

LIBRARY SERVICES FOR SCIENCE AND EDUCATION SUPPORT

In the rest of the five 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 (Figure 2). 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.

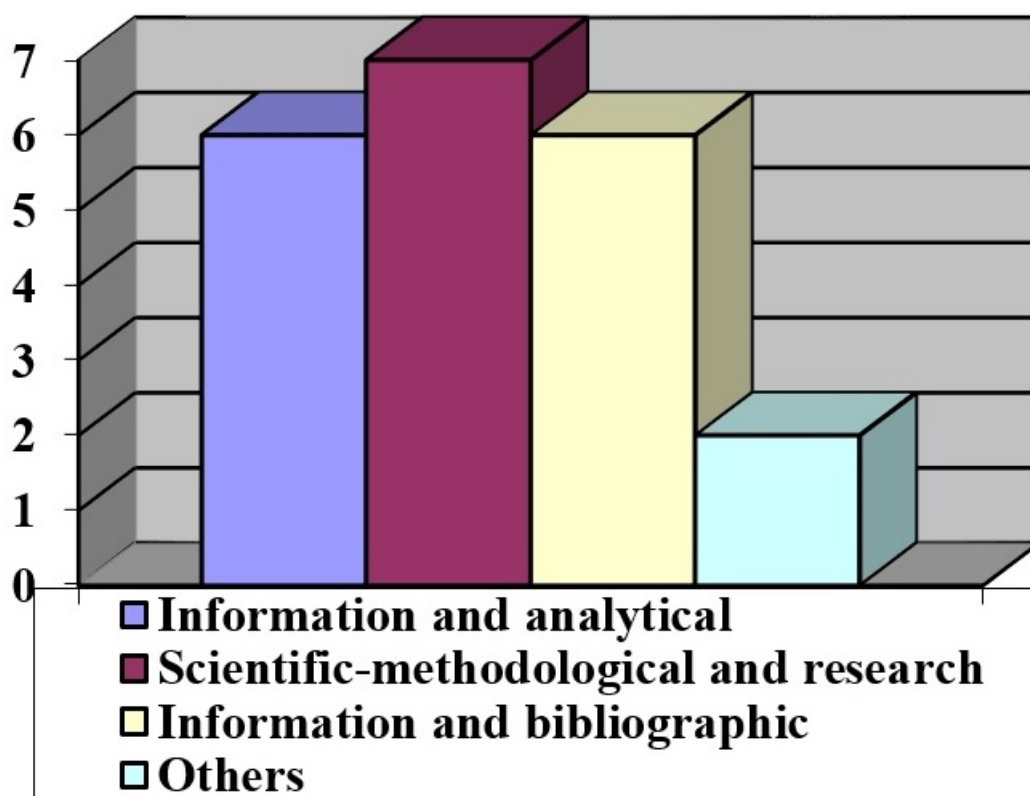


Fig. 2. Specialized information and analytical departments and departments realizing information and analytical functions

In our opinion, this situation can be explained taking into consideration several factors, including the following ones:

- rating of studied libraries among users that is shown in Figures 3, 4. The data was obtained thanks to the well-known analytical tool SimilarWeb (www.similarweb.com) shows statistics of direct user requests to 6 library websites (Vernadsky National Library of Ukraine, Yaroslav Mudryi National Library of Ukraine, National Library of Ukraine for Children, Lviv Vasyl Stefanyk National Scientific Library of Ukraine, National Scientific Medical Library of Ukraine National Historical Library of Ukraine). Odessa National Scientific Library was not shown in the figures because of its low statistic rating on SimilarWeb.
- the insufficient funding of libraries in the conditions of the socio-economic and political crisis;
- the lack of trained specialists for analytical work.



Fig. 3. Statistics of direct user requests to library websites (Vernadsky National Library of Ukraine, Yaroslav Mudryi National Library of Ukraine, National Library of Ukraine for Children)



Fig. 4. Statistics of direct user requests to library websites (Lviv Vasyl Stefanyk National Scientific Library of Ukraine, National Scientific Medical Library of Ukraine National Historical Library of Ukraine)

Taking into account the above-mentioned, 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.

Results and Discussions

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 activities, and arrays of scientific and technical information for processing the information flows and resources so that to obtain knowledge, and present it as a product in the system of library production.

Creating an effective system for producing high-quality analytical information in libraries depends not only on the level of information, organizational, technological, and financial security

but also on the state of organizational and personnel support. Wherein it should be noted that the human resource of the library's information and analytical activities can largely be solved at the level of the library and information industry, in contrast to the material and financial support that should be solved at appropriate levels of legislative and executive bodies. That is why the issue of the human resource of the library's information and analytical activities is of strategic importance. It is especially important for libraries of national, regional levels, as well as central branch libraries to solve this problem as it is underlined in the work of Shcholakova, Paleshko, Horozhankina (2021).

Taking into account the analysis of work experience of information and analytical departments in libraries, it is possible to state that there is the need for a certain specialization of analytical workers in libraries including specialists of specialized information and analytical departments (analyst-cognitologist, analyst-expert), as well as employees realizing information and analytical tasks in other library's structural divisions (bibliographer-analyst) (Kobieliev, 2019). Each of these categories of librarians requires a certain level of information and analytical training. Therefore, the modern system of training library personnel should provide for the introduction of separate specializations such as "analyst-cognitologist", "analyst-expert", "bibliographer-analyst", etc. It is possible to solve this problem through modernization of education programs of relevant higher education institutions and, therefore, curriculums, since now there are more than 30 higher education institutions in Ukraine as to training students in the specialty 029 "Information, Library and Archival Studies" (Karpenko, 2021). Such education programs should take into account the learning outcomes of students' goals to apply their knowledge, skills, abilities according to chosen specializations to meet modern labor market's needs. Besides, it is also worth increasing the information culture of both students specialized in Information, Library and Archival Studies and librarians as to analyzing, systemizing, generalizing, identifying the content of the information that customers need, as well as to its searching, processing, keeping, using within their professional fields of knowledge.

This, in turn, is a means of increasing the competitiveness of educational services of appropriate universities and library professions in the labor market.

Conclusions

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 functions 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 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 organizational structures of national libraries. We consider this form of libraries' information and analytical activities to be more expedient and promising because of the greater responsibility for the timing and results of analytical work. They are structures that allow the uniting of analysts of different professional directions.

Prospects for further researches 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 creating 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 the knowledge society is promising for our further research.

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Інформаційна аналітика в структурі діяльності національних бібліотек України (на основі аналізу їх сайтів)

Метою дослідження є визначення оптимальної структури організації інформаційно-аналітичної діяльності бібліотек України національного рівня. **Методика.** У роботі застосовано метод аналізу щодо виявлення диверсифікації форм організації інформаційно-аналітичної діяльності зазначених бібліотек. **Результати дослідження** свідчать про наявність двох форм організації національних бібліотек щодо здійснення інформаційно-аналітичної діяльності, одна з яких базується на реалізації її функцій у різних відділах бібліотек, а інша – спрямована на створення окремого підрозділу в організаційних структурах бібліотек. У **висновках дослідження** доведено залежність форми організації інформаційно-аналітичної діяльності в національних бібліотеках від їх рівня в бібліотечній системі. Створення окремих відділів, що здійснюють інформаційно-аналітичну діяльність можна розглядати як перспективну форму організації інформаційно-аналітичної діяльності українських національних бібліотек завдяки зростанню відповідальності працівників за хронометраж роботи та інтеграції 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

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