

**IVANENKO Valeriia,**

*Master's degree in specialty 281 «Public Management and Administration» Mykolaiv National Agrarian University*

**ІВАНЕНКО Валерія,**

*магістерка спеціальності 281 «Публічне управління та адміністрування» Миколаївського національного аграрного університету*

*Науковий керівник: Вячеслав КУРЕПІН, кандидат економічних наук, доцент, доцент кафедри методики професійного навчання Миколаївського національного аграрного університету*

## **ADAPTATION OF PUBLIC DISCUSSIONS ONLINE USING ONLINE TOOLS**

### **АДАПТАЦІЯ ПУБЛІЧНИХ ОБГОВОРЕНЬ В ОНЛАЙН-РЕЖИМІ ЗА ДОПОМОГОЮ ОНЛАЙН-ІНСТРУМЕНТІВ**

*Невизначені умови: спочатку пандемія COVID-19, потім повномасштабна війна на території України. Масовий перехід від роботи в спільному просторі (офлайн-заходи) до дистанційної роботи стає чимось більшим. Використання під час проведення публічних обговорень (консультацій) онлайн-інструментів надають додатково значні переваги: отримання зворотного зв'язку; організація особистого обговорення; охоплення ширшої аудиторії за допомогою опитування або соціальних мереж. Саме онлайн-інструменти дозволяють перевести публічні обговорення в онлайн-режим. Перехід відбувається дуже швидко.*

**Ключові слова:** публічні обговорення, дистанційна робота, онлайн-інструменти.

We live in uncertain conditions, first the COVID-19 pandemic, then a full-scale war on the territory of Ukraine. Therefore, the mass transition from working in a shared space (offline events) to remote work is becoming something more [1, P. 63]. The use of online tools during public discussions (consultations) provides additional significant advantages: receiving feedback; organizing a personal discussion; reaching a wider audience through surveys or social networks. It is online tools that allow public discussions to be moved online. And this transition is happening very quickly.

At first glance, public discussion online seems like an extremely difficult task: the use of different platforms, technical difficulties, etc. disrupt meetings. But the difficulties are becoming fewer, because many people have already mastered online tools and technical difficulties are becoming a thing of the past. Public consultations bring together participants to discuss issues, problems, develop policies, and make decisions [2, P. 154].

The online meeting integrates feedback between authorities and citizens, representatives of certain professions, civil society institutions, professional associations, and other groups directly affected by the issue at hand. Using online tools, public consultations can be conducted in a variety of formats and on a variety of topics. This is an online survey, a series of public discussions, etc. Public consultations provide a direct and constructive way to influence the shaping of the issues being discussed, ensuring that the needs of all parties to the conversation are met.

Public online consultations (online tools) help make decisions, navigate public opinion, and strengthen public trust in the government, increasing its transparency and accountability. Conducting such an online event can be effective at the initial stage of problem identification, as such consultations can influence the final version of the approved solution and can help identify risks and costs.

We recognize that there are many creative tools for engaging the public in policymaking online [3, P. 163]. These tools are becoming increasingly accepted and accessible, and methods such as co-creation and idea ranking are becoming more popular among local governments seeking feedback.

As part of the public discussion, there are specific actions that require additional attention in the event of a transition to online mode. It is on them that we will focus our attention.

Event development. Different events during a public discussion (speakers, small group discussions, question and answer sessions) require different types of online space and technical capabilities. The format of the online event depends on the sequence of actions and the choice of platform for engaging participants.

Preparation for the consultation. An important aspect of moving a public discussion online, involving participants, is the means of communication. You are the one who chooses a representative group of people to collectively solve problems in the group. [4, с. 40]. The facilitation team should understand their role, be familiar with the public discussion program and software. Good preparation will ensure you focus on the discussion. A person who is involved in decision-making, when their opinion is heard and included in the consideration of the final decision, is then more inclined to implement managerial decisions.

Facilitating a discussion. The online public consultation mode is full of technical aspects, changes to which during the public discussion may nullify. Both organizers and participants may know almost nothing about online settings or events. For event participants, online facilitation requires additional practice [5, с. 40]. They need to understand online tools: what to click; when they have the opportunity to speak and discuss; and express their suggestions.

Platform data collection and use. Online public discussion mode provides an opportunity for expanded data collection. It is necessary to understand which chats, recordings, and other methods of data collection can be useful for developing certain activities. The most important thing is to know how to collect new data and where it can provide the most valuable information in the context of public consultations.

Therefore, the online public consultation mode requires specific meetings and discussions. When considering using online modes, think about the goals of the consultation, the audience and the team that will work alongside you, as well as the different limitations and challenges of offline and online modes, and whether your goals will be achieved online.

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