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INFORMATION ANALYTICS IN THE STRUCTURE OF UKRAINIAN NATIONAL LIBRARIES ACTIVITY (BASED ON ANALYSIS OF THEIR SITES)

The objective of the research is to analyze current and prospective forms of organizing information and analytical national libraries activities in Ukraine. Method of analysis allowed discovering two options for organizing information and analytical activities of national libraries. The first option allows fulfilling information and analytical activities among different departments of libraries where it is impossible to create special analytical units because of costs for their maintenance, the second one is geared toward creating them in libraries' organizational structures. The results of the research have proved the dependency of the organization form of information and analytical activities in national libraries on their rate in the library system. The second option can be considered as a prospective form of national libraries' information and analytical activities because of more responsibility for work timing and uniting analysts of different specializations, as well as creating conditions for developing the cognitive component of library activities.

Keywords: national library; information analytics; information and analytical activity; organizational structure; information and analytical department

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ІНФОРМАЦІЙНА АНАЛІТИКА В СТРУКТУРІ ДІЯЛЬНОСТІ НАЦІОНАЛЬНИХ БІБЛІОТЕК УКРАЇНИ (НА ОСНОВІ АНАЛІЗУ ЇХ САЙТІВ)

Метою дослідження є аналіз сучасних і перспективних форм організації інформаційно-аналітичної діяльності національних бібліотек України. Метод аналізу дозволив виявити два варіанти організації інформаційно-аналітичної діяльності національних бібліотек. Перший варіант дозволяє здійснювати інформаційно-аналітичну роботу між різними відділами бібліотек, де неможливо створити спеціальні

аналітичні підрозділи через витрати на їх утримання, другий спрямований на їх створення в організаційних структурах бібліотек. Результати дослідження підтвердили залежність форми організації інформаційно-аналітичної діяльності в національних бібліотеках від її рівня в бібліотечній системі. Другий варіант можна розглядати як перспективну форму інформаційно-аналітичної діяльності національних бібліотек через більшу відповідальність за хронометраж роботи та об'єднання аналітиків різних спеціалізацій, а також створення умов для розвитку пізнавальної складової бібліотечної діяльності.

Ключові слова: національна бібліотека; інформаційна аналітика; інформаційно-аналітична діяльність; організаційна структура; інформаційно-аналітичний відділ

The current stage of society's development is determined by the transition to complex informatization of all social institutions and processes associated with forming information resources and transferring knowledge. The complexity and ambiguity of the processes occurring in the world, the diversity and redundancy of information, the need for its selection, and the lack of reliable knowledge are prerequisites for using information and analytical activities in all areas. This tendency is clearly reflected in libraries, which, under the conditions of informatization, are turning from a "storehouse of books" into social organizations that ensure the accumulation, storage and provision of documents, information and knowledge to users. To optimize these processes, it is necessary to revise the management guidelines of the existing library theory and practice, taking into account the changes occurring in libraries and the library social institution as a whole. In this context, it should be noted that information analytics is considered as a special sphere of human activity, designed to meet society's information needs with the help of information and analytical technologies, namely, the processing of initial information and obtaining qualitatively new knowledge. This is the reason for growing the role of the information and analytical component in national libraries' activities around the world including in Ukraine.

The purpose of the research is to analyze the existing and prospective forms of organizing information and analytical activities in the national libraries of Ukraine.

The study of information and analytical activities in the libraries of Ukraine makes it possible to state that information analytics in libraries is an evolutionarily objective process of strengthening their communication functions in the conditions of complications in social and communication interactions.

The methodological basis of the research is the basic provisions of the general theory of social communications, reflecting the diversity of manifestations and the fundamental purpose of libraries in the system of social communications. The analysis of Ukrainian national libraries' sites was carried out from the point of view of displaying their information and analytical activities and relevant structures.

The results of the study of Ukrainian national libraries' sites concerning the trends in the distribution of functions and tasks of information and analytical activities among individual

departments of libraries showed that among 7 analyzed national libraries, there are only two of them have 6 specialized analytical departments. Wherein there are organizationally separated and structured information and analytical subdivisions in two national libraries, such as the Vernadsky National Library of Ukraine and the Yaroslav Mudryi National Library of Ukraine only. In the Vernadsky National Library of Ukraine these are the departments of political science analysis and operational information, analytical and forecasting department, information and analytical department that are included in various organizational structures of the library. In the Yaroslav Mudryi National Library of Ukraine, there is the department of information support for the authorities and an information center on culture and art issues. In the rest of 5 national Ukrainian libraries, information and analytical work are "scattered" within several departments including, first of all, information and bibliographic (reference) departments and departments for scientific and methodological work. After analyzing their structures (information and reference (bibliographic) departments – 6, scientific and methodological (research) departments – 7, other departments, for example, library science – 2) it can be concluded that information and analytical activities for most national libraries remain as a tool for improving internal library processes, not for offering products or services to users.

In our opinion, this situation can be explained by taking into consideration several factors including the following ones: the rating of studied libraries among users; the insufficient funding of libraries in the conditions of the socio-economic and political crisis; the lack of trained specialists for analytical work. Thus, it is possible to state that the indicated factors make it impossible to create appropriate information and analytical structures at the proper quality level at national libraries. Wherein, there is a clear understanding among specialists of the fact that information and analytical structures could become an important form of library participation in solving the main problems of socio-economic reforming the country.

The main result of the research is the substantiation of the integrative nature of information analytics in the system and functional organization of libraries as an element of society's social communications. Wherein such nature involves cooperation, the convergence of forms and methods of library activity, and bodies of scientific and technical information for processing the information flows and resources in order to obtain knowledge, and present it as a product in the system of library production.

The form of organization of information and analytical activities in national libraries depends on sizes, specializations and organizational structures. In relatively small, specialized national libraries, the responsibilities for carrying out information and analytical activities can be performed in traditional library departments, in large ones, specialized departments and information and analytical centers are specially created. In other words, there are two possible

options for organizing information and analytical activities of national libraries. The first option allows distributing tasks of information and analytical activities among library departments that is reasonable for use by those libraries where it is impractical to create information and analytical unit (departments) on a permanent basis, or impossible for the cost of their maintenance. The second one provides the creation of independent analytical units (services, departments) in the organizational structures of national libraries. We consider this form of library information and analytical activities to be more expedient and promising because of the greater responsibility for the timing and results of work. They are structures that allow gathering professional analysts of different professional directions.

Prospects for further research on the development of information and analytical activities in the library and information sphere are connected with the activation of using analytical technologies in libraries, their restructuring and the creation of specialized information and analytical units as one of the means of their adaptation to the new social and communicative reality. In this context, developing theoretical and methodological, personnel, organizational, and technological directions for optimizing information and analytical activities of Ukrainian libraries in the condition of forming a knowledge society is very promising.