

The Model of Social Communication Systems

Yuriy Forkun

Social Communication and Information Science Department, Lviv Polytechnic National University, UKRAINE, Lviv, S. Bandery street 12, e-mail: forkun@ridne.net

Abstract: *A number of approaches to the analysis of the Information documentation support of Social Community to solve the problem of systems analysis of information products for their further use of social community are considered.*

Key words – social community, information documentation support.

The social communication system (SCS) in the Internet environment is an inalienable component of modern information society.

Traditionally SCS are referred to as the pair of interactive elements of community and Information documentation support (IDS) created by them [1,2]. In principal the given approach is correct and it can be illustrated in the following way (Figure 1):

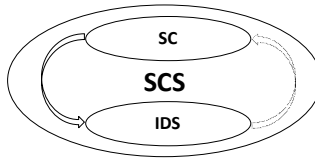


Figure 1. The general pattern of the SCS functioning

The peculiarities of the SCS functioning are in the following: we have the interdependence of community and IDS. Especially, the community forms the Information documentation support, around which the community is formed. By the two-element mechanism of the SCS functioning, the nature of the interaction of the SCS elements remains incomprehensible. But just the comprehension of this nature, its analysis and formalization creates the basis for the development of SCS management methods with the purpose to increase its effectiveness. The management of interaction methods is the main management mechanism of the SCS on the whole. Thus, it is suggested to move from the described above two-element mechanism to the following form of the SCS description:

$$SCS = \langle SC, IDS, ESC, EIDS \rangle \quad (1)$$

where *SC* (Social Community) – the SCS participants community; *IDS* (Information documentation support) – the Information documentation support; *ESC* (Environment social community) – the environment of social community; *EIDS* (Environment information documentation support) – the environment of information documentation support.

The pattern of the described above components interaction is shown in Figure 2.

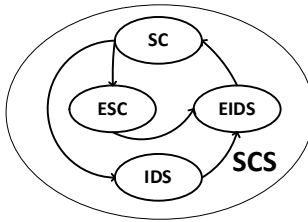


Figure 2. The pattern of the SCS functioning

The key difference of the IDS which is created from other types of IDS is that the community of IDS users is at the same time the community of developers. In fact, every IDS user, accessing to it, becomes the member of developers team and in certain conditions can accomplish active activities concerning the IDS formation. Besides that, the tendency to the simplification of transformation conditions from passive use to active participation in the SCS activities concerning the IDS formation is distinctly traced. Thus, on the one hand, the term IDSSCS is “the Information documentation support” for “the social community”, but on the other hand, it is “the Information documentation support” from “the social communication system”, created from it.

It is obvious that the quality and quantity of the SCS information content depends on the most active members of community. But on the other hand, the decrease of the passive users quantity indicates that the unnecessary of the IDS which is formed by the community, or that the IDS is of low quality, which can lead to the failure of community. Thus, at the formation of the IDS in the SCS the participants should take into consideration both the internal (the rate of the IDS development, the quality of the outlined tasks fulfillment) and external factors (the rates of increase of the SCS participants, the frequency of the SCS participants activity) at the creation of the IDS. It should be emphasized that every user makes own contribution into the formation of both IDS and SVS on the whole independently from the type of his activity.

References

1. Peleshchyshyn A. The processes of the interactive social communications management in the conditions of information society development : monograph / A. Peleshchyshyn, Yu. Syerov, L. Berezko, O. Peleshchyshyn, O. Tymovchak-Maksymets, O. Markovets. – Lviv : Publishing house of Lviv Polytechnic National University, 2011. – 374 p.
2. Forkun Yu. The modern approachers to the technology of the development and formation of the Information documentation support of the social communication systems / Yu. Forkun, A. Peleshchyshyn // East European Journal of Advanced Technologies. – 2012. – Vol. 2, N 2 (56).