# Consumption in a Digitized Future. Brief Analysis of Current Theories

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Thus the choices that we make in selecting the products or services we buy can be influenced as a result of considering the information that are being sent to us about those products and services.

"Cambridge Analytica reportedly acquired the data in a way that violated the social network's policies. It then reportedly tapped the information to build psychographic profiles of users and their friends, which were used for targeted political ads in the UK's Brexit referendum campaign, as well as by Trump's team during the 2016 US election."

# **Digitalization**

Gunther Oettinger, the Commissioner of European digital economy and society:

"It is time to move to a gigabit society and make sure all Europeans, whether in the countryside or in cities, can get access to a quality internet connection"

Actually, the digitalization will be implemented regardless of our knowledge about its change over our life.

A right definition being still searched, now being considered the adding of conceptual artificial intelligence into the issue of digitalization

# Digital media and our lives

World Economic Forum (2015) 5,000 digital media users from China, the US, Brazil, Germany and South Africa, 1/3 agreed with the idea that their media usage should be lowered.

Representative occupations and their digitalization levels				
Digital level	Occupation	Digital score	Education requirements	Mean annual wage
High	Software Developers, Applications	94	Bachelor's degree	\$104,300
High	Computer Systems Analysts	79	Bachelor's degree	\$91,620
High	Financial Managers	61	Advanced degree	\$139,720
Medium	Lawyers	58	Advanced degree	\$139,880
Medium	Automotive Service Technicians and Mechanics	55	Some college	\$41,400
Medium	Registered Nurses	55	Some college	\$72,180
Medium	Office Clerks, General	55	Secondary or below	\$33,010
Low	Security Guards	31	Secondary or below	\$29,730
Low	Cooks, Restaurant	18	Secondary or below	\$25,430
Low	Construction Laborers	17	Secondary or below	\$37,890
Low	Personal Care Aides	14	Secondary or below	\$22,710

In 2010, University of Michigan through his research team established in each definition of empathy among college students, a 40% deterioration among students, different from their similar students 20 years younger, with a maximum of this corrosion acting from year 2000 onwards

# Digital media and our lives

### Today's consumption 🔷

- Flexible and personalized
- Mobile
- Online social interaction
- More volume
- Scission
- Together
- Sudden





## Consumer are afraid because

Safety of personal data and digital identities

Morality of content

Reliability of the company/consumer worth



# Digital media and our lives

#### The benefits

- Supports social interface and empowers people
- Can improve education and life-long education
- Increases flexibility for labours and companies

#### The risks

- Effects human choice
- Can impression mental and physical health
- Can be used with hurtful purposes
- Vicissitudes in social abilities and feelings of empathy
- Possibly inequality because



# Digital revolution



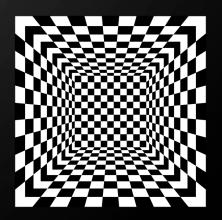
"People want to share emotions ..."



"We love a lot advertising and we do not want algorithms tell us what we should buy"

The digitalization became a tool in social paradox.





#### **CONCLUSION**

somewhat blurry and vague definition of digitalization and digitization

need of companies to assure the consumers that they can offer **protection** for their personal data

filtering instruments that can aim precise data to certain persons with possibly prejudiced effects

destructively affect social abilities and feelings of empathy for children and adults and deliver labour inequality

# Thank you!

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