

Секция «Принятие решений: коммуникационные стратегии и социальные практики»

INNOVATIVE INFORMATION TECHNOLOGIES AS A WAY TO ATTRACT " NON-READERS» INTO THE LIBRARY

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The global problem today is the reading crisis, which due to the globalization of the media, the development of the entertainment industry and the Internet. Currently, many countries are trying to implement reading support programs. Strategies are developed for this purpose, focused on counteracting the trend of decreasing interest and attention to literature, since reading is the main role country development. This problem has also been formulated in the National reading support and development program. It was about what in society the role of libraries in comparison with the Internet and its opportunities. Note that in one of the articles, the General Director All-Russian state library of foreign literature, Ekaterina Genieva, noted that rapid development digital technologies and the Internet have a great influence on libraries. This raises the question of the boundaries of the library space and the basics of the existence of traditional libraries. Therefore, there is clearly a problem of attraction readers to the library. Priorities have changed for the modern generation, so you need to create new forms of interaction with readers. To develop such forms, you need to set up bottlenecks in existing versions. We introduce the term "non-reader" for descriptions of people who do not visit the library for any reason. Classification of " non-readers»:

- people who buy books on their own;
- people who have no idea about library collections;
- people who don't know the addresses of the nearest libraries;
- people who think that the library doesn't have bookstores
- novelties and bestsellers.

At this stage, libraries are trying to promote their own resources read books and promote the use of their funds. Let's look at several implemented solutions to this problem, related to the use of digital technologies and the Internet. Creating a Web quest. A web quest is a site created by for readers of the library. It can be targeted at any direction: solving a problem, discussing a series of books, analyzing a new one works of the author, compilation of interesting facts on some areas of expertise, etc. These sites allow you to conduct contests, stocks, both on a short-term and long-term basis. On them the works of quest participants can be freely published.

The web quest must include an introduction with a description of the role participants, work plan, General task. To complete the script a number of questions that should be answered should be clearly defined participants, or a problem to provide a solution to. You must publish a list before starting this game information resources with a full annotation for each [1, p. 5-7]. Shelf. This term came from a combination of two words: selfie + shelf, "the shelf". It denotes a still life from books. Frequent readers they take photos of books they have read or their own bookshelves. This way of presenting information attracts people to reading and promotes it in

social networks [2, p. 12].

Library website. Information site presents to readers full information about events and promotions of the library. Allows use the electronic catalog.

Analyzing the presented ways of attracting visitors to the however, we note that they are more focused on readers than "non-readers". Web quest is interesting for example, it allows users to search independently information while accessing library resources. This solves the problem of ignorance of library collections by "non-readers". Selfi they are only aimed at drawing attention to a particular book, but not to the library as a whole, and the library's website is more informative character for regular visitors.

Therefore, there is a question of developing information technologies that can attract people who haven't visited the library, and close the maximum number of bottlenecks in existing ones technologies.

Today, new technologies are creating new information a space that undoubtedly affects all areas of a person's life. Including the forms of communication between the library and the reader.

Innovation in library science should be based on the interaction of the Internet and the library, because they are able to perform an information and communication role. In the Internet there is a literary life of its own, there are bookstores, journals and encyclopedias. This should be used in the development of a new information technology.

The author's proposal is to develop new services based on Internet browsers that will be ways to promote libraries and bring them to the same level as online bookstores.

New technologies will expand the readership libraries by attracting "non-readers" who prefer buy books. If the library Fund declares itself and is interested in such a person will be able to discover a new niche. In this case, the Internet browser will be a tool, which will help solve the problem of promoting reading with new and modern method.

Information technology that can satisfy everyone the above-mentioned requests are supported by the development of your own the extension for the browser.

Functions that should be laid down at the design stage:

- informing a visitor to an online bookstore about alternatively: take this work from the library;
- informing the user about the address of the nearest libraries;
- mark in the extension about free reading of the book from library fund;
- description of the advantages of using an extension for its users'.

Based on the described functions, we conclude that the use of extensions for the Internet browser will allow you to balance online bookstores and library collections in the eyes of the reader, demonstrate the availability of new products and bestsellers in libraries, remind them of their location. This contributes to the satisfaction of needs of all types of "non-readers", will remind them of possible alternatives without visiting the library building and its website.

This information technology is completely different from ways to attract readers that are currently used time. It is immediately focused on reading people who they prefer to buy books rather than borrow them from the library.

Proper understanding of the library's place and role in in the modern world, it is a prerequisite for successful activities in the promotion of reading.

The modern reader is a person focused on perception of virtual information coming from computer systems products'. Therefore, this extension will have a great response if the information in it will be complete, but at the same time short and interesting presented.

Источники и литература

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