

SOCIAL SCIENCE

THE ASYMMETRIC TRANSFORMATION OF
INFORMATION INDUSTRY OF UKRAINE: ACTIVITY OF
PUBLIC LIBRARIES*Ph.D., Asst. Prof. Salata G. V.**Ukraine, Kyiv, Kyiv National University of Culture and Arts*

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ABSTRACT

The problem of information asymmetry should be solved by both society (at the state level) and individual (at the level of enterprise/organization). This paper attempts to identify vectors of state policy and prospects for the improvement in the field of librarianship in Ukraine. It is argued that one of the main problems of the transformation process in the library sphere is not even financing, but the formal approach of the state policy in the field of librarianship

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The activity of public libraries of Ukraine as a part of the cultural information space provides the preservation of historical and cultural memory of the people. Due to libraries citizens have the opportunity to enter the realm of both national values and world cultural treasures. Modern library is not aside of globalization processes. The process of transformation of its subject area is steadily increasing. Addressing problems in reforming of librarianship through the lens of theoretical and methodological achievements of the industry in the XXI century are due to the scale of the its practical achievements [2].

Library sector suffers from uncoordinated national program of development. Reduction of the network of libraries; insufficient logistical support of the library sector; unsatisfactory condition of funds replenishment; low level of social protection of library workers are the main problems of modern public libraries in Ukraine.

The acute problem of the library sector is an obsolete, inappropriate approach to new requirements and challenges of the information society demonstrated by government authorities. An important obstacle in the library sector is formal approach. We are talking about the revolution in functionality and creation of a new type of public libraries, library and information systems, and the need of transformation of the library into a field of

knowledge in research activities based on the development of constructive creativity of new forms of social life.

The library is a social organism, in which material component (that is also important) is not a fundamental. More influential factors are freedom and democracy of social life. The best evidence of it is the world experience. Democratic traditions are able to neutralize possible negative consequences caused by weak economic potential of the country. Crystallization of ways of library system's development at the state level with expansion of their functionality in social sphere creates a new paradigm of transformations associated with new forms of theoretical and methodological development of library system.

Preferential interests of researchers are: general principles of activity of libraries (O. Bashun, V. Pashkova and others); historical aspects of library activities (V. Sedyh, L. Dubrovina and others); questions of organizational and legal basis of activity of libraries (L. Goloka, G. Soloidenko and others); the problem of staffing of the library sector (A. Solyanik, N. Bachynska and others).

Existing studies of state policy in librarianship devoid of social and political context are fragmented, non-systematic and unreliable sometimes. All this does not provide a complete picture and does not contribute to an appropriate

solution. Thus, studies of the condition and directions of the state policy in the field of library business in Ukraine are insufficient.

A birth of the new type of public libraries, which includes cooperation of the state and libraries, re-designing the subject area, transformation into a knowledge and research center, reveals potential of scientific knowledge and culture creation. Library accumulates knowledge and experience of the nation and disseminates its essence and potential in the direction of perpetuating higher levels of communication.

The concentration of social cultural, state-creative and information components of libraries opens up new perspectives of their functionality in the context of globalization. The necessity to outline approaches to the development of information society in Ukraine with a library as the intermediary opens new possibilities of enabling an effective social progress with a new social functionality. State – Library – User are the main actors in the origination of integral library information network in Ukraine.

The strategic objectives of the state policy in the field of librarianship are: to create an efficient library system, which should cover all regions of Ukraine and all segments of the population; to become a reliable part of the information system of the state that accumulates and preserves national memory and culture of Ukraine. Ukrainian law declares the opportunity to choose the source of recruitment to participate in various international programs and projects, to form professional associations, to become members of international organizations [1].

On the one hand, the government is improving the system of special institutions of different levels of accreditation forms of research infrastructure development, which provides an increase in the number of professional libraries. Ukraine has a nearly 32 thousand libraries of different systems and ownership affiliated with different institutions [3].

The democratization of public libraries is moving very slowly because of lack of a comprehensive national program for the library industry development. Library funds cannot be updated due to insufficient financing. Only those library institutions that significantly raised its scientific potential, rebuilt corporate personnel policies, mastered new information techniques and technologies, reached a new level of information services and international relations have been surviving.

In this regard, the legislative base has to be updated. Readers avoid classic library in hope to meet their information needs through the Internet: today any citizen of our world is able to «visit» the library with its help. It is necessary to apply an integrated approach to identifying the problems of

state library sphere in Ukraine including: the lack of a national program (strategy) of librarianship; narrow specialization approach to its management; low interaction and coordination of sectoral central authorities on the activities of subordinate departmental libraries.

It is crucial to outline ways of adapting foreign experience of state librarianship to the terms of Ukraine in order to identify areas of modernization of public administration.

The main obstacle to the implementation of the state library program is a cultural and information policy: we need to overcome the stereotype perception of the public library as a «club». It is important to encourage Ukrainian authorities to see the library as an information center – a significant factor in the development of society. The sphere of universal information centers embodied both on paper and in electronic form includes knowledge, experience and wisdom gained by many generations throughout the history of Ukraine.

The core of it is the library that can be in full swing, and vice versa, depending on whether the society is economically (culturally) rising or declining. Extension of this huge potential creates the way to overcome the cultural gap between the generations. The main task of the state is to understand the unique transformation of public library institutions and the impact of globalization on the development of its various business segments.

Conclusions and recommendations for further research. It is necessary to establish a new paradigm of organization and functioning of libraries within the context of globalization and information revolution. In particular, the introduction of new information technologies; creation of electronic catalogs; widening participation of libraries in research activities; establishment of the new principles of international cooperation; modernization of library functions. It is important to realize that the sphere of library culture as a spiritual domain and the sphere of material production based on technology do not intersect. Thus, the company faces the fact: they must learn to control themselves and their actions with respect to nature and humans, and the library plays a key role in this process [4].

The main tasks of the state policy in the transformation of activity of librarianship are development and improvement of the legal framework that regulates the functioning of the network of public libraries; reinforcement of inter-Agency and international cooperation; coordination of libraries with the purpose of joint use of electronic resources, and integration of Ukraine into the global information space [6].

The basis of these changes is democratization of the national program of librarianship development in Ukraine based on

modernization of libraries in all its forms: from library staff trainings to funding for the material maintenance of library [5]. Investment in library infrastructure is the contribution to human future. Rapid and decisive steps towards the development of Universal Information Centers in Ukraine will

become an appropriate response to an asymmetric information issue. It is important to remember that the modern public library is not a jar to be filled or emptied - it is a national treasure that should be preserved and multiplied.

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