

DEVELOPMENT OF INFORMATION RESOURCES IN REGIONAL ASPECT (DONETSK REGION CASE STUDY)

General definition of the problem. In today's information society the relevant problem of territorial inequalities is far from being simple. It is important to understand that social, economic and territorial inequalities are unprejudiced. They were, are and will be present in the future, and no socio-economic regional policy can overcome them, because they are based on unbiased different preconditions for regional development. There are no areas with equal preconditions. The objective of effective regional policy is to take account of unbiased preconditions to the maximum extent and, if possible, to overcome the hypertrophied inequalities.

For modern Ukraine it is vital to develop and implement the regional development strategy, the main goal of which shall be: welfare of citizens (in the broad sense); territorial justice (equality of citizens regardless of their residence); territorial integrity of the state. Many regional differences of social nature require a long period to be eliminated or at least smoothed. At the same time, there are such differences, which are to be maintained and developed: for example, national traditions, peculiar features of the cultural heritage, labour skills of the population [5, p.14 – 15].

Review of the researches in recent years and highlights of the outstanding aspects of the problem. One of the main areas of a comprehensive study of regional systems and at the same time the method of learning the territorial features of social development is social zoning, which has important practical implications for the regional policy and regional planning. Among the key issues of this type of zoning it is necessary to mention definitions of the level of regions' social development that is characterized by a set of indicators.

Thus, for the whole country or its region such indicators may be those that reflect: 1) social structure of the population; 2) level of education; 3) access and intensity of information use; 4) development of science and scientific and technical progress, etc.

According to scientists Ilin, Shkaratan and Zlobin, the list of benefits that underpin the social reproduction of inequality is unchanged. These are the economic resources, political resources, social resources (access to high-quality social networks and social relations) and human capital [3, 8].

Information society is increasingly becoming a reality in the country and some regions, including Donetsk

region. It has historical, scientific, technical and social preconditions. In this sense, the survey of information component in social development is relevant.

Poorly studied issue is the level info-communications at the regional level and their impact on development and quality of regional society. The information component can be characterized by the concepts of information resource, information products, information activities and information service. Social and political dictionary defines the information service, performance of information activity in the form set by the law to communicate the information products to consumers in order to meet their information needs [1, p.106].

Task definition. Information resources are the important part of modern society, that is why the *purpose of this article is to analyse the development trends and territorial organization of information resources in Donetsk region during 2002 – 2011.*

Presentation of the basic study materials. The information resources of Donetsk region are telecommunications services, Internet services and mail services.

Telecommunication services (telephone, telegraph and computer communications, wire broadcasting, terrestrial television and radio broadcasting and cable television) in the region are provided by more than 350 communication market entities of various forms of ownership and subordination. According to the Strategy of Information Policy in Donetsk region 6, p. 11 the principal means of information presentation to the regional citizens are central television in the first place and local television and Internet for the second and third places, respectively. Similarly the credibility of information sources is distributed.

The main telecommunications operators are Donetsk branch of "Ukrtelecom" OJSC, "Farlep-Telecom-Holding" CJSC, Donbass branch of "Telecommunications Company "Velton.Telecom" OJSC, "Promtelecom" OJSC, "Ukrvugletelecom" OJSC, Donetsk branch of "Golden.Telecom" LLC, "Doris" CJSC, Donetsk branch of Radio Broadcasting, Radio Communication and Television Concern, "Ukrainian Mobile Communications" CJSC, Donetsk office of "Kyivstar" CJSC branch in Dnipropetrovsk, Regional branch of "Astelit" LLC in Donetsk, Donetsk branch of "Ukrainian Radiosystems" CJSC, Donetsk branch of "Telesystems of Ukraine" CJSC.

Stationary telephone communication services in the region are provided to 1.2 million subscribers and over 800 thousand subscribers have stationary residential telephones. The services of mobile operators are used by about 9.0 million subscribers and there are over 280 thousand cable television subscribers.

Postal services in the region are provided by Donetsk Department of Ukrainian State Enterprise "Ukrposhta". 53 types of services are provided to population, businesses and organizations in the region via 933 entities of postal communication. Postmen deliver the pensions and allowances to about 745 thousand pensioners, serving over 1.6 million subscribers, which have about 120 million periods delivered throughout the year.

Modern information services (Internet access; transmission of data, voice and video; creation of virtual private networks; electronic mail, etc.) are provided by more than 40 telecommunication companies in the region. The best known are Donetsk branch of "Ukrtelecom"

OJSC, "Data-Internet" CJSC, "Farlep-Telecom-Holding" CJSC, Donbass branch of "Telecommunications Company" Velton.Telecom" LLC, "Nadezhda" TRC, "IVK-Donbass" LLC, "NTP "Donbastelesputnyk" LLC. These companies built wire and wireless multiservice network data transmission networks in the region, which can meet the needs of individuals and legal entities for the modern information services. Internet services are provided to about 300 thousand subscribers 4, 7.

Spreading of Internet and mobile communication are the most obvious signs of the information society. The processes of information system development lead to the radical changes in society, changing also the economic sphere, where generation and consumption of services rank first, and information services take a prominent place among them 2, p. 22.

Review of the regional distribution of Internet detected the uneven distribution of subscribers (Table 1). The largest number of subscribers is found in Donetsk

Table 1

Internet subscribers in Donetsk region as of 01.01.2012 [4]

Cities, districts	Internet subscribers	Subscribers of OGO+dial-up+service	Total
Donetsk	105722	15430	121152
Mariupol	46843	5419	52262
Horlivka	5603	6174	11777
Kramatorsk	16126	6176	22302
Amvrosiivka	-	1723	1723
Artemivsk	3090	3437	6527
Velyka Novosilka	-	698	698
Volnovakha district	1647	-	1647
Volnovakha	-	2276	2276
Volodarske	-	876	876
Debaltseve	158	1622	1780
Dzerzhynsk	-	1170	1170
Dobropillia	-	1299	1299
Druzhkivka	2780	2023	4803
Yenakieve	-	3732	3732
Kirovske	-	1790	1790
Kostiantynivka	-	2487	2487
Krasnyi Lyman	-	1019	1019
Krasnoarmiisk	110	4072	4182
Makiiivka	358	3304	3662
Mangush	-	1194	1194
Marinka	-	2218	2218
Novoazovsk	-	861	861
Oleksandrivka	-	431	431
Selidove	150	1244	1394
Sloviansk	2896	3887	6783
Snizhne	-	1646	1646
Starobesheve	-	2672	2672
Telmanove	-	603	603
Torez	650	878	1528
Khartsyzsk	280	4112	4392
Shakhtarsk	-	1704	1704
Yasynuvata	-	4355	4355
Avdiivka	762	-	762
Total	187175	90532	277707

(121 thousand subscribers), Mariupol (52 thousand subscribers), Kramatorsk (22 thousand subscribers) and Horlivka (11 thousand subscribers). This may be due to the fact that these cities are powerful industrial areas and at the same time the central cities of urban conglomerates. Less number of subscribers is registered in Oleksandrivka (431 subscribers), Telmanove (603 subscribers), Velyka Novosilka (698 subscribers) and Avdiivka (762 subscribers), which is related both to small number of population in these towns and to poor development of infrastructure in the areas of their location. At the beginning of 2012, 277707 thousand Internet subscribers were registered in the region, which totals 6.3% of population in the region.

In terms of districts, the following groups can be allocated according to the number of subscribers 1) from 0 to 2 thousand subscribers (Krasnolymsk, Oleksandrivka, Dobropillia, Velyka Novosilka, Amvrosiivka, Volnovakha, Telmanove, Volodarske, Pershotravneve, Novoazovsk districts); 2) from 2100 to 4 thousand subscribers

(Kostiantynivka, Marinka, Starobesheve districts); 3) from 4100 to 6 thousand subscribers (Krasnoarmiisk, Yasynuvata districts); 4) from 6100 to 8 thousand subscribers (Sloviansk, Artemivsk districts) (Fig.1).

Industrial cities and districts of the region are the most information active ones, while the southern rural areas have the potential to Internet spreading.

Dynamics of the Internet growth and spread shows that the largest rates of subscribers number growth is observed since 2007 (Fig. 2).

The highest rates of growth over the past five years demonstrate Starobesheve (30 times), Volnovakha district (28 times), Amvrosiivka (20 times), Torez (17 times), Dzerzhynsk, Snizhne, Oleksandrivka (more than 10 times), while the less rates of growth compared to the leaders are shown by Avdiivka (1.7 times),

Conclusions and prospects for further developments. Total number of Internet subscribers in the last five years has increased more than 4 times within

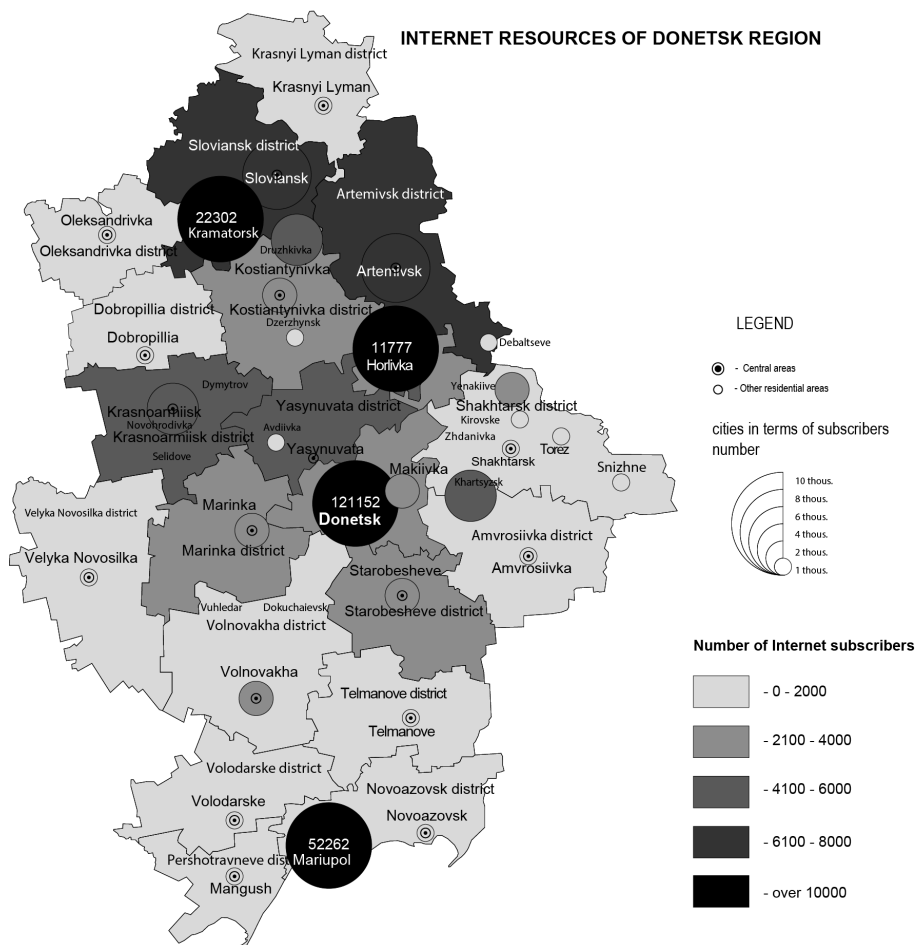
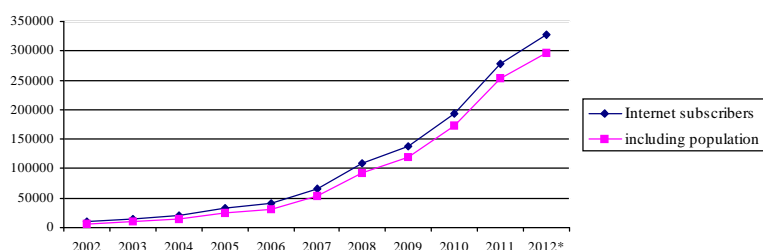


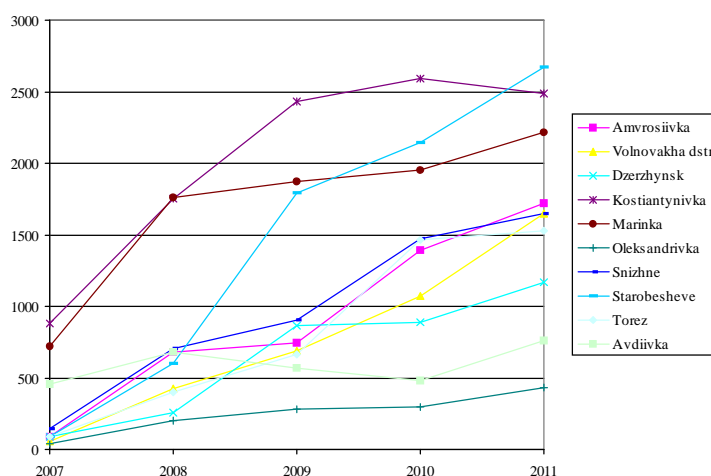
Fig.1. Territorial organization of Internet subscribers in Donetsk region
(Developed by the author using source 4)



2012* – as of 1.10.2012

(According to the data from Central Statistical Office in Donetsk region)

Fig. 2. Dynamics of Internet subscribers in Donetsk region



(According to the data from Central Statistical Office in Donetsk region)

Fig. 3. Imbalance in the rate of growth of Internet subscribers

the region. These trends show a slight levelling of the territorial distribution of Internet subscribers within the region. Thus, the central and eastern areas and cities increase the rate of spreading, approaching the leaders. However, the southern and western rural areas increase the rates more slowly, within the limits of 30 – 50%. Nevertheless, the process of informational activity covers the whole Donetsk region.

Since quantitative indicators show the positive trend of Internet and telecommunications spreading, many problems are encountered with regard to the quality of information resources. The main problems of information support in Donetsk region are defined as follows:

- overcoming the negative regional image in external and internal environment;
- lack of professionalism in the media and, consequently, their reduced credibility;
- insufficient information work regarding the audit of strategic programmes implementation.

Also the impact of the Internet on qualitative changes in regional society needs to be studied.

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Закотнюк О. Л. Розвиток інформаційних ресурсів в регіональному аспекті (на прикладі Донецької області)

Досліджено територіальні кількісні зміни інформаційної складової регіонального соціуму. Виявлено тенденції, динаміку розвитку та розповсюдження інформаційних ресурсів, визначено проблеми інформаційної політики регіону.

Ключові слова: інформаційні ресурси, територіальні нерівності, інформаційне суспільство, абоненти Інтернет, інформаційна політика, імідж області.

Закотнюк О. Л. Развитие информационных ресурсов в региональном аспекте (на примере Донецкой области)

В статье исследованы территориальные количе-

ственные изменения информационной составляющей регионального социума. Выявлены тенденции, динамика развития и распространения информационных ресурсов, определены проблемы информационной политики региона.

Ключевые слова: информационные ресурсы, территориальные диспропорции, информационное общество, абоненты Интернет, информационная политика, имидж области.

Zakotniuk O. L. Development of Information Resources in Regional Aspect (Donetsk Region Case Study)

Territorial quantitative changes in the information component of the regional society were studied in the article. The tendencies and dynamics of information resources development and dissemination were identified and the problems of regional information policy were defined.

Key words: information resources, territorial inequalities, information society, Internet subscribers, information policy, regional image.

Received by the editors: 01.11.2013
and final form 04.12.2013