



THE USE OF MICRO-LEARNING IN SOCIAL NETWORKS FOR THE FORMATION OF PROFESSIONAL COMPETENCIES

Tulendiyeva Farida Tobagabylovna

Senior Lecturer, Linguistic Center
International Kazakh-Turkish University named after
H.A.Yasavi, Turkestan, Kazakhstan

Barat Inkar Aldiyarovna,

1st year student
International Kazakh-Turkish University named after
H.A.Yasavi, Turkestan, Kazakhstan

Annotation. This article examines in detail the problem of increasing students' motivation to learn through social media. In the modern information society, social networks are becoming an integral part of students' daily lives and have a significant impact on their thinking, behavior, and learning activities. In this regard, one of the urgent pedagogical issues is the effective and systematic use of social networks for educational purposes.

Social media platforms enhance the learning process and allow students to actively participate, interact, and share information. In addition, they contribute to the interactive presentation of educational material, increase the interest of students and enhance learning motivation. The effective use of social media in the educational process proves that it is one of the most important tools for increasing students' learning motivation and improving the quality of education.

Keywords: social networks, motivation to learn, learner, digital education, interactive learning, innovative methods.

Introduction

Currently, the education system is undergoing a period of digital transformation. The rapid development of information technology, the widespread use of the Internet and the introduction of social networks into everyday life open up new opportunities for the educational process of students. Social media platforms (Instagram, TikTok,



YouTube, Telegram, etc.) profoundly influence the lifestyle of students, turning into tools for obtaining information, communication, and self-expression.

Increasing students' learning motivation is one of the most important tasks of the modern education system. Motivation is considered as one of the main factors determining the effectiveness of educational activities and directly affects the level of knowledge acquisition, activity and learning outcomes of students. However, traditional teaching methods often cannot fully ensure the interest of students, which leads to a decrease in their activity in the learning process.

In this regard, there is a need to introduce innovative approaches into the educational process, including the effective use of social networks. Social networks can be considered not only as an entertainment tool, but also as an educational resource. This allows you to present the educational material in a visual, interactive and accessible form, increasing the interest of students.

In addition, social networks create conditions for the development of students' communication skills, participation in group work and information exchange. This contributes to their active participation in the learning process and independent acquisition of knowledge.

In this sense, the purposeful and systematic use of social media in the educational process is one of the most effective ways to increase students' learning motivation and improve the quality of education.

Results and discussion. Educational motivation is an important psychological and pedagogical phenomenon that characterizes the student's inner desire and interest in acquiring knowledge. It determines the student's level of participation, activity, and learning outcomes in learning activities. With high motivation, students consciously participate in the learning process, strive to independently acquire knowledge and apply it in practice.

In modern pedagogy, learning motivation is considered as one of the main factors of learning effectiveness. It increases the cognitive activity of students, forms a positive attitude towards learning activities.

Social media is a set of digital platforms that allow users to create, share, and interact with content. Among them, platforms such as Instagram, TikTok, YouTube, and Telegram are widely used. These tools are being actively introduced into the educational process, forming a new format for information exchange.



According to scientific research, social networks offer the following opportunities in the educational process:

- fast information delivery-allows you to distribute educational materials to a wide audience in a short period of time;
- visual and interactive format-makes information understandable and attractive using tools such as video, infographics, animation;
- increasing student interest - content in a modern format enhances student interest in the learning process;
- the ability to receive feedback-through the exchange of opinions, writing comments and online discussion, effective communication is established between students and the teacher.

In addition, social media promotes the development of communication skills, digital literacy and the ability of students to work with information.

However, improper use of social media can also have unpleasant consequences. For example, factors such as inefficient use of time, information overload, and the spread of misinformation are more likely to negatively affect students' motivation to learn. Therefore, it is important to use social networks pedagogically competently, purposefully and systematically in the educational process.

Thus, a social network, being an effective means of increasing motivation for learning, its proper organization is an important condition for ensuring the effectiveness of the educational process.

Social networks are one of the most important tools influencing students' learning motivation in the modern educational process. This will enhance the learning process, increase the interest and active participation of students.

The impact of social media on learning motivation is evident in several areas:

Materials and methods. Increased interest. Short videos, visual content, infographics, and animations on social media platforms can quickly attract students' attention and increase their interest in learning materials. This makes the learning process more attractive and accessible.

2. Interactivity

Social media allows students to leave comments, ask questions, and participate in discussions. This will ensure their active participation in the learning process and increase their cognitive activity.



3. Quick feedback

Through social media tools, an instant connection is established between the teacher and the student. Students can quickly answer their questions and correct their mistakes in time. This helps to improve their learning outcomes.

4. the possibility of self-expression

Students can post their work (projects, videos, presentations) and demonstrate their achievements. This will increase their self-confidence and strengthen their motivation to learn.

In addition, social media allows students to develop communication skills, participate in teamwork, and operate effectively in a digital environment.

Thus, the correct and purposeful use of social networks in the educational process is an effective means of increasing students' learning motivation, enhancing their activity and improving the quality of education.

The effective use of social media in the educational process is one of the most important tools for increasing students' learning motivation. To do this, it is necessary to use pedagogically correctly organized methods and techniques.

The main ways to increase motivation for learning are as follows:

1. Providing educational content on a social network

The provision of educational materials in a modern format on social media platforms increases the interest of students.

- short video tutorials-allow you to convey information in a compact and understandable form;

- infographics-facilitates the visual perception of complex information;

- storists-create conditions for learning in a short and dynamic format.

2. Organization of online assignments

Assignments organized through social media increase student engagement.

- challenges-develop creative activity and encourage students to actively participate;

- quizzes are an effective tool for testing and consolidating knowledge;

- Tests-allow you to get instant feedback.

3. organization of group work

Social networks create a favorable environment for organizing joint activities of students.

- Telegram or WhatsApp groups-allow you to share information and communicate;



- joint projects-develop students' communication skills and the ability to work in a team.

4. Using gamification elements

The elements of the game increase students' interest in the learning process.

- a system of likes and ratings-allows you to evaluate the activity of students;
- reward system-serves as a means of stimulating achievements.

In order to effectively use social media in the educational process, it is important to observe the following pedagogical conditions:

- targeted use-the use of social media in accordance with specific learning objectives;
- high-quality content-the content offered must be scientifically sound, understandable and interesting;
- consideration of the age characteristics of students-selection of content and tasks in accordance with the level of students;
- ensuring security-compliance with information security rules and protecting students from malicious content.

The systematic application of these approaches will increase the educational motivation of students, enhance their activity and increase the effectiveness of the educational process.

The study was conducted among students of secondary schools and was aimed at identifying the impact of the use of social networks in the educational process on educational motivation. The study participants were divided into two groups:

- an experimental group using social media;
- a control group using traditional teaching methods.

In the experimental group, the learning process was organized using social media tools. During the lesson, short video tutorials, interactive assignments, online discussions and group work were conducted. Students expressed their opinions through social platforms, completed assignments, and actively communicated with each other.

The control group used traditional teaching methods, the learning process was focused mainly on the teacher's interpretation and assimilation of ready-made information.

The results of the study showed a significant improvement in the performance of the students in the experimental group. Namely:

- in the first group, educational motivation is formed at a high level;



- interest in classes has increased, students have become actively involved in the learning process;

- the activity of students has increased, the quality of assignments has improved.

In general, the results of the experimental study prove that the effective use of social networks in the educational process plays an important role in increasing students' learning motivation.

The results of the study showed that the effective use of social networks in the educational process plays an important role in increasing students' learning motivation. Social media tools activate the learning process and allow students to actively participate, interact and take information with interest.

As established in the course of the study, the use of social networks not only increases students' interest in classes, but also enhances their cognitive activity, promotes free expression and participation in group work. In addition, visual and interactive content contributes to the effective assimilation of knowledge, facilitating the understanding of educational material.

However, the use of social media requires compliance with certain pedagogical requirements. Its misuse or irregular use can have unpleasant consequences. Therefore, the use of social media in the educational process should be aimed at specific goals, and the content should be of high quality and appropriate to the age characteristics of students.

Conclusion. Social media is one of the most effective tools for increasing students' motivation to learn. Its correct and systematic application in the educational process makes it possible to increase the interest of students, activate their activities and improve the quality of knowledge.

The results of the study showed that a pedagogically competent organization of social networks increases the effectiveness of learning. This approach promotes the development of independence, communication skills and digital literacy of students.

In this regard, the purposeful, systematic and safe use of social networks in the educational process is recommended. This is one of the most effective pedagogical directions that meet the requirements of the modern education system.

References:

1. Fundamentals of digital pedagogy: a textbook. Almaty: Obrazovanie Publ., 2019.



2. Psychology of learning: a textbook. Almaty: Kazakh University, 2017.
3. Innovative educational technologies: a textbook. - Almaty: Rarity, 2018.
4. The Law of the Republic of Kazakhstan "On Education". - Astana, 2007 (with amendments and additions).
5. Vygotsky L. S. Pedagogical psychology. Moscow: Pedagogika Publ., 1991.
6. Bandura A. Theory of social learning. New York: General Learning Press, 1977.
7. Siemens G. Connectivism: the theory of learning in the digital age. – 2005.
8. Anderson T. Theory and practice of online learning. – Edmonton: AU Press, 2008.
9. Kaplan A.M., Henlein M. Users from all over the world, unite! Challenges and opportunities of social networks. – Business Horizons, 2010.
10. Mayer R.E. Multimedia learning. Cambridge: Cambridge University Press, 2001.