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# VIRTUAL NETWORK ENVIRONMENT AS A SPACE FOR FORMING DIALOGUE BETWEEN AUTHORITY AND SOCIETY

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**Annotation.** The modern virtual network environment opens up new opportunities for involving the public in government processes and ensuring greater influence of citizens on decision-making; The online environment increases the level of openness and transparency, promotes interaction between government and the public, thereby strengthening the democratic principles of society.

In the era of global digitalization, it is thanks to the virtual network environment that it is possible to form a high-quality and effective government-public dialogue, which is a key aspect of civil participation in government. The article examines the virtual network environment as a platform for the formation of high-quality and effective dialogue between the government and society in order to solve pressing problems and support democratic values.

In particular, attention is focused on: key positions of the virtual network environment and its characteristics; principles of government-public dialogue; factors influencing the success and effectiveness of government-public dialogue through a virtual network environment; challenges and opportunities that arise when implementing a virtual network environment as a platform for government-public dialogue.

**Key words:** virtual network environment, government-public dialogue, communication platform, netocratic vector of development, public, power, digitalization.

**Introduction.** Today, a virtual network environment can be considered as a space where interaction and exchange of information takes place between individuals, public groups, official institutions and organizations using modern information and communication technologies. This space creates favorable conditions for communication, collaboration, learning and development on both personal and collective levels. The virtual network environment provides unique opportunities for the formation of government-public dialogue, facilitating interaction between government agencies and the public through the Internet and other network technologies. The modern virtual network environment is a separate «culture», built «on a technocratic belief in the progress of humanity thanks to technology, approved by communities of hackers, whose existence

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is determined by free and open technological creativity, embodied in virtual networks aimed at creating a new society» [3, p. 58].

A number of works of domestic scientists are devoted to the study of the influence of the development of information and communication technologies on communication between government and society, among which the studios of I. Balinsky, N. Vakhromeeva, Y. Ganzhurov, A. Goroshko, S. Denisyuk, O. Marukhovskiy, V. Ostapchuk and others. The scientific heritage of these authors presents a meaningful theoretical understanding of the role of virtual networks and the latest information and communication technologies in public communications; the possibilities, prospects, and disadvantages of using virtual networks in the political sphere have been explored; the development of forms and methods of using information and communication technologies is analyzed; The main aspects of informatization policy in public administration are revealed.

However, the above areas do not include research into the virtual network environment as a space for the formation of effective government-public communication, which, in our opinion, requires special study. Indeed, today, in the era of global digitalization, it is thanks to the virtual network environment that it is possible to form a high-quality and effective government-public dialogue, which is a key aspect of civil participation in government. The purpose of the article is to consider virtual networks (Internet networks) as a platform for the formation of high-quality and effective dialogue between government and society in order to solve pressing problems, support democratic values and the netocratic vector of social development.

**Presentation of research results.** The virtual network environment opens up endless new opportunities for involving the public in government processes and ensuring greater influence of citizens on decision-making. It improves openness, transparency and interaction between government and the public, thereby improving democratic processes and strengthening government legitimacy.

Key aspects of the virtual network environment include a number of positions, without which, on the one hand, the full existence of the modern information society is impossible, and on the other, the following aspects indicate the formation of a new digital social reality in which the virtual network environment plays the role of a global communication platform, which provides the possibility of global access for individual citizens or public groups to any information, its receipt, analysis, transmission, storage, etc. Virtual community culture brings a social dimension to technical cooperation by transforming the Internet into an environment characterized by selective social interaction and symbolic unity with each other [3, p. 59].

The key aspects of the virtual network environment that contribute to the overall development of civilization include: accessibility of information – the virtual environment provides quick and easy access to a large amount of information that promotes learning, research and self-development; the actual world and learning – virtual platforms provide the opportunity to gain

knowledge, acquire new competencies and receive education at a time and method convenient for the applicant; expansion of opportunities – the virtual environment opens up new opportunities for cooperation and communication that were previously unavailable due to geographical, political, social, age, religious, etc. limitation; communication and social interaction – individual citizens and public groups can communicate through text messages, video and audio calls, as well as virtual communities and social networks; innovation and development – the virtual network is a platform for the introduction of the latest technologies, ideas and innovations, which contributes to the development of society as a whole; collaboration opportunities – virtual space allows you to work together on projects, exchange experiences and ideas with other virtual network users; security and confidentiality – an important aspect is to ensure the security and confidentiality of data available in the virtual environment through encryption and information security measures; flexibility and mobility – the ability to access the virtual environment from anywhere and at any time through the use of technical means (computers, tablets, phones, etc.); maintaining distance – virtual platforms allow you to communicate and collaborate without the need for physical presence, which is especially important during global crises, such as a pandemic; dialogue and entertainment – online platforms also provide space for dialogue, debate, events and entertainment.

In general, the virtual network environment plays a key role in the modern world, providing the opportunity for society to communicate, collaborate and develop through the online environment. To survive in the modern world, people and countries must adopt a networked way of interacting; a network, in turn, is an organizational structure that characterizes the interaction of a set of objects united by certain forms of connections that are based on the interaction of people. The basis of interaction is the implementation of common interests, regardless of the geopolitical factor; this ensures corresponding socio-political and cultural-historical changes in the modern world [1].

The positions outlined above, of course, do not exhaust all the possibilities of the virtual network environment, however, one of the most important values is the understanding of the network as a platform for forming a dialogue between the government and the public, since this function is fundamental for building a modern, full-fledged democratic society.

Government-public dialogue is a process of interaction and exchange of information, opinions, ideas, views between government structures (authority) and the public (society). This dialogue is aimed at ensuring mutual understanding, taking into account the needs and opinions of citizens in the processes of making effective management decisions, the quality of the government system and the development of society as a whole.

The basic principles of government-public dialogue include: openness and transparency, ensuring access to information and decision-making processes for the public; equality of all participants - ensuring equal opportunities to participate in dialogue for all segments of society, regardless of their social, political, religious, economic, cultural status; active public participation –

involving representatives of society in decision-making and policy development processes through consultation, discussion and joint activities; respect and mutual understanding – taking into account different points of view and views, as well as respect for the opinions and rights of other participants in the communication process; effectiveness and responsibility – ensuring concrete results from the dialogue and the responsibility of government structures for their implementation.

These specific aspects determine the features of government-public dialogue and emphasize its importance for ensuring democracy, mutual understanding and effective netocratic governance. The network society assumes a decentralized and anti-hierarchical structure, a change in the leadership role of the state. A network approach to management is more effective than a vertical one, since it is carried out through the coordination of the efforts of everyone, and not due to strict centralization and hierarchy. The spread of the Internet, cloud computing and large data sets gives citizens, companies, and public authorities an even larger knowledge base to help make effective decisions [2].

In addition, the specifics of government-public dialogue are determined by a number of unique characteristics that distinguish it from other forms of cooperation and communication. For example, diversity of participants – dialogue between government and society involves the involvement of government bodies, politicians, public organizations, activists, experts, business and other representatives of society; multi-level – dialogue can take place at different levels (from local to international), depending on what issues are being discussed and who the interested parties are; in various formats, including public discussions, consultations, petitions, forums, working groups; target orientation – the main goal of the government-public dialogue is to achieve mutual understanding, joint decision-making and ensuring the legitimacy and support of these decisions in the public; cooperation and partnership – public dialogue is based on the principles of cooperation and partnership between the government and the public, where each participant contributes to finding the optimal solution; systematic and constancy – it is important that the dialogue is not a one-time event, but a systematic and constant process that ensures communication between the authorities and the public for a long time; this process is important for strengthening democracy, increasing the legitimacy of government decisions and the development of society as a whole.

They help to expand the understanding of the specifics of government-public dialogue and take into account various factors influencing its success and efficiency, including: cultural and social contexts – taking into account the various cultural and social characteristics of the participants in the dialogue is a key aspect of successful government-public communication, since it determines the methods perception of information and interaction; time frames – for effective dialogue it is important to establish clear deadlines and schedules that will ensure timely discussion of urgent issues and decision-making; ensuring balance – in order to avoid the dominance of one social

group and the possibility of equality of all participants in the communication process, it is important to ensure a balanced composition of participants in the dialogue; effectiveness of communication tools – the use of various information and communication tools (meetings, webinars, electronic platforms, social networks, etc.) can improve the quality of dialogue and attract new participants in the communication process, which will increase the possibility of making effective management decisions; introduction of changes and implementation of solutions – an important stage of the government-public dialogue is not only the discussion of issues, but also the actual implementation of the proposed solutions and the introduction of changes into practice; assessment and reporting – reporting on the results of government-public communication and assessing its effectiveness is an important component that helps identify successes or identify gaps with a view to their further elimination.

As we can see, the virtual network environment opens up wide opportunities for government-public dialogue, where participants can communicate, exchange ideas, express their opinions and help solve various social and management problems. Such an environment allows for the inclusion of a wide range of people from different geographical and sociocultural backgrounds, which promotes a diversity of perspectives and ideas.

In the virtual space you can create forums, chats, social networks, platforms for discussion and collaboration on projects. It is important that such platforms are open, accessible and allow freedom of expression.

Such an environment allows not only to discuss issues, but also to actively act to resolve them. For example, crowdsourcing can involve many people working together on projects or finding innovative solutions.

At the same time, one should remember the ethical aspects and the need to ensure the safety and confidentiality of participants in a virtual dialogue. You should also avoid undermining trust in information and spreading misinformation online.

In general, a virtual network environment can become a powerful tool for building an open and constructive dialogue between government and the public, contributing to the development of democracy and civil society.

Here are some effective specific examples of using a virtual network environment to improve government-public dialogue:

- online consultations and surveys: the government has the opportunity to use online platforms to conduct consultations with the public on bills, development programs, budget planning or other important issues; such surveys contribute to a better understanding by the authorities of the choice of priorities by citizens and public opinion in general;

- electronic petitions: citizens can create and sign petitions through special online platforms, which makes it possible to update the attention of the authorities on important issues of public interest;

- virtual discussions and working groups: government agencies can create virtual spaces to discuss specific problems or projects, attracting experts and members of the public to jointly develop solutions;

- social networks: government institutions can actively use social networks to communicate with the public, publish news, answer questions and receive feedback;

- online platforms for collaborative problem solving, where the public can discuss specific issues and offer their ideas for solving them; government agencies can use these ideas to develop policies and programs.

These examples prove that a virtual network environment can become an effective tool for building an open and mutually beneficial dialogue between the government and the public.

For the successful implementation of a virtual network environment for government-public dialogue, attention should be paid to certain technological, social, cultural, ethical and other aspects, including: inclusivity – it is important to ensure the accessibility of platforms for all segments of society, including people with disabilities and those who has limited Internet access; moderation and safety – it is necessary to ensure effective moderation of content on platforms to prevent the spread of harmful content, xenophobia, discrimination, etc.; it is also important to ensure the confidentiality of user data; Trust and mutual understanding – it is important to build trust between government and the public to ensure open and constructive dialogue (this may require information campaigns and public consultation); it is necessary to provide a reliable technological infrastructure for platforms responsible for the stable and continuous operation of services; Effective use of data – it is important to analyze the data collected on platforms to identify trends, public needs and effective management policy planning.

In addition to these aspects, it is important to remember the modern challenges and opportunities that may arise when implementing a virtual network environment for government-public dialogue. These include, for example, digital illiteracy (some people may have limited knowledge/ability to use information and communication technologies, which can lead to inequalities in access to virtual platforms). Moreover, not all citizens may be represented equally on virtual platforms, which may result in their needs and perspectives not being adequately taken into account. In turn, manipulation and disinformation exist as a risk of using virtual platforms to manipulate public opinion.

These challenges must be addressed by developing strategies to overcome them and ensure effective and open government-public dialogue in the online environment. Pathways to success include education and training in digital literacy, developing policies and legislation to protect privacy and data security, and actively engaging the public in dialogue and decision-making.

The development and support of a virtual network environment for government-public dialogue requires constant improvement and adaptation to changes in society and technology. Indeed, only through the joint efforts of government, the public and other stakeholders can true effectiveness and positive impact on society be achieved.

**Conclusions.** Today, digital platforms have become an important source of information for citizens, carrying out various transactions and an unprecedented way of interacting with government agencies. The impact of virtual network services for citizens on the effectiveness of public administration entails a fundamental shift in their dynamics, promoting the democratization of the availability of services, increasing the transparency of public administration and encouraging citizen participation in administrative participation [4, p. 35].

It is important to continue to develop innovative approaches and use new technologies to improve the virtual network environment for government-public dialogue. Among the possible directions, first of all, we should highlight the possibility of expanding the use of artificial intelligence, which will help identify and analyze trends, better understand the needs of citizens and formulate effective solutions on this basis. The next important aspect may be the development of virtual reality (VR) and extended reality (AR). The use of VR and AR can create a more immersive environment for displaying complex issues or virtual discussions, leading to greater understanding and interaction among participants. The development of blockchain technologies will help ensure the security and integrity of data, as well as the openness and transparency of government processes. In turn, the use of interactive games and simulations can create favorable conditions for learning and cooperation between participants in the virtual environment.

These and a number of other new technologies are a powerful tool for increasing the efficiency and interaction of the virtual network environment of government-public dialogue, which will contribute to the development of a modern netocratic society and the maintenance of democratic processes.

And initiatives, for example, international partnerships (exchange of experience and best practices with other countries), the involvement of youth and innovative groups as drivers of change in the virtual environment, can help strengthen virtual platforms and ensure their accelerated adaptation to different cultural and social contexts. will help overcome challenges and ensure greater efficiency of the virtual network environment for government-public dialogue, which is important for supporting democratic processes and the development of society as a whole.

Perseverance in improving and developing a virtual network environment for government-public dialogue is a key aspect.

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