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STATE POLICY OF WELLBEING IN THE FACE OF GLOBAL CHALLENGES: PROBLEMS OF SOCIALIZATION, SOCIO-ECONOMIC TRANSFORMATION AGAINST THE BACKGROUND OF THE INTRODUCTION OF DIGITALIZATION AND ARTIFICIAL INTELLIGENCE TECHNOLOGIES

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Abstract: In the second decade of the twenty-first century, one of the most notable shifts in capitalism is how its digitization increasingly affects people's methods of living and producing. The article represents an attempt to understand the transformational realities of digital capitalism in the field of political economy. In particular, the phenomenon of the emergence and growth of a new class – the precariat – is considered. The key challenges of the digital era of globalism and their implications for state policy of wellbeing are systematized.

Keywords: state policy of public welfare; socialization in conditions of global challenges; socio-economic transformation; digitalization and artificial intelligence.

1 Introduction

Social protection levels around the world are higher than ever before and their coverage continues to expand. Backed by strong political commitment and high standards of administration, social security helps transform people's lives and shape societies in every region of the world. Although the prospects for social security and the development of the welfare state look positive, it is clear that solving present and future problems requires the state to further develop and share innovations, technologies, and good practices, which is associated with a change in the nature and structure of the global political and societal landscape, the emergence of new challenges and transformation of existing ones.

Significant recent progress shows that gaps in social security coverage are narrowing at the national level, but significant challenges remain. Therefore, expanding coverage is the responsibility of all states, as confirmed by the UN 2030 Sustainable Development Goals and the work of the ILO.

It should be noted that wellbeing-enabling and social security systems are important tools for increasing social cohesion, promoting active participation of population in society' life and eliminating social inequalities. Reducing income disparities is just one goal. Social security systems also help eliminate other types of inequalities, such as gender inequality, unequal opportunities in the labor market or in access to health and social services; they enable people to mitigate risks and implement their potential throughout their life course, including periods of socialization.

The economies of many countries have seen a rise in non-standard forms of employment, coupled with increased flexibility in working hours, changes in forms of work organization and a shift away from the traditional linear trajectory of working life. The transition to a digital economy, the so-called "Industry 4.0", is expected to accelerate these trends; at the same time, many professions are in danger of being completely replaced by modern technologies. Given this perspective, it is necessary to adapt the financing methods, operating principles, and legal frameworks of social security systems.

As artificial intelligence, interfaces and communication protocols improve, new technologies become more complex and integrated; they are transforming the global economy. The results of the application of technologies - the fourth industrial revolution - are considered as breakthroughs in many fields, from genetic engineering to nanotechnology, from programmable robots to artificial intelligence, from renewable energy sources to quantum computers [3]. The proliferation of digital technologies and the increasing degree of interconnectedness in our world are often seen only in terms of technological progress that makes our daily lives and work easier and safer. If to look deeper, the picture does not seem so simple. Unlike previous industrial revolutions, digital technologies are spreading at an exponential rate. Because we live in a complex, multifaceted, and interconnected world, all this is leading to a rapid transformation of national economies and patterns of social interaction and wellbeing.

The economic and employment prospects associated with the expected impact of digital technologies are mixed. On the one hand, there may be opportunities to accelerate economic growth and improve the wellbeing of society, on the other hand, the results may be job loss, increasing fragmentation of labor markets, the need to adapt labor codes to new forms of work, further feminization of some sectors of the economy and standardization of the "atypical" employment [7].

The emergence and growth of the precariat class - a unique phenomenon of the post-industrial and digital era - has significantly modified and complicated the landscape of the welfare state, and, accordingly, the state policy of wellbeing.

In 2015, the United Nations claimed that just one in every four people worldwide has a stable employment [56]. The situation has worsened over the past decade. As artificial intelligence advances and grows more sophisticated, the talents and abilities that were formerly exclusive to the hired elite are increasingly in risk of being mechanized. Data analysis, decision-making, and complicated problem-solving were formerly regarded to be the sole realm of human intelligence; nevertheless, robots are already doing these tasks with worrying precision. "Even crap is handled with elegance, which is a disturbing sign for sales and confidence professionals [4; 18]. This is bad news for the paid elite, who have based their jobs and lives on these talents" [26]. They may have advanced degrees, years of experience, and great credentials, but none of these will shield them from the never-ending march of technological innovation. As a result, many of them are now classified as precarious workers. This socioeconomic class is defined by persistent uncertainty and fear about their economic prospects. They do not have consistent jobs, benefits, or regular revenue streams.

In addition, it is worth noting the generally special nature of the aggravation of contradictions in the development of modern society and the digital economy. M. Castells notes that modern global information networks are not able to understand and respect the historically established values of various communities, which gives rise to instability in the world and the escalation of fundamentalist sentiments [14]. Manifestations of such contradictions include: growing social injustice (increasing income inequality, reduction of social programs and commercialization of the social sphere, increasing the retirement age); worsening digital inequality ("digital divide"; increasing social exclusion (exclusion of people who have the least significance and value for network capital due to insufficient network and digital competencies, education, etc. from society); violation of the principles of collective labor protection (unstable

employment, shadow forms of labor activity, a decrease in the role of trade unions, etc.), which leads to a decrease in real incomes of the population and wellbeing in general, and the marginalization of society [8].

The pyramid presented by John Mullin clearly shows today challenges for state policy of wellbeing, laying in the structure of labor market (see Figure 1).

Figure 1. The structure of labor market in digital era [46]

However, in the structure of precariat, there is also quite polar differentiation (see Figure 2), and each segment needs specific state policy of wellbeing.

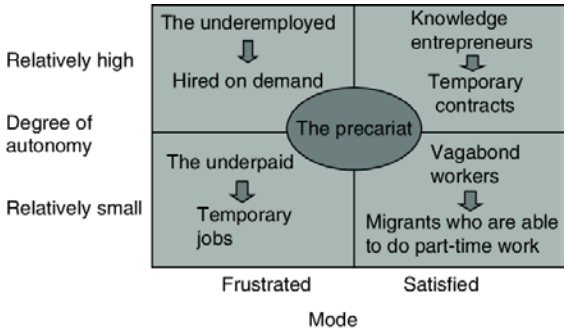

Figure 2. A typology of precariat [26]

Alexopoulou et al. [1] speak about "grey digital divide" in a comparative study of European countries, arguing that extensive variation in the digital inclusion of citizens between welfare regimes; the authors claim that considering regime differences improves the understanding of these variations. Their findings show that the age-related digital divide appears to be least obvious in countries with more universalistic welfare regimes and most evident in countries where seniors rely more on their relatives, highlighting the critical importance of state wellbeing policy.

At the same time, Alexopoulou et al. [1] warn that the literature identifies three levels of the digital divide, which was previously thought to be primarily a problem of material-physical access, such as an individual's ability to purchase a computer, establish a home Internet connection, or have a telephone line, i.e., the first-level digital divide [5; 6]. The study expanded its scope to include a second-level digital divide, namely the gap in digital skills. The proficiency disparity in using digital resources to attain online and/or offline results or opportunities was subsequently referred to as the third-level digital divide. A similar idea is digital effectiveness, which is the outcome of appropriately addressing user restrictions in terms of correct access, cognition, and behavior toward technology. The third-level digital divide, also known as the utility gap [22], explicitly links digital inequality to citizen involvement in public life by eliminating the binary distinction between the online and offline sectors of society. The third-level digital divide is essential in terms of the welfare state. It assumes that people who can utilize digital communication technologies will benefit more from their interactions with state institutions and will be able to exercise their rights ("digital citizenship") more easily than those who are technologically disadvantaged [9-12]. This is especially evident in technologically evolved nations like the Netherlands, where policymakers have pushed digital avenues of communication as a means of strengthening engagement between individuals and the government.

Millward [45] established the "grey digital divide" idea, which is more precise than the digital divide, to characterize older persons' low Internet use and exclusion from this medium (cf. "ageing-related digital divide"). The concept's name suggests that elderly individuals have a more difficult time using the internet or technology in general. The gray digital gap, like the larger digital divide, refers to the barriers that older people face in terms of access (first-level divide), skills (second-level split), and opportunity (third-level divide).

Although people' access to and usage of ICTs are critical for digital inclusion, they may not be enough to bridge the gray digital divide [20; 21]. Digital skills are essential for maximizing the potential of ICTs to execute specific jobs and achieve desired outcomes. In the analysis described below, Eurostat statistics on seniors' digital abilities are linked to nations' welfare regimes.

Alexopoulou et al. [1] underline that the digital gap is context-dependent, and that a country's welfare regime is an essential component of the context to examine. Policies and initiatives to address the digital gap, including the digital exclusion of seniors, should be established and executed in light of the national context, particularly the welfare system.

Thus, state policy of wellbeing in the face of global challenges should be the object of thorough research, including in the context of the problems of socialization, socio-economic transformation against the background of the introduction of digitalization and artificial intelligence technologies.

2 Materials and Methods

The theoretical and methodological basis of the study included the provisions of economic theory, as well as the work of scientists on the role of the state in the development and functioning of economic and social systems. When identifying and justifying the forms and methods of state welfare policy in the context of digital transformation, the dialectical method was applied, as well as a systematic approach, analysis, synthesis and generalization were employed. When analyzing social phenomena, we used the principle of unity of the historical and logical.

3 Results and Discussion

The wild capitalism of the 19th century was transformed into "capitalism with a human face" in the 20th century. Today, we are again witnessing a transformation – digital capitalism is emerging. The scale of socio-economic transformations allows talking about a kind of change of the socio-economic formation. The phenomenon of the emergence and growth of the precariat described above indicates that we have entered a period of "wild" digital capitalism, which threatens with social entropy if effective measures of state welfare policy are not developed and implemented [28; 29]. At the same time, a change in socio-economic formation also determines a change in the paradigm of wellbeing. For a person of the post-industrial era, it is much more complex than it was in the 20th century. The "share" of the needs of the higher levels of Maslow's pyramid has increased significantly compared to the needs of the lower levels of the pyramid [30; 68]. In addition, the culture of post-industrialism and the economy of impressions (experience economy), generated by "karaoke capitalism" of the 90s, led to the emergence of another upper level of the pyramid of needs - the need for impressions, which is especially expressed in the behavior of representatives of generations Y and Z.

Understanding the historical context of wellbeing research is essential for defining wellbeing. Two approaches appeared: the hedonic tradition, which emphasized notions like as happiness, positive affect, low negative affect, and contentment with life (e.g., Kahneman, Diener, & Schwarz, 1999 [27]); Lyubomirsky & Lepper, 1999 [41]); and the eudaimonic tradition, which

stressed healthy psychological functioning and human growth (Waterman, 1993 [63]). Despite the diversity in approaches, most academics today feel that wellbeing is a multidimensional entity (e.g., Diener, 2009 [16]; Stiglitz, Sen, & Fitoussi 2009 [57]). As a result, the variety of dimensions has developed a 'confusing and inconsistent research basis'.

The core concept of 'more wellbeing' suggests that governments and policy-making organizations should publicly accept a real measure of wellbeing and make the wellbeing of the population the major goal of policy-making. [17]. Today, there is a process of transformation of "protective welfare state" to "investment welfare state" [23] (see Figure 3 below).

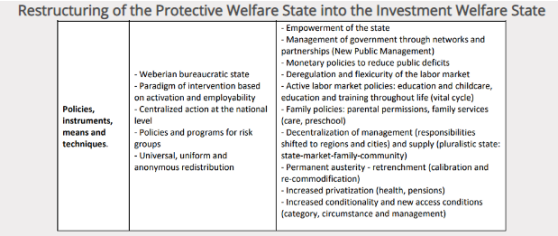

Figure 3. Restructuring of protective welfare state to investment welfare state [23]

In many respects, GDP now serves as a proxy for what we hope wellbeing will serve in the future. True, a greater GDP is known to be relatively beneficial to wellbeing, as are a variety of other outcomes that one would anticipate to improve wellbeing over time, such as health and education [64]. However, there is more to life than merely marketable products. A sole concentration on GDP ignores the harm that economic activity might cause to, say, social relationships or the environment. In this regard, a broader perspective is required, especially given that the fundamental material constraints that were so essential in earlier centuries, dominated by poverty and hardship, have now been mostly addressed, at least in many moderate to high-income nations and for huge segments of the population.

Life satisfaction is one of the most widely used indicators of individual wellbeing developed by the scientific literature. Since 2011, the Office for National Statistics (ONS) in the United Kingdom has included the following Likert-scale question in over 40 datasets, with hundreds more throughout the world incorporating a similar version: "Overall, how satisfied are you with your life nowadays?" 0 indicates 'not at all' and 10 means 'totally'.

This question, or similar variations on it, has been presented to millions of UK residents and tens of millions of people worldwide since the Likert scale was developed in the 1930s, at the same time that GDP measurement was adopted.

The question is subjective, and that is precisely the idea of moving toward wellbeing measurement: our lives are subjective, and what we value as individuals is subjective.

One interpretation of this question is that the responses represent individuals' votes on how well they are doing in their lives [31-34]. This may be interpreted as supplementing voting for political parties, which occurs seldom and provides only a broad indication of what the public desires. Having knowledge on how others evaluate their lives allows you to learn a lot more about what they value and how you might better your life.

Frijters and Krekel write: "Using subjective information alongside electoral information is normal already in the public service. A hospital does not ask patients which health policy they favour, but rather how their health is in order to ascertain their needs. This is also the central idea of measuring wellbeing - that we take seriously how people judge their own lives to ascertain how we might help improve those lives" [19].

Although each wellbeing measure and index contains information, these alternatives are frequently ineffective for either central trade-offs or specific policy circumstances. Indices comprising hundreds of questions, such as the [35]. Sustainable Development Goals (SDGs), are just too complex to measure for many people in many situations, making them unwieldy for any small or medium-level policy scenario. For core trade-offs, each multi-item index must decide how to weight its components: how much, example, infant mortality is worth compared to literacy and numeracy rates? Weights are now assigned ad hoc [2; 24], but a more accurate weighting would necessitate a clear decision for what is considered the greatest indicator of what people genuinely desire. Many experts feel that life satisfaction is the best contender right now, but one should consider a process of challenge and updating when new metrics arise [69]. This point of view seems to be quite rational, since the range of parameters and dimensions of quality of life, life satisfaction is extremely wide in digital era – it concerns experience economy, attitude to health, needs for formal or informal education, children socialization vision, etc.

The process of socialization also undergoes changes. In the context of digital culture, the process of personality formation, the process of socialization is complex and ambiguous. Socialization in the digital global space involves not only the mastery of digital tools and the use of digital resources for social interaction, but also social attitudes, including expectations in the labor market [36-40]. Thus, the digital environment implements its function as a communicative sphere.

Socialization of personality in a digital society at the present stage of development requires new approaches. Digitalization (digital intervention) not only optimizes the spheres of socialization, expanding their capabilities, but also replaces, for example, real activities with imitation and gaming practices, real social communication with contactless gadgets, which is expressed in a decrease in the desire for self-identification and self-esteem. The digital environment and multiculturalism have become institutions of socialization [15; 60]. On the one hand, the increasing informatization of society, the expansion of the space of computer-mediated communication and high-tech interaction are expanding the space of socialization. The picture of the life of a modern person has been supplemented by a virtual space, which has provided new opportunities for personal growth and social activity. Social practices common in real social space have acquired a different character in virtual space. Social Internet practices have become widespread as alternative ways of implementing many real everyday practices, replacing and complementing them [42-44]. On the other hand, informatization has led to a decrease in the focus and orderliness of the socialization process as the transfer by society of social norms and cultural values to new generations [65-67]. Previously unknown, new socialization deviations have emerged, which requires a revision of state paradigms of socialization and education, taking into account new realities.

World globalization, digitalization, the Internet, super-powerful computers, data centers, new software, and the digital transformation of society have changed human behavior, including as an economic agent. In the era of digitalization, the theory of bounded rationality as the search and choice of a satisfactory solution and orientation towards familiar, established ways of behavior and decision-making ceases to be fully the only formal model of human behavior, an alternative model of maximum utility and profit [47-51]. A modern economic agent is becoming inseparable from the latest digital technologies and tools; the ability to use them has become a necessary part and advantage of its tactical and technological characteristics. The concept of bounded rationality is actively undergoing transformation, as new gadgets, computers, and powerful data centers make it possible to apply complex calculation formulas in practice and process a large amount of empirical data obtained via the Internet, which increases the likelihood of stable predictions in the choice of goals and economic behavior of agents and thus brings the theory of bounded rationality in the context of digital transformation closer to the model of maximum utility [52-55]. Under the influence of digital technologies, the subject's choice ultimately

turns out to be relatively independent of the specific situation and is largely determined by a set of computer-generalized large numbers of past successful behavior patterns of other people or the first lines of an Internet search.

It is rare to identify a single component of the welfare state that has not been affected by digital change in recent years, from online application forms to algorithms that profile applicants for specific types of help.

The growing use of big data and algorithms has resulted in the rise of 'digital welfare states' throughout the world. Digital welfare states are social protection and assistance systems that employ digital technology to automate, forecast, detect, monitor, and act [58; 59]. The realm of digital welfare states is fast expanding to include sectors such as juvenile care, social care, and welfare that serve society's most vulnerable inhabitants.

The question of whether the advent of a digital welfare state is a benefit or a disaster is still being debated. Proponents say that data-driven solutions will increase efficiency, minimize fraud, and provide more tailored services. Furthermore, data technologies are expected to address blind spots in the human judgments of street-level bureaucrats [61; 62]. Critics, however, are increasingly concerned about the unintended consequences of data technology. They warn against citizen surveillance, algorithmic discrimination, and human rights violations. Furthermore, they are concerned about the displacement of human judgment in assistance distribution, as well as Big Tech's growing role in planning, building, and even managing important sections of the digital welfare state.

Given the ongoing discussion, there is a significant need for in-depth and on-the-ground study to assess whether, when, why, and how data technologies are required in our welfare states, as well as how they influence - and are affected by - present regimes. The following study themes are key to the research line on digital welfare states [13]:

- Datafication inequalities. Where and how are digital welfare states experiencing inequities in terms of access, allocation, and support quality? How do citizens and street-level bureaucrats feel these disparities? What are their tales and living experiences? On the basis of this study subject, a Data Story Bank will be created to identify reoccurring issues and areas for development.
- The role of public-private partnerships in designing, building, and running the digital welfare state. This study area focuses on how PPPs change conceptions of duty and accountability in data creation and administration, as well as the implications for the existing 'Rule of Law'.
- The (re)valuation of good work and decision-making by 'screen-level' bureaucrats. How is automated decision-making integrated into the job of street-level bureaucrats who are progressively transitioning to screen-level positions? What kinds of (new) valuation procedures emerge from the usage of new data technologies? How are (ir)responsible data practices measured and valued?
- Designing and implementing acceptable data practices in collaboration with residents and street-level bureaucrats. This subject sheds light on what type of reflexive and corrective procedures are required to promote ethical data practices on the ground.

The trends and directions of socio-economic development observed today depend on the content of social policy, as well as on the effectiveness of public management and the establishment of intranational dialogue between the most interested parties: the state and the population. At the same time, it should be noted that the success of the implementation of social policy is largely determined by the uninterrupted and sufficient funding of social programs, as well as, as researchers rightly note, the effective functioning of the pension system, demographic trends and the success of the implementation of food security policy [25].

The modern crisis is gradually covering all spheres of society, causing a serious impact on its development. At the same time, the development and course of the crisis is uneven in different countries and regions. In this regard, to solve such problems, as practice shows, economic, political and social institutions are created. But implementing these programs is time-consuming and requires a significant amount of resources. From this point of view, the ideal direction of social development would be the formation of an institutional environment and infrastructure that contributes to the formation in society of competencies and values contributing to the independent of the state and its policies formation of social benefits. In this model, the state is assigned the function of supporting the unprotected part of the population. Then the natural goal of state policy will be to reduce the number of people in need of subsidies, which will make it possible to change the vector of state policy by coordinating it with public non-state initiatives.

More wellbeing-based decision-making in government may and should occur at several levels. At the top, where enormous budgets are chosen, it makes sense to rate potential policies based on how much wellbeing is purchased for what net cost to the public purse. Many departments who have to decide on the budgets of other institutions, such as schools or hospitals, find it as reasonable to base an expenditure choice on some clear notion of how much wellbeing can be purchased for that level of expenditure. At a lower level, and inside each business, understanding what impacts wellbeing may enhance how companies operate and, as a result, the formulation and execution of policies.

The transformation of the socio-economic system of the state occurs in all directions, and correlation of the actions of all participants in the trend is necessary. It is necessary to create an integrated information system (cloud platform) to form a single digital space, which, in order to maintain national security, should be based on and use domestic software and computer protection tools preferably of national developers and companies. The main goal of the digital transformation of the socio-economic space is to build a strong state of wealthy and efficient citizens through global digital competence and knowledge-intensive production, which forces to reconsider the role of the state, business, and the individual in creating a new digital society.

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Primary Paper Section: A

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