

**Название публикации:**

Digital transformation of communication between government authorities and citizens

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**Аннотация:**

The article deals with digital transformation of communication between government authorities and citizens. Activities of the Russian Ministries in social networks are analyzed. The analysis shows that Twitter accounts are the most popular. An interaction transformation path from print mass media to messenger apps and social apps is described. Due to new digital technologies, citizens can engage in political debates and influence public decision making. Diversification of interaction channels in the public sector enhances the efficiency of cooperation in searching for mutually beneficial decisions. However, digital technologies cause new challenges for government authorities. Traditional information channels lose their opinion and data publication monopoly. Web 2.0. users can do the same. The article aims to assess the use of new social media for communication between government authorities and citizens, identify feedback possibilities, key advantages and risks of social networks. The research aims to assess the use of new social media for communication between government authorities and citizens, identify promising areas for efficient feedback and advantages and risks of social networks.

Through digital government services, citizens can influence public policies by means of discussion, online voting, and feedback. Government authorities have to involve citizens in discussion of public and private initiatives rather than only inform them about their decisions.

**Ключевые слова:**

Information society; digital transformation; government authorities; public interaction; social networks