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Individual and non-differentiated library-information service to civil servants

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Abstract. In the article were studied, the methods of organizing the library-information service for civil servants. Each method was studied separately. Have been analyzed the electronic resources that provide information to civil servants and have been interpreted the methods and models of evaluating information sources.

Keywords. civil servant, library and information service, individual service, non-different service, method, model

Introduction. The rapid development of information and communication networks and technologies, the transition from microelectronics to nano and optoelectronics as the core of new technologies, along with the wide application of materials with special technological properties, is currently considered the main trend in the technological development of the world.

The current situation in which is characterized scientific, educational and cultural institutions operate by the dynamic development of information technologies and resources, the creation of regional and global information network technologies that provide interactive access to information sources through information and communication systems.

According to E. Toffler, a famous American sociologist, the author of the concept of "information culture", the new state of society is related to the development of information technologies, precisely because they and their use in society give unprecedented dynamism and diversity to all processes. (Toffler, 2003) This not only brought up the information activity, that is, the work related to the production, consumption, transmission and storage of information, but also complicated the socio-cultural space and fundamentally changed the life of the society as a whole. Therefore, the main role in society today is based on information and the means that provide the technical and software base for its application and dissemination.

Modern state management systems are developing on the basis of large-scale application of information technologies. In the last 30 years, the main public administration model in the world has been developing very actively, passing through two stages and entering the third:

- Stage I: Electronic government (e-government)

- Phase II: Open government
- Stage III: Digital government (smart government) (Kamolov, 2017)

Such a logical development of forms and content of interaction between the state and citizens is universal for all countries. Note that these stages are related to the dynamics of information and technological development of society in the historical context. If we compare these directions, we recreate the information technology context of the evolution of public administration systems. At this time, a number of questions arise. Is the digital government era the last stage of development? Or is it an indication of the transition to a new socio-economic paradigm based on a different material and technological base?

What "traps" should civil servants avoid? These are objective questions that arise in modern realities. Prospective plans of civil servants should be based on fundamental and applied knowledge of the technologies and information systems.

Main issues. Information technologies are applied everywhere in our life. The public administration system is no exception. As can be seen from the experience of foreign countries, today the state is the main driving force in the practical application of advanced information technologies. Therefore, the term "information technologies" - innovations, promising development, improving the quality of life of citizens, data protection, cyber threats are met in the context of the new realities of the modern world.

The ubiquitous application of information technologies has doubled the amount of information in the last 2 years. According to a study conducted by Digital Universe, the volume of information created in 2012 was estimated at 2.8 zettabytes, and it was predicted to increase to 40 zettabytes by 2020, which is 14 percent more than previous predictions. 40 zettabytes is 40 trillion gigabytes. If each byte is represented as a grain of sand, the resulting sand path can wrap our entire planet around the equator 57 times! To meet these goals, digital data production is increasing by about 200% every two years until 2020. The developers of the Digital Universe say that the digital universe includes all information: from photos on mobile phones to data transferred between servers to support production processes.

Information and telecommunication technologies are one of the dynamically developed segments of statehood. Intensive use of information technologies is growing 1.7 times faster. Thus, service through the Internet allows to reduce labor costs by 8-9 times compared to traditional services. Information technology significantly reduces labor intensity. Studies show that the growth of gross domestic product per capita in a number of developed countries is related to the application of information technologies.

Information technology is a multifaceted and complex phenomenon, and from the point of view of public service, information technology enables the following functions and tasks to be performed: Communicative, management, educational, administrative, inspection, storage, research, security. (Kamolov, 2017)

In terms of the complexity and capacity of information technology, the main thing that every civil servant, leader, and especially those responsible for the financing and development of software and the implementation of software systems should not forget is that information technology is not a goal, but an official function of public administration in the interest of every citizen, it is a tool for efficient execution of tasks.

It should be noted that simultaneously with the increase in quantity, the loss of information also increases, despite the expansion of the functionality of information systems, the development of information search languages, the inclusion of expert systems, and decision-making, the search becomes more and more laborious.

A promising direction to reduce information noise and obtain relevant information is personalized (Latin *persona* - "person") information flow. Information systems implement personal search technologies using "user profile", which allows to improve the results of query processing by search engines by integrating them with special knowledge bases and databases that can provide detailed information about the user's personal interests. The personalized search method considers user queries in the context of personal preferences, history of access to the search engine before browser activity. As a rule, there are 2 types of customization. The first is based on constant human requirements: attachment to specific sources, general interest in a certain topic, and the second, on the contrary, is related to actual needs and takes into account the pages that a person has last turned to in the information system.

The famous German sociologist Max Weber (1864-1920) points out that the main thing in social life is "waiting", that is, focusing on reaction. From this point of view, libraries, which are social institutions, are created to satisfy certain needs and have to fulfill them. These expectations and obligations create predictability and stability in society. Thus, if a customer who comes to a store expects to be able to make the necessary purchase, a reader who goes to the library expects to receive the necessary information according to his needs. Because libraries are constantly participating in the social information process because they collect, store, and present documents to users.

Informatization of society, computerization of activities of social institutions led to changes in people's demands in the field of library services.

At the end of the 20th century, the development of local networks and the Internet created new readers - virtual users. A characteristic feature of this type of user category is high information culture. From this point of view, there is a demand to approach each user, i.e. reader individually, individual service according to their information needs, individual library service is starting to come to the fore in the library-information activity system.

In different periods of the country's development, individual library service is determined by the general socio-cultural situation, the place of libraries in the society and the attitude towards the reader. The purpose of modern personal library services is to help socialize individuals who receive information support from the library (Melentyeva, 2006). Duties of individual library services include:

- meet the user's information needs;
- help to increase the level of reading culture and information culture of a person;
- organization of conditions for cooperation between the reader and the librarian.
- promotion of self-disclosure, self-recognition, individual self-expression in education, profession, leisure and other activities.
- help to understand the structure of information needs and reading topics (for children, teenagers).

Due to changes in the life of libraries and society in general, individual library services are developing, and the modern philosophical, psychological and pedagogical aspects of this service are determined by the document "Model library code for the CIS countries (new edition)".

The Library Code is a set of legislative acts compiled on the basis of general principles and norms of legal regulation of library-information activities, which are understood and shared by all member states of the Union. The purpose of the Code is to regulate the library-information activities carried out in order to help the development of comprehensive cultural, scientific, technical and economic relations established historically in the member countries by legislation; preserve and spread secular and national culture; to exchange achievements of science and

industry; It consists in realizing the rights of citizens to obtain objective and comprehensive information.

The society includes a large amount of information that can be obtained by every citizen of any area, organization, profession, or interest. In this regard, there are different libraries that cater to different information needs of users. Libraries operate in institutions related to all areas of human activity and provide them with information. Each type of library has its own mission and scope, for example, national, presidential, etc.

Although the goals and main functions of libraries (information, communication, cultural, educational and others) have not changed, their application possibilities and conditions have changed with the development of information technologies.

Universal and effective personal library service methods are considered interviewing, information and consulting services for all types of libraries.

The following methods and forms are also used for the transfer of information in the process of personal service: consultations for compiling references (bibliographic, thematic, factual, etc.) and transferring information directly to the user; post, telephone or fax, etc., including electronic media.

Methods of modern library services for users are considered to be selective distribution of information, differentiated service to managers and prompt information. These methods are used to inform users with high social importance and intellectual potential (Pereqoyedova, 2008). With the help of selective dissemination of information, newly created information is disseminated in accordance with the constant requirements of consumers, and the purpose of this service is to help keep the user's knowledge at an up-to-date level, to create preconditions for setting new scientific problems and effectively solving them, taking into account the achievements of domestic and foreign science and technology.

A different service to managers provides information to managers at different levels, including civil servants, to solve management problems. The service is organized based on the principle of a selective information dissemination system. However, in contrast to the information selective distribution system, a different service to executives involves the provision of carefully selected, analytically processed information, which in most cases eliminates the need for primary sources.

Operational information is an operational communication system that provides users with information about the content of the world's most important magazines in various fields of science, technology and social life, in accordance with the thematic demand of users. Information is carried out on the basis of local and foreign databases, which reflect the content of most scientific journals published in the world, grouped in scientific fields or publishing houses (Pereqoyedova, 2008).

Remote personal service is carried out using the Internet and e-mail. In this regard, libraries in the information market are one of the most important generators and suppliers of information resources, actively create various types of databases (MB), acquire and display electronic resources on their platforms or provide access to them, develop resources on websites.

One of the most common methods of library service to civil servants is undifferentiated library service. This service includes the transfer of bibliographic information to the user about the literature available in the library fund as well as new literature. Information bulletins are one of the most widespread and most important forms of undifferentiated library service in terms of providing information to civil servants. Information bulletins, which are considered a modern form of library-information service, perform the function of delivering bibliographic

information on the most relevant topics to the users and are prepared on the basis of press materials included in the electronic catalog of the library. For example, the Presidential Library of Azerbaijan currently prepares 10 electronic newsletters, which are as follows:

- İqtidar. Müxalifət. Xalq (Power. Opposition. Khalq) (2005): the bulletin includes bibliographic information on the executive power, parliament, judiciary, municipalities, civil society, non-governmental organizations and mass media.
- History. Culture. Science (2005): the bulletin includes bibliographic materials on Azerbaijan's history, science, culture, literature, diaspora, the bulletin also includes materials about Karabakh conflict and genocide to Azerbaijanians.
- Economy of Azerbaijan (2005): the bulletin contains materials on various areas of the economy: industry, agriculture, food security, financial and banking system, insurance and tax policy, socio-economic development of regions.
- Elections in the Republic of Azerbaijan (2005): Presidential, Parliamentary and municipal elections in the Republic of Azerbaijan, as well as the activities of the CEC during the referendum, pre-election propaganda and preparatory work, observers and international experience.
- Foreign policy and international relations (2008): the bulletin contains bibliographic materials on the following topics: international relations, diplomatic missions, foreign economic activity, international law and standards, international organizations.
- Oil and gas (2009): dedicated to the oil strategy of the Republic of Azerbaijan and consists of sections on oil and gas production and industry, export and transportation, international relations and energy security, Oil Fund.
- Human rights (2009): Bibliographic materials on human rights - Ombudsmen, gender issues, penitentiary system and human rights in international law are reflected in the sections.
- Ecology (2010): Environmental education, oil and ecology, environment, climate change and biodiversity are the main sections of this bulletin.
- Media. ICT and new technologies: in the annual bulletin are presented bibliographic materials on mass media, e-government, Azerkosmos and the ICT sector, innovation and communication services. It is arranged in chronological order in each section of the bulletin and is regularly updated.
- Multiculturalism: The bulletin is published quarterly. According to the bulletin, is collected a bibliography of newspaper and magazine articles on national-cultural diversity, ethnic-religious tolerance, inter-civilizational and inter-cultural dialogue, multiculturalism and the activities of the Baku International Multiculturalism Center. The materials in the newsletter are listed in chronological order and by language (Azerbaijani, Russian and English).

All bulletins except the "Multiculturalism" were in .pdf format. The "Multiculturalism" is in .html format. The bulletins are compiled quarterly, and the materials within the newsletters are grouped by language (Azerbaijani, Russian, English).

The electronic resource called "Civil service" takes the first place in the information provision of civil servants. This full-text e-resource was launched in February 2006. The resource contains the law on civil service, its amendments and additions, the orders and decrees of the President of the country, and the full texts of the decisions of the Cabinet of Ministers, which are great importance for the statehood of Azerbaijan. The e-resource consists of 5 chapters, and each chapter contains a type of legal-directive documents on civil service. The first chapter of the resource is called "Laws of the Republic of Azerbaijan" and here is given

the full text of 73 documents. The second chapter of the resource is called "Decrees of the President of the Republic of Azerbaijan". Here is the full text of 89 documents. The third chapter called "Orders of the President of the Republic of Azerbaijan" contains the full text of the 52-named document. The fourth chapter is called "Decisions of the Cabinet of Ministers of the Republic of Azerbaijan" and reflects the full text of 27 documents. The fifth chapter of the resource is called "Other documents about civil service". Documents and excerpts about admission rules and samples of documents required for admission and information of the State Statistics Committee are reflected here.

As an information center, it is important to take into account the modern trends in the development of information technologies and systems that allow considering user requests on the library website in the context of personal preferences, history of access to the system and activity on the site. Because prompt provision of new information to civil servants has a major impact on their management decisions. The administrative activity of civil servants, especially managers, is related to the adoption of management decisions. In a generalized sense, the management decision includes the choice of a certain activity, the activity itself and the search for its result. Management decisions are considered the result of analysis, forecasting, optimization, economic feasibility and alternative selection from various options to achieve the goal. (Fatxudinova, 2002)

Results. Civil servants in Azerbaijan usually work 5 days a week between 9:00 and 18:00, and they constantly need information about the social and political processes taking place in the world. In such cases, personal service can enable them to provide information promptly, without time and space problems and information loss. Organization of personal information service for employees operating in the field of public administration can play an important role in the conditions of healthy competition. It should be noted that during the conducted investigations, it is known that 12,843 (64%) of the 2,0082 civil servants belong to the city of Baku. With 2721 (14%) people, Ganja-Gazakh economic region ranks second. As for the distribution of civil servants with a qualification degree, 11,091 (44%) of them belong to Baku, and 2,592 (9%) belong to the Ganja-Gazakh economic region. (Look table. Distribution of civil servants by economic regions of AR)

Table. Distribution of civil servants by economic regions of AR

| Names of administrative positions by classification | civil servants | including those with a professional degree |
|--|-----------------------|---|
| Baku | 12843 | 11091 |
| Absheron | 712 | 685 |
| Ganja-Kazakh | 2721 | 2592 |
| Sheki-Zagatalai | 1438 | 1372 |
| Lankaran | 1353 | 1277 |
| Guba-Khachmaz | 1015 | 944 |
| Aran | 3897 | 3678 |
| Karabagh | 1147 | 1106 |
| Kalbajar-Lachin | 858 | 822 |

| | | |
|-----------------------|------|------|
| Yukhari-Shirvan | 838 | 798 |
| Nakhchivan Autonomous | 2546 | 2386 |

The table was compiled by the author based on the data obtained from the stat.gov.az platform

From the table, it is known that only 44% of civil servants working in the country are in the share of the capital, and 56% are distributed among other administrative regions.

Presidential Library, which is considered one of the main libraries for the organization of library and information services for civil servants, can actively participate in the information provision of civil servants operating in Baku, it does not have the opportunity to provide information to civil servants operating in the regions in a traditional way. This problem should be solved either by regional libraries, or modern methods of information service should be used to solve the problem. Personal service does not involve studying the information needs of civil servants. These technologies ensure the improvement of the quality of the service provided to them.

Conclusion

Finally, it can be concluded that the application of information technologies to libraries eliminates the limitation in the expansion of social relations with its users, and libraries become a source of unlimited information (even if sometimes there is no necessary material and technical base).

The need for a broader study of the problem is obvious. When studying social, national and regional topics, it may be of interest to use a special methodology in the field of collecting, processing, protecting and transmitting information.

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