

channels on YouTube and other social networks, where everything that was broadcast on TV was simply published simultaneously.

However, with the saved costs, viewings still remained at a low level. The choice was made: either reduce the budget and sacrifice the quality of their own TV product, or continue to integrate into the Internet and Internet culture. Most chose the second option. New formats are emerging, new entertainment shows, to which people who have already gained some popularity on the same YouTube or other platforms are invited. These people are content producers themselves, so such collaboration benefits all parties, both for individual content makers and for large studio media.

To sum up, the former TV viewers use online service for the entertainment.

*D. Kvitko, Y. Khomenko*

### **MODERN INFORMATION TRANSFORMATIONS IN INFORMATION, LIBRARY AND ARCHIVAL AFFAIRS**

*Д. Квітко, Я. Хоменко*

### **СУЧАСНІ ІНФОРМАЦІЙНІ ТРАНСФОРМАЦІЇ В ІНФОРМАЦІЙНІЙ, БІБЛІОТЕЧНІЙ ТА АРХІВНІЙ СПРАВИ**

Modern social development takes place in conditions of total digitalization, covering almost all spheres of professional activity. AI becomes a big part of this digitalization and a new big challenge for modern community. We analyze how digitalization and AI touch library services, what positive and negative moments are in the realization of digitalization and inclusion of AI and with what challenges they meet.

Digitalization of the library services is a process of adding in the library work new technologies that automatize and do work in the library easier and also let create digital documents what is easier to keep and let a distance access to them from web-site or app. For example: KhSAC Library, the Vernadsky Library, The New York Public Library, Libby, the Library App, The Metropolitan Museum of Art, Dovzhenko Centre; etc. They all create digital versions of documents what can be read or watched in website or in app (but the most of library apps need a library card) and you can also see if a library has free paper book, new documents and events.

Usage of AI in the library services is also a part of digitalization. AI is used in scanning, researches and reconstruction of documents, for creating of catalogues, systematizing of documents. The community, what focused on the implementation of AI in the libraries, archives and museums is named AI4LAM.

The main problem of digitalization library services is lack of resources, like finance, human resource as well as conservative views on the librarianship. In addition to these problems, it is the imperfection of AI. First of all, AI is still a tool that cannot replace completely human beings because AI can make mistakes, misunderstand, hallucinate. AI can complete the task in the wrong way. Besides AI also needs a lot of computer resources and energy.

Summarizing all of the above we can state that the digital transformation of information, library and archival activities opens new opportunities for improving access to knowledge and preserving cultural heritage, but it requires technological modernization, staff training and the further development of legal regulation.