Distance Education In Ukraine In The Context Of Modern Challenges: An Overview Of Platforms

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Summary

The article examines the opit of foreign authors on the problem distance education, it was found that at present there are many opinions about distance and e-education, but there is no single accepted definition; clarified the definition of distance education in the framework of this work; the main tools of Internet marketing were highlighted, outlined main characteristics, as well as advantages and disadvantages; the tools of promotion on the Internet have been analyzed.

Key words:
distance learning, distance education, higher education, local network communications.

1. Introduction

The first stage in the emergence of distance education is associated with the emergence of an accessible postal service. "Correspondent education" dates back to the middle of the 19th century. Mail learners studied materials handed over scientific papers. The founder of such training is Isaac Pitman, who began teaching stenography to his students in the UK. In 1892, Chigaga University invited the first students to a distance learning program [2, 6].

In the 50s of the XX century, with the advent of radio and television, the first educational programs were created. The revolution in education was made by British Prime Minister Harold Wilson, in 1971 by The Open University recruited the first 21,000 students. This decision was supposed to solve the problem of excluding people with low income from higher educational institutions (hereinafter referred to as the university). Throughout the time, the university continued to expand: courses were added, degrees were introduced, new partnerships were created [2-5]. As a result, The Open University became a model for distance learning all over the world.

In the period from 1980-1990 with the advent of the personal computer and the Internet, distance learning made a breakthrough in education. The 21st century has brought new opportunities to learning, making it more accessible.

As you can see, distance learning has passed a long way from correspondent writing training to training through the screens of monitors and tablets.

The purpose of the article is to analyze the existing distance education programs in the context of modern challenges.

2. Theoretical Consideration

The development of modern society is taking place against the background of globalization processes, which determine the emergence of new requirements for a subject of any field of activity, among which the basic ones are: the ability to navigate in the array of incoming information, the skill to act in conditions of a lack of necessary data, the ability to create new information flows based on the received and analyzed information. A modern specialist requires constant updating of the acquired knowledge and skills, which allows us to talk about the transition from the concept of "education for life" to the concept of "education throughout life". In this regard, the higher education system is becoming not only a powerful factor in the socio-cultural development of society, but also a branch of the economy, each year more and more influencing the economic development of the entire state as a whole.

Higher education has a fundamental scientific base that allows it to prepare a comprehensively developed graduate, but the onset of the information era and globalization in education require its modernization, the use of new approaches to organizing the activities of higher education. The importance of solving the problem of matching the level of higher education to the trends of the time is due to the powerful influence of this institution on the formation of personality, social groups, on the success of a person's adaptation in the modern globalizing world. This necessitates the modernization of higher educational institutions, the development of innovative areas of study that combine flexibility, scalability, convenience of obtaining knowledge, accessibility for the student, based on modern information technologies that can meet the needs of students in obtaining relevant information for professional and personal growth, which, ultimately, it is an objectively necessary condition for the

entry of Russian higher education into the world educational space.

The information age is characterized by the widespread integration of previously incompatible areas of human knowledge, similar processes are characteristic of the modern education system. The combination of powerful and accessible information technologies, the computerization of the population of developed and developing countries led to the emergence of new, specific technologies in education, allowing students to study at a considerable distance from the main university, which resulted in the formation of distance education. Despite the fact that distance education is a controversial phenomenon, it is actively developing all over the world.

Its supporters consider the main advantages of distance education to be the opportunity to get education anywhere, regardless of the location of the student, which is especially important for countries with vast territories. Moreover, distance education can be obtained in any rhythm convenient for the student, distributing the study load at will, and with proper organization of classes, high efficiency of distance learning can be achieved through the use of new software and hardware platforms and electronic courses.

On the other hand, critics of distance education say that its quality cannot be compared even with distance education, and such educational technologies only allow you to get a diploma with a minimum investment of effort and money without acquiring actual knowledge. In addition to the low quality of the knowledge obtained, opponents of distance education also note the need for constant self-control and self-discipline on the part of students in the learning process. In addition, the lack of direct communication between the teacher and the student excludes the possibility of educating the student's personality, and the knowledge transmitted remotely loses its emotional color, which reduces the level of student's interest in learning.

The analysis of theoretical views on the development of distance higher education in Ukraine shows insufficient study of this problem in a comprehensive manner, taking into account the influence of globalization processes, modernization of domestic education and the modern information society on higher education. The problems of the development and implementation of innovative models of distance higher education, based on the study of the best practices of foreign countries, taking into account the identified barriers to the development of distance education in Ukraine, have also not yet been the subject of deep theoretical analysis.

The beginning of research in the field of education was laid back in antiquity thanks to the works of Plato and Aristotle, which were supplemented by the classical studies of J.-J. Rousseau, G. Hegel, I. Kant, G. Spencer, E. Durkheim and others.

In the foreign literature on distance education and distance learning, there is a huge amount of terminology: elearning, e-learning, virtual learning, blended learning, network learning, TEL (technology enhanced learning), CBT (computer-based training) computer assistance), WBT (web-based training), WSCL (web-supported collaborative learning), mobile learning, virtual learning, etc. According to the dissertation candidate, such an abundance of terminology associated with distance education and distance learning indicates a fairly high level of development of distance education at universities in a number of foreign countries.

A comparative analysis of the activities of universities in Europe and the United States implementing distance education showed that the main difference between the North American and European schools of distance education at the initial stage of their development was that the first was initially focused on the latest educational technologies, while the second was a superstructure over the traditional education. The technological difference in the process of informatization of higher education between the United States and Western European countries began to fade by the mid-90s of the XX century, when European universities began to actively use modern information technologies.

Today, the main difference between distance education in the US and in Western European countries is the share of government participation. If in the USA distance education is mainly financed by private capital, then in Europe it is financed by public funds.

Developed countries (USA, Canada, Western European countries), striving to export their distance education to other countries, consider it prestigious and in demand, since its export brings significant profits, which prompts the world's leading universities to improve the applied technologies of distance learning to increase the level their competitiveness in the global educational space. A different situation is observed in countries that have just begun to develop distance education. For example, the countries of Asia, having practically missed the initial technological stage of the development of distance education, are now actively using information technologies in it, primarily for the education of compatriots. The national systems of distance higher education in these countries (China, India, Turkey, Pakistan, Indonesia, Thailand, etc.) are more economically accessible to citizens than American or European distance education. Nevertheless, despite the insufficiently high level of prestige in the world of distance education in developing countries, their global influence on the development of distance education is increasing every year. For example, at present, India and China are confidently leading in terms of the number of students, therefore, their chosen learning models will determine the economic and

technological changes in the higher education system in the near future.

Thus, the following features are characteristic of the current level of development of distance higher education in the world:

1. Distance education is a powerful and promising branch of the economy of the post-industrial society, which causes an increase in the number of universities that conduct their activities exclusively on distance educational models;
2. Thanks to the use of information technologies, distance education becomes open, allows you to gain knowledge not only for the sake of a diploma of higher education, but also to implement the principle of "lifelong learning", this happens primarily due to an increase in the number of introduced distance educational technologies based on the use of the global Internet and electronic educational environments;
3. The expansion of the market for distance educational services in developed countries of the world is due to their export to other developed and developing countries, as well as the demand for distance education in the domestic market, and distance educational technologies themselves are becoming increasingly focused on students, their needs and pace of life.

Of course, foreign experience can and should be used in the development of Ukrainian distance higher education, although it is necessary to take into account its specific features and problems, which put universities in front of the objective need to increase the share of domestic higher education in the world, increase the level of information infrastructure, and further develop regulatory and legal bases in the field of distance higher education [8, 9].

Distance education has come a long way from correspondence training to virtual training. Many educational platforms today use modern computer and telecommunication technologies.

In connection with the increasing demand of the population for the use of ICT, a large number of different software products have appeared on the market, including in education.

The DOT system is a complex software and hardware complex. Data exchange takes place through the Internet channel and local network communications. This system is managed specialized software platforms - learning management system (LMS) or in publications of the distance education system (LMS).

According to many scientists, the basic functionality of the LMS is a combination of the following conditions:
- creation and download of training materials;
- creation and implementation of online tests;
- issuing and checking assignments;
- operational monitoring of progress;
- forums, chats, video conferencing.

The effectiveness of DOs significantly depends on the technologies used.

The chosen platform should ensure uninterrupted operation of the system during heavy load, have great functionality and easy administration. At the moment, there are a huge number of control systems.

It is believed that the educational platform should include includes the following parameters:

- functionality;
- reliability;
- stability;
- cost;
- availability of content development tools;
- SCORM support;
- knowledge testing system;
- Ease of use;
- modularity;
- providing access;
- 100% multimedia;
- scalability and extensibility;
- prospects for the development of the platform;
- cross-platform LMS;
- quality of technical support;
- presence (absence) of product localization.

Currently, the most famous platforms are: Moodle, IBM Lotus Learning space, Websoft, Ilias, Eliademi, Hypermethod, Prometheus and E-Studi.

Based on the above criteria, the most optimal Moodle platform, it meets all the parameters. At the moment, this is the most demanded platform in the open source LMS market.

At the moment, the pre-education market is rapidly expanding. In order to ensure competitiveness and attract consumers, educational institutions face the problem of promoting their educational programs.

Internet marketing emerged at the intersection of marketing and information technology.

Internet marketing is the practice of using all aspects traditional marketing on the Internet, affecting all the main elements of the marketing mix: - price, product, services, place of sale and promotion.

The main purpose of using internet marketing is to get the most out of the potential audience of a website or portal, then is to attract as many users as possible to the offered goods or services [7,10-12, 13].

Promotion of a product or service on the Internet may include several Internet marketing tools:

Search engine optimization (SEO) - optimization of a site in order to obtain high rankings in the appearance of the system on requests that correspond to the subject of the

site. Aims at getting traffic from popular search engines, on the Internet, the focus is on the Yandex and Google systems.

The article discusses the following Internet marketing tools:
- search engine optimization (SEO);
- contextual advertising;
- advertising on social networks (SMM);
- e-mail marketing.

Conclusion: this article examines the history of the emergence of distance education. Comparison of the formulations by various authors who have done research. The wording was given, which will be used in the future for writing the article.

Distance learning is a learning system based on the interaction of the teacher and students with each other at a distance, reflecting all the components inherent in the educational process by specific means of ICT and Internet technologies.

The difference between distance and electronic education was considered. The differences in platforms for distance education have been explored. And at the moment, many educational institutions in Ukraine use a platform with limited opportunities. The most popular Moodle platform.

Conclusions

Currently, the world is rapidly developing distance education. Many experts see positive aspects in this development. After all, many people around the planet are not always able to get a quality education. Now, thanks to the developed Internet technologies, it has become much easier to get an education at the required level. Now, many distance education companies are faced with the task of informing potential consumers about the availability of DL programs, as well as taking a large share in this market. In this work, all the goals set in the introduction have been achieved. As a result, the following main results were obtained:

The definitions of distance education between the authors who have studied this issue have been analyzed.

Distance learning is a learning system based on the interaction of the teacher and students with each other at a distance, reflecting all the components inherent in the educational process by specific means of ICT and Internet technologies.

The tools of Internet marketing necessary for the promotion of distance learning programs have been studied:
-search optimization;
- contextual advertising;
- social networks;
- e-mail marketing.

The combination of all four tools will give the necessary result in promotion in the selected territories.

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