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CROWDSOURCING AS AN INNOVATIVE TOOL FOR PUBLIC
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Attracting crowds to solve complex tasks naturally begins to occur increasingly in the public sphere. Crowdsourcing acts as a tool for effective interaction between government and civil society in public sector.

The purpose of the article is to substantiate possibilities of using crowdsourcing in public administration.

To implement this purpose the following tasks should be solved:

- to explore the possibility of using crowdsourcing in public administration;
- to consider implementing of crowdsourcing at national and regional level;
- to identify priorities and conditions to use crowdsourcing;
- to find out the basic rules to use crowdsourcing in the public sector;
- to analyze the concept «crowdassessment», «crowdfunding», «barcamp», «hackathon».

Active use of crowdsourcing technologies in public sector is related with the development of modern information and communication technologies, social networks and various interactive Internet sites.

Crowdsourcing can be used both at the state and regional levels. The regional crowdsourcing is technology of attraction of consumers of state and regional government services in the process of social interaction with the management and transfer their functions of participation in development and decision-making.

You can select the priority use of crowdsourcing:

- attracting investment in the regional economy;
- designing socio-economic strategies in the region development;
- supporting and developing small business in the region;
- creating new high-tech jobs.

The use of crowdsourcing in public administration is allowed to determine the «painful» points, to estimate reactions of citizens to the activities of public authorities quick and free, to identify and engage «popular» experts.

Crowdsourcing should not be transformed into a political campaign. Crowdsourcing can not be permanent. Crowdsourcing has to come from perceptions of status, problems and specifics activity of authority. Implementation of crowdsourcing is required special software.

Topicality of use of crowdsourcing of authority is accentuated result that they can get:

- creating of positive political and management image;
- creating of a bank of innovative and realistic ideas;
- improving of quality of regulations and guidance documents;
- building of team of professional and community experts;
- improving of efficiency of budget costs by replacing of expensive professionals to collective intelligence.

Crowdassessment is standardized multidimensional assessment of staff. This tool is used for employment, training and development of staff, the appointment of staff to management positions, for a decision on the compliance officer's position, determination to perform new functions, etc.

Crowdfunding is a collective cooperation of people who voluntarily pooled their money and other resources together to support the efforts of other people or organizations.

Barcamp is informal, democratic, open interactive meeting of people whose purpose is to integrate environment, exchange of experiences and ideas.

Hackathon is an event during which various experts of development of software work together to address any problems intensive and cohesively.

In the national scale introduction of crowdsourcing in the public sector will help to create civil society in which the activity of citizens, public examination and people's control will be integral components of important decision-making process.