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Reactive social and political interactions in innovation processes in the Russian regions

The article deals with social and political interactions between the population and the authorities. Modern conditions have transferred a significant part of interactions into a virtual environment, which forms new reactive forms of communication between the authorities and the population. The innovative processes taking place in the regions should reflect not only the institutionally set priority directions of development, but also the interests and requests initiated by the local population, and this enhances the reactive nature of interaction. The purpose of the article is to analyze the reactivity of social and political interactions between the authorities and the population in the context of the innovative development of regions (federal districts) of the Russian Federation. The authors analyzed two digital platforms: the Russian Public Initiative (www.roi.ru) and Change.org (www.change.org). They highlighted the topical thematic areas of social initiatives and political petitions in the federal districts and outlined the transformation of social and political interactions in the formation of directions for the implementation of open innovations in the regions of the Russian Federation. As a result of the study, the authors came to the conclusion about the coincidence of the topics of the population's requests and the implemented purposeful state strategic project activities, expressed in national projects. In the context of digitalization, the population builds socio-political interactions in the channels and communication tools set by the authorities, and also gets the opportunity to carry out parallel network and cloud communications, which make it possible to form new spaces for interaction with authorities in the country and specific regions. Civic activism and participation in innovation processes are demonstrated by: the growth of digital presence; participation of citizens in the network and «cloud» (including self-organizing) communities; formation of a network environment for discussion and methods of digital interaction with the government institutions in the regions.

Keywords: *socio-political interactions, reactive interactions, social innovation, digitalization, national projects, state policy, planning and development policy of the region.*

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