UDC 330.342.24(043.3)

ACTUAL ISSUES OF THE INFORMATION ECONOMY FORMING

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**Research methodology.** The methodological basis of the study is a dialectical approach to the study of regularities and features of the information economy development and the basic positions of the theory of the market economy, as reflected in the scientific works of leading scientists and experts. As the research tools there have been used the methods of systematic approach, abstract, logical, historical, economic and statistical, functional and comparative analyses, of comparison, groups, development of logic schemes and methods of graphic display.

**Results.** On the base of the spiral model of social development the main features of the economic conditions of the information economy formation have been justi­fied. The productive forces structure of the different types of economic system allow to identify the specific method of production in the information economy — the information production. The role of information exchange of the emerging society as a fundamental tool for obtaining wealth and energy has been proved.

**Novelty.** The scientific novelty of this article is the theoretical basis and methodical application of the basic factors that contribute to the formation of the information economy.

**The practical significance.** The main results and provisions of the article can be used in the study of different economic courses.