

EMPIRICAL RATING OF THE EXPEDIENCY OF MONITORING OF THE INTERNET INFORMATION SPACE IN ECONOMIC RESEARCHES

Tverdokhlib I.P.

Candidate of Economic Sciences, Associate Professor,
Senior Lecturer at Department
of Information Systems in Management,
Ivan Franko National University of Lviv

Blonskyi N.A., Kostyuk D.V.

Students
Ivan Franko National University of Lviv

The article considers search automation of relevant to the analytical research goal documents on the Internet with the help of content analysis system. The reasons for using monitoring systems of Internet-space in the management of organizations are analysed. Based on analysis of typical reports structure of business analytics, there is concluded some limited scope of content analysis use in economic research. Substantiation of managerial decisions on the basis of information management marked as a major factor of implementation of such systems in the economic entities management contour. The task of the scientific research clarifies methodological aspects of Internet-space monitoring systems usage during searching required information for making management decisions and verification of the usefulness of such systems in economic researches on the examples.

Technological process of content analysis systems application in analytical researches is substantiated. It is shown that the process of searching documents on the Internet in view of management problems context cannot be implemented without the researcher. Specified technology online use of con-

tent analysis systems during the economic research described using flowcharts. For the level estimation of the problem urgency of economic research, it is suggested to use a reputational index (Net sentiment), which considers the tone of publications.

The proposed method was tested during the performance of economic research of Master's program in "Consolidated Information" specialty. By the example of InfoStream system of monitoring Internet space evaluated the feasibility of using content analysis in business intelligence. Using the system of InfoStream to search the Internet information sources on issues of economic research of students showed a higher percentage of relevant documents in the set of discovered than in the results of search engines. At the same time, the dependence of the quality of discovered sets of documents on the qualification of the user is noted. In the process of application of InfoStream system by students, there is identified the ability to adequately formalize the problem by system language query and implement specification of its options using the information portrait as critical procedures of qualitative using content analysis systems in economic research.