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# Conflict of Interest in the Global Information Network.(Parties, Interests and Conflicts)

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*Abstract-* Every “professional” who “professionally approaches” the global information space, in addition to being a participant in the processes taking place in this space, is also a witness to constant social problems. Especially in the event of a conflict of interest, the user is forced to take the right position. In some cases, a "conflict of interest" can present the consumer with a dilemma. Such cases are more common on social networks. The consumer of information also participates in this information space as a distributor of information. In some cases, because the reliability of the information is "questionable", the distributor becomes the distributor of disinformation. We will also have to deal with such cases more and more as the mass of "disinformation products" in the global information space increases.

Conflicts of interest in the global information space are multifaceted. Conflicts between monopolists and the state, between sellers and consumers, between information resources and information consumers, and so on.

*Keywords: information reliability, relevance, global information space, interests in the information market, library resources.*

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# Conflict of Interest in the Global Information Network.(Parties, Interests and Conflicts)

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*Abstract-* Every "professional" who "professionally approaches" the global information space, in addition to being a participant in the processes taking place in this space, is also a witness to constant social problems. Especially in the event of a conflict of interest, the user is forced to take the right position. In some cases, a "conflict of interest" can present the consumer with a dilemma. Such cases are more common on social networks. The consumer of information also participates in this information space as a distributor of information. In some cases, because the reliability of the information is "questionable", the distributor becomes the distributor of disinformation. We will also have to deal with such cases more and more as the mass of "disinformation products" in the global information space increases.

Conflicts of interest in the global information space are multifaceted. Conflicts between monopolists and the state, between sellers and consumers, between information resources and information consumers, and so on. It can be assumed that as a result of systematic discussions, new approaches to the problem of conflicts of interest may emerge, which can contribute to "accelerating progress". In this regard, the idea that libraries are a reliable source of information, primarily on global networks, is supported and recommended.

The purpose of the article is to raise the problem of conflict of interest, model it within the framework of an integrated system and find optimal solutions in the context of various corporate interests. This will exclude the manipulation of conflicts in the global network.

The abundance of information and the dynamics of its growth, the problem of the reliability of information products and attempts to manipulate the growing information products show that the problem of information reliability will remain relevant in the next 10-20 years.

We believe that the current focus on "library and information" resources in the field of information reliability may be the right choice in this direction, and this may partially solve the problem of information reliability.

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## I. Introduction

Since the creation of the global information space, two centers of power have emerged that can really influence information processes. The first side is companies that not only implement and manage technological processes, but also manage the global information space. Hence globalization. Small networks, enterprises, "local information service" enterprises cannot compete and are bought by large companies. Corporations around the world are faced with a number of events, such as negotiating "among themselves", keeping others from entering the market, or "taking over the market" through cartel deals.

The second side is the state structures that own the information space, which in many cases act only as observers of the processes occurring due to their inability to influence information processes, or to resist this situation without coordination. States, on the one hand, enjoy the benefits of globalization, on the other hand, they face the consequences of complete exclusion from the information process.

The creators of global networks and the owners of key technologies want to keep "everything as it is" on the basis of "freedom of speech." On the other hand, from a humanitarian point of view, states are trying to manage this process through the application of legislation, protecting the state's right to interfere in information processes.

There are also "forces" trying to maintain a monopoly on information processes by forming an international information law. It is well known that international information law protects only the rights of corporations that manage information processes, because the average consumer of information does not have the ability to protect any rights based on international information law. The global network is the place where copyrights, intellectual property rights and many other rights are most often violated. Based on "international information law", we do not face litigation in which "users" benefit in small countries.

## II. Parties to the Conflict

The first party controls the advertising market on a "free speech" basis and evades taxes. As a result, it turns out that the goals are not human rights, freedom of speech, but commercial interests. At the same time, small businesses are being pushed out of this market. Countries with small advertising markets in the global network have virtually no chance of competition.

From political and cultural chaos to plagiarism in painting and music, to blackmail and threats from the press, all actions are disguised as freedom of speech.

The second side is "different states". Of course, states are interested in gaining a share of the advertising

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market, collecting taxes from the electronic market, protecting themselves from provocations, moral and ethical frameworks, as well as fighting "various groups" and social "diseases", are interested in actively intervening in information processes.

In such a conflict, interests are not "antagonistic" and can be resolved by dividing the market share, and this is exactly what happens. While the market share that is decided by the loss of small countries and the conquest of large countries is not fair, there is currently no other alternative.

This "definition" of the consumer revolves around the scientific community. "A consumer is a person who consumes a product or service. The customer value is based on an estimate at the time of consumption. This view emphasizes a dynamic view of consumption in the context of "specific" consumption. This approach is probably correct in the commodity market. However, this does not reflect the situation with the "information consumer". He has different mechanisms of influence between receiving a "product" from the information space and "assimilating information". In a product market, a consumer evaluates the service he receives, when he receives the goods and during the period of use, and takes the following steps accordingly. The consumer of information is not subject to evaluation when receiving and using information, since the information received is not updated, leaves traces, leads to incorrect results. Many sociologists and analysts, having come to terms with this situation, say that the process is expanding and becoming more aggressive. There are those who view globalization as a "complication" that does not offer a solution to the problem.

There is a lot of research in the scientific literature on the effects of exposure to disinformation in childhood. Of course, most of this research is simply exaggerating the problem and recommending that children stay away from the Internet as a solution. However, it is widely discussed that not only children, but also adolescents and university students are exposed to misinformation.

Traditionally, students receive information as a result of reading. In many cases, the global network provides information not as a result of reading, but in the form of ready-made answers, and students are happy with this answer. Students who are satisfied with such ready-made answers demonstrate a lack of "problem analysis" and undoubtedly hinder their development as specialists.

## III. Discussion of the Problem

As noted, the difference between a consumer of a product and a consumer of information is so different that it can have serious social consequences. Information such as "Santa Claus lives in Iceland", "Hell in Africa", "Christianity is humanism", "Islam is terrorism" and so on have long played an important role in the life of a young person. Plays the wrong role. In recent years, misconceptions about reading have formed due to the need to obtain any information from sources. Ready-made answers break your reading habit and don't encourage creativity. On the contrary, if answers emerge as a result of the reading process, information becomes knowledge that stimulates the creative process.

There are also huge resources in the field of free information services in the global information space, which, due to the lack of commercial interests, attract attention in terms of essence, purpose and "serve different interests."

It should be admitted that in many cases the "free information service" is driven either by not overt commercial interests, or by political, religious, ideological, and sometimes provocative goals. Here is a Russian proverb: "Free cheese is only in a mousetrap."

One student seeks casualties during World War II and discusses the number with his teacher. It turns out that France lost 85,000 people in World War II, according to some estimates, 145,000 in another and 240,000 in another. Surprised, the student asks his teacher: "It is impossible that in France, at the center of World War II, there were so few casualties. Although small Azerbaijan is far from the battlefields, it has lost 350,000 people. "Instead of defending the country, the democratic French chose to exploit their colonies in North Africa," he said. This is a general result of searching for information in open and free information resources.

Trust in information resources remains relevant even with distance learning. At the same time, along with technological problems, the issue of "modeling education" is on the agenda. This topic can be discussed and analyzed in a separate article.

The creation of regional and local databases can play a significant positive role in solving these problems. Creation of databases as a result of interuniversity integration, creation of databases of central libraries, creation of databases in cities and countries, providing opportunities for extensive integration of these databases can somewhat increase the reliability of information resources. Of course, obtaining "reliable information" "as a result of reading" can be obtained as a result of extensive and gradual "education" and "propaganda". Libraries' activity in this direction is extremely important.

For more than a year now, statistics on pandemics in medicine and healthcare are more relevant than ever. According to research and results obtained by experts, statistics in the field of medicine and health for the year has become a source of strategic importance. The Observer noted that in some cases statistics on Covid-19 were either not shown

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(not provided), or were hidden or distorted. While manipulation of information had political goals in a number of countries, on the other hand, manipulation of medical institutions and pharmaceutical laboratories also took place.

As a result, it was not possible to obtain information that fully reflects the picture and essence of the most reliable world medical statistics. Commercial interests probably played a role here as well. It can be assumed that these trends will continue and expand in the coming years. A sociological survey of doctors and medical workers in the country showed that no specialist meets the need for information in the field of medicine and health care through open resources (this information is "not trustworthy"), information retrieval takes a lot of time, the result is questionable, etc. For these reasons, medical workers use special paid bases.

## IV. Conclusion

What, from the point of view of the consumer of information, is the main feature that testifies to the reliability of the information received by him? The Consumer must either obtain the information he is looking for from fully trustworthy sources, or he must choose between a very large amount of information between sending a Survey and receiving information. The relevance of a keyword and response does not guarantee the accuracy of the information. The information seeker also doubts the correctness of his choice in the face of serious contradictions.

Scientists seeking scientific information have been obtaining information from paid and corporate databases for several years. In the global network, the "skeptical approach to the mass of information" sometimes gives the impression that it was created on purpose. This situation is pushing specialists to paid databases. Aren't the resources provided by the paid databases open to the public? It should be noted that at present the most prestigious scientific journals in the world post their materials in the open access mode and should be declared "priority" for easy transfer into the hands of a specialist.

It should be borne in mind that different groups of readers have different aspirations from the global information space, and in this regard, it is necessary to take a differentiated approach to the problem of information reliability.

1. Reading should be encouraged in the context of the information needs of children and adolescents, and library resources should be given priority.
2. While experts have a wide range of opportunities in the area of information services, the resources of scientific libraries can play an important role in creating options for professionals on the one hand, and minimizing the time spent searching for information on the other.
3. Considering the integration of global networks and social networks, it can be recommended to expand the activities of libraries in this direction. Thus, the presentation of library resources on social networks increases the reliability of the information.

Providing library resources as a reliable source of information will primarily partially solve this problem. A separate source of discussion may be the extent to which library resources are “in the first place” as a source of authoritative information. But what other criteria exist for the reliability of information in the modern information flow, and what other ways are there to reduce the time spent on ensuring the reliability of information while meeting information needs? We believe that such issues should not be left out of the discussion of information service professionals, the "level of information reliability" should be modeled mathematically, and priority should be given to reliable resources in the "information service".

In this conflict, libraries, as institutions influencing the information environment, mainly support the state and try not to lose their attractiveness. In this respect, libraries can act as a bridge between local, regional and global networks.

I think that the problem of information reliability in the next 10-20 years will become one of the most important problems in the global information space. As a relative solution to this problem, library resources can be prioritized today. However, this does not completely solve the problem.

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