

N.D. Tleubayeva¹ , **D.T.Gubasheva²** 

Al-Farabi Kazakh National University, Kazakhstan, Almaty,

¹e-mail: Naz_96_14@mail.ru

²e-mail: dariga.79_97@mail.ru

MEDIA AS A PROMOTION TOOL FOR ELECTRONIC GOVERNMENT AND SERVICES

Population in the modern society are no longer to seek the information and other documental services by themselves. Appearing of electronic devices and services enlighten people's life, so the improvement and development of it is vital. Media becomes the basic instrument in realizing this process and let users to be aware of last news and changes. Therefore, it is the relevant problem of research work.

The aim of article is to explain the role of media in promotion of electronic services. Basic scientific and practical directions include all mention of electronic services and government in mass media, advertising in social media and recognition in environment, also it was defined the main tasks of research article. Apart from written theories, the author took the questionnaire from citizens of 18-30 years during the work process.

Whilst writing the scientific research, there were analyzed and concluded publishing and advertising of e-services through media tools. Mobile application and version in social networking services were compared that provide to opening up of drawback and best qualities. So methodology used in given article is more qualitative than quantitative because of using numbers, analysis and amount of users related to this scientific work.

Expected result is to identify how much people operate the electronic services or e-Gov at that moment and what type of media is more influent in this case. Worth and practical meaning of research work are Studying the true numbers taken from real time sites and application. The value of making research paper is associated with direct contact of real users rather than taking facts from Internet. Conclusion of scientific work links with numbers and facts that would be used in following development of electronic government and services through mass media.

Key words: electronic government, media tools, social networking services, electronic services.

Н.Д. Тлеубаева¹, Д.Т. Губашева²

Әл-Фараби атындағы Қазақ ұлттық университеті, Қазақстан, Алматы қ.,

¹e-mail: Naz_96_14@mail.ru

²dariga.79_97@mail.ru

Медиа электронды үкімет пен қызметтердің даму құралы ретінде

Қазіргі дамыған қоғамда ақпарат іздеу мен өзге де қажетті құжаттар ісімен айналысу қиындық тудырмайды. Электронды құрылғылар мен қызметтердің пайда болуы адамзат өмірін анағұрлым жеңілдетті десек қателеспейміз, сондықтан оның одан әрі жетілдіруі мен дамуы аса маңызды. Бұқаралық ақпарат құралдары осы істің жүзеге асуында негізгі құралына айнала отырып, қолданушылардың соңғы жаңалықтар мен өзгерістердің хабардар болуына мүмкіндік береді. Сол себепті бұл мәселе зерттеу жұмысының өзектілігі болып табылады.

Мақаланың мақсаты – электронды қызметтердің дамуындағы медианың рөлі жайлы баяндау болып табылады. Негізгі ғылыми және тәжірибелік бағыттарға ақпарат құралдарында аталуы, әлеуметтік желі қызметтерінде жарнамалануы және қоғамдық ортада танылуы туралы зерттеулердің жүргізілуі. Сонымен қатар бұл тізім мақаланың басты міндеттерін де айқындайды. Автор айтып өткен теориядан бөлек ғылыми жұмыс барысында 18-30 жас аралығындағы қала тұрғындарынан сауалнама алынды.

Мақаланың жазылу кезінде электронды қызметтердің бұқаралық ақпарат құралдары арқылы жариялануы мен жарнамалануына қатысты жан-жақты талдау жасалып, қорытындыланды. Мобильді қосымша мен әлеуметтік желідегі электронды үкіметтің нұсқалары өзара салыстырылып, соның негізінде кемшілік тұстары мен артықшылық қасиеттері анықталды. Сол себепті мақалада сапалықтан гөрі, сандық методология көбірек берілген, әсіресе сандар, талдаулар мен ғылыми жұмыспен байланысты қолданушылар саны қолданылған.

Зерттеу жұмысынан күтілетін нәтиже – электронды қызметтер мен үкіметті қаншалықты көп адам қолданатынын және мұндай жағдайда медианың қай түрінде басымдылық бар екенін анықтау. Зерттеу жұмысының маңыздылығы әрі практикалық түсініктемесі ретінде дәл қазіргі сәтте сайттар мен қосымшалардағы қолданушылардың нақты сандары болып табылады. Ал ғылыми зерттеу жүргізудің мәні – ғаламтордағы фактілерден гөрі, өмірде қолданушылармен тікелей байланыста болуы. Зерттеу қорытындылары электронды үкімет пен қызметтердің болашақта дамуындағы масс медианың сандары мен ақпараттарымен байланыстырылады.

Түйін сөздер: электронды үкімет, медиа құралдары, әлеуметтік желілер, электронды қызметтер.

Н.Д. Тлеубаева¹, Д.Т. Губашева²

Казахский национальный университет имени аль-Фараби, Казахстан, г. Алматы,

¹e-mail: Naz_96_14@mail.ru

²e-mail: dariga.79_97@mail.ru

Медиа как инструмент продвижения электронного правительства и услуг

В современном обществе больше нет необходимости самим искать информацию и другие е-услуги документирования. Появление электронных устройств и е-услуг на самом деле облегчило жизнь человечества, поэтому дальнейшее продвижение играет важную роль в стремительном развитии науки и техники. Средства массовой информации стали главным инструментом в реализации данного процесса, что позволяет пользователям быть в курсе последних событий и изменений. Актуальность темы исследования – мобильность, доступность, многофункциональность медиа.

Целью данной статьи является изучение медиа в продвижении электронных услуг. Основные научные и практические направления заключаются в проведении исследований об упоминаниях электронных услуг в средствах массовой информации, публикациях, в рекламе социальных сетей и узнаваемость в социальной среде, тем самым определились главные задачи статьи. Авторами также был проведен опрос на данную тему среди жителей города в возрасте от 18 до 30 лет.

Во время написания данной статьи был проведен полный анализ и сделан вывод о роли публикаций и рекламы электронных услуг в медиа. Сравнение версии электронного правительства в виде мобильного приложения и аккаунтов в социальных сетях позволило определить слабые и сильные стороны данных медиа. Именно поэтому в научной работе больше количественной методологии, чем качественной, за счет использования чисел, анализов и количества пользователей, связанных с исследованием.

Ожидаемый результат исследовательской работы – выяснить, как много людей пользуются услугами электронного правительства и какой вид медиа имеет большее влияние в данном случае. Важность и практическая значимость работы – точные числа пользователей сайтов и приложения на данный момент. Ценность проведения исследования подтверждается прямым контактом с самими пользователями электронной услуги в отличии от фактов в интернете. Итоги исследования привели к цифрам и данным, которые будут широко использованы для дальнейшего продвижения электронного правительства и е-услуг с помощью масс-медиа.

Ключевые слова: электронное правительство, медиаинструменты, социальные сети, электронные услуги.

Introduction

In the era of mobile devices and digitalization, almost all things become electronic and accessible. Nowadays people know few ways to reach any information. If before they had to stay at queue and wait for hours and hours, today they have

an opportunity to get anything in some minutes. They are no longer to go to special organizations, sit and wait, meet different people who are angry or nervous, they are no longer to run amid of corpses and buildings to have a signature for their document. It is known how difficult to get a statement or reference for work, certificate of a good conduct. Because the time that people spend to go there, make a request, and time for waiting before the cooperators do this work and you get it.

Afterwards the interval of your way to take this paper to necessary organizations. All processes take a time, energy and financial costs.

Electronic services are electronic because people are not possible to do the process of documentation. The automatic system managed by robots, computers and other mechanisms or technologies were the start of digitalization. So, the e-government should expand its opportunities to best level. However, it is not available without any advertisement of this progress. Social media is really effective in such kind of problem. The government use the social network, apply for media as a tool for magnification the electronic services, preciously government.

This article is about the role of mass and social media used for electronic government. Which types of media could be applied or how we operate them to reach the useful information for them? Do people use special application of e-government? What is it and does it cost anything? Main questions investigated in this research paper are like these.

Research problem is to find the reason why people prefer traditional method of services within there is electronic one. What is the basic problem of their escaping from it? Therefore there would be utilized method as collecting data and making interview or questionnaire among users to explain how much people liked this whereas another do not.

The aim of article is to show that electronic services and electronic government are becoming popular and overused thanks for media and Internet. Especially the role of social networks in promoting e-government's application amid mass. Consequently, types of media as online platform and several varieties of application and networks would be the object of research.

Material and methods

In the process of writing this scientific work and researching different online platforms and portals to know more about users' opinion related to electronic services and experience before, desire to use in future or disinclination. Variety materials about electronic government, its determination and development history, analytical sites and articles were also studied during the scientific article. Using the social media as a tool of promotion in electronic government provided to learning the article Fernandez about this theme (Fernandez N.N., 2010).

The hypothesis of research work was the fact that "as we use SNS (social networking sites) more

as the request for electronic services grows faster". Namely, advertising of electronic government in Instagram or Youtube, where a lot of people spend their time, users of mobile government site are more and more. It is like a "bait" for internet "dwellers" to expand their knowledge and economy time.

In reference to methods used in scientific work, it is noteworthy thing to mention qualitative one. The research is based on numbers of users, amount of operations and advertisements or any news published in mass media. Apart from that, there were done several charts and graphs to visualization the fact used in the article. Also it was used a questionnaire for population of Almaty 18-30 years who always, sometimes or never operate mobile government application on their smartphones (booksforstudy.com).

Literature review

During the search of bibliography and different articles, there was found interesting material written by three authors as Aizhan Tursynbayeva, Massimo Franco and Claudia Pagliari. They wrote given article in 2017 and it was related to role of social media for e-government. But the main difference between this work and work of three researchers is theme (Tursynbayeva A., Massino F., Claudia P., 2017). They investigated the health sector and study systematic review of publishing, whereas mentioned article is about the role of social media as a tool in promotion of electronic government and services. Mostly they used Youtube, Twitter and Facebook as a tool of using in the context of e-Government in public health. Authors made studies linked with relationship between public sector health organizations and citizens. It was the basic focused object they tried to study whilst the research. In their scientific paper, researchers talked variety methods and methodological studies related to using the social media as a tool for e-government in public health. Democratic participation and transparency were another important part of their research work (Fink A., 2010).

Another scientific article close to given is "The impact of the Internet on Political activism" (Norris P., 2008). Of course, political activism and social media effectiveness are not same. But nevertheless author talked about how Internet impacts on political activism, not about political process in the whole. This scientific paper was written almost 12 years ago, but the role of internet, especially social media, is relevant even now. Such thematic

problem and questions are observed in the article “E-Government and SMEs” (Craig R., 2008). Indian authors also attempted to examine about social media effectiveness on advertising (Reddy, Malathi and Kumar, Dr. L. Kuladeep, 2016).

Also, the scientific research work contain the E-government survey done in 2016 (UN, 2016). There were shown different numbers and indexes of analysis, charts and graphics. This material would used as an additional material to bibliography and main part about researches.

Result and discussions

Electronic government’s basic goal is to make a comfort for life of people. Therefore it is significant to know and research what people think about e-government and do they use variety electronic system in their life. According to survey made by surveymonkey.com, it was brightly seen numbers of activity of operating e-services in simple daily routine. Almost 70% of answered people said that they are aware of electronic government and 42% of them approved about mobile application on their smartphones. However, only 11 respondents answered that they usually use m-Gov application for necessary deals related to documents and other official processes.

In reference to discussions which could be during the research of electronic system is a lack of human contact. Electronic services “fight” with the time, distance and contact with live people in the life. It could provide to closeness of character and loneliness if they could not be in touch.

Main part

Because of appearing different new technological devices, society is going to be modern and digitalized. Almost every family has mobile telephones, smartphones, laptop and personal computer at home. Internet connection also becomes approachable. In Kazakhstan, internet grows till the 4G. Certainly, not all regions and districts are involved. Moreover, the interest of people to electronic services plays vital role in development and improvement of such services. When there is a request to something, it becomes more popular. For example, mobile type of electronic government could not be so famous among population, if people do not have special gadgets for using it (Bertot J., Estevez E., Janowski T., 2016). It is significant to state that the time of ICT (Information and Communication Technologies) began. We use

various social networks like Instagram, YouTube, Facebook or WhatsApp that give us a chance to be in connection with our close people and be aware of last events. It is not necessary how television and radio history affected on humanity, how computer technologies became the part of people’s life. And, how electronic services were firstly operated in the progress of digitalization (Flak L.S., Dertz W., Jansen A., Krogstie J., Spjelkaviik I., Olnes S., 2009).

When we talk about the definition of e-government, there are lots of definitions done by authors. Some authors said that it is the unique interaction between citizens and municipality (portal.oas.org), whereas researchers like Holden, Norris and Fletcher noticed the electronic government is the information what government gives us 24/7 (Holden, Norris & Fletcher, 2003). Definitely, people get the information almost every day of his/her life, every hour, minute and second the information flow does not dry out. Therefore, the effectiveness of social media is a huge support in improvement of e-government from time to time. Nowadays, as psychologists and experts said, people do not need to search something by themselves (Chee Wei Phang, Atreyi Kankanhali, 2008). If they want to eat, they order it. If they want to travel abroad, they buy the tour online and just go. Maybe even stay at home and see it through virtual reality glasses on YouTube. They could not go to special municipality organizations and wait for long times. Why? It seems to be so hard to get official document with signature and stamp. That is why they had to stay till the end of working day, be angry because of queue and just wait for. Afterward such organizations created a special computer system for self-services. It was in the organizations inside and whilst one part go to specialist for consultations, others could use it by themselves. They choose the service what they need and if it is necessary enter the number of identity card. This process could be require some time (from 1 to 15 min). Several services like certificate of good conduct, references from psychological and narcological hospitals is going to be done in few seconds. Also such computers are not only one in the city or region (Ndou V., 2004). Therefore this kind of service became popular and was the start of electronic service and electronic government in Kazakhstan.

Afterwards it was constructed the mobile version as an application for smartphones of Android and iPhone. Of course, first version was not so ideal. Others too. It was continued till the end of 2019 year.

Constructors and IT-specialists made normal version of M-Gov (5.0 and more version for Android, 11.6 and more for Apple products). This application includes lots of functions and choices to register/log in. First of all, user needs electronic digital password to authorize. It gives huge opportunity to operate more services. There is another variant like entering individual identification number and telephone number, although services are limited in this case. Among list of given services, user could see the queue to kinder garden or new home, information about childcare allowance before 1 year old, checking the limit to go abroad by any reasons. In the chapter of career and employment, it is easy to request private business, certificate of good conduct or history of arrests, reference about pension contributions and all information about it (investment income of contributor). Section of legal assistance considers checking of permission and license, status of individual entrepreneur, registration of legal entity, reregistration of branches and representations. Including data about Legal statistics and special accounting Committee, administrative delinquency, certificate about changing documents, arresting to business, participating of legal entity in other deals, certificate about registered branches, representations, also name match of business deal are part of this, whilst the sector of privilege, allowance and pension is about the certificate of basic pension amount. This application is available for drivers in case if they want to observe the inspection period and sum of fine for traffic violation, and for participants of “Bolashak” scholarships to apply for necessary documents. Among people interviewed in the survey, most of them pointed the sector of health and expressed their gladness for having an opportunity to call a doctor, register for visit, certificate from drug/psychological dispensary and medical insurance. Also there are volume related to real estate and housing. Inside of special services, the user could find the privilege to pay for mobile connect, check documents and bills given by egov.kz, and other basic information about national tax, etc. The catalog of services done by electronic government’s mobile version is wide. Creators tried to do everything acceptable and easy to use for people who are not close with new technologies.

Social media’s role in promotion of electronic government

Being popular of mentioned mobile application is related to advertisements of it. Especially,

billboards in the street and pop-up ads play vital role in this process. Among respondents, almost half of them said that the first meeting with m-Gov was through SNS (social networking services), including Instagram (Craig Ron, 2008).

Instagram is one of the most popular and known application among internet users. And everyone is involved to sector “stories”. Whilst watching friend’s stories, there are lots of pop-up ads about electronic government, new services of m-Gov and last news or numbers linked with it (<http://www.seoded.ru/>). Apart from that, Instagram users and administrators of different organizations apply for a hashtag (#) with words like “e-gov”, “m-gov”, “digitalqazaqstan”, “digitalkz”, “egovmobile” and “EgovKzBot”. Usually people share their experiences about application or service through these hashtags and publish it as a common message for other users too. Amid utilizers, there are also account admin who manages pages about e-government. When somebody log in Instagram, he/she can see different advertisements as pop-up ads, posts, stories or just hashtags in theme (McCaughey D., Baumgardner C., Gaudes A., LaRochelle D., Wu K., Raichura T., 2014).

Another SNS related to e-government is Telegram. It is a cloud-based messenger provided exchange of variety format of media files and documents. And having of bots give an opportunity to be in contact with people and take an answer in few seconds. It is a special accounts operated by program (Wikipedia.com). For example, the bot “EgovKzBot2.0” is one of the best-known bot in the Kazakhstan. This is acceptable for having chance to take some necessary information and data via only telegram. First of all, the user could check the fine history and the sum of it. Or find the info about having or lacking of tax debt. The link to download the application and connect with operator are also acceptable. In the section of services, utilizer has a real good opportunity to get different certificates and references, check information and register to certain medical organization through messenger. If the person does not to use mobile version, he/she could apply for live version of services in the special organization by registration with bot advance (Pan B., Crotts J., 2012).

Media about e-government

New products are always advertised not only by social networks, but also through media tools too. Especially the role of newspapers, television and

street advertising is significant. Because internet users are limited by their ages, region and possibility of access to Internet. Only certain part of population could see television programs, advertisements between shows and plots. Only several people are still loving to read newspapers instead of iPads. Radio programs are also available for old people who prefer it or drivers who listen to it in the car. And, all types of media are linked with e-government via talking and discussing it.

For example, Kazakh newspaper “Aikyn”. The author Edil Ospan wrote the article “Digital technology is a key of development” where he said about the meaning of e-services in the area of law. E-information apps for population who want to know more about governmental organizations’ plans and projects. Second point he suggested was “e-complaint” system. He considered that it is very comfortable for people not to go to special place and do hundreds papers. Apart from that there were “e-advice” and “e-petition”. Mentioned article was published on August of 2019 and was related to ideas of developing e-services in our country. The author did not try to advertise done service, moreover he attempted to add another one which would be convenience in his field of study (aikyn.kz).

In reference to TV activity, local television channel AstanaTV made a release about economical effect of electronic government in Kazakhstan. This video was showed in 2016 during the evening news program (astanatv.kz). 1 year later another channel KazakhTV also did a news about mobile application version of e-gov and its awarding in UAE. It was a First World Govtechiners Race-2017 in Dubai and domestic application tool a prestigious prize for creating qualified mobile app. There was also an interview of Dauren Abayev, minister of information and communication, where he explained the systematic function of it.

As we see, ways of development for electronic services depend on how society accept it. How media promote it and what they talk about problems and which direction they prefer.

Conclusion

Having concluded, the role of media in promotion of electronic services and electronic government (e-Gov) is a significant for being acceptable and easy to understand among population. Today it is not a problem to download the certain program and create something. We can think that we even do not need any adverts for promoting it because the internet could do everything. But nevertheless, traditional media has its power still this day. Television programs make a show about discussion electronic government between politics or other active social people. Radio would talk about it in the air, whilst the driver listening it observe the billboard on the street. Pop-p ads in the social networks is available and overseen for all internet users. So, we can surely say that the media is a basic tool of promotion e-services.

It does not matter, how digital technologies would develop in next centuries, but the significance of this process is to facilitate people and enlighten their life as better as possible. Using different websites, application and electronic services should help people to solve their problem, get necessary documents and make paper deals that used to be so problematic and nervous for being long and endless. Therefore, the result of scientific research work would include the index of users who are operating electronic services among population of Almaty city and variety comparative charts of media tools like newspaper, Internet and television, which are making the advertisements of e-gov and e-services providing to improvement of domestic electronic services in Kazakhstan.

References

- Bertot J., Estevez E., Janowski T., 2016: Universal and contextualized public services: Digital public service innovation framework. *Government Information Quarterly*, 33(2), p. 211-222.
- Chee Wei Phang, Atreyi Kankanhali, 2008 : The current state and future of E-Participation Research, *Handbook of Research on Public Information Technology*, p.70-80.
- Craig Ron, 2008 : E-Government and SMEs, *Handbook of Research on Public Information Technology*, p.94-104.
- Fernandez N.Nancy, 2010 : Effectiveness on Social Networking Sites in Marketing, *Journal of Humanities and Social science*, p. 72-76.
- Fink A., 2010: Conducting research literature reviews: From the Internet to paper (3rd edition), *International Journal of the Computer, The Internet and Management*, 10(2), p.1-22.
- Flak L.S., Dertz W., Jansen A., Krogstie J., Spjelkaviik I., Olnes S., 2009: What is the value of eGovernment – and how we can actually realize it? *Transforming Government: People and Policy*, 3(3), p. 220-226

Holden, Norris & Fletcher, 2003 : Information Technology Among U.S. Local Governments, p.132-144

Karkin N., Janssen M., 2014: Evaluating websites from a public value perspective: A review of Turkish local government websites. *International Journal of Information Management*, 34(3), p.351-363.

McCaughey D., Baumgardner C., Gaudes A., LaRochelle D., Wu K., Raichura T., 2014: Best practices in social media: Utilizing a value matrix to assess social media's impact on health care. *Social Science Computer Review*, 32(5), p.575-589.

Ndou V., 2004: E-government for developing countries: Opportunities and challenges, *The electronic Journal of Information Systems in Developing Countries*, Vol.18.

Norris Pippa, 2008 : The impact of the Internet on Political Activism: evidence from Europe, *Handbook of Research on Public Information Technology*, p.889-904.

Pan B., Crotts J., 2012: Theoretical models of social media, marketing implications and future research directions. *Social media in travel, tourism and hospitality – Theory, practice and cases*, p. 73-86.

Reddy, Malathi and Kumar, Dr. L. Kuladeep, 2016: A Study on Effectiveness of Social Media Advertising in India, available at SSRN: <https://ssrn.com/abstract=2751745>

Tursynbayeva Aizhan, Massino Franco, Claudia Pagliari, 2017 : Use of social media for e-Government in the public health sector: A systematic review of published studies, *Government Information Quarterly* 34, p.270-282.

UN, 2016: E-government survey 2016. E-government in support of sustainable development.

Electronic sources:

<http://www.seoded.ru/istoriya/internet-history/instagram.html>

https://booksforstudy.com/2008021560998/dokumentoznavstvo/naukovi_roboti.htm

[https://en.wikipedia.org/wiki/Telegram_\(software\)](https://en.wikipedia.org/wiki/Telegram_(software))

https://astanatv.kz_articles

https://kazakh-tv.kz/en/view/news_kazakhstan/page_181685_egov-kz-kosymshasy-first-world-govtechineers-race-syilyhyndy