

ARTIFICIAL INTELLIGENCE AS A DRIVER FOR ENHANCING GOVERNMENT-PUBLIC INTERACTION IN THE DIGITAL ERA

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The widespread adoption of innovations in the public sector is associated with the transition of society to a new digital stage, which modern researchers also call the era 5.0, which is a continuation of the previous digital era, but is distinguished by the growing role of blockchain technologies, artificial intelligence (AI) and the Internet of Things (IoT) in the field of public administration. This transformation leads to the emergence of a new paradigm that combines technological excellence with more personalized and sensitive services to the needs of citizens. Therefore, the government should make strategic decisions that will ensure direct interaction of citizens and representatives of authorities through social networks as channels for dialogue, mobile applications for receiving services and feedback, and other online platforms with interactive services [1].

A characteristic feature of the era 5.0 is the integration of AI technologies into digital tools for interaction with the government. AI now has a significant impact on various areas of life. The risks of using AI are the subject of public discourse related to cyber security, personal data protection, the framework of ethics and integrity, as well as the complexity of regulating the application of AI technologies in certain industries, such as education or public administration. The caveats about AI are logical, but instead of viewing it as a panacea that should replace human intelligence, it's better to perceive it as an effective tool. With AI, we can optimize work, reduce the distance between citizens and the state, and build trust.

In practice, the use of AI to personalize services can make interaction with the state more comfortable and effective, since AI can provide individual recommendations on issues of tax benefits or educational programs, as well as contribute to determining the needs of citizens in certain services [2].

Studies have confirmed numerous benefits of using AI, in particular for citizens, AI-assisted communication fosters a more satisfying, clear, polite and trustworthy relationship with government institutions. For public administrators, the enhancements in communication quality demonstrate that AI tools can serve as valuable aids in professionalizing and standardizing communication practices. However, the challenge of preserving empathy in government-public interaction remains significant, AI can enhance many aspects of communication, but it may require further refinement to fully support the conveyance of urgency and empathy, particularly in emotionally charged

or urgent interactions. Ensuring that AI systems can adequately convey empathy and appropriately address urgent matters is crucial for maintaining the depth and responsiveness of government interactions. This calls for continued development and refinement of AI systems to better handle the subtleties of human emotions and urgency in public service contexts [3].

In Ukraine, the definition of the term «artificial intelligence» is enshrined in the Concept of the Development of Artificial Intelligence in Ukraine[4], dated December 2, 2020, and refers to an organized set of information technologies enabling the performance of complex tasks by using a system of scientific research methods and algorithms for processing information received or independently created during work, as well as to create and use own knowledge bases, decision-making models, algorithms for working with information and determining ways to achieve the assigned tasks.

According to this concept, public administration is one of the key areas in which the tasks of the state policy for the development of the field of artificial intelligence are implemented. Among the priority tasks, those specifically related to the development of digital mechanisms for government-public interaction should be noted:

- introduction of a dialogue interface for electronic administrative services using artificial intelligence technologies;
- development of artificial intelligence technologies for digital identification and verification of persons, including for the provision of public services;
- determination of the list of thematic categories of data sets of high social value, the managers of which are state authorities;
- development of mechanisms for anonymization of personal and other data during processing in artificial intelligence systems, which will make it impossible to identify individuals.

It is important to highlight that AI technologies are already being implemented at the state level in Ukraine. From September 1, 2025, the world's first national AI assistant will be launched on the «Diia» portal. This is an important step on the way to turning «Diia» into a full-fledged AI agent, the functionality of which allows not only to advise, but also to provide public services quickly and 24/7. The AI assistant enables a convenient search for the necessary service – you only need to briefly describe your request or situation and the system immediately provide a solution. As with other AI tools, it is important to create a clear prompt with appropriate keywords and personal context. Diia.AI is currently in beta testing, which allows users to leave feedback. This also demonstrates the government's openness to public input [5].

Within the context of digital transformation, the use of AI opens up a new dimension of government-public interaction, making it even more effective and attractive to citizens. It is important to maintain the positive dynamics of the application of AI technologies, which increases the quality of state services and citizens' trust in the state. However, when the main processes are worked out and exemplary cases appear, it is necessary to improve not only the accuracy of AI assistants' answers, but also to dive deeper into more sensitive questions – ethics, empathy and security of AI application.

References

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ОКРЕМІ ВЕКТОРИ ДЕРЖАВНОЇ ПОЛІТИКИ УКРАЇНИ ЩОДО ЗВІЛЬНЕНИХ З ПОЛОНУ ВІЙСЬКОВИХ

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Кафедра управління та адміністрування
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Стан державної політики у будь якій сфері суспільних відносин є важливим індикатором сталого розвитку країни, особливо коли йдеться про ветеранську політику в умовах довготривалих воєнних дій. Для сучасного етапу державотворення притаманним є активне формування загальнонаціональної стратегічної візії внутрішньої політики у ветеранській сфері. Підтвердженням цієї тези є не лише оновлення існуючої нормативно-правової бази, як-то доповнення чинного Закону України «Про засади внутрішньої і зовнішньої політики» новою статтею 10⁻¹ «Засади внутрішньої політики у ветеранській сфері» [1], але і прийняття якісно нових стратегічних документів, серед яких варто назвати Стратегію ветеранської політики на період до 2030 року [2]. Окрім цього, відбувається обговорення законопроекту «Про основні засади державної ветеранської політики щодо ветеранів/ветеранок, які брали участь у відсічі збройної агресії Російської Федерації проти України» [3], що також актуалізує проблематику.