Znakova O. M.,
Postgraduate student of Politology and Philosophy Department,
KRI NAPA, Kharkiv

METHODOLOGY OF APPLICATION OF CROWDSOURCING TECHNOLOGY IN PUBLIC ADMINISTRATION IN UKRAINE

Problem statement. Presently, public administration and the institution of civil service undergo reforming. One of the leading lines of the public administration reform, due to formation and development of the global information society, appears to be the application of advanced information technologies in administration of the state. Introduction of modern information technologies into the system of public administration is among the priority areas. It is hard to deny that under the conditions of a globalized society and a rapid development of information space, the application of various social communication technologies is an important prerequisite for improvement of public administration performance in a modern information society. Among the innovation administrative technologies, participatory technologies are gaining in popularity, with a special emphasis laid on the application of specialized interactive crowdsourcing platforms.

Recent research and publications analysis. The problem issues in the field of public administration have been elucidated in a sizable array of theoretical and applied research works. However, the subject of introducing modern information management technologies into the system of public administration has got into the focus of research interests of the domestic scientists quite recently. Among the publications dealing with the use of the crowdsourcing technology in public and state administration, it is worthwhile to distinguish the works by S. Hnatiuk, N. Khymytsia, O. Kirieieva, O. Kravtsov, V. Lohvinov, R. Marutian, V. Sahan. Most of scientists believe that application of modern information technologies in public administration is the right direction towards improvement of the
performance of our country’s administrative system and integration of Ukraine into the trends and processes of the world and European community.

The paper objective is a scientific theoretical substantiation of the use of crowdsourcing as a participatory technology in the system of public administration of Ukraine.

The paper main body. Crowdsourcing is getting increasingly topical due to recognition of the shortcomings of the conventional forms of collective intellectual work and lack of experts able to solve a number of current tasks. Its advantages are as follows: the idea of crowdsourcing is open to all in a large spectrum of human knowledge. Many people are engaged in working on diverse assignments, some of them being capable of effective fulfillment of the tasks set. Crowdsourcing allows solving multiple problems that are difficult to cope with for individual experts. Asking network users for help costs a way less money than hiring expensive consultants or conducting market research and introducing innovation ideas. In local government of Ukraine, which currently faces certain financial problems, crowdsourcing helps realize many social, cultural, and environmental projects. Getting laymen involved in solving a problem can contribute to finding an original and unexpected option, while the donations and investments raised make it a prompt act.

The topicality of applying the crowdsourcing technology in public administration is related to the development of modern information and communication technologies, social networks and various dialogue internet-spaces. Crowdsourcing makes it possible for public authorities to make more effective administrative decisions with account of ideas, demands, proposals of the population (of cities, regions, the country) through involvement of people in fulfillment of tasks by giving them the opportunity to put forward, discuss, and evaluate their proposals.

With the help of crowdsourcing, a lot of challenges can be met, and namely: creation of a product; voting; finding a solution to a socially significant problem; testing; collection of information, ideas; raising funds. All that can be performed
without large financial costs, and what is more important – quite promptly. A question arises: Is it possible to integrate crowdsourcing in the public administration system? An affirmative answer was given by Iceland which was the first to use crowdsourcing in its constitutional process. It should be noted that crowdsourcing as a technology is still at its very start, thus, an organization that would be able to take advantage of its potential could undoubtedly occupy the most competitively beneficial position in its sector.

**Conclusions of the research.** The modern strategy of public administration reform lays an emphasis on the need for using the most effective up-to-date administrative technologies. The advanced administrative participatory technologies open up a wide scope of opportunities for communication between the authorities and the public, the citizens’ political participation in administrative decision-making, and improvement of administrative services quality.

Despite all the positive gains from introduction of the said technologies, it is worth mentioning that crowdsourcing is a tool which gives no guarantees as to addressing all problems or answering all questions. For realization of this mechanism, it is necessary to have a clear vision of the state’s strategic objective at the national level and determine if the crowdsourcing technology is the most effective for achievement of that objective.

Therefore, to our mind, introduction of the crowdsourcing technology into public administration would promote formation of a society where people’s control and civil activity form an integral part in the course of making important public-administrative decisions.