

Chapter 15

Developments and Global Trends in the Education and Business Sectors in the Post-COVID-19 Period: The Mexican Case

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ABSTRACT

In this chapter, the author focuses on the reality of living through a pandemic that made people world-wide prioritize their matters of importance. Since the beginning of the pandemic, the educational sector was one of the most privileged ones thanks to the previous implementation of proper technologies and internet tools. The author will analyze the challenges faced by teachers, students, and parents, who had to adapt workplaces and focus their efforts to continuously innovate and capture the attention of students. On the business arena, the pandemic was a digital accelerator. Many businesses had to improve their digital platforms and different types of consumers emerged. The author will highlight the global consumer trends that emerged during the pandemic which will remain throughout the post-COVID-19 period and the challenges to capitalize on all the new trends that emerged to transform persons into better human beings and to contribute building a better world.

INTRODUCTION

Because of the Pandemic, the world economy changed. Purchasing habits, lifestyles, entertainment, amusement, study, and work itself have evolved. According to the Interactive Advertising Bureau (IAB, 2020), health contingencies caused 6 out of 10 Internet users to isolate themselves rigorously. As a result, more online purchases were made, 2 out of 3 people faced a change in household income, so they became more careful with managing income and savings, and 44% of Internet users increased their

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family spending during the last quarter of 2020. Concerning the first quarter of 2021, caused by price increases in almost all product categories and purchases of new products such as vitamins and antigen tests to travel, continue with their daily activities, and ensure they remain healthy.

According to Salvatto (2021), the technological revolution we are experiencing is changing our reality like never before, bringing endless opportunities and threats that need to be considered. The post-Covid world is a mixture of speed and uncertainty, making people and companies learn to be flexible, adapting in weeks or hours to new business schemes, and using new technologies to solve customer and even family problems in a matter of minutes.

An example of this is how different communication media have reached 100 million users worldwide. Created in 1878, phones took 75 years to get 100 million users. Cell phones, launched in 1979, took 16 years. The Internet, started in 1990, seven years. Facebook, developed in 2004, four years and six months. WhatsApp, created in 2009, three years and four months, and Instagram, set in 2010, only required two years and four months. These figures explain the speed of new technologies and forms of communication that have become important communication and business platforms.

This chapter provides the elements to understand how the reality of living through a pandemic made people worldwide and in México prioritize their matters of importance to be adequately informed. In principle, people wanted to take care of their family health by getting the best benefits from the health system (70%). They also wanted to know about addressing and improving poverty issues caused by Covid19 to help their communities' needy (62%). Also, people were interested in managing mechanisms to strengthen educational systems (62%) and being aware of other issues, such as climate change (61%). (Edelman Trust Barometer, 2021).

Furthermore, trust all information sources such as search engines, traditional, social, and owned media were at record lows in trustfulness. Table 1 presents trust percentages in each source.

Table 1. Trust percentages in each source

Year	Search Engines	Traditional Media	Owned Media	Social Media
2020	62	61	46	40
2021	56	53	41	35

Source: Adapted from the Edelman Trust Barometer 2021.

According to Luque et al. (2020), Twitter has become more than just a social platform, as it helped spread positive and alarming pictures of the Covid19 situation by the primary domestic and global media to show the reality that turned out to be more severe than officially deemed and that was exposed by unofficial global media in different countries. Although some of these images were fake or not true, it made the media's credibility worldwide decrease.

The goal is to analyze the challenges faced in the educational sector and the business arena, describing the new types of consumers and global consumer trends that emerged during the pandemic, which will remain throughout the post-Covid19 period thanks to technological advances.

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