

# Different Areas of Social Life and Their Access During and Post Covid-19

**Blerina Muskaj**

University Aleksander Moisiu of Durres, Albania

## Abstract

Corona-virus 19 has managed to penetrate and completely change the approach of society, thus further developing technology and giving way to the internet. The problem that arises in this paper is the technology and the inclusion of the lives of individuals in this new system of communication and action. Based on the qualitative scientific method we will seek to examine the reality of applied communication theories. The developed topic itself requires a special and dedicated research. Society is always evolving and its adaptation to socio-technological changes is required, with the advent of Corona-Virus 19 in all spheres of life. The Internet and technology are seen at this stage as the best problematic solution to not paralyze every sphere of life from daily activities, as if this were to happen we would be in a total social and global chaos. In the end, the question arises if we are ready (as a global population) to live with technology and this world order where big governments and international organizations (eg the Health Organization) are taking us and offering us?

**Keywords:** technology, Corona- Virus, New World Order

## Introduction

Since the outbreak of COVID-19 on the European continent all social life has been paralyzed, building new behaviors starting with:

1. Use of protective masks.
2. Keeping distance between people no closer than 1.5m.
3. Conducting conferences, meetings or teaching through video conferencing using the Internet and technology programs such as: Microsoft Team and Zoom.
4. Online registrations, thus scheduling an appointment with a family doctor, hospital or various institutions.

From the above we see how this pandemic has managed to penetrate and completely change the approach of society, thus further developing technology and giving

priority to the Internet. In our paper, we will see how CoronaVirus has developed and claims to develop technology at a rapid pace from all generations. The question that arises in this study is whether the Corona Virus / Sars 19 is leading us to a New World Order and digitalization, thus marking a new stage for human society the development of technology and the distancing of direct social behaviors? However, we must not forget to mention the negative impact it has caused in various areas of life such as:

Tourism. Now different European countries but not only, as well as in our country Albania, tourism is being developed and advertised more on various public and private sites.

Economics. The movement of people is limited and the number of flights has decreased, which translates into less revenue generation for various airlines. Consumption in various areas of the toxic industry has also fallen sharply due to the closure of many private activities. However, there is the possibility of online shopping. Before the pandemic many different businesses in Europe offered online sales, but in some Balkan countries such as Kosovo, Albania, Macedonia, Greece, Croatia online shopping was not developed. Only in this lock down period, different individuals have used this method, but it is worth noting that private businesses in these states have not developed online sales, as most businesses do not have their own online sites to advertise their merchandise.

In addition, various businesses of the food and entertainment industry such as Bars and Restaurants are paralyzed by direct contact with customers but only the online service or via phone to place orders works.

From the above, we say with conviction that we are already living in the time of digitalization thanks to the pandemic. An interesting question to ask to my readers would be what would our life be like in this period if there were no Internet?

### **Literature review**

Society is always evolving and its adaptation to socio-technological changes in all spheres of life is required. In order to be as close as possible to society and technological changes, it has been seen necessary to digitalize many social services, such as:

Online business.

Online written media.

Online services such as access to a product that we have posted through a code, access to national and international libraries, online conferences, etc. Before the pandemic that broke out in January 2020, the digitalization of various services was seen as an important process which contained long-term challenges. In this context, it is worth mentioning the use of digitalization in online media as well. Media digitalization is an evolution, a new technology of signal transmission in the air, but not only. The

benefits of this technology are many, ranging from high quality picture and transmitted audio, to standard definition (SD) and high definition (HD) image formats and ending with interactivity services and a range of benefits others<sup>1</sup>. The digitalization of the Albanian media is seen as an important process, which contains long-term challenges. Internet distribution has been a very slow process and with noticeable improvements in the last two years.

Telecommunications, networks and connectivity are more vital than ever, with so much of our society confined to their homes and much of the economy depending on them (European Commission, 2021). Networks need to be robust and flexible enough to deal with the additional traffic for working, doing business or e-learning and education online, but also for important social activities: from streaming or gaming to video calls with friends and families (European Commission, 2021). Telecoms data can be a vital source tracing the spread of coronavirus and as fuel for AI and supercomputers to analyze (European Commission, 2021).

### **Studies Issue**

The problem that arises in this paper is the technology and the inclusion of the lives of individuals in this new system of communication and action. Therefore, it is quite interesting to see up close this problem of how the cry of technology is taking people away from social life and how the house has now turned into a Home Office. Before the current crisis, for many people, the internet was something like special equipment. Some even thought that digitalization was dangerous (turning man into a robot). Something worth mentioning regarding the issue of the study is the value that the internet has already received.

### **Methodology**

The study on this topic was set up on the basis of qualitative scientific research, which helped me achieve new results and knowledge. Based on the qualitative scientific method we managed to examine the reality on the applied theories of communication. The developed topic itself requires a special and dedicated research.

In choosing the methodology of the study, in the research done to build and find the best forms of construction and review of the study has been taken into account, the experience of researchers in this field.

Research requires a systematic approach to identifying underlying processes and forces of change. In the methodology used it is as important as the collection of data and knowledge as well as the intersection of analytical methodologies. This is done in order to gather as much information as possible and to process it through the knowledge obtained so it is a combination between researchers and the argument based on the knowledge gained throughout the research cycle.

## **Internet and post technology Covid-19**

Today we are facing a new challenge and still unknown to us, let us call this the phase of individual experimentation and the use of technology as one of the existential services of man. If we look at the Internet and post technology COVID-19 at the same time, we remember keeping social distance, working from home, online teaching and other services such as the development of tourism through the Internet. The Internet and technology are seen at this stage as the best solution to the problem so as not to paralyze every sphere of life from daily activities. If such thing were to happen, we would be in a total social and global chaos, thus counting a high number of panels, pupils and students who would have lost their learning. Economic activities which would have been rejected and would not have been able to make transactions or other banking operations without having invoices or direct communication with certain individuals (this is due to the lack of access to travel due to flights or due to measures taken to travel). It is now worth mentioning and using an online system, in which we pass our data 24 hours before traveling, where we get a barcode, which is unique for each person who travels.

Therefore, in this crisis or in the post-Covid-19 period we see the internet and technology as an opportunity to develop social life. In this context, we see long-term consequences, as everything is being transmitted on the Internet and technological programs thanks to digitalization. Colleague Andrian Kreye recently described this as "forced digitization (Zukunftsinstitut, 2021)". Nevertheless, perhaps it is also a necessary step in the growth of a technology: Finally, everything that is available will be put to use.

The pandemic can be read as a kind of acceleration-deceleration paradox. The urbanization megatrend, the huge influx of people into the metropolises, is being slowed down, if not reversed (Horx, M., 2021). Digitization, on the other hand, is being driven forward, and at the same time a renaissance of analog cultural techniques is emerging . Globalization is weakening, while national tendencies are being strengthened, as is the longing for home and regional roots New syntheses arise from these pointed paradoxes: metatrends that rearrange the map of active trends. You can find the metatrends on the tentacles of the virus . The pandemic can be read as a kind of acceleration-deceleration paradox. The urbanization megatrend, the huge influx of people into the metropolises, is being slowed down, if not reversed . Digitization, on the other hand, is being driven forward, and at the same time a renaissance of analog cultural techniques is emerging . Globalization is weakening, while national tendencies are being strengthened, as is the longing for home and regional roots . New syntheses arise from these pointed paradoxes: metatrends that rearrange the map of active trends. You can find the metatrends on the tentacles of the virus (Horx, M., 2021).

By studying the crises of the past we come to the conclusion that each experience leaves a traumatic crisis on which to work and adapt to the new flow that the

population is now globally. Therefore, the crisis during CoronaVirus is trying to adapt the population as a new generation, which we can fearlessly call the 'Corona generation. We can see this generation in the post-Coronavirus period, the fruits of which we will see in action by the younger generations.

Online platforms are important sources of information and activity (European Commission, 2021). They are particularly important in times of crisis, when they are a vital channel for providing basic needs and ensuring access to information activity. They must be a source that people can rely on (European Commission, 2021). They need to play their part in ensuring information shared is reliable and timely, and tackle disinformation, fraudulent sales and other dangerous activities.

Economics, reading from the above, our own logic leads us to the question of how the economies of states will function during and after Covid-19. Change management and digital transformation define the agendas of today's companies. Behind this, there is a linear sense of change and the hope that everything will be better «afterwards» (Spindler, R., 2021). Entrepreneurship after Corona requires a new way of thinking in all areas of an organization: from a vision that takes the emotions in the company seriously, to a progressive corporate and management culture that enables real innovation, to a self-image of branding and marketing as well as a Human Resource Management that focuses on the needs and strengths of employees. The crisis is a moment in which is decided in which direction an organization wants to continue - in individual organizational areas, throughout the company and as part of the economy, society and ecosystem. In order to be able to rethink, we need a change of perspective. Entrepreneurship after Corona needs a change of perspective. Complexity, dynamism and a "clear for what" form the business logic according to Corona. In search of new business models, the next generation of business transcends the boundaries of classical business administration: Thinking about ecosystems, their own impact on plans and society, and a human-centered organizational model are becoming more important than classic value proposals, IPKs and buyers.

Systematic thinking enables thinking about connections and contexts instead of linear processes, in dynamics instead of individual events, in an "endless game" instead of short-term goals. Instead of long-term planning, action takes place on the move. Because in complex situations you need systematic pragmatics.

Setting promotional standards and support capacities for the development of tourism during and post Covid-19 through online communication is a strategic choice by the responsible institutions in different EU countries but also in our country. Despite the fact that so far our Ministry of Tourism has not been of a high standard comparing it with neighboring countries or other European countries. Here I emphasize that the management of online communication by relevant institutions has not been coherent. There is a lack of updating of various results related to Covid-19, such as the number of infected, deaths due to the virus, measures taken so far to stop the spread of the virus or what are the measures taken for citizens entering the territory of Albania.

Despite the fact that our country allows foreign nationals to enter without the need for a test to see if nationals are infected or not. Communication through digitalization brings about improved tourism management in the post Covid period. From the above we see how the official website of the Minister has a great impact on tourists. The Ministry of Tourism (MT) of our country should practice communication with tourists through its website informing them about issues related to Covid through updated information. This will result in the creation of a culture of electronic communication between MT and tourists as well as informing citizens about a new way of receiving information and services. Thus increasing the confidence of tourists to come to the tourist destinations that Albania offers and thus increasing the good management of tourist destinations during and post Covid-19. Teaching in different EU countries has already started and is practiced online learning through the Microsoft Team program where it has enough internet access and a technological tool, such as pc, laptop, tablet or mobile. Where pupils or students stay at home without having to be present in their classrooms, while teachers or professors are in their offices or away from home. Here teaching takes place under normal circumstances, lacking blackboards and direct physical interaction. In terms of teaching in our country it is developed with the same technological methods as in European countries, starting with the program Zoom, Microsoft Office, Zoom, Microsoftteams and Model. All three of these programs are widespread in the time of the pandemic and are the basic programs for adequate teaching. However, it is worth noting that the process of online teaching not only in Albania but also in other countries is already in a phase of experimentation of how effective it will be for learning but also for teaching.

## **Conclusions**

What is noticed at this stage, but not only, is the intervention of technology in all areas of life and without fear we say convincingly that the whole social system is passing from modern society to the society of technology. We say with conviction that today we are living in the new world order, that of technology and in the phase of experimentation, which will be followed by the phase of adaptation where in some powerful EU countries such as Germany the population is trying to adapt to the spirit of new technology. When we speak in this language, we remember that Germany, but not only, are applying methods such as:

Online shopping- if today you move to the big cities of Europe, but not only (in all EU countries) we will notice that the method is already applied to have an appointment in the store, you need a reservation and a negative crown test. Many citizens prefer to buy online than to proceed with this way of shopping. Today at the time of the pandemic online shopping has taken another development. Every economic activity has its own website where different clients can order online from home.

Digital and Contactless payment- from the above we understand that the services performed through the ways of technology already and the payment has turned into a technological tool. What comes to mind is the idea of a common global currency. I

think that using and paying various bills through technology will lead us to create a global currency.

Remote work - as mentioned above, many employees of the administration, but also of the private service have already turned the house into an online work office.

Distance learning- in the above chapter we talked about online teaching where already the teaching process in all its stages is performed online.

Online Training- if we look on YouTube or various internet channels we will notice that today after a past situation due to Covid-19 there are online trainings such as yoga, fitness, ballet etc.

Information and Communication technology- today at this moment every information and every communication has turned into a technological stage, a smartphone or laptop is enough and with one click everything appears in front of us. Thus losing social contact and taking off the new world order, that of technology.

Are we ready (as a global population) to live with technology and this new world order where big governments and international organizations (eg the Health Organization) are taking us and offering us?

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