

## Social changes in the society in the context of the COVID-19 pandemic

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**Abstract.** *The article presents an analysis of the current situation in the context of the COVID-19 pandemic. The experience of pandemic is analyzed from sociological perspective in assessments and attitudes, behavioral models, and public opinion about social phenomena and processes in a COVID-19 situation. In the theoretical and methodological terms, the author relies on the theory of social change by P. Shtompka, theoretical concept of “community of fate” by M. Weber and social theory in the global environment Sklair (2013). In the empirical aspect, the author resorts to the analysis of data from sociological polls of public opinion. The article uses the results of sociological research at the all-Russian level. The article analyzes a number of interrelated aspects of pandemic situation, such as: pandemic as epidemiological phenomenon associated with the emergence and spread of a new coronavirus; as a medical phenomenon associated with the medical and anti-epidemic measures to combat coronavirus; as a socio-political phenomenon associated with the decisions and measures of the authorities at all levels; as a socio-economic phenomenon caused by changes in behavior, attitudes, life scenarios of the population and associated with the restrictive measures that caused the recession of both national and world economies; as a cultural phenomenon, the essence of which is to change every day, customary practices and the emergence of new ones that were previously absent or not in demand; - as an existential phenomenon - the acquisition of mass experience associated with the disease and its consequences, worries about loved ones, the experience of loss. The goal is, on the basis of comprehensive analysis, to identify the main social trends in the development of public relations in the context of pandemic and existing restrictive measures, to identify negative factors acting as destabilizing ones. The research objectives included the following: describe the contours of social changes occurring under the influence of the pandemic; analyze the reaction of citizens to the situation of pandemic, as well as to the anti-epidemic measures taken by the governments; investigate the problem of influence of spread of the virus on the social structure of the society. It is concluded that the modern COVID situation, which has already been called the «black swan», is a difficultly predictable phenomenon. The ongoing social changes are obvious, and the adaptation process is developing unevenly. An analysis of sociological surveys conducted among the population shows that there is a tendency towards the normalization of everyday life, however, in the context of the COVID-19 pandemic, a new social reality is being formed, for which humanity is not yet ready.*

**Keywords:** *population, COVID-19 pandemic, social change, social constraints, social distance, sociological research*

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