



ATTRACTING LIBRARIES TO THE LIBRARY ON THE BASIS OF CURRENT MODERN TECHNOLOGIES IN THE INFORMATION LIBRARY CENTER

Shavkatova Gulnoz Shavkat kizi,

Karshi State Technical University,

Student of the Department of Telecommunication Technologies

Annotation. *This article analyzes modern innovations such as the creation of electronic libraries, the process of digitization, the use of multimedia technologies, improving library services through mobile applications and interactive services. It also examines the role of social networks and online marketing in attracting users to libraries, the impact of technology on attracting young people to libraries, and the importance of integration with global information systems. The article presents important steps and approaches for libraries to attract readers through the use of modern technologies.*

Key words: *Information technology, library, innovation, interactive services, mobile applications, multimedia technologies, social networks, online marketing, integration, reader.*

Аннотация. *В статье анализируются современные инновации, такие как создание электронных библиотек, процесс оцифровки, использование мультимедийных технологий, улучшение библиотечных услуг с помощью мобильных приложений и интерактивных сервисов. Также рассматривается роль социальных сетей и онлайн-маркетинга в привлечении пользователей в библиотеки, влияние технологий на привлечение молодежи в библиотеки и важность интеграции с глобальными информационными системами. В статье представлены важные шаги и подходы для библиотек по привлечению читателей с помощью использования современных технологий.*



Ключевые слова: Информационные технологии, библиотека, инновации, интерактивные сервисы, мобильные приложения, мультимедийные технологии, социальные сети, онлайн-маркетинг, интеграция, читатель.

Today, information technologies are developing in all directions around the world. These technologies are also having an impact on the library system. Libraries in Uzbekistan are striving to become not only places for reading books, but also to provide services in new formats based on information technologies. The effective use of modern technologies is of great importance in attracting readers to the library. This article discusses the methods of attracting readers in libraries based on modern technologies.

Electronic libraries are platforms that allow you to access books, articles, scientific works and other information via the Internet. Such libraries allow users to search for the necessary resources at any time. The electronic library system is widespread in libraries around the world and plays a major role in simplifying the reading process. Large libraries in Uzbekistan are also trying to attract readers by creating electronic libraries.

The process of digitizing books and documents stored in libraries ensures the efficient use of library funds. Works with digital versions are shared online with readers, making libraries more attractive. Through digitization, users in remote areas also have the opportunity to use library resources. For example, some libraries in Uzbekistan have begun implementing programs to distribute their materials via the Internet.

The process of digitizing books and documents stored in libraries ensures the efficient use of library funds. Works with digital versions are shared online with readers, making libraries more attractive. Through digitization, users in remote areas also have the opportunity to use library resources. For example, some libraries in Uzbekistan have begun implementing programs to distribute their materials via the Internet.



Libraries are creating mobile apps to improve their services and make it easier for users. For example, mobile apps provide users with a wide range of options to join the library, reserve books, search for resources, and even get news. With the help of mobile technologies, library services become more convenient and faster. All of these are important in attracting readers to the library.

Social media is an effective means of disseminating information today. Libraries create their own pages on social networks and inform users about library services. Through online marketing, libraries inform users about new books, events and services. Readers can also express their opinions and comments online and make new suggestions to libraries.

Modern youth are well-versed in technology and have many opportunities to work with it. Therefore, libraries are increasingly choosing to use modern technologies to attract young people. The use of gamification methods to attract readers, the creation of interactive library applications, and the organization of the reading process in an interesting and playful way are of great interest among young people. Online reading games, library festivals, and entertainment programs are effective tools for attracting young people to libraries.

Integration with virtual libraries and global information systems creates new opportunities for libraries. Users will have access to global resources and materials online. This is especially important for those who are engaged in scientific research. In global information systems, libraries can promote their resources and distribute them worldwide.

Modern technologies allow libraries to be more interactive, convenient and modern. Libraries should not only be places for reading books, but also become information centers and provide various services. With the help of electronic libraries, mobile applications, multimedia technologies and social networks, great progress can be made in attracting readers to libraries. Also, the influence of technologies increases interest in libraries among young people and further enhances the activity of readers.

**REFERENCES:**

1. Benzerara, M., Guedaoura, H., Anas, S. M., Yolchiyev, M., & Daminova, B. (2024). Advanced Strengthening of Steel Structures: Investigating GFRP Reinforcement for Floor Beams with Trapezoidal Web Openings. In *E3S Web of Conferences* (Vol. 497, p. 02013). EDP Sciences.
2. Esanovna D. B. Modern Teaching Aids and Technical Equipment in Modern Educational Institutions //International Journal of Innovative Analyses and Emerging Technology. – Т. 2. – №. 6.
3. Daminova B. et al. Electronic textbook as a basis for innovative teaching //International Scientific and Practical Conference on Algorithms and Current Problems of Programming.-2023. – 2023.
4. Raximov N., Primqulov O., Daminova B. Basic concepts and stages of research development on artificial intelligence //2021 International Conference on Information Science and Communications Technologies (ICISCT). – IEEE, 2021. – С. 1-4.
5. Daminova B. E., Oripova M. O. METHODS OF USING MODERN METHODS BY TEACHERS OF MATHEMATICS AND INFORMATION TECHNOLOGIES IN THE CLASSROOM //Экономика и социум. – 2024. – №. 2 (117)-1. – С. 256-261.
6. Тошиев А. Э., Даминава Б. Э., Тошиев А. Э. ДБЭ Формирование самаркандской региональной транспортно-логистической системы //Перспективные информационные технологии (ПИТ 2017)[Электронный ресурс]: Междунар. науч.-техн. конф. – 2017. – С. 14-16.
7. Даминава Б. Э. СОДЕРЖАНИЕ ПРОФЕССИОНАЛЬНОГО ОБРАЗОВАНИЯ И ТЕНДЕНЦИИ ЕГО ИЗМЕНЕНИЯ ПОД ВЛИЯНИЕМ НОВЫХ СОЦИАЛЬНО-ЭКОНОМИЧЕСКИХ УСЛОВИЙ //Yosh mutaxassislar. – 2023. – Т. 1. – №. 8. – С. 72-77.
8. Даминава Б. Э. и др. ОБРАБОТКА ВИДЕОМАТЕРИАЛОВ ПРИ РАЗРАБОТКЕ ОБРАЗОВАТЕЛЬНЫХ РЕСУРСОВ //Экономика и социум. – 2024. – №. 2-2. – С. 117.



9. Daminova B. et al. Electronic textbook as a basis for innovative teaching //International Scientific and Practical Conference on Algorithms and Current Problems of Programming.-2023. – 2023.
10. Daminova B. E. et al. USING THE GOOGLE CLASSROOM WEB SERVICE AND PREPARING INTERACTIVE PRESENTATIONS //Экономика и социум. – 2024. – №. 5-1 (120). – С. 216-225.
11. Daminova B. Algorithm of education quality assessment system in secondary special education institution (on the example of guzor industrial technical college) //International Scientific and Practical Conference on Algorithms and Current Problems of Programming. – 2023.
12. Daminova B. FORMATION OF THE MANAGEMENT STRUCTURE OF EDUCATIONAL PROCESSES IN THE HIGHER EDUCATION SYSTEM //Science and innovation. – 2023. – Т. 2. – №. A6. – С. 317-325.
13. Raximov N. et al. As a mechanism that achieves the goal of decision management //2021 International Conference on Information Science and Communications Technologies (ICISCT). – IEEE, 2021. – С. 1-4.
14. Daminova B. ACTIVATION OF COGNITIVE ACTIVITY AMONG STUDENTS IN TEACHING COMPUTER SCIENCE //CENTRAL ASIAN JOURNAL OF EDUCATION AND COMPUTER SCIENCES (CAJECS). – 2023. – Т. 2. – №. 1. – С. 68-71.
15. Daminova B. E., Oripova M. O. METHODS OF USING MODERN METHODS BY TEACHERS OF MATHEMATICS AND INFORMATION TECHNOLOGIES IN THE CLASSROOM //Экономика и социум. – 2024. – №. 2 (117)-1. – С. 256-261.