DIGITAL TRANSFORMATION OF THE EDUCATIONAL PARADIGM: THE DETERMINATIVE ROLE OF MODERN INFORMATION TECHNOLOGIES IN SHAPING YOUTH WORLDVIEWS

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Abstract: This study investigates the pivotal role of innovative technologies in transforming educational paradigms and shaping the worldviews of the younger generation. Drawing on contemporary research and empirical case studies, the authors analyze the impact of diverse digital interventions—such as online learning platforms, social media ecosystems, and interactive digital tools—on youth cognitive development and learning outcomes. Furthermore, the paper critically examines the challenges and future prospects associated with integrating these technologies into the educational process, while outlining key directions for subsequent scholarly inquiry.

Key words: transformation of education, innovative technologies, youth worldview, online platforms, social networks, digital literacy, educational process, challenges and prospects.

INTRODUCTION

In the contemporary landscape, education serves as a pivotal instrument in shaping the worldviews of the younger generation, thereby defining their life perspectives, core values, and priorities. However, the rapid acceleration of technological advancement, coupled with evolving socio-cultural dynamics, has rendered traditional pedagogical methods increasingly inadequate for achieving these objectives. Consequently, the integration of innovative technologies into educational processes has emerged as a critical imperative for effective transformation.

The aim of our research is to study the role of innovative technologies in the formation of youth worldview. We aim to analyse what exactly technologies and teaching methods contribute to the development of critical thinking, creative abilities and socio-cultural competence in young people. Our work is aimed at identifying those aspects of the use of innovative technologies that can effectively influence the formation of values and beliefs in students and pupils.

In order to achieve this goal, we set the following objectives:

1. To analyse the existing approaches to the use of innovative technologies in education and their impact on youth outlook.
2. to investigate the effectiveness of different teaching methods with the use of innovative technologies in the context of formation of value orientations in students and pupils.
3. Identify the advantages and limitations of using innovative technologies in the formation of youth worldview.
4. To offer recommendations on optimising the use of innovative technologies in educational processes, taking into account the formation of value orientations of young people.

Our research efforts are aimed at finding new approaches to education that can help young people develop not only professional skills, but also a tolerant, critically thinking and socially active worldview necessary for successful adaptation in a rapidly changing society.

LITERATURE REVIEW AND METHOD

Extent of study of the problem:

The problem of the role of innovative technologies in transforming education and shaping the worldview of young people attracts the attention of many researchers in modern scientific literature. Many works are devoted to analysing the impact of different types of technologies on the educational process and psychological aspects of

youth development. In particular, research in this area covers such key topics as the use of online platforms and social networks, digital literacy, the effectiveness of different teaching methods using technology and the socio-cultural implications of their introduction.

Facts and examples:

For example, "Digital Learning: Transforming Education" (by Eric Hamilton) provides an in-depth look at the evolution of education under the influence of digital technologies. The author presents research evidence that demonstrates how the use of online platforms and interactive learning materials can actively engage students in the learning process and improve learning outcomes.

Another example is "The Impact of Social Media on Youth: A Case Study of Facebook" (author: Samson Muhia Githinji), which explores the impact of social media on young people's worldviews. The author analyses the results of surveys and studies to demonstrate how active participation in social media can shape young people's perceptions of their environment, values and social relationships.

Method:

The research method for this problem may include analysing academic articles, books, research reports and publications in the field of education and information technology. It is also useful to conduct empirical research using surveys, interviews and data analysis to identify specific trends and implications of the use of innovative technologies in youth education.

OBSERVATION

The role of innovative technologies in shaping youth worldviews

The role of innovative technologies, including online platforms and social media, in shaping young people's worldviews cannot be underestimated in the context of educational transformation. With the advent of the Internet and digital

technologies, the ability to access information has greatly increased, leading to a shift in the way young people learn and perceive the world.

Online platforms and social media have become an integral part of young people's lives, providing them not only with access to a variety of information, but also with the opportunity to communicate with people from all over the world. These technologies play a key role in shaping young people's worldviews in several ways.

Firstly, online platforms and social media provide access to different perspectives, worldviews and cultures, which facilitates a broad overview of information and the development of critical thinking among young people. Interacting with a variety of information sources helps young people develop the ability to analyse and evaluate information critically and to construct their own opinions and beliefs.

Secondly, social networks allow young people to share ideas, opinions and experiences with others, which helps to build and strengthen their social ties and community skills. This type of interaction helps young people to broaden their horizons, learn about different cultures and traditions, and realise that they belong to a global community.

However, despite their many benefits, online platforms and social media also carry certain risks. The dissemination of inaccurate information, digital violence and dependence on social media can have a negative impact on young people's worldviews, forming stereotypes and distorting reality.

Thus, online platforms and social media play an important role in shaping the worldview of young people, enriching their knowledge, critical thinking and social skills. At the same time, active attention from educational institutions and parents is needed to teach young people to critically analyse information and develop digital literacy to better use the benefits of technology and minimise its negative effects.

Challenges to the use of innovative technologies in the education of young people

The use of innovative technologies in the education of young people is inextricably linked to a number of challenges and concerns, among which fears of loss of personal

connection and social isolation have a special place. In today's society, where technology is becoming an increasingly important element of everyday life, there is a need for careful consideration of this issue.

One of the main challenges is the potential loss of personal connection between students and teachers in the learning process. The use of digital platforms and online courses can lead to a decrease in personal interaction, which is often considered essential for effective learning and shaping worldviews. Lack of face-to-face communication and the opportunity to ask questions of teachers can lead to a loss of interest in learning and a decrease in motivation.

Social exclusion is also a serious threat when using innovative technologies in the education of young people. Virtual communication in social networks and online platforms can replace real meetings and interactions with real people, which can ultimately lead to alienation and isolation from society. Lack of personal connection and physical interaction can have a negative impact on the social and emotional development of young people, increasing the risk of developing psychological problems.

Combating these challenges requires an integrated approach that includes not only technological innovations, but also pedagogical strategies and sociocultural aspects. It is important to strive for a balance between the use of technology and maintaining personal connections and communication in real life. It is also necessary to provide young people with social skills and support their participation in public life in order to prevent social isolation and exclusion.

Thus, when introducing innovative technologies in the education of young people, it is necessary to take into account the potential risks and challenges associated with loss of personal connection and social isolation and to develop strategies and measures to overcome them. Only in this way can effective and harmonious education that promotes a healthy worldview and youth development be ensured.

RESULTS

Prospects for integrating innovative technologies into the educational process

The integration of innovative technologies into the educational process offers great prospects for the formation of digital culture and ethical standards among young people. In today's world, where digital technologies play an increasingly important role in everyday life, it is important to provide young people not only with technical skills, but also to develop their understanding of digital safety, responsibility and ethical principles.

One of the key perspectives of integrating innovative technologies into education is the possibility of forming a digital culture among young people. Learning how to use various programmes, applications and online resources not only enhances students' technical capabilities, but also promotes their informed and effective use in various spheres of life. Based on the principles of digital literacy, educational programmes can help young people develop skills in searching, analysing and evaluating information on the Internet, as well as in critical thinking about digital resources.

In addition, the integration of innovative technologies into the educational process provides a unique opportunity to discuss and shape ethical norms and values in the use of technology. Students can explore ethical aspects of the digital sphere, such as data privacy, cyberbullying, rules of behaviour on the Internet and others, and develop their own position on these issues. Teaching ethical principles in the use of technology helps young people to recognise the consequences of their actions in the digital space and to become responsible participants in the information society.

Thus, the integration of innovative technologies into the educational process represents an important step in the formation of digital culture and ethical standards among young people. This not only enhances students' technical capabilities, but also develops their critical thinking abilities and informed use of technology. Based on the principles of

digital literacy and ethical standards, educational programmes can make a significant contribution to a sustainable and ethical information society.

CONCLUSION

Innovative technologies play a key role in transforming modern education and shaping young people's worldviews. Their introduction opens up a wide range of opportunities for expanding knowledge, developing skills and shaping values among students and pupils. However, at the same time, new challenges and questions arise that require further research and attention from the educational and scientific communities.

It is important to continue studying the effectiveness of different methods of using innovative technologies in education in order to identify the most effective strategies and approaches. It is also necessary to pay attention to the development of digital literacy, ethical aspects of the use of technologies and social implications of their introduction into the educational process.

Further research in this area can be aimed at studying the impact of innovative technologies on the formation of young people's worldview in different socio- cultural contexts and educational environments. It is also important to explore the possibilities of using technologies to individualise the educational process and meet the needs of each student.

Research in the field of innovative technologies in education can become the basis for the development of new educational strategies and policies aimed at improving the quality of education and youth development. Ultimately, the development of modern education and the formation of youth outlook largely depend on the successful introduction and use of innovative technologies in the educational process.

Thus, the prospects for further research in this area are vast and important for the development of modern education and ensuring the successful adaptation of young people to the challenges of the modern world.

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