



TECHNIUM
SOCIAL SCIENCES JOURNAL

Vol. 25, 2021

**A new decade
for social changes**

www.techniumscience.com

ISSN 2668-7798



9 772668 779000

The problem of reliability of information in the information service (Questions asked in the contemporary information search)

**Parviz Firudin Oqlu Kazimi¹, Mammadov Mehmanali Akbar Oqlu, Rzayeva²
Zahida Tofiq³**

Baku State University, Azerbaidjan

pkazimi@mail.ru¹, m.mehmanali@gmail.com², missdior96@bk.ru³

Abstract. Specialists working in the global information space, as organizers and participants in information processes, become witnesses to the problems that arise in this space. The user has difficulty making the right decisions, especially in the event of a conflict of interest in the information space. In some cases, a "conflict of interest" leaves the consumer with a choice. Such cases are more common on social networks. The consumer of information sometimes participates in this information space as a distributor of information. In some cases, the user becomes a disseminator of disinformation because the reliability of the information is "in doubt". In some cases, disinformation is more interesting because of its attractiveness. We also see an increase in the number of "products of disinformation" in the global information space. The article discusses a project aimed at resolving conflicts of interest in the global information space. Conflict of interest is a widespread problem in the global information space. Between "information monopolists" and the state, between sellers and consumers, between sources of information and consumers of information, etc. As a result of systematic discussions, it can be assumed that new approaches to the problem of conflicts of interest may appear that can contribute to "accelerating progress." In this regard, the idea that libraries are a reliable source of information, especially on global networks, is supported and encouraged. The purpose of the article is to analyze the features of a project aimed at solving the problem of conflict of interest, based on modeling within an integrated system and finding optimal solutions in the context of various corporate interests. This will exclude the manipulation of conflicts in the global network. The abundance and dynamics of information 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.

Keywords. information reliability, relevance, global information space, interests in the information market, library resources

Introduction

Since the moment of globalization, two centers of power have emerged, which, in reality, can influence information processes. The first side is corporations 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.

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, look helpless. States, on the one hand, are interested in taking advantage of the benefits of globalization, on the other, 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" based on "free speech". On the other hand, states are trying to manage this process by applying legislation that protects state interests 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 "copyright", "intellectual property" rights and many other rights are most often violated.

Object Of Conflict

One of the parties to the conflict controls the advertising market on the basis of "freedom of speech" and evades taxes in various ways. At the same time, small businesses and small countries are being ousted from this market. Countries with small advertising markets in the global network have virtually no chance of competition. From political and cultural chaos to plagiarism, painting and music, to blackmail and threats from the press, all actions are disguised as "freedom of speech".

The second side is "state structures". Of course, states are interested in gaining a share of the advertising market, collecting taxes from the electronic market, protecting against provocations, protecting moral and ethical frameworks, as well as in the fight against "various groups" and social "diseases", and in active intervention 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. Although the market share determined by the loss of small countries is not fair, there is currently no other alternative.

The nature of the information consumer is special. The consumer of information is not subject to evaluation when receiving and using information, since the information received is not updated, leaves traces, and often 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 is a lot of research in the scientific literature on the effects of exposure to disinformation in childhood. Of course, much 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. And this happens regularly and aggressively.

Students "traditionally" receive information from 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 mostly happy with this. Students who are satisfied with such ready-made answers demonstrate a lack of "problem analysis" and, undoubtedly, hinder their development as specialists in the future.

Discussion of the problem

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. In recent years, misconceptions

about reading have formed due to the need to obtain any information from sources. Ready-made answers destroy traditional reading habits and do not encourage creativity. On the contrary, if the answers emerge as a result of the reading process, the information becomes knowledge that stimulates the creative process.

It is known that there are huge resources in the field of so-called free information services in the information space, which, due to the lack of "commercial interests", attract attention by their nature, but "serve different interests". In many cases, a "free information service" is guided either by implicit commercial interests or specific political, religious, ideological, and sometimes "provocative" goals.

A survey of hundreds of young users who meet their information needs in the global information environment revealed an interesting picture.

Layout: 1

Selecting information when searching for information.

Question - "How many of the answers are you looking at when searching the Internet?"

№	Question	Positive responses	Negative responses	Notes
1	First suggested answer	31		
2	First five answers	36		
3	First ten answers	24		
4	To all suggested answers	9		

Layout: 2

Selecting information when searching for information:

Question - What sources do you prefer from the answers offered when searching the Internet?

№	Question	Positive responses	Negative responses	Notes
1	To all suggested sources	22		
2	Ready answers	34		
3	To Wikipedia	38		
4	Library resources	6		

Layout: 3

Selecting information when searching for information:

Question - How do you make sure that the answers given when searching the Internet are reliable?

№	Question	Positive responses	Negative responses	Notes
1	According to answer source	26		

2	I compare the answers	19		
3	I believe the answers	43		
4	I have no other choice	12		

Apparently, the overwhelming majority of users do not think about the reliability of the information. In many cases, he obeys 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 students belong to an active group that owns information technology. As users of information, they are also “complex” consumers. On the one hand, they are active users of the social network, on the other hand, they are looking for information related to education, as well as participants in information processes in various fields, worldviews, careers, history, culture and music.

The respondents who answered yes to the first and fourth questions of the first questionnaire indicated that they “in fact” are not serious consumers of information. Because it is wrong to “be satisfied” with the first answer, on the other hand, it is impossible to view all the relevant proposals. These two groups make up forty percent of the respondents.

The main goal of the second questionnaire is to determine the attitude of young people towards library resources. It turned out that only six percent of respondents refer to library resources and consider these resources to be a reliable information resource. Obviously, this is not a welcome sight.

The main purpose of the third questionnaire was to determine the analytical skills of young people in the search for information. The fact that 45% of those who answered the first and second questions in the affirmative shows that the reliability of the source of information and the comparative results obtained is less than half of young people. The fact that 12% of respondents answered the fourth question of the third survey - “I have no other choice”, shows that this category of consumers does not have information about alternative sources of information.

Among younger consumers of information (for example, schoolchildren), the percentage of those who answered “I have no other choice” is even higher. Having determined that there are few such opinion polls in the industry literature, we decided to share this problem with our colleagues and active participants in the information space. I think there is also a serious conflict of interest here.

Another important feature that attracts attention in the global information space is that after the commercialization of information services, sanctions are applied in terms of regulation, legal support, interaction and violations of the law. There are two examples on this score.

1. Electronic commerce,
2. Use of paid scientific databases.

In both cases, legal action is initiated if the information provided does not meet the “preconditions”. The paradox is that the impact of social information on society is many times greater than the value of the product purchased on the electronic market.

Sanctions applied in the event that a tie purchased from an online store does not meet the initial conditions do not apply to social information processes.

An information attack aimed at “destroying the political foundation of the state” that does not correspond to national, religious and “age norms” does not lead to any retaliatory measures.

Experience shows that it is possible to regulate the relationship between the two parties involved in the information process (information consumer and information service provider). So, if we approach the information process as a relationship between two parties, the conflict between the parties can be resolved.

It is no secret that there are groups and even networks dedicated to disinformation. Until now, we have not met the facts of exposure and punishment of such groups. Large corporations engaged in information processes can ultimately create “information chaos” in the policy of “information management” with slogans of liberalism, democratic values, and “freedom of speech”.

The problem of copyright protection in the global information space is also relevant. In this direction, the conflict of interests is more pronounced. Samples of classical literature are in free circulation. While modern writers are interested in being recognized, read and promoted using the power of the global information space, on the other hand, they also want to reap the benefits of their work. This process applies not only to literary works, but also to musical materials, works of art and a number of other information materials. The problem does not have regional solutions; it needs to be addressed more broadly.

If information support of the educational process is fully provided and managed in secondary school, then in higher education this process becomes more complicated. Information support for university students is wide and multifaceted. On the one hand, it is aimed at acquiring knowledge. On the other hand, he loses his analytical skills, receiving “ready-made answers”. In the classical sense, reading habits are violated, which affects the form of the process of “obtaining information”. It is important to teach the skills of searching for information, the skills of assessing information, starting from high school, I think this can be the subject of a separate conversation.

In some countries, we are faced with interesting scenes that want to influence information processes. In Germany, for example, denial of Holocaust is punishable by specific legal documents and sanctions.

This means that all other genocides, the “Kosovo” genocide, the “Khojaly” genocide, what the French did in Africa, the genocide of the “aborigens” in Canada can be denied. It is noteworthy that the illogicality and double standards that we observe in public life are reflected in the global information space. In these cases, the “conflict of interest” is resolved in favor of the strong side.

Another example offers a completely different picture. The Russian Federation has banned a large number of books and various information resources (according to the latest data, about 5,000 titles) by various court decisions, as well as decisions of central and regional legislative assemblies. However, the free distribution of these materials is also observed in the information space. In such a situation, the “conflict of interest” becomes a “punitive instrument” in the hands of the powerful.

Restricting Internet use does not solve this problem. On the contrary, there is a need for a broader educational process related to information literacy in universities. There are several programs for the “correct classification” of information users and their targeted training. This is the subject of a separate study.

It is noteworthy that the presence of such a problem in Azerbaijan is widespread in public opinion. However, the work done in this direction is in practice seen as the work of only a few central libraries. In the absence of coordination and “design” by the centers, this work is

seen as a haphazard "enlightenment". Serious administrative impact on the problem can be described as "restriction of freedom". Without intervention, serious social problems can arise.

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.

It can be assumed that the tendencies in distrust of the "information received" will continue and expand in the coming years. Various surveys of doctors and medical professionals showed that not a single specialist meets his information needs in the field of medicine and health care through open resources. Finding information takes a long time and the results are questionable. For these reasons, healthcare providers use special paid resources.

Conclusion

Working with historical materials on the global network, you see how unreliable "information products" and even the dissemination of inaccurate information in a number of "authoritative sources" are. In historical materials, state interests, religious interests, national interests, regional and even "linguistic interests" collide. The Internet has undoubtedly accelerated the process of romanization in the world.

Speaking about the conflict of interest and the reliability of information, it is necessary to note the contradictions in the information environment created by the "pandemic", which is very important today. It should be noted that the reliability of information materials circulating in the field of medicine and health care over the past year, especially in the field of statistics "medicine and health care", is constantly questioned. In addition, the conflict of interest between the state and pharmaceutical corporations, the conflict between politicians who instill in people unfounded hopes contrary to people's expectations, are likely to be the subject of a separate study.

From the early days of the pandemic, the main information centers took the initiative to collect global statistics and make them available to experts as well as the public. However, the veracity of information obtained during this period (especially statistical information) was questioned, and this mistrust was not even discussed on the basis of a conflict of interest. Today there are no forecasts as to what percentage of statistical information is reliable. The reliability of the information circulating in the field of medicine and health is a serious issue. I believe that international centers that systematize global information processes can carry out scientific modeling of the reliability of information and do it outside of corporate interests.

Apparently, the conflict of interest and the problem of information reliability directs specialists to paid databases. The provision of reputable scientific journals and library resources as a reliable source of information will primarily partially solve this problem.

It should be noted that the concept of "information security" is widely used in global information processes. However, in all cases, the problem of information security gives the concept of "information protection". The social threat of information, the problem of "protection from disinformation" is not a subject of discussion in the context of information security. I believe that these areas need to be studied, especially in the context of the "social protection" of information security.

Countries with a large information content occupied a special position in the information space. They enforce the law on the dissemination of information and set various restrictions. For example, according to the latest data, up to 5,000 samples of literature and various media are banned in the Russian Federation (as of 2020). However, it was noticed that prohibited materials circulate freely in the information space. This situation creates a new legal

environment, and "conflicts of interest" become a "punitive instrument" in the hands of the powerful.

If we analyze information products in the global network, scientific information products occupy the first place in the field of information reliability. It is known that scientific information products have long been used by large and serious institutions, collected, processed, stored and maintained.

Due to the fact that the service is predominantly commercial in nature, the problems in this area have been partially resolved, however, there are cases of conflicts of interest on this platform.

Working with historical materials, you see how unreliable the distribution of "information products" and even inaccurate information in a number of "authoritative sources" is. In historical materials, state interests, religious interests, national interests, regional and even "linguistic and alphabetical interests" collide.

Also, information products in the field of law look attractive in terms of reliability. Conflicts of interest in these products are minimal.

Conflicts of interest in medicine and health can be the subject of independent research. In general, conflicts of interest and the problem of information reliability lead professionals to paid databases. Providing authoritative scientific journals and library resources as a reliable source of information, first of all, partially solves this problem.

The concept of "information security" is widely studied and used in global information processes. However, in all cases, the problem of information security gives the concept of "software" and "machine" security. Problems such as the social danger of information and "protection against disinformation" are not being studied. I consider it important to study these areas, especially in the context of "social protection" of information security.

References

- [1] Xalafov A.A. Kitابخana və cəmiyyət. (Xalafov A.A. Library and society) -Baki, 2013, 360 p. (The article is in Azerbaijani.)
- [2] Kazimi P.F. İnformasiya mühəndisliyi (Kazimi P.F. Information engineering).- Baki, mutarcim, 2018, 260 p (The article is in Azerbaijani.)
- [3] Kazimi P.F. Dynamic Development of Information Technologies, Organization of Library Services Using Digital Space and Through Social Networks. (The article is in English.) <https://www.journalajess.com/index.php/AJESS/article/view/30407>
- [4] Kazimi P. Sosyal kültürel ortamın oluşmasında kitap ve kütüphanelerin rolü. (Kazimi P. The role of books and libraries in the formation of the social cultural environment.) <http://www.tk.org.tr/index.php/TK/article/view/2794> (The article is in Turkish.)
- [5] Conflict of relevance and reliability of information and the global network. Trends in Humanities and Social Sciences. Vol. 1 No. 1 -2021. (The article is in English.) <https://thss.gta.org.uk/index.php/home/article/view/14>
- [6] Problems of information search in the global information network and the quality of information. Saudi Journal of Humanities and Social Sciences (SJHSS) 2021. Volume-6, Issue-8. p.272-276. DOI: 10.36348/sjhss.2021.v06i08.003(The article is in English.)