MULTICRITERIA EVALUATION OF INFORMATION AND REFERENCE PUBLICATIONS

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On the basis of analyzing the aggregate of indices, the evaluation of the quality of information and reference publications is accomplished due to the number of criteria. The results make it possible to reveal the most favourable publication from the point of view of the corresponding criteria and determine the ways of improving the product.

In accordance with the international standard ISO 9000:2000 quality is the aggregate of production qualities and characteristics that give it the ability to satisfy the demands. Depending on the way and source of getting information, quality evaluation methods are classified into objective, heuristic, statistic and combined (mixed).

As in our case the final result of providing information and inquiry service is the launch of a certain product - reference book, we evaluate the quality reference books - directories in our case.

To evaluate the quality of certain editions of reference books we use the expert method as the most suitable in the situation when application of other methods is impossible and not economical. The main stages of accomplishing the expertise are: 1) making the aim of expert analysis; 2) forming the group of expertise organizers; 3) developing the procedure of expert evaluation; 4) the choice of experts; 5) getting expert evaluation; 6) processing the questionnaire results and data analysis; 7) achieving the expertise aim.

The aim of expert analysis is the evaluation of the quality of submitted information and reference service by evaluating the quality indices of address and telephone directories of "Euro address" Ltd (Samara Address), "Media stars" (Allo Samara) and "RIH Absolute" (The whole Samara from A to Ya), all this will make it possible to reveal the most favourable publications and find the ways for improving the product.

Multicriteria evaluation of product quality is accomplished in the following sectors:
1. Reference book content and structure;
2. User friendly;
3. Supplementary information (useful information, city and region maps);
4. Design;
5. Paper quality and poligraphy;
6. Circulation;
7. Distribution;
8. The quantity of advertised information.

In order to determine the quality index the mark method was used making it possible to evaluate separate indices with the help of marks. In our case expert evaluation vary from 1 to 10 marks (1 - mark corresponds to the lowest presence of this or that feature, 10 - to the highest concentration).

Complex quality evaluation of each reference book demonstrates the best results of "Samara Address" directory (7.45 marks), the second place - "The whole Samara from A to Ya" (7.04 marks), the third place - "Allo Samara" (6.94) accordingly.

To prove the objective character of the results, it is necessary to know the experts' opinion concerning the quality indices of the submitted reference books. On the basis of the theory of statistic analysis of nonquantitative variables we count the concordance criteria, the value we get will prove the close relation between several experts.

$$W = \frac{12S}{m^2(n^3 - n)}; \quad W = \frac{12 \cdot 306}{3^2(8^3 - 8)} = 0{,}81,$$

were m - number of experts; n - number of indices; S - deviation of the sum of rank squares from the average value of rank squares.

Statistics proves that evaluation given by different experts is close that demonstrate the expediency of the conducted analysis.

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"Samara Address" and "The whole Samara from A to Ya" directories meet the experts' preferences and consequently the users.

"Media stars" directory has the following weak points: inconvenient in use, the absence of supplementary information and inefficient distribution. The company should improve its distribution system, and improve the directory with the help of marketing services and design department.

Using the results of multicriteria quality evaluation the system of corrections was formed containing features to be improved in reference books. The examined expertise procedure should have a multiple character and stop only after achieving the necessary quality level..

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