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TRANSFORMATIVE IMPACT OF THE INFORMATION SOCIETY ON INNOVATIVE DEVELOPMENT OF PUBLIC AUTHORITY BODIES

Abstract. The purpose of the study is to analyze the theoretical and practical aspects of organizing the activities of public authorities in the context of transformational changes in the information society in order to determine the rational influence of citizens on government structures, the rational performance of the necessary administrative functions by the authorities and the development of recommendations for their improvement. The introduced tools of e-democracy in public authorities are considered, related to the renewal and reform of the administrative system taking place in Ukrainian society under the influence of globalization trends and external threats with the spread of new channels of communication between citizens, between citizens and public authorities, between authorities and other participants in state administrative processes. The state of informatization and implementation of sectoral, regional programs, projects, and work on informatization of local governments in accordance with the National Informatization Program and the results of the functioning of the Ministry of Digital Transformation, which indicate the proper reform of the public service and service in local governments in accordance with European standards, where the mechanisms for providing public services are the basis for the functioning of government in a democratic society, are determined. The directions for the development of e-government services are determined, which create the prerequisites for the transformation of the functioning of public institutions and the development of the institutional structure of public administration, which ensures effective interaction between the state, business, and civil society institutions. Based on the research conducted, the integration of Ukrainian society into the European one and the improvement of the system of providing public services require the creation of new models based on the use of modern network technologies through the application of appropriate tools.

Keywords: public authority, information society, public administration, information technology, e-democracy, administrative system, public services, civil society.

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ТРАНСФОРМАЦІЙНИЙ ВПЛИВ ІНФОРМАЦІЙНОГО СУСПІЛЬСТВА НА ІННОВАЦІЙНИЙ РОЗВИТОК ОРГАНІВ ПУБЛІЧНОЇ ВЛАДИ

Анотація. Метою дослідження є аналіз теоретичних та практичних аспектів організації діяльності органів публічної влади в умовах трансформаційних змін інформаційного суспільства з метою визначення раціонального впливу громадян на владні структури, раціонального виконання владою необхідних функцій адміністрування та розробка рекомендацій щодо їх удосконалення. Розглянуто запроваджені інструменти е-демократії в органах публічної влади, пов'язані з оновленням та реформуванням адміністративної системи що відбуваються в українському суспільстві під впливом глобалізаційних тенденцій та зовнішніх загроз при поширенні нових каналів комунікації між громадянами, між громадянами та органами публічної влади, між органами влади та іншими учасниками державно-адміністративних процесів. Означено стан інформатизації та виконання галузевих, регіональних програм, проектів, робіт з інформатизації органів місцевого самоврядування відповідно до Національної програми інформатизації та результати функціонування Міністерства цифрової трансформації, які свідчать про належне реформування публічної служби та служби в органах місцевого самоврядування відповідно до європейських стандартів, де механізми надання публічних послуг є основою функціонування влади в демократичному суспільстві. Означено напрями розвитку послуг електронного уряду, які створюють передумови для трансформації функціонування публічних інститутів та розвитку інституційної побудови державного управління, яка забезпечує ефективну взаємодію держави, бізнесу та інститутів громадянського суспільства. На основі проведеного дослідження інтеграція українського суспільства в європейське та вдосконалення системи надання публічних послуг потребує створення нових моделей, заснованих на використанні сучасних мережових технологій шляхом застосування відповідного інструментарію.

Ключові слова: публічна влада, інформаційне суспільство, публічне управління, інформаційні технології, електронна демократія, адміністративна система, публічні послуги, громадянське суспільство.

Introduction. The rapid development of the information society and its penetration into all spheres of public life significantly affects the functioning of public authorities and constant transformational changes in the public administration system. The modern Ukrainian state is able to ensure its own national interests, but the transformation processes largely depend on European integration and integration into world civilizational processes to determine the country's place in the global space at a qualitatively new level of innovative development of public authorities. With the emergence of new needs of civil society, the country's administrative

system must also change and adapt to the new conditions for the development of the information society to ensure its effective functioning.

To ensure the national interests of the country in the field of sustainable development of the economy, civil society and the state, to improve the level and quality of life of the population, to ensure compliance with human rights and freedoms enshrined in the Constitution, and to support the achievements of compliance with the global sustainable development goals for the period up to 2030, proclaimed by the resolutions of the UN General Assembly and the specifics of the development of Ukraine, it is necessary to carry out appropriate changes in the structure and functioning of public authorities. To achieve these goals, the Sustainable Development Goals of Ukraine for the period up to 2030 are provided, including [1, 2]: promoting the building of a peaceful and open society in the interests of sustainable development, ensuring access to justice for all, and creating effective, accountable and participatory civil society institutions at all levels.

All of the above is directly related to the development of the information society and the need for appropriate public administration. Since the existing structure of public administration in the country hinders the solution of urgent problems in this area of social development, there is an objective need to further improve the activities of public administration bodies in the context of the development of the information society in Ukraine.

Analysis of recent research and publications. The following scientists have devoted their scientific works to the study of issues of institutional and conceptual support for public administration in the context of the development of the information society: A. Barikova [3], V. Bebyk, S. Gaiduchenko, A. Galchynsky, N. Hrytsiak [4], V. Dzyunzyuk, R. Kalyuzhny, A. Kolodyuk, M. Novikova, O. Ozhevan, G. Ortina, V. Soroko [5], V. Shamray and others.

An analysis of existing scientific developments was conducted indicates that this issue is being actively researched domestic and foreign scientists. However, there remain relevant issues regarding the practical implementation of innovative information technologies in the activities of bodies public authorities, optimizing their organizational structures and staffing according to the level of qualification, as well as the dissemination of tools electronic democracy in the languages of changing information society.

Setting objectives. The purpose of this research is analysis theoretical and practical aspects of the organization of the activities of bodies public authorities in the conditions transformational changes in the information society in order to determine the rational influence of citizens on government structures, the rational implementation by power necessary administration functions and development recommendations for their improvement.

Achieving this goal involves solution the following tasks: conducting an analysis of the effectiveness of the activities of public authorities in the information society, taking into account modern trends; studying the impact of the information society on the activities of public authorities in Ukraine and identifying its main aspects; developing conceptual principles for the strategic transformation of public administration in the context of the development of the information society based on

the modernization of the activities of the state apparatus, taking into account the vector of the country's European integration.

Presenting main material research. Ukraine must create an integrated innovative model for the development of a high-tech information society, where all citizens have the opportunity to create, store, freely access, use and exchange information and knowledge, where everyone can realize their potential aimed at for personal and social development, to improve the quality of life and to take direct part in the global development process. However, human rights and freedoms can be guaranteed and protected only under the condition of free access to information, favorable public opinion about the events taking place in the country, effective influence of citizens on public authorities and the performance by the authorities of the necessary controlling and monitoring functions.

Direct democracy and participatory democracy should become a favorable factor in the formation of an information society in our country. Therefore, not only public authorities, but also citizens, non-governmental organizations, politicians and political institutions, the media and business should participate in the process of forming and implementing e-democracy and receive certain benefits from this participation.

Given the inadequate functioning of the existing administrative system and the serious changes taking place in Ukrainian society under the influence of globalization trends and external threats, today there is a timely and urgent need to use all the tools of e-democracy in the process of updating and reforming the administrative system. Thus, e-democracy becomes a factor in the transformation of the administrative system and a means of adapting to the challenges of the information society.

The current state of development of the information society of Ukraine is characterized by broad participation of citizens in the management of state and public affairs, equality of citizens in public administration, efficiency, effectiveness, transparency and accountability correspond to the existing principles of public administration, enshrined at the legislative level. That is why the result of the formation of e-democracy in the country is not the complete elimination or modification of the existing principles of governance, but the expansion of opportunities for their implementation by Ukrainian society through appropriate transformations. The tools of e-democracy ensure the spread of new channels of communication between citizens, between citizens and public authorities, between authorities and other participants in state administrative processes.

The essence of digital transformation lies in the integration of digital technologies into the functioning of the administrative system, which leads to a fundamental change in the way the subjects of the administrative system provide high-quality public services to citizens.

In Ukraine, the process of social information transformation is provided by electronic information resources of public authorities, which have a fairly extensive information content. These include the websites of the President of Ukraine, the Verkhovna Rada of Ukraine, the Constitutional Court of Ukraine, the Supreme Economic Court of Ukraine, and the Unified Web Portal of the Cabinet of Ministers of Ukraine. The portal of ministers of Ukraine contains the websites of 73 central

executive bodies and 27 local executive bodies. In addition, monitoring the effectiveness of e-government technologies in the 100 largest cities of Ukraine shows that most of them have introduced separate tools of e-democracy (the mayor's electronic reception, the ability to submit electronic petitions, online surveys), a single portal of e-petitions has been created at the state level, e-petition modules have been developed on the official websites of central executive bodies, and a single local petition system has been created [6].

In addition, other e-democracy tools have been introduced (Fig. 1).

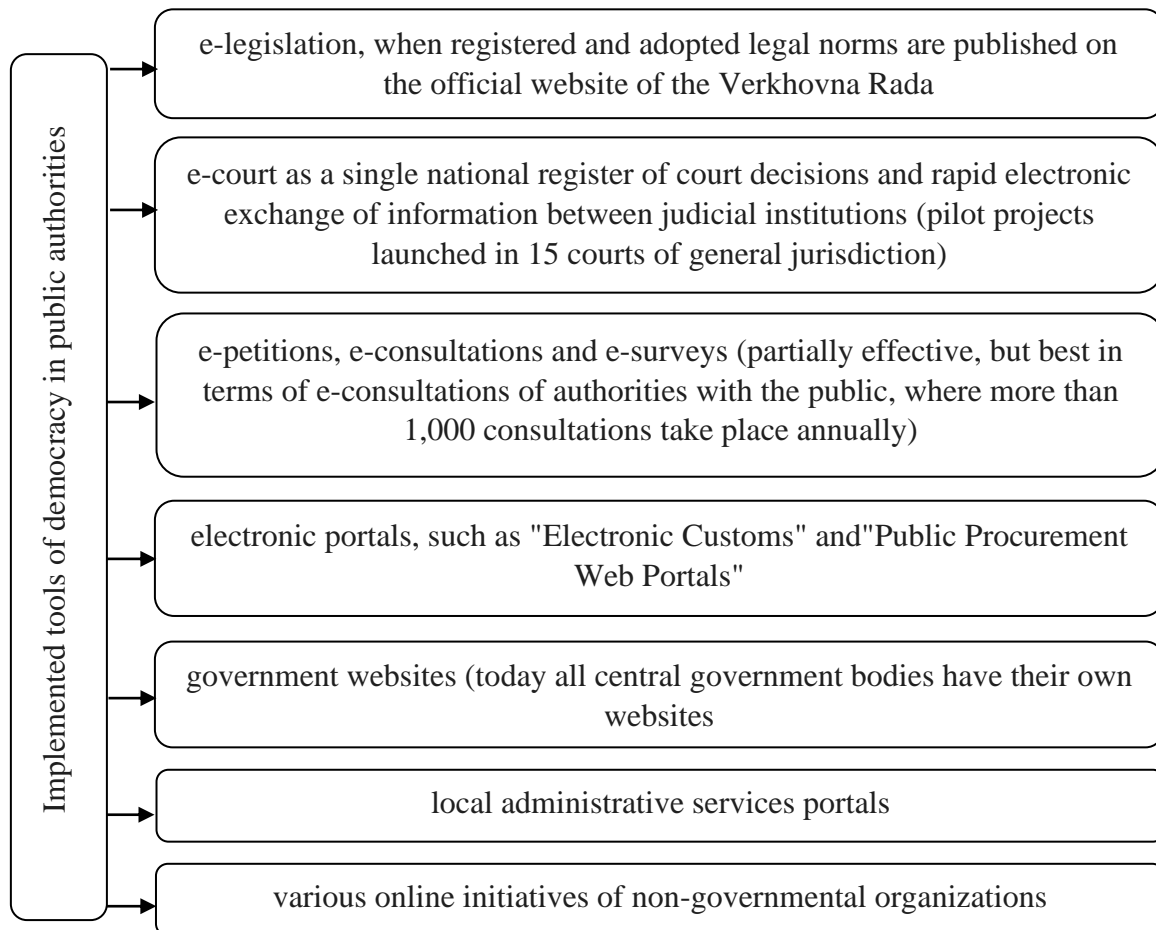


Figure 1. Implemented tools of democracy in public authorities.

Source: compiled by [4, 7 - 9].

Thus, e-democracy tools are increasingly used in modern Ukrainian society, but, unfortunately, these processes are unsystematic. and situational.

Since the introduction of martial law on February 24, 2022, digitalization has become the basis for the effective work of the government and public authorities, despite all the challenges of war, such as communication disruptions, power outages, and cyberattacks.

In general, according to the results of 2023, the single state web portal of electronic services "Portal Diia", which was introduced in 2020 by the Ministry of Digital Transformation of Ukraine, provides access to 72 electronic services and information from 41 national electronic information resources.

In February 2020, as part of the "State in a Smartphone" program, the online public services application "Diia" was launched. This application combines all services provided by the state to citizens and businesses in a single electronic window, making most transactions electronic and automated. Currently, 9 services and 15 digital documents are available in the "Diia" application.

"Diia" was launched, which includes a digital driver's license and a vehicle registration certificate, which became available to everyone free of charge. Within 10 days after the launch of the mobile application, one million Ukrainians became users of "Diia" 2.0. Ukraine became one of the first countries in the world to grant digital passports the same legal status as paper and plastic ones.

According to the Ministry of Digital Affairs, from the beginning of the full-scale invasion to January 2025, the number of unique users of the "Diia" application increased to approximately 21.239 million. In 2023, the mark of 18.6 million users was reached [6].

The Ministry of Digital Transformation actively participated in the development of the Action during 2023, as indicated in Fig. 2.

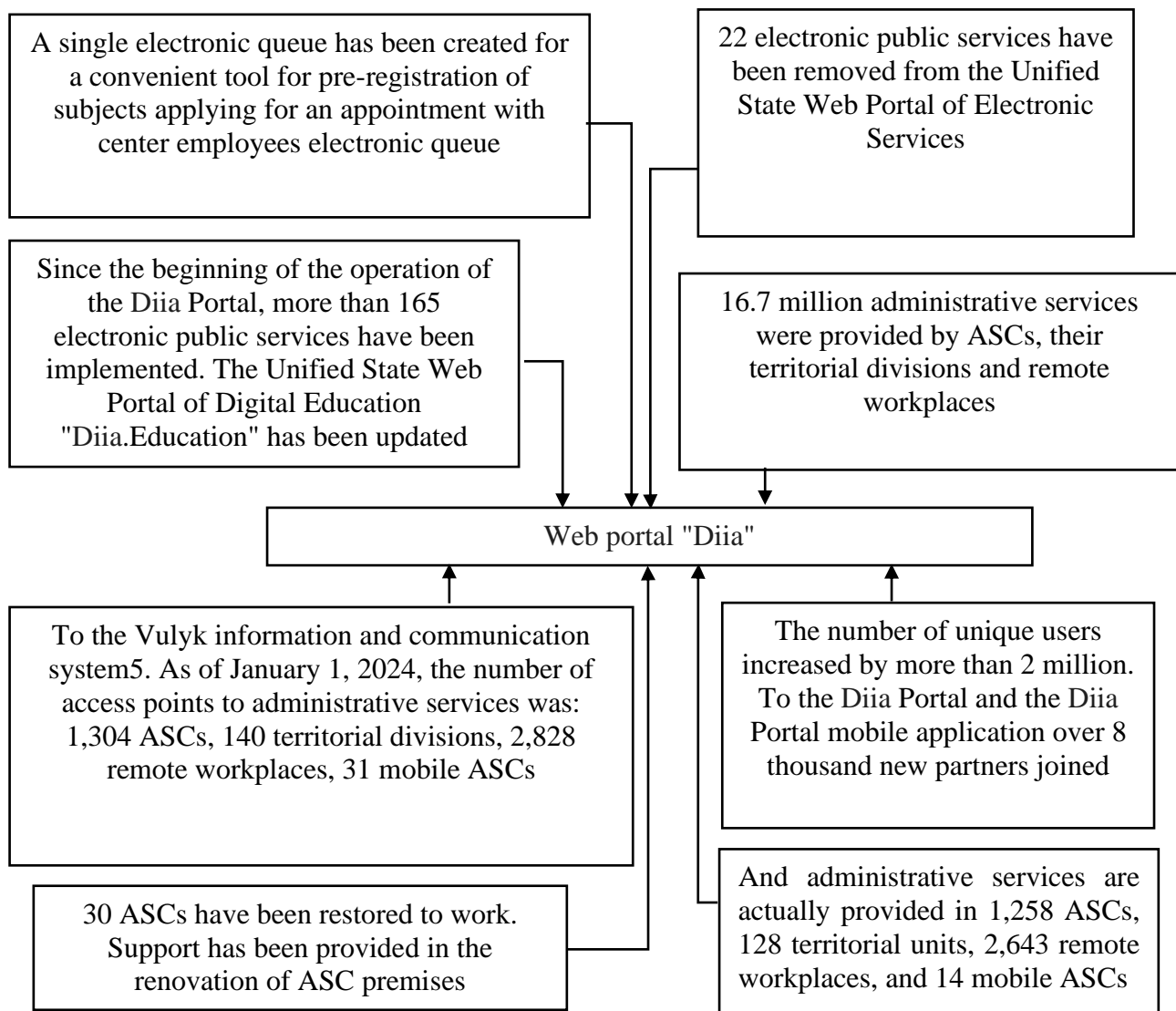


Figure 2. Achievements of the web portal "Diia" during 2023.
Source: compiled by [6, 10, 11].

In the conditions of a full-scale war, "Diia" has become a fast and convenient means of communication between Ukrainians and the state. The Ministry of Digital Transformation has launched the most relevant and popular services among Ukrainians. Among them are its own e-Document, which became available immediately after the start of the full-scale invasion, services for internally displaced persons, damaged property, payments of 6,500 from the state, unemployment benefits, etc.

In addition, "Diia.TV" and "Diia.Radio" were launched, which allow donations to be made through the app in support of the armed forces. "Diia.TV" had 1.2 million viewers of the FIFA World Cup, 1 million viewers of Eurovision (including 166.7 thousand votes).

In the first weeks of the full-scale war, the Ministry of Digital Transformation created the chatbot eVorog. Anyone with a smartphone could share photos of enemy equipment, report collaborators and mines. Since its launch, the chatbot has been used by about 500,000 Ukrainians: 438 thousand users; registration of damaged property: over 300 thousand requests.

Diia launched military bonds in the application. This is an opportunity for all Ukrainians to support the army and the country's economy, and then their contributions will be returned with profit. In a few months in 2022, 215 thousand bonds worth over 215 million UAH were purchased in Diia [13].

Action Centers were created, providing services such as high-speed internet, the development of ASCs, a paperless regime, and access to basic electronic services.

414 companies joined the special economic and legal space in Diia.City. This is more than 34 thousand professionals. They received special support from global technology companies that support digital landings, in particular, Amazon AWS, Google, ClearView and Recorded Future, etc.

Action.Business is a portal that helps entrepreneurs start, develop and grow their business. Developed small and medium-sized businesses are the key to economic stability and development of the country. In addition, a beta version of the community portal "Action" was developed [8].

In accordance with the requirements of the Resolution of the Cabinet of Ministers of Ukraine dated October №28, 2020 1087 "On Amendments to the Resolutions of the Cabinet of Ministers of Ukraine dated July 18, 2007 №950 and dated January 17, 2018 №55", the processing and approval of draft acts and their submission for consideration by the Cabinet of Ministers of Ukraine in electronic form using the corresponding module of the system of electronic interaction of executive authorities has been ensured. As of today, all executive authorities are connected to the system of electronic interaction of executive authorities, which can fully use the functionality of the system. The system of electronic interaction of executive authorities (SEIEA) includes more than 3.4 thousand organizations and provides processing of 24 thousand electronic documents per day.

The information resource Integrated Electronic Identification System ID.GOV.UA is cooperated by 3 electronic identification schemes, 30 providers of electronic trust services, 40 banks-identifiers of the BankID system of the National Bank of Ukraine, 409 authentication systems, 323 systems for creating and verifying a qualified

electronic signature (QES) [6].

The Law of Ukraine "On Ministers" is formulated in such a way as to allow the use of advanced electronic signatures instead of qualified electronic signatures, an experiment has been launched to replace electronic trust service providers; as part of the EU4DIGITAL project, Ukraine and Estonia have been included in the EU trust list on European portals [12].

According to the international State Open Budget Survey (OBS) for 2024, Ukraine ranks 79th out of 125 countries. OBS covers the activities of the Parliament, Treasury, Ministry of Finance and the Accounting Chamber during the budget process, analyzes information in budget documents, mechanisms for citizen participation in decision-making during the budget process and the completeness of the Accounting Chamber's control over the use of State Budget funds [14]. This position is due to the fact that the procedure for forming the state budget is quite open, but is limited by the low level of participation of civil society in the budget process and the insufficient use of digital tools.

The country today has all the conditions for the transition to a higher technological level of development of the information society. The transformation of the administrative system is becoming a step on the way to a radical increase in the innovative economic development of Ukraine and the standard of living of the population. However, progress in the process of transforming the state apparatus can be achieved only if a systematic approach is applied to the adjustment of the existing regulatory and legal framework, the creation of an appropriate system for protecting information resources, the introduction of innovative digital information technologies, and the training and continuous development of personnel.

The current situation in Ukraine is characterized by the approximation of the administrative system to the standards of the European community, which necessitates the proper reform of the public service and service in local government bodies in accordance with European standards, where the mechanisms for providing public services are the basis for the functioning of government in a democratic society.

A significant number of national non-governmental organizations (NGOs) contribute to improving the quality of public services through the implementation of a number of regional projects in cooperation with international organizations, among which one of the newest and most radical is the European Skills Promotion Program.

Steps towards improving and replacing administrative services with electronic ones include adopting a legislative framework to ensure basic digital rights of citizens, including the right to broadband Internet access, as well as expanding the technologies available to consumers to reduce the cost of software, computers and other equipment. Prerequisites for advancing Ukraine's digital agenda are new legislation on the digital economy and telecommunications, digital infrastructure, achievements in the field of cashless economy (e-Commerce), electronic protection (e-Trust) and developments in the field of cybersecurity (Cybersecurity). The Smart City initiative, launched by the Ministry of Digital Transformation, demonstrates the authorities' confidence in the existing legal and institutional framework for

implementing a comprehensive approach to building an ICT ecosystem at the regional and local levels.

The all-Ukrainian survey "Opinions and Views of the Population of Ukraine on Government Electronic Services" was conducted by the Kyiv International Institute of Sociology in October 2024 as part of a regular omnibus survey commissioned by the United Nations Development Programme (UNDP). The survey asked adults (aged 18 and over) living in Ukraine about their views and opinions on a number of issues related to the use of national electronic services.

According to the results of the study, the level of use of state electronic services in Ukraine remains high, but it has decreased over the past year. Currently, almost 55 % of respondents answered that they had used at least some services over the past year (among men the figure is 59%, among women – 51 %). In 2023, the figure was 64 %. However, compared to the figures for 2020 (52.6 %), there was a slight increase of 2.1 %. At the same time, over the four years of observation, the level of non-use decreased from 46.9 % to 41.6 % (Table 1).

Table 1

Survey of the population of Ukraine "Have you had to receive electronic government services in any of the following areas in the last year?"

Respondents' answers	September 2020	September 2021	September 2022	October 2023	October 2024
Used	52.6	60	63.4	64.1	54.7
Didn't use	46.9	39.2	32.9	32.7	41.6
It's hard to say	0.5	0.8	3.7	3.2	3.7

Compiled based on data [15, 16].

The fact that the share of citizens using public electronic services has increased, but not significantly, can be interpreted in several ways. First, the absence of "non-returns" indicates that, having used public electronic services, people, as a rule, receive a quality experience that motivates them to do so in the future. In other words, citizens are clearly aware of the usefulness and importance of these services. Second, in a third of cases, the lack of use is explained by factors such as lack of need, lack of skills, insecurity and problems with the Internet. Various measures should be implemented to increase the level of use of services by this category of people.

Fig. 3 presents information on which public electronic services respondents used over the past year. As in 2022, most respondents (42%, in 2023 – 51 %) report using the Diia. Other services were mentioned significantly less frequently. In general, in addition to the Diia, such services as personal transport issues (15 %, in 2023 – 18.5 %), paid services for obtaining information from registers (13%, the same as last year), pension provision (10 %, in 2023 – 16 %), obtaining passports or contacts with the State Social Insurance Institution (10 %, in 2023 – 14 %), receiving subsidies or benefits (9 %, in 2023 – 18 %), taxation (9 %, in 2023 – 12 %).

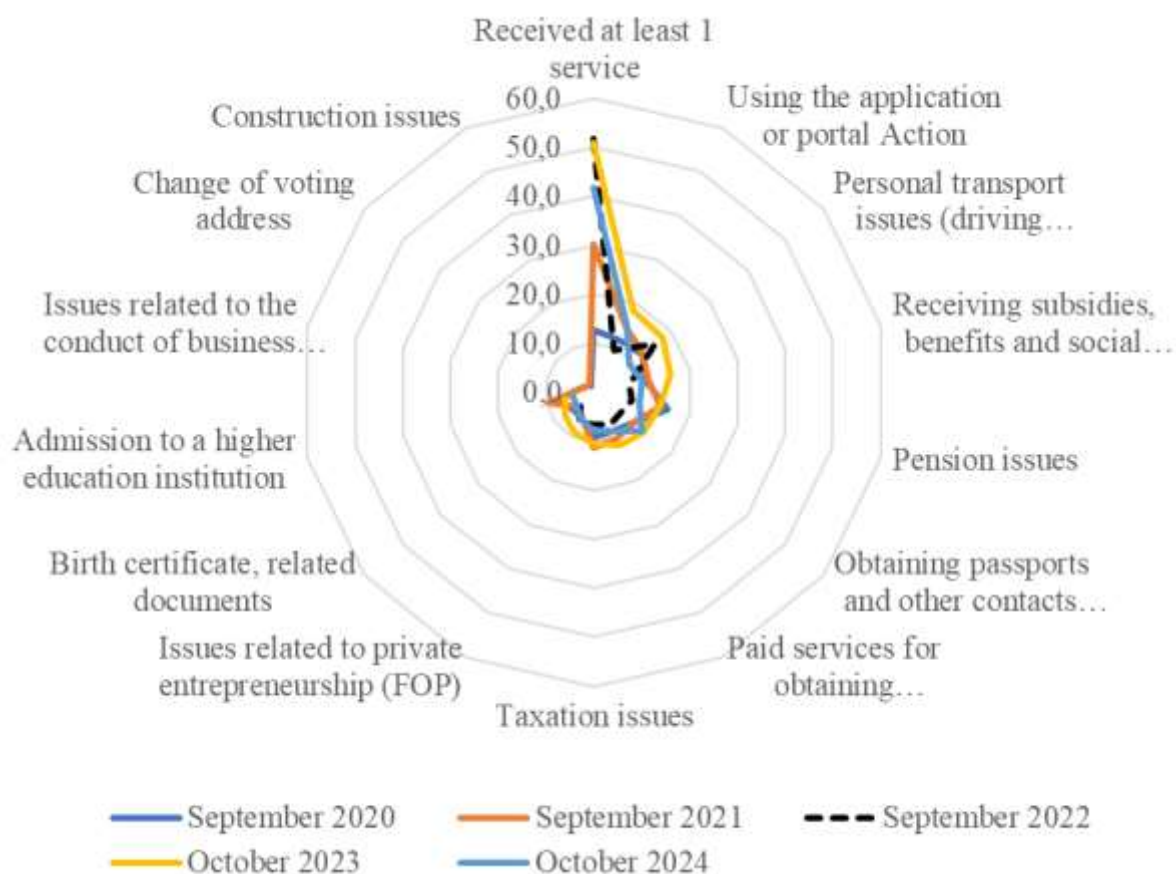


Figure 3. Survey "Have you had to receive any electronic public services of the following areas in the last year?"

Compiled based on data [15, 16].

During the analysis period, respondents most often used the application or portal "Diia" (41.9 % – 2023, 51 % – 2022). 15.4% of respondents applied for personal transport, which is 3.1 % less than in 2022. A significant decrease in applications on taxation issues – 8.9 % (2023), which is 0.1 % more than in 2020. The most common service received by respondents was paid services for obtaining information from state registers or obtaining digital extracts – 12 % (10 % – 2022), pension issues are also popular – 10.2 %, although there is a decrease in requests (16 % – 2022).

Among the selected population groups, the most frequent users of state electronic services were veterans (79 %) and parents of children with disabilities (76 %). Among IDPs, the overall level of service use is 68%, and among those who raise a child on their own – 66 %. Next on the list are people with disabilities (49 %). The least frequent users were older people, among whom the level of use is 26 %. At the same time, representatives of all vulnerable categories used the Action most often. Compared to 2023, people with disabilities (was 63 %, now – 48 %), IDPs (was 85 %, now – 68 %), and older people (was 34.5 %, now – 26 %) used the services statistically significantly less often. Among parents of children with disabilities, the level of use changed within the margin of error, but the volume of use of the Action decreased more significantly (from 67.5 % to 53 %). Also, older people use Diya slightly less often (it was 17 %, now – 12 %). At the same time, among

single fathers/mothers, the use of Diia has increased (from 42.5 % to 58 %), although the overall level of use of services in this category has not changed [10].

Compared to 2023, people with disabilities (was 63 %, now 48 %), IDPs (was 85 %, now 68 %), and older people (was 34.5 %, now 26 %) used the services statistically significantly less often. Among parents of children with disabilities, the level of use changed within the margin of error, but the volume of use of the Action decreased more significantly (from 67.5 % to 53 %). Older people also use the Action slightly less often (was 17%, now 12%). At the same time, among single fathers/mothers, the use of the Action increased (from 42.5 % to 58 %), although overall the level of use of services in this category did not change.

Currently, 42 % of respondents report using the Action (which remains a significant indicator, but is lower than the 51 % in 2023). Among the identified population groups, the most frequent users of the Action are IDPs (68 %), those raising children alone (58 %), veterans (55 %), and parents of children with disabilities (53 %). Among people with disabilities, this indicator is 33.5 %, among older people – 12 %.

The Action is used more often by men (45.5 % versus 39 % among women), younger respondents (use decreases from 65 % among 18–29-year-olds to 9 % among respondents aged 70+), residents of larger settlements (the indicator increases from 32 % in villages to 50 % in cities with a population of 100 thousand or more), respondents with higher education (56 % versus no more than 31 % among respondents with lower education), wealthier respondents (if among respondents with low income 26.5 % use the Action, then among respondents with medium income – 48 %, among respondents with high income – 61.5 %).

The absolute majority of respondents who used government e-services (84 %, in 2023 – 78.5 %) consider the experience to be rather or very positive. 56 % of them report a "rather positive" experience and specify that some aspects need to be improved. 10 % of users report a rather or very negative experience (in 2023 there were 12 %).

The main reason for not using government e-services, as voiced by respondents: lack of such a need. This was reported by 67 % of respondents, which is almost the same as in 2023 (and in general this reason is always the most common). The next most common reasons are lack of skills (44 %), distrust of e-services (26 %), ignorance about the availability of the service (25 %), lack of a device with an Internet connection (18.5 %).

Compared to 2023, there are significantly more people who believe that they lack skills (from 27 % to 44 %). Perhaps some of the more general services introduced earlier have become "usual", and when it comes to more "complex" services, some citizens feel that receiving them is associated with certain difficulties.

A review of scientific and professional publications [10, 11, 14 – 19] indicates existing problems in the field of providing public services to the population, which are presented in Fig. 4.

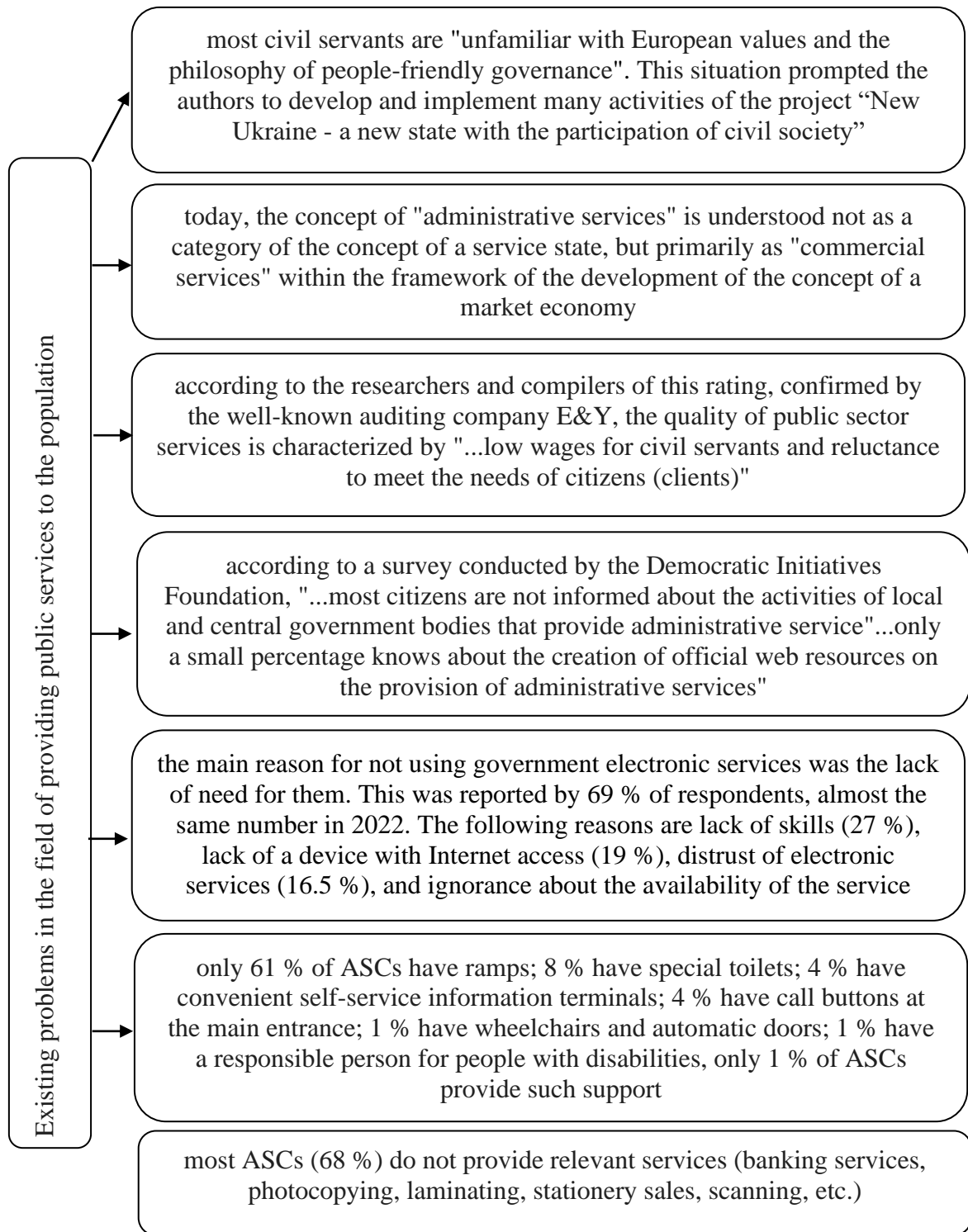


Figure 4. Existing problems in the field of providing public services to the population.

During the implementation of the National Informatization Program, 1,645 informatization projects with a total value of 6,539.6 million UAH were submitted to the general customer for consideration and approval in 2023. This concerned projects that were supposed to be implemented in the interests of customers at the expense of the state budget and/or other sources not prohibited by law, and their estimated cost exceeded 500 thousand hryvnias [11].

Thus, during the reporting year, the general customer approved 1,598 informatization projects with a total value of 6,350.9 million UAH for implementation in 2023. Among them, informatization projects, the customers of which were central executive bodies and local self-government bodies, prevailed.

Table 2

Informatization projects approved in 2022-2023

Project customer	Number of projects		Total cost, million UAH		% in the total cost of implemented projects	
	2022	2023	2022	2023	2022	2023
Central executive bodies, law enforcement, judicial and other state bodies	250	428	2632.1	2156.8	31.49	33.96
State enterprises, institutions and organizations	58	207	357.3	908.3	7.3	14.3
Military units	68	134	189	813.3	8.56	12.81
Administrative regions and territorial authorities	65	260	342.1	638.4	8.19	10.05
Kyiv City State Administration and Kyiv Municipal Enterprises	105	149	604.2	1055	13.22	16.61
Municipalities and utilities	200	394	437.1	702.1	25.19	11.06
Other customers	48	27	90.6	77	6,051.21	

Compiled based on data [10, 11].

According to the dynamics of approval of informatization projects for 2022-2023, the largest number of projects is consistently accounted for by central executive bodies, law enforcement agencies, judicial and other state bodies – 428 projects (250 – 2022), although the total cost of projects has decreased from 2,632.1 million UAH in 2022 to 2,156.8 million UAH in 2023. The rapid growth in funding for informatization projects for military units from 189 million to 638.4 million (UAH) is associated with the use of innovative information technologies to ensure the country's national security during martial law. During 2023, the number of informatization projects for regional administrations and territorial authorities increased from 65 projects (2022) to 260 projects and almost doubled in total cost in 2023 – 638.4 million.

At the same time, during 2023, customers reported the conclusion of more than 64.4 thousand contracts for projects and informatization works worth less than 500 thousand hryvnias in accordance with the procedure determined by the general customer [10].

As of January 1, 2024, the number of access points to administrative services was: 1,304 ASCs, 140 territorial divisions, 2,828 remote workplaces, 31 mobile ASCs. At the same time, 392 village elders provide administrative services in accordance with part six of Article 13 of the Law of Ukraine "On Administrative Services" [6].

In recent years, the Ukrainian government has developed new tools for e-democracy. These include e-petitions, the e-parliament initiative, open budgeting, mandatory e-declaration of assets, and ambitious plans for open data and online procurement [18].

It should be noted that the study [1, 2, 20 - 22] identified the following areas for the development of e-government services (Fig. 5).

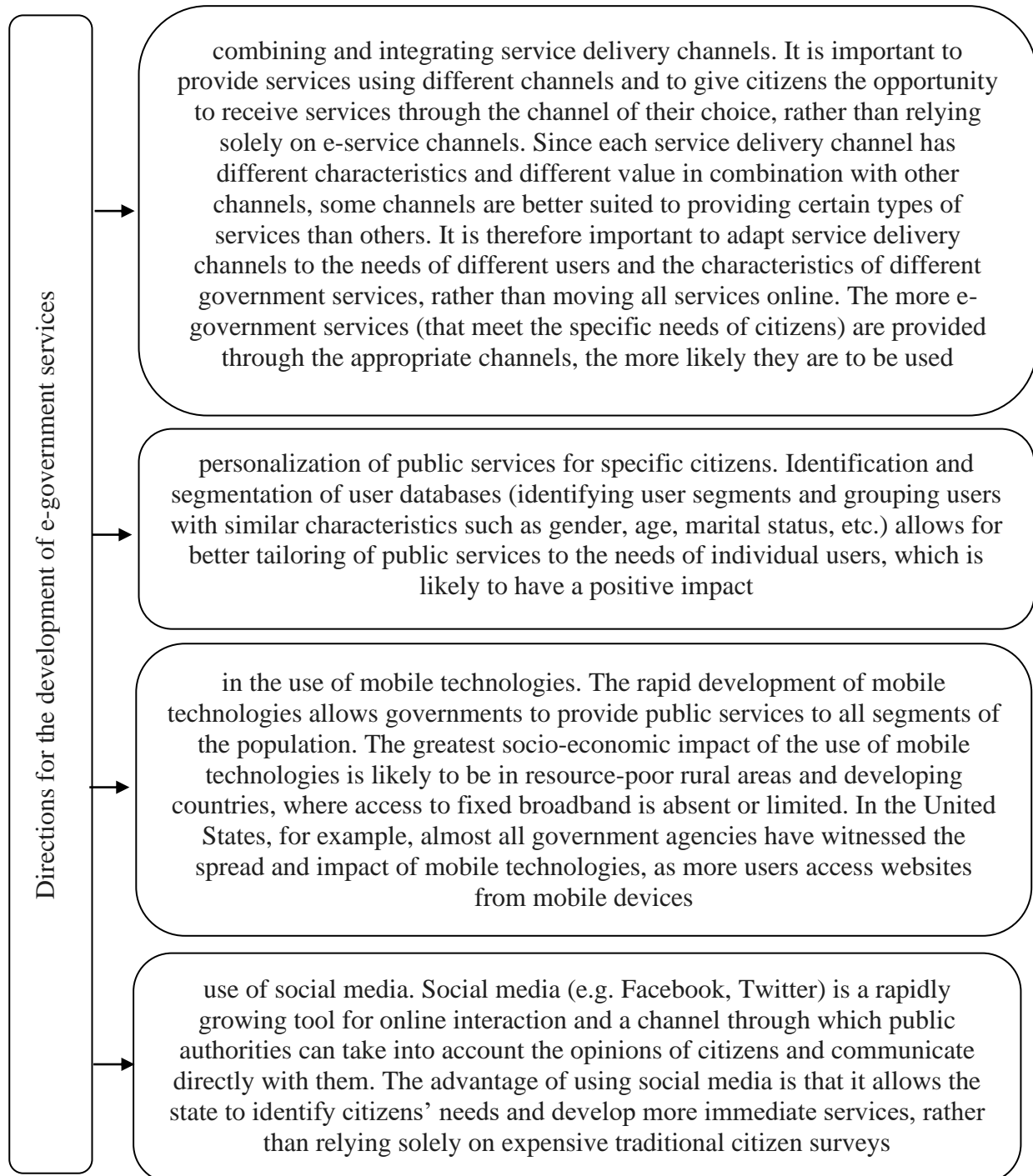


Figure 5. Directions for the development of e-government services.

Ensuring the quality of electronic public services involves at least three stages of e-government development according to the UN methodology. The methodology

defines a four-stage model of online service development, where the first stage corresponds to the emergence of information services, the second – interactive services, the third – transactional services and the fourth – transformational services. Each stage increases in complexity and, as a rule, requires a greater allocation of resources.

In the process of providing e-government services, the following services should be available to users: easy access to up-to-date information about services through relevant portals and websites; downloading forms of documents required to receive administrative services, or filling out these forms online; online informing applicants about the status of the provision of administrative services; SMS messages are also widely used; in cases where a fee is established for the provision of administrative services, payment is made online.

Conclusion. Although there is a positive dynamics of the development of the information society in Ukraine, there are still many problems and contradictions that need to be resolved at the national level. It is the use of digital technologies that creates the prerequisites for the transformation of the functioning of public institutions and the development of the institutional architecture of public administration, which ensures effective interaction between the state, business and civil society.

Therefore, more effective integration of Ukrainian society into the European one, including the improvement of the system of public service provision, requires the creation of new models based on the use of modern network technologies, including information and communication technologies, through the use of appropriate tools, normatively defined on a scientific basis. Despite the widespread distribution and high popularity of electronic services around the world, there are still differences in national approaches to the implementation of electronic governance. Assessments of the development and effectiveness of the use of electronic governance management technologies in the process of providing public services are subjective and are based on the assumption that the use of electronic services is uneven and useless.

The goal of e-democratization in Ukraine is the openness of all public bodies to all citizens and increasing opportunities for active political participation. The use of innovative technologies by the authorities in political relations is aimed at involving a larger number of citizens in the management process and creating another possible mechanism for their legitimacy. In the context of the formation of an information society, it is important to recognize that the tools of e-democracy, such as e-government, e-mail communication, social networks, feedback forms on corporate websites, e-surveys, e-questions and appeals, e-forums and e-journals, are useful not only for citizens and society, but also for the state itself, especially given that they increase the efficiency of public institutions and the functioning of civil society institutions.

The government of our country is gaining ground on the Internet, increasingly becoming a government of "virtual space" and building its own innovative model of e-government. The activities of e-government include the creation of online services for individuals and legal entities on a single portal, the introduction of electronic

document management in executive bodies, closed private information networks to ensure information flows within state bodies, a comprehensive information and communication infrastructure, cryptographic systems and other information protection measures implemented using electronic signatures, electronic keys, smart cards and other authorized access measures. That is, e-government not only provides citizens with easy access to public information and services and the opportunity to participate in the work of democratic institutions of society, but also improves the quality of public services and increases digital awareness.

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