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T. Safonova

Candidate of Sciences in Social Communications, Senior lecturer of the Department of Digital Communications and Information Technologies, Kharkiv State Academy of Culture, Kharkiv, Ukraine

frau.safon@ukr.net

<https://orcid.org/0000-0002-6197-9035>

V. Yaruta

Candidate of Technical Sciences, Assistant Professor of the Department of Digital Communications and Information Technologies, Kharkiv State Academy of Culture, Kharkiv, Ukraine

victor_yaruta@ukr.net

<https://orcid.org/0000-0002-4410-2792>

INNOVATIONS AS A NECESSARY CONDITION FOR DEVELOPMENT OF LIBRARIES IN UKRAINE

The work is devoted to the innovative activity of modern libraries. It is demonstrated that the changes that occur in society are the need to adapt libraries to the conditions of a new social reality. It is emphasized that it is an innovative activity today is one of the priority directions of the development of the modern library. Modern trends of information and library service are given. The features of methodical activity of libraries are examined as basic direction of innovative development in modern terms. Development awaits only those libraries that choose the innovative path, because in order to become in demand for the modern user, it is necessary to completely modernize library mechanisms and update the library's life processes.

Keywords: *library, innovation, library's innovational activities, information and library services, information resources, methodical activity, innovative development, information and communication technologies.*

T. А. Сафонова

кандидат наук із соціальних комунікацій, старший викладач кафедри цифрових комунікацій та інформаційних технологій, ХДАК, м. Харків, Україна

В. О. Ярута

кандидат технічних наук, доцент кафедри інформаційних технологій, доцент, ХДАК, кафедра цифрових комунікацій та інформаційних технологій, м. Харків, Україна

ІННОВАЦІЇ ЯК НЕОБХІДНА УМОВА РОЗВИТКУ БІБЛІОТЕК УКРАЇНИ

Мета статті — розкрити значення і особливості інноваційної діяльності бібліотек, яка на сьогодні є одним із пріоритетних напрямків розвитку сучасної бібліотеки. Об'єктом дослідження є інновації в бібліотечній сфері. Предмет — специфіка інноваційної діяльності бібліотек як пріоритетний напрям розвитку сучасної бібліотеки. Актуальність статті полягає в необхідності осмислення інноваційного підходу

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й повної модернізації бібліотечних механізмів та оновлення процесів життєдіяльності бібліотеки.

Методологія теоретичного аналізу в статті ґрунтується на використанні загальнонаукових підходів та методів, таких як системний й інформаційний підхід; аналіз, синтез, контент-аналіз, узагальнення тощо. Теоретико-методологічне обґрунтування й визначення перспективних стратегій інноваційного розвитку бібліотек України в статті базується на працях фахівців України, котрі досліджували цю тему: Л. Беліної, Т. Вилегжаниної, І. Давидової, О. Мар'їної, О. Мацей, О. Ісаєнко, Н. Тарасенко, Я. Хіміч, Т. Ярошенко. Окремо необхідно виокремити докторську дисертацію О. Мар'їної, «Бібліотеки України в цифровому медіапросторі: теоретико-методологічні засади розвитку» (2018), де авторка вбачає «перспективний вектор розвитку адаптаційної стратегії бібліотек України» як «можливість їх інтеграції в євроатлантичний та світовий цифровий контент» (Мар'їна, 2018). Також авторка пропонує «парадигму цифровізації... , яка базується на застосуванні сучасних соціокомунікаційних технологій — краудсорсингу, системної модернізації бібліотечної діяльності тощо» (там само), тобто роблячи акцент саме на вдосконаленні за допомогою інноваційної складової.

Результати. 1. Показано, що зміни, які відбуваються в суспільстві, викликають необхідність пристосування бібліотек до умов нової суспільної реальності. Висновано, що інноваційна діяльність на сьогодні є одним із пріоритетних напрямів розвитку сучасної бібліотеки, який має на меті пошук, розробку, оцінку та впровадження бібліотечних нововведень. 2. Наголошується, що розвиток чекає лише ті бібліотеки, які обирають саме інноваційний шлях, адже для того, щоб стати затребуваними для сучасного користувача, потрібно повністю модернізувати бібліотечні механізми та оновити процеси життєдіяльності бібліотеки. 3. Визначається, що запорукою подальшого успішного розвитку мережі бібліотек України є їх інноваційна діяльність на основі наукових методів, професіоналізму, високої інформаційної культури та компетентності бібліотечного персоналу, стрімкого прагнення до нового в період тотальної інформатизації та світової інформаційної глобалізації. Саме тому методична діяльність стає одним із важливих напрямів інноваційного розвитку бібліотек.

Наукова новизна дослідження полягає в дослідженні сучасних тенденцій інформаційно-бібліотечного сервісу на базі інновацій, з окресленням перспективи подальших пошуків. Розглянуто особливості методичної діяльності бібліотек як основного напрямку інноваційного розвитку в сучасних умовах.

Практичне значення статті полягає в тому, що проведений науковий аналіз дозволяє оцінити бібліотекам стан свого інноваційного розвитку та визначити на його основі подальші стратегії подолання цього відставання в майбутньому.

Ключові слова: *бібліотека, інновація, інноваційна діяльність бібліотек, інформаційно-бібліотечне обслуговування, інформаційні ресурси, методична діяльність, інноваційний розвиток, інформаційно-комунікаційні технології.*

Relevance of the research topic. Global changes that are taking place in modern society require specialists of almost all industries to implement the latest technologies, to look for new ways of solving contradictions, to determine new prospects for the development of their activities. Reorganization of the activities of various branches, including the library, is the most effective due to the introduction of various innovations as a means of its development.

Problem statement. Libraries are increasingly introducing various innovations that relate to both content and methods of managing library activities. All this contributes to the improvement of the quality of information service to consumers and the optimization of the library business as a whole. Library specialists face the following tasks: finding appropriate means of managing changes in the information and communication space; methods of forecasting library development; maximum quality and short-term presentation of information, information-library products or services. Thus, ensuring the fulfillment of the social mission of the library depends precisely on the innovative way of development of libraries, on the renewal and effective use of innovations in all aspects of their life activities.

The latest research and publications show that the innovative activity of the library is the topic of research of many scientists and library practitioners. This issue is actively discussed at scientific conferences, covered in professional publications both domestically and by scientists from all over the world. Among the specialists of Ukraine who researched this topic, we can mention L. Belina, V. Vergunov, T. Vylehzhana, I. Davydova, O. Isaienko, O. Marina, O. Matsei, N. Nikolaienko, N. Tarasenko, Ya. Khymych, T. Yaroshenko and many others. The authors emphasize that it is the innovative way of library development that will ensure the fulfillment of its mission. For example, I. Davydova in her dissertation research emphasizes that innovative policy unites the processes of informatization and modernization of library activities, contributes to the entry of libraries into a single information space and helps to shape the directions of development and transformation of libraries in the information society under the influence of external and internal factors. The next author, T. Vylehzhana, who researched innovative changes in public libraries of Ukraine, notes the role of new information technologies and notes their positive impact on library processes and activities in general. In particular, it has a significant impact on the introduction of new library products and services, but also on the quality of service to library users.

Researching the libraries of Ukraine in the digital media space, O. Marina singles out the following promising directions related to innovations: analysis of the process of “virtualization” of the library and information sphere; search for alternative ways of preserving and increasing the authority of libraries in the digital age. In her works, O. Isaienko examines the current aspects of the management of a library institution under the conditions of social, innovative, structural and functional transformations, which emphasizes that “a modern library needs such a management model that would be able to systematically and constantly support innovative activity in the team and, in general, to create a full-fledged innovation management system”.

It is impossible not to agree with the above-mentioned authors, who investigate the issue of innovations and determine their great impact, because innovations are an important condition and tool for the development of the library and information sphere. Paying due attention to the conducted research, it should also be noted the need for further detailed analysis of the problems of introducing innovative technologies into library practice.

The purpose of the article is to reveal the significance and specifics of the innovative activity of libraries, which is currently one of the priority areas of modern library development.

Presentation of the main research material. In the conditions of the development of the modern information and communication space, the process of user service becomes impossible without taking into account important factors, the most significant of which are:

- study of information requests. The library implements innovations to meet the needs of users, and it is they who evaluate the effectiveness and efficiency of the information and library service process organized in the library, including the quality of meeting information requests, the variety of services provided, and the efficiency of service provision;
- changing the role of the librarian in the conditions of the new information and communication space. Currently, high ratings of users' access to remote resources directly depend on the professionalism of library specialists, their knowledge, active position in the organization and promotion of library and information services. That is, the success of innovations in the organization of library information activities depends on employees, who are an important strategic resource. The changes taking place in the library directly affect the functions of librarians and require them to have a high level of professionalism, readiness to implement and use innovations, and the ability to develop and maintain the information competencies of users;
- promotion of information services in the information and communication space. The library takes an active position regarding the integration of its services into the information space. Modern library service is impossible without the introduction of modern information technologies. The website, electronic catalog and social networks are becoming an integral part of the modern library.

As for innovations that are actively used by modern libraries, the following can be named:

- the ability for the user to quickly obtain the necessary information with maximum completeness and accuracy, while spending a minimum of time and effort;

- the ability to independently review the electronic form, clarify data on publications, return terms, the possibility of virtual ordering of information and documents;
- fast and simplified technology for purchasing publications from library funds;
- photocopying, scanning of documents and texts, obtaining records of information on a flash drive, typing and printing of texts;
- access to full-text databases in electronic form, which allows the user to view, save the necessary information on a flash drive or disk and, if desired, print it out;
- the ability of users to work on the Internet, use e-mail, web pages, social networks, teleconferences, virtual reference libraries, etc.

Thus, at a new stage of society's development, the social status and role of libraries in providing access to human knowledge increases. The modern library becomes a significant information center of the region and the most accessible and high-quality source of access to information resources. The role of the library as a guide in the world of information is growing more and more, as an institution that can deliver them directly to the place of work, study, living, recreation, treatment. Therefore, the library service should aim today at creating optimal forms and conditions of service that ensure:

- approach to users (non-stationary form);
- comfort of service, convenience of using the library (multimedia services, mobile response to readers' requests, provision of services adequate to their expectations and needs);
- reference and orientation function (help by phone, e-mail, virtual help for remote users);
- advertising of the library and library services through mass media (library, television and radio broadcasts, live broadcasts, reports from places, etc.).

For example, a book exhibition, which is a traditional form of mass work with users, has existed for quite a long time, since then a certain system of traditions has developed in this field, due to the social mission of the library: to preserve, to distribute, to form, to develop.

In modern libraries, along with traditional book exhibitions, electronic book exhibitions are also becoming widespread nowadays, which, when properly performed, become a reliable tool for increasing the level of motivation for children to read and study literary works.

Today, free access and zoning have also become innovative "features" of libraries. It was this principle that became the basis of the reorganization of the service system of many libraries.

The possibility of using modern technologies gave a new impetus to the development of advertising activities. Libraries post advertising messages and various video materials on their websites.

The use of free access to the Internet significantly expands and updates the range of library services. For example, centers of legal (social) information existed before, but were radically updated after connecting libraries to the Internet. From now on, in libraries you can find any legal information of interest to users, make copies of forms, get advice from specialists in person and via the Internet.

Library projects to help socially vulnerable categories of users, projects to support reading, all-Ukrainian social photo projects and library flash mobs are being actively implemented. Such creative projects as Ice-stoppers are becoming common, when librarians use objects that can attract the attention of users in their projects. The projects “Night in the Library” and “Twilight in the Library” are becoming more and more popular, the task of which is to show the library as unusual, that is, as it has not been seen before.

Thus, innovations become an integral part of library life, they help libraries become competitive, introduce new interesting library services, and form a positive image in society and a specific community. Therefore, in the conditions of globalization, modern libraries need to be able to analyze, forecast, work in an anticipatory mode. In the process of implementing innovations, a new model of library development is formed. A modern library, which changes under the influence of external and internal factors, adapts to changes, introduces innovations into its work, necessarily acquires qualitative determination of its activity.

The modern library positions itself as a modern resource information center, uses a well-functioning and developing automated library and information system with a diverse set of additional services, which provides online user service, work with local remote resources, offers a wide selection of services and services based on open access to information, allows you to maintain and develop constant communication with users.

In order for the library to organize its activities fully and for a long time, the priority direction of its innovative development should be methodical activity, because it is methodical activity that is responsible for the creation of new information products and services, the introduction of new library technologies, methodical monitoring of the activities of libraries in the region and forecasting their development.

The goal of scientific and methodological activity in the library field is to achieve correspondence between the existing methods of library activity and those methods that are needed for the implementation of the library's tasks. It is necessary to constantly improve the work of libraries, since the level of their activity is in contradiction with public needs. From time to time, they cease to meet existing requirements, and it becomes necessary to develop and implement innovations.

Scientific and methodological services of libraries, taking into account the new conditions and requirements of the time, are looking for new approaches and principles of their activity. Today, the issue of creating methodical centers is becoming very relevant.

The trend of strengthening the scientific potential of methodical centers is reflected in their name — “scientific and methodical department”, “scientific and methodical activity”. Thanks to methodical activity, the achievements of theory are implemented in practice, and practical successes become the property of theoretical thought.

Methodological services and centers become advisers in the issue of improving the work of the entire library industry. Modern methodical work is consultative and recommendatory in nature.

The main areas of methodical activity are: methodical consulting; provision of practical assistance to libraries; research activity; analytical work; professional development of librarians; study and dissemination of best practices and innovative forms of work of domestic and foreign libraries. Recently, assistance in the implementation of digital technologies, advertising activities of the library and PR technologies, and promotion of the library in social networks have become an important direction.

With the development of information and communication technologies, there is an opportunity to create electronic data banks of methodical consultations and their operational use.

An important aspect of methodical influence remains the “feedback” system — feedback from practicing librarians about the results of the implementation of certain recommendations.

Today, methodical centers should help libraries transform the work of serving readers into a diverse and creative one and help not with template recommendations, but with individual, differentiated advice, experimental methods, theoretical searches, operational information (including the one about innovations).

To achieve this goal, methodical centers must solve a block of the following issues:

- ensuring the functioning of a single system of organizational and methodical influence on library and information services for users in the region;
- identification, analysis, generalization and dissemination of the experience of public libraries;
- study of innovations and their implementation in libraries;
- provision of consultations, practical assistance in matters of service; coordination of activities of libraries of all systems and departments;
- scientific research work; increasing the professional competence of librarians;
- preparation of methodical materials.

Methodical work contributes to the solution of many large-scale tasks of a systemic nature. In the conditions of the development of digital technologies, the need to use general methods of library activity is growing significantly, since uniform rules, standards, technological and other regulations are necessary for the creation of electronic libraries and the implementation of library activities in a virtual environment. Therefore, methodical activity is one of the important areas of innovative development of libraries.

Conclusions. Thus, it can be concluded that innovative activity is currently one of the priority directions of the development of the modern library, which aims to find, develop, evaluate and implement library innovations. Therefore, the key to the further successful development of the Ukrainian library network is their innovative activity based on scientific methods, professionalism, high information culture and competence of library staff, a rapid desire for new things in the period of total informatization and global information globalization. That is why methodical activity is one of the strategically important areas of library work and should become one of the main issues today. The use and search of new technologies will have a positive impact not only on the course of evolution of library and information activities, but also on library business as a whole.

Prospects for further research. We see the prospects for further research in determining the ways of implementing innovative forms and methods of activity of library and information institutions, as well as solving the issue of development and upgrading of staff qualifications in accordance with today's challenges. Development awaits only those libraries that choose the innovative path, because in order to become in demand for a modern user, it is necessary to completely modernize library mechanisms and update the library's life processes.

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