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Digital Transformation of Public Administration: Sociocultural forms of organization in education, science and innovation

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Abstract

The article identifies and establishes the main problems in the implementation of the digital transformation of public administration in education, science and innovation, in particular, focuses on the lack of conceptual characterization. The study is due to the lack of foundation of the theoretical and methodological approaches to the digital transformation of public administration. The article shows that the digital transformation of public administration is a requirement of the current times, since the new society is in the process of computerization and dissemination of innovation in different areas. In fact, the need to add public administration in the digital transformation by socio-cultural means as the basis of innovative society in education and science has been corroborated. In the course of our research, we used the method of integration of the synthesis of the structure of the image and the analysis of content, research and descriptive method, the characterization

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of educational activities in the framework of digital transformation. By way of conclusion, the results of the study confirm that digital transformation is a requirement of the current times and that it is also an unpostponable process.

Keywords: information society; globalization; integration; digital transformation; socioculturalism.

Transformación Digital de la Administración Pública: Formas socioculturales de organización en educación, ciencia e innovación

Resumen

El artículo identifica y establece los principales problemas en la implementación de la transformación digital de la administración pública en la educación, la ciencia y la innovación, en particular, se enfoca en la falta de caracterización conceptual. El estudio se debe a la falta de fundamentación de los enfoques teóricos y metodológicos de la transformación digital de la administración pública. El artículo muestra que la transformación digital de la administración pública es una exigencia de los tiempos actuales, ya que la nueva sociedad está en proceso de informatización y de difusión de la innovación en diferentes ámbitos. De hecho, se ha corroborado la necesidad de sumar la administración pública en la transformación digital por medios socioculturales como base de la sociedad innovadora en la educación y la ciencia. En el curso de nuestra investigación, se utilizó el método de integración de la síntesis de la estructura de la imagen y el análisis de contenido, la investigación y el método descriptivo, la caracterización de las actividades educativas en el marco de la transformación digital. A modo de conclusión, los resultados del estudio confirman que la transformación digital es una exigencia de los tiempos actuales y que además es un proceso impostergable.

Palabras clave: sociedad de la información; globalización; integración; transformación digital; socioculturalismo.

Introduction

Globalization challenges and socio-economic, political, innovative, and educational transformations in the life of Ukraine, the declaration in modern society of the ideas of multiculturalism, inter-ethnic tolerance actualize

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the need for citizens with developed socio-cultural values. The expediency and importance of training competent, competitive specialists with well-established socio-cultural values also predetermine the factors existing in our state, which prevent the upbringing of a developed personality.

Since the XXI century is the period of Generation Z, i.e., the period in which information and communication technologies are rapidly developing, and young people are growing and developing under such conditions, society needs new approaches in the educational and scientific field. In an innovative society, all branches of economic activity have become the latest professions using digital technology. Such professions need quick adaptation and mastering.

Thus, there is a need to introduce new approaches to educational activities. Economic activity is in the process of being transformed into a digital one; accordingly, there is a need to master digital professional competence for society. In other words, the digital transformation of society is taking place under such conditions. This process is accompanied by the coverage of educational activities and learning procedures by online technologies. In order to quickly assimilate society by information and communication technologies to new forms of activity in the field of digital economy, it is necessary to use tools and technologies that form an effective perception of the digital space. Such technologies are sociocultural forms of educational and scientific activity.

The digital transformation of the new post-industrial society is taking place in all spheres of economic activity. Therefore, there is a need to regulate the process of digital transformation, including public administration. In the context of our study, especially theoretical and methodological importance is acquired by the research of Vasil'eva (2016), Keshelava (2017), Yakushenko and Shimanskaja (2017), Yahodzinskyi (2016) and many others. However, research on digital transformations in public administration is lacking in the scientific literature. The purpose of this article is to analyze and investigate the effectiveness of digital transformation of public administration of socio-cultural forms of organization in education, science, and innovation.

1. Methodological foundations of the study

The methodological basis of the study consists in the disclosure and study of approaches to the principles of formation of the main conceptual categories and definitions (Allessie, 2019). In the course of the study, a systematic comprehensive theoretical and methodological approach to the analysis of the essence of digital transformation in public administration is proposed, in particular the definitions of the concepts revealing the content of the study.

The scientific views of representatives of different social sciences are systematized, which allowed to clarify the concept: "digital transformation in public administration"; "socio-cultural forms of educational and scientific activities", innovation - as the main components of the studied difficulty.

It was established that public administration is the most important aspect of the formation of digital transformation (Troshani, 2018). Since the digital transformation covers all spheres of economic activity, it is necessary to determine the economic, political, social factors of public administration.

In the course of the study, we defined the following tasks:

1. To substantiate the main approaches to digital transformation in society on the basis of research by scientists.

2. Determine the components of public administration.

3. To describe innovativeness in the context of the formation of post-industrial society as a manifestation of the requirements of the time.

2. Methods

In order to thoroughly analyze the scientific works used exploratory and descriptive methods in the context of scientific. The method of synthesis of image structure, generalization and classification, methods of formation of socio-cultural values were applied to determine the concepts that illuminate the main content of the study. Also, in order to thoroughly investigate the theoretical foundations on this issue, a content analysis was carried out, on the basis of which the results of the study were determined using the conclusions of scientists on the issue.

3. Analysis of recent studies

Scientific approaches to sociocultural forms of organization of educational and scientific activity as the main requirement of innovative society time are analyzed. Modern scientific discourse intensifies the research of a wide range of domestic scientists on various aspects of axiological issues, in particular, devoted to the disclosure: conceptual ideas of axiological approach; pedagogical and educational values in the format of pedagogical axiology (Shaposhnykova, 2015). Based on the research and conclusions of scientists, it can be argued that the digital transformation covers different spheres of society and requires understanding and mastering the main aspects in the process of educational and scientific activities.

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4. Results

The main phenomenon of the study is the idea of the effectiveness of socio-cultural forms of educational and scientific activity as a leading, determined by the historical and cultural process in the context of the implementation of digital transformation in public administration.

Our research work involves analysis and justification of the main approaches to the study of digital transformation in society based on the research of scientists (Shuliakov, 2017). We have identified the need for everyone to use digital technologies, because such a trend increases the ability of people to obtain well-being in society, fair access and use of resources in achieving their life goal.

The components that form the resource provision in the satisfaction of their life needs are the components of public administration. Therefore, we identified the main structural components of public administration, namely the institutions of power, organizations that regulate the social life of people, financial and economic structures, etc.

We also noted that the digitalization of society takes place in a modern globalized society, total use of information and communication technologies in its life. Therefore, we have described innovativeness in the context of the formation of post-industrial society as a manifestation of the requirements of the time (Potapchuk *et al.,* 2020).

The implementation of socio-cultural forms of digital transformation of public administration occurs with the use of information and communication technologies of innovative post-industrial society. Digitalization becomes a global process of a new generation, including in the system of public administration, and this is the basis of the concept for our study.

5. Discussion

The period of modern history is characterized by the development of information technology, their penetration into almost all spheres of social life. This trend forms the latest value orientations of mankind, which is reflected in the definition of approaches to the formation or reform of basic social institutions resulting from the activities and needs of citizens, prompts the reform of the basics of educational activities. There is a need for the formation of computer competence in children in the process of learning activities, as well as in adults (Vasil'eva and Kononenko, 2016). However, the main role in the formation of post-industrial society is played by the representatives of the new generation, who will possess computer skills much better than the representatives of the previous generation.

The difficulty of educating such a "new generation" lies in the lack of professionalism of "teachers", because they were not users of digital technology as widespread as in the period of the twentieth century. Therefore, the educational process of the new generation is a paradigm of person-centered learning, which should include not only children, but also adults. Such an educational paradigm is strategic in the implementation of fundamental specific conditions for the introduction of digital technology in all spheres of human activity.

We investigated the transformation of digital technologies in the context of public administration, analyzing sociocultural forms of organization as the most effective in the process of educational and scientific activities in the context of the innovative requirement of the modern globalized world. In the course of the study, we find that the digital technologies of today form the basis of economic, social, political development of society (Atzori, 2015).

The development of the elements of digital society becomes the main priority because the ability to apply digital technology in the context of the formation of an innovative post-industrial world depends on the holistic progress of humanity and determines the holistic success of various institutions of social development. Such a requirement of the time forms new needs of mankind in the educational process, scientific achievements, social achievements, and also becomes determinative in the context of formation of the value attitude of man to innovative approaches to the knowledge of new categorical concepts.

Education and science are a phenomenon that is an indicator of the civilizational-evolutionary process and at the same time is a criterion for creating new foundations in the conditions of human development separately and society as a whole. The latest trends indicate the continuous progress of man, which has become the basis for the formation of information and communication space of a new generation. On the one hand - innovative digital technologies - know-how, on the other - the result of previous experience of mankind (Yahodzinskyi, 2017). Every new discovery by man is made only by using the experience of previous eras (Rokich, 1976). To enhance the prospective development of a successful society, it is necessary to use prior knowledge and transform it into a digital environment. Such a formula is a requirement of the times, the basis for the development of progress.

Globalization and informatization of the XXI century are characteristic features of the new society with continuous progress and change of innovations in different areas, which requires new approaches to democratization, humanization, and the need to acquire competencies in different spheres of human activity. The phenomenon of human innovative society is an integrative methodological approach regarding the network

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distribution of social interaction in the context of educational activities with the use of information and communication technologies.

In order to realize the goals of digital transformation, it is necessary to ensure the possibility for most people to be informationally competent. This perspective can be realized by organizing sociocultural events in the public space (Bremers and Wouter, 2016).

Socioculturalism of a person is his quality, which is formed in a combination of such components as: social relationships, economic indicator of personal well-being of the person, professional image, social role. Accordingly, in the process of educational activities it is advisable to use sociocultural activities that more effectively influence the perception of human innovations.

Thus, an effective form of cognition of the digital world is the use of social networks, which are of interest to a wide range of society (Brown *et al.,* 2017). People communicate online and at the same time improve their PC user skills and information and communication competence at a rapid pace. The use of information technology allows people to interact closely in an online space, forming a virtual world that requires separate approaches in terms of education and science.

People communicate in social networks, express their opinions on various socio-economic and political trends of social development, thus there is a public opinion, which can be tracked in the online space (Allman, 2018) opinions, as well as opportunities for them in expressing their views, and, accordingly, in a certain decentralization in the context of formation of social needs of the new generation. The participants of the online space appear in a new modernized social role - actors in public administration.

So, a new society is formed in the world, which embodies a set of social activities of active characters with the use of digital technology. That is, it is necessary to introduce innovative technologies in order to develop human beings and form the motivation for them to obtain social achievements in order to improve their well-being (Galasso *et al.,* 2016). This reality encourages governments of different states to implement digital technologies in social and economic life by applying digital transformation in public administration, in particular in national legislation, infrastructure development projects and social projects. Therefore, we believe that in the future it is necessary to involve society in social projects.

Digitalization includes all spheres and areas of social development. Each society is shaped by certain traditional evolutionary trends. Therefore, each nation needs its own model of digital society development. The realization of digital transformation depends on ways to implement and implement an effective system of conceptual approaches and educational activities, as well as cultural and civilizational aspects and experiences of the global

community in various spheres (Gertler *et al.,* 2016). Accordingly, it is impossible to choose a universal system of public administration because each state has its own approaches and ideas about the use of digital technology.

The main positions of public administration are the institutions created in the state. Yes, there is an educational center that influences the formation of a society with certain value orientations and competencies. An important institutional feature of society is its power. The state has formed its components of the power structure, which are interconnected with public opinion: are its attribute and at the same time the cause of its formation (Williams and Valayer, 2018).

Public administration in a democratic society, relies on public opinion through the institution of public relations organizations. The main disadvantage of such a system is the unreliability of the perception of public opinion, mainly determined by the analysis of statistics. Such a system is incompetent, because there are shortcomings in the definition of statistics, their interpretation and analysis.

Thus, the problem of public administration is the inaccuracy of human factor analysis in shaping public opinion. Therefore, in order to improve the effective model of public administration it is necessary to introduce digital technologies. This trend is a requirement of the times in the conditions of the formation of an innovative post-industrial society.

An integrated system of indicators and indicators, social and political trends, is necessary to determine the feasibility of the public administration model and to identify trends in the development of the digital transformation of society as a whole, in particular its technical and technological components (Galasso *et al.*, 2016). In addition to the system of indicators and indicators, methods of monitoring, analysis and forecasting of the situation in this area in the short-, medium- and long-term perspective should be developed and officially approved, and the relevant resources for information and analytical support should be allocated, regulations for interaction of information users and requirements for the information itself should be established, i.e. a system of information and analytical support of the process of digital transformation of public administration systems at all levels should be created.

The most effective in assessing the rational approach to the digital transformation of public administration and determining the optimal model, taking into account the level of development of digital technology should be used composite ICT indices (e-indices), built on the basis of sets of ICT indicators, with the specific set of indicators and the methodology of index construction largely depend on the selected priorities.

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To effectively implement the digital transformation of public administration, it is necessary to create a unified information space for the public, government institutions, private business, and public organizations. This approach can be ensured by sociocultural forms of organizing educational and scientific activities. First of all, it is necessary to properly apply digital technologies in the cooperation of such institutions in public administration. The educational process in the conditions of formation of innovative society requires a built-up holistic set of ideas about what the public administration system looks (or should look like), its structure and principles of functioning, how it interacts with different subjects, and how it adapts to changes in the external environment (Kay and Goldspink, 2016).

Sociocultural forms of work in education in the digitalization of society involve the creation of various online forms for research and public opinion study. Common technologies are the creation of educational blogs that popularize educational activities and increase the effectiveness of information and communication technologies, contributing to a thorough study of the impact of public administration on the self-development of individuals in society and the possibility of ensuring their well-being.

Effective approaches to organizing sociocultural activities for society to use digital technologies is to create a system of access to information needed by society (Floridi *et al.*, 2018). Yes, specific sociocultural activities can be identified: the introduction of digital education in all spheres of public life; the creation of conditions for public interaction in a digital partnership; the creation of a market economy with its inherent characteristics (competitiveness, free labor, private ownership of the means of production) in an information environment; determining the factor of public influence in the development and popularization of social networks.

Thus, the determining factor in the formation of public administration is the satisfaction of the economic needs of the individual and society as a whole (Allman, 2018). Based on these factors the model of public administration is determined, which should ensure the welfare of the individual in society. The new generation and innovation in social development has led to the definition of the main trend of public administration - the introduction of digital transformation.

A relevant requirement in public administration is the modernization and innovative equipping of public services. Such measures are the creation of electronic services for businesses, citizens (Lappo, 2015). In the context of public administration and the structuring of this system, the concept of public services in the information environment was developed, providing for the development of all electronic services through the Internet, mobile communications, digital television, or service centers.

The creation of electronic services aims not only to provide information services in various areas, but also to attract the public to information technology, and most importantly, to improve the efficiency of government activities in the context of the formation of public administration. The digital transformation of public administration is rapidly embracing all spheres of human activity.

An important area of digital service is the use of Internet banking. Such electronic service is in demand among the population. But electronic banking has certain risks, particularly in the context of security measures (Noonan, 2017). Yes, in the process of performing various transactions, fraudulent actions often occur. This trend should encourage authorities to create appropriate online security measures. The corresponding needs must be addressed in the context of cooperation of all structural components of public authority at all levels, both central government and local government. The introduction of electronic service contributes to a closer cooperation of all levels of government. The existence of the electronic system of public administration reproduces the conditions of close cooperation and mutual control.

The modernization of the public administration system involves the introduction of a digital platform in order to increase the level of cooperation in society between different social elements seeking to meet their needs and create well-being in an innovative post-industrial society. The system of digital governance should reflect not only the implementation of the achievements of previous generations, but also the final revolutionary reform of the new social requirements for the informatization of all spheres of human life and economic activity. This trend involves the renewal and modernization of public administration, as well as social projects (Abualrub and Stensaker, 2018).

The main component of the formation of innovative environment is information and communication technologies that form a dualistic perception of reality (Oswald, 2018). On the one hand, they are a tool for the realization of the goals, and on the other hand - the basis and result of the acquired past experience.

Thus, the digital transformation of public administration is one of the key requirements of the new times in the context of educational and scientific activities, which form a personality capable of self-actualization in the context of sociocultural events (Lappo, 2017). In the future perspective of the study, it is necessary to study in detail the digital transformation of public administration in the context of decentralization, as new institutions of local government are formed, as well as the perspective of the implementation of sociocultural activities in education, as society is at a stage of rapid information development.

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Conclusions

Summarizing the above, it should be noted that the problem of digital transformation of public administration has not been sufficiently studied. Researchers combine digital technologies and their impact on the formation of consciousness of a new generation in the new times. Also, researchers have researched that public administration is the basis for the regulation of socio-economic and social needs of society.

In the course of our research, for the first time, a holistic interdisciplinary analysis of the phenomenon of sociocultural events in domestic and foreign works was carried out and the context of their interpretation in philosophy, cultural studies, sociology, psychology and pedagogy was determined; substantiated theoretical and methodological foundations for the formation of socio-cultural events as the basis for the formation of digital transformation in public administration, which is based on the paradigmatic integrity of personality-oriented ideas, semantic paradigms of education and the synthesis of culturological, axiological, socio-cultural, systemic, acmeological, scientific approaches.

The results of the study confirm the features of modern society, which is in the process of post-industrial development and requires the introduction of digitalization in different spheres of social life. A phenomenon of the new times is the introduction of information and communication technologies, which are used in educational activities, as well as in terms of communication between people. Informatization has covered all areas of human activity. Yes, a widespread process of modernity is infodemia, a concept that covers the attention among the masses of the people and can be the cause of the spread of inaccurate information.

We have defined the basic concepts that illustrate the problem of implementing sociocultural activities. We have analyzed the underlying context of digital transformation, defined the concept of innovation and public management. We have proved that digital transformation contributes to the improvement of people's living conditions and increases the opportunities for human self-actualization in society.

In the course of the study, we have defined the content of the concept of "digital transformation of public government", considered either within the categorical series "e-government", "open society", "e-democracy", correlated mainly with the concept of information society, or within the categorical series "e-government", "information management", "service state", correlated with socio-economic relations. This distinction reflects the results of scientific discussion about the impact of informatization processes on the development of society and the state (including social management), which began in humanitarian knowledge in the 80s of the XX century and set the main directions of conceptualization of the term "digital transformation of public administration".

In addition, the use of the terms "digital transformation of public administration" leads to unjustified expectations about replacing or supplementing the traditionally existing categories of "state" and "government" with electronic content (like the term "electronic mail"). If it is possible to emphasize the essential difference in the use of the terms "digital transformation" and "innovation" from the use of these terms in the definitions of "digitalization" of society and "public administration", then this difference should be immediately marked at the beginning of any study of these problems and the lack of unity of views on these categories introduces a certain confusion in the scientific process.

As a result of the discussion, the idea that the development of digital information communication and the integration of computer technology into public administration systems provides only the initial conditions, but not the automatic transformation of these systems in accordance with the ideals of humanism and individual freedom, as a result of which a social-value justification of strategy and practice. their implementation is necessary. The effective use of information technologies implies their assessment from two points of view - social target certainty (acceptability of the goals of their application) and instrumentality (manageability), which is set by the requirements of software development. The dominance of "digital transformation," in which system developers operate with elements that often have no purpose, and humans are seen only as a system for processing data, leads to the levelling of the importance of technology.

The essence of the concept of "sociocultural values" is disclosed as basic life meanings, determined by the history and culture of a certain nation, which are motivators and regulators of social relations and personality behavior and are reproduced in the process of its life; the content-component structure of this phenomenon, each of which, in accordance with the leading types of socio-cultural values, provides an aspect of socio-cultural macro-values (value attitude towards the traditions of other peoples; value attitude towards intercultural communication and interaction; intercultural tolerance), socio-cultural meso values (patriotism, cultural heritage of the Ukrainian people) ; sociocultural microvalues (national identity, professional excellence, self-esteem).

Based on the findings of researchers and, accordingly, our observations, we can argue that an important requirement of the new generation is the total use of digital technologies, which do not form something completely new, but change the established orders of social life, transforming them into a conscious perception of the world.

We have identified the role of information and communication technologies as a tool for shaping digital technology. The transformation of digital technology involves the introduction of sociocultural activities in the context of the educational process as the most effective for the population.

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We identified the main priorities and directions in conducting digital transformation in public administration through the use of educational technologies.

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