

# Problems of Information Search in the Global Information Network and the Quality of Information

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## Abstract

The reliability of information in the global information space is one of the important problems of globalization. The credibility of various information resources is currently being studied and considered in different ways. In some cases, the problem of the reliability of information can be assessed as harmful and dangerous. The article aims to raise the problem, discuss it and encourage discussion of various ideas and models related to its scientific solutions. Especially in the event of a conflict of interest, the user is forced to take the right position. In some cases, a "conflict of interest" can present the consumer with a dilemma. Such cases are more common on social networks. The consumer of information also participates in this information space as a distributor of information. In some cases, because the reliability of the information is "questionable", the distributor becomes the distributor of disinformation. We will also have to deal with such cases more and more as the mass of "disinformation products" in the global information space increases. It can be assumed that as a result of systematic discussions, new approaches to the problem of conflicts of interest may emerge, which can contribute to "accelerating progress". In this regard, the idea that libraries are a reliable source of information, primarily on global networks, is supported and recommended. The abundance of information and the dynamics of its growth, the problem of the reliability of information products and attempts to manipulate the growing information products show that the problem of information reliability will remain relevant in the next 10-20 years. We believe that the current focus on "library and information" resources in the field of information reliability may be the right choice in this direction, and this may partially solve the problem of information reliability.

**Keywords:** Information reliability, relevance, global information space, information market, library resources, information selection, malicious information, information flow, information service.

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## INTRODUCTION

At one time, due to a lack of information, libraries around the world tried to partially solve the problem using various methods. Libraries were the only "institutions" that collected, processed, protected and transmitted information resources in time and space. In this direction, various technical means were used, the degree of information targeting was studied, and the goal was to spend a specialist's useful time on processing information, and not on searching for information.

Now the problem is just the opposite. This is no longer a lack of information, but its abundance. The reliability of information raises issues such as the accuracy of the information to be obtained, the accuracy of the source, and the harmfulness of the information.

This general picture requires special attention in the following directions.

- The amount of information provided (recommended) to a specialist is many times higher than the level of assimilation by one person (consumer). Since the recommended information is based on automatic algorithms, it does not calculate the amount of information that a specialist can assimilate. In this case, the specialist begins to apply individual methods for selecting information, prefers different sources, identifies "brands" or refuses information services.
- In a very large flow of information, the reliability of information is a "problem". In this case, the specialist tries to resolve the situation by identifying the sources of the brand, which does not provide a correct assessment of the information. Sources providing "information" to specialists believe that the specialist himself will

process a lot of information and obtain the necessary results. However, it must be admitted that it is impossible to read and assimilate articles published in thousands of scientific journals, which in many cases attract the attention of experts. "Abstraction" of information in this direction does not help.

- The problem of scientific and intellectual value of information arises and remains unresolved. The intellectual work of specialists is distributed in the "open access" mode as a scientific and information product. This situation raises issues such as plagiarism, copyright and "rights promotion".
- Depending on the nature of the information, there are different approaches to it. In many cases, the term "information service" is synonymous with "scientific information retrieval". One of the most important areas is the ability of "children and youth" to search for information and "correctly and usefully" use it in this array of information. If the consumer of scientific information has the skills to work with information materials - sorting, classification, assessment, then such skills are either absent in children and young people, or are used incorrectly. The information needs of children and young people should be assessed as social work rather than "individual work", and the provision of information and personal reading should be managed. Of course, this concept is not supported by either globalists or anti-globalists. There is no doubt that the world is moving towards a global and unified culture. However, there is a lot of controversy about the "shape" of global culture.

Undoubtedly, when we know what the consumer is "looking for" information (when searching for information), the organization of information services becomes simpler, more rational and faster. However, let us assume that there is no ideal algorithm for determining the information retrieval of a "politician", "chemist" or any "specialist", since this is an "individual" form of complex information modeling, which is different every time. The specialist identifies and gets acquainted with the sources of the "brand" from a very large array of information, and at the same time considers himself free from information pressure.

Since the creation of the global information space, two centers of power have emerged that can really influence information processes. The first side is companies that not only implement and manage technological processes, but also manage the global information space. Hence globalization. Small networks, enterprises, "local information service" enterprises cannot compete and are bought by large companies. Corporations around the world are faced with a number of events, such as negotiating "among themselves", keeping others from entering the market, or "taking over the market" through cartel deals.

The second side is the state structures that own the information space, which in many cases act only as observers of the processes occurring due to their inability to influence information processes, or to resist this situation without coordination. States, on the one hand, enjoy the benefits of globalization, on the other hand, they face the consequences of complete exclusion from the information process

The creators of global networks and the owners of key technologies want to keep "everything as it is" on the basis of "freedom of speech." On the other hand, from a humanitarian point of view, states are trying to manage this process through the application of legislation, protecting the state's right to interfere in information processes.

There are also "forces" trying to maintain a monopoly on information processes by forming an international information law. It is well known that international information law protects only the rights of corporations that manage information processes, because the average consumer of information does not have the ability to protect any rights based on international information law.

The global network is the place where copyrights, intellectual property rights and many other rights are most often violated. Based on "international information law", we do not face litigation in which "users" benefit in small countries.

### Problem analysis

The first party controls the advertising market on a "free speech" basis and evades taxes. As a result, it turns out that the goals are not human rights, freedom of speech, but commercial interests. At the same time, small businesses are being pushed out of this market. Countries with small advertising markets in the global network have virtually no chance of competition.

From political and cultural chaos to plagiarism in painting and music, to blackmail and threats from the press, all actions are disguised as freedom of speech.

The second side is "different states". Of course, states are interested in gaining a share of the advertising market, collecting taxes from the electronic market, protecting themselves from provocations, moral and ethical frameworks, as well as fighting "various groups" and social "diseases", are interested in actively intervening in information processes .

In such a conflict, interests are not "antagonistic" and can be resolved by dividing the market share, and this is exactly what happens. While the market share that is decided by the loss of small countries and the conquest of large countries is not fair, there is currently no other alternative.

This "definition" of the consumer revolves around the scientific community. "A consumer is a person who consumes a product or service. The customer value is based on an estimate at the time of consumption. This view emphasizes a dynamic view of consumption in the context of "specific" consumption. This approach is probably correct in the commodity market. However, this does not reflect the situation with the "information consumer". He has different mechanisms of influence between receiving a "product" from the information space and "assimilating information". In a product market, a consumer evaluates the service he receives, when he receives the goods and during the period of use, and takes the following steps accordingly. The consumer of information is not subject to evaluation when receiving and using information, since the information received is not updated, leaves traces, leads to incorrect results. Many sociologists and analysts, having come to terms with this situation, say that the process is expanding and becoming more aggressive. There are those who view globalization as a "complication" that does not offer a solution to the problem.

There is a lot of research in the scientific literature on the effects of exposure to disinformation in childhood. Of course, most of this research is simply exaggerating the problem and recommending that children stay away from the Internet as a solution. However, it is widely discussed that not only children, but also adolescents and university students are exposed to misinformation.

Traditionally, students receive information as a result of reading. In many cases, the global network provides information not as a result of reading, but in the form of ready-made answers, and students are happy with this answer. Students who are satisfied with such ready-made answers demonstrate a lack of "problem analysis" and undoubtedly hinder their development as specialists.

As noted, the difference between a consumer of a product and a consumer of information is so different that it can have serious social consequences. Information such as "Santa Claus lives in Iceland", "Hell in Africa", "Christianity is humanism", "Islam is terrorism" and so on have long played an important role in the life of a young person. Plays the wrong role. In recent years, misconceptions about reading have formed due to the need to obtain any information from sources. Ready-made answers break your reading habit and don't encourage creativity. On the contrary, if answers emerge as a result of the reading process, information becomes knowledge that stimulates the creative process.

There are also huge resources in the field of free information services in the global information

space, which, due to the lack of commercial interests, attract attention in terms of essence, purpose and "serve different interests."

It should be admitted that in many cases the "free information service" is driven either by not overt commercial interests, or by political, religious, ideological, and sometimes provocative goals. Here is a Russian proverb: "Free cheese is only in a mousetrap."

One student seeks casualties during World War II and discusses the number with his teacher. It turns out that France lost 85,000 people in World War II, according to some estimates, 145,000 in another and 240,000 in another. Surprised, the student asks his teacher: "It is impossible that in France, at the center of World War II, there were so few casualties. Although small Azerbaijan is far from the battlefields, it has lost 350,000 people. "Instead of defending the country, the democratic French chose to exploit their colonies in North Africa," he said. This is a general result of searching for information in open and free information resources.

Trust in information resources remains relevant even with distance learning. At the same time, along with technological problems, the issue of "modeling education" is on the agenda. This topic can be discussed and analyzed in a separate article.

The creation of regional and local databases can play a significant positive role in solving these problems. Creation of databases as a result of interuniversity integration, creation of databases of central libraries, creation of databases in cities and countries, providing opportunities for extensive integration of these databases can somewhat increase the reliability of information resources. Of course, obtaining "reliable information" "as a result of reading" can be obtained as a result of extensive and gradual "education" and "propaganda". Libraries' activity in this direction is extremely important.

For more than a year now, statistics on pandemics in medicine and healthcare are more relevant than ever. According to research and results obtained by experts, statistics in the field of medicine and health for the year has become a source of strategic importance. The Observer noted that in some cases statistics on Covid-19 were either not shown (not provided), or were hidden or distorted. While manipulation of information had political goals in a number of countries, on the other hand, manipulation of medical institutions and pharmaceutical laboratories also took place.

As a result, it was not possible to obtain information that fully reflects the picture and essence of the most reliable world medical statistics. Commercial interests probably played a role here as well. It can be

assumed that these trends will continue and expand in the coming years. A sociological survey of doctors and medical workers in the country showed that no specialist meets the need for information in the field of medicine and health care through open resources (this information is "not trustworthy"), information retrieval takes a lot of time, the result is questionable, etc. For these reasons, medical workers use special paid bases.

## CONCLUSION

What, from the point of view of the consumer of information, is the main feature that testifies to the reliability of the information received by him? The Consumer must either obtain the information he is looking for from fully trustworthy sources, or he must choose between a very large amount of information between sending a Survey and receiving information. The relevance of a keyword and response does not guarantee the accuracy of the information. The information seeker also doubts the correctness of his choice in the face of serious contradictions.

Scientists seeking scientific information have been obtaining information from paid and corporate databases for several years. In the global network, the "skeptical approach to the mass of information" sometimes gives the impression that it was created on purpose. This situation is pushing specialists to paid databases. Aren't the resources provided by the paid databases open to the public? It should be noted that at present the most prestigious scientific journals in the world post their materials in the open access mode and should be declared "priority" for easy transfer into the hands of a specialist.

It should be borne in mind that different groups of readers have different aspirations from the global information space, and in this regard, it is necessary to take a differentiated approach to the problem of information reliability.

1. Reading should be encouraged in the context of the information needs of children and adolescents, and library resources should be given priority.
2. While experts have a wide range of opportunities in the area of information services, the resources of scientific libraries can play an important role in creating options for professionals on the one hand, and minimizing the time spent searching for information on the other.
3. Considering the integration of global networks and social networks, it can be recommended to expand the activities of libraries in this direction. Thus, the presentation of library resources on social networks increases the reliability of the information.

Providing library resources as a reliable source of information will primarily partially solve this problem. A separate source of discussion may be the

extent to which library resources are "in the first place" as a source of authoritative information. But what other criteria exist for the reliability of information in the modern information flow, and what other ways are there to reduce the time spent on ensuring the reliability of information while meeting information needs? We believe that such issues should not be left out of the discussion of information service professionals, the "level of information reliability" should be modeled mathematically, and priority should be given to reliable resources in the "information service".

In this conflict, libraries, as institutions influencing the information environment, mainly support the state and try not to lose their attractiveness. In this respect, libraries can act as a bridge between local, regional and global networks.

I think that the problem of information reliability in the next 10-20 years will become one of the most important problems in the global information space. As a relative solution to this problem, library resources can be prioritized today. However, this does not completely solve the problem.

A survey of hundreds of young users who meet their information needs in the global information environment revealed an interesting picture. Apparently, the overwhelming majority of users do not think about the reliability of the information. In many cases, he surrenders to the general course of the situation and is reconciled. In some cases, young people unreasonably rely on the accuracy of the information they receive, express their opinions and draw conclusions.

It is known that classical forms of information retrieval were not ideal. In many books we trusted, we came across false, unconfirmed, unproven information. However, the corresponding share of information did not stop the productive activity of the specialist on the problem, and the consumer of information did not find himself under the influence of "disinformation". This process occurs due to the categorization of readers, different categories of readers are engaged in information resources of varying complexity, "processing" information.

Today, "information companies" working to increase the "impact factor" are well aware that "disinformation" has a high "impact factor" in nature.

In the 60s-80s of the twentieth century, a number of studies were carried out in the field of "information quality". Currently, work on this issue is only at the level of individual "articles". The main thing is that research, opinions and suggestions on the quality of information are criticized as "anti-democratic activity".

According rating, the media, press and journalistic materials are considered the least reliable information resources, while children's literature and resources are more socially and psychologically influential resources, and in some cases can be considered dangerous.

The behavior of a very large number of students is also important in the process of searching for information and cannot be excluded from research. Because of the breadth of this problem, it can become the subject of a "separate" study. Although "students" have high "technological skills" to work with very large amounts of information, their social, methodological and analytical skills are not enough. Sometimes a mass of information (?) Distracts students from looking for information and pushes them towards the "easy path". A number of prestigious university libraries around the world have developed student research projects, and branding these resources can go a long way.

Today, the division of information resources in the global network into statuses with "Library resources" and without them allows you to regulate the partial quality of the information flow. Thus, the

"branding" of library resources will significantly improve the quality of information resources.

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