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Harnessing Disruptive Technologies: Influence on Social Awareness of Government Initiatives

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***Abstract*— In an age of rapid technological breakthroughs and shifting governance paradigms, the accessibility and success of government operations rely primarily on communication strategies that bridge the gap between administrative institutions and the populations they serve. Young India has higher expectations, and the government must respond by modernizing public service delivery, especially in health, education, government records, and other social benefits.**

Understanding the dynamics of how individuals desire to access these initiatives, as well as the factors that motivate or discourage participation, has become critical as governments throughout the world continue to implement new laws, programmes, and services to address a wide range of societal needs.

The purpose of this research is to investigate the preferred mode of getting information about government initiatives. It also aims to explore the reasons that encourage and discourage the use of disruptive technology in the context of raising public awareness about government initiatives.

Based on the conceptual framework, objectives and hypotheses were generated In order to ensure representation across demographics, a questionnaire was used to collect quantitative data from a representative sample of people through structured surveys for this research study. The creation of a structured questionnaire was directed by the study objectives. Inquiries concerning demographics, awareness of government initiatives, and preferred modes of getting information about government initiatives and reasons that encourage and discourage individuals through digital platforms are also included. The data was collected using simple random sampling method. Out of 107 questionnaire received, after data cleaning, 99 questionnaires were found suitable for data analysis. The study included a representative sample of people aged 21 and older from a range of demographic categories. Using SPSS Version 20, the data was examined with the objectives and hypothesis in consideration. Mean, standard deviation, and t-tests were employed to perform statistical and inferential analyses.

Levene's independent t-test was performed for the reasons encouraging individuals to learn about various government initiatives through digital platforms. Further, Levene's independent t-test was performed on the reasons that discourage individuals from using digital platforms. The result revealed the reasons that encourage and discourage individuals from using digital platforms.

Similar studies to detect futuristic disruptive technological improvements in the sphere of government initiatives may be conducted as the technology scenario unfolds in the future.

Keywords*— *Disruptive technology, government initiatives, social awareness, preferred modes of information.

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I.INTRODUCTION

The advent of the internet has resulted in a significant change in the way the world operates. As a result, the public's perspective of how the government runs has shifted. Young India has higher expectations, and the government must respond by modernizing public service delivery, especially in health, education, government records, and other social benefits. Both the commercial and government sectors have looked into technological solutions to this problem. The current government has placed a strong emphasis on digital technologies to bridge the gap between government and the public. The Digital India movement has started on its way to a lofty goal.

The Indian government is aggressively adopting disruptive technology in order to support innovation-led growth. To demonstrate its dedication to a technologically driven environment, the Ministry of Electronics and Information Technology (MeitY) and other ministries have launched initiatives such as PAYTM, Digital Village, E-choupal, MyGov portal, Aadhaar and the BHIM UPI app, DigiLocker, Unified Mobile Application for New-age Governance (UMANG), e-Sign, MeriPehchaan, National Knowledge Network, Unified Payment Interface (UPI), Massive open online courses (MOOCs), Academic Bank of Credits (ABC), and others. Disruptive technologies are ones that disrupt established practices and produce significant changes in industries, society, and economies. Social media, mobile applications, big data analytics, and other technological breakthroughs that have the potential to disrupt established communication channels and enable new forms of information transmission are examples of disruptive technologies.

This study matters as it offers insight on the ways that disruptive technologies affect how the Indian government interacts with its citizens. It might reveal how these technologies raise public awareness, involve people, and promote involvement in governmental initiatives.

The study intends to look into the reasons that encourage and discourage the use of disruptive technology in the context of raising public awareness about government initiatives.

The study also tries to determine the preferred modes of getting information about government initiatives using disruptive technology. The general premise of the study is to look into how disruptive technologies are raising societal awareness about government activities.

According to the result, there is no compelling reason to encourage individuals to learn about various government initiatives using digital platforms, apart from saving time and energy. The result further revealed that the reasons that discourage individuals from using digital platforms are that they are not trustworthy, not accustomed to using digital platforms, and have better offline support.

II.LITERATURE REVIEW

During the past 20 years, billions of individuals have gained the ability to digest information, and it is thanks to these abilities that science has advanced in practically every field, catalyzing changes in the economy. New business models have evolved as a result of the disruption of traditional businesses. Companies that offer digital services (online search, software, hardware, social networking, e-commerce, and others) have grown to dominate the top five positions in corporate valuations, displacing other conventional sector leaders (finance, petroleum, chemicals) in the global economy.(Jihyun, n.d.)

Disruptive technology is a term that was first used by (Bower, L.J., et al 1995 and formalized by (Christensen, C.M. 1997); since then, its definition has evolved, considerably changing what it originally meant. Disruptive innovation, which refers to the disruptive consequences of new technologies within a domain, is a synonym for disruptive technology in the specialized literature. Disruptive technologies offer totally new sets of properties that the general public is reluctant to use in the applications they are accustomed to, historically speaking. Disruptive innovations, according to authors (Bower, L.J.; et al,1995), are only introduced and valuable for new applications and new markets since they encourage the development of new products and markets.(Păvăloaia & Necula, 2023)

The quality of interactions is improved, the user interface is made simpler, and accessibility is increased with citizen-oriented e-government systems (Welch et al., 2005). The adoption of e-government is further accelerated by citizen satisfaction, which also increases trust in the government and accelerates the adoption of e-government.

According to authors (Bannister and Connolly 2011), e-government's main goal is to rebuild public faith in the political process and the government as a whole. As a result, we suggest that trust in the government is a key

intangible benefit of well-designed e-government. Trust in e-government is defined as the perception that citizens have of the openness and accountability of e-governance delivery. According to researcher (Zucker 1986), two significant factors that contribute to public trust in government are citizens' experiences with government procedures and the professionalism displayed by the government. E-government has the power to modernize and expedite administrative procedures to increase citizen participation that is interactive, responsive, and transparent (Malodia et al., 2021).

Disruptive technologies have the ability to improve the efficiency, effectiveness, openness, and transparency of governments—all key goals of modernizing the public sector (Cordella & Bonina, 2012; Heeks, 1999; Milakovich, 2012; Weerakkody, Janssen, & Dwivedi, 2011). As a result, the level of citizen and stakeholder engagement in data provision and co-creation increases.

The endeavor to modernize public service delivery through the use of information and communication technology (ICT) is known as digital transformation. The term "digital government" or "electronic government" (both terms are used interchangeably) denotes the fundamental idea behind the delivery of digital governmental services. According to numerous scientific publications, these phrases describe the goal for better efficiency, effectiveness, and improved quality of services for individuals and enterprises through the use of ICT (Brown & Brudney, 2001; Fang, 2002; Gil-Garcia & Martinez-Moyanoc, 2007; Yildiz, 2007). (Wimmer et al., 2020).

According to researcher (Chun and Luna 2012), these technologies have given the government the ability to increase productivity by allowing employees to more effectively identify knowledge and resources. This enables consumers and employees to exchange pertinent information. Social media has been gaining popularity among governments as a result of its potent qualities. In order to improve communication between the public and government at different levels, to solve difficulties, and to share ideas on urgent national topics of shared interest, governments are increasingly adopting platforms like blogs, wikis, and social networking (Mainka et al. 2014). According to author (Mainka et al. 2014), they improve communication within organizations and aid governmental agencies in staying current with developments in a rapidly changing globe. Twitter, YouTube, Facebook, Google+, and other social media (Mainka et al. 2014) (Scholarworks & Mahama, n.d.).

As significant prospects for technology via social media use, democratic involvement and engagement, co-production, and crowd sourcing solutions and innovations are noted (Bertot et al., 2012). These chances are the turning points for citizen-government interactions, particularly at a time when social media is progressively being included into large-scale electronic initiatives of numerous governments throughout the globe (Betroth et al., 2012). By producing and disseminating information about different political viewpoints, social media has aided citizens in taking part in political or civic movements. As a result, these expressive activities may not be primarily political and instead take the shape of symbolic entertainment messages that can spread quickly across online social networks (Skoric et al., 2016).

Civic technology, or the successful application of technology for the benefit of all citizens, is founded on democratic principles including inclusivity, influence, publicity, knowledge production, deliberation, and citizen motivation (Berg, J., et al, 2021). It also depends on a number of other elements, such as the sort of organization and how technology is used (Brous, P., et al, 2020). The continual enhancement of organizational knowledge brought about by the use of Information Communication Technology (ICT) in various workplaces in organizations led to ever more complex improvements (Kane, G.C. 2017), which are nevertheless helpful for policy making. Over the past 20 years, the use of enormous volumes of data (Berg, J., et al, 2021) has brought together the use of new digital technology with human activities in companies (Baptista, J., et al, 2020). In public organizations, the adoption of disruptive technologies mostly benefits external users and actors—such as citizens and businesses—rather than internal stakeholders, which has an impact on the effectiveness of the entire environment (Tangi, L., et al, 2020). 'Disruptive technologies' refers to a group of developing technologies that fundamentally alter the procedures and operations of the public sector (Wimmer, M.A., et al, 2020),(Koryzis et al., 2023).

III.METHODS AND MATERIAL

Internet usage and smartphones have led people to use online services. The Indian government's adoption of this disruptive technology project has increased citizen

awareness and utilization. The purpose of this study is to determine how well-informed people are about government initiatives and what motivates and deters people from using them. Massive Open Online Courses (MOOCs), MyGov portal, Aadhaar, BHIM UPI app, Digi Locker, and UMANG, to name a few, are some of the government initiatives that have been implemented by the government.

Based on the conceptual framework, objectives and hypotheses were generated In order to ensure representation across demographics, a questionnaire was used to collect quantitative data from a representative sample of people through structured surveys for this research study. The creation of a structured questionnaire was directed by the study objectives. Inquiries concerning demographics, awareness of government initiatives, and preferred modes of getting information about government initiatives and reasons that encourage and discourage individuals through digital platforms are also included. The data was collected using simple random sampling method. Out of 107 questionnaire received, after data cleaning, 99 questionnaires were found suitable for data analysis.

The questionnaire studied awareness of government initiatives, the preferred mode of getting information about government initiatives, and reasons that encourage or discourage people from using digital (mobile or laptop) platforms in order to better understand the opinions, experiences, and preferences of the general public in embracing disruptive technologies. The study included a representative sample of people aged 21 and older from a range of demographic categories.

Using SPSS Version 20, the data was examined with the objectives and hypothesis in consideration. Mean, standard deviation, and t-tests were employed to perform statistical and inferential analyses.

A. Theoretical Construct:

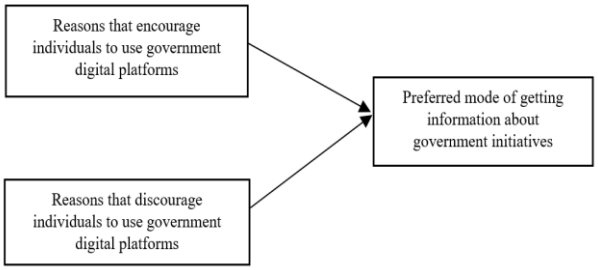


Figure 1. Conceptual Model

Figure 1 depicts a hypothetical link between the preferred modes of getting information about government initiatives for using disruptive technology, reasons that encourage individuals to use government digital platforms, and reasons that discourage individuals from using government digital platforms. The research examines a number of issues regarding the individual's reasons that encourage and discourage, preferred modes, and awareness of the use of disruptive technology in public initiatives by the government. The objectives and hypothesis for the research study were formulated with consideration for the conceptual model.

B. Objectives:

Following are the objectives of the study:

1. To assess the amount of public awareness of government initiatives following the introduction of digital services in India.
2. To explore the preferred mode of getting information about government initiatives.
3. To determine the reasons that encourages individuals to use digital platforms to obtain knowledge about government initiatives.
4. To investigate the reasons that discourages individuals from using digital platforms to obtain information about government initiatives.

C. Hypothesis:

Based on the conceptual model following hypothesis are stated for testing:

1. H1: There is no significant difference in reasons encouraging individuals to seek knowledge of various government initiatives through digital platforms.
2. H2: There is no significant difference in reasons discouraging individuals from using digital platforms to acquire knowledge of various government initiatives.

IV. ANALYSIS AND INTERPRETATION OF THE DATA

The SPSS application was used to code, clean, enter, and analyze the questionnaire data. The descriptive statistics were applied to the demographic information of the respondents. The collected data is presented in tabular

format. Mean, standard deviation, and the t-test are used in data analysis to accomplish objectives and prove hypotheses. The results are presented in tabular form below for the purpose of arriving at the findings.

Table 1: Demographic details of respondents

	Gender		Age				
Variables	Male	Female	21-30	31-50	51-60	61-70	Above 70
N	61	38	20	47	26	5	1
Percent	61.6	38.4	20.2	47.5	26.3	5.1	1

Fig. 2. Gender demographic distribution of respondents

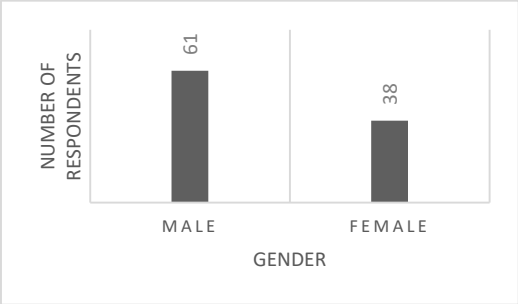
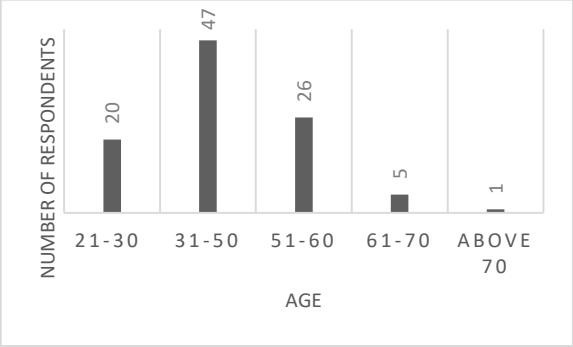


Fig. 3. Age wise demographic distribution of respondents



The respondents' demographic profile is shown in Table 1. 61 (61.6%) of the 99 respondents were male, and 38 (38.4%) were female. Regarding age-based demographic profile, 47 (47.5%) respondents, or the largest percentage of the sample, fell within the 31–50 age range. Next in line were respondents who were 51–60 years old (26–26.3%), respondents who were 21–30 years old (20.2%), respondents who were 61–70 years old (5–5.1%), and respondents who were older than 70 (one).

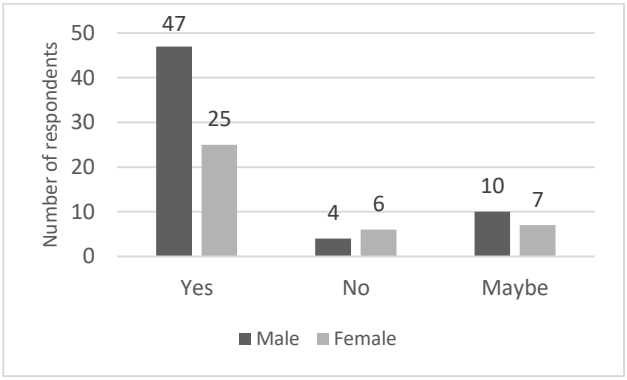
More individuals are aware of government programmes after the Indian government started offering digital services.

➢ ***To assess the amount of public knowledge of government initiatives following the introduction of digital services in India.***

Table 2: Results of awareness of government initiatives

	Gender		Total	
Variables	Male	Female	N	Percent
Yes	47	25	72	72.7
No	4	6	10	10.1
Maybe	10	7	17	17.2
Total	61	38	99	100

Fig. 4. Awareness of government initiatives



From Table 2, based on the survey findings, 72.7% of the respondents said that there has been a noticeable improvement in the public's awareness of government initiatives since the Indian government began providing digital services. Moreover, 10.1% of respondents claimed that understanding of government projects has not improved as a result of the Indian government's implementation of digital services, but 17.2% of respondents claimed that awareness may have increased.

➢ ***To explore the preferred mode of getting information about government initiatives***.

Table 3: Result of preferred modes of getting information about government initiatives

	Mean	Std. Deviation
Mobile Apps	.33	.473
Government e-portal sites	.32	.469
Mobile internet	.55	.500

surfing		
Internet surfing on PC/Laptop	.54	.501
Watching national and regional news on TV	.41	.494
Reading newspaper and magazines	.48	.502
Local service centers and panchayats	.37	.485
Conversations with friends and colleagues	.37	.485

According to Table 3, on the most preferred modes to learn about government initiatives are mobile internet surfing, that is the most popular method (mean =0.55), followed by internet surfing on a computer or laptop (mean =0.545), and reading newspapers and magazines (mean =0.48), which comes in third.

This demonstrates how people's capacity to remain informed about governmental initiatives has been impacted by disruptive technology. The increasing accessibility of mobile data and the pervasive use of laptops and smartphones have altered the way people consume information. Real-time information is made available via mobile platforms, promoting openness, enabling citizens to actively engage in civic processes, and informing the public about government actions. A more informed and involved citizenry is the outcome of this move to mobile-based learning, which reflects the dynamic convergence of technology and governance.

- ***Hypothesis Testing***

***H1: There is no significant difference in reasons encouraging individuals to seek knowledge of various government initiatives through digital platforms*.**

Table 4: Result of test for reasons that encourage individuals through digital platforms

	Gender	N	Mean	Std. Deviation
Digital services promotion by Government	Male	61	.48	.504
	Female	38	.58	.500
Immediate access of information	Male	61	.52	.504
	Female	38	.42	.500
More accurate than offline forums	Male	61	.61	.493
	Female	38	.55	.504
Saves time and energy	Male	61	.82	.388
	Female	38	.61	.495

Table 5: Result of t-test

Independent Samples Test				
	Levene's Test for Equality of Variances		t-test for Equality of Means	
Equal variances assumed	F	Sig.	t	Sig. (2-tailed)
Digital services promotion by Government	1.075	0.3	-1	0.321
Immediate access of information	1.075	0.3	0.997	0.321
More accurate than offline forums	0.875	0.35	0.525	0.601
Saves time and energy	18.45	0.00	2.402	0.018

In table 5, except for the reason that it saves time and energy(p- value=0.018), the Independent Samples t-Test result for the reasons encouraging individuals to learn about various government initiatives through digital platforms has a p-value greater than 0.05, indicating that this result has an extremely low likelihood. The null hypothesis is therefore accepted, except for the reason that it saves time and energy. Thus, there is no significant reason for encouraging individuals to seek knowledge of various government initiatives through digital platforms except for the reason that it saves time and energy.

H2:There is no significant difference in reasons discouraging individuals from using digital platforms to

acquire knowledge of various government initiatives.

Table 6: Result of t-test for reasons discouraging individuals from using digital platforms

	Gender	N	Mean	Std. Deviation
Not trust worthy	Male	61	0.23	0.424
	Female	38	0.37	0.489
Not accustomed to using smartphone /digital platforms	Male	61	0.13	0.34
	Female	38	0.21	0.413
Better offline support at local service centers	Male	61	0.23	0.424
	Female	38	0.42	0.5

Table 7: Result of independent samples test for reasons discouraging individuals from using digital platforms

Independent Samples Test				
Equal variances assumed	Levene's Test for Equality of Variances		t-test for Equality of Means	
	F	Sig.	t	Sig. (2-tailed)
Not trust worthy	7.519	0.01	-1.494	0.138
Not accustomed to using digital platforms	4.205	0.04	-1.039	0.302
Better offline support at local service centers	12.01	0.00	-2.039	0.044

Levene's independent t-test was performed on the variables listed in Table 7 that are reasons that discourage individuals from using digital platforms. According to the findings, the p-value for factors like Not trust worthy (p-value=0.01), not accustomed to using digital platforms (p-value=0.043) and better offline support (p- value=0.001) is less than 0.05, which indicates that the variables are statistically significant. As a result, we fail to accept the null hypothesis, and thus there is a significant difference in reasons discouraging individuals from using digital platforms to acquire knowledge of various government initiatives.

This implies that factors preventing people from using digital platforms could impact their ability to learn about different government initiatives.

To sum up, the outcomes of our hypothesis testing provide useful information for policymakers, educators, and decision-makers, as well as theoretical understanding of the relationships between important variables. These results can guide the creation of policies, the distribution of funds, and the focus of interventions to improve outcomes in practical settings.

V.CONCLUSION

Global technological progress has resulted in the acceptance of disruptive technology in all facets of our daily lives. These disruptive technologies have also increased public awareness of government initiatives and their use.

Empowering citizens through direct contact and real-time information access has become a hallmark of the digital age. Disruptive technology such as social media platforms, smartphone apps, and data analytics tools has altered how the government is reaching and interacting with its citizens. Disruptive technology has fostered online communication channels for open dialogue, enhancing transparency, disseminating information quickly, and boosting public trust in government initiatives.

The study intends to look into the parameters that both encourage and discourage the use of disruptive technology in the context of raising public awareness about government initiatives. The study also tries to determine the preferred modes of getting information about government initiatives using disruptive technology. The general premise of the study is to look into how disruptive technologies are raising societal awareness about government activities.

The Levene's independent t-test was performed for the reasons encouraging individuals to learn about various government initiatives through digital platforms and for the reasons that discourage individuals from using digital platforms. It was found that, except for the reason that it

saves time and energy (p- value =0.000), the Independent Samples t-Test result for the reasons encouraging individuals to learn about various government initiatives through digital platforms has a p-value greater than 0.05, that is, 0.302 for "digital services promotion by government" and "Immediate access of information" for both and 0.875 for "more accurate than offline forums. According to the results, there is no compelling reason to encourage individuals to learn about various government initiatives using digital platforms, apart from saving time and energy.

Additionally, Levene's independent t-test was performed on the reasons that discourage individuals from using digital platforms, and it was found that reasons like not trustworthy ((p- value=0.01), not being accustomed to using digital platforms (p-value = 0.043), and having better offline support (p-value =0.001) The result revealed that the reasons that discourage individuals from using digital platforms are that they are not trustworthy, not accustomed to using digital platforms, and have better offline support. Thus, government agencies should look into reasons that discourage the usage of disruptive technology and address such reasons to enhance the usage of these platforms.

As disruptive technology is the future, governments can navigate this landscape with caution and harness the full potential of disruptive technologies in raising social awareness about government innovative thinking by investigating the factors that encourage or discourage their use and understanding the preferred modes of use by individuals for disruptive technology. Similar studies to detect futuristic disruptive technological improvements in the sphere of government initiatives may be conducted as the technology scenario unfolds in the future.

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