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# Countering the Information War

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## Abstract

The factors influencing the formation of the information environment and information shield personality, the task of the libraries on the harmonization of the information space and help users in forming an information shield for protection against aggressive and destructive information in the information war are considered.

## 1. Introduction

Currently, virtualization of society has reached such an extent that the processes in the virtual space have a significant effect on real events. The widespread use of manipulative techniques to manipulate people's minds, information warfare requires the development of methods to counter such processes.

The development of ICT technologies can give the library activities global. This makes it possible to develop methods of harmonization and humanization of the information space, to counter aggression and television media [1].

A feature and advantage of the libraries to the media is the ability to use complex virtual and direct forms of communication, to develop new forms of communication with the use of multimedia, ICT technology in cultural and educational activities.

## 2. Information Outlook - The Basis of Counter Information Warfare

### 2.1. Tasks of Libraries in the Information War

In terms of information warfare the task for library is user training and information culture of aggression opposition television and media in the information space of harmonic and humanistic goals aimed at an environment that enables a person right of free choice of information resources and promotes harmonious information needs [2].

The library can help users confront false perception of information, provide users with knowledge about methods to assess the flow of information literacy.

Through the promotion of Ukrainian values, dissemination of information about the history of Ukraine, Ukrainian traditions of the people of the outstanding figures of Ukrainian culture and science library participates in confronting anti-Ukrainian information war.

Now most conspicuous new global problems that are caused by fundamentally new conditions of social development: Virtualization society, manipulation of public opinion. Society has become more dependent on communication. Humanity in the twentieth century came to an understanding that information is the basis of life and human activity and society [3].

## 2.2. Information Culture and Information World View

One of the most important components of information culture is information world view. This is a new quality philosophy of personality, which is at the heart of understanding defining the role of information and information processes in the natural phenomena of human society, of the individual.

Now is observed the process of rapid informatization of the society, which means not only total computerization as a natural process of propagation effects on humanity and accelerate information processes. The information becomes more important resource of human life, than material and energy resources.

In connection with the formation of the information society are changing job functions and libraries. Main objectives: promote a safe and comfortable information environment for its users. This is not possible without purposeful educational work, the effect of which is the formation of information protection and harmonic information needs.

So close to the study of information technology education information culture must, first, carry knowledge about the impact of media on consciousness, behavior and health, and secondly - the ethics and culture of behavior in the information environment.

The Concept introduction of media education in Ukraine one of the main objectives of education identified the need for the formation of individual ability to choose the right information, avoid information "garbage" to protect themselves from potentially harmful information on the basis of direct and hidden influences. N.I. Hendina Research indicate that the individual information culture is part of general human culture. The concept of "information culture" includes a set of information systems of belief and knowledge and skills that ensure purposeful activity with optimum satisfaction of individual information needs using both traditional and new information technologies. Determining the formation of information culture is informative outlook that includes beliefs, ideals, principles of cognitive activity. This system is found in values, lifestyle personality, social environment and society in general [4].

According to the opinion of J. L. Kostenko now enhanced educational focus of libraries, a new paradigm of their activity, argues a new image library, which corresponds to the paradigm of the knowledge society. Libraries turn to research and educational institutions [5].

## 2.3. Educational Function of Libraries

The information society and the development of a knowledge society leads to changes in requirements for university graduates. Future specialists should be able to scientifically organize their work, have modern methods of collection, storage and processing of information used in the professional field. Unlike traditional education, where the

central figure is a teacher in the use of information technology education center of gravity moves to a student who should be able to form his IT environment.

The modern society is characterized by a significant increase in the flow of information that affect the human mind. "Information explosion" accompanied by the growth of destructive forms of thinking based on consumer standards, cultivating violence, aggression and intolerance. Modernity requires new approaches, full of humanism and practical content that will lead to the creation of harmonious relations between individuals, between society and nature, between the physical, mental and social origins of man.

The study is the rationale for their introduction in the educational process of university lectures. Information outlook and information culture can give knowledge about the laws of information processes, fundamental quality of information on the impact of information on health awareness and knowledge of ethical behavior and culture in the information environment. Task of the lectures: to teach students to manage their information environment formation so that it contributed to the development of creative human capabilities and meet the basic principles of life safety system.

## 2.4. The Formation of the Information Environment of the Individual

The information environment is both a result and condition of life of the individual and society as a whole. Global information society creates new problems of human survival. With the development of information technology increases the comfort of the information environment and reduced reliability. In the twentieth age of formation of the information environment of man occurred at stages: knowledge of the individual (in its microenvironment) reconstructed knowledge in a social group (the environment), then - in a large community of knowledge (macro), then - access to a global level. Now information, avoiding social filters can move from the individual to the global level. Therefore, everyone should understand that it is responsible for the state of the information environment of mankind, and state information environment determines all life processes in society.

Global problems have arisen that humanity creates an information environment without following the principles of the global system selection information that would help shape the person in every situation selection rules according to the information system of priorities. So in every situation a person must be guided by the principles of determining the most important information that meets life safety in every case. The following guidelines for selection of information to assess situations in which a person acts, helps minimize interaction with the environment, which is essential survival [6].

For a man of great importance is the quality and amount of information that gets its information environment. Information overload leads to violations of human information environment, a person does not receive the necessary information to assess situations in which it operates.

Data quality can directly affect the human body, to set it to the harmonious development or destruction [7].

If the information environment will be organized on the basis of the laws of functioning, while efficiently and purposefully and will form its structure. Well-organized information environment promotes human development as a creative person, the formation of higher spiritual needs. Primitively organized information environment shapes primitive information needs, does not allow for human development. Contamination information environment information directed against nature, with the aggressive components can adversely affect the subconscious mind of man, his health and personality development [8].

XXI century is now called information age and the age of electronic information. For it is characteristic of aggressive technology change and "spread" of electronic information. Now society is electronic information revolution. Goes global connectedness that is the deciding factor in all spheres of life [9]. In terms of global information society must learn the "rules of conduct" in information space. Globalization processes on Earth witness an expansion of consciousness of everyone - of "holographic" perception of each situation in terms of its causes and global consequences.

## 2.5. Formation of an Information Shield

As individual as well as society in general have the ability to prevent information security through the formation of an information shield: the value system that is focused on global safety principles of human activity. Therefore, it is necessary for human survival of the internal information shield, which does not pass on the information environment and excessive harmful information.

Training information culture, first of all, must carry knowledge about the laws of information processes, fundamental properties of information on the impact of information on health awareness and knowledge of ethics and culture of behavior in the information environment. The results of the information world view should be: information shield for man, formation harmonic information needs [10], ability to form an information environment for decision making in any situation, the organization of knowledge for successful learning.

The library can help users to resist the perception of false information to educate users to the methods of a competent assessment of the information flow [11].

In the information war is particularly relevant training in the protection against the negative impacts of information.

## 3. Conclusion

In modern conditions of spiritual crisis and reassessment of values is becoming increasingly important anticipatory activity on the formation of social and cultural needs in the

spirit of humanistic priorities and sustainable development of society. Challenge for libraries in the information war - user training counter aggression television and media.

To neutralize an aggressive information, intelligence information in the library space can form a harmonious oriented humanistic purpose information environment. This information environment will give users a free choice of the field of information resources for the formation of a harmonious information needs and protection of information weapons.

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