ELECTRONIC CONTENT-COMMERCE SYSTEMS CREATION AND USAGE

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The main task of electronic content-commerce systems (ECCS) is to facilitate the information resources work of moderators, authors, analysts and administrators. The main goal of the ECCS functioning is to improve the information resources functionality for users of the content. The ECCS selected topical issues range in the content set from various external sources for moderators and authors according to their ranking through the commercial content formation subsystem. The author creates a commercial content according to automatically matched information analysis from various sources of actual content. The moderator creates new rules, when necessary, to filter content from different sources. He, also, updates other sources addresses in the subsystem of the commercial content formation. The analyst analyzes the target audience activity and the ECCS functioning. As a result, he develops the new rules of statistics and dynamics analysis of the commercial content lifecycle through the commercial content support subsystem. These rules can increase the target audience range; the visits number; the unique visitors number; revisits; the visits number from search engines; the direct visits number; the regional visits number; the thematic visits number, etc. for the information resources in the ECCS. The article aims at modeling the information resources processing in the ECCS. This allows us to build the general approach to the design, the construction and the implementation of similar systems. Such problems solution will alternatively promote the generalization and the standardization of the information resources processing in the ECCS methodology through the stages of the commercial content formation, the management and the support. This helps to reduce the construction time for a typical e-business systems building. Such systems implementation allows to reduce time in the production of its own commercial content, to analyze the external commercial content derived from external sources, to analyze the dynamics of the content lifecycle, to analyze the statistics of the ECCS function, to analyze the statistics of the user activity of information resources in the ECCS, to increase the target audience of information resources and to expand the feature set in the ECCS. The set of functional requirements and standardized specifications for the similar system creation are the result of modeling and the development of information resources processing in the ECCS. The purpose of these requirements is to provide a generalized approach to the ECCS development of particular, an online newspaper, an online magazine, an online publishing, distance learning, an online shop for content selling in the form of electronic books, photos, videos, audio and others. The requirements standardization for the ECCS construction provides the creation of the generalized approach for developers of such systems. This reduces the time for such systems design and implementation and helps to omit the phase of the project development respectively.

Keywords – information resources, commercial content, content analysis, content monitoring, content search, electronic content commerce systems.