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LIBRARY FACILITIES AND MODERN INFORMATION SOCIETY NEEDS

Global informatization and Internet technologies have caused not only global shift to the new qualitative level of society development, but also generated numerous growth problems. Realities of new information society require to solve these problems. These realities are based on the need to implement the fundamental principles of modern society: increasing labor productivity in the information sphere, improving the efficiency of the use of information resources. At the same time, according to the existing experience, library institutions acquire appropriate practical possibilities, expand range of their functions based on the capabilities of electronic information technologies and help to neutralize the threats to the national information space.

Keywords: national information space, library activity, information, person, information resources, library institutions, global informatization person of the information society.

Scientific and technological progress provides the production of volumes of information that is not advisable and, indeed, is impossible to hold in human memory. Holding those volumes of information is nonsensical as the bulk of this information can not be used in everyday life of each individual and thus will essentially be a burden. It is impossible to preserve the enormous and rapidly growing volumes of information in the memory of a human due to the fact that the memory of a biological person is developed in accordance with its biological development, served to develop a memory resource primarily in the interests of providing biological and, at a certain stage, the social development of the individual.

Thus, the capabilities of the biological mechanism limit the amount of memory for information not to cause functional disorders through the needs of the individual, or, in modern conditions, the amount of other information that replaces the natural needs.

Thus, the information resources created in the process of development of social relations among people, with the development of this environment had been kept outside of human memory.

For a person the accumulation of external information was carried out by writing it down on one or another material carrier. The places of storage for such carriers later became known as libraries. The evolution of the library carriers can be divided into three main stages by the form of the use of basic material media: the stage to pre-paper carriers, the stage of the paper carriers and the stage of use of digital media.

For different peoples the prepaper stage of information carriers was marked by the use of various improvised materials, on the writing had been recorded. It could be birch bark, wooden boards, carved on stone inscriptions, papyrus, on specially processed animal skins or lithography on sheets metal, clay tablets, etc.

The invention of paper and, later, printing technologies had been the revolutionary stage in the development of the library business, which enabled the spreading of written and then printed information, and met the growing public demand for access to information for all new and emerging users through the organisation and spreading of library institutions. Information sources on other media had been kept as auxiliary or rare ones in these institutions.

The development of digital information technologies as an independent stage has become a new stage in the development of libraries an independent step of library sphere development, the computerization of libraries, including them as independent basic elements into the development of information exchanges based on Internet technologies. This period is chronologically connected with the development of post-industrial processes of the second half of the 20th century, with the development of the information stage of social development. This stage in the life of society is connected with global informatization, the process of expanding the opportunities of access to information resources, to the opportunity of their use in enrichment of all categories of the population of nations and states. The library institutions as public information centers gain, of course, particular importance in this process.

At the present stage of the development of information activities, library institutions, performing socially important functions, enhance the natural properties of human on the development of information sphere of society:

1. They open access the content of their funds, prepare information resources for effective use, take into account the specifics of the activities of all categories of users, thematically group relevant information to use for the implementation of programs and plans for social development; promote the development of the system of social information communications in modern society, including

the development of relevant sites, filling them with high-quality, necessary for the implementation of the objectives of innovation development information, thus providing real access to domestic information resources for all categories of users, promoting the efficient use of these resources in the mode of modern library service, and developing various forms of distant services.

At the same time, the modern person has the opportunity to get an idea of the information resources content available at the disposal of the society, located in library institutions, including those that are on paper and other traditional media, and if necessary use them in their work, to improve the educational level, for leisure and other purposes. Taking into account the process of convergence of the scientific and informational sphere with production activity, the expansion of access to information resources is contributed to the development of labor activity of people, increase of efficiency of their socially useful activity.

The development of the sites of such institutions is important as an important reference for potential users of library institutions. This form of communication with users contributes to the development of interactive communication, the increasing of the activity of modern people in the information sphere.

In current conditions, «without altering the essence of the process of service itself, the Department of Reference Service (RBS) uses the capabilities to meet the information requests of users, through the use of new technologies, which greatly contributes to its efficiency. RBS is the field of library and information activity, which is experiencing changes in the technological environment most rapidly and is forced to respond adequately to the demands and requests of users that change in accordance with the social and communicative situation» [1, p. 257].

Access to modern information resources is facilitated by the active participation of librarians in the development of the entire system of other information communications. By integrating the possibilities of accessing information through such system, both individual users and social structures of our society, in the process of their development and organization of activities, have the opportunity to use the qualitative information of library funds, which is increasingly easier to access through librarian computer technologies. Thus, the modern human, with the help of library institutions, has the opportunity to arm themselves with all information resources that constitute the national cultural heritage of past generations, to rely on this information basis, to participate in the development of the national information space in the context of global informatization, relying on to the national information resources, which is a guideline in the new information production.

In the process of their development, modern library institutions, mastering the Internet technologies, help the modern person to realize themselves as a structural component of a globalized society.

2. They conduct the study of the new volumes of information produced by society, the process of replenishing global information resources and resources of the national information space; preparation of the informational system, informational, analytical and analytical publications describing the information processes of today for different categories of users as "information - about information", the selection of new information necessary for solving urgent problems of social development, both in paper and in digital forms, enrichment of own funds with such information and transference to the customers the necessary volumes.

A specific person or social structure has significant problems at the level of communication with global information resources. On the one hand, these resources contain the latest achievements of the human mind, the most promising technologies, the use of which is the main factor of modern competitiveness in a globalized world. On the other hand - high-quality and useful information is hidden in the low quality volumes of information, or is completely inadequate or even harmful. And with the development of information production, the increasing number of low-skilled people entering this process, the growing volumes of low-quality information drown information of high quality, useful information, the one that is requested. Finding high-quality information is becoming increasingly difficult for the user. In this case, high-quality search engine software only partially helps in solving this problem.

And only the assistance of librarian institutions, as modern information centers, the inclusion of their professional information workers, studying the content of information volumes, carrying out of appropriate information, selection in accordance with the request of the right information by society, it gives the most complete opportunity for a modern person to quickly and efficiently search the information volumes and to receive the necessary information for utilization, not to get lost in it, to efficiently use the best achievements of human thought and become powerful through the use of information resources developed by the whole of society.

At the same time, it draws attention that, according to changes in the views on the organization of information and search systems of the global network, new technological models on the principles of designing and creating web resources are emerging. In this context, it should be noted that today scientific social networks and open access digital periodicals are rapidly developing as an alternative to the recognized commercial professional science and technology

systems. These systems are democratic and publicly available. With the correct presentation of scientific publications in open access systems, today they are able to provide extremely useful information to researchers, owing to the development of semantic web tools. The idea of the model of the semantic Web (Web 3.0) is based on the fact that the addition of a certain data structure (metadata) to unstructured content of the global network will make it more understandable for search bots, which in turn will enable the transformation of Internet resources into analogue databases [2].

The model of the Web platform 3.0. in general, contains such basic ideas as the creation of an information resource based on modern technology and the transformation of unstructured content of the global network into a database. Smart linguistic technologies become particularly important as they will eliminate the ambiguity of search responses (synonymy, homonymy, etc.). According to Kateryna Loboozina, Web 3.0 has to focus on library technology, since it is where vast experience of knowledge organisation is accumulated. The ideas of this model are completely identical with the main function of the library - to be the intermediary between the informational raw material and the user. All this should give to a librarian the role of an information expert and knowledge manager who will professionally process digital resources, who will form an intellectual historical, cultural and scientific digital environment [3, pp. 59–60].

Simultaneously, the problem of universal unification becomes acute with the active development of the production of information resources on a global scale. Its neutralization, preservation of national identity is connected with the organization of preservation and development of sovereign information volumes, which has fundamental importance to the development of national information production under globalization, promotion of the development of the national information space information security system, resistance to negative informational influences.

This process also promotes the active entry into a mutually beneficial system of international information exchanges, strengthening of cooperation ties in the field of library work at the national level and, in the context of the implementation of national information policy, at the international arena. Thus, the library system creates conditions for implementation of information exchanges of the most high-quality information, contributes to the development of information activities and information exchanges of its users.

Thus, the librarians do not lose their prospects for work with the spread of the Internet, but their work promotes the organization of information activities and

should become an effective lever to support the socially active part of society in the development of information processes. "The current stage of development of society is characterized by the high role of information processes in which the product is not a material object, but information; the fact that this product requires the most intense introduction since the science has become a productive force. It is necessary to keep in mind the characteristic for today massive merging of science with production, when new scientific ideas are being introduced into practice in the shortest terms in fields that are seemingly far from science. This is how the information significance of science is already characterised at the start of the new, informational era" [4, p. 96].

Although today the modern network of library institutions in Ukraine, as well as in all post-socialist countries, starting with the largest ones, does not meet the modern social requirements as information, research and information centers, however, the last decade still gave impetus to their significant renovation [5, p. 157].

Computerization of library activity in the last decade has given impetus to the development of publishing activities of libraries, in particular the spread of digital information and analytical products with thematic characteristics, information analysis of information resources necessary for the development of society. It can be argued that digital publications should effectively promote comprehension of the entire information process in Ukraine, taking into account the features of periodical digital editions that provide an opportunity for meaningful system analysis of information volumes, from which funds are being acquired, the availability of information resources necessary for a modern user in the library›s funds, analysis of the processes of updating national sovereign resources and their public use, and, finally, identification of the potential demand of Ukrainian citizens in information provision.

Transforming the methods of using such publications from sporadically used by individual library institutions into a united system throughout the entire library system, combined they can give a complete picture of contemporary domestic information production.

With organized use periodic digital editions can significantly enhance the processes associated with the production of domestic information. In this production, the most effective segment is the production of scientific information, information related to the solution of scientific and applied tasks of society, which should ensure its innovative development. Recently, there were many publications related to the problem of enhancing work in library institutions, especially scientific libraries, in the scientific process. The need for close partnerships of scientific institutions with libraries as modern infor-

mation centers for analyzing large amounts of information and preparing it for effective use in the most convenient form of the user has been rightly noted. Thus, preliminary research work can be transferred onto information workers of the library, and researchers can concentrate on scientific work. Periodical digital editions, accordingly, can become for scientists (and already are becoming) a benchmark in new information resources that are relevant to research issues.

These publications in their style, their genres in the framework of the creative community with the scientific structures will be able to effectively inform both domestic users and foreign, about the new achievements of Ukrainian scientists.

Such a line of activity will contribute to solving the problem of closer approach of the process of producing scientific information to the needs related to the development of our society and the need for its active inclusion in the process of international cooperation. This aspect of activity will contribute to the very urgent development of the prognostic approaches associated with the planning of scientific research in our time, the need to set goals in advance in this direction, and so on.

Due to the actualization in the Ukrainian society of problems related to the necessity of scientific analysis of the specifics of the development of intra-social processes in Ukraine, the search for its own, national path in the development of society, the role of library institutions, or rather their foundations, as guidelines for approval a national identity at the modern level, the synthesis of new characteristic features of the present with a national tradition, which is very important in the intensification of global influences. Periodic electronic publications in the implementation of this task can be very effective means of orientation in the system of electronic resources.

Library electronic media, using their existing capabilities, and those that appear in the process of their development as a whole, can become an effective tool for targeting ever-increasing amounts of information, in the peculiarities of their processing, including the use of computer technologies, and the formulation of proposals for their use.

Thus, information activity of libraries contributes to increasing the efficiency of the modern information base, which is the basis of development, according to Oleksiy Onyschenko›s definition, is a strategic resource of the state [6].

Computer technologies made it possible to rise from specific to the analysis of summary information in information processes [7, pp. 455–456], which is the subject of the analysis of periodical electronic publications.

In the last decade there has also been a rapid development of increasingly

high-performance personalized tools for users that help them integrate into modern information exchanges, help them use library library resources and other information centers, including in distant mode [8].

Individual computer systems make it possible for all its users not only to familiarize themselves with information resources, not only to use them according to their needs, but also to incorporate in the process of creating new information and, as a matter of fact, present it to the public.

In relation to the already achieved results of the Ukrainian society informatization, the participation of an increasing number of users in the information production raises the problem of rational use of the modern uncontrolled process of information production for aiming at socially significant informational activity [9, p. 52].

Today, the attempts to study and generalize spontaneous infiltration in the library media are being made. Thus, in VNLU in the publication "Public opinion on law-making" [10] and in the bulletins "Social networks as a factor of information security" [11], thematic collections of blogging information are analyzed, opportunities of using social networks in the formation of civil society, management and economic activity are revealed, solving problems of public security, etc.

The process of increasing the spread of technology for personal computers, various personal tools for processing information creates conditions for the unification of various interests, the self-organization of new human communities, which is the driving force behind the further structuring of society. Library periodicals have the opportunity to analyze relevant requests for information, to facilitate the generalization of this social process, to support it with relevant information, information on the content of library funds that may be of interest to the new public associations activities.

Thus, these editions contribute to the fact that "the technological revolution in the information and computer basis in the socio-economic environment leads to the fact that ...e-culture provides involvement in social spatial-temporal structures".

The role of periodical digital publications in libraries can be very important for comprehension of complex information processes related to the use of powerful computer equipment. Their special importance is conditioned by the fact that their source base is their own volumes of structured information in the process of their evolution under the influence of socially-friendly processing. It is worth noting that the volumes of information of the global information space are not comparable with the volumes of other existing carriers in the largest libraries of the world. There was no social practice of operating such

arrays in the history of society. And although powerful computer systems and their associations structure this information, in one way or another provide acceptable use of it, deep ideas about these processes are still ahead. Periodic digital editions of libraries can significantly contribute to understanding these processes and developing appropriate responses.

The aforementioned chief trends in the development of information processes require a qualified reflection, and therefore need highly skilled specialists. Therefore, the efficiency of information processes is directly related to the effectiveness of using the human factor in the development of the information system of society. Today, there is a gradual, perhaps not entirely working, adaptation of every person to modern information realities. And in this adaptation, librarian institutions as the information centers of a post-industrial society must play a crucial role [12]. This role materializes in the presentation of modern technologies of society using library resources, orientation in the global information space, and practical help in the effective use of information resources. It can increase the efficiency through the development of all areas of information activity and, first of all, the development of periodical digital publications. It should also be noted that the organizational factors affecting the circulation of information in social information communications a significant importance is played by the factors associated with the development of information markets, a qualitatively new stage in the field of information exchanges. The feature of this stage is the organization of information exchanges system with the guaranteed use of information resources.

Researchers predict significant changes in the structuring of information in accordance with market demands, improving marketing activities [13, p. 239].

One can predict that the development of this process will have a significant impact on the national information space. Library institutions play an important role in it, as they are qualitatively new in comparison with existing banks, they are information banks. And market relations in the information sphere will obviously be related to the development of information, advertising and marketing activities of libraries.

It should be noted that the improvement of information exchanges within such an organism is a dialectical process. On one hand, they provide the necessity for new, up-to-date information, on another hand, they contribute to overall unification. In order to preserve national identity, the development of its own information production based on national traditions, the organization of information security, the preservation of national and cultural traditions and the development of sovereign information resources is an important problem in information exchange as a full-fledged partner in international relations. The

library system of Ukraine, provides a solution to this problem as a structured, largely organized system for the preservation and use of available information resources available to domestic users.

The basis of any culture is the national spiritual values. And if culture loses moral principle, society is immersed in chaos. Formation of highly spiritual personality becomes one of the central directions of education of a citizen, and therefore becomes of a state importance. While libraries, in turn, play an active role in shaping information culture, preserving cultural and spiritual heritage [14]. "Many times the human culture was at risk of complete destruction and it owes its salvation to restoration of its writings and owes libraries its rebirth. Moreover, the collection of written monuments in various places of the cultural world has become a magnet that attracts all those who seek knowledge, and the larger these collections, the greater is such an attraction" [15].

The cultural sphere is a component of the system of spiritual health of the nation. And it is necessary to clearly define and expressly state policy on the culture in the government for its preservation. Strengthening this sphere is an important matter for the entire civil society. It is necessary to declare the state protection of the activity of libraries, to increase the work for librarians in preserving the traditional national culture and its spiritual and moral core [16].

With the introduction of digital information technology in the library sphere, this sphere of activity of these institutions becomes the most vulnerable to various forms of negative influences that adversely affect domestic information resources and can be directly exposed to cyberterrorism.

The development of the technical and technological base of informatization, the expansion of access to production and the use of information resources by unlimited numbers of users creates increasing opportunities not only for the implementation of e-government and for the expression of free will of law-abiding citizens [17]. Access to information, as well as the possibility of producing it, offers practically unlimited opportunities for manifestation of anti-social actions with frankly criminal or simply irresponsible intentions. And therefore, they are still very weak in the computer equipment, in software antivirus and others. products, librarians often become victims of software development harmful to their funds and poor-quality information.

It should be noted that today the development of technologies for negative impact on information infrastructure is faster than the appropriate countermeasures. This is due not only to the classification of such developments in the most advanced in the computerization of countries, using them primarily in defense interests. In the national space to a large extent the present passivity is due primarily to a lack of awareness of such dangers on general social

decision-making level, which, in turn, is due to lack of computer literacy, lack of awareness of the role of computerization in modern society. Lack of activity in counteracting negative influences on own information resources are now also found in library institutions. This problem met with the lack of attention to this issue remains in information and analytical publications as well.

At the same time, in the network of digital information communications there is the increasing of types of cybercrimes: the number of computer viruses and worms is increasing, is is getting diversified, and the mechanisms of the influence of logical bombs, Trojan horses, whose neutralization becomes more and more complex, are being improved.

Along with this, there is a clear the development of various forms of hacker solidarity, up to the organization of coordinated unlawful actions [18]. This process develops against the perceived lack of coordination, the lack of organization of library structures in the fight against the negative influences on their resources.

The domestic library system already faces well known problems that require attention and response. Including:

– lack of equipment with modern software tools for processing digital information resources, as well as for neutralizing existing cyber threats ("antivirus" programs, etc.), and insufficient provision in this regard for the efficient functioning of library institutions as modern information centers;

– slow entry into international library associations, undeveloped participation in collaborative projects, which allow to learn the latest technologies, standards in the information sphere, international practice of information marketing, etc. The establishment of an equal, in accordance with the national interests of Ukraine, cooperation should promote the elevation of the technological level of domestic information activities to the needs of the present, to ensure the effective functioning of the national information sphere;

– lack of coordination with foreign librarians and their associations in the fight against crime in the information sphere;

– lack of effective methodological cooperation among domestic libraries in relation to the development of technologies for the conservation and replenishment of domestic information resources, organization of relevant information, information and analytical activities.

With all this, the experience of developing information activities of modern libraries suggests that the technical and technological, as well as the associated economic factors of influence, are not finite, although very important factors of influence on domestic information resources. This circumstance was a concern and was first noticed by US researchers. They first drew attention to the fact

that within the framework of the development of the global information space, the establishment of effective functioning of network communications, are experiencing the increasing influence of sovereign arrays of information of all states, including - modern state-leaders [19].

The language in this case is not so much about the techno-technological aspects of influence (although scientific and technological progress outside the United States can provide a number of challenges), but about the impact on the level of content: penetration into the array of sovereign information alien information for them with not always expected consequences for social development in the future. The practice of active work in the information space of Ukraine confirms these conclusions. Along with them, information officers of special structures on work with electronic information NBUV on their own practical experience are convinced of the importance of tracking such foreign influences, using for this periodical electronic publications [20].

An important issue in organizing the security of information resources is also a weighed, verified approach to the use of that part (bigger today), which is stored on paper and is now digitized. We are talking about significant volumes of high-quality, created and tested by many generations of Ukrainian people information. It is precisely this information that belongs to most of the national heritage, reflects the national specificity in relation to the problems of the surrounding world, is the basis for self-identification and the basis for the development of national traditions in science, culture and other spheres of social activity. There is no need for unnecessary reasoning to believe that, by activating our activities in international information exchanges, our society should not disclose all available resources in information networks. Indeed, even in the most optimistic scenarios, the national information infrastructure can not fully protect them from negative influences and unauthorized borrowing. Obviously, the main burden on the popularization of these resources in the global information space should be placed on the relevant periodical electronic editions, except for special, contractual and presentation acts of international cooperation.

The activation of information activities of libraries also reveals a significant number of problems related to the need for a legal settlement of new aspects of this activity. Electronic mass media libraries should take an active part both in discussing these problems and in providing effective assistance to lawmakers in the prompt preparation of these documents. It is also about the study of relevant foreign experience, and the provision of information on the content of the information available funds that can be used in law-making. It is obvious that periodical electronic editions may be useful in organizing

mass educational work in the community among all categories of citizens actively involved in the system of public information communications, gain access to information resources and try to contribute to information cohabitation. One can predict that in the near future the society will decide on the necessity of creating certain structures, the function of which will include the disclosure of opportunities, first of all, in the youth audience for self-improvement in the information sphere, to explain the legal basis for such activities, including – the inadmissibility of such phenomena as hacking.

Thus, the evolution of modern librarianship in the context of the development of public information promises significant prospects for the development of periodical electronic publications.

Conclusions. The prospects for the development of library electronic periodicals are connected with two groups of tasks, reflecting growing public requests for electronic information resources, which are equipped with modern libraries, which enrich their resource in the process of digitization of fixed assets, the need for prompt information on these resources of all categories of users, and also an objective need for the development of modern information relations between the domestic library system and the user.

The realization of these tasks is connected with the development of the specifics of periodical electronic publications, the stabilization of their species characteristics, which is very important for the correct orientation of the readership in the context of increasing the efficiency of modern library activities, ensuring their functional improvement, as well as the development and implementation of innovative organizational and technological development of these information and analytical products.

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Бібліотечні засоби для задоволення потреб сучасного інформаційного суспільства

Розвиток сучасної інфосфери на основі впровадження електронних інформаційних технологій створює для людини унікальне середовище існування зі зростаючими обсягами інформації.

Науково-технічний прогрес забезпечує виробництво колосальних обсягів інформації, які неможливо утримати у людській пам'яті. Пам'ять людини розвивається відповідно до її біологічного розвитку, насамперед в інтересах забезпечення біологічного та, на певному етапі, соціального зростання особистості. Таким чином, можливості біологічного механізму обмежують обсяг пам'яті для того, щоб інформація не викликала функціональних порушень через потреби особистості, або, у сучасних умовах, кількість іншої інформації, яка замінює природні потреби.

Таким чином, інформаційні ресурси, створені у процесі розвитку соціальних відносин між людьми, з розвитком цього середовища зберігалися поза людською пам'яттю.

Глобальна інформатизація та інтернет-технології обумовили не лише новий якісний рівень розвитку суспільства, а й породили численні проблеми зростання, вирішення яких вимагають реалії нового інформаційного суспільства. Ці реалії базуються на необхідності дотримання основоположних принципів сучасного суспільства: підвищення продуктивності праці в інформаційній сфері, удосконалення ефективності використання інформаційних ресурсів. При цьому в новій своїй якості, як про це вже свідчить наявний досвід, бібліотечні установи набувають відповідних практичних можливостей, розширюють спектр своїх функцій, виходячи з можливостей електронних інформаційних технологій**.**

В якісно новому інформаційному середовищі людина має адаптуватися. При цьому повинен бути економно застосований творчий ресурс, інструменти управління інформаційними процесами, у тому числі бібліотечними. Такий підхід дає змогу досягати найбільш ефективного використання інформаційних ресурсів в інтересах суспільного розвитку.

Ключові слова: національний інформаційний простір, бібліотечна діяльність, інформація, особа, інформаційні ресурси, бібліотечні установи, глобальна інформатизація, особа інформаційного суспільства.