Interaction of Authorities and Citizens: What Opportunities Does the Internet Provide (on the Example of the Yaroslavl Region)

Alexander Sokolov[✉] and Yuri Golovin

Demidov P.G. Yaroslavl State University, Yaroslavl, Russia
`alex8ll9@mail.ru`

Abstract. The purpose of this study was to identify the Internet potential in intersectoral interaction (authorities, non-profit organizations and population) in the Yaroslavl region. In this study, the materials of the quantitative survey conducted in January-February 2018 in the territory of the Yaroslavl region were used in comparison with the data of regular all-Russian studies. In addition, materials from two expert interviews (among representatives of regional and local authorities and among leaders and employees of non-profit organizations) were used.

It is already possible to talk about the positive impact of the Network on the dialogue between different sectors of society. Each of the parties has its advantages from the emergence and spread of the Internet: society get accessibility of services (state, local, non-profit organizations); power get simplification of procedures for regulating and controlling civil society (the ability to monitor sentiments in different territories, groups). Public receive the availability of government support measures for NGOs and civic initiatives, as well as the popularization of the non-profit organizations themselves. In the Yaroslavl region, the Internet becomes an important communication channel in the intersectoral interaction, which forms a new culture of communication, and a mechanism for consolidation. The study confirmed the hypothesis that the Internet development facilitates communication with civil society actors (obtaining information and access to power).

At the same time, it was revealed that the development of the Internet network makes it easier to control the subjects of civil society and makes the manipulation technologies more productive.

Keywords: Internet · Yaroslavl region · Communication · Interaction · Authorities · NGOs

1 Introduction

In the conditions of growing number of active citizens, public organizations, formation of new public interests, the authorities establish a dialogue and relationship with them. The authorities first started and then established a dialogue on the Internet with civil society participants since the moment the state turned its attention to a new communication tool (with its capabilities and low cost). Using the Internet in their activities,

Russian state institutions received a means of adapting to new social processes, monitoring changes in the mood of society and the activities of non-profit organizations. For citizens and the non-profit sector, the Internet opened "doors" to the socio-political life of the country (region), and to the adoption of managerial decisions.

The Internet has expanded the capabilities of its users: it simplifies communication with civil society actors (obtaining information, access to power); reduces material and time costs, bureaucratic procedures in obtaining public services, and circulation of citizens and public organizations to the authorities. At the same time, the Internet carries potential risks. For the authorities - reducing its legitimacy, complicating the process of broadcasting positive values for the state, and sometimes facilitating their substitution. For citizens and non-commercial sector, it produce negative content materials (including those affecting the value orientations of citizens), communication risks (avoiding personal communication), cyber-risks, and consumer risks, etc.

New forms of communication, mainly the Internet, allowed citizens who want to participate in the public life of the city and region, to find contacts and opportunities for the active civic position implementation. Internet tools have made the process of including the population in the life of society quick and simple.

At the same time, it can be said that the development of intersectoral interaction in regional society has not been studied enough. There are gaps in understanding how the development of the Internet affects the openness of the work of government bodies and NPOs, and on the transformation of the nature and intensity of intersectoral interaction. The study of these processes at the regional level is particularly relevant, it can help to understand where they can acquire specific feature, lead to special results.

In this regard, the paper includes several parts. The first part is devoted to a review of the Internet opportunities for interaction of authorities and citizens. The second part demonstrates the data and methods of the author's research, the results of which are presented in paper and demonstrate the conditions and content of the Internet interaction of authorities and citizens in Yaroslavl region. The third part is devoted to a review of the revealed conditions for the development of the Internet intersectoral interaction in Yaroslavl region. The fourth part is devoted to the demonstration of the Internet role in the intersector interaction in Yaroslavl region. In the fifth part, conclusions are drawn on the research conducted and proposing a way ahead and practical recommendations for facilitating the dialogue of the citizens with authorities.

2   Internet Opportunities for Interaction of Authorities and Citizens

Modern society is characterized, on the one hand, by a decrease in the citizens' participation in traditional forms of activity (for example, elections, mass official public associations and parties [1]), and on the other, the growth of activity in new forms, the demand for greater transparency on the part of the authorities, and including citizens in decision-making process [2]. In this aspect, ICTs are a mechanism for realizing a new public request.

Rapid development and application of modern information technologies is the main world development trend in recent years. The main role in this process belongs to the

Internet, which evolved from the information base into a special communicative space. In modern conditions, the Internet has become a special type of social space, reflecting in itself many of the social interactions characteristics, while bringing in its own characteristics of virtuality.

Internet and information-communication technologies allow:

– access to alternative sources of information [3];
– create conditions for open discussions [4];
– involve youth in social and political activity [5];
– provide feedback to the authorities [6].

Thus, firstly, the Internet is a form of communication and information exchange based on the network principle and the practical equivalence of communication entities. Secondly, it acts as a driving force for the development of social networks and horizontal links, as well as their transition to a qualitatively new level, thereby contributing to the formation and development of civil society.

The development of Internet networked technologies against the background of traditional political institutions crisis leads to the fact that citizens (primarily young people) are increasingly reoriented to new channels of communication and forms of activity, which, as Joe Kane and Cathy Cohen point out, cannot be ignored [7].

It is important to note that researchers consider the Internet as:

1. A set of technologies and tools that facilitate the interaction of subjects, and allows them to form networks;
2. The environment in which new forms of participation, collective action, are being formed.
3. A new environment, a technology that allows mass participation of citizens in the decision-making process, expressing their preferences and needs [8].

In this regard, it is simultaneously a medium and an instrument of communication. Digital technologies have accelerated communication and increased opportunities for reaching the audience in space and time. At the same time, information flows are controlled by certain entities that create communication channels [9]. The speed of information dissemination will depend on whether these entities can quickly transfer information to various well-structured communities with strong internal communications. If there are no such entities between the individual communities, than the information formulated in one community will remain inside it, without going into the outside world.

The Internet development facilitated the access of the communication subject and interaction to more contacts [10]. This allowed to reduce the significance of temporary, territorial and other barriers of communication and interaction [11]. As a result, new effective mechanisms for cooperation between different actors are created [12].

The key role of the Internet is that it serves as the most important source of information [13] for each of the subjects in the process of communication and interaction, not only about the situation and the object of interaction, but also about the subjects of communication and interaction. The availability of information, the ease of its exchange, the ability to build communication and interaction through the Internet,

increases the importance of citizens' activity on the Internet, requires the authorities to pay due attention to these phenomena.

It is also important to note that the Internet provides several channels for communication, which can be chosen for the interests and priorities of the communication subjects. In this case, subjects can communicate both in private channels, in which information is available only for themselves, and in public. In this regard, an important feature of the Internet is the ability to create conditions for open discussions [4], provide feedback on the government bodies' activities [14].

As a result, such communication forms a proper level of trust, forming the potential for the future [15]. The practice of confidential, operational communication gradually leads to the formation of certain group and informal norms [16].

In this regard, we should agree with S. V. Volodenkov, which indicates that the development of ICT and Internet space, their active use has significantly transformed public space and political management, significantly changing the forms and nature of interaction between the state and society [17].

At the same time, it should be noted that not everyone identifies on-line activity with off-line activity. In particular, E. Morozov, says that the actions on the Internet do not attract or are not related to actions in everyday reality [18]. They only form a sense of personal satisfaction from the perfect actions in virtual reality.

At the same time, an analysis of the practice of intersectional interaction on the Internet reveals a number of negative aspects of the development of the Internet. Among them are:

– the substitution of real communication and virtual interaction;
– anonymity of communication, fakes and bots as a side of communication, the ability to create the illusion of collective actions;
– imperfection of information security, threats of cyber-attacks and loss of confidentiality of interaction (including the safety of personal data);
– discredit the importance and potential of interaction as a constructive social institution.

In this regard, the request for research on the perception of the threats that the development of the Internet brings for constructive intersectoral interaction is being updated. It should be noted that the problem of the black sides of the Internet is recognized as relevant and is being actively investigated [19].

In the conditions of active citizens' and public organizations growth, formation of new public interests, the authorities is in need to establish a dialogue and relationship with them. Using the Internet in their activities, Russian state institutions have received a means of adapting to new social processes, monitoring changes in the mood of society and the activities of non-profit organizations. For citizens and the non-profit sector, the Internet opened "doors" to the socio-political life of the country (region), and the adoption of managerial decisions.

It is important to note that the political institutions crisis leads to the fact that young people are increasingly reoriented to new channels of communication and forms of activity, which, as noted by Joe Kane and Cathy Cohen, can not be ignored [7]. Therefore, it is important for authorities to develop communication with citizens via the Internet, create on-line platforms for discussing topical issues, and to inform and

communicate through social networks, as this allows them to involve young people in sociopolitical activity [5].

3   Data and Methods

The purpose of this study was to identify the Internet potential in intersectoral inter-action (authorities, non-profit organizations and population) in the Yaroslavl region. Under intersectional interaction is understood the interaction between institutional units of three different areas of the economy: government agencies, commercial enterprises and non-profit organizations, as well as the fourth subject - a simple individual (con-sidered in the concept of intersectoral interaction as a "family"). At the same time, the study focuses on the transformation of openness and the nature of the interaction of the three actors: government agencies, non-profit organizations and individuals.

Yaroslavl region is characterized by a high degree of Internet penetration. This makes it possible to identify the influence of the Internet on various spheres of public and political life and to extrapolate these findings on processes throughout the country.

During the research, the following questions were raised: Does the development of the Internet network affect the interaction of government bodies and civil society actors (getting information, access to power)? Has the Internet simplified the mutual control over participants' activities in the intersectoral interaction? Does the development of the Internet make the state's services more accessible to civil society actors? Does the Internet services of the state and NGOs become more accessible to the population? The development of the Internet network complicates the process of broadcasting positive values for the state, and has the potential to reduce the legitimacy or not? Does the development of the Internet allow you to receive information about the government agencies activities quickly?

In order to answer these questions, the answers of all participants in the intersec-toral interaction were involved and then compared. They include the answers of the population, public officials (regional and local level), managers and participants of non-profit organizations.

The main hypothesis is that the Internet development and various forms of com-munication on its basis stimulate the development of civil society institutions.

In this study, the materials of the quantitative survey conducted in January-February 2018 in the territory of the Yaroslavl region were used in comparison with the data of regular all-Russian studies. In addition, materials from two expert interviews (among representatives of regional and local authorities and among leaders and employees of non-profit organizations) were used.

To conduct a quantitative survey of the population, a multi-stage stratified quota sample was designed, representing the adult population of the Yaroslavl Region aged 18 years and over. The total sample size (647 respondents) is divided into quotas in accordance with the population distribution in the territory of the Yaroslavl region. Municipalities that have the status of a city district with a population of more than 100 thousand people are included in the sample as independent statistical objects. In total, the sample includes 51 towns, including Yaroslavl, Rybinsk, eight small towns of the region, and 41 rural settlements (rural settlements, urban-type villages). The sample is

representative for Yaroslavl, Rybinsk and the region as a whole. The level of data reliability in the whole region is 95%, the statistical error is within the range of ±4.7%. Quantitative analysis of the data was carried out using a specialized software package SPSS.

60 employees of regional and local authorities and 64 employees and activists (including the head) of non-profit and public organizations, who have been active in the Yaroslavl region for a different period of time, were selected to conduct expert interviews.

In order to calculate the quantitative indicators, the data of the Federal State Statistics Service of the Yaroslavl Region were used [20].

Levada-Center represents the quoted all-Russian polls. The survey was conducted on December, 2017 for a representative all-Russian sample of urban and rural population among 1,600 people aged 18 and over in 137 settlements in 48 regions of the country. The respondent using a personal interview method conducts the survey at home. The distribution of answers is given as a percentage of the total number of respondents together with the data of previous surveys. The statistical error in the sample of 1600 people (with a probability of 0.95) does not exceed: 3.4% for indicators close to 50%; 2.9% for indicators close to 25%/75%; 2.0% for indicators close to 10%/90%, 1.5% for indicators close to 5%/95% [21].

4   Conditions for the Development of Internet Intersectoral Interaction in Yaroslavl Region

According to "Levada-Center" polls, as of the end of 2017, the share of users of the Network in Russia was 74%. At the same time, since the beginning of observations, the number of citizens using the Internet has grown steadily. Over the past ten years, the growth rate of Internet audience in Russia has slowed. Nevertheless, the popularity of the Internet has not yet reached its "ceiling".

In the Yaroslavl region, according to measurements, the number of Network users is slightly less than in Russia as a whole. However, more than half of the adult have become its users. The Internet audience in the Yaroslavl region in early 2018 was 580,000 people aged 18 and over. It is 55.7% of the total adult population of the region. Of course, Internet sessions have various intervals, and their duration is different.

In the regional Internet audience, socio-demographic groups are not proportionally represented. In the Yaroslavl region, there is a "digital gap" between generations: youth and the middle age group representatives, as well as residents of large cities are active users. In general, Web users are common in each of the demographic strata (except: the older age group, only 23% of Internet users).

The share of Internet users among state and municipal employees of the Yaroslavl region, according to the expert survey, was 100%. The total officials' involvement in the use of the Internet, with an average Internet penetration rate of 55.7%, can be explained by their professional activities. Today, such terms as "e-government", "electronic document management", "electronic services", etc. are used everywhere for the management practices' analysis.

95.2% of non-commercial users uses Network on its daily life and at work.

Residents of the Yaroslavl region prefer to communicate in social networks (72.5%) and entertainment (55.8%) (Table 1). Only 34.4% use the Internet to find the necessary information and only 5% for receiving state and municipal services. When analyzing the use of the Internet by the population, it should be borne in mind that communication and leisure are the basic human needs, state and municipal services are situational needs that may not arise.

Table 1. Tell me, please, for what purposes do you most often use the Internet? (you can have several answers, but not more than 5).

Statements	Residents of the region	State and municipal employees	Employees and activists of NGO
Search for background information (including official information from authorities)	34.4%	91.5%	85%
Working with e-mail	29.7%	91.5%	95%
Finding information for work/school	44.4%	69.5%	76.7%
Reading news	48.6%	79.7%	70%
Communicating in social networks	72.5%	54.2%	63.3%
Discussion in the forums	8.6%	3.4%	20%
Entertainment (music, movies, games, etc.)	55.8%	27.1%	23.3%
Search and purchase of goods and services	17.2%	27.1%	30%
Obtaining state and municipal services	5.0%	44.1%	35%
Your option/for NCOs is "working with distributors"	0.6%	0%	33.3%

While ordinary people in the Yaroslavl region use the Network for leisure and communication, the absolute majority of authorities' representatives and the non-profit sector turn to the Internet for work purposes: search for reference information (91.5% and 85.0% respectively), work with e-mail (91.5% and 95.0%), receiving state and municipal services (44.1% and 35.0%).

Thus, the number of Internet users in the Yaroslavl region already exceeds 500 thousand people (with a total adult population in the region of 1053,000 people) and this figure is steadily growing, and its influence on the vital activity of the population is also growing. This fact fully justifies the timeliness and relevance of the study.

Survey results of staff administration and NGO leaders and staff indicate that the dominant value of Internet communication is the ability to expand their horizons through meeting new perspectives on familiar things. 65.5% of officials and 70.9% of public figures chose this option.

Among the most important motives for using the Internet is communication with people with similar interests, "their own circle" (66.1%), acquaintance with the new "inaccessible" people, i.e. with people geographically separated from each other and/or

people with disabilities (36.7%). Note that getting to know new people is an important aspect of Internet communication for representatives of non-profit organizations as well. However, for the absolute majority of state bodies' employees this point is not interesting (86.2%).

According to the research results, the possibilities of modern society in the field of communication have expanded many times, thanks to new information technologies. Within the framework of the society, there is the formation and dissemination of fundamentally new "channels" of interaction and information, which form a new culture of communication and dialogue. For the Yaroslavl region residents, the Internet development allows you to attract like-minded people to solve acute social problems, and to unite more citizens that are indifferent.

According to the quantitative survey, in the Yaroslavl region, the Internet today is the second most popular source of information about events in the country and the region after television (Table 2). Thus, about 49% of the Yaroslavl region adult residents learn about the news from the Network, and 70.9% from TV. Newspapers, as the main source of information about life in the country and the region, were noted by 29.7% of the participants in the mass poll. The remaining types of media are less in demand: 18.7% of the participants learn about socio-political and economic events from conversations with people. 15.6% prefer radio as the main source of information, and 3.4% read magazines.

Table 2. What is the main source of news for you about the events in the country, the Yaroslavl Region? (no more than three answers)

Source of news	%
TV	70.9%
Internet - news, analytical, official sites	35.2%
Internet - social networks, blogs	32.3%
Conversations with people	18.7%
Newspapers	29.7%
Radio	15.6%
Magazines	3.4%
None of the above	0.3%
I'm not interested in this topic, I do not follow the news	0.9%
Difficult to answer	1.9%

A more detailed analysis of the mass poll results revealed that among those for whom the Internet is the main source of information, 37% prefer to view simultaneously news sites and social networks, 32% only news sites and 30% only social networks.

In addition, it should be noted, that a significant proportion of young people and highly educated people characterizes the audience of the Internet news in the Yaroslavl region.

Not all Internet users in the region are interested about the work of regional and local authorities (34.2%), and many people try to avoid it (22.5%). Low interest in reports about the work of local officials during the survey was particularly expressed by the busiest group - representatives of the 30–39 years old group. At this age, the issues of raising children and earning money are of prime importance.

About 40% of the adult audience in the region use the Network as a source of regional and local news (according to the mass survey).

The information-oriented segment of Runet reported a lack of consensus on the regional and local authorities' work of on the Net: 32.5% met laudatory messages; slightly more than 38.6% met negative ones (the difference in the statistical error). Another 29% either did not meet such materials on the Internet, or found it difficult to answer the relevant question.

According to the research, the answers to the question "What kind of opinion about the authorities' work of the Yaroslavl region you most often meet among users of the Internet?" were dedicated to the regional authorities. Those who read unflattering reviews about the authorities, is inclined to critically evaluate their activities, rather than those who have not read such reports (notes).

Thus, on the one hand, the Internet for the nonprofessional is the prompt receipt of information on the state bodies activities and the space for freedom of expression their positions (including criticism of state bodies). On the other hand, one can speak of the real Network influence on the socio-political views of individual citizens. A large part of the regional Runet segment under no circumstances will refuse to use the Internet, if the authorities recommend it (58.7%). Even if it threatens their personal safety or the security of the state.

From the results of the research it is clear that the Internet in the Yaroslavl region not only has already affected the transportability of regional and local authorities and the degree of civil society participants activity, but has already changed the social requirements for information (efficiency, brevity, completeness), the nature of inter-action between civil society actors.

Representatives of various segments (citizens, authorities, public figures) asked the same question: "How much do you agree with the following statements?" The answers of the participants to the above question were in many respects similar. Thus, it seems logical not to consider the quantitative survey results and two expert interviews sep-arately, but to highlight several of the most important and general directions of the Internet's influence on citizens' value orientations, their welfare, socio-political mobility and awareness.

Residents, power and social activists see the global network, primarily as a space for self-realization and big (real) capacity to participate in the life of the country (region). This understanding is largely based on the practice of using the network in everyday life and work.

At the same time, the Internet carries a danger, and the inhabitants and experts differed in assessing the degree of their threat. Officials and public figures, consider a negative impact on family values and their formation as the main Internet lack. From the philistine point of view, this is the lesser evil of the Web. Of course, in society, there are those for whom the Network is a threat to family values and the demographic situation, but mostly these are elderly people who do not use the global web in

everyday life (no more than 25% of the total sample). A slightly different opinion strengthened in the society today: Internet leads to depression and becomes a catalyst in the intention to commit suicide.

Another danger, which is recognized equally by the inhabitants and experts, is the Internet use by the Western countries against Russia.

In general, as the study showed, only one in four of the Runet users in the region feels safe, secure in themselves and their personal data when they visit the Internet (27.0%). Among officials, a sense of security is shared only by 6.8%, public figures - 8.5%. For the rest, the Internet is a threat, including personal data (Table 3).

Table 3. Do you feel security of yourself, your personal data when you visit the Internet?

Statements	Residents of the region	State and municipal employees	Employees and activists of NGO
Yes, I feel safe to the fullest	27.0%	6.8%	8.5%
I feel only partially self-protected, not from all threats	44.0%	59.3%	50.8%
No, I never feel secure on the Internet	26.2%	28.8%	32.2%
Difficult to answer	2.8%	5.1%	6.8%

Objective reality shows that the Internet is not safe for ordinary citizens and the state as a whole. The network has a real and quite tangible impact on the daily life of society. All this contributes to the tools implementation that guarantee security in the virtual space.

30.0% of the townsfolk are in charge of regulating Internet content, another 35.5% say, "it all depends on the type of information that is distributed." 25.8% of the Yaroslavl region population support the idea that information on the Web should be distributed freely and without censorship, (mostly young people aged 18–29 years).

Representatives of regional and municipal authorities and public figures demonstrate a greater willingness to regulate content (66.1% and 68.3% respectively) and the introduction of Internet censorship (23.7% and 33.3% respectively). In each of the expert groups, only 6% advocated full freedom of openness in RuNet (Table 4).

The degree of citizens', NGOs' and authorities' involvement in the activity on the Internet demonstrate the general conditions, the potential for the development of civil and political activity on the Internet. Significant involvement of citizens in various forms of activity on the Internet, of course, does not allow to say that they are already taking part in various forms of civil and political activity on the Internet. However, their activity on the Web is gradually forming in them the understanding that it is the same natural space of actions as off-line. This creates the potential, conditions for significant civil and political activity of citizens on the Internet in the future. Little by little, the line between off-line and on-line activities is blurred.

Therefore, it is important to monitor the penetration of the Internet into the lives of citizens, the activity of using various services on the Internet.

Table 4. You can find a variety of information on various topics on the Internet. Do you think that any information on the Internet should be distributed completely freely, without any restrictions, or is it necessary to have certain regulation (for example, state) of such dissemination of information?

Statements	Residents of the region	State and municipal employees	Employees and activists of NGO
Information on the Internet should be distributed freely and without censorship	25.8%	6.8%	6.3%
Information on the Internet needs to be regulated (censored)	30.0%	23.7%	33.3%
It all depends on the type of information that is distributed	35.5%	66.1%	68.3%
Difficult to answer	8.7%	3.4%	0%

Starting to use Internet applications that facilitate everyday life, citizens and NGOs bit by bit move to using of state and municipal services on the Internet, communication and interaction with authorities on the Internet. Thus, citizens are transferred to civil and political activity via the Internet.

5 The Internet Role in Intersector Interaction in Yaroslavl Region

Internet today in the Yaroslavl region is the third most effective means of solving personal and social problems, as well as motivating state and municipal employees to fulfill their immediate duties. The demand for online services and web pages for communication between citizens and government officials necessitates the development of information and communication tools for intersectoral interaction.

26% of the Network users used the Internet services and web sites to interact with authorities, according to a sociological survey in the Yaroslavl region. In 2017, 13.6% took advantage of the electronic appeal possibility to the authority, 8.1% on officials and deputies blogs commentaries, 7.2% on official websites drafts discussions, 6.7% on collection signatures under electronic petitions, and appeals to authorities (Table 5).

Thus, in the Yaroslavl region, the socio-political activity of the inhabitants is not reduced only to communicative activity. However, it has its own peculiarity: uneven communion of the population to the use of information technologies in a dialogue with the authorities. This is evidenced by the data of the quantitative survey. The residents of Rybinsk, small towns and rural settlements most actively use online services and web sites when they need to contact the authorities and/or a specific official. Residents of Yaroslavl, spoiled by close proximity to the buildings of public authorities, still prefer the traditional methods of dialogue with municipal and state employees.

The attitude of the Yaroslavl region officials to the actions of citizens on the Internet (petitions, on-line treatment, flash mobs, etc.) is quite serious. Absolute majority of employees recognize them as actual civic activity manifestations

Table 5. Please indicate what forms of interaction with authorities using the Internet you used? (you can have several answers, but not more than 3)

Statements	Average score
Electronic appeals to the authority	13.6%
Discussion of bills on official websites	7.2%
Comments on the blogs of officials and deputies	8.1%
Survey of citizens on official websites of authorities	2.8%
Internet-conferences with officials	2.5%
Collection of signatures under electronic petitions, appeals to the authorities	6.7%
Did not take part in such events	74.2%
Custom variant	0.8%

(comparable to traditional actions). Over the past three years, the attention of the authorities to such citizens' activity has significantly increased. If in 2016, 15.6% talked about the difference between the citizens' actions on the Internet and the actual manifestations of officials' civic activity; in 2018, it is already 36.7%. In 2016, 75.0% of experts only partially acknowledged the actions of the population on the Internet as real manifestations of civic engagement, in 2018 56.7% (Table 6).

Table 6. You can find a variety of information on various topics on the Internet. Do you think that any information on the Internet should be distributed completely freely, without any restrictions, or is it necessary to have certain regulation (for example, state) of such dissemination of information?

Statements	2016	2017	2018
Actions on the Internet FULL OF MEASURE can be perceived as actual manifestations of civil activity	15.6%	18.2%	36.7%
Actions on the Internet can be perceived as actual manifestations of civic activity	75.0%	67.3%	56.7%
Actions on the Internet can not be perceived as actual manifestations of civic engagement	9.4%	14.5%	6.7%

Officials consider conducting work with initiative actions of citizens on the Internet by methods analogous to traditional NGOs (74.4%) or by other methods (16.3%) (Table 7). Only 9.3% of state and municipal employees of the Yaroslavl region considered inappropriate to work with citizens on the Internet. Approximately in the same proportion, the responses of experts to the question of how to work with unregistered associations of citizens were distributed: 65.1% of officials consider it expedient to conduct work similar to traditional NGOs; 23.3% by other methods; 11.6% of expert officials oppose any interaction with similar structures.

This attitude of the authorities to Internet activity has had an impact on the attitude formation of some Yaroslavl region residents to electronic appeals, petitions and other

Table 7. Do you think it is necessary for the authorities to work with unregistered associations of citizens and manifestations of civil activity in the Internet in the same way as working with registered NGOs? What methods?

Statements	2017	2018
I consider it advisable to conduct work similar to traditional NGOs	65.2%	74.4%
I consider it expedient to conduct work by other methods	21.7%	16.3%
I consider it inappropriate to conduct a separate work	8.7%	9.3%
Difficult to answer	4.3%	0.0%

online services. In the minds of 27.7% of Internet users, there is an opinion about the special efficiency of the Internet in solving life problems (Table 8). Another 36.0% said that there was no dependence on the manner in which appeal was submitted. Especially often, those who at least once personally initiated an electronic appeal to the authorities, and/or the signature council under electronic petitions, and/or left their comments in the blogs of officials (deputies) held those opinions. This indicates the high effectiveness of dissemination and the communication to the authorities of their point of view on the Internet.

Table 8. In your opinion, does the interaction of citizens with authorities through the Internet make it more effective in solving problems or not?

Statements	Average score
Traditional ways of communicating with the state are more reliable and effective in solving problems of citizens	19.9%
Communicating with authorities through the Internet increases the effectiveness of solving problems of citizens	27.7%
The effectiveness of communication with authorities does not depend on the method of circulation	36.0%
Difficult to answer	16.3%

Every fifth Internet user shares the statement about the special reliability and effectiveness of "traditional ways of communicating with the state" (19.9%). Among them, most often those who are locked up on the search, receipt and consumption of information on the Internet and themselves are not ready for any initiative actions. Another 16% found it difficult to answer the relevant question.

Such officials approach facilitates the acceleration of the information introduction and communication technologies in the intersectoral interaction in the Yaroslavl region, and testifies to the convenience of this communication format for the officials themselves. Both employees and representatives of the third sector almost unanimously spoke about the fact that the Internet simplifies communication between the subjects of civil society and authorities (83.1% and 88.7% respectively).

The attitude of non-profit organizations and civil activists to representatives of power structures has always been difficult. The emergence of a new communication channel between them (the Internet) could either increase opposition and misunderstanding between them, or cause a rapprochement and growth of mutual understanding. The nature of the Network's influence on intersectoral interaction in the Yaroslavl region helped to uncover expert surveys. They give grounds to say that in the Yaroslavl region the use of the Network opportunities positively influenced the dialogue between different sectors of society. Each of the parties has its advantages from the appearance and distribution of the Internet. Consequently, the Internet has a beneficial effect on the civil society development in general.

Ordinary residents of the Yaroslavl region also recognize that the emergence of special online services positively affected the availability of state and municipal services, as well as the services of non-profit and public organizations. Those who have already applied to the authorities and to the organization of the «third sector» via the Internet, and who do not have such experience share this view.

However, 31.6% of the population are skeptical about the Network's ability to influence the availability of state and municipal services, and 48.6% about non-profit organizations' services. This point of view is prevalent, mainly among those who do not have the experience of applying to the authorities for the necessary documents and information via the Internet.

The opinion of the townsfolk about the positive impact of the Internet on the availability of state and municipal services is fully shared by representatives of government bodies and employees of non-profit organizations.

Speaking about the exceptional usefulness of the Internet for the authorities, most officials drew attention to simplifying the procedure for regulating, controlling the sphere of civil society and civic engagement. This fact during an expert interview was indicated by 60.0% of government bodies' representatives. Only 10.0% called a relatively new means of communication as the reason for the emergence of additional difficulties in the sphere of regulation and control over the situation in civil society, and citizens' activity. Explaining this by the lack of an established mechanism, blurring the responsibility for specific actions.

In addition, as recognized by the authorities, the Network simplifies interdepartmental interaction in solving problematic issues of citizens and other subjects of civil society, increases the effectiveness of information policy. At the same time, it practically does not interfere with the translation of the values necessary for the state.

The main disadvantages of the Internet, according to the authorities, are not 100% inclusion of the population in the Network, the lack of a regulated and stable algorithm of interaction with civil activists and negative content.

From the non-profit organizations and civil activists' point of view, the Internet development in the Yaroslavl region positively influenced access to government support for NGOs and civic initiatives, as well as the popularization of non-profit organizations and civil participation culture, and the inculcation of civic engagement values. During the survey, two-thirds of public opinion experts (64.5%) reported increasing importance of non-profit organizations in the procedure for making state decisions (regional, municipal).

In the Yaroslavl region, the emergence of the Internet has also affected the partnership between various non-profit organizations. In particular, it contributed to the development of cooperation and the establishment of partnerships in resolving problematic issues.

Many leaders and employees of non-profit organizations are confident that the Internet has revived the activities of government authorities. They also forced them to look for new work approaches with the non-profit sector, which positively affects the work of the latter.

It is interesting that all the above-mentioned positive aspects of the Internet influence on the intersectoral interaction in the Yaroslavl region occurred in the conditions of a lack of skills in the Network observed both among the authorities (69.4%) and employees of non-profit organizations (77.0%).

6   Discussion

A little more than half of the adult population of the Yaroslavl region (about 580 thousand people) go online. They do this with varying intensity and frequency. The network has so penetrated the consciousness of the regional society that half of its audience is not ready to give up its use in conditions of personal security, and a possible danger for the camp. In the Yaroslavl region, the Internet has become an integral part of the government bodies' work and non-profit organizations, part of their daily work. Expert polls showed that the share of Internet users among state and municipal employees of the Yaroslavl region was 100%, non-profit sector - 95.2%.

Based on research, the Internet in the Yaroslavl region on the one hand is perceived as a space of self-realization and large (real) opportunities for participation in the life of the country (region), and an important mechanism of communication in the intersectoral space. On the other hand, as a source of danger, with the inhabitants and experts dispersed in assessing the degree of their threat. Officials and public figures consider a negative impact on family values and their formation as the main lack of the Internet. From the point of view of the philistine, this is the lesser evil of the Web. In the society, there are those for whom the Network is a threat to family values and the demographic situation, but mostly these are elderly people who do not use the global web in everyday life (no more than 25% of the total sample). A slightly different opinion appears nowadays: the Internet leads to depression and becomes a catalyst in the intention to settle scores with life.

30.0% of the region population are in charge of regulating Internet content. Representatives of regional and municipal authorities and public figures demonstrate a greater willingness to regulate content (66.1% and 68.3% respectively) and the introduction of Internet censorship (23.7% and 33.3% respectively). In each of the expert groups, only 6% advocated full freedom of openness in RuNet.

Inhabitants of the Yaroslavl region, in addition to what has been said began to realize the "convenience" and effectiveness of the Internet in the process of receiving public services, and in dialogue with the authorities (solving personal and social problems). Individual users of the network saw the seriousness of the officials' attitude towards on-line appeals and citizens' activity in the areas of RuNet and social

networks. In support of the above, we focus on 26% of the Network users who entered into a dialogue with officials through Internet services and websites, 13.6% left their comments on official blogs.

Even though traditional channels of communication between the population and authorities representatives began to recede into the background, but for 19.9% of the residents they are still the most preferable because of their "reliability" and "efficiency." This kind of attitude to the old means of communication will be peculiar to some part of the regional society until the Internet becomes available and/or for the absolute majority of the adult population. In addition, traditional forms will still be in demand for some time, because Internet has limitations for technical reasons.

The development of the Internet makes it possible to attract like-minded people to solve acute social problems, and to unite more citizens that are indifferent. Every fifth inhabitant of the region considers the Internet to be an effective means of communicating authorities and all stakeholders (18.5%), encouraging officials to fulfill their immediate duties (18.9%). It is considered effective both by the users of the Network, and by those who have never used it.

The research showed that 83.1% of the officials, participating in the Internet expert survey, simplifies communication between civil society actors. In the opinion of 88.7% non-profit sector representatives, the Internet facilitates communication with other subjects of civil society, authorities and citizens.

It was also revealed that the development of the Internet makes it possible to more effectively control the state decision-making, to participate in this process, to make the government more transparent: 64.5% of non-profit organizations' representatives are confident that their interaction with the state via the Internet increases the efficiency of government bodies.

At the same time, it was revealed that the development of the Internet network makes it easier to control the subjects of civil society and makes the manipulation technologies more productive. Speaking about the exceptional usefulness of the Internet for the authorities, most officials drew attention to simplify the procedure for regulating, controlling the sphere of civil society and civic engagement. This fact during an expert interview was indicated by 60.0% of government bodies' representatives.

The Network simplifies interdepartmental interaction in solving problematic issues of citizens and other civil society actors. The degree of the authorities' consent was 8.53 points (where one is the minimum degree of agreement, ten is the maximum).

The development of the Internet makes it easier to interact with the state, allowing faster delivery of problem signals, expressing disagreement with the decisions and allowing to draw attention to the 3rd sector problems. According to the population survey, approx. 26% of Network users used the Internet services and websites to interact with authorities. In 2017, they took advantage of the electronic appeal possibility to the authority - 13.6%, commentaries on blogs of officials and deputies - 8.1%, discussions on drafts on official websites - 7.2%, collection of signatures under electronic petitions, appeals to authorities - 6.7% and the like.

In the minds of 28% of Internet users, there is an opinion about the special efficiency of the Internet in solving life problems. Another 36.0% said that there was no dependence on the manner in which appeal to the authorities was submitted. Every fifth

Internet user shares the statement about the special reliability and effectiveness of "traditional communicating ways with the state" (19.9%).

The research demonstrated that the Internet has already become one of the main sources of information, both for citizens and for NGOs and government officials. The Internet has also become a tool for working for government officials and NGOs (e-mail, discussion, information retrieval). Moreover, the Internet is one of the main tools for protecting citizens' rights and interests, demonstrating existing social problems. The large-scale expansion of the Internet, the increased use of its tools allow us to say that in the future its significance will increase in the system of management and functioning of government bodies, the non-profit sector.

Citizens, starting to use the Internet for their domestic needs, will gradually form a request for electronic state and municipal services, a greater degree of openness of the public sphere. As a result, information retrieval, access to state and municipal services, and NGO services is facilitated. The activities of government bodies and NGOs become more transparent, and their activities become more controlled.

With this, the facilitation of communication on the Internet does not allow the authorities to create a monopoly in the information space, to ensure the dominance of only positive information about their activities.

The authorities should begin to perceive civil and political activity on the Internet as the classic off-line activity. Of course, not always expressed intention on the Internet is implemented, but it demonstrates the general position of the citizen.

Authorities need to think about developing convenient services for citizens on the Internet that will not only allow receiving state and municipal services via the Internet, but also influence the decision-making process of the authorities. It can be for example portals for discussing draft normative legal acts, portals "offer an idea", on-line broadcasting of meetings, on-line polls and voting on key issues. Full-scale implementation of open data technology and open government at the regional and local levels is required. This will make the government more open and accessible to citizens.

In the same time, the Internet tools alone cannot solve the problems of the effective interaction of the authorities with the population and NGOs without the authorities' readiness to take into consideration the opinion and interests of the population and NGOs. Moreover, the presence of these Internet tools without proper response to the requests received via them from the population and NGOs increases the apathy and passivity of citizens, reduces trust in the authorities and constructive civic engagement.

Therefore, the creation of these Internet tools should be accompanied with significant changes in the functioning of government bodies, increasing openness, willingness to take into consideration the proposals of citizens and NGOs.

7   Conclusions

Today it is already possible to talk about the positive impact of the Network on the dialogue between different sectors of society. Each of the parties has its advantages from the emergence and spread of the Internet: society get accessibility of services (state, local, non-profit organizations); power get simplification of procedures for regulating and controlling civil society (the ability to monitor sentiments in different

territories, groups). Public receive the availability of government support measures for NGOs and civic initiatives, as well as the popularization of the non-profit organizations themselves. In the Yaroslavl region, the Internet becomes an important communication channel in the intersectoral interaction, which forms a new culture of communication, and a mechanism for consolidation.

The study confirmed the hypothesis that the Internet development facilitates communication with civil society actors (obtaining information and access to power). The development of the Internet also influenced the partnership between various non-profit organizations. In particular, it contributed to the development of cooperation and the establishment of partnerships in solving problematic issues. Almost all participants in the expert survey (representatives of the "third sector") are confident in the positive effect of the Internet on involving citizens in their activities.

However, there is an awareness not only of the opportunities provided by the Internet, but also of threats to security and basic values. This forms a request for regulation of activity on the Internet, which may become a threat to the freedom of civic activism and self-realization.

In this regard, there is a need for further monitoring of not only those aspects of the impact on the Internet that contribute to intersectoral interaction, but also those in which negative aspects are manifested by restricting rights and freedoms, the possibility of influencing the decision-making process of NGOs and citizens.

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