

PHILOSOPHY

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Trends in virtualization of public institutions and transformation of public relations

The bases of virtualization of public institutions and transformation of public relations are considered. Important current trends, existing approaches and virtualization tools are analyzed. The benefits of virtualization for public institutions are presented, such as increased productivity, reduced costs, and more efficient use of resources. However, the possible risks and limitations of the use of virtualization in public institutions are also discussed, related not only to security, confidentiality and data availability, but also to possible value contradictions. It is concluded that the virtualization of public institutions can be a promising and effective solution, but more research is needed and the development of appropriate legal and technical mechanisms to ensure the security and confidentiality of information.

Key words: virtual reality, digitalization of society, virtualistics, constant reality, virtual communities, social networks, virtualization of society, cyberspace.

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