

Web-communities in the context of modern scientific researches of the department of social communication and information

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Annotation. The article focuses on the analysis of researcher on web-communities conducted by scientists of social communication and information activities of Lviv Polytechnic National University. The authors characterize basic fundamental directions of the research of Andriy Peleshchyn scientific school.

Key words – web-communities, social network, scientific school, forums, blogs, virtual communications.

Virtual communities nowadays form fundamental part of web space. Web-communities in their different forms are essential component of e-Government system control of the authorities, distant education, formation of encyclopedic media, cultural and ethnic center in the network.

Scientific researches of web-communities form scientific school of A.Peleshchyn, which has the main following directions: new methods of increasing efficiency of virtual communities, forums and blogs in particular new methods of gaining users experience of virtual environment of communication and personification of information coverage.

In numerous scientific works by A. Peleschchyn system creating processes on the WWW, methods of constructing information society, positioning websites on the WWW, social networks on the WWW as well as information technologies for social communication are investigated [4]. In 2008 the author solved the problem of devising methods and means of positioning a site in the system of the WWW. Aforementioned methods ensure enduring efficiency of websites functioning, resistance to exterior influences and changes in the global environment [2].

Methods of informational society construction, social networks on the WWW, gender and age differences of the language of internet communication, development of methods and means of personification of content of the WWW are scrutinized by students of Peleschchyn, namely Yu. Syerov, O. Berezko, S. Fedushko, O. Markovets and others. Outcomes of scientific research open a perspective scientific direction in modeling, projecting and improving efficiency of virtual communities functioning.

Large-scale research of web-communities is carried out by Yu. Syerov. His research is devoted to increasing efficiency of virtual communities functioning on the basis of web-forums, applying elaborated theoretic principles algorithmic and program complex [9]. PhD research of S. Fedushko is dedicated to developing methods and means of computing and linguistic check of fake user accounts [6]. In

their common scientific work the authors analyze social and demographic profiles aiming at identifying web-community members [8].

Peleshchyn O. developed in her own dissertation methods of selection of relevant and important online-communities for marketing, based on the determination of pooled indexes of marketing relevance and marketing importance of online-communities, the efficiency method of marketing actions analysis in online-communities [3]. Markovets O. examines in his own studies the processes of appeal creation by citizens on the basis of information taken from different net-sources and the analysis of information from appeal. The author analysis indicators in his works necessary for providing information analysis in appeal and depicts the options of information analysis from received appeals [7]. According to the author net-communities are one of the e-government elements and the means of communication between public authorities and society.

Tymovchak-Maksymets O. studies computer-linguistics methods and means of revealing consumer experience in the information content of net-forums, that would be able to give the opportunity to improve the process of consumer experience [5]. Huminskyi R. examines in his thesis information threats to virtual communities in net-environment of social networks [1].

Thus, studies of the collective of Peleshchyn scientific school show the content of virtual community model, aimed at description and solving of community management tasks in global system WWW.

Literature

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