

**CLASSIFICATION OF INFORMATION PRODUCTS AND SERVICES IN
THE DIGITAL SOCIETY**

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Abstract: This article is based on the personal computer and the Internet, their convenience and reliability, which are currently creating the basis for the introduction of new information technologies into all areas of society. The penetration of these technologies into various fields is increasing the demand for information products and services. In addition, with the help of information technologies, new types of information services and products have been introduced and the information business is developing. Creation of a system for managing the flow of information products and services, methods of managing the flow of information products and services were studied.

Key words: Internet, information technologies, information resources, service flow, information product, information service, databases.

The system of markets, which organizes information exchange and production processes in the modern digital society, determines the main, coordinating type of market at each stage of the development of civilization. For example, he promoted equipment as the main market of industrial society, the market of complex technologies in post-industrial society, and the market of goods and services in consumer society. The acceleration of scientific and technical progress has led to the formation of information products and services, which are products of information and communication technologies, as the main component of the next stage of development - the information market in the information society. Together with the modern technical possibilities of information processing, the potential embodied in the information factor determines important prospects for the development of various fields of activity, including the service sector. The main definitions of information and communication technologies in the field of trade tactics correspond to the agreement of the international working group EITO TASK FORCE and the IDC corporation within the requirements of the standards of the European Community.

The concept of information technology (IT) generally refers to:

- technical support (computer systems and networks, office systems, data processing and transmission) components or hardware (computer equipment);
- software components (system, application, auxiliary or software products (software));
- to various services (professional, computing, network, information, technical).

The concept of information and communication technologies (ICT) refers to information technologies considered together with telecommunication equipment and communication services.

As a result of applying information and communication technologies to information resources, some new information or information in a new form is created. These products of information systems and information technologies are called information products and services.

Economic information is one of the most important types of information. Economic information is directly related to production processes, material resources, markets, banking and financial institutions.

In the history of the development of society, several information revolutions took place - due to fundamental changes in the field of information processing, changes in social relations occurred. As a result of such changes, human society will acquire a new quality.

1. According to the method of obtaining information, it is classified according to the following:

a) by conducting a direct survey during the research. The survey can be conducted by means of questionnaires sent by mail or fax, by telephone conversations and personal interviews;

b) by studying periodical and special literature;

c) transmission of data by telefax or prepared magnetic carriers. Usually, this information is provided at the request of special news agencies. Such information is distinguished by its relevance to this or that problem or environment, as well as its completeness and accuracy. Transmission of information and messages on optical 1. 1. Discs (compact discs) has become popular in recent years. They contain not only text, but also any other video and audio information.

2. According to the method of processing, data is divided into primary, secondary, derivative, logical conclusion and conclusions. In particular, initial information is usually formed as a result of observing processes occurring in reality and is recorded without processing. Secondary data is based on primary data. Derived information is the result of processing primary, secondary or other information. At the same time, the data obtained in the process of solving the tasks of planning, calculation and analysis are presented as initial information in the research. In this regard, it is necessary to

consider primary and secondary information from the point of view of its occurrence and use.

3. From the point of view of the object of research, the information is primarily directed to the study of market needs and requirements in order to choose a more reasonable direction for creating a database and using automated data banks, taking into account the influence of the external macroenvironment.

4. According to the functional task, information can be classified as follows:

a) information revealing the financial and economic situation of the firm in the market during the production and sale of new goods;

b) information representing the position of competitors in a specific segment of the market.

c) information on determining the deviation from the intended result compared to the actually achieved one (determining the reasons for the deviation).

These three types are equally important, because only their joint use ensures the effective solution of the company's tasks. The first type of information is forecasting and planning; the second is the calculation function; the third is related to control and analysis functions.

The sector "Providing information systems and tools" consists of the following parts:

- software products - software complexes in various directions: from professional to users with no computer experience; system software, programs of general direction, on the implementation of functions in the field of specific affiliation, on solving problems with exemplary mathematical methods and other practical software;

- technical means - computers, telecommunication equipment, office equipment, repair and repair materials;

- development and maintenance of information systems and technologies - monitoring of organizations in order to determine information flows, development of conceptual information models, creation and maintenance of software complex structure;



Picture 1. Information sharing process.

Another form of access to database information is one-time requests in OFF-LINE mode, for example, by e-mail, or by pre-paying a reference to the results of an information request, according to the time of receiving this information. related to the delay, or again provides for the "subscription - advance - spend advance" scheme.

In the West, in recent years, simpler payment options - subscriptions - have been preferred, because the costs of recording and maintaining records are extremely high. According to some authors, this contributed significantly to the market success of interactive database access.

Information resources are a direct product of the intellectual activity of the most qualified and creatively active part of the population. The main suppliers of electronic information on the market are database generator-centers, database-based information distribution centers, and information brokers.

In order to ensure the efficiency of the costs of the preparation of the database, the producer of electronic information should implement the following:

- focus on providing unique information;
- orientation to multiple bases of users, i.e., different ways of accessing the database;
- working together with software developers, they facilitate and simplify the use of information distribution channels;
- base the price on the quantity and value of the provided information;
- the use of new technologies that ensure the reduction of costs not only for the distribution of information, but also for its preparation, including collection and input.

The following can be noted as the main reasons for failed database entries;

- non-compliance with market requirements;
- covers a small or narrow topic and view;
- errors and incompleteness of information;
- availability of outdated information or updating of information in rare cases.

Large database generators create their own services in the form of e-mail networks and provide their services through them. Emergence of information intermediaries - brokers in the market, the term "broker" refers to organizations or individuals professionally engaged in providing information services to customers on a commercial basis from the services of the information services sector on a fee basis, understanding the usefulness and value of information and meeting the needs of information services. is related to growth.

CONCLUSION

The beginning of the 21st century was marked by the transition from an industrial society to an information society, in which information became an important factor of production that creates social wealth. However, the information society as a model of

human development cannot appear in a vacuum. For this, a powerful, serious intellectual-technological basis is necessary. In today's economy, such a basis is the business of information products and services. Information business is a large multi-sectoral complex with its own established infrastructure and is a relatively new field of business activity. The business of information products and services, on the one hand, is part of the infrastructure of the entire system of business activity, along with banks, stock exchanges, auditing companies, and others, and on the other hand, it is an independent field of business. It is known that the Internet is currently the main means of entering the world market. This network is also developing widely in Uzbekistan. Internet business, e-commerce, internet cafe, internet store, electronic trading platforms, electronic showcases, etc.

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