

EFFECTIVENESS OF EDUCATIONAL ONLINE PLATFORMS

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Анотація

У роботі досліджується роль освітніх онлайн-платформ у сучасному навчальному процесі. Висвітлено основні переваги таких платформ, серед яких гнучкість, доступність, глобальні можливості для співпраці та обміну знаннями. Проаналізовано найпопулярніші освітні платформи. Окрема увага приділена ролі інтерфейсу та інтерактивних елементів у підвищенні ефективності онлайн-навчання.

Ключові слова: онлайн-освіта, навчальні платформи, інтерактивні елементи, дистанційне навчання, адаптивність.

Abstract

The work shows the feasibility of developing a web resource for agricultural management. An analysis of existing analogues of solving the problem of a convenient and effective way of keeping records of gardening activities is carried out, their advantages and disadvantages are given. Technological solutions for the development, as well as the scenario of use in the WEB resource, are described

Keywords: online education, learning platforms, interactive elements, distance learning, adaptability.

Introduction

We live in an era of rapid technological development, and educational platforms have become an integral part of the learning process and have significantly changed traditional approaches to education. With their help, learning opportunities have also changed, allowing us to overcome various problems that existed in the past: financial, distance, geographical, and others.

The main advantage is flexibility. Thus, pupils and students can learn at their own pace and choose convenient time for studying. Through convenient interactive elements such as video lectures, online discussions, etc., they make the learning process more effective and interesting.

Moreover, educational platforms contribute to the development of a global educational community. There is now an opportunity to unite students, pupils, and teachers from different parts of the world, creating a great environment for exchanging experience and knowledge. This not only enriches the educational experience but also promotes the development of social skills and communication, contributing to the expansion of people's worldview.

Research results

Educational online platforms are digital spaces designed to provide access to educational, interactive, and personalized content. These platforms encompass various formats, from virtual classrooms to mobile applications and specialized websites. Below, we'll examine the most common types of educational online platforms [1]. Online learning platforms have significantly increased their effectiveness as a tool for teachers. 78% of teachers indicated that these platforms allowed them to create a more student-centered learning environment, adapt to individual student needs, and provide various multimedia tools. They can track student progress and intervene when necessary, which improves learning outcomes [2].

At the current stage of educational platform development, the most popular ones are:

1. Coursera. One of the largest educational platforms that collaborates with leading universities worldwide (Stanford, Yale, Princeton, etc.). It offers complete educational programs, including the

possibility of obtaining online degrees and professional certificates, with a special focus on academic quality and employer recognition [3].

2. edX. A platform founded by Harvard University and MIT that specializes in high-quality academic education. It stands out for its depth of material and the opportunity to obtain micro-degrees in various fields, from computer science to business administration [4].
3. Udemy. A massive online learning platform where any expert can create their course. It is characterized by a huge variety of topics (from programming to cooking) and frequent course discounts, although content quality may vary [5].
4. Prometheus. A leading Ukrainian educational platform that provides free access to courses from the country's best teachers and foreign experts. Especially valuable for Ukrainian audiences due to Ukrainian-language content and collaboration with local universities and employers [6].
5. LinkedIn Learning. A professional platform integrated with LinkedIn that focuses on developing business skills and technical competencies. Particularly useful for professionals who want to develop in their careers, as certificates are automatically displayed in their LinkedIn profile [7].
6. Skillshare. A platform oriented towards creative industries and practical skills. Offers a wide selection of courses in design, photography, writing, and other creative directions, with an emphasis on practical projects and interaction between community members [8].

Therefore, let's provide a comparative characterization of each of them, as shown in Table 1.

Table 1 - Comparative characteristics of popular educational online platforms

Platform	Content Format	Cost	Certification	Features
Coursera	Video lectures, tests, projects	Free (audit) / \$29-99/month	Paid	Courses from leading universities, possibility to obtain a degree
edX	Video lectures, interactive assignments	Free (audit) / \$50-300/course	Paid	Micro-degrees, professional certificates
Udemy	Videos, practical assignments	\$10-200/course	Paid	Wide selection of courses, frequent discounts
Prometheus	Video lectures, tests	Mostly free	Free	Ukrainian universities
LinkedIn Learning	Video lectures, practice	\$29.99/month	LinkedIn integration	Focus on business skills
Skillshare	Video lessons, projects	\$15/month	No formal certification	Creative professionals community

The interface of an educational platform plays an important role in forming first impressions and subsequent interactions among students, pupils, and teachers. Users prefer a simple interface that is intuitively understandable and aesthetically appealing. The design can increase interest in learning and reduce cognitive load, allowing users to focus on the actual process of gaining knowledge. An important aspect is the adaptability of the educational platform's interface to different devices, as users may use phones, computers, laptops, and tablets for learning. Clear navigation and structured presentation of material help users organize the learning process more effectively.

Interactive elements have become an integral part of modern learning. They make lessons more dynamic and effective. Online surveys and quizzes allow quick assessment of material comprehension levels and engage all pupils and students in active participation. This is especially necessary in distance education conditions. The use of visual boards enables collaborative work on projects. Interactive presentations with built-in animation elements also help maintain students' and pupils' attention throughout the lessons. Collaborative project work is possible through cloud services, which will develop teamwork and collaboration skills. Automated knowledge assessment systems can also be used to promptly evaluate student and pupil progress.

Conclusions

Educational online platforms have become an integral part of the modern learning process, expanding opportunities for acquiring knowledge and skills. Such platforms offer a wide range of courses and formats, allowing students and pupils to learn at their own pace and using innovative interactive elements.

The most popular educational online platforms, such as Coursera, edX, Udemy, Prometheus, LinkedIn Learning, and Skillshare, differ in their features - from academic quality to focus on professional skills and creativity. Each platform has its advantages and target audience, providing access to high-quality education worldwide.

A key aspect of successful online learning is the interface and interactive elements of educational platforms. Simple, intuitive design, adaptability to different devices, and clear navigation help create a comfortable and effective learning environment. The use of interactive tools, such as surveys, virtual boards, interactive presentations, collaborative project work, significantly increases student and pupil engagement, making the learning process more dynamic and effective.

Overall, educational online platforms have become a powerful tool for transforming the education system, providing access to high-quality educational content and innovative teaching methods. The effective use of such platforms is an important step towards building a modern, flexible, and adaptive education system.

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