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THE INFLUENCE OF DIGITAL TECHNOLOGIES ON THE FORMATION OF THE IMAGE OF LIBRARIES

The purpose of the article is to consider the impact of digital technologies on the formation of the image of Ukrainian public libraries in the context of modern challenges using the example of the Alexandria City Centralized Library System. **Methodological basis.** The principle of unity of interconnection with modern conditions, socio-communicative and structural-functional approaches and methods of analysis and synthesis, generalization and descriptive are applied. **Scientific novelty.** For the first time, the influence of digital technologies on the effectiveness of the positive image of Ukrainian public libraries in the face of modern challenges is highlighted using the example of the Alexandria City Centralized Library System. **Conclusions.** Today, the active introduction of digital technologies into the practice of Ukrainian public libraries in general and the Alexandria City Centralized Library System in particular, on the one hand, has a positive impact on the formation of the image of libraries in the face of modern challenges, and on the other, significantly increases the number of readers (including temporarily displaced persons with children) and users who, in particular, live far outside Ukraine, but are interested in the history of the Kirovohrad region. All library activities of the Alexandria City Centralized Library System, as well as all Ukrainian public libraries, are aimed at the assimilation of the achievements of universal culture, are client-oriented, diverse in topics and free of charge. The Central City Library of the Alexandria City Centralized Library System plays an important socio-cultural role in the life of the community. The Central City Library of the Alexandria City Centralized Library System is a hub of digital education, a modern information and cultural center of the city, which is optimally oriented to the requirements of the time and the information needs of users. The image of the libraries of the Alexandria City Centralized Library System as library institutions – reliable partners of local residents – is effectively influenced by their presence in the media space through their own YouTube channel, Facebook, Telegram, and Instagram pages.

Keywords: library, the image of the library, the information and library sphere, Russian-Ukrainian war, digitization, Alexandria City Centralized Library System.

Relevance of the research topic. The development of technologies has a decisive influence on changing the tasks and role of libraries in society. In *pre-industrial society*, libraries were a place of accumulation of manuscript and printed book collections, in industrial society, book collections became a center for the dissemination of knowledge, in post-industrial society, traditional libraries focused on the production of information, The *knowledge society* with all the possibilities of digital technologies transforms libraries into an open information and communication center. Throughout the entire historical period, the image of the library, that is, the perception by society of the need and demand for its services, has been transformed accordingly. In the global process of digitalization, libraries have mastered new strategies and innovative tools to improve their image.

The analysis of research and publications. T. Kostyrko rightly emphasizes [4] that creating an image of an attractive institution is one of the current areas of activity of a modern library. Therefore, especially in the context of socio-cultural transformations, the issue of the library's image is in the field of view of Ukrainian scholars and practitioners of librarianship, including S. Barabash, G. Bulakhova, I. Vrublevska, T. Granchak, G. Zhovtko, O. Kirisheva, I. Kotelukh, A. Kukharenko, I. Lazorenko, G. Prystay, Zh. Samokhina, O. Shestopalova, V. Yaroshchuk and many others.

Investigating the factors of forming the image of a library in the context of social transformations, L. Chorna emphasized the importance of strengthening the work of the library collection to purposefully form a positive attitude of the public towards library institutions and emphasized that "the modern motto of every specialist should be the words "image above all!" [14]. The main stages of formation, components and functions of the internal image of a library were thoroughly researched by L. Butko, D. Vasylenko and V. Shabunina [2].

N. Tanatar, based on monitoring data from central and regional mass media, argued that the greatest interest is in such areas of activity of the V. I. Vernadskyi National Library of Ukraine as the peculiarities of the organization of the activities of the main scientific book collection of the state, rare publications and the fund of the institution, and its cultural and educational activities [13]. It is worth noting that these areas still remain in the field of view of periodicals and television today [16]. N. Solonska argued that it is cultural and educational activities aimed at popularizing the image of the library [10].

Analyzing the need to use new tools to promote electronic resources of its own generation, M. Sukhacheva focused on the fact that the technical capabilities of the Internet open up broad prospects for the popularization of library products [12, p. 107]. In the context of our study, the conclusions of V. Petrenko regarding the justification of the popularity of such electronic resources in library activities as blogs and YouTube channels are important [7].

T. Kostyrko argued for library imageology as a professional innovation and offered her own recommendations for choosing a strategy for forming a positive image of the library, the implementation of which in library practice "will significantly improve its image as a non-profit organization in society" [4]. The study of the development of library relations with the public in the socio-cultural space of the region is comprehensively analyzed in the PhD thesis of E. Kyanytsia [3]. However, the issue of the influence of digital technologies on the formation of the image of Ukrainian libraries is currently poorly researched.

The purpose of the article is to consider the impact of digital technologies on the formation of the image of Ukrainian public libraries in the context of modern challenges using the example of the Alexandria City Centralized Library System.

Presentation of the main research material. We interpret the concept of "image of a modern library" as the perception by society of the need for library services of a document and communication institution and the demand for book collection products for all categories of users. The work of librarians on creating a positive image has become more systematic and effective thanks to the introduction of information and communication technologies into practical activities. Since the image of a separate book collection in the digital era depends most on the creativity and activity of library workers. The constant presence of the library in the media space optimizes communication processes in society [5, p. 20], because in this way two-way communication between librarians and its readers is strengthened, which contributes to the establishment of the library as open to adapting to the needs and expectations of the institution's users [15, p. 283].

We will consider the effective operation of a library, which results in its positive image, using the example of the Alexandria City Centralized Library System (hereinafter referred to as the ACCLS). The ACCLS includes 16 libraries, 14 of which are computerized with Wi-Fi access. The total book collection of the Alexandria City Centralized Library System is 375 thousand copies.

The spread and implementation of digital technologies into the practical work of the Alexandria Central City Library System has transformed the basic principles of the functioning of the "library – reader/visitor/user" system. Thus, anyone interested in the Central City Library (hereinafter referred to as the CCL) of the Alexandria City Centralized Library System can (including anonymously) fill out a Google form for feedback on their preferences, impressions and suggestions regarding library activities [11].

Effective image strategies in the activities of the ACCLS libraries include an optimal set of actions and technologies. The goal of the image strategies of the Alexandria City Centralized Library System is to purposefully form a positive image of the library among community residents. The objectives of the image strategies of the ACCLS are focused on creating an attractive self-presentation of all areas of library work, focusing on highlighting unique library products and services, and constantly appealing to the most important values, which at present are the upbringing of patriotism, dignity, and pride in one's country.

In the conditions of the Russian-Ukrainian war, significant attention of the Alexandria City Centralized Library System is paid to:

- the heritage of Ukrainian culture (preservation of the traditions of our people);
- the disclosure of the history of Ukraine and the native land (local history work);
- getting to know the work of local writers (presentations of new publications, meetings with authors);
- publicizing the achievements of residents in science, education, and sports;
- honoring heroes who gave their lives for Ukraine;
- participating in various volunteer projects.

Thanks to the use of digital technologies, the range of approved new forms of library work is significantly expanding, which is expected to have a beneficial effect on the image of all 16 libraries that are part of the ACCLS.

Among the modern forms that are actively used by the ACCLS, we can single out: meetings (art meetings, interview meetings, literary meetings, meetings with psychologists, etc.), bookcrossing, book trailer, exhibitions (exhibition-competition, exhibition-presentation, electronic exhibition, multimedia exhibition), excursions (virtual excursion, excursion to famous places, thematic

excursion, etc.), quests, mini-competitions and mini-exhibitions, open-air (library square, library picnic), podcasts, flashbook, flashmob.

As the director of the Alexandria City Centralized Library System T. Trotsyuk emphasized in an interview with TRK "KTM", during the full-scale invasion, residents reached out specifically for the printed book. A new form of work is portable libraries that bring literature to institutions (in total, they serve 9 thousand readers per year), 8 mini-libraries in organizations are successfully operating [9]. The war significantly affected the topics and content of events held in 17 creative associations and schools for the elderly and robotics (in total, there are 6 Roboclubs, 9 3D modeling circles and a CodeClube).

The activities of the ACCBS in the media space are concentrated in 7 blogs, 2 YouTube channels, 15 Facebook pages, 3 Instagram pages and one in TikTok [6].

The Alexandria City Centralized Library System (<http://www.library.alexandriya.com/>), the Central City Library (hereinafter referred to as the CCL) of the ACCLS (<https://www.cbllib.alexandriya.com/>) and the Central City Library for Children (<http://dic.alexandriya.com>) have their own websites, which record more than 40 thousand users during the year [6].

The activities of the ACCLS in the media space are concentrated in 7 blogs, 2 YouTube channels, 15 Facebook pages, 3 Instagram pages, and one TikTok page [6].

The information in the "About Us in the Media" section of the OMCLS website, which is structured into various thematic sections, is eloquent in understanding the popularity of the Alexandria City Centralized Library System among locals [8].

The Central City Library of the Alexandria City Centralized Library System was founded in 1887, therefore it has long traditions of library practice. The Central City Library of the Alexandria City Centralized Library System, successfully implementing its information and educational function, is a modern hub of digital education (Figure 1).

The Central City Library of the Alexandria City Centralized Library System became one of two thousand Ukrainian libraries that participated in the project of the Ukrainian Library Association with the aim of making available digital solutions accessible, mastering electronic services, and reducing the gap between generations [1, p. 5].

In group classes, readers of the Central Library of the Alexandria City Centralized Library System they learn digital literacy and master digital tools, which contributes to ongoing informal education and self-education.

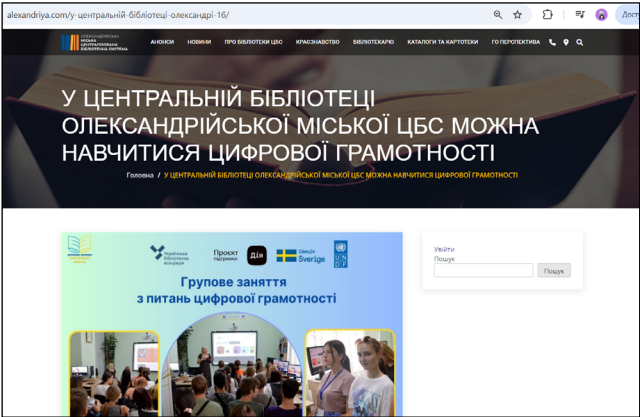


Figure 1. Central City Library of the Alexandria City Centralized Library System

The "Pharaoh's Secret" room for families with children, poetry Saturdays for young people, drawing classes, and self-defense classes were very popular during the war [9]. The Central City Library of the Alexandria City Centralized Library System has its own YouTube channel (Figure 2) and pages on Facebook (<https://facebook.com/libraryole>), Telegram (<https://t.me/olexlibrary>), and Instagram ([/bibliotekioleksandriyi](https://bibliotekioleksandriyi)).

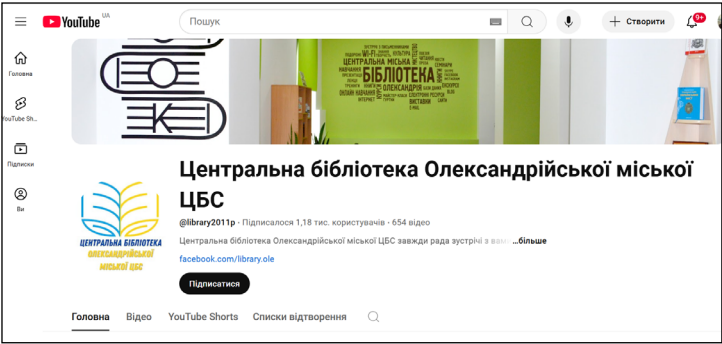


Figure 2. YouTube channel of the Central City Library of the Alexandria City Centralized Library System

As of August 31, 2024, the library's YouTube channel has more than one thousand subscribers and approx. 310 thousand views. The topics of video materials (reviews, interviews, videos, digests) are extremely broad: about the peculiarities of activities in war conditions, new services, traditional and new popular activities, in particular for temporarily displaced persons [9]. That is, videos on the Youtube channel (www.youtube.com/@library2011p) are generally educational in content, popularizing libraries, books, and reading (Figure 3), and are an important factor in the formation of national con.

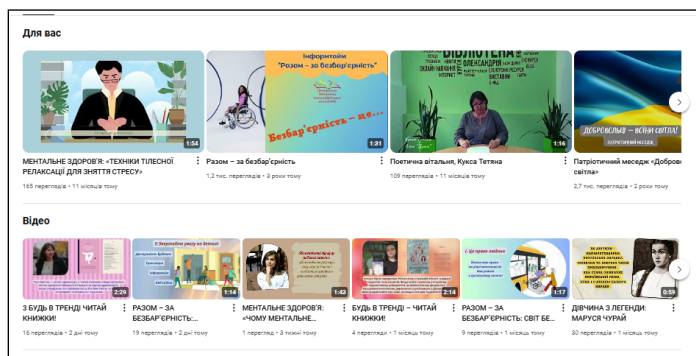


Figure 3. Videos of the YouTube channel of the Central City Library of the Alexandria City Centralized Library System

Main sections: infotime "Together - for barrier-free living", reviews of new books for different age categories "Be trendy - read books!", book trailers of popular books with text versions, "Poetic Living Room" and thematic videos (on behavior in emergency situations, mental health, the basics of media literacy, the influence of media on consciousness and behavior, the fight against fakes, xenophobia and racism, local history of the Kirovohrad region, tourism for people with special needs, a video journey about the cultural heritage of humanity and the celebration of Europe Day, a video digest "The Constitution of Ukraine – the path to formation", etc.).

The Central City Library of the Alexandria City Centralized Library System plays an important socio-cultural role in the life of the community. Library activities are focused on offering its own library products, relevant services, and electronic services. It should be emphasized that the Central City Library of the ACCLS is a modern information and cultural center

of the city, which is optimally oriented to the requirements of the time and the information needs of users. The libraries of the ACCLS have proven themselves to be a comfortable center of communication and implementation of new creative ideas, a cozy place to relax and a convenient platform for participation in various events.

All library events of the Alexandria City Centralized Library System:

- *are aimed* at the assimilation of the achievements of universal culture by satisfying the informational, cognitive, recreational and cultural needs of visitors;

- *are client-oriented*, as they are designed for all age categories and different social groups of users, taking into account the motivational focus of the conglomerate of all events;

- *diverse in subject matter* (from local and world history to modern scientific achievements), which contributes to the establishment of libraries as a "spiritual" space, an outpost of Ukrainianness, an environment for promoting one's own national interests and protecting citizens;

- *free and include*: drawing master classes, digital literacy courses, a robotics club, psychological trainings, board games, meetings with authors, etc.

Conclusions. Today, the active introduction of digital technologies into the practice of Ukrainian public libraries in general and the Alexandria City Centralized Library System in particular, on the one hand, has a positive impact on the formation of the image of libraries in the face of modern challenges, and on the other, significantly increases the number of readers (including temporarily displaced persons with children) and users who, in particular, live far outside Ukraine, but are interested in the history of the Kirovohrad region. All library activities of the Alexandria City Centralized Library System, as well as all Ukrainian public libraries, are aimed at the assimilation of the achievements of universal culture, are client-oriented, diverse in topics and free of charge.

The Central City Library of the Alexandria City Centralized Library System plays an important socio-cultural role in the life of the community. The Central City Library of the Alexandria City Centralized Library System is a hub of digital education, a modern information and cultural center of the city, which is optimally oriented to the requirements of the time and the information needs of users. The image of the libraries of the Alexandria City Centralized Library System as library institutions – reliable partners of local residents – is effectively influenced by their presence in the media space through their own YouTube channel, Facebook, Telegram, and Instagram pages.

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ВПЛИВ ЦИФРОВИХ ТЕХНОЛОГІЙ НА ФОРМУВАННЯ ІМІДЖУ БІБЛІОТЕК

Мета статті – розглянути вплив цифрових технологій на формування іміджу українських публічних бібліотек в умовах сучасних викликів на прикладі Олександрійської міської централізованої бібліотечної системи.

Методологічна основа. Застосовано принцип єдності взаємозв'язку із сучасними умовами, соціокомунікаційний і структурно-функціональний підходи та методи аналізу і синтезу, узагальнення та описовий. **Наукова новизна.**

Вперше на прикладі Олександрійської міської централізованої бібліотечної системи висвітлено вплив цифрових технологій на результативність позитивного іміджу українських публічних бібліотек в умовах сучасних викликів. **Висновки.** Сьогодні активне впровадження цифрових технологій у практику роботи українських публічних бібліотек загалом та Олександрійської міської централізованої бібліотечної системи зокрема, з одного боку, позитивно впливає на формування іміджу бібліотек в умовах сучасних викликів, з іншого, значно збільшує кількість читачів (серед яких – тимчасово переміщені особи з дітьми) та користувачів, котрі зокрема мешкають далеко за межами України, але цікавляться історією Кіровоградщини. Усі бібліотечні заходи ОМЦБС як і всіх українських публічних бібліотек спрямовані на засвоєння надбань універсальної культури, клієнтоорієнтовані, різноманітні за тематикою і безкоштовні. Центральна міська бібліотека Олександрійської міської централізованої бібліотечної системи відіграє важливу соціокультурну роль у житті громади. ЦМБ ОМЦБС – це хаб цифрової освіти, сучасний інформаційний та культурний центр міста, котрий оптимально зорієнтований на вимоги часу та інформаційні потреби користувачів. Результативно впливає на імідж бібліотек ОМЦБС як бібліотечних установ – надійних партнерів місцевих мешканців саме їхня присутність у медіапросторі через власний ютуб-канал, сторінки у фейсбук, телеграм та інстаграм.

Ключові слова: бібліотека, імідж бібліотеки, інформаційно-бібліотечна сфера, російсько-українська війна, цифровізація, Олександрійська міська централізована бібліотечна система.

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