PUBLIC ADMINISTRATION IN DIGITAL ERA ETHICAL PERSPECTIVE

Mr.M.Shrenik MA,NET,SET
Assistant Professor in Public Administration, Dr B.R.Ambedkar Degree College,Baghlingampally.

Abstract
The ability to use and develop certain periods of societal skills of using and developing information and communication technologies greatly influences the fate and uses of these technologies in the economic, political, social and cultural spheres of society in the developmental and democratic indices of the world. Today, institutions need important information and data to maintain an efficient and productive life. Likewise, digitalization of information and data reveals new management understandings. Organizations are changing organizational structures and using hierarchical structures more flexibly and more efficiently effectively. However, the benefits of data and information are increasing in different fields, of which many social and cultural catastrophes can also follow. In this context, inequality in societyis caused by the mutilation of privacy and trust in the Digital era, virtual action loses and rise of ethical issues. The inability to develop appropriate ethical principles for the virtual society deepens the effect of these problems on society. This paper portrays ethical perspectives of public administration in the Digital age are positively and negatively related to the situation.

Keywords: Digital Technology, Digital Era, Information Society, Ethics, Public Administration Ethic.

Introduction

With the adaption to the information society in the globalization process, ICT have become life-determining. Today, everyone spend most of their time in digital tools like computers, smartphones, tablets, virtual spaces,etc. The products of the digital era have made the individual do their work through the screen, communicate and disseminate in virtual society. Problems, relationships, and even family life in the workplace are carried out via email, Twitter, Facebook, Instagram, Youtube, or other social networks. Digital developments that have increased their impact in every field have also brought about radical changes in the functioning and understanding of public administration.

In the digital age, which is defined as a new phase in which the collected data and processed information can be stored in databases for years; institutions need a significant amount of data and information to maintain an efficient and productive life. The possibilities of communication technologies and innovations in internet technology affect the corporate structure in every aspect.The activities in public administration are carried over the electronic environment, making it possible to use administrative services and practices directly and without intermediaries in the public domain. States are evolving towards a Neo Management style based on efficient, efficient, and transparency based on the transfer of citizen-oriented services to the electronic environment.

Public administration mechanism; activities are carried out through public officials, while the main purpose is public benefit. Those who benefit from public services expect public serviceofficers to act within the framework of honesty, transparency and moral principles and to manage public resources fairly. Undoubtedly, ethical values play an important role in the efficient and efficient delivery of public services. Although ethics is defined as individual and social moral values, it is also referred to as acting according to professional principles and values. In this framework, ethical principles and

codes ensure that public servants performing the service act impartially, objectively and honestly. The most important effect of the digital age in today's societies is that State can be control more than before

Ethics Concept

Ethical and ethical values are not new concepts. As the origin of the word, the word 'Ethos' which means custom, or 'Ethikos', which means character, principle, human behaviour, in Greek. Philosophers such as Socrates, Plato and Aristotle have put forward various views on ethics.

Platonic ethics states that "the good" is born of knowledge and "evil" is born of lack of knowledge. In other words, finding the nature of the good life is a purely intellectual task, something akin to the discovery of mathematical truth. Man regards the phenomenon of ethics as 'self-centered' in a way that emphasizes himself. Ethics is traditionally divided into three main areas in analytical philosophy: 'Meta-ethics, normative ethics and applied ethics'.

In the new period, which is described as the "modern" where the old was abandoned, ethical problems began to emerge with the introduction of technological and scientific innovations by moving out of ethical life. The moral elements that emerge both in the individual and social dimensions of human life are also the problems of ethics..

When ethics is analyzed in terms of values, it emerges as either the values that arise in the relationship of the individual with other individuals or the values determined in the relationship of the individual with the state. The concept of public ethics generally refers to the understanding of ethics and the system of ethical values in public service; it includes the principles and rules that public officials will comply within the framework of such an understanding and values in decision making and administrative processes while performing public service. Managerial ethics in general, integrity in management, trust, integrity, respect, etc. and its purpose is to apply these issues from manager to staff to everyone in the organization. While ethics in public administration is defined as a set of moral principles and values such as accountability, honesty, social name, objectivity, transparency, and public interest, which public administrators must comply with in their decisions while conducting public services; The management that adopts these principles and values and implements them in their decisions and transactions is called "ethical management.

Ethical Behaviour in the Presentation of Public Services

Many reasons emphasize ethical behavior in public services. The most important of these are the 'Globalization' and the new management models emerging due to the understanding of public administration and the 'Digital Age', which is based on the development of information technology.

1. Globalization

Globalization, which is used to express the changes in almost every field from economy to politics, from politics to culture, from science to technology, is the fact that our world turns into a universal village as a result of the events occurring at one point affecting events at other points and the social relations that are affected by these events intensify global wide. The change and transformation in the world with globalization results in public administrations being more sensitive to the demands of the societies and offering their services with a new understanding of public service.

In a world where globalization is rapidly advancing and economic boundaries have disappeared, rapid developments in information and communication technologies have increased the economic gap between developed underdeveloped countries .With the globalization, while the prosperity levels increased throughout the world, in parallel with this increase, the socio- economic structures of societies also collapsed. When the causes of the collapses in the political, social and economic structure that feed the global crises are questioned, it is seen that the resulting reason is corruption in the adoption and application of universal moral values. Both the corporates and the governments of the economic crises that started in the USA with the globalization and affected the whole world have triggered them to renew themselves in terms of ethical codes and to be more transparent to the society. In parallel with the increasing technological developments, due to the increase in corruption day by day with the events causing social crises in societies such as income injustices and political corruption; In the national and international arena, it has come to the agenda to question the functioning of the institutions, and to put into practice the rules called "ethical code" when the laws are insufficient.

2. Developments in Public Administration Approach

Especially with the new public administration (NPA), which started in the 1970s and became the priority of many countries in a short time, and 'good governance' based on participation since the 1990s, instead of the traditional public administration approach, it is far from transparent, strict bureaucratic procedures, able to compete and compete. A new management approach has come to the before as a management style based on performance management. In this regard, public administrations form policies in cooperation with different social actors, attach importance to local management, participate and be accountable, have a sensitive and flexible organizational structure, are sensitive about ethics and corruption issues, are transparent and open, and are not content with the sharing and processes which tend to shift towards the structures that take into account the performance, are sensitive to the demands and expectations of the client, and use the information and communication technologies to the maximum extent in service planning and delivery. Public administrations try to realize ICT - based on performance and participation through electronic or digital programs.

3. Digital Information

The third important development that emphasizes ethical behavior in the world is digital developments that increase information technology and accordingly internet use. Information technology, which has emerged as a product of the use of electronic (microchip) single technologies as a result of the studies carried out in the space field in the USA since the 1960s, has started a new era. In this period, which started the globalization process simultaneously, the rapid development of information and technology in the world, which is integrated with the developments in communication and transportation technologies, affects the management approaches of the countries, economic, social and cultural life. With this multifaceted change, the importance of information has increased within the framework of modern management approaches. As a system that will make the information available at any time, the realization of the electronic management approach, interpretation and systematization of the existing information has become a necessity. Institutions, Youtube, Instagram, Facebook, Twitter, Blogs and other online platforms can increase the number of customers and their profit margins many times by organizing content based on customer satisfaction. The growth of the Internet, e-mail and the Web has enabled not only computer technology business systems to affect not only the back-office processes but also the development of relations between government agencies and civil society.

Ethical Relations in the Virtual Society

The communication of people with digital technologies, it has come to a position that surprisingly changes the lives of billions of people. It started with the use of the first electronic computers developed in the 1940s in 1946 for military purposes. Computers were originally used to decode Britons' encrypted messages. With the birth of the microprocessor after the 1960s, the new era was entering with the internet, which was used only in The emergence of the internet and electronic commerce has caused different importance to be attached to ethical issues in digital information. Thanks to digital technologies, the collection, processing, integration and distribution of information has become easier than ever and has raised new concerns about the protection of privacy and intellectual property rights. How to ensure accountability, obligation and control relations for society at every stage of digital life appears to be an important problem.

It became difficulty of combating virtual terrorism and illegal broadcasts, credit card fraud, copyright and privacy violations, as well as future virtual terrorist wars, it becomes difficult to get a short distance in this regard. Because it is not possible to say that the electronic infrastructure and formations created by the states by using advanced technologies have been fully developed with rules and behavior models. Technology, which cannot be regulated and limited by law, causes physical and mental disruption in the life of the individual; It has been frequently emphasized recently that it can also disrupt social peace and integrity.

As the various forms of relationships between people and institutions are carried out through acts of art, new ethical issues arise in the context of human rights. Failure to develop appropriate ethical principles for virtual society is an important problem. This has the potential to severely disrupt the process of democratic dialogues and erode trust in relationships. Public view and control of the public, especially in the human rights dimension, can often go beyond the violation of moral dimensions. Beyond the short benefits provided by the realization of the security problems experienced after the war and migration phenomena, the traumas caused by the society keep the ethical and social dimension of digital life on the agenda.

Accountability and control

Accountability can be explained as the need to take responsibility against the relevant people regarding the use of their powers and responsibilities in an institution, to act in this direction, taking into account criticism and demands, and to take responsibility upon failure.

Accountability also includes establishing trust and directing in the state-citizen relationship. Accountability is also accountability, openness, transparency, participation and compliance. When the operation of the system is considered from an ethical perspective, it is also considered as measures regarding who will be responsible for the envisaged or faced threats regarding the provision of personal privacy and protection of property rights.

Life quality

In addition to important contributions to information life, information technologies also have negative effects on individual and social ethics. Quality emerges depending on the balance to be established between these two. If this balance cannot be maintained, we will come across as completely unknown, who will hold us responsible for bad results. Unless we can maintain the balance between center-environment, family, work, addiction, and vulnerability, negative social consequences will be inevitable.

With the developing technology, surveillance methods, and areas of the modern world have also been expanding. Over the past years, terms such as "virtual reality", "cyberspace", "online" have started to represent a type of communication outside the world, which is determined by the geographical and institutional boundaries we live in. As a result of our joint use of network- based technologies, we have created a connection experience that includes many things that are real, simulated and expanded in various ways. AIs an avatar in our lives, it enables a program like "second life" to enter into our lives, with which we can perform all kinds of activities by representing different online simulations. People use street media, hackers, Fawkes masked people on the common platform using social media tools; "Digital activism" is carried out for public benefits, such as raising money for cancer patients and earthquake victims . Contemporary network-based media use, identity s between foresees determine the identity and to reinforce rather than a continuous change

Public Ethics in the Digital Age
Two factors govern and influence the behavior of public officials externally and internally in the execution of public services: One is the law and the other is the ethical values. While the law externally determines and controls the behavior of public officials; ethical values manage and control behavior internally.

Laws and rules that play a role in determining behavior from outside force public officials to act in the public interest. From this point of view, public administration ethics means that public employees conduct all kinds of behaviors according to laws, ethical codes and various rules.

When considered as the internal determinant of the behavior of public officials, public administration ethics means that public officials perform their actions based on individual moral values . In this context, 'ethical committees' were established by law in our country in 2004.

Public officials are signed with a 'public officials ethics agreement' that they will act ethically. Public officials will work on behalf of the public, for the public benefit and in the company of public authorities. Nevertheless, these developments do not eliminate the problem of the applicability of ethical and ethical values in institutions. Unethical behavior continues and is put to logic.

Since public services are accepted as activities that meet the public interest, they are in parallel with the transformation, the quality and effectiveness principle, citizenship principle, participation, and transparency (openness) principles should be taken into consideration.

Because ethics plays an important role in creating trust in governments and its institutions as an important balance factor against arbitrary uses in public power . The main problems of public administration in many countries around the world are bad governance, unqualified workforce, inefficient use of resources, misconduct, corruption, corruption, etc. negativities are included. These problems not only disrupt the public financial system in a country but also cause many problems in individual, household, society and government relations. As the unethical behaviors such as corruption and favoritism in the field of management begin to emerge in the public and pose serious problems, the concepts of public ethics or administrative ethics are among the topics that are emphasized. Public ethics concerns not only the undeveloped or developing country administrations, but also the developed countries, and with the new management approaches, ethical comprehensive, reorganization efforts are undertaken. Today, ethical principles are written in legislation and ethical codes and systematized by binding to sanctions.

Conclusion

In the last century, advances in globalization and information and communication technologies and developments in the public administration approaches of the states have been interconnected, which have significantly affected our globe. With the transition from the industrial society to the information society, technological developments have started to determine the world agenda.

Technology has accelerated life increases expectations in services. The new public management approach is the reflection of these expectations to the public with the business management logic. In order to meet the expectations in service requests, the state turned towards electronic services. Many services that can be done in public institutions are tried to be provided in a faster, quality and up-to-date fashion.

References

1. New Horizons of Public Administration- Mohit Bhatacharya (Seventh Edition)
2. Ethics in Governance: Resolution of Dilemmas-Mohan Kanda
3. Stanford Encyclopedia of Philosophy.
4. https://blogs.worldbank.org/opendata/ethics-digital-world-where-we-are-now-and-whats-next.