

## THE ROLE OF DIGITIZATION IN POLITICAL TECHNOLOGY AND PUBLIC ADMINISTRATION

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***Annotation.** This article will discuss the importance, advantages of digitization in political technology and public administration, as well as the problems associated with this process and their solutions. Digitization helps to improve efficiency, transparency and communication with citizens in public administration. At the same time, cyber security threats and the need to improve the technological infrastructure will also rise.*

***Keywords:** digitization, public administration, political technology, e-government, cyber security, technological infrastructure, data analysis.*

**Introduction.** Modern technologies are developing day by day, radically changing public administration and political processes. While the use of digital technologies in public administration provides efficiency and transparency in many countries, innovative solutions in political processes have a positive impact on the development of society. This article will discuss in detail the role of political technology and digitalization in public administration and their advantages.

Further development of political technologies was adopted in the new era (for example, due to intensive electoral processes in the USA) and in totalitarian societies (widespread effective cognitive manipulation methods). 20 th century to the end go changed and globalizing society under the circumstances political technologies growth event gave . If initially their purpose of individuals own mind and his will orientation , unconscious motives and irrational methods with manipulation to do was If so , now " man " will freedom , desires and mind manipulation to do was based on " .

" Political The term " technology " in political science relatively new concept The word " technology " ( from the Greek techne - art , skill ; logos - concept , knowledge ) originally working release to the field enter came . This term human material world to their objects , quality and to the characteristics change and ( or ) effect to do methods describes . Political technologies understanding first of all political processes of understanding special perspective

forms . O.Kont to the mind according to Technology is the translation of " knowledge " into " action " with expressive are imaginations .

**Literature analysis** . The process of digitization offers a number of advantages for public administration and political technology:

- **Trust and Transparency:** The digitalization of government services increases transparency. For example, through electronic government (e-gov) systems, citizens can access government services and track their outcomes, which plays a major role in preventing corruption.
- **Data Management:** Digital technologies enable rapid analysis and efficient use of large amounts of data, enabling faster and more accurate policy decisions.
- **Citizen Engagement:** One of the key aspects of digitalization is facilitating communication between citizens and the state. Through social media, mobile applications, and other online platforms, government agencies have the opportunity to directly engage with the public.

#### The Importance of Digitalization in Political Technology

Political technologies are innovative tools used to manage, optimize, and implement political processes. These technologies serve the following purposes:

- **Political campaign automation:** Conducting election campaigns using digital tools allows for expanded communication with voters and accelerated processes.
- **Polling and Analytical Systems:** Using digital questionnaires and polling systems to study voter opinion can help make political decisions more targeted.
- **Open Data:** The implementation of political processes using digital technologies creates the opportunity for citizens to access information openly and easily.

#### The Role of Digitalization in Public Administration

Digitalization of public administration serves to increase efficiency in many areas:

1. **E-Government Projects:** E-gov systems provide online delivery of government services and integrate government agencies. These systems reduce bureaucracy, speed up services, and create convenience for citizens.
2. **Digital Archiving:** Digitizing government data ensures its secure storage and allows for quick access to information. This process simplifies the work of government agencies.
3. **Analytical Decision Making:** The use of artificial intelligence (AI) and analytics software with the help of digital technologies opens up new horizons in the decision-

making process. These technologies help in deep analysis of data, predict problems in advance, and optimally allocate resources.

**Research methodology.** There are also a number of problems with digitization in public administration. They are as follows:

- **Cybersecurity Threats:** The widespread use of digital systems makes them vulnerable to cyberattacks. Therefore, it is necessary to strengthen security measures.
- **Technological Disparity:** While the digitalization process is often effective in developed regions, it is slower in regions with insufficient technological infrastructure.
- **Staff Development:** Improving the digital literacy of employees in government agencies is also an important task.

The following measures should be taken to solve these problems:

- **Strengthen Security:** Implement modern security protocols and strengthen data protection measures.
- **Improving Technological Infrastructure:** Investing in digitization projects and providing internet access to remote areas.
- **Skills Development Programs:** Organizing digital technology training courses for government employees.

This study used literature review, case study, and statistical data to examine the role and importance of digitalization in public administration. First, relevant scientific articles, government reports, and policy documents were reviewed. Second, practical results were analyzed in countries that have implemented digitalization processes. This identified the impact, benefits, and challenges of digitalization on public administration, and suggested solutions.

### **Analysis and Results**

The results of the study showed that digitalization brings about the following positive changes in public administration:

- **Efficiency and Cost-Efficiency :** Digital technologies make public services more efficient and cost-effective. Reducing bureaucratic processes saves time and resources.
- **Increased Transparency :** Through electronic systems, government activities become open and easy to track, which increases citizen trust.

- **Innovative Approaches** : Decision-making processes will become more scientifically based and faster through artificial intelligence and analytical programs.

Political technologies are divided into sporadic - applied at once, cyclical - renewed during their activity, and renewable technologies. In addition, according to the manifestation of political technologies: overt and covert, and according to the scale: global, continental-regional, national-state, corporate, local, interpersonal types. Political technologies include electoral (pre-election) technologies, lobbying technologies, information technologies, technologies of procedures and methods of conducting negotiations in the diplomatic or military spheres, as well as other areas of public administration.

While the main challenges identified as a result of the analysis are related to cybersecurity and technological inequality, measures to address them, including strengthening security protocols and developing technological infrastructure, will contribute to the sustainable and successful implementation of digitalization processes in public administration.

**Conclusion.** In conclusion, it can be said that digitalization in political technology and public administration is of great importance today. It offers many opportunities, such as making public services transparent and efficient, improving communication with citizens, and optimizing decision-making processes. This process also requires attention to cybersecurity, developing technological infrastructure, and improving personnel skills. Through digitalization, public administration will acquire a modern and innovative form, which will ensure the sustainable development of the country in the future.

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