



RESEARCH ARTICLE

Globalisation Challenges in the Development of Ukraine's National Information Policy

Pylyp Farmkhaus^{1*}, Andrii Liubchenko², Volodymyr Kozakov³, Viktor Voronin⁴, Yurii Kalnysh⁵

¹ PhD Student, Interregional Academy of Personnel Management, Kyiv, Ukraine

² PhD in Public Administration, Advocate, Law Office, Kyiv, Ukraine

³ Doctor of Sciences in State Administration, Professor, Department of Public Management and Administration, State University of Information and Communication Technologies, Kyiv, Ukraine.

⁴ Doctor of Historical Sciences, Professor of the Department of History and Archaeology, Luhansk Taras Shevchenko National University, Poltava, Ukraine

⁵ Doctor of Sciences in Public Administration, Professor, Professor of the Department of Public Management and Administration, State University of Information and Communication Technologies, Kyiv, Ukraine

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***Corresponding Author:**

pfarmhouseport@gmail.com

ABSTRACT

This study aims to identify the main directions for creating and implementing a comprehensive, adaptive, and practical information policy that meets modern challenges and threats, strengthens national security, ensures stable economic development, and promotes social progress. Research methods: analysis of scientific publications and legal acts, economic system and scenario analysis. The leading positions of the legal framework for forming Ukraine's information policy at the current stage of development have been determined. The functional focus of national programmes and initiatives to improve media literacy among the population in Ukraine has been outlined. Ukraine's place in the global and European information space has been analysed according to social progress indicators, information, and communications development in 2023. The development of e-commerce in Ukraine from 2018 to 2021 has been highlighted. The main aspects of the information war in Ukraine under current socio-economic and geopolitical conditions have been summarised. The main directions of the information policy development strategy for ensuring adequate protection of Ukraine's information space have been formulated. Alternative scenarios for developing Ukraine's information policy for 2025–2030 have been presented.

INTRODUCTION

Information threats such as disinformation, propaganda, and cyber-attacks have become global. Ukraine has repeatedly faced such challenges, especially in the context of military aggression and hybrid warfare. Ensuring the state's information security is critical for maintaining its sovereignty and stability. The rapid development of digital technologies is changing the way communication, information acquisition, and dissemination occur. In the context of digital transformation, it is necessary to adapt information policy to new realities, utilising the capabilities of modern technologies to enhance the efficiency of public administration and communications.

Globalisation creates new challenges for national information policies. Ukraine must integrate into international information structures and cooperate with other countries and organisations to counter global threats jointly. It requires the development of strategies that consider international trends and standards. Improving information literacy among the population is essential in the context of increasing information flow and the spread of fake news. An informed society can critically assess incoming information and thus reduce the impact of disinformation. Changes in the information environment require constant updating of the legislative and regulatory framework. Continuous monitoring of the information space helps to identify gaps in existing legislation and develop recommendations for its improvement to ensure a more effective information policy. Ukraine strives to strengthen its position internationally, and information policy plays a crucial role in forming a positive image of the state. Effective information policy will contribute to developing international cooperation and enhancing Ukraine's authority in the world.

Thus, research on the strategic development of Ukraine's state information policy in the context of global challenges is highly relevant. It will promote national security, effective use of modern technologies, integration into the international information environment, and ensure the resilience of Ukraine's information space.

LITERATURE REVIEW

A significant portion of publications highlights the scientific-theoretical foundations for defining the essence of state information policy and the information society in Ukraine (Bozhkova, 2019; Pidbereznykh, 2022; Savosko, 2024). The essence of information warfare is defined as a method and means of presenting information to form the necessary informational propaganda for a specific group of people (Sopilko, 2021). Several scientific publications are devoted to analytical studies on forming effective state information policy and identifying its problematic aspects (Zaharenko, 2019; Torichniy, 2020). The legal aspect of implementing state information policy is considered (Akimov, & Akimova, 2016). Situations of information security that arose on the eve of the large-scale war the Russian Federation started against Ukraine in 2022, and the changes it has undergone since then are studied (Bartosh, 2022; Reznikova, 2022). Several publications are dedicated to studying the impact of information policy on the state's financial security (Hlushko, & Maslii, 2019). The basic principles of forming information policy in the context of information warfare in Ukraine are examined, identifying the features and problems of information policy, as well as its response to informational aggression (Voropayeva, & Averianova, 2021; Denysiuk, 2022; Babacan, & Tam, 2022). Trends in the development of information security in Ukraine after the war are predicted. The primary sources of threats to Ukraine's national security, vulnerabilities, advantages, and opportunities for the development of the state and society in new conditions are identified. Forecasts regarding changes in the primary source of threats to Ukraine's national security after the war are provided.

This study aims to analyse and identify areas for developing Ukraine's information policy to respond to current global challenges effectively.

RESEARCH METHODS

In order to develop an effective strategy for Ukraine's state information policy in the context of global challenges, it is necessary to employ a range of methods that ensure a comprehensive approach to the analysis and development of strategic decisions. During the research, a review of scientific works and publications was conducted, existing theoretical approaches and concepts in the field of information policy were considered, and an analysis of existing legal acts, state strategies, and policies related to information security and cybersecurity was carried out. System analysis was employed to identify the elements of information policy as a system. Scenario analysis was applied to develop and evaluate different scenarios for developing information policy in the context of global challenges. The comprehensive use of theoretical, empirical, and quantitative methods and

abstraction allows for a thorough investigation and development of an effective strategy for developing Ukraine's state information policy in the context of global challenges. These methods facilitate a comprehensive analysis of the current state, identifying critical problems and threats and determining directions and means for overcoming them.

RESEARCH RESULTS

Legislative and regulatory acts play an essential role in shaping the state's information policy, as they provide the legal framework for creating, implementing, and regulating its various aspects. In Ukraine, several laws regulate information policy (Table 1).

Recently, legislation has been constantly updated to enhance information security and counter disinformation. For example, the new edition of the "Law on Media" (2024) aims to modernise the regulation of the media sphere. The central bodies responsible for information policy include the Ministry of Culture and Information Policy, the National Council of Television and Radio Broadcasting, and the State Service of Special Communications and Information Protection. Various state programmes and strategies aim to develop information infrastructure, improve information security, and counter disinformation and propaganda.

Table 1: Critical Regulatory and Legal Acts for Shaping Information Policy in Ukraine

Regulatory act	Summary
Information policy foundation	
Law of Ukraine "On the Fundamentals of National Security of Ukraine" (2018)	regulates the protection of national interests in the information sphere, establishes principles and mechanisms for countering information threats
The Doctrine of Information Security of Ukraine (2016)	defines the main directions, principles and tasks for ensuring the information security of the state, aimed at protecting national interests in the information sphere, countering threats and ensuring the stable functioning of the information infrastructure
Law of Ukraine "On the Basic Principles of Ensuring Cybersecurity of Ukraine" (2017)	defines the cyber defence of national information resources and the creation of a legal and organisational framework for the protection of critical information infrastructure
Law of Ukraine "On Information" (1992)	defines the legal basis for activities in the field of information, the rights and obligations of subjects of information relations, and regulates access to public information
Law of Ukraine "On Media" (2023)	regulates the activities of television and radio organisations, establishes rules for broadcasting, licensing, and protection of the information space from propaganda and disinformation
Law of Ukraine "On the Protection of Personal Data" (2010)	provides the legal framework for the protection of human rights and freedoms in the processing of personal data and establishes rules for their collection, storage, use and protection. Compliance with the requirements of the General Data Protection Regulation (GDPR) to protect citizens' data, especially in the context of European integration processes
Creating conditions for developing the digital economy	
Law of Ukraine "On Electronic Identification and Electronic Trust Services" (2017)	regulates electronic identification, and provides for the provision and use of electronic trust services, including electronic signatures, electronic seals, time stamps, and electronic documents. This law promotes the development of e-government and e-commerce in Ukraine

The Law of Ukraine "On Electronic Commerce" (2015)	establishes the legal framework for e-commerce, regulates the rights and obligations of participants, and ensures consumer protection in the online environment.
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Source: compiled according to the (On the Fundamentals of National Security of Ukraine, 2018; The Doctrine of Information Security of Ukraine, 2016; On the Basic Principles of Ensuring Cybersecurity of Ukraine, 2017; On Information, 1992; On Media, 2023; On the Protection of Personal Data, 2010; On Electronic Identification and Electronic Trust Services, 2017; On Electronic Commerce, 2015)

Harmonising national legislation with international standards and norms in cybersecurity is essential in ensuring the adequate protection of Ukraine's information space. This process includes several key measures: implementation of international standards, legislative initiatives, international cooperation, training and certification, monitoring and evaluation, and information and education.

Ukraine's information policy focuses on adopting and adapting standards such as ISO/IEC 27001 (information security management systems) and the NIST Cybersecurity Framework (National Institute of Standards and Technology Cybersecurity Framework, USA). An important direction is the inclusion of best cybersecurity practices developed by international organisations such as the International Telecommunication Union (ITU) and the European Union Agency for Cybersecurity (ENISA). Changes are being made to existing laws, and new ones are being adopted to meet the requirements and recommendations of the European Union, including the Network and Information Security (NIS) Directive. Protecting critical information infrastructure, personal data (by GDPR), and cybersecurity in public and private sectors is particularly relevant.

Signing agreements on cooperation with international organisations and partner countries involves the exchange of experience and best practices in cybersecurity, as well as participating in international initiatives and working groups such as the Global Forum on Cyber Expertise (GFCE) and other similar platforms. The implementation of training and certification programmes for cybersecurity professionals according to international standards, such as CISSP (Certified Information Systems Security Professional) and CEH (Certified Ethical Hacker), contributes to enhancing professional competence, international recognition, strengthening national security, developing the economy and the IT industry, and fostering educational and scientific progress. These measures help increase the level of cybersecurity in Ukraine, ensure the alignment of national legislation with international norms, and help counter modern cyber threats more effectively.

The Centre for Countering Disinformation under Ukraine's National Security and Defence Council was established to counter disinformation and information threats. The Centre monitors, analyses, and responds to disinformation threats. The State Service of Special Communications and Information Protection has been given expanded powers to strengthen cybersecurity and counter information attacks. In recent years, cybersecurity infrastructure has significantly developed: modern technologies are being implemented to detect and neutralise disinformation on the Internet, and software tools for monitoring the information space and automatically detecting fake news are being developed and used. There is an increase in the media literacy of the population with the implementation of media literacy educational programmes in schools and universities. Cooperation with the EU, NATO, OSCE, and other international partners promotes the successful exchange of experience in countering disinformation.

National programmes to improve media literacy among the population, implemented through laws and bylaws, are aimed at fostering critical thinking and raising citizens' awareness of information security (Figure 1).

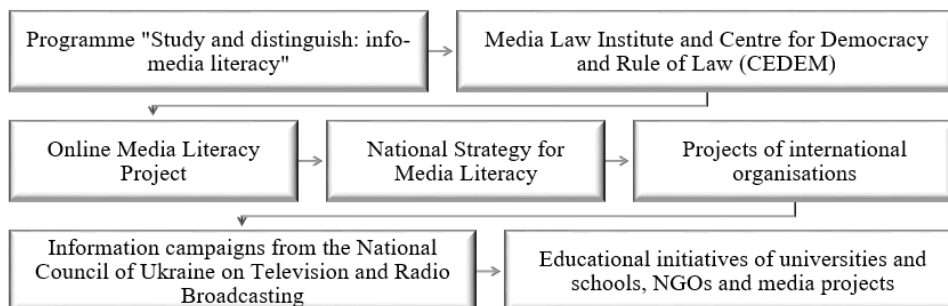


Figure 1: National Programmes and Initiatives to Improve Media Literacy in Ukraine

Source: compiled by the authors

Several national programmes and initiatives in Ukraine are aimed at improving media literacy among the population. These programmes include educational projects, information campaigns, training sessions, and other activities designed to develop critical thinking and the ability to analyse and evaluate information from various media sources. The Ministry of Education and Science of Ukraine, in collaboration with the Ukrainian Press Academy (UPA) and international partners, has developed the "Learn to Discern: Media Literacy" programme, which aims to integrate media literacy into the school curriculum for secondary school students. The programme includes teacher training sessions, educational materials, and manual development. CEDEM implements various projects to enhance media literacy, including training sessions, seminars, conferences, publications, research, and developing policy improvement recommendations in media literacy.

The "Online Media Literacy" project, initiated by the Ministry of Digital Transformation of Ukraine and partners, is designed to teach the basics of media literacy and critical thinking to a broad audience, including schoolchildren, students, and adults. The National Media Literacy Strategy, developed by the Ministry of Culture and Information Policy of Ukraine, includes measures to improve media literacy among the population through education, community initiatives, and cooperation with the media. UNESCO, OSCE, the Council of Europe, and other international organisations have programmes to enhance media literacy in Ukraine. All these programmes and initiatives aim to create a critically thinking society capable of effectively navigating the information space and countering disinformation.

Analysing the current state of Ukraine's information policy is essential for determining its effectiveness and identifying weaknesses and opportunities for improvement. The development of information and communications significantly impacts the Social Progress Index (SPI), which measures the well-being of society by considering social and environmental indicators, not just economic ones. Examining the leading indicators of Ukraine's information policy is crucial compared to the average data worldwide and in EU countries (Table 2).

Table 2: Indicators of Social Progress, Information and Communications: Ukraine's Position, 2023

Indicators	World		EU-27		Ukraine	
	Assessment	Ranking	Assessment	Ranking	Assessment	Ranking
Information and communications	90	68,31	23	85,02	57	76,34
Access to online government	45	60,92	24	71,13	57	60,23
Internet users	105	62,48	39	88,93	73	79,22
Mobile phone subscribers	1	100	1	100	1	100
Press freedom index	130	44,6	28	76,72	70	61,19

Social progress index	98	63,44	24	83,99	59	70,47
GDP per capita, USD US dollars per capita	17175,35	*	45746,22	*	10741,44	*

Source: compiled according to the SPI (2024)

The increase in internet connectivity enhances access to information, educational resources, and markets, which promotes social progress. In countries with a high level of internet access, there is an improvement in education, healthcare, and economic mobility (Dutchak et al., 2020; Masyk et al., 2023). The widespread use of mobile phones and smartphones allows access to information and services even in remote regions, reducing the digital divide and promoting social inclusion.

The Internet provides access to various educational materials, courses, and programmes, enabling people from different socio-economic backgrounds to acquire new knowledge and skills. The possibility of online learning contributes to the upskilling of workers and the preparation of specialists for new sectors of the economy, which fosters economic growth and reduces unemployment.

The development of telemedicine allows patients to receive medical consultations remotely, which is especially important for residents of remote areas or people with disabilities. Electronic medical records improve medical information management, reduce errors, and increase the efficiency of medical services. The development of information and communication technologies stimulates the creation of new enterprises and startups, which can contribute to economic growth and job creation. E-commerce opens new opportunities for businesses and consumers, reduces costs, and expands markets. The development of e-commerce in Ukraine has significantly increased in the pre-war years (Figure 2).

The Internet and social networks facilitate the dissemination of information and enhance the transparency of governments' and organisations' actions, contributing to the development of democratic institutions and civil society. Digital platforms allow citizens to participate in political life, express their opinions, and organise social movements.

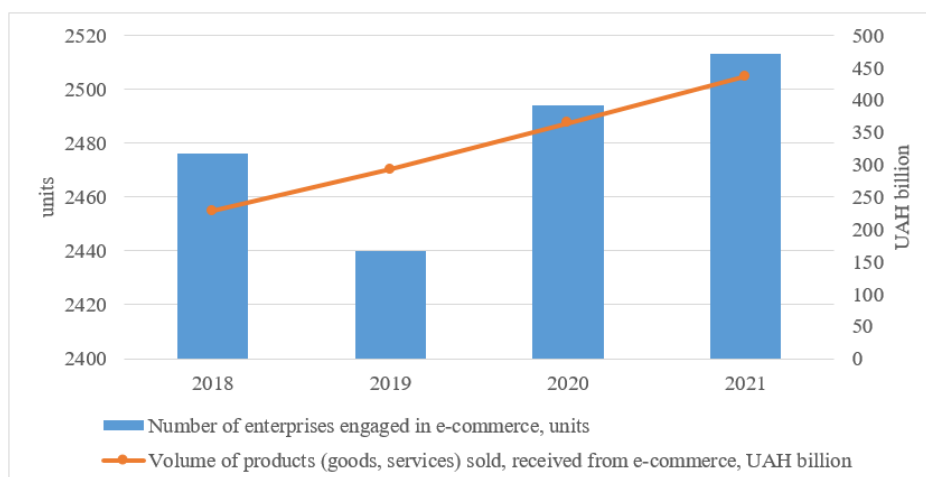


Figure 2: Development of E-commerce in Ukraine, 2018–2021

Source: compiled according to the State Statistics Service of Ukraine (2024)

The development of information and communication technologies provides social, financial, and educational services to a wide range of the population, including vulnerable groups. Digital platforms

can promote equality of opportunity by providing access to information and resources regardless of social status or geographical location (Bondarenko et al., 2022a; 2022b).

Therefore, the development of information and communications significantly impacts the Social Progress Index by improving access to education, healthcare, economic opportunities, and political participation. Information technologies help reduce social inequality and increase well-being, making them essential to social progress.

Information warfare is a powerful geopolitical tool used to manipulate public opinion, destabilise society, and undermine trust in government institutions (Plazova et al., 2024). In the context of Ukraine, this war is particularly significant due to the geopolitical interests of neighbouring states, especially Russia. It is necessary to examine the main aspects of the information war against Ukraine and the state's response to these challenges (Figure 2).



Figure 3: Key Aspects of Information Warfare in Ukraine

Source: compiled by the authors

Information warfare is a vital tool of geopolitical influence in Ukraine, and its impact is felt at various levels of society (Kotsur, & Gryga, 2023). The state's response to these challenges includes comprehensive legislative, institutional, international, educational, and technical measures. These efforts strengthen information security, enhance societal resilience to information threats, and protect national interests.

DISCUSSION

The strategic development of Ukraine's state information policy in the context of global challenges should primarily focus on harmonising national legislation with international standards and norms in cybersecurity to ensure adequate protection of Ukraine's information space. This process should include several vital measures (Table 3).

Table 3: Key Areas of the Information Policy Development Strategy to Ensure Effective Protection of Ukraine's Information Space

Direction	Implementation measures
Implementation of international standards	Adopting and adapting standards such as ISO/IEC 27001 (information security management systems) and the NIST Cybersecurity Framework. Incorporating best practices in cybersecurity developed by international organisations such as the International Telecommunication Union (ITU) and the European Cyber Security Agency (ENISA).
Legislative initiatives	Amendments to existing laws and adoption of new laws that meet the requirements and recommendations of the European Union, in particular, the Network and Information Security Directive (NIS Directive). Development of legislation regulating the protection of critical information infrastructure, personal data protection (by the GDPR), and cybersecurity in the public and private sectors.
International cooperation	Conclude cooperation agreements with international organisations and partner countries to share experience and best practices in cybersecurity. Participate in international initiatives and working groups, such as the Global Forum for Cyber Expertise (GFCE) and other platforms.
Training and certification	Implementing training and certification programmes for cybersecurity specialists by international standards, such as CISSP (Certified Information Systems Security Professional) and CEH (Certified Ethical Hacker). Regular training should be conducted to improve the skills of cybersecurity personnel based on international programmes and standards.
Monitoring and evaluation	Implementing systems for monitoring and assessing the state of cybersecurity in the country based on international methodologies and indicators. Regular audits and checks of compliance of national cybersecurity systems with international standards.
Information and education	Conducting information campaigns to raise awareness of international cybersecurity standards and norms among government agencies, the private sector and citizens. Organising conferences, seminars and other events to discuss and implement international standards in cybersecurity.

Source: compiled by the authors

These measures enhance Ukraine's cybersecurity level, ensure the alignment of national legislation with international norms, and help to counter modern cyber threats more effectively.

The effective development of Ukraine's state information policy in current conditions requires studying the main global challenges, such as disinformation, cybersecurity, information wars, and the development of digital technologies. It is crucial to consider possible scenarios for developing Ukraine's information policy for 2025-2030 in the context of global challenges (Table 4).

Information policy development in Ukraine is critical to ensuring national security, economic growth, social progress, and integration into the international community. Effective information policy will help Ukraine become more resilient to information threats, promote the development of the digital economy, improve citizens' quality of life, and strengthen democratic institutions.

Table 4: Scenarios for Developing Ukraine's Information Policy for 2025-2030

Scenario	Brief description
1. Integrated cybersecurity and media literacy	Ukraine is actively investing in cybersecurity and media literacy. The legislative framework is being significantly strengthened, and specialised bodies are being set up to combat cyber threats and disinformation. Media literacy programmes are being included in school and university curricula. The government actively cooperates with international partners to share experiences and resources in

	cybersecurity. Many of the population have sufficient knowledge of digital threats and can distinguish between accurate information and disinformation.
2. Politicisation and regulation of the information space	The state tries to regulate the information space, mainly through censorship and restrictions on freedom of speech. Legislative acts relate to the control of social media, media, and other sources of information. It can lead to restrictions on citizens' freedom of speech and expression and a decrease in trust in the government and media. Critical opinion may be suppressed, which could lead to social and political tensions.
3. Digital modernisation and innovation	Ukraine is actively using digital technologies to modernise various areas of life. The government invests in developing information infrastructure, innovative solutions and cyber defence. The digital economy is developing, boosting GDP growth and improving citizens' quality of life. The government actively cooperates with technology companies and start-ups to create innovative solutions and promote Ukraine in the global IT market.
4. Information warfare and cyber aggression	Ukraine is under constant attack from cyber aggressors and disinformers. First and foremost, this may be the Russian Federation, which uses information interference to destabilise the country. The government is taking various cyber defence and counterpropaganda measures, including cooperation with international partners and active public education.
5. Global cooperation and international association	Ukraine actively cooperates with other countries and international organisations to combat information threats. International alliances are being formed to exchange information and jointly counter cyber threats and disinformation. It allows the country to more effectively defend its interests and protect its citizens in the information space.

Source: ccompiled by the authors

CONCLUSION

The analysis of the current state of Ukraine's information policy shows that, despite a developed legislative base and institutional structure, there are significant challenges related to information security, the impact of disinformation, and the need to improve the population's information literacy. To overcome these challenges, it is necessary to continue modernising legislation, improving coordination between state bodies, developing international cooperation, and investing in education and technology. The main scenarios for developing Ukraine's information policy shortly should include integrated cybersecurity and media literacy, the politicisation and regulation of the information space, digital modernisation and innovation, information warfare and cyber aggression, global cooperation, and international integration.

AUTHOR CONTRIBUTIONS

P. F.: Conceptualization, Methodology, Resources, Formal analysis, Writing – Original draft, Writing – Review & Editing.

A. L.: Conceptualization, Methodology, Data Curation, Writing – Original draft, Writing – Review & Editing.

V. K.: Conceptualization, Methodology, Formal analysis, Project administration, Writing – Original draft, Writing – Review & Editing.

V. V.: Conceptualization, Methodology, Data Curation, Writing – Original draft, Writing – Review & Editing.

Yu. K.: Conceptualization, Methodology, Formal analysis, Project administration, Writing – Original draft, Writing – Review & Editing.

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