

# ECONOMIC SCIENCES

## EFFICIENCY OF INFORMATION POLICY IN UKRAINE

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**Introductions.** The rapid development of computer technologies and the global nature of mass communication systems testify to the growing role of the information component in ensuring national security. Information has become a strategic national resource, the protection of the economic interests of citizens, businesses and the state depends on the level of its security. The urgency of the issue of ensuring an effective information policy has increased since the deployment of the hybrid aggression of the Russian Federation against Ukraine. Information warfare preceded a full-scale invasion and continues today. Therefore, the need to increase the effectiveness of information policy in the context of ensuring the national security of Ukraine is undeniable.

**Aim.** The purpose of the work is to update the importance of information policy and determine the level of its effectiveness.

**Materials and methods.** The problems of the formation and implementation of information policy are revealed in the works of such scientists as Bryzhko V., Ivanchenko Y., Kalashniuk E., Lun Yu., Krap A., Ovsyuk M., Savych A., Tverdokhlib O. and others. At the same time, determining the effectiveness of information policy to ensure Ukraine's national security requires further research.

**Results and discussion.** An effective information policy should ensure the protection of the interests of citizens, businesses and the state in the information space, contribute to the development of informational stability of society, counteract

possible risks and threats, oppose the aggressor in an information war, etc. [1]. To date, there is no clearly established methodology that would allow assessing the effectiveness of the state information policy. At the same time, world rankings have been developed that allow analyzing its level: Press Freedom Index, Social Progress Index, EGDI, Global Innovation Index [2].

In the rating "Press Freedom Index 2021" of the international human rights organization RSF Ukraine took 97th place out of 180 possible, which is one position lower than last year. The situation in Ukraine in the RSF is characterized as "problematic". The loss of position in the ranking was due to the COVID-19 pandemic. The RSF's Institute of Mass Information (IMI) reports more than 170 cases of violence against media workers last year. For comparison, Germany dropped 2 places in the ranking and took 13th place. In 2020, there were at least 65 cases of violence against journalists in Germany. The first four places were taken by Norway, Finland, Sweden and Denmark [3].

It should be noted that at the beginning of May 2022, the "Press Freedom Index 2022" was published, according to which Ukraine fell 9 positions and took 106th place. This year's report highlights the catastrophic information chaos in the unregulated global online information space, where fake news and propaganda are spread. The international human rights organization RSF links the decrease in Ukraine's rating directly to the military aggression of the Russian Federation, noting such factors as dangerous conditions for the media, a high level of censorship in the occupied territories and mass disinformation [3].

According to the level of social development in 2021, Ukraine took 48th place, rising 15 positions among 163 countries with an index of 73.38 points, against 66.97 in 2019. In 2020, mainly due to the pandemic, the deterioration of access to necessary health services and the burden on health care systems, the number of countries that are among the countries with very high quality of life, high quality of life and moderately high quality of life-decreased from 104 to 71 [4].

In 2020, Ukraine ranked 69th in the ranking of countries with the most developed e-government, rising by 13 positions compared to 2018. The E-

Government Survey 2020 study shows that Ukraine is one of the countries with a high level of development [5]. The growth of Ukraine's rating was significantly influenced by the creation of the "Action" application. Countries such as Denmark, South Korea, Estonia and Finland top the rankings.

Taking into account the above, it is legitimate to note that Ukraine has positive dynamics in terms of increasing the level of effectiveness of the state information policy.

**Conclusions.** Taking into account the importance of information policy of Ukraine in modern conditions, we see the need to develop strategic directions of information policy in the aspect of forming an information environment resistant to external and internal risks and threats.

### References

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