdisciplinary studies of today, especially concerning the construction of an information society and national approaches to managing information data. In this article, we have primarily relied on the interstate statistical data of the CIS committee.

RESULTS AND DISCUSSION

Society is witnessing the emergence of a new concept of quality of life, where the focus is placed on the individual. The foundation for this qualitative transformation lies in the substantial increase in labor productivity within material production. This growth has enabled the fulfillment of basic needs at a socially acceptable standard for the majority of the population. Once these fundamental needs are satisfied, attention can shift toward addressing higher-level needs, which are associated with the non-material dimensions of quality of life.

The emergence of a consumer society laid the groundwork for the development of subjective well-being theory, where individuals began evaluating their own quality of life. Sociological tools, including public opinion polls and household surveys, were employed to measure and analyze quality of life. These evaluations incorporated both objective indicators (e.g., income levels, housing conditions) and subjective factors (e.g., personal satisfaction), enabling a comprehensive approach that combines quantitative and qualitative analyses.

External standards capture societal conditions, such as average wages, minimum subsistence levels, environmental safety, and ecological factors. Internal assessments, on the other hand, reflect individual satisfaction with personal needs like housing, nutrition, and clothing. Modern assessments of quality of life now adopt a holistic approach, integrating both external societal conditions and individuals' subjective evaluations.

In the era of digital society, where information and communication technologies infiltrate every aspect of human and societal activity, the concept of «quality of life» evolves to encompass new dimensions driven by digitalization. As digital technologies become essential across age groups, adapting to these advancements is increasingly necessary to remain part of the digital civilization. Consequently, the meaning of «quality of life» now reflects the integration of digital advancements into daily living and societal development.

The COVID-19 pandemic accelerated the digitalization of numerous aspects of life, particularly within the education sector. Restrictive measures prompted the widespread adoption of e-learning and distance education technologies. Despite this progress, challenges remain: many educational institutions lack adequate infrastructure, and some students do not have access to personal computers or reliable internet connections.

Digital quality of life: Ensuring a decent standard of living through digital technologies involves automating production, integrating digital solutions into public and personal life, and transforming management systems and individuals. While automation boosts labor productivity, it also reduces job opportunities, potentially causing negative social consequences such as rising unemployment.

At the same time, digital technologies are advancing education, enhancing healthcare, supporting virtual culture, and improving daily life conveniences like public transport Wi-Fi and electronic ticketing for theaters, museums, and transportation. They also enable the development of smart home systems, illustrating the increasing digitization of human activities, including production, commerce, public services, advertising, business, and interpersonal communication (Bykova, 2022).

Recognizing these trends, the Council of Heads of Government of the CIS adopted a Strategy for cooperation in building and developing the information society by 2025. This strategy prioritizes the use of information and communication technologies (ICTs) in state policies across CIS countries, facilitating digital transformation in production, business, education, culture, and communication. However, achieving a high quality of life in this digital era requires widespread

digital literacy, which remains unevenly distributed among the population of CIS member states. Different generations adapt to digital technologies at varying rates.

Statistics from the CIS Statistical Committee for 2021 reveal notable variations in ICT skills among youth aged 15 to 24 across different countries:

Copying and moving files or folders: Azerbaijan – 81.8%, Belarus – 77.7%, Kazakhstan – 33.5%, Russia – 64.4%, Uzbekistan – 68.1%.

Sending emails with attachments: Azerbaijan – 78.5%, Belarus – 63.0%, Kazakhstan – 59.5%, Russia – 82.1%, Uzbekistan – 19.4%.

Creating electronic presentations with specialized software: Azerbaijan – 19.5%, Belarus – 35.7%, Kazakhstan – 32.8%, Russia – 33.5%, Uzbekistan – 11.5%.

Searching for, downloading, installing, and configuring software: Azerbaijan – 21.9%, Belarus – 46.4%, Kazakhstan – 21.9%, Russia – 12.0%, Uzbekistan – 6.4%.

Homo informaticus as a new social quality of the individual. The introduction of digital technologies has significantly transformed social relations, profoundly influencing individuals who must adapt to a digital lifestyle. This shift marks a new stage of existence, where individuals function as elementary particles of the informational universe—simultaneously producers, owners, and transmitters of the information flow. While technological advancements are accelerating, it is essential to recognize that this represents only the initial phase of a broader global transformation.

In the digital society, internet accessibility, digital communication tools, and the ability to utilize digital services are fundamental aspects of digital quality of life. The dynamics of internet usage in CIS countries, as outlined in Table 1, illustrate this ongoing evolution [10, p. 81].

Table 1 – *The Share of Internet Users, in %*

CIS Countries	2019	2020	2021	2022
Azerbaijan	81	85	87	88
Armenia	67	77	79	77
Belarus	83	85	87	90
Kazakhstan	84	88	93	94
Kyrgyzstan	64	72	79	82
Moldova*	58	59	61	–
Russia	83	85	88	90
Tajikistan*	22	–	–	–
Turkmenistan*	21	–	–	–
Uzbekistan	70	71	77	84
Ukraine*	70	75	79	–

*Note: * – International Telecommunication Union (ITU), https://www.itu.int.

As illustrated in Table 1, Kazakhstan leads the CIS countries in the percentage of internet users, followed by Russia, Belarus, and Azerbaijan. In Azerbaijan, Belarus, Kazakhstan, and Russia, the proportion of internet users is notably high, ranging from 88% to 94%, while in other CIS nations, this figure remains significantly lower [11, p. 54].

The Digital Quality of Life Index (DQL), which evaluates internet access and quality, digital infrastructure, cybersecurity, and e-government, provides further insights into the digital landscape. According to a 2023 study by Surfshark VPN, Russia ranked 56th among 121 countries in DQL, with category-specific ranks as follows: internet affordability (69th), internet quality (51st), digital infrastructure (46th), security (56th), and e-government (47th). Kazakhstan performed better, ranking 47th, highlighting its strong momentum in digital development. Notably, Kazakhstan

ranked 20th in digital society development and was identified as a country with high potential for advancing digital welfare [12, p. 56].

In Kazakhstan, trends reflect a shift in media consumption, with less time spent watching television and increasing engagement with social media (45.7%) and online portals (42.8%). As of early 2023, the country had 17.73 million internet users out of a population of 19.765 million, equating to nearly 90% internet penetration.

The demographic profile of Kazakhstani internet users in 2023 is as follows:

Gender: 43.5% male, 56.5% female.

Age: 41% aged 20-41, 29% aged 9-19.

Usage: 89% of the population uses the internet daily, and 88% of users are employed.

The most popular social networks in Kazakhstan include Instagram (10.45 million users), TikTok (10.41 million users), and VKontakte (5.30 million users).

In comparison, Belarus ranked 70th in the 2023 DQL Index, with declines across most categories except security. Kyrgyzstan ranked 71st, performing best in internet affordability (6th globally) but lagging significantly in other areas: electronic infrastructure (98th), e-government (85th), internet quality (88th), and cybersecurity (93rd) [14]. These rankings underscore the varying levels of digital development across the CIS region.

Table 2 – *The Number of Subscribers of the Cellular Network (per 100 People of the Population)*

CIS Countries	2019	2020	2021	2022
Azerbaijan	109	104	108	110
Armenia	122	108	122	127
Belarus	124	125	127	128
Kazakhstan	139	130	129	130
Kyrgyzstan	118	110	108	106
Moldova	168	156	183	204
Russia	211	208	221	215
Tajikistan	66	64	65	–
Turkmenistan*	97	99	99	–
Uzbekistan	71	76	83	90
Ukraine	131	129	135	–

*Note: * – International Telecommunication Union (ITU), https://www.itu.int.

As shown in Table 2, Russia ranks first among CIS countries in terms of the number of cellular network subscribers per 100 people, followed by Moldova, Kazakhstan, and Belarus.

Digital Inequality and Digital Poverty. The issue of digital inequality is intricately tied to broader socio-economic divides, where access to the internet and technology is not universal. Nearly half of the world's population lacks internet access, which limits opportunities for education, financial services, and employment, thus perpetuating inequalities. The rapid advancement of technology, while addressing some of these gaps, may inadvertently widen them over time, creating a digital divide.

Experts from the World Bank and the United Nations emphasize that internet access is a fundamental human right, acknowledging it as a key starting point for addressing digital inequality. However, the Association of Internet Researchers views this gap not as a new phenomenon, but as a modern manifestation of longstanding inequalities, such as unequal income distribution, that have existed for centuries.

In countries like Russia, «information illiteracy» has become a significant barrier to digital inclusion. It leads to «digital inequality» and «information poverty,» where access to the internet and the digital economy is stratified by factors such as income, education, and family structure. This disparity means that while some groups have full access to digital tools—enabling them to use the internet for learning, work, and other activities—others are restricted to more traditional information sources like television, radio, and print media.

Economic factors play a significant role in exacerbating digital inequality. The cost of technology, such as smartphones, computers, and internet subscriptions, can be prohibitive for those with lower incomes. In some cases, the affordability of these services is further strained by rising costs in certain regions. For example, the most recent data from Rosstat reveals that in Russia, the wealthiest 10% of the population earned 30% of the total income, while the poorest 10% earned just 2%. The income disparity between these groups is stark, with the wealthiest 10% earning 132,920 rubles, which is 15 times higher than the poorest 10%, who earned an average of 8,860 rubles (funds coefficient) [17].

This income inequality directly impacts digital access. In regions where the internet is costly and digital devices are unaffordable, large sections of society are excluded from the benefits of digital technologies. Moreover, individuals who feel insecure about the risks of online fraud and errors may also avoid digital platforms altogether.

In summary, digital inequality reflects deeper socio-economic and regional disparities. The gap is not only about access to the internet itself but is also shaped by financial resources, education, and regional infrastructure. Measures to address these disparities must consider both technological and socio-economic factors to ensure broader access to the digital world for all individuals.

Table 3 – *Indicators of Differentiation of the Population by Income Level (Coefficient of Funds, Times)*

CIS Countries	2019	2020	2021	2022
Azerbaijan	3.4	3.4	3.4	3.7
Armenia	17.4	14.7	14.3	–
Belarus	6.0	5.7	6.2	5.9
Kazakhstan	6.0	5.9	6.0	5.7
Kyrgyzstan	10.6	9.2	11.3	13.6
Moldova	10.4	11.2	12.2	10.8
Russia	15.6	14.9	15.2	13.8
Tajikistan	9.2	–	–	–
Turkmenistan*	–	–	–	–
Uzbekistan	6.0	6.9	6.8	7.0
Ukraine	5.5	5.3	5.3	–

The significant income inequality among CIS countries, as reflected in Table 3, highlights a concerning trend that has the potential to drive social unrest. Russia, Kyrgyzstan, and Moldova exhibit the highest levels of income differentiation, with the wealth gap being particularly pronounced in these nations. As income inequality increases, the risk of social discontent rises, as it may lead to perceptions of injustice and a lack of equal opportunity among different social groups.

Global experience suggests that when the income gap exceeds a certain threshold—typically a ratio of 10:1 between the wealthiest and the poorest segments of the population—societal stability may be threatened. Countries with such large disparities in wealth often experience heightened social tensions, including protests, political instability, and even violence. To mitigate these risks and foster a more stable social environment, experts argue that the income gap should be kept below this critical 10:1 ratio.

This recommendation aligns with the broader goal of promoting social cohesion and fairness, which are essential for long-term economic and political stability. Addressing income inequality through policies such as progressive taxation, social welfare programs, and investments in education and healthcare can help to reduce disparities and promote a more equitable distribution of resources.

CONCLUSION

Digital quality of life has indeed become a crucial marker of both individual and societal well-being in the modern world. High digital quality of life provides the foundation for a decent standard of living, as it facilitates access to vital services and personal growth opportunities. Conversely, digital illiteracy and digital poverty can lead to marginalization, denying individuals the benefits of the digital age.

Digital inequality, a significant concern across the CIS countries, remains a barrier to equitable access to these opportunities. It is not just about having access to the internet or digital devices, but also about possessing the necessary skills to use these tools effectively. Income inequality often exacerbates digital inequality, as people with lower incomes may struggle to afford the necessary technology or the internet access required for full participation in the digital society. While there is not a simple one-to-one relationship between digital poverty and income poverty, the two are closely interconnected, with lower-income individuals being disproportionately affected by both.

The digitalization of education is a critical component in improving digital quality of life. In the CIS countries, while progress has been made in developing digital infrastructure, there is still significant variation in terms of access and quality of digital services, particularly between urban and rural areas, and among different socio-economic groups. Governments in the CIS countries have recognized the importance of digital education, but more needs to be done to ensure that digital literacy is widespread across all segments of society. As digital technologies become increasingly integrated into education systems, healthcare, and work environments, addressing digital inequality will be essential to ensuring that all citizens have the opportunity to benefit from the advancements in these areas.

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ANALYSIS OF RESEARCH DIRECTIONS OF THEORIES OF ETHNIC IDENTITY

Abstract

This article provides a comprehensive overview of key theoretical frameworks, taking a deeper look at contemporary theories in the study of ethnic identity. Since the basis of this concept originates from Western sociologists and anthropological scientists, their concepts and works were differentiated. Explores various perspectives on the formation of ethnic identity in modern society.

This is because ethnic identity is a complex and multifaceted construct that includes various disciplines and has attracted the attention of researchers. It is important to compare the ways of understanding the theories of ethnic identity and to identify the relevant perspectives.

In addition, the article examines the methods of primordialism, constructivism, and instrumentalism, which are important in the study of the issue of ethnicity and nation. And in the course of the discussion, theories that offer opposing views on ethnic identities will be discussed. Through this multidimensional analysis, the article attempts to provide a comprehensive account of the study of ethnic identity.

Combining insights from various theoretical perspectives, it offers insights into the dynamic nature of ethnic identities and their relationship to social cohesion and cultural diversity in contemporary societies. The importance of combining various theories for a comprehensive understanding of ethnic identity is emphasized and recommendations are made for developing an appreciation of cultural diversity.

Keywords: ethnic identity, national identity, ethnocultural identity, ecological systems theory, primitivism, constructivism, instrumentalism.