

# **ANALYSIS AND RATIONALE FOR METHODS SELECTION OF INFORMATION PRODUCT RESEARCH**

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The development of high-quality information products (IP) based on technical criteria is not difficult, and for each IP class default design decisions are defined. However, the prediction of its future condition based on the analysis of its past and present, systematic information about the qualitative and quantitative characteristics of this information product, its prospective behavior and consideration of additional criteria trigger significant complications. They are related to the IPs being conflicting or complete/partial similarity of different groups criteria, etc.

Thus, it is important to choose methods of the information products research, analyze opportunities of their application to information products in general, and websites in particular. Also, it is necessary to outline the main difficulties that arise in this case, in order to predict future states of an information product.

Summarizing the above mentioned, it can be argued that in modeling and predicting future states of information products, a combination of these methods should be used. This will counter the fuzzy objects that have vague meaning with well-defined modeled elements via distinguishing the provision of simple representations and commitment of its elements.

The article is dedicated to the research methods of an information product, methods of analysis of its performances, methods of forecasting future states of an information product. The major complexities involved have been outlined.

Keywords – an information product, information technology, a web-site.