SOME ISSUES OF APPLICATION OF INFORMATION ENGINEERING IN THE SOCIAL SPHERE

PARVIZ FIRUDINOGLU KAZIMI
Baku State University,
Associate Professor, Doctor of Philosophy.
ORCID: - Parviz Kazimi4[0000-0001-5577-4773]
pkazimi@mail.ru

ALAMDAR GAMBAR OGHLU BAYRAMOV
Baku State University,
Associate Professor, Doctor of Philosophy.
ORCID: 0000-0002-6599-5788
alemdarbayramov@bsu.edu.az

LALA ELGIZQIZI NASIBOVA
Baku State University
Doctor of Philosophy,
lala.nasibova.1982@mail.ru
ORCID:- Lala Nasibova[0009-0006-5301-0773]

MUBARIZ GOYUSHLU
Baku State University, lecturer.
orcid.org/0000-0003-3813-9959
mubariz2011@hotmail.com

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ABSTRACTS:

Objectives: Targeted modeling of social information in both global and regional and local projects, the use of information impact for both progressive and aggressive purposes is the activity of information engineering. It is important to study the multifaceted and complex scientific and theoretical foundations of this activity and discuss them in a broad academic environment.

Theoretical basis. It should be considered incorrect to limit information engineering to technical, technological configuration and software problems; it is important to study scientific, theoretical and experimental aspects of information impact at various levels using modern technologies.

Method. The presented article puts forward ideas on the methods of targeted modeling of information in education, culture and information-intensive areas.

Results and discussion. The put forward ideas are intended to bring a number of processes to a standard level, identify aggressive elements in some areas, and in some cases take into account innovative information modeling.

Conclusions of the study. The proposed concept can be compared with a number of models of sociological analysis. However, for the first time it is assumed that the essence of information, the study of the dimensions of thesauri impact and the use of modern technologies will gain greater strength.

Originality/Value. This article is devoted to the problems of applying the scientific and theoretical study called "information engineering" to specific areas of activity and aims to create a broad discussion in the scientific literature. The creation of perfect information models through ten subsystems put forward in the study "information engineering" can create opportunities in the management of information processes and break out of the algorithm of modern "artificial intelligence".

Introduction.

Long-term social projects of states are mainly the result of social information engineering. Since these are long-term projects, in many cases their success is not assessed or the assessment is rhetorical. It is known that if projects are unsuccessful, their consequences manifest themselves in various groups of society. For example, the organization of primary and secondary education in different countries is modeled for 10-15 years, and the quality of the applied model can be assessed only after this time.

Similarly, the creation of library infrastructure, its activities are assessed only after 10-15 years - from the point of view of the literacy of society, the successes achieved in organizing public reading, and most importantly, that people read, "get intellectual and social values from reading." On the contrary, the effectiveness in the media can manifest itself in a short period of time. In the aggregate of such processes, one can form an idea of the cultural level, intellectual level, tolerance or aggressiveness of the macroenvironment in society.

The scientific and theoretical aspects of the problem are set out in the monograph "Information Engineering", published in 2012.[1] During this period, many of our colleagues wrote their opinions on the application of various areas of information engineering. However, such a common platform was formed that "information engineering" is an area that studies not models of technology application, but forms of influence on the social environment of society. Our position, which we expressed 14 years ago: "Information engineering" is a set of areas for the creation, modeling and design of various information processes, methods of application for the purpose of implementing information services, and to this day retains its significance.

In the article "Factors Affecting Reader Satisfaction and Service Quality in Modern Libraries", published in the journal Scientific Libraries, along with the creation of an "information model" of the information consumer, such important issues as the assessment of the provision of information are raised. Various approaches to the problem are noteworthy, such as the local interests of the information consumer, the demand for scientific information, and the information policy of the state.[2]

TOPIC ANALYSIS

In the field of library and information science, government contracts are not only a form of financing, but also a strategic tool for social engineering, with the help of which it is possible to purposefully form a sustainable, critically thinking and culturally enriched society. Their effective implementation is possible only in close connection with social information engineering. For example, library and information activities can form both a tolerant and multicultural society through targeted social information engineering among early readers, schoolchildren and teenagers, and a nationalistic and aggressive society. Library and information activities supported by social and information engineering have a powerful potential for the formation of basic personal relationships

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[1] Kazimi, P. F. (2011). Information engineering in library activity. *B. BSU.*

[2] Kazimi, P. F., & Gurbanov, A. I. (2022). Faktory, vliiaiushchie na udovletvoryonnostchitateleiobsluzhivaniem v sovremennykh bibliotekakh i ego kachestvom. *Nauchnyei tekhnicheskie biblioteki*, (2), 109-122.

and collective consciousness, especially among children and teenagers. Depending on the goals, strategies and content, such activities can create both a tolerant and an aggressive society. At this stage, the library becomes not only a "knowledge repository", but also a center for value navigation. Let us consider information engineering as a specific means of influence.[3] If the goals are clearly defined, for example, to develop civic patriotism or ethnocultural solidarity, information trajectories of learning (assimilation) and reading (reading) are established, adapted programs of "social reading" for schoolchildren are developed, information products are created that are integrated into school courses and the media environment. If this is not the case, then the existing gaps are easily filled with an ideology of aggression or "false stories", creating a "reliable information gap".

In some countries, library programs promoting "peaceful ideas" and diversity have reduced school violence, sometimes resulting in pacifism among teenagers. In contrast, in others, one-sided programs associated with "nationalist rhetoric" have become fertile ground for future extremist views.

Library and information services are not neutral fields. They either promote an inclusive society or, through certain political engineering, can cultivate isolation, hostility, and mythological identities. Since library institutions operate under the auspices of the state and with state funding, it can be said that the assumption that large parts of the population are aggressive, non-multicultural, and believe in their mythical differences is a reflection of long-term library intentions, and this process can be controlled.

It can be said that in countries with an aggressive, non-multicultural, and ethnocentric orientation, libraries often play a role in implementing state ideology and supporting state policies. In such countries, libraries are used as instruments for disseminating official "narratives," preserving national identity, strengthening unity, and even spreading myths about the "superiority" or "specialness" of an ethnic group. In some cases, they become propaganda centers, following government directives because they depend on government funding and patronage.

In addition, libraries are used to disseminate information that is in line with official interests, reflecting the political climate of the country. Such institutions limit access to alternative views that may threaten the stability of the existing order. The role of libraries in such "contexts" is not always clearly defined. The activities of the library and information sector can significantly affect the social, cultural, and psychological state of society. Libraries and information institutions are important centers of access to knowledge and information, and their role in shaping and maintaining cultural and social norms goes beyond storing and providing information.

Libraries are important centers for bringing together people of different socio-economic status, nationalities, and religions, thereby promoting social integration and reducing social exclusion. This

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[3] Oqlu, K. P. F., Oglu, A. E. Y., & Qizi, A. N. C. The Role of New Technologies in Forming Libraries in the Global Information Society.

is especially true in countries with multicultural populations.[4] They can offer a space for communication and exchange of ideas, which in turn helps to strengthen social ties, social stability and integration.

Libraries play a key role in preserving and disseminating cultural heritage. They are both custodians of traditional knowledge and platforms for the dissemination of new ideas and cultural forms. In countries with culturally diverse groups, libraries can serve as places where diversity is represented and celebrated, and where cultural tolerance and understanding are encouraged.

Access to information and knowledge can influence citizens' perceptions of the "world" and their personal confidence. In countries where libraries play an active role in education and self-education, this can contribute to the development of critical thinking, improve the psychological climate in society, and reduce stress and anxiety caused by information scarcity and information chaos. They can become places of personal development and support for people in times of uncertainty or social change.

In countries with strong political control, libraries can influence public opinion not only by becoming centers for the dissemination of official information, but also by limiting access to alternative views that reflect the political climate in the country. At the same time, in societies where freedom of thought and expression is valued, libraries can become places of freedom of information and thought.

Thus, the activities of the library and information sector have the tools to have both a positive and negative impact on society, depending on the political situation, cultural traditions and social structures in the country. In this case, library and information activities for each country should be modeled in the context of a unified social and information engineering. In different countries, library and information activities can be combined within a unified social and information engineering. This model should take into account both global trends and local characteristics in order to promote the development of an information infrastructure that supports access to knowledge, inclusiveness and social cohesion. The global model of social and information engineering is already in effect throughout the world. Many processes occur without taking into account the wishes and desires of local and regional participants. For example, Information and network infrastructures. The formation of international library and information platforms for the exchange of knowledge and resources between countries and cultures, the development of open data and open content (for example, platforms such as Open Access, open educational resources, etc.) is rapidly developing.

MODELING OF INFORMATION SUPPORT OF EDUCATION

These processes are also observed in the field of education and cultural exchange. It is known that global educational initiatives with libraries and information resources between countries are

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[4] Kunanets, N., Filippova, N., Dobrovolska, V., & Kazimi, P. (2020, September). Biobibliographic data repository of documentary cultural heritage. In *2020 IEEE 15th International Conference on Computer Sciences and Information Technologies (CSIT)* (Vol. 2, pp. 221-225). IEEE.

developing, aimed at improving mutual understanding and maintaining cultural exchange, as well as the development of libraries and information institutions.

At the same time, Global standards and ethical norms are being defined. The creation of a single set of standards regulating access to information, protecting intellectual property and ensuring cultural sensitivity in the processes of knowledge exchange, protecting against information inequality, preventing manipulation of information and respecting human rights is being promoted.

In the field of digitization and accessibility - global programs are being developed to digitize rare and unique collections, making these materials available to researchers and a wider audience around the world. The creation of accessible digital platforms that can provide access to resources regardless of the geographical location and financial capabilities of users, albeit slowly, is taking shape.

International cooperation in this area is expanding. Global and regional networks of cooperation between libraries, educational and cultural institutions are being formed to create unified information systems. Regional cooperation is expanding with UNESCO, the World Intellectual Property Organization (WIPO) and international organizations to implement global projects. Therefore, in our modern era, social information engineering must be flexible and oriented to solving the specific problems of each society, while adhering to universal principles such as equality, accessibility and diversity.

In general, many European countries partially implement the principles outlined in the framework of global social information engineering, but as in each region, there are differences in the degree of their implementation depending on the political, economic and cultural situation in each particular country. However, efforts are being made to improve the situation with access to information in these countries, and international support and cooperation are important, as is the use of a single concept as a "model" to overcome these obstacles.

INFORMATION MODELING IN THE FIELD OF "MEDIA"

An important and complex issue that requires taking into account many factors, including the cultural, political and social characteristics of each country, is the design of media policy. When it comes to media freedom, it is important to understand that press freedom does not always mean a complete absence of restrictions or censorship. Moreover, the degree of this freedom and how it is exercised depends to a greater extent on the specific contexts and systems of power in each country. Let us look at this in more detail. How free media is interpreted in the context of "authoritarianism" and "democracy".

Media is presented as a matter of institutional freedom. Free media means that journalists and media organizations should be able to operate without the threat of repression from the state or large corporations. In democracies, media freedom often means that there is a wide range of opinions that can be expressed openly. However, even in democracies, there may be restrictions related to the political or social context. For example, in the UK (a monarchy, but with a parliamentary system), the media have a large degree of independence, but remain under the influence of the powerful interests of large media companies. However, open sources show a wide range of opinions from

right to left, as well as the possibility to criticize state institutions and authorities within certain limits. While Germany has a high level of press freedom, the problem of Islamophobia and other forms of discrimination is also evident.

The media are free to express different opinions, but these opinions can often be biased or subject to strong social and political influences. This shows that media freedom does not always guarantee freedom from prejudices and stereotypes. In Poland, the media generally operate freely, expressing established liberal values. Although this may seem attractive at first glance, stereotypes about immigrants, regional historical memories, Islamophobia and attitudes towards classical Catholic views do not correspond to the concept of media freedom. In the media, the balance between freedom and responsibility must be expressed as a goal of social information engineering. Media freedom implies not only the ability to disseminate information, but also the responsibility for accuracy and impartiality. In democratic countries, there is often a balance between freedom of expression and the need to maintain public order, but this balance tends to tip either towards excessive censorship or towards excessive freedom, leading to the spread of disinformation. Despite Poland's democratic system, the media can be subject to manipulation and propaganda that serves the interests of the authorities. For example, state media or media close to the ruling party may present events from a certain point of view, limiting the objectivity of the news. The right also resists the central information policy supported by large corporations.

As can be seen, there is a conflict between values and freedoms. Sometimes, when the political or cultural identity of a country conflicts with the principles of openness and inclusiveness, democracy and media freedom conflict with values.

Even though Germany is a country with strong democratic traditions and freedom of the press, growing Islamophobia and xenophobia can be reflected in some media platforms and create problems for social and national minorities. It is impossible to create a synchronicity between the formation of "mass consciousness" and the energy of "state consciousness", and here too a conflict arises. This is also true for Poland, where democratic values are often applied in the context of ethnic identity and nation, which can limit the representation of minority interests, especially migration and women's rights.

The ideal approach to free media requires that they are independent of political control and that the media are not controlled by the state, political parties or large corporations, so as not to limit the diversity of opinions. In this case, questions arise as to where the media are financed from or for what purpose the institutions that finance the media should do so.

The media should represent different points of view, free media can reflect both right and left views, as well as minority or alternative views. This should allow society to understand broad views and make an informed choice, but the idea is rather rhetorical. When we say media, we mean specific people, and such a cosmopolitan model is impossible to imagine.

The media should be protected from repression and censorship. Journalists should have the right to investigate and provide information without fear of reprisals, and no government agency should

restrict their activities. If the media investigates state secrets and there are institutions interested in this, then modeling behavior is very important.

The responsibility of the media for accuracy and objectivity is also subjective. Although freedom of the media implies the possibility of expressing different opinions, it is important that the media adhere to the principles of truth and objectivity, and do not allow the dissemination of manipulation and false information. The media forms opinions within the framework of the information they receive, and objectivity requires a wider provision of information.

In democratic and authoritarian countries, the concept of "free media" may vary depending on the political climate and institutional structure and on many factors. Free media is not only the opportunity to criticize the government and express one's opinion openly, but also the opportunity to ensure that all sides are represented in the discussion of socio-political issues, despite cultural and social restrictions. An important aspect is that these freedoms are ensured not only in legislation but also in practice, which sometimes requires constant monitoring of manipulation, censorship and political influence, in which case the participants in the monitoring act as interested parties. The idea that "who pays for the media, sets the agenda" is confirmed in practice.[5] There is a close connection between the media and financial relations, and almost no media organization can work completely independently, they need information, and this support can be provided by the private sector or the state. The private sector, if it comes to the idea of interfering in political processes using the "power of the media", should be quickly prevented. Financial sources have a great influence on the process of "setting the agenda" of the media. Public and state media are managed through funding. This may naturally reflect ideological influences. If they are owned by private media, run by private companies or entrepreneurs, they must also clearly develop advertising activities. However, competition in the advertising market serves corporate interests, and lobbying plays a significant role. Therefore, funding in the media influences the structure, sets the agenda or can be the "commissioner". In some cases, this happens more indirectly - ideas, business interests, political or commercial interests may determine which "topics" media organizations "emphasize".

It is possible to create a harmful agenda in democratic debate. This is a very interesting and complex issue. Democratic debate is very important for people to openly express their different opinions. However, this process can be used to manipulate or introduce harmful topics into the agenda. How should this process be controlled? It is important that the debate is balanced. Sometimes debate can be used in a strictly social or political democratic way. However, these debates can be manipulated or directed in the wrong direction. Discussing sensitive topics requires specially authorized speakers. Social topics (issues, immigration, religion, gender, etc.) are often discussed, and incorrect or biased views can be presented more strongly. The practice of "false equivalence" is well known. This is a method that serves to create a harmful agenda.

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[5] Kunanets, N., Dobrovolska, V., Filippova, N., Parviz, K., Lypak, H., Duda, O., ... & Dubrovina, L. (2020, September). Designing the Repository of Documentary Cultural Heritage. In *Conference on Computer Science and Information Technologies* (pp. 1034-1044). Cham: Springer International Publishing.

Mismanaging the democratic debate process can lead to a harmful or manipulative agenda. However, this reduces the impact of open and balanced debate, but does not eliminate it. Goals must be discussed independently, freely and objectively. This also requires the media to be responsible in competition.

THE DIFFERENCE-MAKING MODEL IN SOCIAL INFORMATION ENGINEERING

Actions such as the open burning of the "Koran" are not only provocative, but also become a tool of manipulation in the hands of those who seek power or social influence, hiding behind democratic principles.[6] This is one of the paradoxes of modern democracies: freedom of speech is formally used to spread hatred, divide society or populism without breaking the law, and this is presented as freedom of the media. The topic of "democracy" or "a just society" comes to the forefront.

This activity acts as an information model that media legislation allows in the direction of populism and radicalization. During elections and periods of political upheaval, radical actions such as the burning of religious texts become a means, perhaps a weapon, to attract attention and arouse strong emotion[7] Populists use this to mobilize a certain electorate, to provoke the opposite electorate to take unthinkable steps, to demonstrate an anti-systemic position against the system and to divert attention from real problems to cultural or religious conflicts. Pseudo-democratic platforms pose as advertising media. In the name of freedom of speech, public provocations in societies are transformed into media events that benefit their organizers - they are valued in the form of approval, airtime, political points or a source of funding.

Sometimes such actions are aimed not at an idea, but at using democracy against itself, that is, at using freedoms to destroy its values, influence, respect, equality, pluralism.

Legitimization of hatred occurs through "media freedom". The paradox is that in liberal democracies even extremely offensive actions can be considered acceptable if they do not violate formal norms. However, at the same time, such actions create dangerous precedents, lead to the growth of extremism and social polarization, and reduce trust in democratic institutions themselves.

Democratic freedoms do not guarantee moral responsibility, and until societies develop more mature mechanisms for the ethical regulation of public space, we will continue to see how "freedom" is used to destroy the essence of democracy. It is not about limiting rights, but about understanding their value and purpose.

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[6] Mahammadi, D. H. (2024). Issues of Legal, Scientific, Theoretical, Methodological and Practical Significance as an Important Component of the Informatization of the Library Infrastructure of the Republic (Strategy For The Development of Libraries in the Regions of Azerbaijan). *Akademik Tarih ve Düşünce Dergisi*, *11*(1), 611-619.

[7] Rashad, G., & Parviz, K. (2023). University libraries as centers for scientific communications (according to the experience of higher educational institutions of the Republic of Azerbaijan).

A model for assessing the ethical legitimacy of public actions in a democratic society attracts attention. This model allows us to analyze the extent to which a specific statement or action corresponds not only to formal freedoms, but also to the deep values of democracy. This is the "Model of Ethical Legitimacy of Public Actions" in Democracy, which is proposed as an "element of social information engineering".[8] This includes - Formal legitimacy (legal level), Does the action comply with the laws of the country?, Are there calls for violence, direct threats or discrimination? Is it protected by freedom of expression? Are the intentions clear? (motivational level), Does the author pursue the goal of public benefit or provocation? Is there a desire for dialogue or is it just self-promotion and radicalization, Are democratic platforms used for manipulation? Has the ethical harm been assessed? (impact level), Does the action lead to marginalization, fear, social isolation?, Does it increase hatred or violence in society? Does it affect the dignity of vulnerable groups? Is dialogue ensured? (e.g. level of democracy), Does the action create an opportunity for honest, open discussion or, on the contrary, does it undermine the potential for mutual understanding? What was the level of informational responsibility? (level and responsibility of the media), Who is behind the dissemination of this action or message? Is there transparency of sources or manipulation of public perception? Is there distortion of facts or context?

In the described scenario, the processes become insurmountable in the presence of two very important factors.[9] If the provocations are the execution of a "secret state order", and the level of prosperity in the country is low enough to be sensitive to the media agenda. When provocations are the execution of a secret state order, the burning of the Koran or other similar actions are not considered the result of personal initiative or the desire for political popularity, they coincide with the geopolitical agenda, are carried out synchronously with other anti-Islamic or anti-migrant measures, despite their obvious provocation, receive legal support and police protection. If state institutions formally distance themselves from these actions and do not actually relieve tension, or even indirectly encourage it, then we are talking not only about democracy, but also about concealing ideological and psychological pressure under the guise of freedom of speech. This is a model of a post-liberal manipulative regime, where the media, police, courts and political elite act not as neutral institutions, but as architects of a controlled conflict, and provocation is used not as an expression of opinion, but as an information weapon.

 That is, in some cases, provocateurs are not independent entities, but instruments of a secret state strategy disguised as liberal democracy. This is a serious accusation and it cannot be refuted by simple discussions about freedom of speech. The level of well-being is a factor in the attitude towards the media and information, the level of economic and social security of citizens, which directly affects. The level of critical thinking, participation in public debates, the number of passive

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[8] Kazimi, P. F. O., & Guliyeva, N. A. G. (2023). " Time" spent in youth's "global information space"(problems of satisfaction of reading or information need). *Procedia Computer Science*, *219*, 720-723.

[9] Kazimi, P. F. O., Oqlu, I. I. A., & Qizi, Y. G. Y. (2022). Philosophical view on information theory (The path from the divine to the digital world). *Technium Soc. Sci. J.*, *32*, 724.

or active population with media perception also affect.[10] In countries with a high level of well-being, people more often trust the analysis of information to "experts", the media become part of the routine background, and not the subject of analysis, passive liberalism is formed, where freedom of speech is recognized, but not consciously used. In low-income countries, some groups are informationally oppressed (lack of access, poverty, uncertainty), while others are hyperactive and radical, especially on social networks, becoming indicators of the "hidden influence" of power. The critical factor of wealth and the assessment of institutional response are important. This means that the level of wealth creates an asymmetry in the perception and consumption of information, and therefore in the essence of democracy.

Where democracy should be a collective mind, it often becomes a mechanism for the reproduction of social inequality and moral decay. As can be seen, provocations can be the fulfillment of a hidden political order, and Western democracies sometimes use freedom of speech as an instrument of attack, not defense - especially in the international context.[11] Any model of democracy and media freedom must take into account economic dimensions, otherwise it will remain abstract and incomprehensible.

CONCLUSION

Government orders play an important role in the social engineering of library and information activities in the sphere of forming a society taking into account specific needs. Government orders in the sphere of social engineering of library and information activities play a key role as a means of targeted influence on the formation of information policy and development of society. Their importance is especially great in the context of transformation of the social order of the state. From simple obtaining of information to building a conscious, culturally sustainable and information literate society. This is manifested in defining the priorities of development of the information society. Government orders specify what topics are covered in library and information products (history, patriotism, culture, ecology, etc.), what target audiences (children, youth, scientists, rural population, national minorities) should be covered, what forms of information dissemination are used (printed, digital resources, multimedia projects), etc.

Within the framework of government programs of digitalization of the educational process, libraries receive orders for digitalization of educational and scientific resources, and the process of fulfilling government orders does not stop. Formation of infrastructure and technical base, Financing of creation and modernization of libraries,[12] Development of electronic libraries, information retrieval

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[10] Agamirzayev, A., & Seyidli, N. (2023). The Problem of Pr and Image Competence in the Training of Specialists in Information and Document Management (new challenges to the training of industry specialists). *Akademik Tarih ve Düşünce Dergisi*, *10*(4), 1145-1157.

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[12] Agamirzayev, A., & Seyidli, N. Characteristics of Marketing Activities of Non-Profit Entities (Advertising and Pr in Scientific Libraries). *Akademik Tarih ve Düşünce Dergisi*, *11*(1), 621-627.

systems and reference platforms, Support for application of modern information technologies (AI, big data, needs analytics) and other opportunities are provided by the state.

Implementation of educational and cultural functions, Transformation of libraries into communication channels by state order, Promotion of national values, Support of cultural diversity, Combating disinformation and manipulation in the media space.

Social design through information, The state uses libraries as "soft" channels of social control, Social adaptation of migrants and internally displaced persons, Support of information provision of vulnerable groups (pensioners, disabled people), Reducing digital inequality.[13]

Efficiency assessment and feedback, User satisfaction indicators, Monitoring of social consequences (literacy level, civic activity, participation in cultural life), Taking into account regional and ethnocultural differences.

In the library and information sector, government contracts are not only a form of financing, but also a strategic tool for social engineering, with the help of which it is possible to purposefully form a sustainable, critically thinking and culturally enriched society. Their effective implementation is possible only in close connection with social information engineering.

For example, can library and information activities, through targeted social information engineering among early readers, schoolchildren and teenagers, form a tolerant and multicultural society or a nationalistic and aggressive society?

Library and information activities, supported by social information engineering, have a powerful potential for forming basic personal relationships and collective consciousness, especially among children and teenagers. Depending on the goals, strategies and content, such activities can create both a tolerant and an aggressive society.

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