

THE PECULIARITIES OF INFORMATION PRESENTATION ON INTERNET-SITES OF THE LEADING UNIVERSITIES OF UKRAINE

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The aim of the study is to define quantitative and qualitative presentation of news and information on science and scientific events on the corporate sites of three classical universities of Ukraine ranked by QS World University Rankings. The news containing scientific information and stories about science and scientific events are analyzed. 1798 materials were posted on Internet-platforms of universities during 2015/2016 academic year, which reported on the activity of these universities. Only 121 publications (6,73 %) cover the news and information on science and scientific events. The research proved that the presentation of scientific topics on official Internet portals does not comply with tasks and principles of an innovative university.

Key words: information, information source, science, journalism, news, university, communication.

Introduction. In the situation when the information flow has increased in tens or sometimes in hundreds times, of great importance for journalists is to find coordinates of an information source. As under condition of accelerated flow, we often accept the swiftest as the main, but not the most important or indeed verified. While searching for information coordinates and also facts and story ideas, the journalists of printed, electronic and convergent media often visit corporate Internet portals. And universities sites are not the exception, because a university is not only a place where you get knowledge, but a platform where new scientific ideas are generated, which promote social and economic development of the country. According to R. Vernydub, the implementation of European education standards takes place due to «strengthening of scientific component of educational process and implementation of innovation technologies» [1]. The level of university achievements is defined on the basis of statistical analysis of activity, audit evidence in particular, and global expert questioning of representatives of international academic community and employers [6] – QS World University Rankings.

It evaluates the universities on the basis of such indicators: academic reputation (40 %); citation per faculty (20 %); student-to-faculty ratio (20 %); employer reputation (10 %); international faculty ratio (5%) and international student ratio (5%).

QS World University Rankings, which includes more than world 800 universities, included 6 Ukrainian universities in 2016–2017: 1. V. N. Karazin Kharkiv National University; 2. Taras Shevchenko National University of Kyiv; 3. National Technical University of Ukraine «Igor Sikorsky Kyiv Polytechnic Institute»; 4–6 – Donetsk National University, National Technical University «Kharkiv Polytechnic Institute», Sumy State University [6].

Scientific activity of a university not only forms the institution image, but also creates foundations of state emergence on the world stage. Thus, the coordinates search of scientific information and information on scientific events can be a reason for journalists' visiting the corporate sites of universities. First of all, they search for general overview – review of scientific materials; signaling information of a previous message; reference information – short systematic information about any branch of knowledge.

To define quantitative and qualitative presentation of news and information about science and scientific events on the corporate sites of three classical universities of Ukraine is *the aim of the study*.

The content of classical universities sites ranked by QS World University Rankings was chosen for analysis: V. N. Karazin Kharkiv National University – <http://www.univer.kharkov.ua>, Taras Shevchenko National University of Kyiv – <http://www.univ.kiev.ua>, Sumy State University – <http://sumdu.edu.ua>.

The analysis period of materials was from the 1st of September 2015 to the 30th of June 2016.

The research object is the sites of leading Ukrainian universities according to QS World University Rankings. The research subject is news content of these Internet platforms.

The issue of scientific knowledge promotion has been studied by many national and foreign scientists. For example, O. Konovets' carried out the analytical review of periodicals in the system of scientific communication, defined the functions of scientific periodicals and the most famous and prestigious world scientific media, proposed the classification of Ukrainian scientific periodicals etc. Thus, the scientists emphasized: «it has become clear that the full development of democratic, nationally oriented, language and culture oriented, harmonious society is impossible without the systematic promotion of knowledge in education and science in particular» [3, p. 41].

The issues related to dissemination of scientific information, science and scientific events news through open, structured media channels were studied by the following scientists in different time: D. Atkinson, O. Bieliakov, A. Boyko, M. Bonits, W. Booth, V. Hatash, V. Dobrov, M. Alley, N. Zelinska, O. Zernetska, B. Karpinskyi, S. Kost', S. Kuleshov, D. Locke, Yu. Lotman, O. Romanchuk, J. Russ, V. Sadivnychyy, S. Suvorova, S. Khominskyi, A. Shorr, T. Yatskiv etc.

Several decades ago M. Maievskyi interpreted the science promotion as an independent and important sphere of public life, which has its own aim and tasks, methods and application sphere [5].

In her turn, O. Zernets'ka stressed out that «adequate understanding of scientific achievements based on solid factual basis promotes democratic and informed dialogue between science and society, directs the development of scientific, economic and defense policy of countries and regions, suggests new innovative development path and, finally, it contributes to wealth being of population» [2].

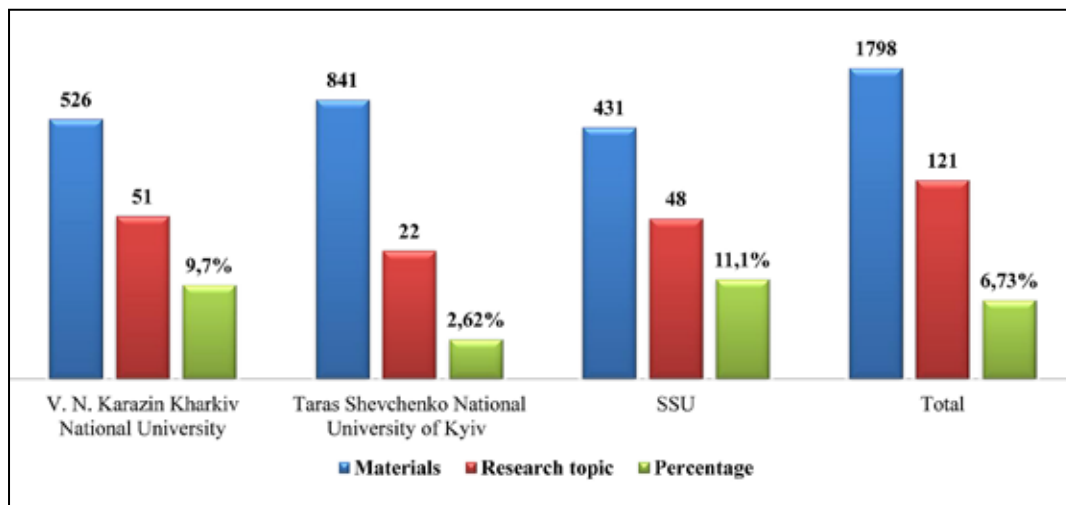
Research methods. The basis of the study is descriptive research methods, typological analysis and classification, in particular. They allow to reveal the reasons of this or that phenomena, identify the main stages of its development and the influence of a particular situation on events character and phenomena; compare local events with history mainstream. The general scientific method of material selection and systematization was applied, which was realized through methods and procedures of registration of printed messages related to scientific events with the issue date, publication source etc.

Results and discussion. The news on science and scientific events and also scientific information can only be the result of significant targeted efforts. An institution, which «constantly carries out scientific research and its curriculum include such educational tools as projects, trainings and at the same time resources providing educational process must correspond to the level of advanced science» [4, p. 163], is defined as an innovative university.

The news posted on Internet portals of three leading Ukrainian universities (according to QS World University Rankings) have been chosen for quantitative and qualitative analysis. They reported interesting scientific facts; new knowledge and its application; scientific and technical achievements; development of scientific and technical knowledge for practical application; manufacture of experimental samples

or scientific and technical manufactured batch; design, research, technological, search and project-search works; open lectures delivered by famous scientists; scientific and theoretical conferences, scientific and practical conferences and lecturer’s participation; students’ involvement in developing and application of theoretical systemic objective knowledge of reality; publishing of scientific works; varied scientific events.

1798 materials related to the universities activity were posted on the sites of Taras Shevchenko National University of Kyiv, V. N. Karazin Kharkiv National University and Sumy State University during the analyzed period, which coincided with 20015/2016 academic year. Only 121 publications (6,73 %) represent news and information about science and scientific events.



The table shows that, according to quantitative indicators, V. N. Karazin Kharkiv National University presents its activity more actively due to 51 publications. SSU is the most active in percentage terms. The least quantity of materials related to scientific activity is published by Taras Shevchenko National University of Kyiv– only 2,62 % .

The most wide spread are reports (related to the research topic) on the different meetings; participation of students, post graduate students and lecturers in scientific conferences; All-Ukrainian and international scientific forums conducted in the university, which are posted on Internet portals of three universities.

For example, the site of V. N. Karazin Kharkiv National University contains the material devoted to «International research and practical conference “M.I. Tuhan-Baranovskiy: creative heritage and modern economic science”», which informs that the international research and practical conference took place on the 15th -16th of October 2015. It was dedicated to 115th anniversary of birth of a world famous scientist, an alumnus of the university Mykhailo Tuhan-Baranovskiy. It was also mentioned that an exhibition of rare editions of his works also took place.

And if we can see such popular science materials almost every week, then the news, which cover research developments of the scientist of this university are very rare. The monitoring of the site of V. N. Karazin Kharkiv National University revealed only 5 such publications. One of them was «Karazin scientists will help to ensure cybersecurity in information and hybrid wars» (7th of June 2016). It states that the scientists of Department of information systems and technologies security were developing a project «State analysis, grounding of requirements and development directions, standardization, development and implementation of cryptographic systems to provide electronic trust services». It was aimed at increasing state’s security in information sphere, providing

confidentiality and availability of official web-resources and also of cybersecurity under condition of information and hybrid wars.

Another material «Karazin university scientists research the nature and properties of the Universe» (3rd of June 2016). It was about a group of scientists, headed by Oleksandr Zhelezniak, a Senior Fellow of Research Institute for Astronomy, which developed the project «Research of gravitational lenses: cosmological parameters and physics of extragalactic objects». The project aim is to define the substance nature, which dominates in the Universe, mechanism of accelerated expansion due to the research of the phenomenon of gravitational lens for different scale objects of the Universe, gravitational and lens quasar, in particular.

The materials, which distinguish Kharkiv National University, are titled «Novelties of publishing house: scientific literature». It reports on the scientific editions published in the university press. The internet portals of the university constantly post such materials, several times per month.

The scientifically significant material on the corporate site of SSU is devoted to a group of university fellows, which developed a unique industrial design of multifunctional oil and gas and water separator («HEATER-TREATER») of oil preparation equipment (4th of September 2015). According to main technical characteristics, the developed device is not inferior to famous world analogues of heater-treaters of such companies as Cameron's NATCO (USA), Sivals, Inc. (USA), EN-FAB, Inc. (USA), the device Free Water Knock-Out (FWKO) manufactured by Maloney Industries, Inc. (Canada) etc.

The material «The mobile application LORHELPER developed by SSU got a recognition of Ukrainian doctors» (23th of February 2016) is also of interest due to its significant content. The software developed by the lecturers of Medical Institute of SSU helps quickly process a great quantity of information due to search of necessary information in the software data base. It contains illustrations of clinical presentation of a disease. It helps correctly interpret the data, obtained during the patient examination and, thus, avoid mistakes while diagnosing.

Such materials as «Students' Science Club of SSU has got a patent on invention», «Sumy State University presented the scientific developments on XII International Specialized Exhibition "Arms and Security – 2015"», «SSU scientists won grant to research mechanisms of technologies transfer», «SSU scientist is ranked one of the best scientists of Ukraine according to Hirsch index and data base SCOPUS» cover the scientific developments of SSU scientists during the monitoring period.

The official site of Taras Shevchenko National University of Kyiv emphasized that «Natural Science Departments of KNU will cooperate with "Ukroboronprom"» (14th of September 2015). The working meeting of the representatives of State Concern «Ukroboronprom» with the heads of natural science departments and institutes took place in the building of Faculty of Radio Physics, Electronics and Computer Systems. The possibilities of scientific cooperation, students' internship on the concern enterprises, graduates employment were discussed.

The material «Meeting with the representatives of Huawei Technologies Co.» (7th of June 2016) informs about the possibility to create joint research center with Chinese partners. The CEO of Huawei pointed out that, first of all, they are interested in developments in radioelectronics, telecommunications, computer equipment, software, IT and applied mathematics.

The high appreciation of scientific achievements of KNU is proved by the material «Our professor is awarded the State prize in science and technology»: the head of Astrophysics Department of Astronomical Observatory, Doctor of Physical and Mathematical Sciences, Professor Valeriy Zhdanov was awarded the State prize of Ukraine in science and technology. His domain of interest is relativistic astrophysics and cosmology, relativistic dynamics, general relativity theory.

Conclusions and prospects. The quantitative and qualitative research of news content of the corporate sites of three classical universities of Ukraine ranked by QS World University Rankings found 1798 materials related to the universities activity. Only 121 publications (6,73 %) contain news and information about science and scientific events. The majority is the materials about different scientific meetings, research conferences and participation of other universities representatives, students' victories in contests. The materials about scientific and technological advances, experimental samples production are rare.

The study proved that the research topics presentation on official Internet portals of the universities does not comply with the tasks and principles of an innovative university. Thus, the journalists of printed, electronic and convergent media do not find information and facts on the corporate universities sites, which could become journalists' materials about development of science in universities. As a result, there is almost no professional scientific communication; the majority of Ukrainian society is absolutely sure that the science in Ukraine does not exist at all.

The absolute fairness/ unfairness of this conclusion can be proved by the study of the materials related to scientific issues in different media, which constitutes the prospect of further research.

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Особливості представлення наукової інформації на інтернет-сайтах провідних ВНЗ України

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Мета дослідження – визначення кількісно-якісного представлення новин та інформації про науку й наукові події на корпоративних сайтах трьох класичних університетів України, що увійшли до рейтингу QS World University. Аналізуються новинні матеріали, в яких викладається наукова інформація чи подаються розповіді про науку й наукові події. За оглянутий період, що збігається із 2015/2016 навчальним роком, на інтернет-платформах університетів усього розміщено 1798 матеріалів, що розповідають про діяльність цих ВНЗ. Новини та інформація про науку й наукові події представлена лише у 121 публікації (6,73 %). У ході дослідження доведено, що презентацію наукових тем на офіційних інтернет-порталах університетів не можна назвати такою, що відповідає завданням і принципам функціонування інноваційного ВНЗ.

Ключові слова: інформація, джерело інформації, наука, журналістика, новина, вищий навчальний заклад, комунікація.

Особливості представлення наукової інформації на інтернет-сайтах провідних ВНЗ України

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Цель исследования – определение количественно-качественного представления новостей и информации о науке и научных событиях на корпоративных сайтах трех классических университетов Украины, вошедших в рейтинг QS World University. Анализируются новостные материалы, в которых излагается научная информация или подаются сведения о науке и научных событиях. За период мониторинга, который совпадает с 2015/2016 учебным годом, на интернет-платформах университетов всего размещено 1798 материалов, рассказывающих о деятельности этих высших учебных заведений. Новости и информация о науке и научных событиях представлена лишь в 121 публикации (6,73%). В ходе исследования доказано, что презентацию научных тем на официальных интернет-порталах университетов нельзя назвать соответствующей задачам и принципам функционирования инновационного вуза.

Ключевые слова: информация, источник информации, наука, журналистика, новость, высшее учебное заведение, коммуникация.

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