

THE POWER OF THE PRESIDENT IN THE INFORMATION AGE

O PODER DO PRESIDENTE NA ERA DA INFORMAÇÃO

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Telecomunicações, autoridades executivas responsável pela construção da rodovia da informação nos EUA, Canadá, Grã-Bretanha, Alemanha, França, Austrália, Japão e outros países. O atual estágio da revolução da informação no mundo dita um novo paradigma de informação para estudar os milagres políticos. Instituições políticas, relações políticas, formas de influência política na sociedade e conhecimento público também estão mudando sob a influência das tecnologias da informação, e o poder da informação está tomando seu lugar com confiança.

Abstract: The issue under consideration concerns the process of establishing the information society and power, and, in particular, the presidential power and its objective principles of development. The purpose of the academic paper is to clarify the interrelationship between power and information, and to highlight the essence and content of informational power. Analysis, synthesis, generalization, explanation and qualification of data were the methods used in the research. At the same time, we have used the following reliable and intriguing sources to clarify the issues raised in the academic paper, namely: the European Commission of the Council of Europe, the Organization for Economic Cooperation and Development, the World Telecommunication Union, executive authorities responsible for building the information highway in the USA, Canada, Great Britain, Germany, France, Australia, Japan and other countries. The current stage of the information revolution in the world dictates a new information paradigm for studying political miracles. Political institutions, political relations, forms of political influence on society and public knowledge are also changing under the influence of information technologies, and the power of information is confidently taking its place.

Keywords: Information society. Political power. Information. Information resource. President.

Resumo: A questão em apreço diz respeito ao processo de constituição da sociedade da informação e do poder e, em particular, do poder presidencial e dos seus princípios objetivos de desenvolvimento. O objetivo do trabalho acadêmico é esclarecer a inter-relação entre poder e informação e destacar a essência e o conteúdo do poder informacional. Análise, síntese, generalização, explicação e qualificação dos dados foram os métodos utilizados na pesquisa. Ao mesmo tempo, usamos as seguintes fontes confiáveis e intrigantes para esclarecer as questões levantadas no trabalho acadêmico, a saber: a Comissão Europeia do Conselho da Europa, a Organização para Cooperação e Desenvolvimento Econômico, a União Mundial de

Palavras-chave: Sociedade da informação. Poder político. Informação. Recurso de informação. Presidente.

1. Introduction

Currently, the next stage of developing the information society is being observed. Ultramodern technologies of information and telecommunications significantly change the process of production of goods and services, and also the way we spend our rest, exercise our civil rights, and raise children. They have a decisive influence on the changes that can be made in the social structure of society, thrift, the development of the institutions of the republic, etc., as well as trade with ultra-modern information and communication technologies.

A motorist and an employee of the process of confirmation of the information society is a state policy that is constantly carried out, requiring an analysis of the part and the state's functions in this process. The ultra-modern stage of the information revolution in the world dictates a new information paradigm in studying political miracles. Political institutions, political relations, forms of political influence on society and public knowledge are changing under the influence of information technologies. The power of information assures that the main transition of political power and the art of managing political information are determined by the success of unborn political development.

Political power is interpreted on the verge of a communicative approach as an important, confident essence of influence, subordination, force or station, performed by time and space.

Most likely, it is perceived as a special kind of social commerce of political subjects, as well as a specific form of social communication between subjects and objects of political load regarding the harm, storage, repetition and metamorphosis of political information in order to develop acceptable or embarrassed political values of social opinions.

In this field of studying the nature of political power, the ontological concept of Hannah Arendt must primarily be distinguished. In her opinion, the understanding of communicative social reality and its political sphere is possible only from the point of view of ontology, since it is based on the fact that political power in the modern world is not combined with violence and negative. It acts as a direct consequence of the processes of direct trade between people, including training, living in harmony and supporting political institutions in public and civil. The communication concept means the basis for the proposal of power; it finds its development in the work of OFN. Luhmann set himself the task of studying the miracle of force as a symbolically generalized tool of an ultramodern society of communication. In his opinion,

political power is not just a competition, but an important means of communication in society, based on instant communication tools, such as elections and informativeness.

At the same time, power is a social miracle with its own attributive speed of specialization, symbolism, conception, and legitimacy. In turn, the nature of information processes ensuring the work of political power lies in the fact that in the course of tension, communication and trade in objects of political relations, unlimited time and space comes, as well as the process of repeated and metamorphic power and in the opposite direction. The language of information trade in the field of political relations, as a rule, is assigned not only to the signs, symbols and attributes of specific political associations (political groups and parties), but also to all types of textbooks, documents (resolutions, laws and regulations of the power structure, manifestos, etc.).

The purpose of the academic paper is to clarify the interrelationship between power and information, and to highlight the essence and content of informational power.

2. Theoretical framework and literature review

According to Habermas' viewpoint (1996), the concept of communicative rational power comes from the fact that the effectiveness of any political system depends on how important it is entangled and invested with the principles of communicative control and exploitation.

Therefore, political power is considered one of the important subsystems of politics, one of the significant mechanisms for accelerating the development of the social system (Teubner and Golia, 2021). The dynamic communicative system is based on the processes of preserving and transmitting information (Gervits et. al., 2020).

In this regard, another important issue to be addressed is what materialized and ideal forms in the communication process keep, distribute and transmit the information that is reported and what types of communication can be used? American Experience has the answer.

Deiz was based on the concepts of the power of information and communication. In his opinion, political power as a communicative system based on storing, rotating, transmitting and re-planning the information being submitted can be reproduced only in certain political symbols, political images or political values (Nordin et. al., 2021). A communicative approach to studying the issue of power is developed in the concept of Parsons.

According to Talcott Parsons, the social integration and social integrity of a system are

maintained only through the Cloverleaf of social information about its origins and the functioning of a system of generalized means, one of which is power (Turkel 2005).

Political power is both a language and an element of a communicative act. The power as an informational message of the perfect link, the link below, its decision, which will be determined by its action in conjunction with the order, contributes to moving the entire complex system of relations and the gesture of individuality in any political process (Maes and Geert, 2022).

Taking into account the reality of current and previous theoretical studies in the direction of studying the interrelationship between power and information, the issue of studying the substance and content of the concept of information power is applied. Firstly, it is the power of some pieces of information (ideas) accepted for consumption; secondly, it is the power of people who bring information (ideas) to life. How are law generators guided when they take one or isolation? Each of them is guided by his understanding of good and evil, justice and injustice, correctness and wrongness, etc.

All leaders (including power and information power) move toward certain ideals in their behavior. Ideals form a worldview and a testament. Nevertheless, a worldview and a will are not created by themselves; they are created by someone.

The essence of informational power is that an ideologue creates an idea; this idea spreads through mass media and between certain communication processes (Peyton, 2019) When people begin to recognize the information coming into the information, this information begins to form the people's gesture algorithm. This illustration explains the information power of people who turn information (ideas) into life. However, those that generate any ideas are also driven. Ideologues are governed by the ideas created by them and in no other way.

Information power is superior to other types of power (Savolainen, 2021). Information power exists for:

- formation of main goals and priorities;
- formation of a vector of goals (the direction and order of actions, according to which the transformation of goals into life is carried out);
- recognition of factors acting on the object of management.

The entire set of information product management benefits includes a worldview, a testament, a report, and art and education system. Informational ammunition is more important than materials forasmuch as studies shape behavior. Behavior forms information.

For instance, what a strong army would be, the domestic military command could direct

the army to the colors of the nation by any particular testament. State laws and economics also depend on the worldview of the current (Walter, 2020). Covenant. Information power includes the entire set of information precedents. Nevertheless, worldview is the most significant among all information preparations. All other premiums (both information and material) are inferior worldviews.

A qualitative change in the political influence of the informational force of the challenge is aimed at (Rogers et. al., 2020):

- rapid development of communications, accumulation and transfer of information;
- the development of the ruling elites of highly effective means of influencing the consciousness, subconsciousness, people's feelings and behavior, suggestions of ideas and assessments that are not true or their personal interests;
- the destruction of traditional, mainly natural communications in bourgeois states, limiting the ability to influence information institutions and, above all, mass media. Such communications include stable general, family, church, relatives, neighborhood, industrial and other uncontrolled government and specialized information institutions.

The topic of the information society, the development of global demand for telecommunications, the Internet is not among the runners-up of leading domestic and foreign business magazines – vast amounts of information about this content are now available online (Rahman and Nekomahmud, 2018). This especially applies to the content of transnational and public development associations and the implementation of information development strategies. The most intriguing sources include: the European Council of Europe, the Organization for Economic Co-operation and Development, the Universal Mailing Union, executive bodies, responsible for construction an information line in the USA, Canada, Great Britain, Germany, France, Australia, Japan and other countries. The application of Ukraine's entry into the information society is gradually understood by the domestic scientific and political community, which is justified by numerous legislative acts in the field of information.

3. Research design and methods

The research methods were analysis, synthesis, generalization, explanation and qualification of data. At the same time, we used the following reliable and intriguing sources to clarify the issues raised in the scientific article, namely: European Commission of the Council of Europe, Organization for Economic Cooperation and Development, World Telecommunication

Union, executive authorities. responsible for the construction of the information highway in the USA, Canada, Great Britain, Germany, France, Australia, Japan and other countries. The current stage of the information revolution in the world dictates a new information paradigm for the study of political issues.

4. Results

The documents created by state bodies are designed to determine the directions of society's informatization: the concept of formation and development of the unified information space of Ukraine and relevant information resources, the concept of communication development, the doctrine of information security, the concept of informatization of Ukraine, the adopted Laws on information, on print media, on television and radio broadcasting, on information agencies, on advertising, on copyright and related rights, on state secrets, on scientific and technical information, on the protection of information in automated systems, on the participation of Ukraine in international information exchange. Nevertheless, the lack of comprehensive reviews of the process of obtaining an information society in the combination of technological, beneficial, social, legal and political factors is observed in the domestic literature.

This is explained by the research object's novelty, the fundamentals of which have just lately been studied. Similar features characterize the ultramodern situation in the world. The confirmation of the information society in different countries is a necessary condition for the evolutionary transition to the future stage of development, the technological basis of which is the agility of creating, processing and transmitting the information. The state occupies a leading role in shaping the information society. It coordinates the conditioning of various subjects of society in the process of its conformation, promotes the integration of people into the new informational and technological terrain and development.

Information commerce of the state, society and the person is the most optimal when using information and telecommunication technologies with the aim of increasing the overall efficiency of the state environment, creating an information society, and developing institutions of democracy.

The influence of the information society on culture is manifested in major changes in the culture of the product, business, association of work, recreation, and consumption (Besley, 2016).

These changes are caused by the rapid fire of the process of incorporating information and knowledge, and the possibilities of their transfer in the form of technologies through telecommunications to large parts of the population. At the same time, the emergence of new conditioning based on the factors of use in the conformation of the information society manifests itself in the social sphere, in the liberalization of the rules of regulating data about information and telecommunications, in technological and organizational fusion, the conformation of new conditions for employees and business process associations, change in changes.

Parts of state regulation and national cooperation have been added in the information legislation,

The fundamentals of the information society in the field of information about information (telecommunications, computer, electronic, audiovisual), which are undergoing the process of technological fusion and commercial contact, are developing at the fastest pace. They influence the entire economy and the competitiveness of countries on the world stage.

There is a process of conformation of the world information thrift, which, of course, is completed in the conditions of globalization of information, information, technological and telecommunication requests, the emergence of world leaders of information about information service, commerce metamorphosis in telecommunications tools of doing business.

The legal fundamentals of the information society are laws and regulations regulating human rights to access to information resources, technologies, telecommunications, intellectual property protection, privacy, freedom of speech, information security. The information security of society and the person acquires a new status, from a purely technological problem, turning into a social one depending on the stable functioning of ultramodern societies.

The technological fundamentals of the information society are telecommunications and information technologies that have been acquired by the leaders of technological progress, integral technologies of elements contributing to profitable growth. They create conditions for the free circulation of large masses of information and knowledge in society. They have significant socially beneficial metamorphoses and, in the end, the conformation of the information society.

The concept of the information society appeared in the alternative half of the 1960s, when such terms as technological society, knowledge society, and post-industrial society were used. The idea of information society is also related to the concept of three swellings. Toffler.

The term information society was coined in Japan in 1966 in a report by the group on scientific, specialized and profitable investigation, in which the information society was a society where there is an abundance of high-quality information, as well as all the necessary finances to disseminate it. During this period, the West believed that the basis of the conformation of the information society was the development of computer and information technologies. Information becomes global. The movement of information flows is no longer significantly affected by state borders and various barriers. The possibilities of collecting, processing, storing, transmitting information, and accessing it increased significantly. After all, attempts to restrict the free flow of information harm the party seeking to impose such restrictions; the possibilities of collecting, processing, storing, transmitting information, and accessing it have increased significantly; the influence of information on the development of various spheres of human activity is increasing. The process of decentralization of society deepens. There is a transition to new forms of employment.

Taking this into consideration, Mr. Stoner argued that information as well as capital can be accumulated and stored for unborn use. National information resources are the greatest potential source of wealth in a post-industrial society. In this connection, it is necessary to develop a new relevance – information frugality. Permanent thrift is thrift in which belonging in terms of employment and its share in the public product is inferior to the seat of service, and the sphere significantly processes information.

Three aspects of post-industrial society are particularly important for understanding the telecommunications revolution of the transition from an artificial to a service society; the key importance of codified theoretical knowledge for technological inventions; the metamorphosis of a new intelligent technology into a decisive tool for system analysis and decision-making. In 1978, scientists in France considered the problem of the influence of new information technologies on French society. Its identifying point is the desire to understand the socially beneficial, political, artistic aspects of the processes of introducing new information technologies and telematics in order to offer a unified vision of informatization to further determine the place and part of the state in this process.

The feature of France's state system is that the society has really strong political institutions, which implement any technological innovations, accompanied by social-political changes. The research was intended to show how the new technology can change the artificial product, social structure, culture, education and why the political system must change to fit the new scale of frugality and new forms of social life.

Scientists considered computer technologies as a means of exiting France from profitable and social ends, preserving its profitable sovereignty, achieving a social agreement.

Given that telematics revolutionizes data processing and transmission, it also changes the structure of social association. Telematics facilitates decentralization by bringing consumers to the periphery. Its objective consists in the composition of the executive structure, increasing the effectiveness of its tension, improving relations with those involved in management. It also gives more freedom to the original authority, increasing the competitive openings of small and medium-sized businesses (Bocchiaro and Zimbardo, 2010).

It affects certain occupations by changing their social status, increases contact between social groups and makes large associations more vulnerable. Nevertheless, the methodological exposure of the work on determining the place of state policy in the process of informatization, taking into account its socially profitable goods, remains applicable.

The most important consequence of the premise of information technology is the increase in productivity in data processing. As a result, informatization can consolidate the remnants of society, if the employment situation of the population worsens, if it helps to eliminate trade insufficiency, gives frugality a new growth momentum, and reduces social pressure in society. The results the information will cause and the variety of areas, which will be prioritized, depend on state policy. Considering that specialization is carried out in the ultra-modern world economy, it is necessary to have an idea which sectors should have preferential development. These findings will be applied for a long time.

In 1987, the European Commission issued the Telecommunications Green Paper, declaring that telecommunications networks constitute the nervous system of ultra-modern profitable and social life.

In 1988, the US National Telecommunications and Information Administration published its report, NTA Telecom 2000. It emphasized that the telecommunications and information structure is vital to sustaining the US capability and global frugality. In 1993, the US Vice President A. Geer used the term information superhighway. In the following year, he had already been speaking about the Global Information Infrastructure at the conference of the International Telecommunication Union. The state authorities in command of the countries took an extremely active position in the conformation of the information society.

In this regard, the applicability of studying their experience, the development of a set of recommendations for Ukraine is credible. Along with this, the information society in the American structure of public information is defined as society in which stylish seminars,

receptors, and courses are available to all scholars, separately in geographic conditions, distance, cash register, and efficiency. A huge event of art, literature and wisdom becomes available not only in large associations, libraries, and galleries. Protection and social services are available in an interactive mode for everyone at the right time and in the right place. Everyone has a chance to live in different places without losing the opportunity to work completely in the office due to electronic roads. Small businesses can take orders from anyone around the world electronically. Searching for any necessary previous photos, going to a bank, a store from home is available for everyone. Anyone can recognize government information directly or through original libraries, easily contacting civil holders. The state, business structures can change information in electronic form, reducing the quantum of paper work and improving the quality of services.

Scientists have constantly considered the motives of the information society. They were offered several definitions of the information society. Rakitov claimed that the transition to the information society means that the most important product of the social burden is the product, operation and use of services and knowledge, with the share of knowledge in this double formula added. A real information society should provide legal and social guarantees that every citizen of society, who is in any place and at any time, will be suitable for receiving all the information necessary for his life and work.

The information society is the society where all means of information technology, computers, that is, integrated systems, strings, satellites and other communications, video recording equipment, software, scientific studies, are aimed at making information available, which is laboriously entered in product and life.

5. Discussion

According to the scientist's viewpoint, the main criteria of the information society are the volume and quality of information that is in circulation, its effective transmission and processing. A current criterion is the vacuum of information for everyone due to relative wretchedness.

Kington et. al. (2021). believe that every member of society has a reason to recognize complete and reliable information about any appearance and purpose from any state in a timely manner with the help of coverage networks at any time in geographical space. Operational communication is provided to every member of society with any state and social structures at any position on the globe; Geographical and other associations of the countries' borders located

within information networks are disappearing; there is a clash of information legislation of countries; there is a need to adjust the legislation. New forms of activity using information networks are emerging: work, creativity, education, medicine.

Olzak et. al. (2018) include the formation of a unified world information space and the strengthening of information processes and beneficial integration of countries and peoples; creation of a market of information and knowledge as factors of production in addition to the markets of natural resources of labor and capital and the transition of information resources of society into real resources of social and economic development at the expense of expanding access to them; increasing the significance of the problems of ensuring information security of the individual, society and the state and creating an effective system for ensuring the citizens' and social institutions' rights to freely obtain, distribute and use information.

The global information society is formed at the local level. This process is combined with different intensity and tricks in different countries. Information companies have three main characteristics. Firstly, information is used as a profitable resource. Organizations use information by adding a scale to increase efficiency, stimulate invention, and increase competitiveness. Secondly, information becomes a subject of mass consumption among the population. Thirdly, there is a ferocious conformation of thrift information sector that is growing faster than other thrift. At the same time, the movement towards the information society is a general trend for advanced and developing countries.

The conformation of information societies is determined by two interrelated reasons of long-term trends of beneficial development and technological progress. The beneficial structure of society is changing. The service sector prevails over collection and economy sectors.

The creation of information products and services can be attributed to the service sector. Ultramodern ITTS have repeatedly increased our ability to reuse information and, therefore, contributed to thrift increase and rich information. There is a wide range of long-term profitable development cycles among economists. Each of them is generated by technological innovations such as electricity or the internal combustion engine with information and telecommunications technologies.

Their impact on society is related to the following features. Firstly, additional technologies ITT, which are used almost far and wide, contribute to productivity. Secondly, the specialized capabilities of ITT are increasing exponentially and the growth rate is fast. After all, the cost of ITT is constantly decreasing. The combination of these three factors lies in the fact that ITT is born from a new long cycle of profitable development leading socially to the

information society. Information is used in a broad sense and includes both audiovisual, impressive information and databases with technical information. The irresistible nature of information creates several problems related to understanding the nature of the information power, determining its value and meaning. The cost of creating new information, such as a catalog or a dot film, can be very high, but the cost of copying the results is extremely low. Thus, it is worth delicately evaluating the information to present profitable balances.

The globalization of the information sector of thrift also creates problems with the legislative regulation of the product and the consumption of information. The study of the information society requires using a term similar to information about information. It includes private and public associations that create information of various types, intellectual property, provide consumers with biases for information dissemination, clothing, and software designed to reuse information.

Information agility, in turn, can be represented as the three agilities of producing content, distributing it, and reusing it. Content agility includes associations that produce intellectual property. Publishers, directors and associations that add to the main content help them. These include associations that do not produce new information, but collect it by producing catalogs, databases, statistical collections, etc. The providers of such information have a significant part of the income received in the content state.

The information dissemination industry is related to the creation and management of telecommunications and information dissemination networks. It includes telecommunications companies, cable television networks, satellite broadcasting systems, radio and television stations, satellite communications companies. Processing of main content involves computer manufacturers, telecommunications equipment and consumer electronics.

6. Conclusion

The general opinion, which is delicate to confirm the numbers due to the lack of supporting statistics, is the conformation of the content. This is a significant part of the added value that led in the mid-1990s to a ferocious process of merger and acquisition of thrift information sector companies with the aim of increasing profitability styles. Firstly, significant information banks are created to list the features that are important for this type of society. The product, storage, distribution and transmission of audiovisual products and information about business and entertainment become the most important part of thrift. Information was formed

and released that included computer and telecommunication dexterity, audiovisual content inventor and software, manufacturers of necessary base and electronics, multimedia belonging, etc.

The list of these features can be continued depending on the deepest understanding of the nature of the information society. It is impossible to make a complete and comprehensive list, because life constantly makes its adaptations. Secondly, we can leave from the abstract to the concrete, which indicates that the information society is the future position in the humanity development on the part of agricultural-cup-industrial society in order to connect the conformation of the information society with the implementation of the sustainable development concept or with personification of the development of the noosphere.

A third concession option of this type is possible, that the information society is a future position or stage in developing mankind, in which information products and services are dominant in product and consumption. This does not mean that traditional consumer goods produced by food and agriculture lose their applicability to humans. The share of information and intensity operations and products prevails in the product process, in the volume of consumed goods and services. Ultimately, it is necessary to take into account the position that denies the modernity and expediency of a person and the functioning of social structures.

In this regard, it should be noted that the technology only partially determines the nature of its use, which significantly depends on society development, its frugality, the republic of the social environment, the position of education and other social factors. A special life, saving certain data, limiting the attention of mass media and communication in fact in some cases lead to manipulation of mass knowledge, control of personality by any state or criminal structures. A particular problem is the vulnerability of information and telecommunication systems that ensure the functioning of energy, air transport, civil and other vital objects.

Modern information and telecommunication technologies have become a significant part of society's structure. They depend on technological and social progress, the favorable competitiveness of the country as a whole, its place in the world economy, part of the world division of labor, the ability to develop popular institutions, the growth of new jobs, etc. In other words, from the technological factor of development, it became an important element of the functioning of an ultramodern society. Nevertheless, in such a metamorphosis, their further personification previously depends only on the progress of scientific and specialized research, as well as on the socially beneficial and legal conditions in which they live.

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