FEATURES OF THE CONTENT-ANALYSIS METHOD FOR PROCESSING INFORMATION RESOURCES IN ONLINE NEWSPAPER

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In the last ten years humanity has made a huge advance in developing and implementing new technologies. The development of technologies has given the opportunity to solve a lot of complex tasks, which humanity faced, but also generate new tasks, the solution of which is difficult. One of these tasks is the task of content analysis. Methods and systems of content analysis are used in various areas of human activity (politics, sociology, history, philology, computer science, journalism, medicine, etc.). These systems are quite successful and do not require large funds and time to get the desired result. At the same time, the use of this product type allows you to increase the success level at 60 %. The basic system of content analysis includes the following features: quick information updates, the search for information on this resource, collecting the data about customers and potential customers, creating and editing surveys, analysis of resource visits. If the system is automated for the information system of content analysis use, the workload can be reduced, the time for processing and obtaining the necessary information can be also reduced, the productivity of the work system increases, which leads to the decrease in the money and time expenses spent to obtain the desired result. The issue of the theme has been caused by increasing users' demands for these systems and by the following factors: the rapid growth in demand for reliable information, the necessity of forming the operational information set, as well as the use of the unwanted information automatic filtering.

The development of the Internet technologies and its services gave humanity the access to virtually unlimited quantity of information, but, as often happens in these cases – there is the problem with the reliability and the efficiency. For the information being efficient and trustworthy, the technology of content analysis is implemented. The use of this technology allows you to receive the information, provides the opportunity of interference in the system operation to increase the level of that system, the activity of the information resource and for the popularity to increase among the users. The world's leading producers of processing information resources work actively in this direction, such as Google, AIIM, CM Professionals organization, EMC, IBM, Microsoft alfresco, Open Text, Oracle, SAP.

The content analysis is a high-quality and quantitative method of information studies, which is characterized by the objectivity of conclusions and the austerity of the procedure and is about the quantitative treatment of results and their further interpretation. The content analysis underlies journalism and mass communication, which reveals the use of the technique in the following empirical areas: psychiatry, psychology, history, anthropology, education, philology, literature analysis and linguistics. Overall, the methods of content analysis in these areas are connected with its use in the sociological research framework. The content analysis is rapidly developing nowadays. It is associated with the development of information and the Internet technologies, where this method has found a wide application.

When creating an effective information system, significant attention should be paid to the content management, because content analysis is used in the content management systems for work automation and decreases expenses of time and money. There are several stages in the content management, such as: the content analysis, the content processing and the submission of the content. For the effective system work, firstly, the content is analyzed, then the relevant results are processed and conclusions made and then that content is worked on. The final step is the presentation of the content. The methods of content analysis are: the comments analysis, the rating evaluation, the analysis of statistics and history.

The comments analysis is used for the adjustment analysis of the system users' moods who write in its comments, reviews about the system advantages and disadvantages or for adjusting operational and liquid information. The analysis of statistics and history is used for the observation and the result processing, which are used to determine the information efficiency and liquidity. For example, if one of the articles was visited by 100 users and another by 1, then you can undoubtedly maintain that the information is more efficient in the first article than in the second. The rating assessment is used to determine the rate of the same articles and is conducted by the polls, the evaluation users, etc.

The content being the base of the online newspapers, the user is looking for the necessary information on its bases. Based on the content analysis, the system owner can determine the reliability and efficiency of

the information contained in the articles of the online newspaper. You can determine the popularity of the newspaper and conduct some activity in order to in crease the users with the help of this option. General recommendations are established in the architectural design of content analysis systems. These recommendations differ from existing ones in much more detailed stages and the availability of information processing module resources. This allows more efficiently and effortlessly to handle information resources at the system developer's stage.