Abstract.
Socialization is determined by nature of society, its characteristics and needs. Criteria and standards of living, conditions of individual’s creative self-realization are transformed together with changes occurring in the society. In this regards, of peculiar relevance are investigations of changes characterizing a process of socialization; determining of certain reasons, circumstances and social differences which specify moulding a personality as a society member.

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global informatization
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**Introduction.** Socialization process is connected with the system of information sharing among society members. Therefore, social needs are connected with informational ones. When informational needs meet social information resources, a certain level of socialization is provided and key personality traits are moulded; all these can be reflected on the level of life in the society. From the point of view of society socialization process, three key requests on information by a socialized personality can be defined:

- Information necessary for primary socialization fulfilment or stage of adaptation in the society (it is provided by parents, inner circle; given in the school curriculum as an additional one aimed at orientation in the society and realized in obtaining primary necessary knowledge for existence in the society);
- Information for shaping personality, moulding individual informational basis for personality-based worldview and own evaluation of social behavioural standards. Some researchers define this level of socialization as an interim one as “teenager’s worldview and character is still unstable”. However in this very case the main idea is not in stability as a psychological trait but difficulties resulted by the lack of informational basis for adulthood worldview. In adolescence this base is mainly being filled which causes self-confidence never mentioned before, which in its turn, results youth radicalism;
- Information connected with realization of person’s work function – the key function in the general and social process;
- Information common for so-called post-employment stage of person’s socialization, necessary for him as guidance for personal life experience reflection which is the key contribution of an individual to the socially helpful activity at this stage.

**Presenting main material.** From the point of view of social functioning, information activity is considered as a process of exchanging vitality between a person and society, development of system of relations in the modern society that ensure the evolution of society and man – its elementary component. As processes of globalization are intensified and global informatization of society is developed, we can observe rapid changes in the social pace, new qualitative features of
social processes to be developed, growth in the global attraction to shaping a single general civilizational social organism, which should function on the basis of the general civilizational information database. This database should be gradually created in the result of cooperation between information structures of society and, in particular, between information centres for consolidation and preservation of socially significant information resources. Among them, the most recognizable are library structures with their traditional library and bibliographic, reading and user forms of socialization. Today, the library institution as a social institution is a coordinating and stimulating link in the field of informational socialization.

Qualitatively new specifics in these processes have been introduced by electronic information technologies, in particular, development of the Internet. In conditions of global informatization, it is impossible to imagine a modern society without the latest information and communication technologies (ICT), which means "a set of software, technical, computer and communication tools that provide opportunities for accessing modern information space in order to accumulate, analyse, exchange the existing information and create a new one." ICT becomes one of the most important tools for shaping individual’s interests, needs, attitudes, influences on the worldview.

The global information network of the Internet has become an integral part and a main driving force for development of modern civilization. Using the Internet, humanity has gained the opportunity to establish effective communication. It is the Internet that provides immediate access to any information products and databases allowing you to receive, send and process various information quickly and in real time.

At the same time, importance of the content part of the Internet is growing: information resources, reference systems, search engines which tend to attract network users to certain sources of information. We can also state that the Internet is one of the great challenges for our society.

Along with this, the Internet as the latest ICT from the viewpoint of a traditional idea of sociological processes, mobile communication, interactive television, radio broadcasting in the synthesis with library technologies opens
up new opportunities for understanding social processes development and a person’s role in these processes.

Today, when a pace of social development is accelerating, the problem of informational socialization is becoming of great significance. In the modern information space, there can be observed growth of problems related to specifics of social adaptation among different age groups, where physical and psychological differences are growing due increase of dynamics in the social processes. Socialization processes are fundamentally different the older and younger generations. Such specificity creates new problems in the work of library institutions with different categories of users, requires new serious methodological developments in this area, taking into account peculiarities of users of different age categories. After all, at the present moment these peculiarities have become very different: in childhood (from birth to age 18), adolescence (age 18 to 35), adulthood (age 35 to 60), old age (above age 60).

The influence of social environment on development of a personality in childhood occurs through training and education. These processes contribute to the following: development of inherited physical characteristics and natural abilities; development of skills to overcome internal disagreements; general mental development of a child; intellectual and creative development of a personality; development of ability to communicate to others; development of child’s needs; personal development, which is constantly being improved.

The child does not need to make great efforts in order to adapt to the modern information space. He easily perceives all technical innovations and uses them with no difficulties. However, a child has no real social experience, and due to age characteristics (kindness, credulity, etc.), people with bad intentions can take advantage of this. In addition, use of new media can develop child's addiction to computer games while images promoted by new media can result aggression, etc.

It is frequently when children can face online threats on the Internet: fraud, pornography, various manifestations of perversions, online violence, negative content and threat of the Internet addiction.
It is difficult for an immature, unprepared person to navigate in the modern space saturated with information and make the right choice. And for a child it is much harder to do.

This is especially true of the mass media, which provides with some information, satisfies visual needs and impressions, but affects the general physical and mental state of a child and his socialization too.

An adolescent, being a key user of the latest information technologies, masters them well and perceives new information best; he easily adapts to all technical innovations. However, without sufficient real social experience, adapting to conditions of information society, he can become a victim of fraud, cyber-bullying or influenced by people propagating deviant behaviour, etc.

An important area of life for an adult is professional one: with development of the latest technologies this category of people opens up various professional opportunities such as search for another better vacancy, participation in grants, advanced training, etc. Distance learning with the help of information technologies makes the principle of continuous learning for various specialists possible for professional realization throughout life. Providing such an opportunity is of great relevance nowadays, when a large number of specialists are forced to change their profession. Different environmental and living conditions produce the need for an adult to adapt and get used to these changes, to develop additional skills and abilities, to master new necessary patterns of behaviour.

It is difficult for the elderly to adapt and integrate into a modern, information society which is rapidly changing. This, in turn, leads to age discrimination; narrows social, communicative, cultural contacts; limits possibilities of self-development and self-realization for this population group. The following characteristics of the elderly should be taken into account: orientation to cultural patterns of the past; use of irrelevant cultural skills; lifestyle that is dictated by uncertainty in temporal perspective and characterized by the low level of eventfulness and social isolation. The main task today is development of programs aimed at information adaptation of the elderly taking into
account the amount and speed of modern information processes. They are library institutions that become sources of opportunities for free use of information resources, factors for increasing the level of social integration and transforming socializing function of a library institution as a universal information and communication centre. New forms of assistance and support for the elderly, new ways of their integration into the communicative and cultural space providing the elderly with new institutional and educational means of purposeful effective socialization are being created.

Computer literacy courses for the elderly are organized in library institutions where functioning of public computer centres is a special area of work. Various trainings are held on the basis of libraries. Such information socializing programs are becoming one of the key directions in library institutions activity aimed at general socialization. [1]

All these provide the elderly with assistance in shaping important and necessary skills for technologically competent use and information production within the information space.

Nowadays an important role in the modern information society is played by the Internet, but national information space development in general too. Television, radio, mobile telephones which are transformed in order to meet the needs of a modern society are reaching a newer level. These means of media become interactive: they interact directly with users in real time. They enable an individual to become an active subject of the modern information space. ICT changes the way of life and its key spheres which is associated with changes in the process of socialization. In this regard, it becomes necessary to study the influence of new media on the process of socialization in the society. [2]

Importance and relevance of new media as a means of ICT has influenced development of a new direction of socialization – media socialization.

Cyber-socialization has become a component of media socialization. It ensures social development of an individual through the Internet space and affects qualitative changes in the structure of human self-consciousness. Sociological aspects of cyber-socialization are determined by its contradiction, which consists in the fact that cyberspace
expands the horizons of inter-subjectivity of an individual’s living space and at the same time hides serious threats of his destruction together with destruction of culture, without mentioning a possibility to manipulate an individual’s consciousness which leads to various Internet addictions, virtualization of consciousness, etc.

Therefore, transformation of the social structure is the reason why adolescents hardly adopt previous generations’ experience. As a result, various youth communities, including cyber communication ones, create cyber-culture as an alternative subculture in response to new realities of the modern information society.

It is worth noting another phenomenon of Internet space – gamification. The concept of "gamification of society" introduced into scientific practice by S. Kravchenko describes situations characterized by blurring the boundaries between an objective reality and a virtual one, which leads to introduction of game principles and heuristic elements into life strategies. Today it can be stated that the virtual environment begins to have an opposite effect on a reality, which affects individual’s life strategies and value orientations shaping.

There is no doubt that the positive impact of cyberspace often depends on specific activities held within the network. And this impact can be if not purposeful, then the dominant one in any case. Providing an individual with a great number of opportunities in self-realization, Internet space helps to realize creative potential, makes it possible to get an evaluation of one’s activity by significant and qualified experts, or just network users. A serious fascination with the Internet can help an earlier involvement of younger generation to social activities. With the help of the Internet, adolescents can participate in economic, cultural, political, scientific life of society.

Conclusions. Thus, cyber-socialization of man, on the one hand, is an innovative phenomenon; on the other hand, it has long been the actual reality of our world, an integral part of socialization of a modern personality, as well as the engine of scientific, technical, economic and social progress of the human society. It is obvious that in the modern information society the influence of new media on
socialization should be reflected in activities of modern library institutions.

So, today the problem of informational socialization is becoming a subject of methodological developments aimed at improvement of modern library work in order to provide citizens with service. This is especially true of children and the elderly as the most vulnerable categories in terms of adaptation to the modern information environment. Taking into consideration social importance of the problem, library institutions should also become effective resource centres in solving the problems of informational socialization. Such specifics should be taken into account when training personnel for modern library institutions – information centres of the new information society.

References: