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Public library in modern socio-cultural transformations: achievements and problems, technologies and interactions

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The purpose of the article is to explore the peculiarities of public libraries' adaptation to the modern requirements of the information society, to analyse their cooperation with other institutions, and to consider the influence of libraries on the development of cultural policy through providing access to digital communications and innovative services. **Methodology.** The study is based on the analysis of available data and literature, as well as the use of methods of comparative analysis and synthesis of information, generalisation, systematisation, and comparison (to analyse the impact of globalisation, innovation, cultural policy, and digital communications on the role of public libraries in the modern world; to clarify the functions of the public library in the information space). **Scientific novelty.** The article examines the impact of globalisation on the functions and capabilities of public libraries, and the peculiarities of their innovation and transformation in the context

of the digital age. **Conclusions.** The key trends and challenges faced by libraries in the modern information environment are identified. The study results emphasise the importance of adapting public libraries to the new realities of the global information space, emphasising the need to develop innovation and digitalisation to provide access to knowledge and cultural values on a worldwide scale. It is determined that by expanding their digital resources, introducing online services and creating interactive spaces, public libraries play a significant role in ensuring access to information and dissemination of knowledge in the modern world, providing opportunities for continuous self-improvement, training and development of professional and personal skills, and their desire to adapt to the changing needs of users ensures that they remain relevant and accessible centres of knowledge and culture for all members of society.

К е у в о р д с: globalisation, innovation, innovation activity, cultural policy, public library, digitalisation, digital communications.

Relelevance of the research topic. In today's world, where information technology is changing our lives at an incredible pace, public libraries continue to play an important role in providing access to knowledge, culture and information for all segments of society. The urgency of the issue is that in the digital age when almost any information can be found online, public libraries must adapt to new requirements and change to remain relevant and effective for their users. One of the key challenges is the preservation and dissemination of cultural heritage in digital format. Public libraries should develop strategies for the digital circulation of cultural artefacts, ensuring their accessibility and preservation for future generations. In addition, innovations in the digital sphere require constant updating and development of technologies in libraries to provide users with access to digital resources conveniently and efficiently.

Today, public libraries are not only places for reading and studying but also centres of cultural activity, access to technology and education. Therefore, solving the problems associated with the global information space is critical for preserving the role of public libraries in society. The challenges and opportunities they face in the digital age require constant analysis and improvement of their work to ensure maximum benefit for society as a whole.

In order to expand the role of public libraries in the global information space, it is important to take into account the evolution of information dissemination and consumption. Historically, public libraries have been centres of knowledge and interaction with the public, providing access to a wide range of resources. However, in today's digital age, where information is available online in seconds, the traditional role of public libraries is being challenged. One of the key challenges facing public libraries is the need to remain relevant and competitive in the digital world. With the proliferation of e-books, digital databases and search engines, consumers can access information from almost any location. Accordingly, the potential of digital libraries to promote and popularise multiculturalism through the use of modern information technologies is growing [1].

The digital divide remains a significant issue, with differences in access to technology and internet connectivity affecting vulnerable communities. Public libraries play an important role by providing free access to computers, the Internet and digital resources. However, to successfully address this challenge, libraries must constantly evolve their services and offerings to meet the changing needs of a diverse user base. Although users can now access online resources anywhere, they still want to learn, focus and socialise in an informal environment [19]. In addition, public libraries are facing financial constraints and budget cuts that may limit their ability to invest in new technologies, resources, and programmes. This underscores the importance of government support and funding

for libraries to ensure that they adapt to the evolving information landscape and remain accessible to all members of society.

By embracing technology, expanding digital literacy initiatives, and developing community partnerships, public libraries continue to be important institutions for education, providing access to information and cultural enrichment in the digital age.

Analysis of research and publications. According to I. Kudlai [14], the global information space is an established reality and a product of human culture. It is not just a technological base, but also a system of relations between producers and distributors, as well as information storage and consumption [14]. All participants in the existing information and communication system play a crucial role.

S. Kyrii [15] emphasises that information resources are an essential segment of the information and socio-cultural space. They can also be the basis of information potential. Thanks to well-organised and structured documents and information resources of institutions and organisations, both public and private, the right of users to free access to information is ensured by the current national and international legislation [15]. Therefore, the problem of forming, using and storing various types of library and information resources is extremely relevant in the context of the transition from the traditional to the electronic socio-communication environment.

An equally important issue is the organisation of information services for different categories of users [11]. The effective functioning of documentary information systems is of great importance, the main task of which is to obtain and store relevant information, form library and information resources, and provide the necessary information in the conditions of clear interaction of these structures in the electronic environment [11].

O. Vasylynyna, L. Derevianko and S. Doroshenko note that a certain part of society is losing interest in science due to the deceptive simplicity of obtaining information on the Internet, while another part is open to any way of gaining new impressions, skills and experience. This encourages libraries to independently search for ways to disseminate and popularise scientific knowledge and create their own niche among various digital sources of information for the user, which is implemented through the introduction of new forms of library services related to the use of social networks, blogs, forums, and virtual communities [25].

The history of public libraries in Ukraine dates back to the eighteenth century, when educated Ukrainians began to create personal book collections for self-education, and reflects the cultural and intellectual development of the country over the centuries [22]. Public libraries have evolved from humble beginnings to vital institutions that serve as centres of knowledge and culture for communities across the country.

In the nineteenth century, with the rise of the national education movement, Ukrainian libraries took on a more prominent role in society [23]. They became centres for preserving cultural heritage and disseminating knowledge among the masses. Z. Vakolia [24] notes that many intellectuals and writers of the time recognised the importance of public libraries in fostering a sense of national identity and promoting education for all. After Ukraine gained independence in 1991, public libraries experienced a period of modernisation and revival [18]. Libraries across the country have introduced new technologies and services to meet the growing needs of their users. From digital catalogues and online resources to cultural events and educational programmes, Ukrainian libraries have innovated to remain relevant in the digital age.

According to O. Kosachova [13], current research emphasises the impact of globalisation, digitisation and innovation on the functioning of public libraries in light of changing user needs and societal demands. Globalisation has facilitated the exchange

of information and ideas on a global scale, forcing public libraries in Ukraine to expand their collections to cover a diverse range of materials from around the world. This has enriched the cultural experience of library users and promoted the understanding and appreciation of different perspectives.

V. Dobrovolska, believes that digitisation has fundamentally changed the way public libraries operate, allowing them to offer online resources, e-books and digital archives to users. This change has made information more accessible and convenient, allowing users to access materials remotely and at any time. For example, the digitisation of historical documents and rare manuscripts in Ukraine's public libraries has preserved valuable cultural heritage and made it accessible to a wider audience, facilitating research and education [7].

In terms of innovation, public libraries in Ukraine are using new technologies to improve user experience [12]. For example, some libraries have introduced interactive learning spaces, and virtual reality applications, and created spaces to attract users of different ages and interests. By adapting to these technological advances, public libraries in Ukraine remain relevant and continue to be dynamic community hubs where knowledge is shared, and creativity and lifelong learning are fostered.

Currently, the issues of accessibility and equality of access to library services continue to cause debate among professionals and the public. In particular, H. Shakhkaldiiieva and V. Furashev [21] study the possibilities of ensuring equal access to information and library resources. Yu. Chashka [5] explores the peculiarities of using modern technologies and traditional services in public libraries in the digital age. In her study, M. Dobrovolska [6] outlines ways to preserve and increase public interest in public libraries, in the use of library resources and services in times when information is available on the Internet.

The purpose of the article is to explore the peculiarities of public libraries' adaptation to the modern requirements of the information society, to analyse their cooperation with other institutions, and to consider the influence of libraries on the development of cultural policy through providing access to digital communications and innovative services.

Presentation of the main research material. Today, several theories study the role of public libraries in the global information space. One of these theories is the theory of "library democracy", which reflects the concept that public libraries are essential democratic institutions that promote equal access to information and knowledge for all members of society [3]. This theory identifies libraries as places where everyone, regardless of social status, religion, or economic status, can access resources for self-improvement, learning, and development. Examples of how this theory is implemented are the availability of free learning resources in libraries, the promotion of reading literacy through literary events for different age groups, and the support of community information needs through access to the Internet and databases.

This theory emphasises that public libraries are not only places to store books but also cultural centres that bring the community together, stimulate education and contribute to the development of individual and collective knowledge.

Another theory is the "information access" theory [4], which emphasises that public libraries should provide access to a variety of information sources for all categories of the population in order to promote education, self-development and general awareness of citizens. This theory emphasises the importance of libraries as centres that provide access to the knowledge and resources necessary for the successful functioning of modern society. Public libraries, following this theory, develop a wide range of services that include access to books, journals, electronic resources, courses and other learning formats. By providing access to these resources, libraries help citizens broaden their horizons, develop

skills and become more informed in the modern information environment. For example, a public library can provide access to online courses in various fields of knowledge, e-books for self-study, audiobooks for people with disabilities and organise lectures and discussions on educational and cultural topics. Such services contribute to the development of information literacy, self-improvement and active participation of citizens in society. At the same time, information literacy is the basis for lifelong learning and is common to all disciplines, learning environments and levels of education [2].

These theories help to understand the importance of the role of public libraries in the modern global information environment. It is worth noting that the new library and documentary model, which is formed from these premises, has different names: digital library, digital library, hybrid library, library without walls or simply virtual library.

In the modern world, public libraries are seen as modern centres of social communication and information in the information space [17]. The types of information resources and services provided by libraries are presented in Table 1.

Let's consider the evolution of the role and importance of public libraries in the digital age in stages:

Table 1.

Types of information resources and services of public libraries

| Name | Description |
|---|--|
| Digital library | A distributed information system that allows you to securely store, use and accumulate various collections of electronic documents in a user-friendly format via global data networks |
| Digital library database | The database consists of various electronic document collections. Electronic editions on optical CDs are included in the digital library if the library makes them available on the network (local or global), providing access and search to these documents and other materials in the digital library |
| Digital collection | Multiple e-documents with the same formal features and factual information |
| Digital document | A set of data in computer memory or on an external medium that can be perceived by a person using appropriate software and hardware. An electronic document may contain text, graphics, audio or video information and have a different structure |
| Digital copy of the document | An electronic version of a document obtained by digitising a traditional paper document |
| Digital catalogue | An information system that displays a range of documents in paper format and contains bibliographic descriptions of books and periodicals in all fields of knowledge |
| Image Catalogue | An electronic version of the traditional alphabetical catalogue based on digitised catalogue cards. The image catalogue allows you to search for and order publications that are not yet included in the electronic catalogue |
| Corporate Catalogue | It helps to solve the problems of duplication of functions and inconsistency of actions, allowing for the efficient allocation of intellectual, information and material resources |
| Library website | A virtual information centre that unites thematically related web pages and presents the library's activities on the Internet |
| Library webpage | It presents information on collections, catalogues, card indexes, rules of using the library, thematic events, book exhibitions and other services |
| Periodicals database | It covers bibliographic descriptions of materials from newspapers and magazines in all fields of knowledge |
| Digital reading room | It allows users to access electronic resources of the library and the Internet |
| Virtual enquiry | It responds to requests from remote users and provides information on various areas of expertise |
| Services for document electronic delivery | It provides an opportunity to order digital copies of materials from the library's collections for registered users |
| Virtual exhibition | An information product that combines traditional and electronic methods of information presentation |

Stage 1. The traditional role of libraries:

- information retrieval and storage: public libraries specialised in storing and providing access to printed documents for users;
- cultural heritage: preservation and dissemination of cultural heritage through books, manuscripts and other materials.

Stage 2. The era of digital technologies:

- electronic resources: the emergence of electronic resources such as e-books, journals, databases, etc. has expanded users' access to information;
- the Internet and online catalogues: the introduction of the Internet allowed libraries to create online catalogues and provide virtual services to users.

Stage 3. Modern information space:

- Information literacy: public libraries are actively working to improve the level of information literacy among users;
- centres of social activity: libraries are becoming places for various cultural events, lectures, exhibitions and other activities.

Digital technologies have enabled public libraries to become accessible and interactive for their users, expanding their role in modern society [16]. Today, a public library can be viewed as an information and communication centre consisting of two parts. The first is a collection of traditional documents, and the second is an electronic collection of documents, information materials, and services [16]. The main types of electronic publications that can be included in the digital collections of public libraries are presented below:

- by the nature of the main information: textual (symbolic) visual; audio; software product; multimedia;
- by the presence of a printed equivalent: an electronic analogue (copy, version) of a printed publication; an independent electronic publication;
- by technology of use: local; network; combined use;
- by purpose: official; socio-political; scientific; popular science; popular; industrial and practical; educational; literary and artistic; religious; reference; leisure; advertising;
- by the nature of interaction with the user: defined; indefinite (interactive);
- by structure: one-volume, multi-volume; serial;
- by periodicity: non-periodic; periodic; long-term.

Public libraries continue to adapt to the challenges of the digital age by adopting innovative practices to better serve their users. They have greatly expanded their collections to include e-books, journals, databases and audiobooks, giving patrons access to a wealth of digital information. This shift to digital resources has made it easier for library users to access materials, technology training, and programmes that help develop the skills needed to navigate the digital world effectively [10]

Libraries have developed user-friendly digital catalogues that allow patrons to easily search and request materials. In addition, many libraries offer remote access to library services, such as online book updates, access to research databases, and even virtual reference services, making library resources more accessible to a wider audience. Libraries are also using the latest digital technologies (virtual reality, intelligent video tutorials, and interactive exhibitions) to improve user experience and attract new audiences, especially young people who are accustomed to digital interfaces. In other words, public libraries provide access to technology and digital resources because they consider learning to use information critically, reflectively, and purposefully to be a factor that compensates for digital inequality [8].

Libraries have moved to offering a variety of educational and cultural activities online, such as virtual lectures, workshops, book clubs and exhibitions. These activities promote

literacy, learning and cultural enrichment in a digital format. However, despite the active use of online collections and services, the physical spaces that public libraries provide to their users remain key to fulfilling their mission [9].

Public libraries actively engage in partnerships and networks at the local, national, and international levels to increase their impact and reach in the community [17]. At the local level, libraries cooperate with local institutions, schools, museums, and non-profit associations to organise joint events, programmes, and projects aimed at improving the cultural level and education of the community. National library associations run joint initiatives and programmes to develop libraries in the country, share best practices and support innovation in librarianship.

Public libraries also join international networks and associations to share experiences and participate in international projects and programmes aimed at improving the quality of library services and developing librarianship in general. These partnerships allow them to broaden the scholarly debate to include diverse experiences and perspectives and to truly promote the inclusivity and egalitarianism that all libraries strive for [20].

By adopting these initiatives, public libraries continue to play a vital role in providing access to information, promoting lifelong learning, and community participation in the digital age. Their commitment to adapting to the changing needs of their users ensures that they remain relevant and accessible centres of knowledge and culture for all members of society.

Scientific novelty. The article examines the impact of globalisation on the functions and capabilities of public libraries, and the peculiarities of their innovation and transformation in the context of the digital age.

Conclusions. Libraries provide opportunities for continuous self-improvement, learning and skill development for all segments of the population. They offer a variety of training programmes, seminars, lectures and workshops for different age groups, and stimulate learning, personal and professional development, provide access to high-quality information sources for research, and foster intellectual interests and creative thinking. Public libraries create a favourable environment for communication, exchange of ideas and active community participation. They organise a variety of events that bring together people of different ages and interests, helping to foster mutual understanding and support public dialogue. We would like to emphasise that, given the constant technological changes, public libraries are key institutions that are actively adapting to the challenges of the digital era. They are transforming into modern information and communication centres that provide access to information sources and services. By expanding their digital resources, introducing online services, and creating interactive spaces, public libraries play a significant role in ensuring access to information and disseminating knowledge in the modern world. They are key players in shaping and stimulating the progress of society.

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**ПУБЛІЧНА БІБЛОТЕКА В СУЧАСНИХ СОЦІОКУЛЬТУРНИХ ТРАНСФОРМАЦІЯХ:
ДОСЯГНЕННЯ ТА ПРОБЛЕМИ, ТЕХНОЛОГІЇ ТА ВЗАЄМОДІЇ**

Мета статті – дослідити особливості адаптації публічних бібліотек до сучасних вимог інформаційного суспільства, проаналізувати їхню співпрацю з іншими установами, розглянути вплив бібліотек на розвиток культурної політики через забезпечення доступу до цифрових комунікацій та інноваційних сервісів. **Методологія.** Дослідження базується на аналізі наявних даних і літературних джерел, а також використанні методів порівняльного аналізу та синтезу інформації, узагальнення, систематизації, порівняння (для аналізу впливу глобалізації, інноваційної діяльності, культурної політики та цифрових комунікацій на роль публічних бібліотек у сучасному світі; для уточнення функцій публічної бібліотеки в інформаційному просторі). **Наукова новизна.** В статті розглянуто вплив глобалізації на функції і можливості публічних бібліотек, особливості їх інноваційної діяльності та перетворення у контексті цифрової епохи. **Висновки.** Виявлено ключові тенденції та виклики, з якими стикаються бібліотеки в сучасному інформаційному середовищі. Результати дослідження підкреслюють важливість адаптації публічних бібліотек до нових реалій глобального інформаційного простору, акцентуючи необхідність розвитку інноваційної діяльності та цифровізації для забезпечення доступу до знань та культурних цінностей у всесвітньому масштабі. Визначено, що завдяки розширенню своїх цифрових ресурсів, впровадженню онлайн-сервісів і створенню інтерактивних просторів публічні бібліотеки відіграють значну роль у забезпеченні доступності до інформації та поширенні знань у сучасному світі, наданні можливості для постійного самовдосконалення, навчання та розвитку професійних та особистісних навичок, а їхнє прагнення адаптуватися до мінливих потреб користувачів гарантує, що вони залишаються актуальними та доступними центрами знань і культури для всіх членів суспільства.

К л ю ч о в і с л о в а: глобалізація, інновації, інноваційна діяльність, культурна політика, публічна бібліотека, цифровізація, цифрові комунікації.

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