

## JIZZAKH STATE PEDAGOGICAL UNIVERSITY

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**Annotation:** *With the development of information technology, the whole world faces the problem of adapting the educational process to modern realities. One such tool that will improve education is social media. Currently, such topical issues are being considered as: features of the functioning of this method on domestic soil; the effectiveness of social networks in the educational process; development prospects.*

**Key words:** *educational process, social networks, information educational technologies, education in Russia.*

**Аннотация:** *С развитием информационных технологий мир сталкивается с проблемой адаптации образовательного процесса к современным реалиям. Одним из таких инструментов, улучшающих образование, являются социальные сети. В настоящее время актуальны такие вопросы, как: особенности функционирования этого метода на отечественной почве; эффективность социальных сетей в образовательном процессе; перспективы развития.*

**Ключевые слова:** *образовательный процесс, социальные сети, EdTech,*

## INTRODUCTION

In the conditions of the modern educational process, there is a continuous search for various methods and resources that can be used in teaching and educational practice. Such resources currently include social networks. It should be understood that the view on this phenomenon is different between domestic and Western researchers. Firstly, our authors of specialized literature on this issue do not have a common opinion on what is meant by a social network. As we know, the Internet is a network structure, where initially all resources operating in this space are of a network nature. Based on this, a social network can be understood as: corporate email, a forum, an electronic document management system within an enterprise, a system of websites and blogs, video conferencing, or a social network created within an educational institution that combines all the previous elements.<sup>1</sup>

Abstracting from the wide range of definitions of “social network” in the context of the Internet, we will give the following definition. Social network (eng. social

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<sup>1</sup> Aronova O. V., Anufrieva E. V., Efimov E. G., Nebykov I. A. Social networks in the educational process (review of domestic research) // News of VolgSTU. Field of science: General and complex problems of technical and applied sciences and branches of the national economy. - 2014. - P.10.

networking service) is a platform, online service or website designed for building, reflecting and organizing social relationships, visualized by social graphs. In general, if we talk about the general characteristics of a social network, then, as a rule, it has the following elements: the ability to create individual profiles where the user's personal data is indicated; the possibility of interaction between participants; thanks to group work, it is possible to set and achieve common goals; resource exchange function (messages, media files, etc).

Most experts in the field of education believe that the use of social networks to interact with students and transfer knowledge is one of the most relevant areas. This is largely due to the phenomenon of globalization, since it is extremely important to be part of the system of the global educational space, but on the other hand, it is necessary to preserve the advantages of national education systems. At the current stage of development of society, we are seeing the widespread involvement of social platforms in the learning process. As a result, the inclusion of social services and networks in education is at the top of popularity.

### **LITERATURE ANALYSIS AND METHODOLOGY**

The main goal of informatization of the educational process is the transition of modern information resources into a resource used in educational practice, which will allow the transition to a new level of quality. Modern network technologies have enormous pedagogical potential. One of the most well-known ways to integrate social networks into the learning process is the creation of educational blogs. An important advantage of such an Internet platform is the ability to publish materials not only using a desktop computer, but also using mobile phones, smartphones, tablets, etc. You can create a training blog on the following sites:

1) [www.blogger.com](http://www.blogger.com) is a web service for blogging, with which the user can start a blog, neglecting programming skills.

2) [www.blog.ru](http://www.blog.ru) - a free platform for blogging within the portal [www.mail.ru](http://www.mail.ru). There is one drawback: there is no way to post links.

3) [www.google.ru](http://www.google.ru) is the world's largest portal. The field of e-learning is noticeably popular, this includes specialized educational networks, for example, in Russia the leader is the Internet portal <http://dnevnik.ru>.

Within this social network, interaction takes place between teachers, students and their parents. Users can use the electronic class journal (at the moment, the traditional format of this document has been canceled in almost all schools), and the student's electronic diary. In addition, the site presents an extensive media library in the form of additional, often visual, materials that can be used for additional training or in preparation for lessons. <sup>2</sup>

<sup>2</sup> Weber K. S., Pimenova A. A. Comparative analysis of social networks // Bulletin of Tambov University. Series: Natural and technical sciences. — 2021. — No. 2 (19). — pp. 634–636.

## DISCUSSION AND RESULTS

The portal also has a library of educational literature, as well as online training for Unified State Exam testing, so that students can test their strength and prepare in advance for the state exam. “Diary” is divided into three modules: distance learning, school document management, social network. Increasingly, as part of the educational process, teachers, students of schools and universities are turning to wide-profile social networks: Facebook, Twitter, VKontakte, Odnoklassniki, Moi Mir. In order to understand how expedient it is to use social networks in this direction, let's turn to statistics.

That is, it is obvious that the audience coverage is quite wide. It is noteworthy that it is among students that we observe an almost 100% rate of network use (95%). Further, let us note that the most popular mobile application is VKontakte with an audience of 10.7 million people per month; this network is in third place in terms of visits from a browser. In educational practice, the social network “VKontakte” is used in various directions. Many teachers have profiles on this resource, which allows them to directly contact students.

Also, the distribution of announcements, files, assignments, etc. is carried out by sending messages to the general group conversation of the prefects of all groups of a given faculty. In addition, there is also an official page of the university on the Internet, where events in student life are covered and important data is published. During a sociological survey, it was found that VKontakte turned out to be the most popular social network among students.

All survey participants use social networks for educational purposes, with 93% used to transfer educational files, 77% discuss educational issues, 37% are members of task groups. And only 4% of students believe that teachers should not use social networks. If we talk about the social network Facebook, it is much more popular abroad. In domestic practice, it is most actively used by teachers and graduate students, people who are energetically engaged in scientific activities. For example, here they create educational courses, collaborate with foreign colleagues, organize a closed corporate network for employees of a certain university, etc. Twitter is used with great success by politicians, celebrities, various media personalities, and federal authorities (for example, Roskomnadzor).

Applicable to the educational process, we can only say that many universities have official online profiles where they publish news. Due to the limited number of characters in one publication (280 characters), hyperlinks are usually placed that lead to the full version of the information presented. The use of the Odnoklassniki network is largely limited by the age range of the main audience (on average, these are people from 35 to 60 years old). Therefore, here, as a rule, groups can be created by year of graduation, etc. This social network is not used directly for the educational process



and knowledge transfer. It is necessary to say something about statistics in the field of Uzbekistan online education.

Moreover, electronic networks exist and continue to improve, with the help of which it becomes possible for people located in different parts of the planet to work as a single team. Thus, universities in different countries can hold educational conferences, exchange experiences and work on common scientific projects. These services are publicly available and widely used by students, scientists, and specialists. It is important to understand that social networks have a significant impact on the Uzbekistan education system through mechanisms for the development of specific values.

The influence extends to various categories of students. Thanks to the development of the Internet, and social networks in particular, information accessibility is increasing. It is most indicative to talk about this in terms of how improvements in the use of electronic ones make the education system more accessible for people with special needs. The social model of disability implies that disability is not a flaw. The problem stems from the fact that society does not always have tools that could satisfy human needs, including in the field of network communication and education. The inclusion of such people in the social stream is difficult only due to natural reasons. Is it possible to overcome these difficulties? Yes, thanks to the creation of all kinds of software and hardware adaptive solutions. Civilized society has come, step by step, to the importance of using the latest information and network technologies for the rehabilitation and training of people with disabilities due to health conditions. Today, the Internet is increasingly recognized as an effective way to make life easier for many people who, due to objective circumstances, are deprived of the opportunity to move, communicate, and obtain information.

### **CONCLUSION**

Thus, it becomes possible to create special social networks applicable to the educational process; they contain such auxiliary elements as: various methods of screen enlargement, speech synthesis. For people who are hard of hearing, there are ways to better convey the necessary information - these are speech-to-text translation programs. Now, even with health problems, social networks and modern technologies allow a person to receive education anywhere in the world. What arguments can we make in favor of introducing social networks into the educational process? Social networks allow you to quickly transfer information from teacher to student and vice versa; it is possible to create joint collective educational content. When using social networks, communicators learn new means of communication that allow them to connect with people in everything. Teachers have the opportunity to analyze the information presented in the student's profile, which he can use in the further education process. Social networks can ensure continuity of the educational process, communication outside of class time, and the ability to collaborate with students on

research and scientific projects. Those students who cannot attend classroom classes can take part in them online. Also, it becomes possible to practice or complete additional classes, which the student will receive and send to the teacher using social networks.

It is noticeable that social networks have become the focus of attention in domestic pedagogical science; they have become subjects of discussion. In many ways, students are the pioneers in the process of introducing social networks into education. Of course, we cannot do without negative assessments. Many people are skeptical about the possibility of using social networks as a means of learning, since they were initially perceived solely as a medium for entertainment and leisure. Even such traditional niches as higher and secondary education are increasingly using the power of the network.

The volume of investments in the field of educational technologies is quite high. According to experts, there should soon be a turning point in the introduction of social networks and other online resources in the field of education.

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