



# THE IMPACT OF TECHNOLOGICAL ADVANCEMENTS ON PEOPLE'S LIVES

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## ABSTRACT

Modern technologies are the greatest advancement and fundamental accomplishment of humanity in the twenty-first century. These days, new technologies play a significant role in our day-to-day lives. Our lives are now intimately entwined with digital technologies. They are crucial channels for knowledge sharing, popularization, and communication. The rapid advancement of technology has touched every aspect of human endeavor. Therefore, human development has accelerated along with technology advancements. In numerous sectors, including science, architecture, engineering, agriculture, economics, medicine, and astronomy, technological advancements have created new opportunities and brought about changes. Communication systems had the most change in this aspect. In particular, communication techniques have been drastically altered by computers and the internet. They refer to this fact as the "digital revolution" in another context. Naturally, these processes had an impact on human lifestyles and increased our opportunities in nearly every sphere of existence. Businesses began implementing cutting-edge technologies to streamline operations and improve their ability to compete. Traditional facilities were supplanted by innovative items. The world we live in has altered due to digital technologies. Information became more easily found. Communication across borders and thousands of km is no longer a barrier to human connection. Modern technologies are evolving and growing more sophisticated these days. This process cannot be reversed.

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## INTRODUCTION

The 21st is the age of information and technological advances. We can clearly observe how human thought and level of development have changed, causing us to build the tools we need for comfort. Our predecessors did not have advanced technological capabilities many decades ago. Who would have imagined that we would have smartphones, laptops, tablets, spacecraft, and robotics in today's world. Globally, the importance of current technologies is enormous, and demand for them is growing at an ever-increasing rate. When technological advancement serves the greater good and does not endanger the environment, it is always a good thing. The global trends in education demonstrate how crucial it is to increase the use of information technology in the classroom for the success of the educational process. The most significant place in our daily life has long been taken by technologies. Digital technologies are now a crucial component of contemporary culture and daily life. The frequency and scope of technology use are growing along with its progress. As a result, the question of whether using them as children is detrimental or good is becoming more and more important. It is important to remember that humanity has existed and evolved for millions of years without computers. The biggest advance and the greatest social accomplishment in our time are modern technologies. Of course, the most recent technologies are really beneficial and speed up all of our tasks.

Through social networks, we may connect with friends, family, and relatives who live abroad, view their images, learn about their lives, and keep up with the latest news. Many private and public enterprises also use these platforms to advertise and disseminate content that attracts a lot of attention. However, no matter how much we discuss their advantages, we must also acknowledge the issues that their prevalence and abundance bring about. As unfortunate as it is, we must emphasize that the Internet and computers may harm a lot of people and cause a lot of issues. In recent years, this has become more apparent, and more individuals are now



affected. The impact that social networks have on society is one of the topics that is of utmost importance. If nothing is done, the problem will get worse every day and have serious repercussions. It's frightening to see how many people spend all of their time on social media, the Internet, and other virtual worlds. These people are cut off from the real world and alienated from those around them, and their minds and psyches are so closed that they are unaware of what they are doing. Social media acts on these people like a drug that they cannot stop using, and they find life without it unimaginable. Naturally, such individuals require the assistance of psychologists and the support of their family members. They must comprehend and assess how dangerous it is for them and their lives, starting with their health.

Many people lose significant time each day on various websites, blogs, and social media platforms. The most widely used network in the world right now is Facebook, where millions of users are enrolled and where a ton of information is shared every day. We may not even be fully aware of how social media pulls us closer to it every day; we become reliant on it and find it wonderful to live without it even for a day. This influence has a very bad impact on our mental health. No matter how heartbreaking, social media has contributed to the dissolution of some families. It should be mentioned that 20% of British divorces have something to do with Facebook. Based on the legal firms that handle divorce cases, The Daily Mail wrote this information. For each of us, hearing this is truly unbelievable and amazing. Because of how complicated the human psyche is, it is impossible to know in advance who will experience something similar and who won't; nobody is safe and assured. Of all, it is entirely up to us to look after our own mental health as well as that of our children, friends, and family.

Many people think that technological advancements have greatly aided human progress, but others are persuaded that there are many more negative effects than positive ones. Many people have internet and computer addictions and no social or personal lives. Many people think they can't work or complete their education without a computer. For instance, certain blue-collar workers are unable to function when the internet connection is lost. This much reliance could have disastrous effects, especially in delicate industries. A single error in an atomic energy research facility has the power to endanger millions of lives. In my opinion, technological development is good because it eases and simplifies our living conditions every day, but excessive development leads to death. Humans will destroy themselves with their own hands. In recent times, the question of the production of robots and their placement in the labor market is relevant. It seems cool when a robot serves you, and brings you what you want, you don't have to get tired. Let's look at the results of the mass use of robots in the business market from another angle. The level of work will decrease, unemployment will increase, and people will begin to starve and fall into stress because they will think that an iron robot is doing their job. It's probably funny to understand this, but I think we're getting closer to the time when technology will replace humans. Furthermore, it is evident that excessive computer use poses health risks. Computer screen solar radiation, which harms human eyesight, is one illustration. According to a study, since the invention of computer technology, the number of people who use glasses has substantially increased.

## **METHOD**

In fact, school-age youngsters who play video games or spend a lot of time on Facebook are suffering from short-sight. The way individuals socialize and engage with one another has been negatively impacted by technology in various ways. People are still occupied by their own devices thanks to the development of portable computers, tablets, and smartphones. They spend their entire day in their room on the Internet, rarely engaging in outdoor activities. As a result, people's general health is declining and their social relationships are worsening. We must acknowledge that the Internet plays a significant role in each of our lives and that it is the quickest means of disseminating information. Social networks make it incredibly simple to connect with individuals and allow for simultaneous conversations with multiple people. It appears as though nothing unusual is happening, but consider what would happen if you were prohibited from using the Internet or computers in general for a week or two. Some people may feel alienated, afraid, and, in the worst scenario, depressed; in other words, they may be unintentionally influenced, with their bodies and minds subconsciously craving "food" in the form of the Internet and social media. Each of us depends on them to some extent, but

living in the 21st century is impossible due to the Internet's ability to spread information quickly around the globe. The main issue is that we need to learn to manage our time, limit the amount of time we spend online each day, and only look for the most crucial and necessary information. If we do this, the issues that almost every nation is concerned about will no longer be an issue. People who spend the majority of their waking hours in front of a computer or online will surely experience mental health issues sooner or later, which will only get harder to treat as time passes. Children in particular require special attention, supervision, and guidance because if they spend a lot of their leisure time online, they will become socially isolated, withdraw, and their neurological systems will suffer. If they've had this issue since childhood, solving it will get harder with time and could have unfixable consequences.

The purpose of our research is to study the technologies used in the field of culture and analyze their effectiveness. Let's understand what and how they help organizations in the process of conducting their activities. The paper talks about the role, functions and trends of modern technologies in the world. At the same time, there are examples of foreign organizations working in the field of culture, which successfully introduce modern innovative technologies and are considered leading organizations in their field. Organizations in Georgia and the involvement of modern technologies in their activities are also presented. Finally, there are parallels between foreign and Georgian organizations in the field of culture. Quantitative research was conducted during the work on the paper. which determined the level of customer satisfaction with innovative technologies. The study was specifically about the evaluation of the audio guide service by the visitors. An expert survey was also conducted.

With the help of modern technologies, we can deliver voice to people from one end of the earth to the other. Through them, we were able to create a "flying carpet", which we could only see in fairy tales before. Technology has not only enabled us to fly and reduce travel time, but has also enabled us to travel and set foot in space, on the moon. Colonization of the planet Mars is also planned in the near future. All this is unthinkable without modern technologies. It might seem like a realm of fantasy. However, the world has evolved so much today that our everyday reality, to a person who lived in past centuries, may actually represent a fantasy.

Through modern technology, complex, routine and boring jobs are being done by robots instead of humans and this process continues even today. Artificial intelligence is being created that will make it even easier for humans difficult and boring jobs. In this irreversible process, many professions first became obsolete and then were forgotten. For example, mail was replaced by email and social networks, and factory workers were replaced by cars, devices. The press, which used to be printed on paper and distributed in the form of newspapers, has been replaced by digital media, and the book by electronic files. The existing material world is slowly moving into virtual reality, and this process is irreversible even today. "In the modern era, which is full of challenges, the boundaries and barriers between people have been removed, thanks to technological progress." Digital technologies have great opportunities. Through them, companies can minimize costs and maximize profits.

In addition, generate new ideas and create new products. At the same time, using digital technologies, companies can exploit new markets. It becomes easier to find the resources needed to create a product. Forms and methods of production are changing, making the end product or service easier and more affordable. As a result, the demand for the product increases and more money circulates in the economy. All this ultimately contributes to the growth of the economy. Production and economic growth are not only labor, land, capital and raw materials determines One of the most important and decisive factors is technology. which is no less important than other indicators. It is the driving factor of the country's economy. Today, the wealth of nations no longer depends on their ability to trade. but depends on the technologies they possess. In today's competitive environment, countries and companies cannot sustain growth with outdated technology.

## **RESULTS AND DISCUSSION**

The purpose of the research is to demonstrate that modern technologies simplify processes and help organizations promote and become more competitive in ascension. An important part of the research is the assessment of modern technologies in the field of culture in Georgia. in this case, the purpose of the research

is to review what kind of innovative technologies the museums and theaters in Georgia possess. At the same time, a comparison should be made between successful foreign organizations and Georgian companies. After the review, an analysis should be made as to what challenges there are in terms of introducing modern technologies in Georgian cultural organizations and what difficulties and problems we face in this regard. Practical human activities involve complex technological systems that have been formed over millions of years. "An example of one of the first production technologies can be named the creation of a stone ax (work weapon) by a primitive man, the invention of the method of lighting a fire. Mastering thermal processing of food on fire and more."

### **3D technologies**

Three-dimensional image, the same as 3D, is a technique that means that the image has width, height and depth (length). Our physical environment is three-dimensional, and every day we have to exist in space in 3D, but our imagination is not 3D. Today, 3D imaging is used in various directions. For example: in television, computer games,

In the film industry, architecture and various fields of science. Unlike a 2D image, which represents a plane, a 3D image is spatial. However, they are both part of the virtual world. A 2D dimension has only vertical and horizontal directions, ie length and height, denoted by (X and Y). And the third dimension (Z) allows visualization of the same depth and the object becomes spatial. Simply put, the difference between 2D and 3D dimensions is the same as the difference between a photograph and a sculpture.

### **3D printer**

A 3D printer is a device that can create an object based on its 3D model. 3D printing is a process of direct digital production of 3D data. Also way, way and way idea become material and tangible. and with the highest accuracy and physically best visualization. If we transfer the three-dimensional virtual model created on the computer to a 3D printer, it will Materializes the image and creates a real-world object.

### **Museum field**

We live in the 'Information Age' and as all sociological studies show, this means for museums that visitors need more and more information." Consequently, the impact of modern technologies on companies operating in the field of culture is quite high. constantly continuous delivery of information to consumers requires efficient and innovative means. That is why technological innovations play an important role in the activities of these organizations. In today's reality, museums and other cultural institutions represent a social and ideological part that can have a great impact on society. Arranging exhibitions is the most important function for museums in the process of interacting with people. In addition to exhibitions At the same time, the promotion of cultural heritage is also an important factor in communicating with society. The main purpose of exhibitions and events is to promote education in society and they also provide visitors with entertainment and intellectual. Thus, museums promote the development of skills.

There are important cultural institutions for the society, which have a significant obligation. This is an informal societyspread of education. Through technology, companies are trying to become more recognizable and popular ones that help them gain a competitive edge. This leads to an increase in the number of clients, which directly affects the company on income too. Therefore, we can say that companies are trying to increase their income through technology. Unlike the public sector, the competition in the private sector is much higher and companies do everything to attract customers and sell products to them. The private sector takes a much greater risk, because their existence depends on their competitive ability, and we can say that they have to fight for survival. That is why modern technologies are more developed in the private sector. there is not the kind of fierce competition between museums that we face in the private sector. Because if people go to other museums, whose function Non-formal education is popularized and spread in the society, therefore, it turns out that museums are competitors for each other and not the other way around.They were followers of one cause. This is the activity in the viewer and Developing interest in museums.

The purpose of the research is to determine how involved in the implementation of modern technologies are the organizations in the field of Georgian culture, to what extent.

They follow the trends in the world. Also, the research included the assessment of consumers whether it is important for them to introduce new technologies in the direction of culture. At the same time, research was concerned. Evaluation of the audio guide system by users. determining their level of satisfaction and evaluating the effectiveness of the existing technology. to conduct research. We selected both qualitative and quantitative studies. The purpose of the qualitative research, specifically the expert survey, was to analyze the field of culture and Evaluation of people who work directly in the direction of culture. As part of the research, we interviewed 5 people who are employed in museums and in theaters. We chose the expert survey method based on the fact that we could get more information from people who directly. It is involved in technological processes in the direction of culture. In addition, these people have more competence and knowledge about what is happening in terms of technology

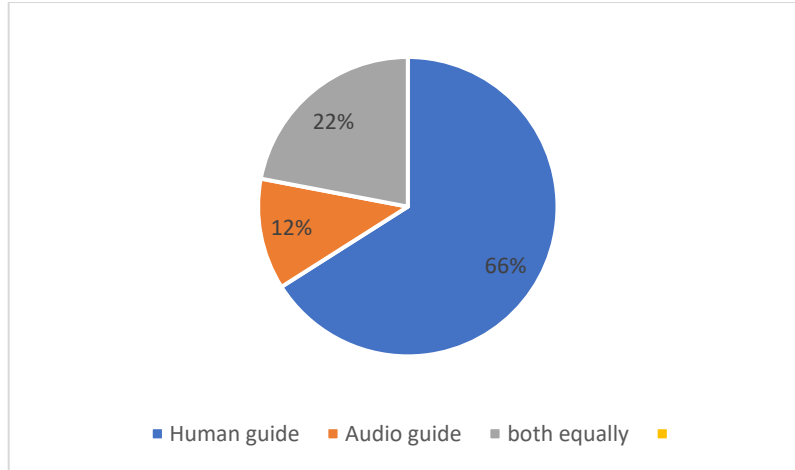
in Georgian culture. Accordingly, we asked them open questions regarding the state of the art in terms of modern technologies in Georgian in the direction of culture. Also, what are the problems and hindering factors in terms of their implementation and why are there innovative ones at all. The need for technology. At the same time, we wanted to evaluate the technology already implemented by users. Therefore, we chose the audio guide system.

To find out how effectively audio guides work. For this, we interviewed the people who used this service in the National Gallery. A total of 50 people were interviewed, of which 94% (ie 47 people) were non-Georgian speakers.

There were 51 tourists. And among them 3 people were Georgians. At the same time, we also conducted an online survey aimed at how valuable it is Audio guide for users. A total of 100 people were interviewed by online questionnaire. The issue here was also related to audio guides. But this time we were interested The attitude of the Georgian public towards the audio guide system and also their behavior was influenced by the museums where this service was offered. In quantitative research, closed-ended questions were used because it was easier for the people participating in the study to answer. Also for us It was important to show the results of the research as a percentage through tables and diagrams. The expert survey was conducted in the form of an interview. We went to the people who participated in the survey at work and asked them directly in advance questions. We recorded the conversation in audio format and then gave it a text form. And in the National Gallery, we personally talked to the people who used the audio guide service. Here, too, we used a pre-prepared questionnaire. We wrote the answers in a specially printed graph. where along with the question number we marked the corresponding number of the probable answer to the same question. As for the online questionnaire, we used Google Forms. That's where the questionnaire was created. was used to conduct the research E-mail and the social network "Facebook". The expert survey included a total of 5 questions. In our survey, everyone agreed that modern technologies are better developed in the private sector than in state structures. They claimed this was the reason for bureaucracy, inflexibility and lack of finances of the state sector. Also, all of the 52 interviewees noted that Georgia existed in the world It follows the technological trends, albeit a little late. In Georgia, technologies are common in the field of museums, as well as in cinema and theater, although no specific direction was separated and distinguished from others. Because everyone has their own subjective opinion on this issue. However, as everyone pointed out in our survey of modern technology Impeding factors for implementation are unskilled labor and also the biggest obstacle is lack of finance. As for the need for technology was unanimously stated that modern technologies are needed by organizations to meet the needs of customers because digital technology plays a big role in human life. Takes place. Accordingly, they should be implemented in organizations in order to offer something new to customers. Everyone also said that innovative technologies help organizations achieve better results and increase competitiveness.

As for the research conducted in the National Gallery, it determined the effectiveness of the audio guide system. We asked closed-ended questions to people who used the audio guide service. We evaluated the sound of the audio guide, the information it provides, its service fee, and whether how convenient is the device. On

these issues, we evaluated their attitude on a 5-point scale from 1 very dissatisfied to 5 very satisfied. In addition, we asked users in general which one they preferred a human guide or an audio guide. Finally, we evaluated the advantages of the audio guide. The figure shows the most important ones answers to the question, with appropriate percentages figures



When asked which of them do you prefer? At the National Gallery, 66% of respondents prefer a human guide, 12% prefer an audio guide, and 22% both equally. But we should not forget that 100% of respondents used an audio guide when visiting the National Gallery. Otherwise, they would not be included in our research. Accordingly, 66% generally prefer a human guide, although for some reason they still used the audio guide system.

## CONCLUSION

The introduction of innovative technologies in museums leads to an increase in the number of visitors and offers them a unique experience. For example, digital technologies, be it social networks or virtual tours, are aimed at engaging people and then attracting them directly to the museum. to see everything with their own eyes in real space. This helps to increase the number of visitors. Also, through audio guides, 3D holograms or other modern technologies, the museum offers visitors to be more involved in the viewing process. To get more information about Amatu exhibits, they also have a way to relax and have fun. That's all Aimed at impressing visitors and increasing their satisfaction level. The same is happening with theaters, modern technologies offer them new opportunities to better manage their activities. Various multimedia means lead to more interest and involvement of users in theatrical processes.

## RECOMENDATION

We can say that in the field of culture The modern technologies that have already been introduced work effectively because the interest and involvement of consumers is quite high, since in the 21st century society needs to offer newness and feel modern. Therefore, it is easy to understand that the introduction of innovative technologies will have a positive effect on the activities of the museum and increase its competitiveness. Of course, the strategy of organizations to introduce modern technologies requires certain investments from their side in this direction. But at the expense of increasing the number of visitors, their incomes as well growing. Moreover, modern technologies will promote public participation and involvement in the process of museum and theater activities. Technological innovations, as a rule, help to increase the level of customer satisfaction and, accordingly, to improve the economic sustainability of organizations. However, one thing is clear, when we talk about museums and theaters, one important factor to consider here is finances. Due to small budget, they may not be able to implement technological changes. In addition, they may have faced other challenges and not only suffered from financial shortages in terms of adopting modern technologies. The lack of professional and competent personnel is also a problem. Cultural organizations themselves know the fact that it is important to introduce new innovative means and prepare for modern life. Often such organizations are



looking for a way out of the current situation. For example, cooperation with startups and giving them their own spaces, as the National Museum of Georgia has done, is a good example. That if you are unable to solve the problems with the existing resources, there are other innovative ways to solve them. From the side of the Museum of Georgia It was actually quite an effective way of solving the problem. Therefore, it would be good if other organizations follow it and think of ways to improve the existing technologies, which will not be related to big finances. In this direction, it may be cooperation with private companies and startups.

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