PRACTICAL EFFECTIVENESS OF INFORMATION-EDUCATION ENVIRONMENTS IN FORMING STUDENTS' FREELANCE COMPETENCIES

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Annotation. This article is focused on the methodology of using the information and educational environment in the formation of freelance competencies of students in secondary schools, in which the practical effectiveness of the formation of freelance competencies through the use of information and educational environments and freelance platforms in extracurricular educational activities of students is scientifically substantiated.

Key words: pupils, freelance, web freelance, trained freelancers, freelance platforms, information and educational environment.

Enter. Due to the fact that the digitalization of all industries in our republic is being implemented at a rapid pace, the training of mature personnel in the field of freelancing and the development of new approaches to the training of specialists in this field are one of the urgent problems of pedagogy [1].

A freelancer is a professional who voluntarily performs temporary or project-based tasks without a direct long-term commitment to a specific employer. Freelancers typically provide their services through online platforms or directly with clients, and their work can range from computer graphics to programming to social media marketing [2].

One of the main features of Freelancer is the ability to work remotely, which allows professionals to collaborate with clients in different countries and provides a flexible work schedule. Freelancers can also work with multiple clients simultaneously and actively develop their skills by choosing projects that match their skills and

interests [3].

Formation of freelance skills in students, develops entrepreneurial skills and independence in them, allows to gain real work experience during studies, earn additional income, combine study and work [4].

Therefore, it is of urgent importance to form the competencies of general secondary school students regarding freelancing and to develop new approaches to using information-educational environments and freelancing platforms.

Analysis of the literature. Scientific research on the theory and practice of using information-educational environments in the educational process by researchers such as R.W. Picard, S.Papert, S.Downes, A.D.Ongarbayeva, Y.A.Belova, V.A.Brilyova, A.A.Abduqadirov, N.I.Taylakov, S.Q.Tursunov, U.M.Mirsanov and carried out by scientists.

The impact of the information-educational environment on the processes of education and development of students, the use of information-educational environments in the development of the skills and qualifications of students, the methodology of integrating information technologies into the educational process by these researchers and scientists and scientific research on the theory was carried out.

Also, scientific research on the theory and practice of using freelancing platforms and information-educational environments in the formation of students' freelancing skills D.J.Abdreisova, D.T.Baytenizov, R.A.Dolzhenko, S.G.Absalyamova, T.B.Absalyamov, A.D.Fattakhov, M.V.Kartuzova, L.L.Gresko, M.I. Scientific researches were conducted by researchers and scientists like Jadan.

These researchers and scientists have conducted research on the possibilities of using freelancer platforms to develop knowledge, skills, and abilities of freelancers and to increase their work efficiency.

For example, according to D.J.Abdreisova and D.T.Baytenizov, "it is considered appropriate to create multi-functional freelancer platforms that will cover

freelancers with work orders and learners. Such platforms provide the market of freelancers, their clients with a modern and convenient digital platform, and also serve as an environment for attracting specialists operating in various sectors of the economy" [5]. According to R.A. Dolzhenko, "freelancing, in essence, is self-expression, working with several clients at the same time, showing one's abilities, revealing unrealized talents and earning short-term income is an opportunity to increase. Also, a worker engaged in such activities will have the opportunity to devote most of his free time to his family and hobbies, save time, create projects as he wishes, and freely choose his working hours. In order to have such opportunities, freelancing platforms are important" [6].

S.G. Absalyamova and T.B. Absalyamov "taking into account the influence of information technologies on the freelancer market, they emphasize that freelancer platforms will lead to the development of a virtual work space that has formed an Internet economy that is compatible with the development of electronic markets and e-business. In such conditions, young people become an active mobile socio-demographic group that considers freelancing as a source of additional income" [7]. According to A.D. Fattakhov, "freelance platforms allow to optimally involve the team for the implementation of projects. Not only freelancers, but also students can join such platforms. At the same time, platforms provide communication with legal entities so that they can offer their projects on behalf of their organizations" [8].

Based on the analysis of the works of the cited scientists, it can be said that information-educational environments and freelancing platforms serve as an important pedagogical tool in the formation of students' competencies for freelancing.

Research methodology. With the help of freelancing educational environments and platforms, freelancers can find clients all over the world, regardless of their actual location, and earn money for their projects in various fields. Since digital platforms are convenient to use and remove many barriers to entering the labor market, this method

of earning money is convenient not only for freelancers, but also for other groups that have problems finding work (youth, women with young children, disabled people, etc.). Therefore, it is necessary to improve students' ability to work with freelance platforms. Based on this, the freelanser.uz platform was developed for freelancers and employers as part of the research, and educational resources were placed on it, which form and develop the competencies of users related to freelancing (see Figure 1).

Figure 1. The process of using the freelanser.uz platform developed as part of the research

The developed information-educational environment consists of "Home", "Video lessons", "Instructions", "Job search", "Talents" and "Useful links" sections, which are open to use.

In the "Video Lessons" section of this information-educational environment, video lessons that form and develop students' freelance competencies are posted. The convenience of video lessons is that they allow the student to learn the topics independently. These video lessons can be used both online and offline (see Figure 2).

Figure 2. The process of using the video lessons page of the freelanser.uz platform developed as part of the research

It is effective to provide the students with the relevant instructions necessary for their freelancing activities along with learning video lessons about freelancing. Instruction plays an important role in the formation of students' competencies related to freelancing. They provide guidance and clarity on tasks, processes, and expectations. Taking into account the possibilities of the guidelines, information about freelancing has been transferred to the "Instructions" page of the information learning environment (see Figure 3).

Figure 3. The process of using the instructions page of the freelanser.uz platform developed as part of the research

It should be noted that customers are the basis of freelance activity. Without customers, a freelancer will have no work and no income. Therefore, it is important to attract new customers and retain existing ones. Therefore, a "Job search" page was created for customers and freelancers as part of the freelanser.uz information-educational environment developed as part of the research (see Figure 4).

Figure 4. The process of using the instructions page of the freelanser.uz platform developed as part of the research

It is effective in motivating high achievers in education, their individual growth and inspiring others to reach their full potential. Therefore, the page "Talented" was developed as part of the educational environment developed within the framework of the research (see Figure 5).

Figure 5. The process of using the instructions page of the freelanser.uz platform developed as part of the research

Thus, it is appropriate to use the information-educational environment proposed above in the formation of the competencies of general secondary school students regarding freelancing.

Analysis and results. The success of the pedagogical experimental work carried out in the process of conducting experimental work aimed at forming the students' competencies related to freelancing shows the need to take into account its organizational and pedagogical aspects in this process. Therefore, special attention was paid to these aspects. Experimental work was conducted among students studying in the 38th, 40th, 53rd general secondary schools of the Jomboy district of the Samarkand region in the 2022-2023 academic year.

A total of 135 students were recruited for the experimental and control groups. Experimental work was carried out in three stages: emphasis; formative;

the finisher. At the critical stage of the experimental work, students were interviewed and observed about the main features of freelancing.

At the formative stage, trainings were conducted for the experimental group based on the proposed educational technology, and criteria were developed to evaluate the effectiveness of students' learning.

At the final stage, a mathematical-statistical analysis was performed based on the Student-Fisher criterion in order to check the reliability of the results of the students in the experimental and control groups.

When using this criterion, formulas were used to determine suitable mean values, coefficients of dispersion , mean square deviations, variation indicators , reliable deviations of assessment, and mastery indicators for samples. According to the calculation results, it was found that the average mastery rate of the experimental group was higher than that of the control group, that is, it increased by 9.5

Conclusions and suggestions. It is considered appropriate to use the information-educational environment developed within the framework of the research in the formation of students' competencies related to freelancing. This freelanser.uz platform provides the following opportunities:

1. Online textbooks;
2. Webinars and virtual seminars.
3. Video tutorials and podcasts;
4. Online certification programs;
5. Freelancer vacancy notice board;
6. Education management system;
7. Electronic training courses for freelancers;
8. Collaboration tools for freelance teachers.

These capabilities can be modified based on user audience and market needs. Conducting market research and understanding the demand for such services will help improve the offers of the freelancer and make them more attractive to potential users.

Thus, it is effective to use the information-educational environment developed within the framework of research in the formation and development of students' competencies related to freelancing. On the basis of these, students will be able to spend their free time effectively, become the owner of a modern profession, and receive a permanent income.

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