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USE OF SOCIAL NETWORKS AS NEW EDUCATIONAL TECHNOLOGIES

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ABSTRACT

With the development of information technologies, the whole world is facing the problem of adapting the educational process to modern reality. One such tool that improves education is social media. At present, such urgent issues are being considered: the possibility of including social networks in the educational process; features of this method at home; the effectiveness of social networks in the educational process; development prospects.

KEYWORDS

Educational process, social networks, information educational technologies, higher education.

INTRODUCTION

New educational technologies are innovative approaches and tools used in the educational process to increase the effectiveness of education and stimulate the development of students. Here are some examples of new educational technologies:

1. Augmented and virtual reality: The use of special devices and software allows creating an immersive

learning environment in which students interact with virtual objects and situations.

2. Interactive whiteboards and personal devices: The use of interactive whiteboards, tablets and laptops allows students to actively interact with the learning material, take notes, solve problems and receive feedback from the teacher.

3. Online Education and Mobile Applications: Students can learn and access study materials through online platforms and mobile applications. This allows them to plan their study time and get extra help wherever they are.

4. Use of artificial intelligence: Intelligent systems can analyze learning data and provide personalized feedback and recommendations to students and help teachers create personalized lessons.

5. Gamification of education: the use of game elements in the educational process can increase the motivation of students and make learning more interesting and interesting.

These technologies help students develop digital skills, critical thinking, creative problem solving, and collaboration. They also promote individualized learning and make education more accessible to all.

In the conditions of the modern educational process, the search for various methods and resources that can be used in continuous educational and educational practice is underway. Such resources now include social networks. It should be understood that the view of this phenomenon differs between local and western researchers. First, our authors of specialized literature on this issue do not have a common idea about what a social network means. It is known that the Internet is a network structure, and initially all resources working in this space have a network character.

Based on this, it can be understood that the social network includes: a corporate e-mail, a forum, an electronic document circulation system within the enterprise, a system of websites and blogs, a video conference or a social network created in an educational institution, all of which are embodied in it.

Dissecting the wide range of definitions of "social network" in the context of the Internet, we give the following definition. A social network service is a platform, online service, or website designed for the construction, representation, and regulation of social relationships, represented by social graphs. In general, if we talk about the general features of the social network, then, as a rule, it has the following elements: the ability to create individual profiles with the user's personal information; the possibility of interaction between participants; common goals can be set and achieved thanks to group work; resource exchange function (messages, media files, etc.).

Most of the experts in the field of education believe that the use of social networks to communicate with students and transfer knowledge is one of the most relevant directions. This is largely related to the phenomenon of globalization, because it is very important to be part of the global educational space, but on the other hand, it is necessary to preserve the advantages of national educational systems. At the current stage of society's development, we see that social platforms are widely involved in the educational process. As a result, the inclusion of social services and networks in education remains one of the most important issues. The main goal of informatization of the educational process is to transfer modern information resources to a resource used in educational practice, which allows to move to a new level of quality. Modern network technologies have great pedagogical potential. One of the most popular ways to integrate social media into the learning process is to create learning blogs. An important advantage of such an Internet platform is the possibility of publishing materials using not only a desktop computer, but also mobile phones,

smartphones, tablets, etc. Within this social network there is interaction between teachers, students and their parents. Users can use the electronic classroom journal and the student's electronic diary.

As part of the educational process, teachers and students of schools and higher education institutions are increasingly turning to large-scale social networks: Facebook, Twitter, VKontakte, Odnoklassniki, Instagram, Telegram, Moy Mir. Many teachers have profiles on this resource, which allows them to connect directly with students. Also, the distribution of announcements, files, assignments, etc. is done by sending messages to the chat of all groups of a particular faculty. In addition, there is an official page of the university on the Internet, where events in the life of students are covered and important information is published.

For example, on the Facebook social network, teachers and graduate students, who are actively engaged in scientific activities, organize training courses, cooperate with foreigners, organize a closed corporate network for colleagues, employees of a certain university, etc. Thus, universities in different countries can hold educational conferences, exchange experience and work on common scientific projects. These services are open to everyone and widely used by students, scholars and professionals.

Using social networks, the participants of communication acquire new means of communication that allow them to connect with people in everything. Teachers have the ability to analyze the information displayed in the student profile and use it. Social networks can ensure the continuity of the educational process, communication outside of class time, and the possibility of cooperation with students in research

and scientific projects. It will also be possible to practice or complete additional lessons that the student sends to the teacher using social networks.

In conclusion, it can be said that higher and secondary education are also increasingly using the power of the network. Investments in the field of educational technologies are quite high. According to experts, there should soon be a turning point in the introduction of social networks and other online resources to the field of education.

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