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THE ROLE OF INFORMATION TECHNOLOGIES IN PUBLIC ADMINISTRATION

The materials examines the place and role of information technologies in public administration. The impact of information technologies on the effectiveness of public administration is revealed. It is determined that the effectiveness of public administration largely depends on the level and effectiveness of the use of information technologies between various government bodies, public groups and the media.

Keywords: information, information technologies, public administration, public groups, media.

Recently, information technologies have been increasingly used in the transformation of the public administration system. For example, at an early stage, the automation of office work helped digitalize work processes. The further creation of public administration information systems expanded data processing capabilities and increased the efficiency of public administration. That is why today Internet technologies are being introduced that allow supplementing public administration information systems with new functions and technical capabilities. Most researchers believe that information technologies will help improve the quality of public administration, and public services can play a major role in a number of important issues.

Firstly, in terms of increasing the transparency of public administration through greater accessibility of information. According to experts, it is important to ensure the security and reliability of the use of information and communication technologies, as well as to protect the rights and interests of individuals and legal entities, without harming national security. Greater openness of information resources of public authorities in compliance with the above principles will strengthen control over the activities of public administration bodies, increase transparency, ensure compliance with standards and prevent abuse. Thus, the population will be able to fully exercise their right to receive information, and the level of trust in state authorities will increase [7].

Secondly, increasing the efficiency of interdepartmental coordination in the form of establishing data exchange. Data exchange in various areas and between different authorities in combination with the use of professional data analysis methods will more effectively contribute to the development of administrative powers of the public sector. Based on planning, it is necessary to clearly define the framework and rules for data exchange between state authorities, clarify the responsibilities and rights for data management within the framework of information exchange between different agencies, and also create a basis for data exchange at the regional, departmental and government levels [4]. The formation and implementation of an interconnected cooperation system with wide capabilities will help to increase the convenience and efficiency of cooperation between state authorities.

Thirdly, improving the quality of decisions made through data analysis. Reliable and trustworthy data can not only help to keep track of decisions made in the public sector, but also provide the necessary basis for making such decisions. To make informed decisions, public authorities collect, group, analyze and use large amounts of decentralized data coming from public institutions, sectors of the economy and society [6]. Thus, public authorities can fully take into account the various needs of social development, improve public administration methods and promote rational decision-making.

Fourth, improving the targeting of public services through data integration. By collecting, integrating and analyzing data, public authorities can promptly assess the real needs and problems of the population, and then take the necessary actions or provide targeted services [6]. Public authorities will be able to fully take into account public opinion, effectively respond to public requests and improve the quality of public administration and citizens' satisfaction with the quality of services received.

Fifth, using data to improve public administration. Data is the main strategic resource for achieving higher economic results and increasing the efficiency of all government operations, which can be used for planning, measuring, monitoring and evaluating various operations [5]. Analysis of the information potential of different countries allows us to divide measures to ensure more active use of data and improve public administration into three categories: strategic planning, capacity development and implementation of decisions in practice.

Sixth, strategic planning. Modern governments should develop national data use strategies, define clear goals and main areas of data application, create data management systems and develop mechanisms for international cooperation. Data use strategies at the state level and the corresponding infrastructure will become key factors that will contribute to effective information exchange and development of public administration potential [1].

Seventh, expanding the possibilities of using artificial intelligence in the field of public administration. In particular, artificial intelligence is able to provide public services to citizens by providing timely and necessary answers to citizens' questions. For example, it would be appropriate to create an application in the form of an interactive catboat, with the help of which citizens will receive the necessary advice and consultations on various issues. In the case of a non-standard situation, artificial intelligence would search for the necessary information, analyze and compare it, before offering it as the optimal solution to a citizen's issue. In addition, artificial intelligence can search and predict the needs of individual citizens and entire population groups, while simultaneously drawing up an appropriate plan for the rational use of the necessary resources [2].

One cannot ignore the significant role of the use of modern information technologies in various administrative structures, the further growth of the place and role of information and communication technologies in the activities of both public administration and civil society institutions. It is already obvious that informatization occurs during all social and economic processes. As a result, public administration can be effective only under the conditions of using the opportunities provided by information technologies. Digital transformation of public administration is a relevant and natural response to modern competitive challenges of various scales. It is also worth noting that an important problem of public administration in a state of war is the introduction and active use of relevant digital technologies designed to alleviate the state of affairs in society and the country. The main indicator of the effectiveness of public administration in the conditions of the development of digital technologies is compliance with the requirements of modern society. Under such conditions, the state should be assigned a leading role in ensuring the solution of the problems of digital transformation of public administration, which is the embodiment of vital issues of citizens, improving the quality and systematic performance of state functions, based on the use of data in a single information space [1; 3].

Thus, the introduction of information technologies into public administration allows significantly simplifying administrative processes, automating the provision of public services and improving communication between citizens and authorities. Thanks to digital solutions, such as e-government, the transparency of public processes is increased, corruption risks are reduced and higher accountability of public authorities is ensured. It is worth agreeing that the use of digital technologies in public administration will provide a solution to a whole range of tasks, in particular communication, management, educational, administrative, control, research, electronic document management and office management tasks, security. However, information and digital transformations are interconnected not only with obtaining benefits, but also with the emergence of a whole range of challenges and threats, including social and digital inequality, the possibility of manipulation of socially significant data in private interests, restriction of access to information systems, etc.

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РОЛЬ ІНФОРМАЦІЙНИХ ТЕХНОЛОГІЙ У ДЕРЖАВНОМУ УПРАВЛІННІ

В матеріалах розглядається місце та роль інформаційних технологій в державному управлінні. Розкрито вплив інформаційних технологій на ефективність державного управління. Визначено, що ефективність державного управління багато в чому залежить від рівня та ефективності використання інформаційних технологій між різними органами державної влади, суспільними групами та засобами масової інформації.

Ключові слова: інформація, інформаційні технології, державне управління, суспільні групи, засоби масової інформації.

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