

E-GOVERNANCE DEVELOPMENT AS A SUCCESSFUL LEGITIMATION STRATEGY: A CONTENT ANALYSIS

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This paper demonstrates that the development of e-governance can be used as a legitimation strategy. One of the key functions of e-governance is the provision of official information to the public and mass media. Using the cases of two states Kazakhstan and Russia, the study shows how legitimation claims are conveyed through the official governmental websites. This paper uses content analysis to assess what legitimation strategies are used by Kazakhstan and Russia. The findings confirm earlier researchers' claims that all non-democratic regimes strive to demonstrate high sectoral performance. Stressing high economic development, praising the achievements for each ministry has become the way to demonstrate their legitimacy. Official website is a good platform for these activities. In addition, both countries almost equally underscore their international engagement. Nationalism ideals are more specific to Russian government than to Kazakhstani. The government of Kazakhstan is more prone to feature personalistic legitimacy claims.

Keywords: e-governance, content analysis, legitimacy, political regimes, governmental websites