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HOW CAN AI MAKE GOVERNMENTS MORE TRANSPARENT, EFFICIENT AND HUMAN-ORIENTED?

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Abstract: This article explores the transformative potential of Artificial Intelligence (AI) in enhancing transparency, efficiency, and human orientation within modern governance systems. It examines how AI-driven tools can significantly improve public access to government data, enable real-time reporting, and strengthen fraud detection, thereby fostering greater transparency. The discussion further highlights AI's role in increasing governmental efficiency through process automation, predictive analytics, decision support systems, and optimized resource management. Additionally, the article emphasizes the importance of human-centered governance by analyzing how AI can personalize public services, improve accessibility for individuals with disabilities, and support citizen-focused digital design and feedback mechanisms.

Key words: artificial intelligence, public administration, transparency, efficiency, human-orientation, ADS, accountability, AI-driven chatbots

Introduction

In technological era, AI has revolutionized so significantly that it has totally transformed the way we live in terms of every aspect, and turned into the most integral part of our lifestyles, in particular, for public administration. In today's developed and interconnected world, transparency, efficiency and human orientation in governance are vital for building trust between governments and citizens. The implementation of artificial intelligence (AI) into government services offers a promising solution to enhance these principles. AI includes technologies like machine learning and natural language processing, which enable governments to process extensive datasets, automate repetitive tasks, and enhance their decision-making processes. By utilizing AI, governments can optimize their operations, improve the delivery of services, and enable real-time tracking of activities, thereby making information more readily available to the public.

AI for Transparency

It is clear that, transparency is one of the integral skeletons of developed authority, which fosters accountability. The integration of AI in government operations offers considerable opportunities to improve this side and achieve close-knit connection with the public, as only the time when people witness the fairness and openness, they more tend to believe their governmental representatives. Automated Decision-making Systems (ADS), for example, can assist government agencies with tasks like tax assessments and student financing. Given that these areas significantly impact citizens, it is crucial for these partially automated systems to be transparent about their reasoning processes and to provide clear explanations for their decisions. As an example, the audits based on AI are being applied to track the government expenditures to make sure that they spend money wisely. With the help of AI, it is possible to detect anomalies

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in financial activities and single out the possible cases of corruption or waste, and internal government research and auditing were made much simpler (Narayan, 2021). Moreover, AI systems have the capability to create community dashboards that display real-time information on government spending, the impact of policies, and the provision of services to the public. One more sphere which demands accountability is education. Thanks to the internet, technologies and artificial intelligence, in both higher education and schools, online platform is responsible for marking system in order to eliminate human interference. This approach contributes to better education system, by stopping the cases of corruption between student and teacher in exam periods, as a result making students and pupils study harder.

AI for Efficiency

Additionally, AI plays a significant role in enhancing government efficiency across various domains. It can lead to significant improvements in effectiveness. For instance, AI-driven chatbots can handle routine inquiries from citizens, allowing public servants to focus on more complex responsibilities. Besides, decision-making tools powered by artificial intelligence can aid governments in making informed, data-driven choices by analyzing large datasets and identifying trends. This capability can lead to improved accuracy and efficiency in governmental decision-making. AI technology is in multiple applications, some of these applications include agriculture, financial services, health care, pandemic response, national security, science, transportation, and weather forecasting (NAII, 2022). State governments are interested in how to improve public service delivery by using AI, including emergency response and health care. Local governments are considering AI to deal with urbanization issues and solve complex problems including building social economy, fighting crime, and delivering public services (Yigitcanlar, 2021). Another area where AI is currently been used is to strengthen national security and defense (DoD.gov, 2018). The nations are using AI to improve national security strategies. The ability of AI to recognize patterns, learn from previous information collected, analyze data, and improve prediction are all helping to protect borders and cyberspace, and safeguard citizens. Cities are researching methods for improving urban conditions through innovative AI algorithms, sensors, and other electronics that create a network that interacts with citizens, businesses, and public agencies (Kankanhalli,2019). Local governments deal with continuous population fluctuations, demand for additional housing and improving current housing conditions, public services (e.g., water, sewer, electricity, emergency response, police, and others), and safety and crime (Yigitcanlar, 2021). Each has potential AI applications. Furthermore, artificial intelligence is really helpful when t comes to automate repetitive and time-consuming tasks, such as data entry, responding to frequently asked questions. And in law enforcement, AI technologies can aid in forecasting criminal activity, optimizing resource distribution, and even using facial recognition to identify suspects. These all are the main factors which can lead to governance efficiency.

AI for human-orientation

AI has become such an unparalleled tool that it has given a chance to tailor everything to ourselves, whether it is education, healthcare, business and so on. With a help of it, nowadays, individuals can do everything in their paces. Artificial Intelligence (AI) has brought major changes to many fields, and its influence on education—especially in the area of personalized

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learning—is becoming increasingly important. By rejecting one-fits-all approach, personalized learning concentrates on accommodating each student's specific needs, learning styles, and abilities so they can achieve better academic results. They can ask any question on any topic from it as a teacher to grasp a certain concept or knowledge. AI technologies have the capacity to reshape traditional teaching methods by offering adaptive and individualized learning experiences that improve motivation, learning speed, and overall educational quality. AI enhances personalized learning by delivering content that adapts to each learner, allowing students to progress at a pace that suits their strengths and areas for improvement. Intelligent tutoring systems, for example, give students real-time feedback, explanations, and guidance, helping them develop deeper understanding and stronger engagement.

In terms of healthcare, the influence of AI is rapidly transforming the field, particularly in the area of personalized medical services. In the age of precision medicine, tailoring treatment to the specific characteristics of each patient is crucial for improving health outcomes. This chapter examines how artificial intelligence supports this shift by analyzing extensive medical data to uncover significant patterns and trends in patient health. By integrating machine learning models with information such as lifestyle factors, medical records, and genetic data, AI helps create individualized treatment plans. Considering that patients often respond differently to the same therapy, this approach not only enhances the effectiveness of treatments but also minimizes harmful side effects.

If we glance, tourism is also one of the most crucial sectors that needs AI technologies. The tourism industry is a sector that heavily relies on delivering satisfying customer experiences, where personalized services and relevance to individual preferences are critical to success (Monteiro, 2023). With technological progress, especially in artificial intelligence, the ability to offer more tailored experiences has increased, greatly changing the way customers engage with tourism service providers. Personalization in the tourism industry typically involves offering services tailored to the unique needs and preferences of each customer, from destination recommendations to accommodations and more immersive travel experiences. Previous research indicates that personalized experiences can enhance customer satisfaction, loyalty, and potential revenue growth for companies (Casaca & Miguel, 2024). AI technology offers innovative solutions that can deliver more relevant and tailored experiences. By looking through the opinion of tourists, people can identify what their recommendations and needs are.

Conclusion

In conclusion, AI offers powerful opportunities to strengthen transparency, efficiency, and human orientation in governance. By improving data access, real-time reporting, fraud detection, and citizen engagement, AI can make government operations more open and accountable. At the same time, automation, predictive analytics, and smarter resource management enhance the overall effectiveness of public services. Finally, AI supports more personalized, accessible, and citizen-centered solutions, ensuring that government systems better reflect the needs of society.
Moving forward, it is essential for policymakers and researchers to promote responsible and innovative AI adoption to build governance systems that are transparent, efficient, and truly human-focused.

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