

## STRATEGIES FOR DIGITAL TRANSFORMATION OF THE EDUCATIONAL ENVIRONMENT AS A FACTOR IN IMPROVING THE QUALITY OF EDUCATION

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### Abstract

This article examines the theoretical foundations of the development of cooperation, the concept of skill, and its importance in the social, educational, and professional environment. The role of cooperation in improving interpersonal relations, increasing organizational efficiency and ensuring the sustainable development of society is analyzed, cognitive, practical and social aspects of skills are characterized, and their role in personal development and professional development is determined. In addition, modern methods and mechanisms for the formation of a culture of cooperation are proposed, psychological and pedagogical mechanisms for the formation of skills are differentiated.

The article also examines the effectiveness of psychological training in developing cooperation skills in young children. The article analyzes the structure of cooperation skills, psychological characteristics of adolescence and the content of training work. In addition, the influence of group training on interpersonal relationships, the formation of mutual trust and responsibility is characterized.

**Keywords:** digital transformation, ICT in education, blended learning, adaptive technologies, digital literacy, educational analytics, high-tech environment.

### Introduction

In the context of global digitalization, the effectiveness of the educational process directly depends not on the number of implemented gadgets, but on qualitative changes in the methods of interaction between subjects of education. IT efficiency increases with the transition from passive content consumption to the active use of digital tools to create projects and solve problematic problems. The key barrier to effectiveness is not the lack of

technology, but the insufficient level of "digital maturity" of teachers, and ways to develop their qualifications are proposed.

The formation of Kazakhstan as an independent state is inextricably linked with the development of the secondary education system. Both the pillar and the root peg that will contribute to the full-fledged growth, spiritual and cultural development of any nation, no matter what nation we may be, are our future youth.

"In today's world, it is necessary to provide young people with new knowledge that meets international standards related to information technology," he said.

Information and communication technologies are also of great importance for creating pedagogical and psychological conditions conducive to comprehensive learning, business and talented, creative and free development of future generations. However, the pace of development of science and technology requires the need to talk and communicate about the negative consequences for the psychological maladaptation and behavior of our future youth through games distributed to young people through social networks using information tools.

It is impossible to completely eliminate the harm of social networks, but with conscious use and the right direction, its negative impact can be significantly reduced. The main thing is that a teenager needs a caring environment and a bond built on trust.

## Results and Discussion

Adolescence is an important stage of personality formation, including self-esteem. A teenager is a person who is in a transitional period between childhood and adulthood. This period usually covers the age from 10 to 19 years and is characterized by great changes in physical, psychological, and social terms.

Features of adolescence:

1. Physical changes - growth, body shape changes, puberty, hormonal changes.
2. psychological development - the formation of self-awareness and personality, increased emotions, mood instability, desire for independence, conflict of views with parents or adults.
3. Social relations-interest in friendship and love increases, peer influence increases, and the search for a place in society begins.
4. Behavior-taking risks (sometimes even dangerous behavior), learning responsibility, developing the ability to have personal opinions and make decisions.

Self-esteem at this age is particularly susceptible to external influences, namely the assessment of peers, adults and the environment.

## Materials and Methods

Self-assessment is a person's ability to evaluate their capabilities, abilities, qualities, and the results of their actions. This is the attitude of a person towards himself, the level of

inner faith and self-acceptance. Self-esteem has a huge impact on a person's achievements, relationships, and psychological state in his life.

Factors of self-esteem formation:

1. family upbringing.
2. Opinion about the environment
3. Achievements in school and workplace
4. internal dialogue with oneself.

Proper and stable self-esteem contributes to the development of personality, the search for one's place in life and the maintenance of psychological well-being.

In modern society, digital technologies and social media play an important role in the lives of teenagers. Social networks such as Instagram, TikTok, Snapchat, etc. have become an integral part of teenagers' daily lives and actively influence their psychological state. Self-assessment is divided into several types:

#### High self-esteem

- a person is confident in himself, strives to achieve his goals and is not afraid of difficulties.

#### Average (realistic) self-esteem

- a person clearly evaluates his strengths and correctly perceives his achievements and shortcomings.

#### Low self-esteem

- A person is insecure, afraid of failure, and underestimates their abilities.

The development of media literacy is the formation of a person's ability to correctly perceive, analyze, sort and critically evaluate information. In the modern information age, this skill is very important for everyone, especially for young people. Media literacy is one of the most important abilities of the 21st century. It not only protects against the influence of disinformation, but also helps to form personal opinions and make informed decisions. Its development is a common task of every person, every family and the education system. On the one hand, social networks open up opportunities for self-expression, creativity and communication, and on the other hand, they can have a destructive effect on the psyche and the formation of self-esteem. One of the main risks is constantly comparing yourself to other users, which leads to lower and lower self-esteem.

There are two types of comparisons with others:

1. High-level comparison - compare yourself with successful, beautiful, or strong people. Consequences: it can be a source of motivation, but it often leads to self-deprecation and mood swings.

2. Downward comparison – comparing oneself with people in poor health. Consequences: it can increase self-confidence, but it is more likely to cause false pride or neglect.

Let's focus on the negative impact of comparison:

Firstly, such unsatisfactory qualities as low self-esteem begin to form - that is, resentment, jealousy, stress, underestimation of one's own success. Relying on false ideals through social media, he loses self-confidence, imitation appears and loses the ability to make certain decisions.



Comparing oneself with others is a person's assessment of oneself in comparison with others. This is a natural psychological phenomenon, but if it is excessive, it can negatively affect a person's self-perception and life satisfaction. Comparing with others can be a source of inspiration when used correctly. But it's important not to turn this into a self-deprecating tool.

The main competitor is yourself. Likes and comments are just numbers. A person's true value and personality are not measured by them. It is important to be critical of social media in order to maintain a psychological balance. Increased anxiety and depression are one of the urgent psychological problems of modern society.

There are several important reasons why this phenomenon is increasing.:

1. increasing the information load. Social networks, news flow, advertising – a huge amount of information that the brain is constantly forced to process. This prevents the brain from resting, which leads to increased stress and anxiety.

2. Social media and comparison. People compare their lives with the "ideal" virtual lives of others and consider themselves less worthy. Dependence on likes and opinions also creates psychological pressure.

3. Hectic lifestyle. Unstable work schedule, constant haste, and poor rest lead to an increase in stress hormones (cortisol). Lack of physical activity, sleep, and a healthy diet also matter.

4. Reducing loneliness and sincere relationships.

Cyberbullying is an attempt to insult, ridicule, intimidate, or damage a person's reputation on the Internet, social media, messaging platforms, or other digital means. This is especially common among teenagers and is very dangerous from a psychological point of view.

Types of cyberbullying:

1. Bullying and bullying – constant sending of terrible or hateful messages.

2. Slander – spreading misinformation and damaging a person's reputation.

3. dissemination of confidential information – unauthorized publication of personal photos, letters.

4. Tease or laugh – meme, photomontage, deliberate ridicule.

5. Social isolation – exclusion of someone from a group or chat.

Consequences of cyberbullying:

Psychological trauma: stress, anxiety, insomnia, decreased self-esteem. Refusal to study or deterioration of academic performance. Loneliness and social isolation. In severe cases, it can lead to suicide. Ways to reduce the negative impact of social media on teenagers is a very important issue right now. Teenagers often spend a lot of time in the virtual world and encounter content that harms their psyche.

There are several effective ways to reduce this effect:

1. Forming a culture of conscious use Educating teenagers on the proper use of social media (information filtering, personal data protection, time tracking and restrictions). The explanation that social media is just a "show", that real life is something else.

2. Time limit Limit the time spent in front of the screen using special applications (for example, no more than 1-2 hours). To teach not to use the phone before going to bed.

3. Parental control and open dialogue Parents should talk openly with their children about their social media activities and build relationships based on trust. There should be joint discussion and support, not control – supervision.

4. formation of alternative interests Get involved in real hobbies such as Sports, art, music, clubs. Creating conditions for building real relationships with friends.

5. Psychological education Teaching children emotion management, self-esteem, and countering online bullying (cyberbullying) at school or at home. To teach that it's okay to ask for help when difficulties arise.

6. Filtering negative content Setting up content filters and security settings (YouTube Kids, Instagram restrictions, etc.). Teach you to avoid malicious accounts and content.

## Conclusion

Thus, it is impossible to completely eliminate the damage caused by social media, but with conscious use and the right direction, its negative impact can be significantly reduced. The main thing is that a teenager needs a caring environment and a bond built on trust.

The digital transformation of education should not be limited to the simple "digitization" of traditional textbooks or the mechanical equipping of classrooms with technology. The true effectiveness of IT manifests itself only in the case of a systemic change in pedagogical design. The transition from a knowledge translation model to an active design model, where digital tools serve as means of research, collaboration and creativity, is a prerequisite for the qualitative growth of educational outcomes. The most viable strategies today are Blended Learning models. They make it possible to rationally combine the advantages of personal interaction with a teacher and the flexibility of digital platforms. The use of adaptive systems based on artificial intelligence algorithms makes it possible to realize genuine personalization, in which the pace, complexity and format of the content are adjusted to the individual request of each student. The key link in the effectiveness chain remains the teacher's figure. Technology does not replace the teacher, but transforms his role from a "source of information" to a "mentor and facilitator." Therefore, improving IT efficiency is impossible without the continuous development of teachers' digital competence, which includes not only technical skills, but also the ability to ethically and pedagogically integrate digital tools into the learning process.

In conclusion, it should be emphasized that information technologies are a powerful lever for managing the quality of education, but their use should be pedagogically justified. The ultimate goal of digitalization is to create a high-tech ecosystem that shapes students' future skills: critical thinking, digital literacy, and Lifelong learning.

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