



## **Socio-communicative technologies in the context of the library and information sector**

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**Abstract.** The relevance of the research topic stems from the rapid digital transformation of society, the growing role of information technologies, and the need for libraries to adapt to new communication challenges. This study aimed to highlight the essence of socio-communicative technologies and to determine the prospects for their use as a tool for managing the library and information sector. The research methodology involved the application of general scientific methods, specifically structural analysis and synthesis, which have facilitated the clarification of key terms and concepts relevant to the functioning and development of the phenomenon of socio communicative technologies. The methods of systematisation and generalisation were used to propose the implementation of action frameworks involving socio-communicative technologies within the library and information domain. The findings indicated that socio-communicative technologies played a significant role in shaping and supporting the functioning of the library and information sector, which was influenced by rapid social change and substantial internal transformations within library institutions resulting from informatisation processes. Socio communicative technologies in the library and information sector have included social media platforms, chatbots for user interaction, webinars and online lectures, automated library information systems, mobile library applications, virtual tours, and gamification. In 2024, these technologies reflected emerging characteristics and relationships within the sector, supporting professionals in generating new ideas, tracking developments in the field by monitoring document and information flows and datasets, formulating tasks for the automation of information processes, and functioning confidently as effective communicators in the modern information space, while fulfilling their professional responsibilities. In the modern world, the use of socio-communicative technologies in the library and information sphere remained limited and lacks sufficient tools for social design and effective methods of influence. Nonetheless, these technologies serve an important role in identifying challenges in library operations, accurately determining their causes, and exploring optimal solutions

**Keywords:** social media; chatbot; webinars; automated library and information systems; mobile applications; virtual tours; gamification

### **Introduction**

The relevance of researching socio-communicative technologies in library and information activities stems from their contribution to the modernisation of libraries, the expansion of their social function, and the provision of convenient access to knowledge. In line with contemporary trends and societal progress, society, as an organised community of people, cannot exist and develop without the constant exchange of information

in its various forms. With societal progress, the volume of the global information flow has increased, necessitating the effective preservation and transmission of data. G. Koloskova & O. Kobieliiev (2022) noted that in the process of digitalising the library sphere, traditional information resources and products are constantly supplemented by electronic ones, forming a unified library and information potential. Through the implementation

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of modern technologies, the range of services was expanded, satisfying the needs of various categories of users both within the library walls and beyond.

The library and information sphere has played a decisive role in the new historical phase of development that society is currently undergoing. The uniqueness of this sphere lied precisely in the creation, preservation, dissemination of, and access to information resources that meet society's educational, scientific, cultural, social, and economic demands. Without socio-communicative technologies as the tools, methods, and techniques that ensured effective interaction between communication subjects in the social environment, it was impossible to modernise library activities, enhance access to knowledge and information, develop communication with users, and increase their engagement. Socio-communicative technologies were aimed at managing information flows, shaping public opinion, stimulating social activity, and achieving set goals. Their significance in the library and information sphere was determined by the development of the information society, the growing demand for convenient access to knowledge, and the necessity of improving communication mechanisms between the library and its users. Libraries function not merely as institutions that store information, but as interactive centres that facilitate access, systematisation, and efficient exchange of information resources.

In 2022, digitalisation significantly enhanced traditional library functions, and the organisation of knowledge in a library format was characterised by the rapid growth of a body of structured electronic information resources. Ye. Chumak (2022) indicated that electronic library and information resources were a collection of information that was obtained, processed, and stored on the servers of library institutions, transmitted via electronic, network, or software means, operates continuously in online mode, and was aimed at increasing the efficiency of library and information services for societal information needs. The implementation of the latest technologies and largescale modernisation of library processes have already provided fundamentally new opportunities for access to information regardless of the time and location of both the document and the user.

As S. Khrushch *et al.* (2023) noted, electronic libraries were transforming not only into information repositories, but also into platforms for creativity, collaboration, and innovation. Thanks to speech and text recognition technologies, their resources were becoming more accessible and efficient to use, while integration with external sources ensured openness and flexibility. Collaborative work, collective problem-solving, and active user participation contributed to the formation of an innovative information space that played a key role in the development of society, where knowledge was the foundation for continuous growth and enlightenment.

According to O. Karakoz (2023), the implementation of virtual reality technologies in modern libraries opened up broad possibilities for improving user experience and engaging visitors in new interactive formats, which was relevant in the context of increasing media saturation in society. Thanks to VR (virtual reality), libraries can adapt to changing user needs, facilitate effective learning, and provide virtual access to rare and valuable materials. Furthermore, this technology was capable of transforming the library space into an engaging environment, where new worlds can be explored, complex concepts visualised, and collaboration with other institutions fostered. However, successful VR implementation required adequate funding, staff training, and the creation of userfriendly, high-quality content.

O. Shevchenko (2024) indicated that the library system of Ukraine possesses significant potential for further modernisation and digital transformation. The implementation of automated library information systems was a key stage in the process of library digitalisation, as it contributed to the optimisation of time and resources for both library institutions and users. This also ensured a gradual transition to modern information technologies and increased the efficiency of library service provision.

Scholars I. Borodai *et al.* (2022) noted that leadership in the development and implementation of communication technologies belonged to libraries in the USA, which were the first to digitise their fonds and establish electronic libraries as a core element of the library process of informatisation. Among European countries, information and communication technologies were most actively implemented in libraries in Germany, Sweden, and Denmark. The concept of the mechanism of information flows was developed in the East, and leadership in the implementation of communication technologies belonged to libraries in China, Japan, and Korea. The use of sociocommunicative technologies has contributed to the modernisation of library activities, particularly through automated library systems, digital catalogues, electronic libraries, interactive platforms, social networks, and mobile applications. This has raised the level of information services, expanded possibilities for remote access to resources, and shaped a new model of libraryuser interaction. Consequently, the implementation of socio-communicative technologies in the library sphere has become a key direction in the development of modern library and information institutions, responding to the challenges of the digital age and facilitating effective information exchange in society.

This study aimed to examine and analyse the role, possibilities, and prospects of implementing socio-communicative technologies in libraries to enhance the quality of information services, optimise library processes, and broaden access to knowledge in the digital environment. The following objectives were set: to elucidate the conceptual and categorical framework of

sociocommunicative technologies; to identify the types of socio-communicative technologies in the library and information sphere; and to investigate the advantages, disadvantages, and prospects of implementing socio-communicative technologies in the library and information sphere.

The scientific novelty of the research lies in the study, development, and improvement of tools and methods for information transfer in the digital environment, specifically the investigation of new communication formats and channels such as virtual and augmented reality, interactive platforms, and artificial intelligence in social networks, the study of manipulation mechanisms in the digital environment, methods for combating fake news and information threats, and the automation of communication processes.

### Materials and Methods

The research methodology involved the use of general scientific research methods, specifically structural analysis and synthesis, comparison, systematisation, and generalisation. The application of the method of structural analysis and synthesis enabled the clarification of the meaning of individual terms and concepts, including “social communications”, “communication tools”, “communication technologies”, and “information resources”, for the functioning and development of the phenomenon of socio-communicative technologies. A systemic approach allowed the library and information sphere to be viewed as a holistic system, where socio-communicative technologies act as a structural element interacting with other components. Additionally, the comparative method was used during the research, which helped to analyse different models and practices of utilising socio-communicative technologies in libraries, contributing to the identification of their advantages and disadvantages. The interactive model was analysed – the use of social networks for communication and resource promotion, chatbots and online consultations for information and communication interaction with readers; online events for audience engagement – and the structural-functional model for elucidating socio-communicative technologies in the library and information sphere. The study of socio-communicative technologies in the library and information sphere was conducted based on the practices of using social networks, library institution interaction platforms, the provision of virtual library services, gamification, and VR/AR (augmented reality) technologies. The method of systematisation and generalisation was applied to propose the use of action complexes of socio-communicative technologies in the library and information sphere. The research on this topic was conducted in three stages. The first stage involved the explication of the theoretical concept of the research topic, utilising the main approaches of scholars to the posed question, scientific articles by

Ukrainian authors, namely O. Mariina (2013), V.O. Ilhanaieva (2019), and I. Levchenko (2022), as well as the analysis plan and research outline, including the illumination of the main aims and objectives. The second stage involved the analysis of various types of socio-communicative technologies, specifically social platforms for informing about events, new publications, and library services; chatbots as a means of interactive communication with visitors; online lectures and webinars for promoting literature and disseminating knowledge in the digital environment; automated library resource management systems; mobile applications for accessing information materials and communicating with librarians; virtual tours – digital presentations of libraries introducing users to fonds and services; and gamification – the use of game mechanics in educational and informational activities to engage the audience. The third stage was the concluding part of the study and involved the analysis and exposition of the solutions and the role of sociocommunicative technologies in the library and information sphere.

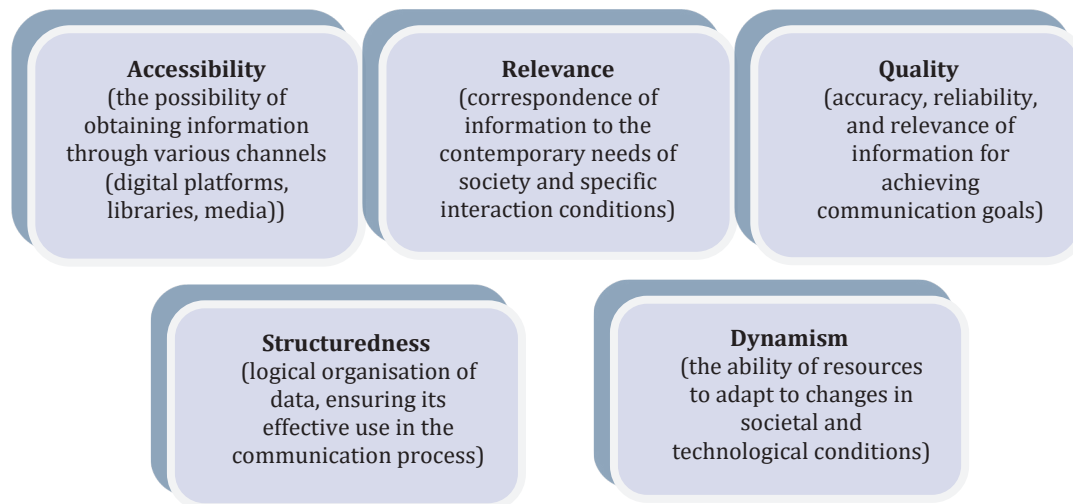
### Results and Discussion

Modern methods and forms of information transfer have undergone significant changes. In 2024, diverse means and tools were employed for information transfer, such as cloud technologies, physical servers, and so forth. A constant shared characteristic of these tools, irrespective of their evolution, has remained the primary objective – the preservation and transmission of knowledge and cultural heritage to future generations. Communication tools have become the means, methods, and technologies that facilitate information exchange between subjects of the communication process. They can be classified into several groups depending on their form, purpose, and technical level: traditional – oral language and printed materials (books, journals, newspapers, posters); information and communication technologies (email, social networks, messengers, video conferencing); mass media platforms (radio and television, Internet websites and blogs); interactive forms – chatbots, online forums and platforms; artificial intelligence technologies (personalisation of information for users, voice identification).

Information and information resources within social communications must be considered not only from the perspective of their acquisition, processing, storage, and transmission but also from the perspective of their functioning within information flows and socio-communicative processes. Information flows circulate in corresponding structural logical schemes which share common characteristics: sources of origin, information consumers, transmission directions, periodicity, degree of stability, structure, volume, type of information carrier, information capacity of individual messages, degree of utilisation, and place and type of storage. Document-information flows function within

defined structural-logical schemes characterised by common parameters: sources of origin, end-users, directions of dissemination, periodicity, level of stability, structure, volume, type of carrier, information capacity of individual messages, level of utilisation, as well as place and method of storage. Therefore, information resources in the context of socio-communicative interaction can be characterised as a collection of

knowledge, facts, documents, and other information objects used to ensure effective social communication between subjects of society. They form the basis for information exchange, decision-making, and the creation of new knowledge in the process of interaction. The main characteristics of information resources in this context have become: accessibility, relevance, quality, structuredness, and dynamism (Fig. 1).



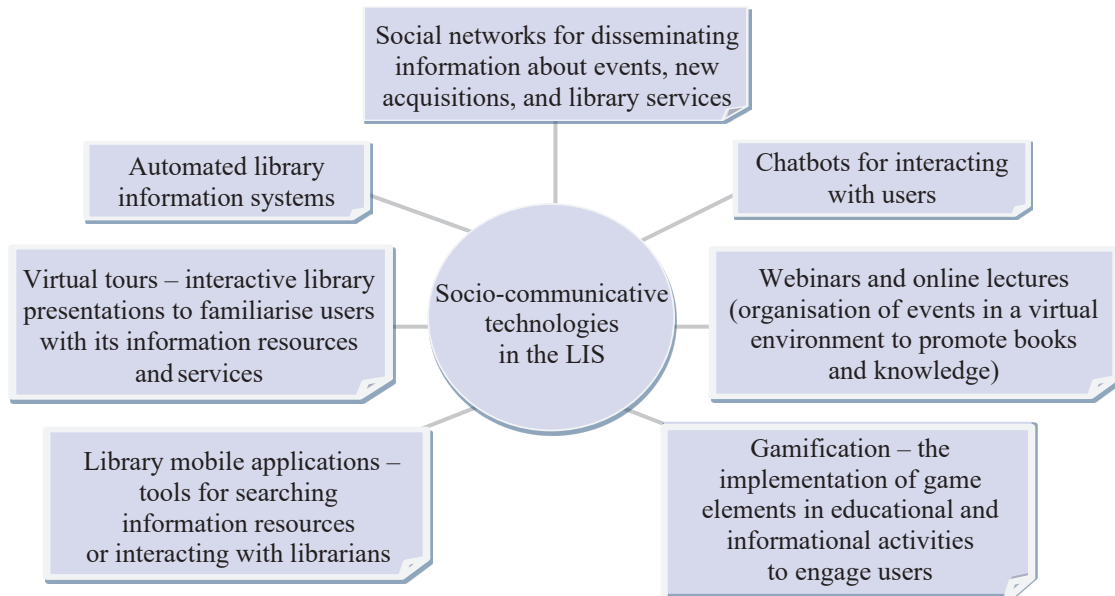
**Figure 1.** Main characteristics of information resources in the context of socio-communicative interaction

Source: developed by the author

As of 2024, the library and information sphere has witnessed a combination of established practice with the capabilities of socio-communicative technologies, with traditional library and information services being transformed into the provision of electronic information resources and services via telecommunication means. Such changes have led to an increase in the informationcommunication and socio-cultural role of the library in the contemporary processes of Ukrainian society. In 2024, modern socio-communicative technologies played a significant role in the development of libraries, the application of which created the necessary conditions for the effective functioning of the sector.

The main aims for introducing socio-communicative technologies into the library and information sphere are: obtaining additional resources to ensure the viability and sustainability of its organisational system; expanding the range of information products and services, enhancing their competitiveness; creating a system of social partnership; forming comfortable conditions for professional activity; implementing innovations and professional creativity, organisation and self-organisation, diagnosis, tactics and strategy for the development of library activities; changing the value perceptions and motivations of different categories of library users and representatives of the library community (Mariina, 2013).

All these technologies are based on innovative solutions, yet differ in their social and technical prerequisites: organisational (e-catalogues, databases); service-oriented (virtual services); product-oriented (e-fonds, multimedia products, etc.); technical (presentation of information on websites, in social networks, messengers, blogs); and business-oriented (paid services). Sociocommunicative technologies in the library and information sphere (LIS) include: social networks, chatbots, webinars and online lectures, automated library information systems, library mobile applications, virtual tours, and gamification (Fig. 2). Social networks are a powerful tool in the library and information sphere, fostering communication with users, promoting services, analysing audience interests, improving operations, and ensuring feedback. They offer libraries broad opportunities for interacting with readers and effectively promoting their services. T. Byrkovych & Ya. Morozova (2024) noted that libraries actively used social networks for: advertising events, competitions, and book exhibitions; disseminating information, including library and bibliographic resources, news, and interesting articles; interacting with readers through polls, quizzes, and online discussions; recommending books, providing reviews, thematic selections, and book trailers; and showcasing their work via photo reports, videos, and live broadcasts.



**Figure 2.** Socio-communicative technologies in the library and information sphere

**Source:** developed by the author

According to O. Onyshchenko (2021), the role of digital presentations of library fonds, new acquisitions, academic conferences, and libraries themselves was continuously growing. A library's authority was determined by its activity on social networks. Mastering digital platforms opened up new opportunities for libraries to integrate into the global information space. Such a presence extended beyond individual posts or brief discussions. However, social networks have become a potentially powerful tool for conducting meaningful dialogue regarding academic and cultural values, the role of libraries in shaping digital culture and literacy, preserving national heritage, and contemplating the professional identity of librarians in the context of digital transformation.

The modern internet space was evolving towards the creation of a symbiotic web – an open, interconnected, and intelligent network that ensured harmonious and precise interaction between people and machines. The first manifestations of this process have been chatbots, and virtual assistants, which, thanks to personalisation, blur the boundary between the user and the device. The key principle of Web 4.0 functioning may become the concept of “always connected”, and network communication will approach the format of interpersonal interaction. Mobile technologies were a key service-technological basis for the functioning of Web 4.0. In the sphere of library services, this trend has manifested in the growing popularity of library services based on mobile technologies. These have provided users with the possibility of personalised access to necessary information and communication via smartphone at any time and from any location. This has contributed to the creation of a comprehensive library mobile service, known as the mobile library (M-library) (Bondarenko & Granchak, 2021).

In the modern context of the information society's development, libraries must master the use of social media for knowledge dissemination. Ukrainian librarians must be prepared to transform their social media presence into platforms for learning, knowledge exchange, and youth development. Public libraries can contribute to the formation of modern literacy by promoting information and digital skills. Traditional library lessons, aimed at developing the ability to work with books and text, can be updated through information and communication technologies and become a tool for fostering critical thinking, a key aspect of the critical model of media education. By supporting internet education, libraries using video hosting services have the opportunity to provide access to video collections of masterclasses, training sessions, and webinars (Kulyk, 2015).

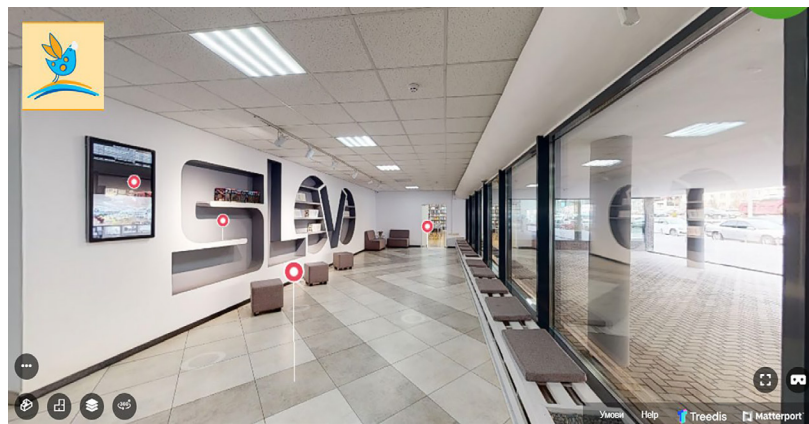
A key characteristic of the modern library has become its maximum orientation towards user needs. In light of this, a modern library must possess an automated information system that integrates all library processes and has clear prospects for further development. These systems represent specialised software complexes designed to automate the core processes of library activity, such as accounting, searching, fond management, and user services. They allow for the optimisation of library operations, ensuring rapid access to information resources. The main functions of an automated library information system include: cataloguing information resources – creation and maintenance of electronic catalogues for books, periodicals, and multimedia materials; information retrieval – quick access to fonds via interfaces for users and staff; fond management – recording acquisitions, control, statistics, and reporting; user services – reader registration, tracking book loans and returns, creating electronic

library cards; integration with electronic resources – access to databases, online libraries, and full-text materials; and interlibrary loan organisation – ensuring interaction between libraries.

Mobile interaction with users has become one of the key directions in the development of librarianship in the near future. O. Makarova (2022) underscored that mobile library application technologies hold significant potential. In particular, the number of augmented reality applications is growing, which utilise QR codes and RFID tags that can be effectively integrated into the work of modern libraries. QR codes can be used for downloading books to smartphones, organising cultural and educational events, and also in advertising, informational, and presentation materials. Applications

based on RFID technology allow for the identification of recommended books, finding new publications, gaining access to related literature, reading comments, and participating in the ranking of publications.

Virtual tours, i.e., interactive library presentations to familiarise users with its resources and services, are a modern way of showcasing its services, resources, and opportunities through digital technologies that ensure interactivity and audience engagement. They contribute to increasing interest in the library and improving communication with users. Examples of such interactive presentations include virtual library tours, where users can explore the library premises, and become acquainted with its fonds and service areas through 3D excursions or interactive maps (Fig. 3).



**Figure 3.** Virtual 3D tour of the T.H. Shevchenko Central Library for Children of Kyiv

**Source:** Official website of Taras Shevchenko Central Library for Children (2024)

A type of virtual tour also included the organisation of interactive stands (information kiosks or touch panels in libraries), which allowed users to independently find out about services, book locations, or events, and the demonstration of promotional videos with interactive links – short videos showcasing the library's main services and containing interactive buttons for navigating to relevant sections of the website. Such presentations help libraries become closer to their users, engaging the audience through innovative methods of communication and interactivity.

Modern libraries are implementing innovative approaches to communication and interactive engagement with users. In the search for creative formats for such interaction, O. Skachenko (2019) emphasised the significant potential of gamification in the library sphere. Its advantages included the possibility of conducting large-scale events, creating new communication formats, highlighting the library as a space for creative exchange, and forming an active community of “friends of the library”, who were ready to participate in the organisation and implementation of informational, educational, and cultural events. Gamification encourages the exploration of the culture and art of Ukraine

and the world, facilitates effective knowledge acquisition, and helps reduce information overload through emotional relief. The use of gaming technologies in libraries develops purposefulness, intellectual activity, communication skills, and teamwork.

Analysis has shown that the scale of using socio-communicative technologies in the library and information sphere remains insufficiently studied and is not supported by the necessary tools for social design and established methods of influence. They serve as a means of diagnosing problems in library activities, clearly identifying their causes, and determining methods for their resolution. O. Mariina (2013) noted that modern socio-communicative technologies encompassed all spheres of activity, manifesting most vividly in the field of social management. Scientifically grounded social strategies and solutions in this domain were becoming a key trend in the development of the information society.

Analysis of different approaches to defining the concept of socio-communicative technologies has indicated that the most well-reasoned were the concepts of V. Rizun and O. Kholod, particularly that the study of the phenomena, processes, and functions of social

communications should be carried out through a socio-communicative approach. Its essence lay in the monitoring, recording, description, analysis, and interpretation of data within the framework of socio-communicative engineering. The main task of this approach was to determine, whether the studied object exerted the planned influence on society and precisely how society reacts to it (Kholod, 2023).

A group of authors has been engaged in researching the role of socio-communicative technologies in student training, notably Ya. Tsetsyk *et al.* (2021), studied their role in the professional training of specific specialities, namely documentation specialists. Scholars M. Komova & S. Zhavoronko (2022) investigated the application of a complex of sociocommunicative technologies in social networks for building the brand of professional and organisational qualities of catering companies, conducting a content analysis of company profiles on Facebook and Instagram. The terminology proposed by these researchers fully satisfies the general needs of definition. However, when it comes to an in-depth analysis of sociocommunicative technologies and their increasing role in the development of the library and information sphere, it is more appropriate to apply a more detailed approach with a clear differentiation of concepts. The conceptual and categorical framework of socio-communicative technologies encompasses terms and concepts that describe the essence of social communications, communication tools and technologies, information resources, and the influence of cultural, historical, economic, and political factors on the formation and development of communication processes.

As of 2024, scholars have developed a concept regarding the phenomenon of social communications, which was determined by the specificity of concrete historical conditions, the sectoral focus of research, and the basis for defining structural and classification links that occur in reality. V.O. Ilhanaieva (2019) noted that phenomenologically, social communication can be viewed as a type of social interaction carried out using certain sign systems that serve as the means of necessary connection. L. Levchenko (2022) indicated that social communication is an active and effective element in the structure of the modern information and communication space, allowing for the consideration of rapid changes in society, their impact on human well-being, and the development of social institutions.

V. Rizun (2012) defined social communication as a system of societal interaction that includes specific pathways, methods, means, and principles for establishing and maintaining contacts. This system was based on professional and technological activity aimed at the creation, implementation, organisation, improvement, and modernisation of social relations. In such processes, the initiators of communication were typically socio-communicative institutions and services, while

social groups and communities actively participated in the interaction as full subjects of social dialogue.

It was worth agreeing with the assertion by O. Kholod (2022), who, in studying the parameters of the range of the concept “processes of social communications”, found that the theory and history of social communications, along with the theory and history of journalism, remain overlooked. As objects of study, specialists do not pay attention to documentation studies, archival studies, book studies, library science, bibliography studies, the theory and history of publishing and editing, and social informatics. The reasons for researchers’ lack of attention to these fields of knowledge do not depend on a holistic explication of their essence, but merely confirm an epistemic imbalance between current and non-current areas of human activity. O. Klymenko & O. Sokur (2021) considered that library communication, oriented towards a long-term focus, was a fundamental factor in the effective functioning of the library and information sphere.

No library, regardless of its type or specialisation, can fully satisfy the information needs of society and users without employing multimedia technologies and the possibilities of the virtual space. Therefore, the issue of socio-informational communications is important for ensuring effective public information exchange and further development. Specifically, multimedia technologies serve as a key tool for presenting the products, resources, and services that result from the activities of various structures.

Socio-communicative technologies play a key role in the development and functioning of the library and information sphere, which is driven by dynamic social changes and profound transformations of libraries in the process of informatisation. The activation of economic, political, cultural, and social processes underscores the importance of studying and improving these technologies as an effective instrument for influencing social reality.

## Conclusions

The development of the library and information sphere has occurred under the influence of global civilisation processes, notably informatisation and the establishment of a market economy. This contributed to the transformation of libraries into powerful information centres, the growth of their communication potential, and the expansion of user access to knowledge, thereby fostering the intellectual development of society. The conceptual model of the library, through the implementation of socio-communicative technologies, should harmoniously combine these directions, ensure a socio-economic balance in the service system, and achieve consistency between the types of information services, resource expenditure, and the ultimate goal – the most effective satisfaction of contemporary information needs. In the library and information sphere,

sociocommunicative technologies have encompassed the use of social networks, chatbots for user interaction, conducting webinars and online lectures, implementing automated library information systems, utilising library mobile applications, organising virtual tours, and incorporating elements of gamification. Modern socio-communicative technologies have reflected new functions and interconnections of the library as a social institution and have also contributed to the professional development of specialists in the library and information sphere. They helped generate creative ideas, track industry development trends through the analysis of information flows and datasets, effectively manage innovative projects, and determine directions for the automation of information processes. Furthermore, these technologies provided specialists with confidence in their role as communicators and participants in the modern information environment, contributing to increased efficiency in performing their professional duties.

However, while analysing the positive development of socio-communicative technologies in the

library and information sphere, their research perspectives remain, covering several priority areas: cloud services and blockchain for providing library services, processing and storing information, and preserving user personal data; the automation of library processes using chatbots, voice assistants, and artificial intelligence; the implementation of VR and AR for user engagement and optimising library processes; the use of Big Data for analysing and studying reader needs and providing modern information services; and the use of artificial intelligence for selecting information resources. Further research in this direction involves studying the characteristics of library and information institutions in their desire to become more adaptive to the digital environment and effectively utilise modern socio-communicative technologies.

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### Conflict of Interest

None.

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## **Соціально-комунікаційні технології в контексті бібліотечно-інформаційної сфери**

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**Анотація.** Актуальність досліджуваної теми зумовлена стрімкою цифровою трансформацією суспільства, зростаючою роллю інформаційних технологій та необхідністю адаптації бібліотек до нових комунікаційних викликів. Мета дослідження полягала у висвітленні сутності соціально-комунікаційних технологій та визначенні перспективи їхнього використання як засобу управління бібліотечно-інформаційною сферою. Методологія дослідження полягала у використанні загальнонаукових методів дослідження – застосування методу структурного аналізу та синтезу, що дало змогу з'ясувати значення окремих термінів та понять для функціонування і розвитку феномену соціально-комунікаційних технологій. Метод систематизації та узагальнення застосовувався для пропозиції використання дій-комплексів соціально-комунікаційних технологій в бібліотечно-інформаційній сфері. У результаті цього дослідження було виявлено, що соціально-комунікаційні технології відіграють важливу роль у формуванні та функціонуванні бібліотечно-інформаційної сфери, що обумовлено швидкими темпами соціальних змін і значними внутрішніми трансформаціями бібліотечних установ під впливом процесів інформатизації. Соціально-комунікаційні технології у бібліотечно-інформаційній сфері включали: соціальні мережі, чат-боти для взаємодії з користувачами, вебінари та онлайн-лекції, автоматизовані бібліотечні інформаційні системи, мобільні додатки бібліотек, віртуальні тури, гейміфікацію. У 2024 році соціально-комунікаційні технології відображали нові властивості та відносини в бібліотечно-інформаційній сфері, а фахівцям допомагали продукувати нові ідеї, стежити за трендами розвитку предметної галузі шляхом моніторингу документно-інформаційних потоків та масивів, формувати завдання автоматизації інформаційних процесів, впевнено почуватись ефективним комунікантом у сучасному інформаційному просторі при виконанні своїх професійних обов'язків. У сучасному світі використання соціально-комунікаційних технологій у бібліотечно-інформаційній сфері залишається обмеженим і не забезпеченим достатнім інструментарієм соціального проєктування та ефективними методами впливу. Водночас ці технології виконують важливу функцію у виявленні проблем бібліотечної діяльності, точному визначенні їхніх причин і пошуку оптимальних шляхів розв'язання

**Ключові слова:** соціальні мережі; чат-бот; вебінари; автоматизовані бібліотечно-інформаційні системи; мобільні додатки; віртуальні тури; гейміфікація