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LIBRARY MECHANISMS FOR OVERCOMING SOCIOCULTURAL RISKS OF THE INFORMATION AGE

Matviychuk L. O.
PhD (Social Communications),
Senior Researcher at the Foundation of the Presidents of Ukraine
V. I. Vernadsky National Library of Ukraine
Kyiv, Ukraine

It is known that the digitalization of society as a complex phenomenon has a dialectical relationship of positive and negative features, and accordingly, libraries should plan the further development of their activities considering not only new opportunities, but also with a view to potential threats. Accordingly, back in 2013, based on the results of the work of experts from the International Federation of Library Associations and Institutions (IFLA), five main trends were identified that characterize the formation of the information ecosystem of the future [1]. Such theses were specified among these trends that, even decades later, have an impact on sociocultural processes and need to be considered in library activities. This, in particular, is the idea that "new technology both expand and limit the circle of those who have access to information". IFLA also emphasized, "Online education contributes to democratization and at the same time deforms the existing global education system". The forecast that "hyper-connected societies will listen to and empower new voices and groups" also seems promising. The trends indicated in the IFLA report have a direct impact on the organization of scientific and information activities of libraries and should indeed be taken into account when developing long-term plans for the development of library activities.

Let us dwell on some important, in our opinion, issues that libraries can solve within the above-mentioned trends. In particular, one of the consequences of the digitalization of society is digital inequality, or the digital divide, which reflects a certain disparities in access to the capabilities of information technology. This trend is manifested both within societies and at the level of certain countries. The scale of digital inequality within a country depends on the level of socioeconomic inequality, and at the global level – on the economic capacity of specific states. The issue of digital inequality has become particularly evident during the restrictions associated with the COVID-19 pandemic and the transition of the education system to distance learning. One way to overcome the digital divide at both the national and global levels is to organize workplaces equipped with

computers, high-speed Internet and access to electronic databases in key areas of science and technology based on libraries. If an extensive network of libraries is preserved and appropriate technical support ensured, it is possible to significantly improve the state of access of the population to state-of-the-art IT solutions.

An important consequence of the digitalization of society in the field of scientific and information activities is the evolution of approaches to the publication of scientific findings. State-of-the-art information technology has opened up practically limitless opportunities for scientists to place their papers as freely as possible. Scientists have access to electronic journals and archives, various repositories, electronic libraries of specialized institutions, cultural, educational and religious organizations or even individuals, etc. A huge advantage of such platforms is the maximum simplified nature of both communication with administrators of relevant resources and user access to information, which potentially guarantees a wide audience and the speed of its distribution. However, in many cases, the lack of clear regulation of their activities in terms of reviewing materials suggested for posting threatens to reduce the level of scientificity of information. This for some time hindered their widespread use as platforms for posting verified scientific information recognized by the scientific community.

Still, state-of-the art technology has enabled scientists not only to go beyond the traditional printed means of publishing the scientific findings, but also to significantly expand the potential audience. The active use of various social networks by scientists, in particular, the creation of their own pages on Facebook, microblogs on the X network (formerly Twitter), and author's blogging on various resources have not only allowed them to quickly disseminate information, but also opened up the opportunity to go beyond the scientific community and popularize scientific achievements to a wide audience of users. Thus, a huge array of various materials appears in the information space, which, given the peculiarities of functioning and the global nature of social networks, cannot be structured using traditional methods.

The digitalization of society has not only opened up new opportunities for libraries in the development of scientific and information activity, but at the same time has exacerbated some problems. In particular, state-of-the-art information technology has changed the habits of information users. They increasingly seek to obtain information without leaving their own computer or on their smartphone, and accordingly, information on traditional media stored in libraries is out of the users' attention. The solution to this issue seems to be on the surface. There are already technologies that allow digitizing huge volumes of materials. However, in addition to the need

to provide libraries with the necessary technical and human resources, a more complex problem arises, which has not yet been finally solved.

According to Ukrainian researcher M. Shevchenko [2, p. 13], "… large collection of documents (to a large extent this applies to copies that were published in the 20th century and are still protected by copyright) remain inaccessible to the general public, while a significant risk is the prospect of losing a unique part of the cultural heritage. The problem has been called the "black hole of the 20th century", and is now being actively discussed in world circles."

Materials on paper do not physically disappear, they continue to be preserved, but with the expansion of the processes of digitalization of society, a situation arises when works that are not represented in the digital information space are less and less in demand and gradually seem to fade into obscurity.

At the same time, the obvious solution at first glance (digitization of library collections) faces a rather complex system of obstacles, from technical and financial capabilities to copyright compliance requirements.

I. Menso [3] has studied the examples of attempts to harmonize the processes of digitization of library collections and the requirements of **copyright** legislation. The researcher emphasizes the need to implement reforms as a basis for further digitalization of the information domain, which will serve as a guarantee of sustainable scientific and cultural development based on the effective use of state-of-the-art information technology. K. Hawkins [4]. highlighted the use of different configurations of copyright agreements and the evolution of the publishing activities of the University of Michigan Library. The author stated that one of the main reasons for the formation of library publishing activities is dissatisfaction with traditional publishers, who are often criticized for monopolizing the rights to scientific publications and overcharging for their products, which prevents readers from having wide and free access to information and limits the authors' rights.

Conclusions. In the context of a significant increase in the scale of the information field, libraries carry out professional analysis, selection, processing of data and provide users with virtual or traditional access to verified information in the desired format. If an extensive network and appropriate technical support are maintained, libraries are able to significantly offset the negative consequences of the digital divide at the national and, to some extent, global levels.

The digitalization of society, which contributed to the fact that scientists entered the virtual space, significantly expanded the potential audience and led to the emergence of new types of publication of research results and interactive forms of scientific communication.

In the context of large-scale digitalization of the information field, society has faced the issue of the gradual disappearance from the field of active use of cultural heritage presented on paper and other traditional materials. Large-scale projects for digitizing these materials and creating electronic libraries are largely limited by the copyright legislation. Given the importance of the issue outlined, a promising direction for further research is to study the successful experience of implementing digitization programs in scientific libraries around the world and leading scientific library institutions in Ukraine.

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