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АНГЛІЙСЬКА МОВА: ПРАКТИКУМ

ДЛЯ СТУДЕНТІВ

ФАКУЛЬТЕТУ МІЖНАРОДНИХ ВІДНОСИН

СПЕЦІАЛЬНОСТІ "КОНСОЛІДОВАНА ІНФОРМАЦІЯ"

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Рецензенти:

Методична розробка містить спеціалізовані тексти та тренувальні вправи для студентів факультету міжнародних відносин спеціальності "Консолідована інформація". Призначено для студентів факультету міжнародних відносин, а також усіх, хто вивчає англійську мову.

Зміст

ВСТУП

Підготовка фахівців з консолідованої інформації забезпечує формування особливого мислення – системного, аналітичного, креативного, що забезпечить реалізацію сучасних стандартів інформаційної й організаційної культури. У процесі навчання магістри отримають цілісні знання та навички самостійного проведення комплексних інформаційно-аналітичних досліджень щодо функціонування та розвитку соціально-економічної системи, її рівнів, прогнозування змін й оцінки наслідків прийняття науково обгрунтованих та економічно доцільних практичних рішень, а також знання та навички створення програмно-технічних систем і засобів консолідації інформації.

При підготовці фахівців з консолідованої інформації особлива увага приділяється вивченню іноземних мов. Важливим є оволодіння фаховою лексикою та вмінням її застосовувати. Методична розробка містить фахові тексти та завдання щодо вивчення лексики та вміння застосовувати її у мовленні. Тексти фахового спрямування мають тематику: "Консолідована інформація", "Бар'єри щодо використання інформації", "Цілі консолідованої інформації", "Переваги користувачів", "Методологія вивчення користувачів" тощо.

Методична розробка призначена для студентів факультету міжнародних відносин, а також усіх, хто вивчає англійську мову.

UNIT 1

INFORMATION CONSOLIDATION

TEXT

At the UNESCO Symposium on Information Analysis and Consolidation held 12-15 September 1978 in Colombo, Sri Lanka the following definitions were established:

*INFORMATION CONSOLIDATION ACTIVITIES is used to define the responsibilities exercised by individuals, departments, or organizations for **evaluating** and compressing **relevant documents** in order to provide definite user groups with reliable and concise new bodies of knowledge. Individuals or groups of individuals performing information consolidation activities would each constitute an INFORMATION CONSOLIDATION UNIT (ICU).*

A related, but more **elaborate** definition was offered by Tefko Saracevic in Consolidation of Information:

*CONSOLIDATED INFORMATION is public knowledge specifically selected, analyzed, evaluated, and possibly restructured and **repackaged** for the purpose of serving some of the immediate decisions, problems, and information needs of a defined **clientele** or social group, who otherwise may not be able to effectively and efficiently **access** and use this knowledge as **available** in the great amounts of documents or in its original form. The criteria for selection, evaluation, restructuring, and repackaging of this knowledge are **derived** from the potential clientele.*

Development is **purposeful** social change toward a kind of social and economic system that a society decided it wanted.

Development is a highly complex process by which a society is changed toward more **self-sufficiency** and less dependence. Development is designed to produce higher levels of living and higher **per capita income** and productivity, coupled with **equitable** distribution. Development involves introduction of new ideas and configurations particularly concerning modern production methods and health,

educational and other practices contributing to a higher quality of life.

As such, development is an evolutionary, organic process where a positive interaction of many elements is needed to create a success. To create positive conditions for development a number of resources are needed: human, economic, physical, technical, and not the least informational. In other words, information, particularly scientific, technical commercial, health and related information is a **vital** resource needed for development, in addition to the other resources.

Information has great potential value in **decision making**, **problem solving**, and in the conduct of work and life. The importance of information for development has been stressed a great number of times by international organizations, by numerous studies, and by national bodies and plans **throughout the world**.

Obviously, the main factor in making information a valuable contributor to development is in its use. Information that is not used is as useless as a buried, lost treasure. Minimum conditions for effective use of information include:

1. A level of information infrastructure that make information available and accessible for use. Clearly, resources are needed to create and **maintain** such an infrastructure.

2. A **propensity** on the part of potential users to use information. Educational, cultural, economic, political, and social factors play a role in recognition of the value and need for information and thus in its eventual use.

Over the past decades considerable progress has been made in improvements of availability and **accessibility** of information in a large number of developing countries. Information infrastructures are being built, information technology is being introduced and applied, information professionals are being educated. However, information problems and needs are still great and in many instances the lack of information and the lack of resources for building and up-keep of information infrastructure are still a challenge.

However, **in a great many instances** even where the two minimum conditions

are met the utilization of information has by no means reached its potential. The problem is a **lack of appropriate information**. APPROPRIATE INFORMATION means: *the right information at the right time in the right amounts and at the right comprehension level of a given group of users.*

In other words, available and accessible information is often unused because it is simply not presented in a content and form that are appropriate for a given group (or level) of users.

Consolidation of information is suggested as a solution of problems caused by a lack of appropriate information. As such, consolidated information is particularly **geared** toward increasing utilization of information by various user groups in developing countries.

However, providing consolidated information is a task which in itself requires considerable skills, efforts and resources. Efforts and resources are needed to establish and maintain information consolidation units, to ensure the essential cooperation between subject specialists and information specialists, and to educate and train professionals skillful in creating information consolidation products and in provision of associated services.

Information consolidation is not in **competition** with traditional forms of intellectual organization of information (i.e. **indexing**, **abstracting**, classifying, cataloging, coding, etc.). To the contrary, it can only be achieved using the standard secondary information services and in cooperation with such services.

Therefore, education and training for information consolidation is not in competition with education and training for secondary information services. To the contrary, it can only be successful if done within the broader framework of education and training of information professionals.

Information consolidation is not a **panacea** to information needs and problems, but it is one of the important **approaches** to be considered together with a host of other information products and services. Consolidated information products and

services can play an important role in satisfying a number of critical information needs. In turn, proper education and training of information professionals in the art and science of information consolidation is a key to success of any and all information consolidation efforts.

ACTIVE VOCABULARY

to evaluate – оцінювати

relevant documents — відповідні документи

to elaborate — розробляти

to repackage — перекомпонувати, надати привабливішого вигляду

clientele — клієнтура

access — доступ

available — наявний

to derive (*from*) — походити від

purposeful — цілеспрямований

self-sufficiency — самодостатність

per capita — на душу населення

income — дохід

equitable distribution — справедливий розподіл

vital — життєво важливий

decision making — прийняття рішення

problem solving — вирішення проблем

throughout the world — по всьому світу

to maintain — підтримувати

propensity — схильність

on the part of — з боку *(когось)*

in a great many instances — у багатьох випадках

a lack of appropriate information — нестача належної інформації

to gear — спрямовувати по наміченому плану

competition — конкуренція

indexing — індексування, класифікація

abstracting — абстрагування, вибірка

approach — підхід

EXERCISES

1. Read the text and match the corresponding parts

Консолідована інформація

1. Інформаційно-аналітична діяльність, безсумнівно, є вагомою і багатогранною сферою актуальних трансформацій сучасного інформаційного суспільства, яка формує передумови для розвитку національної економіки, наукомістких виробництв та високих технологій.

2. Необхідність в отриманні релевантної інформації зумовлена переходом владних структур до прогностичних форм діяльності з використанням багатоваріантних моделей розвитку подій, що потребує не просто констатації фактів для доведення тієї чи іншої тези, а системного підходу до вирішення проблеми загалом на основі поєднання

a) The need to obtain the relevant information is caused by the conversion of authorities to prognostic activity forms while using multiple-choice models of events development that require not just a statement of facts to prove a thesis but a systematic approach to solving the problem in general through a combination of intellectual abilities of a person with the functionality of modern automated information systems.

b) Information and analytical work is undoubtedly a significant and many-sided (multifaceted) area of urgent transformations of the modern information society, which creates preconditions for the development of national economy, high-tech industries

інтелектуальних здібностей людини з функціональними можливостями сучасних автоматизованих інформаційних систем.

3. Інформаційний пошук та аналітичне опрацювання інформації як технології сформувалися на перетині когнітивної психології, інформатики, інформаційного дизайну, лінгвістики, семіотики й бібліотечної справи.

4. Проте діяльність інформаційно-аналітичних фахівців з консолідованої інформації покликана істотно змінити засади накопичення, підходи до процесів опрацювання та подавання інформаційних ресурсів, а сама галузь знайшла свою нішу та зайняла гідну позицію у структурі сучасних наук.

5. Консолідована інформація недавно утвердилася як самостійна наукова галузь, і навколо її статусу ще ведуться дебати.

and high technologies.

c) Consolidated information has recently established itself as an independent branch of science, and the debates are still being carried as to its status.

d) However, the activity of information and analytical professionals of consolidated information is intended to significantly change the principles of accumulation, approaches to the processing and supply of information resources, and the very branch has found its niche and took a decent position in the structure of modern sciences.

e) The technologies of information search and analytical processing of information were formed at the intersection of cognitive psychology, computer science, information design, linguistics, semiotics, and library science.

2. Fill in the words from the list. Translate into Ukrainian

Goal, sources, best to bid, underwent, competitors, includes, different, decisions, importance, conferences

Competitive intelligence means 1) _____ things to different people within an organization. For example, to a sales representative, it may mean tactical advice on how 2) _____ for a lucrative contract. To top management, it may mean unique marketing insights to gain market share against a formidable competitor. The ultimate end 3) _____ of competitive intelligence is to help make better 4) _____ and enhance organizational performance.

While most companies can find substantial information about their 5) _____ online, competitive intelligence goes way beyond merely trawling the Internet, on the premise that the most valuable information is seldom – if ever – easily accessible online. A typical competitive intelligence study 6) _____ information and analysis from numerous 7) _____. These include the news media, customer and competitor interviews, industry experts, trade shows and 8) _____, government records and public filings.

In acknowledgement of the growing 9)_____ of competitive intelligence, the Society of Competitive Intelligence Professionals (SCIP) was founded in the U.S. in 1972. It 10) _____ a name change to Strategic and Competitive Intelligence Professionals in 2010.

3. Read the text and fill in the necessary prepositions. Translate into Ukrainian.

Competitive intelligence (CI) is the gathering (1) _____ publicly-available information (2) _____ an enterprise's competitors and the use of that information to gain a business advantage. The goals (3) _____ competitive intelligence include discerning potential business risks and opportunities and enabling faster reaction (4) _____ competitors' actions and events.

Publicly-available information, (5) _____ this context, refers (6) _____ any information that can be legally obtained, rather than information that the business being investigated offers freely. Sources (7)_____ publicly available information

include – among a great number of other possibilities – company directories, legal filings and documentation from government agencies and regulatory bodies.

According (8) _____ the Society of Competitive Intelligence Professionals (SCIP) code of ethics, those conducting CI investigations must refrain (9) _____ illegal activities, disclose information about their identity and corporate affiliation prior to any interviews, and provide honest and reliable information as a result (10) _____ the investigation. The covert and often illegal gathering of competitors' information is known as *industrial espionage*.

4. Choose the correct variant

An information society is a society where the creation, distribution, use, integration and manipulation of information is a significant_____(1), political, and cultural activity. The aim of the information society is to gain_____ (2) advantage internationally, through using information technology (IT) in a creative and productive way. The knowledge economy is its economic counterpart, whereby wealth is created through the economic exploitation of understanding. People who have the means to partake in this form of society are sometimes called digital _____(3). This is one of many dozen labels that have been identified to suggest that humans are entering a new phase of society.

The markers of this rapid change may be_____(4), economic, occupational, spatial,_____(5), or some combination of all of these. Information society is seen as the successor to industrial society. Closely related_____(6) are the post-industrial society (Daniel Bell), post-modern society, knowledge society, telematic society, Information Revolution, and network society (Manuel Castells).

There is_____(7) no universally accepted concept of what exactly can be termed information society and what shall rather not so be termed. Most_____ (8) agree that a transformation can be seen that started (9) _____ between the 1970s and today and is changing the way societies work fundamentally. Information technology

goes_____(10) the internet, and there are discussions about how big the influence of specific media or specific modes of production really is.

1	a) economical	b) economic	c) economics
2	a) competitively	b) competitive	c) competition
3	a) citizens	b) citizenships	c) citizenship
4	a) technological	b) technical	c) technologically
5	a) culturally	b) cultural	c) culture
6	a) concept	b) conceptions	c) concepts
7	a) currents	b) current	c) currently
8	a) theoreticians	b) theories	c) theoretical
9	a) somewhere	b) anywhere	c) nowhere
10	a) on	b) after	c) beyond

5. Render the following text in English

Вимоги сучасного суспільства потребують підготовки фахівців нового рівня. У цьому році Східноєвропейський національний університет імені Лесі Українки на факультеті міжнародних відносин розпочинає підготовку магістрів за новою спеціальністю 8.18010015 «Консолідована інформація».

Розширення міжнародних зв'язків на рівні регіонального та місцевого самоврядування, розвиток транскордонного співробітництва та збільшення іноземних інвестицій у прикордонних регіонах України потребує інформаційних аналітиків із сучасним світоглядом, професійними знаннями інноваційного характеру, вміннями їх практичного використання при розв'язанні соціально-економічних і політичних проблем. Необхідність підготовки таких спеціалістів зумовлена зростанням попиту на комп'ютерні та

інформаційні технології, підвищенням вимог до якості інформації, її змісту, достовірності і форм подання.

Саме тому підготовка аналітика консолідованої інформації буде здійснюватися спільними зусиллями кафедр міжнародної інформації і вищої математики та інформатики.

Підготовка фахівців з консолідованої інформації забезпечує формування особливого мислення – системного, аналітичного, креативного, що забезпечить реалізацію сучасних стандартів інформаційної й організаційної культури. У процесі навчання магістри отримають цілісні знання та навички самостійного проведення комплексних інформаційно-аналітичних досліджень щодо функціонування та розвитку соціально-економічної системи, її рівнів, прогнозування змін й оцінки наслідків прийняття науково обґрунтованих та економічно доцільних практичних рішень, а також знання та навички створення програмно-технічних систем і засобів консолідації інформації.

Спеціальність «Консолідована інформація» як самостійний вид професійної діяльності є дуже перспективною, оскільки таких фахівців потребують установи усіх форм власності, сфер економічної, політичної та соціальної діяльності. Випускники можуть працювати в різних структурах, зокрема: у наукових, науково-організаційних, інформаційних та патентних підрозділах наукових установ, науково-виробничих комплексів; в інформаційно-маркетингових підрозділах підприємств і організацій виробничої сфери та сфери послуг різних галузей; в інформаційно-аналітичних службах центральних органів влади та місцевого самоврядування, фінансово-економічних установах тощо; у ЗМІ.

Магістри цієї кваліфікації зможуть визначати пріоритети діяльності організацій, плани і заходи щодо інформаційного забезпечення зацікавлених осіб, накопичувати, обробляти, структурувати і систематизувати дані, забезпечувати їх тривале зберігання і оперативне використання, а також доступ

до них зацікавлених осіб. Вони будуть здатні розробляти для сучасного підприємства підходи до проектування інформаційно-організаційних систем, створювати рекомендації з інформаційно-аналітичного забезпечення організації управління, нові алгоритми реалізації менеджменту інформаційних ресурсів. «Консолідована інформація» є аналогом спеціальності «Business intelligence», прийнятою у США та Європі.

UNIT 2
BARRIERS TO USE OF INFORMATION
TEXT

Clearly, on almost any topic today there is an **overabundance** of information. The so called "**information explosion**" presents most **formidable** problems to organizing information and to making it available and accessible. However, there is an equal and even at times more serious problem of actual use of existing information, particularly in science, technology, health, business and related areas. Even when such information is readily available it may not be used by potential users.

A paradox is at work: *in many instances when users could benefit from information and the actual information is available, the information is not used.*

Why is that? What are the barriers to effective use of information? Among others such barriers involve the following aspects:

*There is too much information on a topic and the potential user is overloaded or **overwhelmed** – the sheer (=absolute) amount decreases the willingness to use information, taking too much time and effort.

*Information is presented in a language and/or terminology which is outside the user's experience – the language (be it a foreign tongue or 'technicaleese')

impedes comprehension.

*Information is presented in a context or with examples that are outside the user's cultural framework – the **divergent** cultural attributes impede the ability to relate to specific circumstances.

*Information is presented in a form that is hard to follow – the packaging may be an **impediment** to information absorption.

*Information may not be trusted – validity and reliability of information is not evaluated and thus information is questioned.

These and similar barriers have been and still are a most serious impediment to the use of information throughout the world. They have been recognized as serious information problems and a number of solutions have been proposed and **implemented**. Information consolidation is one of such solutions.

Solutions to Information Barriers

Bibliographic organization, classification, indexing, abstracting and related secondary information services are a most important solution to organizing and controlling information. Without them there would be total and unthinkable chaos. A great many important activities, such as science would grind to a **halt**.

However, the processes and services dealing with bibliographic organization, indexing, abstracting and the like do not address directly many of the critical barriers to information use as enumerated above. For a long time it was recognized that other solutions are needed. Over the years a number of such solutions have been tried and proven successful, among them:

*Scientific and technical reviews and **state-of-the-art** reports.

*Handbooks synthesizing data from a number of sources.

***Compilations** of critical, evaluated data.

*Business, commerce and market summaries.

*Briefings on a topic **requiring** a decision and discussing alternate courses of action.

*Technical writings producing information on a complex technical topic in a simplified language for wide use by non-specialists.

*Popularizations of science writings producing information on scientific advances and cause-effect findings comprehensible to nonscientists.

***Dissemination** of information through demonstration and show-how.

Information analysis centers using a high degree of selectivity and then evaluation and synthesis of existing information producing any of the products **enumerated** above. Extension services oriented mostly toward agriculture and providing demonstration, information, and advice to farmers in the framework of local circumstances. Public health services providing not only health care, but even more so health information and advice to broader **populace**.

All of these information products and services as enumerated have one main thing in common: they are directed toward fruitful use of information. To achieve this, they promote cooperation between subject specialists and information specialists. Some of their products and services have been directed toward specialists (scientists, engineers, government officials, doctors and health officials, educators, businessmen, etc.) while others were directed toward broader groups in the population (workers, farmers, technicians, parents, etc.) A concept of a well defined audience of information users was clearly present in all of them.

The concept of information consolidation has evolved from the products and services as enumerated.

ACTIVE VOCABULARY

overabundance – надлишок

information explosion – інформаційний вибух

formidable – величезний, значний

overwhelmed – перевантажений

to impede – перешкоджати

1

divergent – відмінний, той, що відрізняється

impediment [ɪm'pedɪmənt] – перешкода

to implement – втілювати

halt – зупинка

state-of-the-art – сучасний, передовий

compilation – збірник

to require – вимагати

dissemination – поширення

to enumerate – перераховувати

populace – простий народ

EXERCISES

1. *Read the text and match the corresponding parts*

Інформаційний менеджмент

1. Так вже історично склалось, що з самого спочатку інформаційний менеджмент сприймався як менеджмент створення систем, пов'язаних із розробкою, рекламою, торгівлею та експлуатацією комп'ютерних мереж, які обслуговують різноманітні інформаційні потреби сучасних промислових підприємств, банків, комерційних організацій, навчальних закладів тощо.

2. На сьогоднішній день майже

a) The information management process which is underway in modern organizations is an integral part of the organization management process as well as the necessary process to increase the efficiency of business processes in modern economic conditions.

b) Nowadays almost every firm strives for having the system like this (it is also called "corporate information system" or "information platform").

c) Surely, this system is connected with the external world (internet, e-mail

кожна велика фірма прагне мати таку систему (її ще також називають «корпоративною інформаційною системою» або «інформаційною платформою»).

3. Звичайно, така система пов'язана із зовнішнім світом (Інтернет, електронна пошта тощо).

4. З часом таке поняття інформаційного менеджменту дещо видозмінилось та розширилось.

5. Зараз коректніше буде вважати, що інформаційний менеджмент – це те, що загалом відповідає за управління процесом взаємодії бізнесу та інформаційних технологій.

6. Процес інформаційного менеджменту, який відбувається у сучасних організаціях, являється невід'ємною частиною процесу управління організацією та необхідним процесом для збільшення ефективності бізнес-процесів у сучасних економічних умовах.

7. Звичайно, цей процес мають підтримувати та контролювати

and so on).

d) Historically from the very beginning information management was regarded as the management of systems creation connected with the development, promotion, trade and usage of computer networks which serve different information needs of modern enterprises, banks, commercial organizations, educational establishments etc.

e) At present it is more correct to think that information management means the responsibility for the management of the process of business and information technologies interaction.

f) Over time such understanding of information management has mutated and extended.

g) This process is sure to be supported and controlled by qualified professionals.

h) The information management concept comprises the next approaches: economic, considering the issue of attracting new documented information, taking into account the utility and financial costs; analytical, based on the

кваліфіковані фахівці.

8. Концепція ІМ об'єднує наступні підходи: економічний, що розглядає питання залучення нової документованої інформації із урахуванням корисності та фінансових затрат; аналітичний, що базується на аналізі потреб користувачів щодо інформації та комунікації; організаційний, розглядає вплив інформаційних технологій на організаційні аспекти; системний, розглядає обробку інформації в організації, приділяючи особливу увагу оптимізації комунікаційних каналів, інформації, матеріальних коштів та інших витрат, методів роботи.

analyses of the users' needs as to information and communication; organizational, which deals with the influence of information technologies on organizational aspects; systemic which considers the information processing in an organization, paying special attention to the optimization of communication channels, information, material costs and other expenses, methods of work.

2. Read the text and express your point of view on its ideas

Do you consume information? Or does it consume you?

Each of us hear or read about 100,000 words in a given day. And each and every one of those words slightly changes us forever, whether we like it or not.

The problem is that we don't choose very many of these 100,000 words. Most of them are not sought out by us and consumed deliberately. Rather, they are thrust upon us and we consume them thoughtlessly. It's one of the main ways the world shapes us and changes us without us really knowing it.

From the moment we wake up, we are bombarded with information. Phones

ringing. Notifications popping up in our face. Email inboxes overflowing. Social networks buzzing. Radio blaring. TV humming. And advertisements around every corner and crammed into every space of silence along the way.

All of it competing for our attention.

"What information consumes is rather obvious: it consumes the attention of its recipients. Hence, a wealth of information creates a poverty of attention and a need to allocate that attention efficiently among the overabundance of information sources that might consume it." – Herbert Simon, Recipient of Nobel Memorial Prize in Economics.

On top of that, the information we do choose to consume, we often choose poorly. Drawn impulsively in by stimulating entertainment and driven by a fear of missing out.

Every morning we wake up and immediately begin reacting to the urgent promptings of the world. And by the time we catch our breath, another day has somehow passed, never having quite found the time to focus on the things most important to us.

Rather than us consuming information, it has begun to consume us.

We've become information gluttons. Lacking the discipline to control our information appetite. Lacking the humility of our limitations. And lacking the faith to know that God has already given us the ability and grace to accomplish everything today in order to live an extraordinary life.

The world is filled with an abundance of information. Only the top 0.1% of it is worth your time. Don't waste your time with the rest. It's not only a waste of your life, but it is turning you into something lesser than your best self. Be deliberate about what you consume so that it doesn't end up consuming you.

3. Fill in the words from the list. Translate into Ukrainian

Concept, users, new, restricted, jargons, rate, languages, nature, due to, published

Historically, the 1) _____ of information analysis and consolidation evolved in response to the difficulties encountered by the 2) _____ in the use of information leading to nonuse of information by them and the potential users who would have otherwise benefited if information was available to them in more usable form. These difficulties or barriers in the use of information by the users are basically 3) _____ the inherent characteristics of the world of information, which are as follows:

• Exponential growth of information and increasing 4) _____ of obsolescence: Users have inadequate time reading and assimilating 5) _____ information;

• Interdisciplinary 6) _____ of information leading to scattering and seepage of information: Users can specialise only in 7) _____ subject fields;

• Wide variation in quality and reliability of information: Users find it difficult and have inadequate time for evaluating and selecting the right information;

• Information is presented in multiplicity of 8) _____: Users are not familiar with the language(s) to use the information;

• Information presented in a wide range of standards and formats: Users may not be familiar with that standard or format to use the information;

• Required information is 9) _____ in documents with restricted circulation: Leading to inaccessibility of information; and

• S&T information is highly technical in nature with technical and trade 10) _____: Potential user with no technical background cannot comprehend it.

4. Choose the correct variant

There are many different kinds of information industries, and many different ways (1) _____ them. The term "information industry" is (2) _____ identified with

computer programming, system design, telecommunications, and (3) _____.

First, there are companies which produce and sell information in the form of (4) _____ or services. Media products such as television programs and movies, (5) _____ books and periodicals would constitute probably among the most accepted part of what information goods can be.

Second, there are information (6) _____ services, such as legal services, banking, insurance, computer programming, data processing, testing, and market research. Third, there are industries that are vital (7) _____ the dissemination of the information goods mentioned above. For example, telephone, broadcasting and book retail industries.

Fourth, there are manufacturers of information-processing devices that require research and (8) _____ decision-making. Fifth, there are very research-intensive industries that (9) _____ as infrastructure to information-production or sophisticated decision-making.

Finally, there are industries that (10) _____ not research intensive, but serve as infrastructure for information production and sophisticated decision-making. Manufacturing of office furniture would be a good example.

1	a) to classify	b) classify	c) classified
2	a) mostly	b) most	c) the most
3	a) others	b) other	c) the others
4	a) the good	b) good	c) goods
5	a) publish	b) publishing	c) published
6	a) processed	b) processing	c) process
7	a) to	b) on	c) at
8	a) sophisticated	b) sophisticating	c) sophisticate

9	a) does not serve	b) do not serve	c) not serve
10	a) does	b) do	c) are

5. Render the following text in English

Потоки інформації, постійні наради та онлайн режим підвищують рівень стресу – і як наслідок, тиснуть на психіку.

Психологи попереджають, щонадлишок інформації стає справжньою проблемою для сучасних людей і для бізнесу. Як показують дослідження, проведені в Австралії та Новій Зеландії, 40% компаній страждають від цієї проблеми. 81% компаній роздумують над тим, як впоратися з напливом інформації. Два роки тому ця проблема хвилювала 68% компаній.

На думку експертів, надлишок інформації став причиною психологічних розладів серед працівників, і в майбутньому ця проблема лише посилитися. У середньому офісні працівники отримують близько 36 імейлів в день і величезні обсяги іншої інформації. Якщо додати до цього соціальні мережі, мобільні телефони, щоденні збори, не дивно, що люди не справляються з кількістю даних, які вони отримують.

Більшість людей визнає, що надмірна кількість інформації знижує якість їх роботи, деморалізуючи ти виснажуючи їх.

UNIT 3
OBJECTIVES AND AUDIENCES FOR INFORMATION CONSOLIDATION

TEXT

The basic objectives of information consolidation can be summarized as follows:

2

1. To increase the effectiveness of information transfer to and within developing countries.

2. To encourage more intensive information use in a **wide array** of developmental activities, and

3. To widen the circle of the population of potential users particularly by **fulfilling** specific information **needs** for evaluated and synthesized information.

Several distinct types of user groups are addressed by various information consolidation products and services:

*Scientists, engineers and professionals engaged in **R&D activities**, manufacturing, health services, planning, education, etc.

*Managers and business people engaged in small and large businesses, commerce, marketing, etc.

*Policy and decision makers in government.

*Technicians, supervisors, **paraprofessionals**.

*Communicators such as **extension workers** and services, teachers, local leaders in adapting new technology or practices.

*Agricultural and industrial workers from rural and urban populations.

Three types of technical **sophistication** can be readily **distinguished** among these audiences:

1. High degree of sophistication about a subject linked with a relatively high general education level.

2. Some degree of sophistication about a subject linked with relatively higher general education and/or technical training.

3. Little sophistication about a subject linked with little or no general education and/or technical training, even to the extreme of semi-literacy or **illiteracy**.

The information needs of these last two groups are receiving particular attention from information consolidation efforts, because these are the groups that are left unserved by the majority of existing information services and products produced

in both developed and developing countries. Thus, there is a great need for synthesised, **condensed**, evaluated and repackaged information along with appropriate information products and services that are addressed primarily toward know-how, know-where, and know-who.

A special audience for information consolidation are services that are themselves devoted to information transfer, such as agricultural extension services, public health units, literacy campaigns, and the like. These services as well as persons acting as communicators (teachers, extension agents, demonstrators of equipment or processes) can be greatly strengthened by information consolidation products and services. Their own array of information and services can be updated more thoroughly and much faster. Thus, information consolidation can play a role for **intermediary users** (such as the mentioned extension services and communicators) as well as for end-users.

The effectiveness of information consolidation be it for intermediaries or end-users depends, of course, on a large number of factors; the principal one being whether the products are **tailored** to the user's economic, social and cultural situation and other user variables.

Processes in Information Consolidation

Implied in the definitions presented above are these basic processes involved in information consolidation:

1. Study of potential users to derive criteria for all the other processes.

2. Selection of information source(s) potentially containing the most useful information for given user problems and information needs; the selection can be done from a variety of primary and secondary sources.

3. **Evaluation** of information as to its **intrinsic** merit, **validity**, and **reliability**.

4. Analysis to identify and extract the most **salient** features.

5. Restructuring (if necessary) the extracted information into a content that can be used most effectively and efficiently by users; this may involve synthesis,

condensation, rewriting, simplifying, review, state-of-the-art presentation, etc.

6. Packaging and/or repackaging of restructured information in a form that will **enhance** the potential of its use. (Restructuring deals with the contents or substance of information while packaging deals with the media, format and the form of its presentation.)

7. Diffusion or dissemination of information in ways that will encourage and promote its use: this may also involve education of users in the use of information and marketing of information.

8. **Feedback** from users, evaluation of the efforts, and **adjustments**.

Although related to a number of other information activities, most notably abstracting and indexing, information consolidation is a proposition of much higher complexity and greater demands. In this lies a basic problem of information consolidation:

In comparison to many, (if not most) information activities, it involves higher complexity of processes and organizations and greater demands in human technical, and economic resources. Being selective and evaluative, information consolidation also involves a different philosophy and approach. Essential to the success of information consolidation is a close cooperation between subject and information specialists.

ACTIVE VOCABULARY

wide array – велика кількість

to fulfill needs – задовольняти потреби

R&D activities – науково-дослідна діяльність

paraprofessionals – середній технічний або медичний персонал, спеціалісти без вищої освіти

extension workers – робітники служби інформування про інновації

sophistication – досвід, вдосконалення

to distinguish – відрізняти, розрізняти

illiteracy – неписемність, неграмотність

to condense – стисло виражати

intermediary users – проміжні користувачі, посередники

to tailor – спеціально пристосувати

evaluation – оцінка

intrinsic – властивий

validity – значимість, правомірність

reliability – надійність

salient – помітний, яскраво виражений

to enhance – збільшити, покращити

feedback – відгук, зворотна інформація

adjustment – регулювання, управління

EXERCISES

1. Read the text and match the corresponding parts

Становлення нового фаху

1. Передумови виникнення нового фаху "консолідована інформація" (варіантом прототипу цього фаху деякі вітчизняні дослідники вважають англомовне Competitive Intelligence) заклали зарубіжні і вітчизняні фахівці з інформаційного аналізу.	a) The discussions of the topical problems of the branch lasted on the pages of the professional magazine "Competitive Intelligence" founded by the Society.
2. Динаміка розвитку цього напряму інформаційної сфери є доволі високою. В США поняття "Competitive	b) The dynamics of the development of this information sphere direction is pretty high. In the USA the notion "Competitive Intelligence" has been used since early 70-s of the XX century.
	c) In 1980 one of the researchers of

Intelligence" використовується з початку 70-х років XX ст.

3. У 1980 р. один із дослідників цього питання Майкл Портер опублікував працю "Конкурентна розвідка: методи аналізу галузей і конкурентів", у якій виклав основні засади нового фаху.

4. Відправною точкою організаційного оформлення цієї галузі інформаційно-аналітичної діяльності як самостійної професії в Європі і Америці можна вважати заснування професійного товариства, системи підготовки кадрів і вироблення основних кваліфікаційних вимог до професії інформаційного аналітика.

5. Створене у 1986 році Товариство фахівців конкурентної розвідки (Society of Competitive Intelligence Professionals (SCIP)), об'єднало 7000 членів з 64 країн світу, якими велася творча дискусія щодо напрямів удосконалення діяльності та організації підготовки кадрів у цій галузі.

6. Обговорення актуальних

this issue Michael Porter published his work "Competitive Strategy: Techniques for Analyzing Industries and Competitors", where he offered the fundamentals of a new specialty.

d) The Society of Competitive Intelligence Professionals (SCIC) founded in 1986 comprised 7000 members from 64 countries of the world, that held creative debates concerning the ways of improving the activity and the organization of personnel trainings in the branch.

e) The prerequisites of the establishment of "Consolidated Information" as a new specialty (the version of the specialty prototype is considered to be "Competitive Intelligence") were grounded by foreign and domestic professionals in information analyses.

f) The foundation of the Professionals Society, the system of personnel training and the elaboration of the main qualification requirements to the information analyst profession could be viewed as the starting point of the instiualisation of the information and

проблем галузі продовжилось на сторінках заснованого товариством фахового журналу "Конкурентна розвідка"	analytical activity branch as an independent profession in Europe and the USA.

2. Fill in the words from the list. Translate into Ukrainian

Majority, database, effective, usable, to create, changing, case, published, regardless, delivery.

What is Data Consolidation?

A large 1) _____ of us are familiar with news broadcasts, weather announcements, presidential speeches, and even military briefings given to senior commanders. In each 2) _____, the data used 3) _____ these informational sessions are a result of 4) _____ data consolidation. There are thousands of news stories 5) _____ every minute, weather patterns are constantly 6) _____, and business and military briefings are presented on a regular basis.

Material used to create each presentation, 7) _____ of the audience, must be combined, analyzed, and controlled. By organizing the information into a 8) _____ and manageable amount, responsible individuals are able to consolidate the information and organize it into a single source. Then through analysis, they can extract the most critical components for 9) _____.

We can define the term data consolidation as a process during which a vast amount of information is gathered, stored, and combined into a single manipulative file, typically within a 10) _____. Usually, consolidation is accomplished by using a computer with special software applications, such as a spreadsheet or a database program, designed to gather, organize and store data.

3. Read the text and fill in the necessary prepositions.   Translate into Ukrainian.

The Data Consolidation Process

Data consolidation involves the collection (1)_____ a vast amount of data or information (2)_____ several networked servers, usually belonging (3)_____ a company, organization or enterprise. Data consolidation is actually one of three data integration techniques (4)_____ use today. The other techniques are **data propagation**, which includes data replication, and **data federation** which enables the viewing (5)_____ consolidated files.

The third data integration technique, data consolidation, consists of two technologies: **Extract, Transform and Load** (**ETL**) and **Extract, Load and Transform** (**ELT**).

Storage such as databases, data stores, and associated software applications must allow and enable data consolidation (6)_____ multiple applications. The objective is to make the extracted data readily available and usable, allowing (7)_____ detailed reporting and analysis.

4. Choose the correct variant

Knowledge workers are workers (1) _____ main capital is knowledge. Typical examples may include software engineers, architects, engineers, scientists and lawyers, because they "think for a living".

What (2) _____ knowledge work from other forms of work is (3)_____ primary task of "non-routine" problem solving that (4) _____ a combination of convergent, divergent, and creative thinking.

They are "all workers (5) _____ in the chain of producing and distributing knowledge products". Knowledge workers spend 38% of their time searching (6) _____ information. They are also often displaced from their bosses, working in various departments and time zones or from remote sites such as home offices.

Knowledge workers are (7) _____ who have a deep background in education and experience. As businesses increase their (8) _____ on information technology, the number of fields in which knowledge workers must operate (9) _____ dramatically.

(10) _____ they sometimes are called "gold collars", because of their high salaries, as well as because of their relative independence in controlling the process of their own work, current research shows that they are also more prone to burnout, and very close normative control from organizations they work for, unlike regular workers.

1	a) whose	b) who	c) which
2	a) differentiate	b) differentiates	c) does differentiate
3	a) his	b) it	c) its
4	a) requiring	b) require	c) requires
5	a) involved	b) involving	c) involve
6	a) for	b) in	c) at
7	a) employees	b) employers	c) employings
8	a) dependent	b) dependency	c) dependence
9	a) has expanded	b) have expanded	c) expand
10	a) Even as	b) Even though	c) Even so

5. *Render the following text in English*

Поняття «консолідована інформація» охоплює одержані з декількох джерел і системно інтегровані різнотипні інформаційні ресурси, які в сукупності наділені ознаками повноти, цілісності, несуперечності та складають адекватну інформаційну модель проблемної області з метою її аналізу, опрацювання та ефективного використання в процесах підтримки прийняття

рішень. Процес консолідації інформації – це процес перетворення даних на інформацію і знання про бізнес, метою якого є супровід і підтримка прийняття неформальних рішень. Тобто інформаційне забезпечення бізнесу, причому в найширшому сенсі, засноване на принципі об'єднання таких складових як інформація, бізнес-процеси, апаратні засоби, програмні засоби, люди. Сьогодні конкурентна розвідка є дуже розповсюдженою, а відділи, що займаються обробкою зібраної інформації, існують на більшості загальновідомих провідних світових корпорацій. Їхня практика переконливо свідчить про те, що в маркетинговому середовищі конкурентна розвідка має бути вибудувана не як «обслуговуюча», а як «активна» система. Вона повинна бути настільки активною, наскільки це тільки можливо. Тільки в цьому випадку конкурентна розвідка буде здатна забезпечити компанії стійке економічне зростання, збільшення прибутків, збереження і зміцнення конку рентного імунітету.

UNIT 4
JUSTIFYING INFORMATION CONSOLIDATION

TEXT

Information consolidation is a process of higher complexity than indexing or abstracting. However, **offsetting** the problem of higher complexity and need for greater resources is the higher value of consolidated information. But what values and benefits should be stressed? This question is not considered often even though the answers are **crucial** for **justification** of information consolidation to **funders**, and for communication and promotion to users.

On a general level information consolidation is justified (= to explain) for its contribution to the processes of social and economic development. On a specific level its benefits can be argued as a contribution to problem solving and decision making.

Let's discuss each in turn.

The process of development in an increasingly interdependent world involves and requires an increase in sophistication and use of scientific, technical, commercial and related information. The value of such information does not lie in its **existence** (or even in the systems that **assure** its **availability** and **accessibility**), but in its **acceptance** and use. In turn, chances for acceptance and use of information are increased by its being more **appropriate**. Consolidated information aims at being more appropriate to the users, their needs, and levels, the **capacities** and time **allotments** given to information **absorption** and similar user-related factors.

Clearly, arguments for consolidated information should involve economic aspects (savings, earnings, productivity, **competitiveness**, etc.), but its value may be even greater because it is related to other values in a society. Consolidated information may contribute to information sophistication of a population, which in turn contributes to quality of life. For instance, consider the value of consolidated information that helps to improve **sanitation**, which in turn decreases disease, pain and suffering.

Value in decision making

More specifically, the value of consolidated information can be argued in relation to its role in decision making and problem solving. Making decisions and solving problems, even those **encountered** in everyday work, requires information. Moreover:

*As complexity of decisions or problems increases, the need for information intensifies;

*As the amount of available information **proliferates**, it becomes harder to get and use relevant information;

*As complexity, **interdisciplinarity**, and technical sophistication of available information increases, less can be used by decision makers and problem solvers as presented in its original form.

All this **points to** the need for consolidated information.

But the value of consolidated information changes with the type and amount of information. To illustrate: a pile of documents on a given topic on a decision maker's desk or in a worker's hand, has little value to the decisions they have to make on that topic or problems they have to solve, even though the documents may have all the information that is needed. Summaries may have a bit more value. **Mergers** of **excerpts** from a number of documents may have still more value. Evaluated information further increases the value while studies addressing the topic (reviews, state-of-the-art, market studies, statistical summaries and correlations, etc.) increase this value considerably. The highest value of information is in a set of alternative choices summarized from all the other sources mentioned and recommendations for decisions or resolution of the problems.

In other words,

*as the amount of information presented to a decision maker is increasingly consolidated, its value increases;

*as the information is increasingly expressed in the everyday language and the social/cultural framework of the user, its value increases for that user:

*as the information is increasingly packaged in a way that will make its use easier, its value increases.

Another way to look at the value of information consolidation is in relation to loss of information or the information that never reaches a user or group of users even though such information is readily available in the public knowledge and through various primary and secondary literature sources. Not all primary or secondary sources may reach the users or be appropriate for users and their problems and associated decisions they have to make. The role of information consolidation is to be as appropriate to the users as possible.

ACTIVE VOCABULARY

offset – компенсувати, балансувати

crucial – вирішальний, важливий

justification – пояснення

funder – фінансист, інвестор

existence – існування

assure – запевнити

availability – наявність

accessibility – доступність

acceptance – прийняття

appropriate – належний

capacity – здатність, спроможність

allotment – розподіл

absorption – поглинання

competitiveness – конкурентноздатність

sanitation – оздоровлення

encounter – зустрічати

proliferate – швидко поширюватися

interdisciplinarity – міжгалузева взаємодія

point to – вказувати на

merger – об'єднання, поглинання

excerpt – уривок, фрагмент

EXERCISES

1. Read the text and match the corresponding parts

1. Інформаційне   суспільство   – a) The specific feature of this kind of суспільство,   в   якому   створення, society   is   that   the   problem   of   data

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поширення, дифузія, використання, інтеграція і маніпулювання інформації – важлива господарська, політична і культурна діяльність.

2. Специфікою цього виду суспільства є те, що задача консолідації даних (об'єднання даних, розміщених у різних, наперед не узгоджених джерелах) виникає досить часто.

3. Так, для університету прикладом консолідації є формування наукових звітів, визначення показників успішності та якості навчання, формування рейтингу кафедри тощо; для туристичної сфери – це визначення критичних показників розвитку регіону.

4. Для прийняття адекватних рішень у певній галузі необхідно, щоб дані, які надаються різними інформаційними ресурсами та у подальшому використовуються для прийняття керівних рішень, задовольняли таким вимогам: були повними, несуперечливими та надходили вчасно; були

consolidation (integration of data located in different, previously not agreed sources) occurs rather frequently.

b) For adequate decision-making in a particular area it is necessary that data granted to various information resources and subsequently used for executive decision-making should satisfy the following requirements: be complete, consistent and arrive on time; be informative as they apply to decision-making; have the same structure as to be able to load them into a single database and analysis; be stored in the same data model and be independent from the platform of development to be able to use the data in other ways.

c) Thus, the example of consolidation for the University is development of scientific reports, determination of success indicators and education quality, formation of department ranking etc.; for the tourism industry it is the definition of critical indicators of the region development.

d) Information society is a society in which the creation, distribution, diffusion,

інформативними, оскільки вони застосовуватимуться для прийняття рішень; були однакової структури, щоб мати можливість завантажити їх у єдине сховище даних та проаналізувати; зберігалися в однакових моделях даних та були незалежними від платформи розроблення, щоб мати можливість використання цих даних іншими засобами.

use, integration and manipulation of information is an important economic, political and cultural activity.

2. Fill in the words from the list. Translate into Ukrainian

Cultural, successor, concepts, to partake, combination, entering, way, to gain, citizens, manipulation,

An information society is a society where the creation, distribution, use, integration and 1)_____ of information is a significant economic, political, and 2)_____ activity. The aim of the information society is 3)_____ competitive advantage internationally, through using information technology (IT) in a creative and productive 4)_____. The knowledge economy is its economic counterpart, whereby wealth is created through the economic exploitation of understanding. People who have the means 5)_____ in this form of society are sometimes called digital 6)_____. This is one of many dozen labels that have been identified to suggest that humans are 7)_____ a new phase of society.

The markers of this rapid change may be technological, economic, occupational, spatial, cultural, or some 8)_____ of all of these. Information society is seen as the 9)_____ to industrial society. Closely related 10)_____ are the post-industrial society (Daniel Bell), post-fordism, post-modern society, knowledge

society, telematic society, Information Revolution, liquid modernity, and network society (Manuel Castells).

3. Read the text and fill in the necessary prepositions. Translate into Ukrainian

Some people, such as Antonio Negri, characterize the information society as one in which people do immaterial labour. By this, they appear to refer (1)_____ the production of knowledge or cultural artifacts. One problem with this model is that it ignores the material and essentially industrial basis (2)_____ the society. However it does point to a problem (3)_____ workers, namely how many creative people does this society need to function? For example, it may be that you only need a few star performers, rather than a plethora of non-celebrities, as the work (4)_____ those performers can be easily distributed, forcing all secondary players to the bottom (5)_____ the market. It *is* now common _____ publishers to promote only their best selling authors and to try to avoid the rest—even if they still sell steadily. Films are becoming more and more judged, (6)_____ terms of distribution, by their first weekend's performance, (7)_____ many cases cutting out opportunity for word-of-mouth development.

4. Choose the correct variant

A mind map is a diagram (1) _____ to visually outline information. A mind map is often created around a single word or text, placed in the center, to (2) _____ associated ideas, words and concepts are added. Major categories radiate from a central node, and lesser categories are sub-branches of larger branches. Categories can (3) _____ words, ideas, tasks, or other items related to a central key word or idea.

Mindmaps can be drawn (4) _____ hand, either as "rough notes" during a lecture or meeting, for example, or as higher quality pictures when more time is available.   Diagrams that visually map information using branching and radial maps

trace back centuries. (5) _____ pictorial methods record knowledge and model systems, and a long history in learning, brainstorming, memory, visual thinking, and problem solving by educators, engineers, psychologists, and (6) _____.

The semantic network (7) _____ in the late 1950s as a theory (8) _____ human learning and developed further by Allan M. Collins and M. Ross Quillian during the early 1960s.

The term "mind map" was first by British popular psychology author and television personality Tony Buzan when BBC TV ran a series hosted by Buzan called Use Your Head. In this show, and companion book series, Buzan (10) _____ promoted his conception of radial tree, diagramming key words in a colorful, radiant, tree-like structure.

1	a) used	b) using	c) to used
2	a) which	b) whom	c) whose
3	a) represented	b) represent	c) to represent
4	a) with	b) by	c) at
5	a) It	b) This	c) These
6	a) the others	b) others	c) other
7	a) was developed	b) is developed	c) was develop
8	a) understand	b) to understand	c) understood
9	a) popularized	b) popularizing	c) popularize
10	a) enthusiastic	b) enthusiastical	c) enthusiastically

5. Render the following text in English

Продукти консолідації інформації

Необхідно розрізняти: фізичну консолідацію – реально зібрану в одному місці інформацію і логічну консолідацію або федеративну – інформацію

розподілену, але з точки зору користувача, знаходиться в єдиному сховищі, що має загальний каталог і однаковий доступ до неї.

Продукти консолідації інформації, основні їх типи включають:

• Огляди: критичні огляди, звіти про сучасний стан.

• Звіти: оцінні, маркетингові та технічні звіти; сигнальні бюлетені або листи.

• Дані: компіляції і таблиці даних; статистичні зведення, кореляції і композиції; критичні дані.

• Бази даних: експертні бази даних; бази знань з предметів.

• Технічні записи: путівники, довідники, аркуші інструкцій, пояснення складного предмета, виконане у стилі і мові, адресованому рівню даної аудиторії. Популярні статті на наукові або технічні теми.

• Керівництва: компіляції істотних даних та інформації щодо предмету.

• Критичні дослідження: порівняння різних практик чи політик зі списками за і проти; вплив і майбутні дослідження.

• Запити: оцінка досліджень і компіляцій на вимогу; брифінги

Звичайно, кожен з цих продуктів має власні вимоги, критерії і процедури.

Деякі з продуктів можуть бути підготовлені за допомогою аналітико-синтетичної переробки інформації.

Спираючись на сучасні термінологічні словники, стандарти, посібники, можна встановити, що під аналітико-синтетичною обробкою інформації розуміють процеси переробки, збирання, введення, записування, перетворення, зчитування, зберігання, знищення, реєстрація інформації, з метою вилучення необхідних відомостей, їх оцінки, порівняння і узагальнення, а це, як правило, анотування, реферування, вилучення фактів, підготовка оглядів, складання бібліографічних описів, анотування, індексування.

UNIT 5
USER BENEFITS

TEXT

The values of consolidated information is clear to information workers. Unfortunately, the values and benefits are far from clear to many users or potential users. Even the users with a high level of education and responsibility fail to see the benefits of consolidated information for them and for the aims of their organizations. This is another problem:

*Often the values and benefits of consolidated information are not clear to the **target clientele** i.e. to the users and potential users.*

The users may not even think about benefits involved. Neither do the information workers try often **to enumerate** the values and benefits, nor do they try to communicate them to users. In many cases, user education efforts in producing such information. Otherwise, even good products and services may lie **fallow** and unused. Therefore, it may be of interest to provide a list of benefits which could be **derived from** usage of consolidated information. These benefits, when adopted to specific types of consolidated information and specific clientele may be used by information consolidation units in promotion of their products/services and in communication with and education of their clientele. **Furthermore**, the products/services should be deliberately aimed toward potential achievement of these benefits.

Characteristics of users and uses studied

The basic point of a user study is to gather information that is useful in design, **provision**, and/or evaluation of specific information consolidation products or services geared to specific users. **To underscore**: user studies are a necessity in all phases of information consolidation activities, from design, to evaluation, to marketing, to management. Thus the central question is: *what useful information about users or uses should be collected?* In other words, what user and use variables

should be studied? The choice of such **variables** for study is wide.

Depending on the objective, individual studies will concentrate on a limited number of specific variables. Provided here is a list of general variables possible to examine in user studies, based on a model of what affects human information processing and the **diffusion** (**transfer**, use) of information among individuals:

1. Individual characteristics: the factors or variables in the receivers or users of information that effect (a) their **perception** of the problem faced and their definition of needed information and (b) the specific ways they are most likely to use information and their capacity to use a given type of information.

2. Stages in the information diffusion or transfer process: **relates to** the amount of knowledge an individual (or group) has about a specific idea or innovation. Information needs at various stages are different and thus information products and services have to be **adjusted** for each stage.

3. Environmental or social characteristics: the factors or variables in the social system, (the norms, situation, **reference groups**, etc.) that have an important effect on (a) individual behavior and (b) communication in general.

4. Communication characteristics: the elements related to use and diffusion of information, particularly including: (a) information sources, (b) information structures, (c) information forms, (d) communication channels, and (e) information systems. These are **correlated with** other variables.

Here are some of the individual characteristics that have been studied in various user studies:

* Demographic data: age, sex, national origin, etc.

* Social status data: **income** and other economic aspects; status in a group: values: cultural traits: opinion leadership and **gate-keeping** position: cosmopolitanism (orientation outside or inside social group); etc.

* Psychological data: behavioral traits and patterns; personality; **intelligence**; mental ability and conceptual **skills**; decision making patterns: security-anxiety, etc.

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* Educational data: level and subject of education; knowledge or skills in given topics; language and terminology proficiency in given subjects; **literacy; numeracy;** etc.

* General work data: place, type and subject of work; position; responsibilities and authorities; work times, habits, requirements; etc.

In the diffusion or transfer of information the following stages can be described:

1. **Awareness** (or first exposure): a person (or group) is only becoming aware of the existence of information on a given subject. (This suggests provision of very basic information.)

2. Interest/knowledge: a person (or group), has shown interest in **furthering** his/her knowledge on the subject; active participation in gathering of information. (Suggests provision of more detailed information.)

3. **Attitude** formation: a person evaluates mentally provided information, develops attitudes, feelings. (Suggests provision of critical evaluations.)

4. **Trial**/decision: a person is putting the information to test and work, i.e. a person is beginning to act upon gathered information. (Suggests provision of specific operational information, demonstrations.)

5. Adoption/**confirmation**: based on experience a person is making or reinforcing decisions about use and value of information and further implementations. (Suggests provision of evaluative data and information on various choices.)

Social or environmental factors characterize the society and environment of the group as a whole rather than the individual. However, these factors have been found to have a great effect on how individuals act upon information. Here are some of the classes of factors for which data was collected in user studies:

* Unit characteristics: data on places of work or habitat (farm, agency, industry, school); organizational patterns, authority-responsibility channels; products, services;

requirements; etc.

* Social and cultural norms: cultural traits; social values: priorities: traditional-modern dimension; attitudes toward innovation; cross-cultural **interactions** and problems; etc.

* Political aspects: political base and subdivision: development plans, attitudes, priorities; legal aspects: desired directions, etc.

* Economic aspects: **constraints**; **incentives**; incomes; productivity; projections; micro and macroeconomics of areas of interest; etc.

* Population data: demographic, educational, occupational, and other characteristics of the population: population trends.

* International aspects: comparative data about any of the above from other countries and regions or global interactions.

ACTIVE VOCABULARY

target clientele – цільові користувачі

to enumerate – перераховувати

fallow – необроблений

derive from – походити від, виникати

furthermore – більше того

provision – надання

to underscore – підкреслити, робити акцент

variables – змінні показники

diffusion – розповсюдження

transfer – передача

perception – сприйняття

to relate to – відноситися до

to adjust – встановлювати

reference group – контрольна група

to correlate with –співвідноситися із

income – дохід

gate-keeping – кураторство

intelligence – розумові здібності

skills – навички

literacy – грамотність

numeracy – здатність математичного мислення

awareness – усвідомлення

furthering – сприяння, стимулювання

attitude – ставлення

trial – випробування

confirmation – підтвердження

interaction – взаємодія

constraints – обмеження

incentives – засоби заохочення

EXERCISES

1. Read the text and match the corresponding parts

Менеджмент знань

1. «Менеджмент знань» тлумачиться як створення таких умов в організації, за яких накопичені знання та досвід ефективно використовуються для виконання важливих для неї завдань. 2. Знання – найбільш динамічний і мінливий ресурс організації, отже,	a) Knowledge is inseparable from the people. The creation of an electronic knowledge base will facilitate the sharing of knowledge, but it does not replace the resources contained in people's heads. Therefore, implementing the enterprise system of knowledge management we should not exaggerate the importance of

управління ними повинно бути безперервним, гнучким, адаптивним, тобто суб'єкт управління повинен володіти достатнім вмінням, інформацією про зміни в системі та повноваженнями, щоб вчасно відреагувати на відповідні зміни і прийняти рішення щодо них;

3. Знання невіддільні від людей. Створення електронної бази знань полегшить обмін знаннями, але аж ніяк не замінить тих ресурсів, що містяться в головах людей. Тому, впроваджуючи на підприємстві систему управління знаннями, не слід перебільшувати значення інформаційних технологій в її функціонуванні;

4. Людей не можна змусити ділитись думками, але можна створити умови, за яких вони самі захочуть це зробить. Тому, плануючи впровадження системи управління знаннями, не слід забувати про важливу роль мотивування персоналу;

5. Метою створення бази знань є не нагромадження великої кількості

information technology in its functioning;

b) Knowledge is the most dynamic and volatile resource of an organization, so its management should be continuous, flexible, adaptive, that is the subject of management must have sufficient skills, information about changes in the system and the power to promptly respond to relevant changes and make decisions on them.

c) The purpose of the knowledge base development is not the accumulation of a large amount of information which is not used, but rather the formation and structuring of these messages (reports) system that would be understandable, user-friendly and easily accessible to the recipient (any employee if necessary), and what is more important useful and able to facilitate achieving the daily production targets.

d) "Knowledge Management" is interpreted as creating an environment in the organization in which the accumulated knowledge and experience are efficiently used to perform important tasks.

e) People cannot be forced to share

інформації, що не використовується, а навпаки, формування і структурування системи таких повідомлень (звітів), які були б зрозумілі, зручні та легкодоступні для адресата (будь-якого працівника організації за необхідності), а головне, корисні й здатні полегшити виконання щоденних виробничих завдань.	their opinions, but you can create the conditions under which they will be willing to do so. Therefore, when planning the implementation of knowledge management system, we should not forget the important role of the staff motivation.

2. Fill in the words from the list. Translate into Ukrainian

Needs, most accurate, ways, reliability, audience, databases, detailed, indicated, decades, widely.

Information scientists and librarians have been studying users' information finding habits for 1)_____. Until recently, these studies usually pertained to traditional information systems, such as how to ask a library patron the right questions to learn their information 2) _____, or how to make it easier to search for information in online library card catalogs or other 3) _____.

Many studies 4) _____ that users of information systems aren't members of a single-minded monolithic 5) _____ who want the same kinds of information delivered in the same 6) _____. Some want just a little information, while others want 7) _____ assessments of everything there is to know about a topic. Some want only the 8) _____, highest quality information, while others don't care much about the 9) _____ of the source. Some will wait for the results, while others need the information yesterday. Some are just plain happy to get any information at all, regardless of how much relevant stuff they're really missing. Users' needs and

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expectations vary 10) _____, and so the information systems that serve them must recognize, distinguish, and accommodate these different needs.

3. Read the text and fill in the necessary prepositions. Translate into Ukrainian

(1) _____ the widespread adoption of social media sites like Twitter and Facebook, there has been a shift in the way information is produced and consumed. Earlier, the only producers (2) _____ information were traditional news organizations, which broadcast the same carefully-edited information (3) _____ all consumers over mass media channels. Whereas, now, (4) _____ online social media, any user can be a producer of information, and every user selects which other users she connects to, thereby choosing the information she consumes. Moreover, the personalized recommendations that most social media sites provide also contribute towards the information consumed (5) _____ individual users. In this work, we define a concept of information diet – which is the topical distribution of a given set of information items (e.g., tweets) – to characterize the information produced and consumed (6) _____ various types of users in the popular Twitter social media. (7) _____ a high level, we find that (i) popular users mostly produce very specialized diets focusing on only a few topics; in fact, news organizations (e.g., NYTimes) produce much more focused diets (8) _____ social media as compared (9) _____ their mass media diets, (ii) most users' consumption diets are primarily focused towards one or two topics of their interest, and (iii) the personalized recommendations provided by Twitter help to mitigate some of the topical imbalances in the users' consumption diets, (10) _____ adding information on diverse topics apart from the users' primary topics of interest.

4. Choose the correct variant

The growth of technologically (1)_____ information has been quantified in

different ways, including (2) _____ technological capacity to store information, to communicate information, and to compute information. It is estimated that the world's technological capacity to store information (3) _____ from 2.6 (optimally compressed) exabytes in 1986, which is the informational equivalent to (4) _____ than one 730-MB CD-ROM per person in 1986 (539 MB per person), to 295 (optimally compressed) exabytes in 2007. This is the informational equivalent of 60 CD-ROM (5) _____ person in 2007 and represents a sustained annual growth rate of some 25%. The world's combined technological capacity to receive information (6) _____ one-way broadcast networks was the informational equivalent of 174 newspapers per person per day in 2007.

The (7) _____ combined (8) _____ capacity to exchange information through two-way telecommunication networks was 281 petabytes of (optimally compressed) information in 1986, 471 petabytes in 1993, 2.2 (optimally compressed) exabytes in 2000, and 65 (optimally compressed) exabytes in 2007, which is the informational equivalent of 6 newspapers per person per day in 2007. The world's technological capacity to compute information (9) _____ humanly guided general-purpose computers grew from $3.0 * 10^8$ MIPS in 1986, to 6.4×10^{12} MIPS in 2007, experiencing the fastest growth rate of over 60% per year (10) _____ the last two decades.

1	a) mediating	b) mediate	c) mediated
2	a) society's	b) societys'	c) societie's
3	a) grew	b) grewed	c) grow
4	a) least	b) less	c) lest
5	a) at	b) on	c) per
6	a) through	b) by	c) as
7	a) world's	b) worlds'	c) worlds's

8	a) effectively	b) effective	c) effectiveness
9	a) with	b) on	c) at
10	a) during	b) at	c) on

5. Render the following text in English

Сучасні підприємства змушені збирати й зберігати значні обсяги інформації - відомості про клієнтів та оперативні дані, що надходять в організацію з різних джерел, тощо. Обсяги і швидкість цих інформаційних потоків постійно збільшуються, тому підприємства все частіше звертаються до бізнес-аналізу як засобу, який дає змогу отримувати корисні для підприємства відомості з величезної кількості інформації, що зберігається в корпоративних базах даних.

Уперше термін **Business** Intelligence (BI) введено в обіг Г. Дреснером (тодішнім співробітником аналітичної компанії Gartner) у 1989 р. для визначення процесу, який включає доступ і дослідження інформації, її аналіз з метою оптимізації прийняття рішень.

BI - це інструментарій для аналізу даних, побудови звітів і запитів, які можуть допомогти користувачам обробити потужні масиви даних для того, щоб синтезувати з них значущу інформацію.

Сьогодні немає однозначного трактування терміна BI. Частина визначень трактує BI як процес, інша - як результат процесу здобуття знань, тобто знань для прийняття рішень, ще деякі - як бізнес-аналітику.

UNIT 6
METHODOLOGIES FOR USER STUDIES

TEXT

After it has been decided why to study users (objectives) and what to study (variables) comes logically the decision on how to do the study (methods). Thus, the selection of methods depends on previous decisions, on objectives of the study and on variables to be studied. Three aspects are involved in selection of methods:

1. Selection of a sample of user population.

2. **Determination** of procedures for collection of data from or about the sample.

3. Determination of procedures for analysis of collected data to derive or summarize results.

Each one of these has to be determined in great detail before one **plunges into** designing **questionnaires** or the collection of data. One of the most often **committed mistakes** (and a sure **prescription** for disaster) in user studies is to collect data without any idea of how they will be analyzed. e.g.

"Here we have a number of filled out questionnaires (surveys, interviews). Now, what should we do with them?" At that point a statistician may be contacted but it is much too late. It is advisable to consult a statistician to help in the selection of methods. However, a user study should not be completely turned over to a statistician without experience in communication and/or users to be studied, because **meaningless** statistics will follow.

As to the **sampling**, there are a number of methods available, among the most common being

1.**Convenience** sampling: picking the first 25-50 etc. users that come along as subject of study.

2. **Random** sampling: picking the users for study from a population at random.

3. **Stratified** sampling: subdividing the population into subgroups and then picking users for study at random from each subgroup.

4. **Representative** sampling: determining beforehand individuals, pairs of

individuals, or small groups with some characteristics in common as subject of study.

There are also a number of methods available for collection of data and a great number of textbooks describe those. The most often used are:

1.**Surveying**: questioning users and obtaining answers directly from users about their behavior, attributes, values, conditions and/or **preferences**. This is by far the most often used method in user studies, but also the most obtrusive and thus potentially the most **biased** or limited of methods.

2. **Observation**: making direct observations on the communication behavior of users in given situations, practices, time periods, etc.

3. **Records analysis**: obtaining written records or other artifacts of previous communications (such as papers, correspondence, statistics) and deriving observations about users from the records.

4. Experimentation: introducing an element of communication to a carefully defined group of users and observing the results or **consequences**; possibly also comparing the group with another where the element was not introduced.

For the formal analysis the most often used methods are:

1. Statistical analysis: **application** of standard statistical **techniques** to summarize, compare and test for significance data which is expressed numerically.

2. Semantic analysis: application of semantic techniques to summarize and compare data which is expressed verbally.

3. Psycho-sociological analysis: application of psychological, sociological, or anthropological techniques to classify or describe data which is expressed conceptually, logically, or representatively.

4. Economic analysis: application of macro or micro-economic techniques to derive conclusions in economic terms on data expressed in either or all of the above ways.

Each of these formal analysis methods do require knowledge of the respective fields, although elementary statistical and semantic analysis can be accomplished

rather easily with a **rudimentary knowledge** of statistics and of semantic differentials. Standard statistical packages are widely available which will **accomplish** calculations of sums, means, medians, variances, standard deviations, percentages, **chi-squares**, regressions, or **cross-tabulations** of data. Standard semantic analysis techniques are not available, however, **appropriate** techniques can be **adapted** relatively easily from the **myriad** of previous user studies.

Finally, to stress again some of the more commonly found mistakes or **pitfalls** in user studies:

* jumping into a study (e.g. administering a questionnaire) without clearly **elaborated** objectives and methods of analysis,

* selection of variables (e.g. questions) which are **extraneous** to a study and **omission** of variables which are crucial,

* poor design of study instruments (e.g. questionnaires),

* specification of inadequate, biased or wrong samples,

* **sloppy** data collection procedures,

* applying statistical analysis methods that are not appropriate for the type of data collected', and

* reading into results what one wants to see.

ACTIVE VOCABULARY

determination – визначення

to plunge into – поринути

questionnaire – анкета

to commit mistake – зробити помилку

prescription – інструкція, вказівка

meaningless – недоцільний

sampling – відбір зразків

convenience – зручність

random – випадковість

stratified – розділений на шари

surveying – огляд

preferences – вподобання

biased – упереджений

observation – спостереження

records analysis – аналіз даних

consequences – наслідки

application – застосування

techniques – розумові здібності

techniques – методи

rudimentary knowledge – елементарні знання

to accomplish – здійснювати

chi-square – хі-квадрат

cross-tabulations – складання крос-таблиць

appropriate – належний

to adapt – пристосовувати

myriad – велика кількість

pitfall – типова помилка

to elaborate – розробляти

extraneous – не пов'язаний

omission – пропуск

sloppy – неакуратний

EXERCISES

1. Fill in the words from the list. Translate into Ukrainian

Takes, skills, obtrusive, being, viewed, either, in context, alter, useful,

investigator.

Observational methods involve an 1) _____ viewing users as they work in a field study, and taking notes on the activity that 2) _____ place. Observation may be 3) _____ direct, where the investigator is actually present during the task, or indirect, where the task is 4) _____by some other means such as through use of a video recorder. The method is 5) _____ early in user requirements specification for obtaining qualitative data. It is also useful for studying currently executed tasks and processes.

Allows the observer to view what users actually do 6) _____. Direct observation allows the investigator to focus attention on specific areas of interest. Indirect observation captures activity that would otherwise have gone unrecorded or unnoticed.

It should be noted that observation can be 7) _____ and subjects may 8) _____ their behaviour due to the presence of an observer. Co-operation of users is vital, so the interpersonal 9) _____of the observer are important. Notes and videotapes need to be analysed by the note-taker, which can be time consuming and prevents the task 10) _____ split up for analysis by a number of people.

2. Read the text and fill in the necessary prepositions. Translate into Ukrainian

Brainstorming is one (1) ____ the oldest known methods for generating group creativity. A group of people come together and focus (2) ____ a problem or proposal. There are two phases (3) ____ the activity. The first phase generates ideas, the second phase evaluates them. An experienced facilitator is useful.

Although some studies have shown that individuals working alone can generate more and better ideas than when working as a group, the brainstorming activity enables everyone (4) _____ the group to gain a better understanding (5) _____ the problem space, and has the added benefit of creating a feeling (6) ____ common

ownership of results.

Brainstorming is done (7) _____ a group of people, which may be as small as two, but usually no larger than 12. One of the group should be nominated as facilitator. It is useful if the facilitator has had previous experience (8) _____ brainstorming. The group should be assembled, and the facilitator should explain (9) _____ the group: firstly the problem or idea to be explored; and secondly, the sequence (10) _____ events that will take place during the method.

3. Choose the correct variant

Contextual interviews tend to be (1) _____ like observations rather than real Q&As. You can certainly ask questions along the way, but there are usually no (2) _____ scenarios or tasks to complete and all you have to do is take notes or record what the user thinks and does.

During contextual interviews you will gather (3) _____ qualitative data which can be especially (4) _____ when combined with other UX research methods, like usability testing or online surveys. They can also be used when you need to understand specific problems that users (5) _____when using the product.

For instance, if you have a mobile app analytics service and users have trouble setting up the tracking of custom events, you might decide (6) _____ them using the service on their own computers (7) _____ their own internet connection to better understand the core of this issue.

While it might seem that contextual interviews are (8) _____ one-on-one interviews because you get to talk to individual users, but the actual research activities for these two methods are (9) _____ different. During a one-on-one interview, the researcher usually has a semi-formal conversation with the user without (10) _____her perform product-related tasks. So it is more like a real interview which helps you dive deeper into the attitudes, beliefs, desires, and experiences of the user so that you can better understand how to satisfy their needs.

1	a) more	b) most	c) the most
2	a) predefine	b) predefined	c) predefining
3	a) lots of	b) a lots of	c) lots
4	a) use	b) usefully	c) useful
5	a) encountering	b) encounters	c) encounter
6	a) to see	b) see	c) seeing
7	a) with	b) on	c) at
8	a) same as	b) the same as	c) the same
9	a) completely	b) complete	c) completeness
10	a) has	b) having	c) have

4. Render the following text in English

У залежності від джерела відомостей про інформаційні потреби методи вивчення поділяють на прямі і непрямі.

Під прямими розуміють методи взаємодії (у тому числі опосередковані) із фахівцями - користувачами інформації. До цих методів відносять: анкетування; інтерв'ювання; використання рубрикаторів; використання карт зворотного зв'язку; використання уніфікованих бланків-запитів або технічних завдань на інформаційне обслуговування.

Анкетування - (метод анкетного опитуванння фахівців) - метод експертних оцінок, що полягає в розробці спеціальної анкети, збиранні даних, їхньому аналізі й обробці з метою виявлення необхідних показників інформаційних потреб. Він дає можливість одночасно вивчати інформаційні потреби багатьох фахівців, автоматизувати обробку даних. Точність методу залежить від досконалості методології проведення опитування, якості формалізованої анкети і попередньої роботи з користувачами інформації.

Метод інтерв'ювання передбачає попередню розробку програми можливих цільових запитань, отримання відповідей на них у процесі зустрічей із фахівцями й аналіз даних. Цей метод потребує високої точності при формулюванні запитань, значного часу на опитування й обробку даних.

Метод рубрикаторів передбачає існуючі і можливі напрямки інформаційного забезпечення. Фахівець відзначає, а при необхідності доповнює рубрикатори новими темами.

Позитивні результати забезпечують уточнення інформаційних потреб під час їхнього практичного задоволення. З цією метою матеріали, що направляються користувачу, супроводжуються картками зворотного зв'язку, що містять шкалу оцінок інформації.

Непрямі (документальні) методи базуються на аналізі документальних джерел інформації.

Серед непрямих методів на першому місці стоїть метод вивчення планово-директивних документів, у яких із неоднаковою мірою деталізації відображається зміст і терміни виконуваних робіт, а також визначені їхні учасники.

UNIT 7
SELECTION AND EVALUATION OF INFORMATION
TEXT

The processes and problems of consolidation do not start with how to consolidate but with what to consolidate. Selection which incorporates evaluation is a

basic, essential and inseparable part of consolidation of information.

Selection is always present in any and all information systems and particularly in information consolidation units...be it recognized as such or not, be it done **consciously** or subconsciously, formally or informally, with or without **articulate** criteria. Unfortunately, one of the often found weaknesses in many information systems is **inadequate attention** paid to criteria and methods for selection, particularly in comparison to the great attention paid to later processes in connection with materials that have been selected. The essential operational cooperation between subject specialists and information specialists starts with selection.

Selection is a **crucial** process in that it eventually determines the content of information consolidation services and products. Selection is a judgment and it clearly involves evaluation. Specifically, selection is the **application** of the selection policy **on the one hand** and evaluation criteria **on the other** with the help of selection and evaluation aids. Economic and other **constraints** enter as well. The problems in selection and evaluation can be subdivided into these three areas:

A. Selectors: Who selects? Who is the person or people who make the **ultimate** judgments? This is one of the perennial problems of all information systems particularly including information consolidation units, **fraught** with many problems and implications. Involved is the necessity to balance (i) subject expertise, (ii) user **sensitivity**, (iii) information expertise, (iv) economic considerations, and (v) other indirect (but powerful) aspects, such as political considerations. In different systems selectors can be found to be:

* information specialists, librarians with necessary subject knowledge

* experts in given subjects

* committees involving either one or both

* committees involving users.

Information specialists and librarians who have familiarity with the subject can be and often are among the best selectors because they often combine a knowledge or

sensitivity of all of the five aspects enumerated above. However, the more the subject becomes specialized the more there is a need to use subject experts as selectors. Quite often selection committees turn out to be a proper answer to the problems of balancing all of the five needed aspects: however, one has to realize that traditionally committees are not the most effective way to get a thing done. Advice from users can be sought or users can be incorporated as selectors to balance the user **viewpoint**. Leaving selection to information specialists without subject **background** has obvious **drawbacks**. Leaving selection to experts and users alone can also have drawbacks: this is not their vocation and they perform accordingly: their view may be narrow or even **subject-biased**, thus the need for cooperation.

*B. Procedures for judging intrinsic values***:** involved is judgment of the quality, validity, and reliability of materials selected. How can this be done? There is, of course, the method of making the judgment directly on the basis of stated or unstated evaluation criteria. However, there are also methods, a bit more objective, which may aid in such a judgment. These include examination of:

* Reviews and state-of-the-art of a topic: those reviews done by recognized experts in the field, include synthesis, evaluative judgments and citations of usually highly selected literature on a given topic or subject; all of these can be used for selection. Parts of them can be used even for incorporation as information consolidation products.

* **Refereeing** and **peer review**: the method involves consensus among peers (experts) in the given area; a refereeing system has been present in some version or other from the early days to the present, thus it has an international tradition and well defined ways and means. This method particularly is suitable for selection of scientific materials.

* Citation indexes: involves an analysis of the number of citations received by an item, an author, an institution, a journal, etc. With availability of large citation indexes such analyses are relatively easy to perform. Various other results can be

obtained, such as co-citation patterns or bibliographic **couplings**. Citation analyses are more suitable for scientific materials, both basic and applied, however, due caution should be used because after all they provide quantitative data to be used only as a support for qualitative decisions. In many instances, data provided in given sources needs to be examined. There are procedures (more costly and **cumbersome**) which may be involved, such as:

* Comparison: data on the same aspect from different sources is compared for similarities and differences and selection made accordingly.

* Testing: data is tested in a variety of ways or samples are recollected to check its reliability.

C. Procedures for judging demand and user appropriateness: these involve judging the utility of the materials which pass the selection on their own intrinsic value. Results of user studies are matched against the materials.

Besides the direct judgment by a selector (or selection committee) some other procedures may include:

* **relevance feedback**: examination of materials previously judged relevant by users and subsequent selection of similar items;

* use analysis: examination of materials previously cited, circulated, read, requested, etc.;

* **demand** analysis: findings about items in demand;

* user tests: talking to users: testing samples of materials and candidates for selection;

* consultation: seeking experiences from systems and situations similar to the present.

Quite often, both of the procedures for judging **intrinsic merit** and user **appropriateness** are merged into one. Even if they were not, ultimately they have to be merged. Because this is what selection is all about.

ACTIVE VOCABULARY

consciously – свідомо

articulate – чіткий, зрозумілий

inadequate attention – неналежна увага

crucial – вирішальний, важливий

application – застосування

on the one hand – з одного боку

on the other hand – з іншого боку

constraints – обмеження

ultimate – остаточний

fraught – переповнений

sensitivity – чутливість, точність сприйняття

viewpoint – точка зору

background – кваліфікація, досвід

drawbacks – недоліки

to be subject-biased – мати необ'єктивні знання з предмета

referee – давати відгук

peer review – огляд роботи колегами, дружня оцінка

couplings – об'єднання

cumbersome – громіздкий, проблематичний

relevance feedback – релевантний зворотній зв'язок

demand – попит

intrinsic merit – внутрішня цінність

appropriateness – доцільність, відповідність

EXERCISES

1. Fill in the words from the list. Translate into Ukrainian

Criteria, most, general, relevant, been evaluated, to remember, information sources, comprising, matches, evaluating

Why Evaluate?

Once you have found information that 1) _____ the topic and requirements of your research, you should analyze or evaluate these 2) _____. Evaluating information encourages you to think critically about the reliability, validity, accuracy, authority, timeliness, point of view or bias of information sources.

Just because a book, article, or website matches your search 3) _____ and thus seems, at face value, to be relevant to your research, does not mean that it is necessarily a reliable source of information.

It is important 4) _____ that sources of information 5) _____ the Library's print and electronic collections have already 6) _____ for inclusion among the Library's resources. However, this does not necessarily mean that these sources are 7) _____ to your research

This does not necessarily apply to sources of information on the Web for the 8) _____ public. Many of us with Internet/Web accounts are potential publishers of websites; 9) _____ of this content is published without editorial review. Think about it. Many resources are available to help with 10) _____ web pages.

2. Read the text and fill in the necessary prepositions. Translate into Ukrainian

Selection (1) _____ information resources is one of most essential steps during the process of an information seeking task. The rapid growth of Web information technology has expanded the range of information sources available (2) _____ end users. (3) _____ particular, online information sources, such as search engines, Web pages and digital libraries, have increased. Recently, many researchers have addressed the substantial change (4) _____ information selection, namely, the

preference (5) _____ online electronic sources (6) _____ printed resources. Online sources are being utilised more often than traditional printed sources for academic tasks. A variety of factors influence the selection of information sources. These include the characteristics (7) _____ the sources, search purposes, user preferences, user knowledge, information literacy and others. Research on these factors is important (8) _____ understanding the breadth and depth of (9) _____ information source selection in various search situations and to help users choose adequate resources (10) _____ line with their search objectives.

3. Choose the correct variant

Knowledge management (KM) (1) _____ a range of strategies and practices used in an organization to identify, create, represent, distribute, and enable adoption of insights and experiences.

An (2) _____ discipline since 1991, KM includes courses taught in the fields of business administration, information systems, management, and library and information sciences. More recently, other fields (3) _____ contributing to KM research; these include information and media, computer science, public health, and public policy.

Many large companies and non-profit organizations have resources dedicated (4) _____ internal KM efforts, often as a part of their business strategy, information technology, or human resource management departments. Several consulting companies also exist that provide strategy and advice regarding KM to these organizations.

Knowledge management efforts typically (5) _____ on organizational (6) _____ such as improved performance, competitive advantage, innovation, the sharing of lessons (7) _____, integration and continuous improvement of the organization.

KM software in (8) _____ cases provides a (9) _____ for individuals, small groups or mid-sized businesses to innovate, build new knowledge in the group,

and/or improve customer experience. KM Software (10) _____ from small software packages for an individual to use, such as brainstorming software, to highly specialised enterprise software suitable for use by hundreds of employees.

1	a) comprises	b) comprising	c) comprise
2	a) establishing	b) established	c) establish
3	a) have started	b) has started	c) had started
4	a) at	b) on	c) to
5	a) focuses	b) focus	c) focusing
6	a) objectivities	b) objectives	c) objects
7	a) learn	b) learning	c) learned
8	a) most	b) the most	c) more
9	a) meanings	b) mean	c) means
10	a) ranging	b) ranges	c) range

4. Render the following text in English

Інформація (від латинського informatio – роз'яснення), з самого початку означала відомості, передані людьми усним, письмовим або іншим способом (за допомогою умовних сигналів, технічних засобів, і т.д.), а десь із середини 20 століття стала загальнонауковим поняттям, що поєднує в собі обмін відомостями між людьми, людиною й автоматом, автоматом і автоматом.

Найбільш вираженою властивістю для інформації є здатність вносити зміни.

Практична цінність інформації залежить від того, яку роль вона відіграє у прийнятті рішення, а також від уміння її використати

На будь-якому підприємстві, в організації, галузі, та й у світовій економіці в цілому, можна виділити три основні компоненти: бізнес (він реалізується за

допомогою певних комерційних операцій, організованих структур та стратегій); предметні технології (з їхньою допомогою виробляється різна продукція) та інформація, яка все це зв'язує в єдине ціле.

В науці про управління, на жаль, поки що не існує однозначного розуміння такого поняття як інформаційний менеджмент (ІМ).

Тому що різні види менеджменту тісно пов'язані між собою (наприклад, документний та інформаційний), а також тому, що, як правило, менеджмент трактується як синонім 'управління' і не завжди враховуються його специфічні особливості.

Крім того, мода на використання іноземних термінів заважає коректному розумінню поняття 'інформаційний менеджмент'.

UNIT 8
INFORMATION ANALYSIS
AND CONSOLIDATION (IAC) CENTRES

TEXT

Information analysis and consolidation activities are not of recent origin. Its history can be **traced back** to the 19th century and according to Kertesz (1983) these "are **embedded** in the tradition of 19th century scientists such as Beilstein and Gmelin, who accepted the challenge to bring some kind of order in the ever increasing flood of data, to make experimental findings conveniently available to other scientists" by means of **handbooks** and **data compilations**. According to Kertesz, Beilstein and Gmelin were one-man analysis centres in the truest meaning of the concept and their data compilations are **precursors** of data books and handbooks of 20th century.

However, the term 'Information Analysis and Consolidation' is of recent origin. General Information Programme (PGI) of UNESCO, while seeking solutions to the

Information Institutions barriers to the use of information in developing countries, suggested 'information consolidation' as possible solution.

PGI, UNESCO sponsored three meetings in the years 1975, 1978 and 1983 respectively on the above topic. In its second meeting, 'UNESCO Symposium on Information Analysis and Consolidation (1978)' the definitions and distinctions, particularly of the terms 'Analysis' and 'Information Consolidation Unit' in relation to their particular function, were discussed at great length. It was observed that 'Analysis' **comprised** a wide range of functions, such as abstracting, indexing, translation, reviewing, consolidation, etc.

However, a number of analysis centres do not always perform the consolidation function. It was also pointed out that 'information consolidation activities' can be performed **within** institutions or systems other than information analysis centres, even by individuals or groups of individuals. It was therefore decided that the term 'information consolidation activities' should be used.

Individuals or groups of individuals performing information consolidation activities would each constitute an 'INFORMATION CONSOLIDATION UNIT (ICU)'. It was pointed out that the most important consolidation function was evaluation, i.e. the **retaining** of reliable information only. Therefore, the resultant products of information consolidation activities are reliable and **concise** carrying usually an added value.

While origin of Information Analysis Centres (IACs) was due to **untiring efforts** of a few dedicated and devoted specialists, the present day Information Consolidation Units (ICUs) have been due to the interest and efforts of numerous sponsoring agencies belonging to both the private and public sectors. It is observed that most of these ICUs are located in the parent institutions and their activities are **in conformity with** the objectives of the parent institutions, though they may be sponsored or supported by other organizations.

Activities, Products and Services of IAC Centres or ICUs

Products and services of Information Analysis Centres (IACs) or Information Consolidation Units (ICUs) **vary** with the needs of target group to be served, but the basic objectives and processes involved in information analysis and consolidation enumerated above, remain the same. IACs **are committed** to provide users **timely**, authoritative, evaluated, information in most convenient and usable form. The staff of such centres has a high level of expertise, as they are actively involved in work in their subject field and also in information processing.

Another **distinguishing** characteristic in the mode of operation of IACs is the use of specialists as consultants. The centres are in constant interaction with the specialists and keep track of research and development activities in the respective subject field.

ACTIVE VOCABULARY

to trace back – брати початок

to be embedded – бути закладеним

handbook – довідник

data compilations – збір даних, компіляція даних

precursors – попередники

to comprise – включати

within – в межах

to retain – утримувати

concise – точний

untiring efforts – невтомні зусилля

in conformity with – у відповідності з

to vary – змінюватися

to be committed – нести відповідальність

timely – своєчасно

distinguishing – відмінний

EXERCISES

1. Fill in the words from the list. Translate into Ukrainian

Categorised, the least, reports, as well as, specialists, contain, actively, subject concerned, subject, relevant.

Based on the information needs of the user and the type of IAC product, (1) _____ information sources are selected. Information sources can be (2) _____ into: i) Documentary sources, ii) Institutional sources, and iii) Human sources.

Documentary sources are primary, secondary and tertiary sources. While primary and secondary sources (3) _____ information on a subject, tertiary sources are used as an aid for selection of primary, secondary, institutional (4) _____ human sources. Among documentary sources, advanced treatises from reputed institutions/publishers, primary peer reviewed periodicals, ad-hoc bibliographies, indexing and abstracting periodicals on the (5) _____, annual reviews or advances in particular subject series from reputed publishers should be selected for consolidation purposes.

Publications (like research (6) _____, conference proceedings, etc.) of the institutions (7) _____ engaged in research in that subject area should also be considered among the selection of sources. Last but not (8) _____ human resources, i.e. specialists in the subject concerned should be identified for consultation purposes. Such (9) _____, when consulted may provide information on the subject concerned which is not readily available from any other source. Persons involved in selection process are information specialists/librarians, experts in given (10) _____ area, or committees involving either one or both.

2. Read the text and fill in the necessary prepositions. Translate into Ukrainian

Policies which act as guide for management to take decisions should be

formulated. Polices formulated may be used to direct, or improve, (1) _____ long term basis, the operations, programme (2) _____ services, and resources. Policies should be so formulated that they are generally applicable and flexible (3) _____ meeting a number (4) _____ contingencies, and (5) _____ the same time they must clearly indicate the intention (6) _____ IAC centre (7) _____regard (8) _____ specific areas of concern. Policies formulated should cover four areas viz. Collection (9) _____ materials, IAC products and clientele to be served, staff resources and overall management consideration like administrative and working relationship (10) _____ the parent institution and cooperative relationship with other information services.

3. Choose the correct variant

Indian Council of Agricultural Research (ICAR) : The Council supports study and research in agricultural (1) _____ including agriculture, horticulture, animal sciences, agricultural engineering, fisheries and home sciences. The council (2) _____ agricultural R&D programmes and develops linkages (3) _____ national and international level (4) _____ related organisations to enhance the quality of (5) _____ of the farmers. ICAR has established (6) _____ research centres to meet the agricultural research and education needs of the country. It has 7) _____ 38 state agricultural universities (SAUs) spanning the entire country for 8) _____, research and extension activities. The Technology Intervention Programme of ICAR is 9) _____ part of ICAR's agenda which establishes Krishi Vigyan Kendras (KVKs) 10) _____ training, research and demonstration of improved technologies to farmers.

1	a) sciences	b) scientists	c) scientific
2	a) coordinating	b) coordinates	c) coordinate
3	a) in	b) on	c) at
4	a) with	b) on	c) to

5	a) lifes	b) live	c) life
6	a) various	b) vary	c) variable
7	a) set on	b) set in	c) set up
8	a) taught	b) teaching	c) teach
9	a) integral	b) integration	c) integrating
10	a) for	b) at	c) in

4. Render the following text in English

Українські неурядові аналітичні центри складають відносно нечисленну групу неурядових організацій (приблизно 1% від загальної кількості зареєстрованих в Україні громадських організацій), більшість з яких мають невеликий (до 10 чоловік) штат. Діяльність центру зосереджена на дослідженнях у 3-4 сферах. Аналітична продукція адресована, головним чином, підготовленій аудиторії, а публічна діяльність має на меті вплив на громадську думку. Представники центру, як правило, входять у якийсь дорадчий орган при державній структур.

Діяльність українських мозкових центрів у сфері зовнішньої політики можна умовно розбити на п'ять головних напрямів. Перший – здійснення незалежних аналітичних досліджень. Результати проведеного аналізу, як правило, розміщуються у власному друкованому виданні та на веб-сайті організації в мережі Інтернет.

Другий напрям – проведення соціологічних опитувань громадської думки населення України та експертних опитувань. Отримані результати – індикатор стану та перспектив європейської політики України, отже, потенційне джерело для вироблення ефективної політики державними органами на європейському напрямі.

Третій напрям – організація публічних акцій (круглих столів, конференцій, семінарів, брифінгів, зустрічей).

Четвертий напрям – співпраця з представниками ЗМІ. Саме цей напрям діяльності аналітичних центрів дозволяє недержавним організаціям доносити думку громадськості до влади. Науково-публіцистичні та періодичні видання регулярно публікують статті незалежних експертів з проблем євро інтеграції України.

П'ятий напрям – співпраця з органами держаної влади.

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