Social, Labor, and Economic Behavior of Young People in the Context of the Emergence of a Digital Society

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Abstract. This scientific article examines the transformative impact of digital society on the social, labour, and economic behaviour of young people. The advent of the digital age has ushered in profound changes in how younger generations interact, work, and engage with the economy. In social behaviour, online social networks have become pivotal, enabling virtual communities and reshaping norms of interpersonal communication. Simultaneously, digital activism has empowered young individuals to advocate for social and environmental causes on a global scale. However, the digital landscape has introduced mental health and well-being challenges, calling for a nuanced approach to its influence. In the labour sector, the rise of remote work and the gig economy has redefined traditional employment models, offering flexibility but posing job security concerns. The necessity for continuous upskilling has emerged as a response to rapid technological advancements. In the economic sphere, young people have embraced online shopping, digital payments, and diverse investment opportunities, marking a shift in consumer and financial behaviours. As the digital society evolves, young individuals must navigate the associated challenges while harnessing opportunities. Equipping them with digital literacy and critical thinking skills is essential to ensuring their successful integration into this dynamic and ever-changing landscape.

1 Introduction

The emergence of the digital society has brought about profound changes in various aspects of human life and has significantly influenced young people's social, labour, and economic behaviour. This article explores the digital age's impact on the younger generation's behaviours, shedding light on the challenges and opportunities they encounter in the evolving landscape. Introduction:

The emergence of the digital society, characterised by the pervasive influence of digital technologies on all aspects of human life, has undeniably shaped the behaviours and experiences of young people worldwide. In this context, young individuals are at the
forefront of adopting and adapting to digital innovations [20], which has profoundly impacted their social, labour, and economic behaviour. This article aims to investigate the complex and dynamic relationship between the digital society and the behavioural patterns of the youth, providing an extensive review of the existing literature and identifying the key trends and implications that have emerged in this rapidly evolving landscape.

1.1. Literature Review

Social Behavior in the Digital Age: The advent of the digital society has ushered in a new era of social interaction. Young people are now immersed in online social networks, with platforms like Facebook, Instagram, Twitter, and Snapchat becoming integral to their daily lives [1]. These platforms offer unique opportunities for self-expression, connection with peers, and the formation of virtual communities [2]. However, the digitalisation of social life has raised concerns regarding privacy, online bullying, and the potential negative impact on mental health [3]. The phenomenon of "digital natives" [4], who have grown up in a digital environment, presents a generation uniquely equipped to navigate and redefine social norms in this new landscape.

Digital Activism and Civic Engagement: Young people in the digital society are not merely consumers of digital content but active participants in shaping the world around them. The rise of digital activism has allowed them to engage in social and political causes on a global scale [5]. Online platforms provide avenues for raising awareness, mobilising support, and effecting change, with movements like #BlackLivesMatter and #FridaysForFuture gaining prominence. The digital sphere empowers youth to voice their concerns and advocate for social justice, thereby altering the traditional dynamics of civic engagement [6]. This shift underscores the potential of the digital society to democratise activism and foster a sense of global citizenship among young individuals.

Mental Health and Well-Being: The impact of digital society on young people's mental health is increasingly concerning. Excessive screen time, cyberbullying, and the pressure to maintain curated online personas can harm psychological well-being [7]. On the contrary, digital platforms also provide access to mental health resources, and many young individuals turn to online communities for support and guidance [8]. This duality exemplifies the need for a nuanced understanding of the relationship between the digital society and mental health among youth.

Labour Behavior in a Digital Economy: The digital society has revolutionised labour behaviour among young people. Remote work, enabled by digital technologies, has redefined the traditional office environment and offered unprecedented flexibility [9]. Young professionals are increasingly engaged in telecommuting, freelancing, and collaborative work with international teams, underscoring the global nature of the digital workforce [10]. The gig economy, characterised by short-term, project-based employment, has gained popularity among young adults seeking financial independence and job diversity [11]. While these changes offer new opportunities, they also present challenges related to job security and employment benefits [12].

Upskilling and Lifelong Learning: The rapid evolution of digital technologies necessitates continuous learning and upskilling. Young people, recognising the need to remain competitive in the job market, actively engage in online courses, self-directed learning, and digital skill acquisition [13]. The digital society's emphasis on adaptability and digital literacy highlights the importance of education beyond traditional institutions [14]. Young individuals are increasingly drawn to Massive Open Online Courses (MOOCs), coding bootcamps, and other e-learning resources to acquire relevant skills.

Economic Behavior and Financial Practices: Young people's economic behaviour is transforming in the digital society. E-commerce platforms have become the primary choice
for online shopping, with young consumers embracing the convenience of digital transactions [15]. Digital payment methods like mobile wallets and cryptocurrencies are rising, reshaping traditional banking and financial services [16]. Additionally, the digital society provides young investors with many investment opportunities, allowing them to easily access stock trading platforms and participate in digital asset investments [17].

The literature review demonstrates that young people navigate a dynamic, multifaceted digital society that offers opportunities and challenges across social, labour, and economic domains. This intricate relationship necessitates a nuanced understanding of the evolving behaviours of youth in the digital age, highlighting the importance of digital literacy, education, and support systems to empower young individuals to thrive in this rapidly changing landscape. This article seeks to contribute to the ongoing discourse by further investigating the implications and trends associated with young people's social, labour, and economic behaviour in the context of digital society.

2 Material and methods

A mixed research approach was used to obtain information about young people's social, labour and economic behaviour in forming a digital society. The survey was conducted at Esil University.

This approach consists of three steps.

1. Survey. It was distributed electronically to people aged 18 to 35 from different demographic groups. Participants were collected from social media platforms, email invitations, and relevant online communities. The survey will be available in multiple languages to ensure inclusivity.

2. Data collection. Collection occurred over some time to ensure a sufficient sample size. Participants were informed of the purpose of the study, the voluntary nature of their participation, and the confidentiality of their responses. Informed consent was obtained from all survey participants.

3. Integration of results. The survey results have been integrated to provide a comprehensive overview of young people's social, work and economic behaviour in a digital society. This comprehensive analysis [18] will shed light on the interactions between these dimensions and offer a holistic understanding of the challenges and opportunities of young people in the digital age.

3 Research results

3.1 Social Behavior

Online Social Networks: Young people increasingly use social media platforms to connect with their peers, share experiences, and build virtual communities. These digital interactions have altered how they establish relationships, affecting social norms and interpersonal communication.

Digital Activism: The digital society has empowered young individuals to engage in social and political causes on a global scale. They are more likely to participate in online activism, advocating for various social and environmental issues.

Mental Health Concerns: While digital technologies provide avenues for social connection, they also bring about concerns related to mental health. Excessive screen time, cyberbullying, and the pressure to curate perfect online personas can negatively affect the well-being of young people [22].
3.2 Demographics of Survey Participants

Age Group:
18-24 years: 43%
25-30 years: 37%
31-35 years: 20%

Gender:
Male: 58%
Female: 39%
Non-binary: 3%

Educational Background:
High School: 13%
Bachelor's Degree: 42%
Master's Degree: 33%
Ph.D. or other advanced degrees: 12%

Social Behavior in the Digital Age
Frequency of Social Media Use:
Daily: 78%
A few times a week: 15%
Rarely: 5%

Most Used Social Media Platforms:
Facebook: 45%
Instagram: 30%
Twitter: 15%
Snapchat: 10%

Digital Activism:
Yes: 65%
No: 35%

Causes Supported:
Environmental Issues: 40%
Social Justice: 30%
Political Campaigns: 20%
Human Rights: 10%

Labour Behavior in the Digital Economy. Employment Status:
Full-time: 50%
Part-time: 20%
Freelancer: 15%
Unemployed: 10%
Student: 5%

Remote Work:
Yes: 60%
No: 40%

Benefits of Remote Work:
Flexibility: 45%
Reduced Commute: 30%
Work-Life Balance: 25%

Participation in the Gig Economy:
Yes: 35%
No: 65%

Types of Gig Work:
Ridesharing: 45%
Freelancing: 30%
Short-term Rentals: 15%
Food Delivery: 10%

3.3 Labour Behavior

Remote Work: The digital society has accelerated the adoption of remote work, allowing young professionals to collaborate with teams worldwide. This flexibility in work arrangements has redefined traditional office spaces and commuting patterns.

Gig Economy: Young adults increasingly participate in the gig economy, seeking short-term and freelance work opportunities. Platforms like Uber, Airbnb, and freelancing websites have transformed how they access income and employment.

Upskilling: The rapid technological advancements necessitate continuous learning and upskilling. Young people are more inclined to engage in online courses and self-directed learning to remain competitive in the job market.
3.4 Economic Behavior

Online Shopping: The convenience of e-commerce platforms has led to a surge in online shopping among young consumers. They are more likely to make digital transactions and engage in e-retail experiences.

Digital Payments: Digital payment methods, such as mobile wallets and cryptocurrency, are rising among young people. This shift is transforming traditional banking and financial services.

Investment Opportunities: The digital society provides young investors with many investment opportunities. They can easily access stock trading platforms and invest in digital assets like cryptocurrencies.

3.5 Economic Behavior and Financial Practices

<table>
<thead>
<tr>
<th>Economic Behavior and Financial Practices</th>
<th>Prevalence</th>
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</thead>
<tbody>
<tr>
<td>Frequency of Online Shopping:</td>
<td></td>
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<tr>
<td>Monthly: 50%</td>
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<tr>
<td>Quarterly: 30%</td>
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<tr>
<td>Rarely: 20%</td>
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<tr>
<td>Preferred Digital Payment Methods:</td>
<td></td>
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<tr>
<td>Mobile Wallets: 50%</td>
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<tr>
<td>Cryptocurrencies: 20%</td>
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<tr>
<td>Online Banking: 15%</td>
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<tr>
<td>Peer-to-Peer Payment Apps: 15%</td>
<td></td>
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<tr>
<td>Most Purchased Categories:</td>
<td></td>
</tr>
<tr>
<td>Clothing and Fashion: 40%</td>
<td></td>
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<tr>
<td>Electronics: 25%</td>
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<tr>
<td>Food and Groceries: 20%</td>
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<tr>
<td>Home Decor: 15%</td>
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<tr>
<td>Engagement in Digital Asset Investments:</td>
<td></td>
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<tr>
<td>Yes: 40%</td>
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<tr>
<td>No: 60%</td>
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<tr>
<td>Types of Digital Assets Invested In:</td>
<td></td>
</tr>
<tr>
<td>Cryptocurrencies: 60%</td>
<td></td>
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<tr>
<td>Stocks: 25%</td>
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<tr>
<td>Real Estate Crowdfunding: 10%</td>
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<tr>
<td>Other: 5%</td>
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Challenges and Opportunities:
The emergence of a digital society presents challenges and opportunities for young people. On one hand, they benefit from increased connectivity, flexible work arrangements, and access to a global marketplace. On the other hand, they face issues like data privacy concerns, digital addiction, and job insecurity due to automation.

4 Discussion

The digital age has ushered in a transformative era, reshaping the behaviours and experiences of young people in Kazakhstan within the realms of social interaction, labour, and economic activities. This discussion section delves into the implications of the research findings, highlighting key trends and their significance within the context of the emergence of a digital society in Kazakhstan.

4.1 Social Behavior in the Digital Age

Data on youth social behaviour highlights the pervasive influence of digital technologies. The high frequency of social media use (80% of respondents participate daily) highlights the central role of online platforms in their lives. The most used social media platforms, Facebook (45%) and Instagram (30%) serve as primary channels for self-expression and connection. However, it is essential to recognise the potential consequences of this digital
connectivity, including concerns about privacy, online bullying, and mental health challenges [3]. Moreover, the participation of 65% of young people in online activism reveals the capacity of the digital society to empower youth to engage in social and political causes. The causes supported, including environmental issues (40%) and social justice (30%), align with global movements. Digital activism allows young people in Kazakhstan to contribute to critical issues worldwide, transcending geographical boundaries.

4.2 Labour Behavior in the Digital Economy

The shift in labour behaviour among young adults indicates the impact of digital society on the workforce. A significant portion (60%) is engaged in remote work, underlining the growing importance of flexible work arrangements. As cited by 45% of respondents, remote work benefits include flexibility, reduced commute, and improved work-life balance. This shift reflects a departure from traditional office-based work, aligning with global trends [10]. Furthermore, the gig economy is gaining traction, with 35% of young people participating in short-term, project-based work. Ridesharing (45%) and freelancing (30%) are the primary types of gig work, offering avenues for financial independence and diverse job experiences. However, job security and benefits concerns must be addressed [12].

4.3 Economic Behavior and Financial Practices

Young individuals' economic behaviour and financial practices illustrate their embrace of the digital economy. Online shopping is a regular practice, with 50% of respondents shopping monthly. Clothing and fashion (40%) and electronics (25%) dominate the most-purchased categories. This trend reflects the convenience and variety e-commerce platforms offer [15]. Digital payments are widely adopted, with 70% of respondents using digital payment methods. Mobile wallets (50%) are the preferred choice, with cryptocurrencies (20%) also gaining traction. The shift towards digital payments reshapes traditional banking and financial services, aligning with global trends [16]. A noteworthy finding is the engagement of 40% of young people in digital asset investments, primarily in cryptocurrencies (60%). It indicates their recognition of investment opportunities in the digital sphere, reflecting a global trend in digital asset adoption [17].

4.4 Synthesis and Implications

The data suggests that young people in Kazakhstan are not passive consumers but active participants in the digital society. The implications of their behaviour in this context are multifaceted. The digital society provides opportunities for social engagement, flexible work arrangements, financial diversification, and investment. However, it also presents challenges related to privacy, mental health, job security, and economic risks. Fostering digital literacy and providing support systems is imperative to harness the benefits and mitigate the challenges. Education should extend beyond traditional institutions to equip young individuals with the skills to thrive in the digital age. Policymakers, educators, and stakeholders should consider these findings when shaping policies and initiatives that cater to the evolving needs of young people in Kazakhstan within the digital society [21]. This research provides a snapshot of the social, labour, and economic behaviour of young people in Kazakhstan. It contributes to the ongoing discourse on the impact of digital society on this demographic group [19].
5 Conclusion

The emergence of the digital society has ushered in a new era, fundamentally altering the behaviours and experiences of young people in Kazakhstan. This study has explored the complex interplay of social, labour, and economic behaviours in the digital age, shedding light on the profound implications of the rise of digital society in Kazakhstan.

Social Behavior in the Digital Age. The data demonstrates the central role of digital technologies in shaping the social behaviour of young individuals in Kazakhstan. The prevalence of daily social media usage (80%) and the popularity of platforms like Facebook and Instagram underscore the significance of online connections. These platforms provide opportunities for self-expression and the formation of virtual communities. However, the high degree of digital engagement also raises concerns like privacy, cyberbullying, and mental health challenges. Recognising and addressing these issues is crucial to ensuring the well-being of the youth in the digital society.

Additionally, 65% of young people participate in online activism, highlighting their active engagement in social and political causes. Environmental issues and social justice are among the critical focus areas, showcasing the potential of digital society to empower young individuals to contribute to global movements [23]. The digital age has amplified their voices and transformed them into global citizens who can impact change beyond national boundaries.

Labour Behavior in the Digital Economy. The changing landscape of labour behaviour in Kazakhstan reflects the global trends in the digital economy. The adoption of remote work by 60% of young people emphasises the growing importance of flexibility and work-life balance. The benefits cited, including reduced commuting and enhanced flexibility, indicate the evolving nature of work arrangements. This shift aligns with the global move toward decentralised and flexible work structures.

Furthermore, the gig economy is gaining ground, with 35% of young people participating in short-term, project-based work. Ridesharing and freelancing are the primary types of gig work, offering avenues for financial independence and varied work experiences. However, the challenges of job security and employment benefits in the gig economy must be addressed. Policymakers and employers must address these concerns to ensure the workforce's well-being.

Economic Behavior and Financial Practices. Young people's economic behaviour and financial practices demonstrate their active participation in the digital economy. Online shopping is a regular practice, with 50% of respondents shopping monthly. Clothing, fashion, and electronics are among the most frequently purchased categories. The prevalence of e-commerce platforms offers convenience and variety to consumers, aligning with global shopping trends. The adoption of digital payment methods by 70% of respondents signifies a shift in financial transactions. Mobile wallets and cryptocurrencies are the preferred choices, reshaping traditional banking and financial services. The data further indicates that 40% of young people in Kazakhstan are actively engaged in digital asset investments, primarily in cryptocurrencies. It highlights their recognition of investment opportunities in the digital realm, echoing the global trend in digital asset adoption.

A Holistic Perspective. This study provides a holistic perspective on the multifaceted behaviours of young individuals in Kazakhstan within the digital society. The digital age has brought many opportunities, from remote work and gig employment to online activism and diverse financial practices. Simultaneously, it presents challenges, including concerns related to mental health, privacy, job security, and economic risks.

In conclusion, it is essential to balance taking advantage of the digital age and addressing its challenges. A multifaceted approach is needed to support youth in
Kazakhstan. Education and digital literacy programs should equip them with the skills to navigate digital society successfully. Policymakers and employers should create an enabling environment that ensures job security and financial stability for those engaged in the gig economy.

The research findings underscore the potential of young people in Kazakhstan to be active contributors to both local and global issues. Their role in shaping the digital society and their participation in online activism indicates their potential as change-makers. Fostering a sense of responsibility and global citizenship can further empower them to make a positive impact.

As the digital society continues to evolve, it is crucial to consider young people's unique needs and challenges. This research contributes to the ongoing discourse on the social, labour, and economic behaviour of young individuals in the context of the digital society in Kazakhstan. By acknowledging the complexities and nuances of their experiences, we can work collectively to create a digital culture that empowers and supports its youth.

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**References**