

СОЦИОЛОГИЧЕСКИЕ НАУКИ

ASSESSMENT OF THE LIBRARY INFORMATION SERVICE (MODERN PROBLEMS OF LIBRARY AND INFORMATION SERVICES)

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ОЦЕНКА БИБЛИОТЕЧНО-ИНФОРМАЦИОННОЙ СЛУЖБЫ (СОВРЕМЕННЫЕ ПРОБЛЕМЫ БИБЛИОТЕЧНО-ИНФОРМАЦИОННОГО ОБСЛУЖИВАНИЯ)

Аннотация. Известно, что ценовая политика в маркетинговой деятельности включает базовую цену, цену контракта, переменную цену, цену сделки, текущую цену, цену со скидкой и т. Д. совмещает методы ценообразования. Библиотеки могут использовать все методы ценообразования в зависимости от общей среды информационного рынка.

Цены на платные библиотечные и информационные услуги, в первую очередь, объем и интенсивность спроса на соответствующие услуги, качество и эффективность услуг (оперативность, полнота, актуальность и др.), Стоимость их разработки, общий размер затрат на рекламу, особенности рынка услуг, цены на других конкурентных рынках. , затраты на стимулирование труда, износ оборудования и, наконец, доход, прибыль и т. д. определяется с учетом факторов. Известно, что такие же затраты возникают и при неоплачиваемых услугах.

Несомненно, формирование цен зависит от технологии подготовки соответствующих услуг в каждой библиотеке и библиотечной системе, профессионального уровня сотрудников и общего состояния материально-технической базы библиотеки. По этим причинам пока невозможно установить единую цену на одну и ту же услугу для всех библиотек.

В настоящее время наиболее широко используемым методом ценообразования в библиотеках является метод «средняя стоимость + прибыль». Размер прибыли при таком методе ценообразования можно рассчитать от 20% до 50% от средней стоимости. Этот метод восходит к советским временам и не отвечает современным требованиям.

С этой точки зрения необходимость разработки единой методики оценки библиотечной и информационной деятельности остается актуальной. Также анализируются мнения всемирно известных специалистов в этом направлении.

Annotation. It is known that the pricing policy in marketing activities includes the base price, the contract price, the variable price, the transaction price, the current price, the discount price, etc., combines pricing methods. Libraries can use all pricing methods depending on the general information market environment.

Prices for paid library and information services, first of all, the volume and intensity of demand for the corresponding services, the quality and efficiency of services (efficiency, completeness, relevance, etc.), the cost of their development, the total amount of advertising costs, features of the service market, prices in other competitive markets. , the cost of labor incentives, wear and tear of equipment and, finally, income, profit, etc. is determined taking into account factors. It is known that the same costs arise for unpaid services.

Undoubtedly, the formation of prices depends on the technology of preparing the corresponding services in each library and library system, the professional level of the staff and the general condition of the material and technical base of the library. For these reasons, it is not yet possible to establish a single price for the same service for all libraries.

Currently, the most widely used pricing method in libraries is the average cost + profit method. The profit margin with this pricing method can be calculated from 20% to 50% of the average cost. This method dates back to Soviet times and does not meet modern requirements.

From this point of view, the need to develop a unified methodology for assessing library and information activities remains relevant. The opinions of world famous experts in this area are also analyzed.

Ключевые слова: информационный рынок, цена информации, информационное обслуживание, библиотечно-информационное обслуживание.

Key words: information market, information price, information service, library and information service.

The group of intangible resources in the production process also includes library and information activities. In the 21st century, the increased interest of information services in the production process requires a separate study of these processes.

Professionals, intellectuals, inventors, regulatory and technical documents, brands, trademarks, copyrights and many other information assets are valued in integration with library information resources. Also, new opportunities to search for information using

modern means of communication, access to paid and free databases, rating and PR technologies are associated with the process of information massaging and dissemination of information, promotion.

Some economists also refer to "relationship capital" as consumer capital. They call "relationship capital" the relationship between the enterprise and the organization's partners (suppliers and recipients). The result of this relationship is that buyers trust and prefer the company. Partnerships often provide more value than material resources.

The specificity of library and information activities, its cultural, social, political, psychological and pedagogical properties have always been a factor that hinders the development of a single formula for evaluating this activity. This issue has always attracted the attention of experts, and in this assessment several directions were taken as a basis: political (representing an attribute of the state and power) assessment and value (representing a material equivalent).

The problem of assessing library and information activities is becoming more and more urgent, since the acceleration of information processes and the growing influence of information on everyday life and the economy ensure the capitalization of information.

Experts believe that the system of economic methods for managing the economy, financial recovery, the development of market relations, balancing the national economy, changing various forms of ownership, self-financing, increasing the efficiency of social production and national income, improving economic mechanisms and its impact on the final product - all this depends on implementation of the pricing mechanism.

As the forms and methods of information services increase, trust in information structures increases in terms of the relevance of the service and the relevance of the request.

At that time, the reliability of the information that the library information service could provide was so high that it was not available in any local or integrated information retrieval system. The relevance of the request can also be high due to the library factor. The library information service is the only structure that provides dialogue between the consumer and the librarian. So far, there are no other ways to guarantee the accuracy and relevance of information outside of this dialogue.

For example, a small example. It is possible to create a library with a collection of one hundred thousand copies for a school library, which, if considered separately, may be considered a rich collection, but would be useless in terms of supporting the teaching in that school.

If this example is applied to the structures of government, we will face a great information chaos. So the success of the information service is not in the size of the fund, but in its rationality. At all times, the factor that ensures this rationality has been that of the professional librarian.

The desire to have full access to the growing mass of information in the global information space is impossible and unnecessary. If professional library

information activity is used, the criteria of supply and demand are properly studied, it is possible to correctly assess the information process, information product, and get high rates. In his book "Modern problems of librarianship" Professor A.A. Khalafov shows that the use of modern technologies, the growth of information masses, the complexity of consumer demands require new approaches to the theory of librarianship.

Today, when the requirements of consumers, forms and methods of requesting information, methods of searching for information are becoming more complicated, a new level of professionalism requires the assessment of information, information process, information product with new criteria.

But how to evaluate library and information activities? In the classical economic literature, pricing is determined by the following formula:

$$\text{Price} = \text{cost} + \text{profit} + \text{tax}$$

In many cases, marketing costs are added to the above pricing formula, which play an important role in pricing. Marketing is becoming more and more important in today's globalized society.

Building an informed society requires that the assessment of library and information activities be more differentiated and expressed in more specific formulas.

The works of American, English and Russian researchers on the problem are limited to commentaries on the problem in only one direction. The work of the British researcher B. Peter "Assessment of Library Activity" (meaning the monograph translated into Russian in 2009) attracts attention in this direction.

Given the complex functionality of library and information activities, B. Peter identifies and analyzes the categories of assessment activities. When adding the "goal" function to the Investigator Assessment Model, the following picture emerges.

Resource-goal-process-product-result-impact

This can be an approximate structure of the system for assessing library and information activities.

Evaluating the information, the experts tried to approach the issue from the following point of view.

- 1. Evaluation of information**
- 2. Evaluation of the information product**
- 3. Evaluation of the information process.**
- 4. Rate the quality of the information.**

The well-known Russian researcher Yuzvishin considers the information invaluable. This is the main tool for the development of nature and society. Other experts evaluate an information product in terms of the amount of time spent on it and the cost of the process. In the field of assessing the quality of information, researchers have put forward broader and more meaningful ideas.

American researchers recommend using the criteria of accuracy and completeness when assessing the quality of information. For example, out of 10,000 units of information, there is information that corresponds to only 50 units of a request. Real search capabilities only find 25 units, of which only 20 match the topic and 5 units do not match the query. In this case, the accuracy is expressed by the formula $20/25 = 0.8$, completeness $20/50 = 0.4$. It is also noteworthy that

these formulas can be applied to the service provided by modern means of communication, as well as to the traditional service of library information activities. These methods are also used in modern automated information retrieval systems and are used to determine the effectiveness of a service.

Methods for measuring the quality of library and information activities can only be considered important as a system. Thus, it is advisable to conduct a systematic analysis of the organizational model. For this, the structure of the assessment system proposed by B. Peter is extremely important.

When assessing the information activity of a library, it can be considered only as a conditional assessment of the processes carried out in the direction of creating an information product. Thus, the assessment of the socio-political effectiveness of library and information activities, the assessment of pedagogical and psychological effectiveness are calculated according to different criteria. Evaluation of information services in the course of library and information activities serving state and national interests should be carried out by evaluating the "result" and "impact" functions in the algorithms specified by B. Peter.

At present, the assessment of the goals of the information activity of the library is interpreted by the nature of the goal. For example, information security and national interests are heavily funded and become part of the day-to-day work of broad information structures. In a market economy, competing parties often adapt pricing policies to their goals and manipulate market prices.

In addition, since the outcome and impact categories have social and political implications, the formula $\text{Price} = \text{Target} + \text{Income} + \text{Tax}$ does not match its estimate. In this regard, the proposed formula for the overall assessment of library and information activities can be summarized as follows.

$$\text{Price} = \text{Objective} - (\text{Information Product} + \text{Result} + \text{Impact}) = 0$$

In the presented formula

- general assessment of the information activity of the library,
- financial resources allocated in accordance with the objectives,
- the cost of the information product,
- the financial equivalent of the result.

So, $\text{Price} = 0$ if the financial resources allocated in accordance with the conditional goals become a relevant information product and the corresponding result is obtained (then the average rational amount of funds allocated to each consumer) and the effectiveness of these results fully corresponds to the goals, the optimal cost of the library's information activities is zero. If the equality is above zero, we can talk about the effectiveness of the team, the use of innovative methods and best practices, if it is below zero, the lack of professionalism of the team, they do not cope with their responsibilities.

In Peter's algorithms, all components characterize and depend on each other. For example, an information product resulting from library and information

activities ultimately becomes an information resource. Information retrieval processes, as well as service processes, the implementation of goals and objectives depends on the material and technical base of the enterprise, the results depend on it and affect the quality of efficiency.

The "goal" component that we add to the algorithms is involved in both shaping and evaluating most of the other components.

Evaluation of the Objective component takes place over time and space, defines policies and funding systems, and is expressed in a specific framework. For example, the scope of government funding for educational literature, the budget allocated to various library and information institutions, the difference in the cost of librarians' work is determined by goals. Targets also contribute to the pricing of products. A number of information resources, despite their specific value, are distributed free of charge, which serves this purpose. In other cases, the information sold in the high-paying information marketplace for profit is also consistent with the purpose.

Economic theorists argue that the globalization of society has led to the transition from a commodity economy to a financial economy, and the informatization of a global society has provided a transition from a financial economy to an information economy. Consequently, in the context of the information economy, prices for information resources, information products and information processes, pricing mechanisms should be based on relevant laws, formulas and be adequate. The results and effectiveness of modern assessment methods (IF-impact factor) in many cases can be justified in the scientific literature. However, this does not apply to social literature, especially fiction. According to the statistics of the Russian State Library for 2010, Dantsova's works were circulated in the country more than Dostaevsky's works, books were sold in publishing houses, more books were made out in libraries. This increases the "impact factor" of Dansova, but does not make it more valuable than Dostaevsky's works. Also, according to M. Tunjay from Thomson Reuters, "the archaeological excavations at the mound in the province of Kazakhstan contain very important information for Kazakhstan, but according to the international rating, IF may be zero."

In the scientific literature, the IF score is based on a reference system. Suppose that a chemical laboratory has been working on an important project for 6 years and submits a scientific article at the end of the project. expressed in numbers. Since these rates are only valid for one year, new rates are calculated for the next year. In this case, the study is only mentioned in another work, and this work is nominated for a Nobel Prize or State Prize for its importance. This indicator does not affect the impact factor of the article.

By the way, it should be noted that in the current pandemic, the importance of various scientific articles and scientific papers will not be able to compete with the topic of Covid-19.

Many Russian researchers have noted in their writings that the assessment based on "reference" is conditional. However, since at present this is the only

working mechanism in the rating assessment process and is of a commercial nature, no alternative to assessing the impact factor through the analysis of "references" has yet been formed.

A number of international organizations involved in information marketing use special pricing mechanisms. These methods, widely used in practice, can be grouped as follows.

1. Assessment per unit of information
2. Assess the use of information over time.
3. Evaluation of information "by number" of users.

For example, (conditionally) the use of the Russian National Electronic Library occurs online, and a document (depending on its size) is sold to users for 0.1–12 US dollars. The watch requires \$ 8 for usability. Another company, Lexis Nexis, determines the annual subscription based on the number of people served by the libraries. \$ 5,000 for 50 thousand people, \$ 8 thousand for 100 thousand people, 10 thousand for 250 thousand people, 20 thousand for 500 thousand, 35 thousand for 1 million, 60 thousand for 2 million, for a library network with more than 2 million potential customers At a price of \$ 70,000.

When analyzing prices in information resource centers, which are especially active in the information market, there is a serious impact on the prices of marketing technologies, special PR-companies. Information is capitalized gradually and continuously.

At the present stage of the rapidly growing informatization of economic relations, the development of market relations requires the emergence of a new global market for information services, and this market is being formed. The specificity of modern market relations, involving the interaction of subjects of different composition, interests and goals, requires the formation of a new stage that allows everyone to use information resources.

Probably, the conditional "chaos" will continue on the information market for some time. In the near future, it is necessary to take many legal and organizational measures to regulate the information market throughout the world.

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SOCIO-HEALTH CONSEQUENCES OF THE RISKS OF SENIORS

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Abstract. Seniors need to have contact with other people because they are often not only dependent on them, but very eager to have and feel the closeness of humanity. At the same time they feel lonely, their emotional satisfaction is valuable at their age, bringing their own social price to the forefront and last but not least the priority to belong to others. The aging phase is linked to the very narrow position of seniors in society, and their social status is deplorably low. The manifestations of this dimension are correlated with attributing the negative qualities of their personality and the associated low competencies.

Keywords: Seniors. Society. Social status. Aging. Health.

People who retire change their established life regime. The change and coping with it is not easy for everyone. By retirement, society loses its wealth, valuable experience, and knowledge of the creative

paradigm. If we evaluate the current attitude in society towards seniors, we can state that in the ranking of values it is in the negative bar. Old age is understood as the next stage of a person's life path, which is classified