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Crowdsourcing In Improving The Efficiency Of Public Administration

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ABSTRACT

In the XXI century, the improvement of governance in the world, the effective organization of the activities of public authorities are becoming increasingly important. As a result of effective and transparent governance in developed countries, we can see that budget funds are spent wisely, the level of corruption is low, bureaucratic barriers are reduced, and the relationship between citizens and government agencies is systematic.

Crowdsourcing is a widely supported platform in the private sector and its security has been widely used in public administration for decades. Assist in overcoming efficiency and problems that can help people use crowdsourcing in other management.

KEYWORDS

Efficiency, Crowdsourcing, Public Administration, Transparency, Accountability, Internet, Government, Corruption, Governance.

INTRODUCTION

The United Nations Development Program and the World Bank evaluate the activities of about 200 countries and their public authorities based on various criteria. There is also a system of proposals for the introduction of new ways to increase the efficiency of public administration. Democratization of public

administration in the world, the introduction of new public administration was first established in the 90s of the twentieth century in the Anglo-Saxon states, but this new system is used and is being implemented in many countries around the world today.

In particular, modern methods of improving the efficiency of public administration are being widely introduced in Uzbekistan. In particular, we can see from 2017 that the authorities will begin to master the elements of crowdsourcing in their activities - a modern way of interacting with citizens. The use of such tools in international practice on the basis of information and communication technologies has a history of more than 20 years. Launched in 2001, the first crowdsourcing project, InnoCentive, is a platform that has been involved in solving 1,420 problems, attracting 250,000 people from almost every country in the world. InnoCentive has about 500,000 top professionals, more than 60% of whom have master's, doctoral or other academic degrees. The unique feedback from them has helped to solve problems in various fields.

This effective method of interaction and interaction of the population and expert communities in Uzbekistan with the decisions, decrees, orders, draft laws adopted by the state is connected with the initiative of President Shavkat Mirziyoyev. President Shavkat Mirziyoyev's speech on the introduction of advanced information technologies in the work of the state apparatus, as well as the active use of social networks by senior civil servants, helped to improve relations between the state and citizens. Nevertheless, the principles of using the concept of crowdsourcing require a systematic analysis at the expert level and formalization in regulatory documents. At present, the systematic introduction of crowdsourcing in public administration is almost non-existent. However, we can see the passive practice of crowdsourcing in the public discussion of several interagency projects,

government programs. It is necessary to implement this international experience, while paying special attention to the development of all elements of e-government in public administration.

In my opinion, for the successful use of this modern technology, it is important to determine the meaning of the word crowdsourcing and its role in improving public administration. It is especially important to assess its advantages and disadvantages in terms of developing a reliable relationship between the government and the population.

Crowdsourcing - ("crowdsourcing, crowd" - a wide range and "sourcing" - the use of resources) in order to solve the problems of innovative production, using information and communication technologies to use the positive abilities, knowledge and experience of a wide range of intellectuals is a form of making. The term was first used by writer Jeff Howe and magazine editor Mark Robinson. One of the important practices in international practice is to constantly address the public on the necessary issues of public administration. In 1714, the British Parliament established an award for developing a reliable method of determining longitude. Although the prize itself was given to John Harrison, the creator of the marine chronometer, half a century later, this example is one of the most famous historical precedents of its kind. The publication of photographs of criminals, the selection and holding of an Olympic emblem, and finally a referendum, even the creation of a new text of the Icelandic Constitution with the help of crowdsourcing, all prove that this is a long-standing practice to engage the general public. In form, crowdsourcing is similar to outsourcing. If such activity in outsourcing is

carried out by professional executors outside the company at the expense of a certain salary, crowdsourcing usually does not provide for the idea expressed in the assignment, payment for the project or only the most prestigious proposals can be rewarded. In this case, the task is performed by amateurs and professionals who are willing to spend their free time on a particular research or development, not for a fee.

The use of information and communication technologies, the implementation of projects on specialized sites on the Internet are the basis of modern crowdsourcing models. This significantly expands the target range of participants, increasing work efficiency.

A project that is traditionally entrusted to its own staff or a narrow circle of experts will become a form of innovation if it is introduced in the form of an open appeal to the general public of Internet users for suggestions and feedback.

The most popular and useful crowdsourcing project today is Wikipedia, which contains more than 55 million articles in 309 languages¹, including more than 140,471,000 articles in Uzbek and 62,907 articles by volunteers.

Depending on the expected outcome (searching for ideas, searching for executors, or getting the finished product), there are three areas of interaction with the open network community: crowdstorm, crowdcasting, and crowd production.

An important and very popular aspect of the use of crowdsourcing in developed countries is the public discussion of draft laws, management decisions and the development of strategic programs of local government.

This practice is used in the preparation of draft laws of the Republic of Uzbekistan and is widely discussed on the Internet. For example, the draft Action Strategy for the development of the Republic of Uzbekistan, the law on the formation and amendment of annual state programs, amendments, draft resolutions were held on official and unofficial platforms.

- However, contacting the public may not guarantee a definitive solution to the problem, but in some cases finding it increases the likelihood. Like any technology, crowdsourcing has its drawbacks and limitations that need to be taken into account. The implementation of crowdsourcing projects is based on involving a wide range of participants in the debate, who should spend their time and generate ideas and suggestions to participate in public discussions. In this regard, the task of motivating project participants arises. Traditionally, several methods of motivation are used:
- Personal interest in solving the problem or its great social significance, the ability to access valuable information for users;
- Opportunity for self-awareness, articulation of ideas and goals that are of particular interest to creative and active people;
- Financial incentives.

Self-interest is inherent in public debate initiated by the authorities. There may also be public expertise of regulatory documents or projects planned to be implemented with the support of the authorities (e.g. area development plans, construction of parking

lots, etc.). The Russian experience shows that citizens are very active in discussing bills that directly affect their interests (for example, the law on fishing), as well as regulations aimed at combating corruption and improving the functioning of the state apparatus.

Basically, the experience of implementing crowdsourcing projects in developed countries provides another type of personal motivation for participants in innovative projects: recording the rewards received for successful solutions to personal problems, good advantages and attracting the attention of employers.

Official websites on the Internet and social media projects aimed at strengthening the interaction of the government with citizens on urban planning and beautification cause very active discussions among the population, as they directly affect the interests of the population. This process provides an opportunity to participate in improving the functioning of government. These include public discussion of urban planning programs of each territorial unit, draft laws, public opinion, responses, as well as "Tashkent Roads", "Our City", "Tashkent Development Program" and other projects supported by the city and regional administrations. The Internet offers a new opportunity - open public control over the activities of the city government to address existing problems, which significantly increases the responsibility of officials.

Encouraging participation in crowdsourcing projects is a traditional incentive, especially for commercial projects. For example, by May 2020, \$ 35 million had been paid for relevant feedback on projects implemented on InnoCentive.

Note that the revenue from the implementation of proposals received in crowdsourcing projects often exceeds the amount to be paid. In particular, the Canadian company Coldcorp paid a premium of \$ 575,000 for the analysis of geological prospecting data, which resulted in the discovery of 110 gold deposits worth more than \$ 3 billion.

In the process of mass search for innovations, it is necessary to ensure the allocation of resources and identify ways to solve another important problem specific to crowdsourcing: there is a need to organize the analytical processing of a large number of incoming proposals. An underestimation of this problem can lead to a real failure of the project. This is exactly what happened in September 2007 when the New Zealand government was discussing an online police law.

Crowdsourcing on electronic platforms designed for interaction between citizens and government agencies (for example, on the above-mentioned Internet portals developed with the support of Berlin, Tokyo, London, Moscow City or Tatarstan authorities) is a very clear incentive to take concrete action on issues raised by citizens. . The level of application of information and communication technologies in the activities of government agencies allows combining such services with electronic document management systems, which helps to organize a rapid interoperability and clear interagency control over responses to citizens' requests.

It also builds the ability of officials to respond quickly to citizens' applications and suggestions. This allows those responsible for budget planning to record some unknown,

necessary issues. At the same time, broad public support with the participation of the media will help to correct existing plans and resolve the problem more quickly.

It is not necessary to create special platforms in the early stages of implementing one-time projects or introducing tools for public discussion. It is more convenient and more effective to turn to professional intermediaries in the field of crowdsourcing - "knowledge brokers". Intermediary companies use proven technologies to organize and encourage public discussion, build a knowledge base, evaluate and sort incoming proposals.

Crowdsourcing projects are often criticized for lack of consistency, which is the result of appealing to a mass of unorganized and unnecessary performers in practice. However, here, too, there are opportunities to achieve specific goals, to introduce special techniques to resolve conflicts between members of society. For example, during the public discussion of the Law on Education, which was held on a specially designed website with the help of Wikivote, and the Social Opinion Foundation took additional measures to collectively design the articles of the law and create a single final document. Participants were given the opportunity to create individual versions of small semantic blocks, from which articles, chapters, and the entire text of the law were collected. The personalized blocks were discussed and evaluated on the site and included in the final version of the revised bill based on these assessments.

Social networks can be called one of the most dynamic information systems today. In particular, it provides a number of additional advantages in the crowdsourcing process.

Social networks allow for faster dissemination of information, identify many participants in the discussion and draw additional conclusions on this basis. For example, it helps to formulate development programs for remote areas, to receive proposals from experts in the field, as well as representatives of the region, and to identify target groups of consumers of goods and services in certain regions based on the geographical location of the authors.

It should be noted that crowdsourcing should not limit its scope to ensure the openness of the discussion. True, this will result in a large flow of unnecessary feedback, but it is also clear that solutions to the problem will be shown. This excludes issues that contain trade or state secrets, including classified information.

The popularity of e-services among the population and the activity of discussion participants on Internet sites create another simple but very important basis - ease of participation. In order to make it easy for people to volunteer for socially useful activities, they should be able to make suggestions without difficulty on their computer or phone without leaving their home. Crowdsourcing technologies may not be helpful if you have to go through complicated procedures to write a review or complaint. At the same time, all this encourages the transition of the Internet to the real sector of social life.

In this regard, a direct transition to representative democracy is possible by realizing modern communication opportunities to create mechanisms for public relations. The next step is to increase the social activity of all branches of government: the

legislature, the executive and the judiciary, by taking e-government to a new level.

Active introduction of modern information and communication technologies in the activities of public administration is becoming one of the important areas for improving the efficiency of their activities. At present, there are attempts to create specialized social networks to provide intellectual support and improve the quality of management decisions. We believe that such technologies of interaction with the active audience on the Internet are compatible with the work of bodies such as the Public Chamber at the regional level.

At the same time, it is necessary to use all sorts of ways to stimulate participants in collective intellectual activity in all areas. In particular, it is possible to organize regular meetings of the authors of the most interesting proposals with the leadership of the relevant agencies, and thus create the necessary conditions for the creation of a system of "social elevators". The proposed measures will allow directing youth activism to a channel of constructive interaction with the authorities, which is of interest to all parties.

In conclusion, it can be said that in developed countries today, crowdsourcing is called "innovation for the user". Therefore, the widespread use of crowdsourcing technologies to increase the efficiency of public administration in Uzbekistan also has the following advantages:

- Access to knowledge, skills and talents of professionals in the country, region and even around the world;
- The ability to assign a job to one person to a very large group of people;

- To have the necessary ideas, innovations and other important ideas at almost no cost, and so on.

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