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THE ROLE OF METHODS IN INCREASING LIBRARIES' INTEREST

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Abstract

This article examines the historical development of methods aimed at increasing readers‘ interest and evaluates their effectiveness in the context of the digital society. Traditional and modern approaches to promoting reading culture are comparatively analyzed. The results indicate that the integration of conventional and innovative methods plays an important role in enhancing reading activity.

Keywords: reading culture, library, innovative methods, digital technologies, book promotion.

Throughout human development, books and reading have been one of the main factors in the spiritual, scientific and cultural development of society. Especially in the current era of the formation of a knowledge economy, the importance of reading culture in developing intellectual potential and raising a spiritually mature generation is increasing.

In recent years, large-scale reforms have been implemented in the Republic of Uzbekistan aimed at developing book reading and a culture of reading. In particular, the Resolution of the President of the Republic of Uzbekistan No. PQ-3271 dated September 13, 2017, Resolution No. PQ-4354 dated June 7, 2019, and the "Strategy of the New Uzbekistan" have identified improving the reading culture of the population as one of the important tasks.

At the same time, as a result of globalization, the popularization of Internet technologies and social networks, there is a decrease in reading activity among young people. The predominance of visual information, problems in the effective organization of free time, and the incompatibility of traditional methods of book promotion with the requirements of the time require the development of new methods for the development of reading.

The purpose of the study is to analyze the historical development and modern forms of methods used to increase the interest of readers and determine their effectiveness.

Object of the study is the process of forming a reading culture in library and information institutions.

Subject of the study is traditional and innovative methods that serve to increase the interest of readers and their effectiveness.

Research methods The study used historical-comparative, systematic analysis, generalization, observation, and comparison methods. Also, scientific works of domestic and foreign librarians and regulatory legal documents were analyzed.

Scientific novelty of the study is that methods aimed at increasing the interest of readers were systematized from the point of view of historical development;

The mutual compatibility of traditional and innovative methods was substantiated;

The prospects for using QR codes, BookTok, gamification and artificial intelligence technologies in modern libraries were revealed;

Effective mechanisms for developing a reading culture were developed.

Practical significance of the study

The results of the study can be used in the activities of information and library centers, libraries of higher educational institutions and organizations engaged in the promotion of reading.

Historical development of methods for developing reading

Reading is closely related to the development of human civilization and was formed on the basis of specific methods in different historical periods. Methods for increasing the interest of readers in books improved along with the social, cultural and technological development of society.

Reading methods in the ancient East

Scholars of the Eastern Renaissance Abu Nasr Al-Farabi, Abu Ali ibn Sina, Abu Rayhan Al-Biruni, Mahmud Kashgari and other thinkers paid special attention to the traditions of conversation, debate and teacher-student in the process of acquiring knowledge. These methods were inextricably linked with book reading and served to consolidate knowledge by discussing the content of the works read.

At that time, libraries served not only as places for storing books, but also as centers for scientific communication. The "Bayt ul-hikma" in Baghdad, scientific centers in Samarkand and Bukhara played an important role in the development of reading culture.

Methods during the Timurid era

The development of science and the art of reading led to the rise of reading culture during the Timurid era. In particular, scientific meetings, collective reading, exchange of ideas, and observation-based educational methods were widely used in the activities of the Mirzo Ulugbek Academy.

During this period, reading manuscripts, participating in scientific discussions, and studying knowledge under the supervision of a teacher were considered the main methods for developing reading.

The formation of traditional methods in the 20th century

By the 20th century, new forms of working with readers had emerged in the activities of libraries. These include:

book exhibitions;
bibliographical reviews;
literary evenings;
readers' conferences;
oral recommendations;
round tables;
"Most active reader" competitions.

Although these methods played an important role in popularizing books, they are characterized mainly by the fact that they are based on the passive participation of the reader.

Methods for developing reading in modern times

The rapid development of information technologies has also radically changed library activities. As a result, interactive and innovative forms of attracting readers to reading have emerged.

Book clubs

Book clubs increase the activity of readers through collective reading and exchange of ideas. This method, along with developing the reader's critical thinking skills, makes the reading process interesting.

Gamification technology

Gamification is aimed at increasing reader motivation by introducing game elements into the book reading process. Points systems, certificates, competitions and incentive mechanisms are effective tools for developing a reading culture among young people.

Electronic libraries

Electronic libraries allow users to access information resources from anywhere. This saves readers time and expands the possibilities of quick access to information.

QR-code technologies

With the help of QR-codes, you can access electronic copies of books, annotations and multimedia materials. This method is especially popular among young readers.

BookTok and social networks

In recent years, the BookTok platform has become one of the most effective tools for promoting books. Millions of users are being attracted to reading through short videos, book recommendations and reader communities.

Artificial intelligence-based recommendation systems

Modern libraries are becoming able to recommend literature that matches readers' interests using artificial intelligence technologies. This serves to ensure an individual approach.

№	Method	Period of use	Efficiency Level
1	Teacher-disciple tradition	Ancient and medieval	High
2	Scientific debates	9th–15th centuries	High
3	Book fairs	20th century	Medium
4	Bibliographic reviews	21st century	Medium
5	Book clubs	22nd century	High
6	Gamification	23rd century	High
7	Electronic libraries	24th century	Very High
8	BookTok and social networks	25th century	Very High
9	Artificial intelligence technologies	Period of use	Prospective

The analysis shows that although traditional methods are important in forming a reading culture, high results can be achieved only when combined with modern digital technologies. Especially in the conditions of changing interests and information perception characteristics of the younger generation, the need to use interactive methods is increasing.

Also, the widespread introduction of digital technologies in libraries, strengthening the promotion of books through social networks, and the use of artificial intelligence capabilities will serve to bring the reading culture to a new level.

The analysis showed that the methods used to increase the interest of readers have improved in the process of historical development. The teacher-student system, scientific conversations and discussions used during the time of ancient Eastern thinkers, were important factors in forming a reading culture. By the 20th century, book exhibitions, bibliographic reviews, literary evenings, and readers' conferences became widespread.

In the 21st century, as a result of the development of information and communication technologies, new forms of attracting readers have emerged. Electronic libraries, mobile applications, audiobooks, QR-code technologies, social networks and the BookTok platform have become one of the effective tools for developing reading.

The results of the study showed that the combination of traditional methods with modern technologies provides high efficiency in increasing reader activity. In particular, book clubs, gamification technologies and recommendation systems based on artificial intelligence allow providing services taking into account the individual interests of readers.

Scientific novelty

The scientific novelty of this study is manifested in the following:

methods for increasing reader interest were systematized according to the stages of historical development;

a comparative analysis of traditional and innovative methods was carried out;

the potential of BookTok, QR-code and artificial intelligence technologies in library activities was scientifically substantiated;

a modern model for developing a reading culture was proposed.

Practical recommendations

Based on the results of the study, it is advisable to implement the following proposals:

Organize virtual exhibitions with QR codes in information and library institutions.

Introduce mobile applications and electronic recommendation systems for readers.

Increase book promotion through Telegram, Instagram, and BookTok platforms.

Regularly conduct projects such as “The Most Active Reader”, “A Book a Month”, “Reading Week”.

Develop book recommendation systems using artificial intelligence technologies.

Expand the activities of book clubs among young people and organize interactive meetings.

Establish advanced training courses on developing digital competencies of librarians.

Developing a reading culture is one of the important factors ensuring the spiritual and intellectual development of society. In the process of historical development, methods that serve to increase the interest of readers have improved and moved from traditional methods to modern forms based on innovative technologies.

The results of the study show that while traditional methods retain their importance, their combination with modern information and communication technologies serves to increase the number of readers and enhance the reading culture.

Also, the use of artificial intelligence technologies, electronic libraries, the BookTok platform, and gamification elements are emerging as promising areas for the development of reading in the future.

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