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APPLICATION OF MODERN TECHNOLOGIES (ACTIVE CITIZEN) IN THE FIELD OF POPULATION SURVEYS

***Аннотация:** в современных условиях для развития гражданского общества необходима современная система опроса населения о проблемах и путях их решений. В статье рассмотрено приложение «Активный гражданин», разработанное по инициативе Правительства Москвы.*

***Ключевые слова:** современные технологии, городское управление, опрос населения, информационная безопасность.*

***Abstract:** in the modern world, in order to support civil society, a modern system of collecting opinions of the population about the issues and methods of their solution is necessary. The paper describes Active Citizen, a mobile application developed through the sponsorship of the government of Moscow.*

***Keywords:** modern technologies, urban management, population survey, information security.*

The development of modern technologies has reached a high enough level that most of the population of the country has access to them and could use them, but it requires huge financial investments and cannot yet be implemented in practice (within the state), but within a certain city it is possible. At the initiative of the government of Moscow, the Department of information technology has developed a system of

electronic surveys, launched on May 21, 2014. The purpose of this project is to address the city's current problems and issues relating to its residents. For participating and expressing your opinion on this platform, bonus points are awarded, which can be spent on a free trip to the theater, museum, a t-shirt or a badge.

This application can be installed either on your computer or on your phone. At the moment, the application *Active Citizen* is used by about 2.5 million people, in the course of the five years of its work about 3000 solutions have been implemented. However, this system involves not only voting, but also expressing people's own opinions about the problem. If in May 2014 the project started in a simple format – the discussion of issues began with a citywide poll available to all registered participants, then in a few months it became possible to discuss point questions targeted at a specific group of residents (by place of residence, age, sex, marital status, etc.). A certain system of targeting allows to improve the polls conducted by the government of Moscow.

The security of the project is one of its most important components, constantly improving ways to protect information; the users should be sure that their answers to questions remain confidential. In order to keep up with the development of technology, the service is regularly updated for new versions of smartphones. Surveys are not conducted on non-important issues. Citizens can not directly propose surveys, but can send them to the website of the *Russian Public Initiative* at the level of the municipality or the sub-federal entity. According to Sberbank Corporate University, the *Active Citizen* has had a huge impact on the 'creative class', people who are the main electorate of the opposition, having learned about this platform, they changed their minds in the election of the mayor of Moscow. In September 2014, cooperation between *Active Citizen* and *Lisa Alert* volunteer search and rescue team began, together they posted information on the website concerning missing people in the forests, which helped to find them faster. This example demonstrates how information technology allows you to quickly transfer information that can help a huge number of people. The economic benefit of this project is huge, because all voting takes place electronically, the state does not need to spend money on questionnaires, the cost of which

ranges from 100 to 500 rubles per piece, the electronic version of the vote saves about 10 billion rubles. To date, the project has obvious advantages: a huge number of participants, the ability to conduct targeted surveys, their low cost, modern and convenient form, huge savings in resources, the efficiency of identifying the views of citizens on social issues of the city. At the moment, this is the most innovative development in the field of population surveys of the country.

It should be noted that in addition to voting on various issues, in the *Active Citizen* program there is also an assessment of already made projects or an assessment of citizens in the priority of the Moscow Government, that is, citizens themselves determine the direction of the city's policy on a variety of issues and the timing of when these issues should be resolved. Registration on the platform is carried out with any Russian SIM card. At the moment, the city government is studying the possibility of holding public hearings on the basis of the *Active Citizen* program; the voting progress on the platform is not displayed in real time, and the results are published when processed – as a percentage of the number of voters. The program provides gamification, filling out the profile of the citizen, which is connected to the website of the portal of city services, which allows you to create point questions to specific segments of the population of the city and more accurately collect statistics on votes. Today, the possibility of voting and resolving issues in their area of residence has been developed. This program is called *My District*. The main objective of this program is to create comfortable living conditions in different parts of Moscow, taking into account the views of their residents. It is assumed that the infrastructure of the city will be significantly improved, there will be more parks, clinics, hospitals and libraries. The results of these programs can already be seen on the streets of Moscow.

Project awards: 2018 Blockchain economy – Winner in the nomination Best digital practice of blockchain application in social projects. 2017 Prometheus – Winner in the nomination State and power. 2016 Digital Communication Awards – Winner in the category Mobile applications. 2015 Digital Communication Awards – Winner in the category Mobile applications.

SABRE Awards EMEA – Winner in the category Projects for government agencies. Best m-Government Service Award – Winner in the category Social sphere as the best foreign application.

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