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RESEARCH ARTICLE

Effectiveness of The Application of Adaptive Educational Technologies in Higher Education in The Context of Digital Transformation

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Abstract

This article analyzes the pedagogical possibilities and effectiveness of using adaptive educational technologies in the higher education system in the process of digital transformation. Adaptive education serves to adapt the educational process, taking into account the individual needs of students, their level of knowledge and the pace of their development. The results of the study show that the use of adaptive educational technologies significantly increases students' academic performance, motivation and independent learning activities. The article also highlights the prospects for the development of adaptive education based on artificial intelligence, Learning Analytics and digital platforms.

KEYWORDS

Adaptive learning, digital transformation, higher education, artificial intelligence, Learning Analytics, individual learning trajectory, digital pedagogy.

INTRODUCTION

Today, the processes of digital transformation taking place worldwide are having a significant impact on the education system, as well as on all sectors. As a result of the development of information and communication technologies, the introduction of artificial intelligence tools into the educational process, and the expansion of the digital learning environment, new approaches to organizing education are being formed. One of these approaches is adaptive learning technologies. Students studying in higher education institutions differ from each other in terms of their level of knowledge, interests, learning activities and learning rates. While the traditional educational process has limited opportunities to fully take into account these differences, adaptive educational technologies allow for an individual approach to each student. These technologies serve to adapt educational materials, assign individual tasks and form an educational trajectory based on the analysis of data on student activity. In recent years, the use of digital platforms, distance learning systems and artificial intelligence elements in the higher education system has been expanding. This further increases the practical importance of adaptive educational technologies. At the same time, the scientific study of the effectiveness of the implementation of these technologies, their pedagogical capabilities and impact on the quality of education remains one of the pressing issues. The purpose of this study is to analyze the effectiveness of the use of adaptive educational technologies in the higher education system in the context of digital transformation and to identify its potential for improving the quality of education.

METHOD

Digital transformation has become an integral part of the

modern higher education system, forming new mechanisms for organizing the educational process. This process, along with expanding the possibilities of using educational resources, also creates the need to organize education taking into account the individual characteristics of students. In this regard, adaptive educational technologies are recognized as one of the important tools for improving the quality of higher education. The main goal of adaptive learning technologies is to create a learning environment adapted to students by analyzing their knowledge level, learning needs, interests, and learning pace. While the traditional education model provides all students with the same content of educational materials and tasks, adaptive learning creates an individual learning trajectory for each student. As a result, the effectiveness of the learning process increases and the level of knowledge acquisition improves. Today, Moodle, Canvas, Blackboard, and other digital learning platforms offer the ability to use adaptive learning elements. These platforms allow for monitoring student learning, analyzing learning outcomes, and providing individualized recommendations. This approach helps students develop independent learning skills. One of the important advantages of adaptive learning technologies is the increase in student motivation. When a student completes tasks that are appropriate for his level of knowledge and receives immediate feedback on his results, his interest in learning increases. This, in turn, leads to increased academic success. Adaptive systems also allow you to determine which topics students have mastered well or in which areas they need additional help. In the context of digital transformation, the development of artificial intelligence technologies is further expanding the possibilities of adaptive learning. Artificial intelligence algorithms can form individual learning strategies by processing large amounts of data about student activity. For example, the system analyzes the student's mistakes and recommends additional materials or practical tasks that are suitable for him. This helps to timely eliminate gaps in knowledge.

At the same time, there are some problems in the implementation of adaptive educational technologies. First of all, the insufficient formation of modern technical infrastructure in higher education institutions can limit the effective use of adaptive systems. In addition, the development of digital competencies of professors and teachers is also an important task. To effectively organize adaptive education, teachers must not only have excellent knowledge of their subject, but also be able to effectively use digital platforms and data analysis tools.

The analysis shows that the use of adaptive educational technologies increases the activity of students in their educational activities, develops independent work skills, and improves educational outcomes. In particular, the educational process, organized on the basis of an individual approach, creates favorable opportunities for students with different levels of preparation. This serves to ensure the inclusiveness and quality of education.

Thus, in the context of digital transformation, adaptive educational technologies are one of the important factors in the modernization of the higher education system, allowing to organize the educational process on the basis of person-centered principles. Their widespread implementation in practice will serve to improve the quality of education, support the individual development of students, and prepare competitive specialists who meet the requirements of the modern labor market.

RESULTS AND DISCUSSION

During the study, the pedagogical possibilities and effectiveness of using adaptive educational technologies in higher education in the context of digital transformation were analyzed. As a result of the studied scientific sources and existing experiences, it was determined that adaptive educational technologies have a positive impact on the quality of education.

Firstly, adaptive educational technologies allow adapting educational materials taking into account the individual needs of students. This serves to increase the level of knowledge acquisition. As a result of students completing tasks appropriate to their level of preparation, the process of mastering complex topics is more effective.

Secondly, adaptive learning systems activate students' independent learning activities. Individual recommendations and additional resources provided through digital platforms develop students' independent research skills.

Thirdly, adaptive platforms based on artificial intelligence and data analysis allow for continuous monitoring of students' learning activities. As a result, problems in the level of mastery are identified early and appropriate pedagogical measures are taken.

Fourth, the use of adaptive educational technologies serves to increase students' motivation for learning. The fact that

students perform tasks that are appropriate to their capabilities and receive immediate feedback on their results increases their interest in the educational process.

The analysis has shown that the use of adaptive educational technologies is an important factor in creating a person-centered learning environment in higher education, improving academic performance, and increasing educational quality indicators.

The results obtained confirm the important place of adaptive educational technologies in the modern higher education system. The results of the study are consistent with the scientific works of foreign scientists, who noted that adaptive teaching increases the academic success of students, ensures an individual approach and enhances the efficiency of the educational process.

Digital transformation processes are placing new demands on the education system. In particular, taking into account the individual characteristics of learners, the effective use of educational resources and monitoring of educational results are becoming increasingly important. Adaptive educational technologies serve to implement these tasks.

However, there are some problems in the implementation of adaptive learning systems. In particular, the uneven development of digital infrastructure in all higher education institutions, the insufficient competence of professors and teachers to work with adaptive platforms, and the high cost of special software can hinder the widespread implementation of these technologies.

Also, the effectiveness of adaptive learning systems largely depends on the quality of the database and the accuracy of the system algorithms. Therefore, in the future, the effectiveness of adaptive learning can be increased by further improving artificial intelligence technologies and Learning Analytics tools. In general, the integration of adaptive educational technologies into the higher education system is important for increasing the flexibility of the educational process, creating an educational environment focused on student needs, and training specialists with modern competencies.

CONCLUSION

In the context of digital transformation, the use of adaptive educational technologies in the higher education system is one of the important areas of improving the educational process. The results of the study showed that adaptive educational technologies allow organizing the educational process taking into account the individual needs, level of knowledge and pace of learning of students. Adaptive educational technologies help students effectively master educational materials by providing an individual approach. The use of digital platforms and artificial intelligence tools allows for regular monitoring of students' educational activities and improving educational outcomes. The adaptive learning model increases students' motivation to learn, develops independent learning skills, and enhances their activity in the educational process. The introduction of adaptive educational technologies in higher education institutions, while improving the quality and efficiency of education, serves to form a person-centered educational environment. The effectiveness of adaptive education is closely related to modern digital infrastructure, a quality database, and the digital competencies of professors and teachers. Thus, adaptive educational technologies are emerging as one of the important factors in improving the quality of higher education, supporting the individual development of students, and training competitive specialists in the context of digital transformation.

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