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PERSONALIZATION OF EDUCATION IN THE PROJECTION OF A STRATEGIC EDUCATIONAL MODEL

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ABOUT ARTICLE

Abstract: The article deals with modern technologies introduced into the educational process stimulate a global discussion about the prospects of personalized learning. The article examines key approaches to personalization of education, including individualization, adaptive and differentiated learning. In the article, it is described methodological foundations of personalization, its difference from individualization, and the role of digital technologies in creating individual learning paths. Particular attention is paid to the principles of a personalized approach, such as taking into account the individual characteristics of students, flexibility of the educational process and the use of pedagogical technologies aimed at developing the personal potential of students.

Introduction. Modern technologies are introduced into the educational process have sparked a global discussion about the possibility of their application in personalized learning. The introduction of modern technologies into the educational process has given rise to

extensive discussions about the prospects for their use in personalized learning. In the field of educational science, there is a long debate about the possibilities, effectiveness and universality of personalized learning models. M.M. Akhmetzhanov and others in their research work point out the need to provide the educational process of educational institutions with pedagogical technologies and their coverage based on scientific approaches. In the early 1950s, psychologist B. F. Skinner laid the foundations for the individualization of the educational process by conducting experiments with "teaching machines." These devices allowed students to ask questions and receive answers at their own pace, opening up new opportunities for learning [1].

Individualization in education is a method that focuses on the individual development of the student while maintaining the important role of the teacher [2]. Personalized learning involves taking into account students' individual characteristics and needs, including their prior knowledge, motivation, and preferred learning methods. These factors are valuable for designing individualized learning programs. The combination of various personalization parameters used to create unique learning scenarios is called a personalization strategy. This strategy helps educators select and apply the methods that best align with students' characteristics and the requirements of the curriculum. As noted in their work by M. Askarova et al., the application of pedagogical science methodology in educational practice involves utilizing theoretical perspectives and advanced teaching technologies recognized in global pedagogical experience and yielding effective results [3].

Literature review. Essentially, the term "personalization" traces back to the Latin word persona, meaning "face," and facere, which can be translated as "to make one's face." The French word personnaliser originates from persone, meaning "to represent oneself in the image of another person" or "to attribute certain qualities to them." According to E. Robert, the primary task of a teacher is a kind of "delegation" of subjectivity to the student, granting them the role of an active participant in their own education [4]. Personalization emphasizes that the learner is the central subject of the educational process. In contemporary pedagogical discourse, the term personalization is often used as a synonym for personification and individualization of learning. However, the most precise and comprehensive definition of this term was proposed by A.S. Voronin, who associates personalization with "the subject's acquisition of universal, socially significant, and individually unique qualities and

characteristics that enable them to perform a specific role in an original way, build communication with others creatively, and actively influence how others perceive and evaluate their personality and activities" [5]. In his scholarly work, A.V. Petrovsky also emphasizes the social dimension of the term personalization [6].

Core Principles of Personalized Education. Personalization of education is considered one of the fundamental principles of teaching and upbringing. Unlike differentiation and specialization, which focus on the teacher's actions, personalization emphasizes students' personal development and their ability to make independent decisions in the learning process [7]. A teacher should strive to create conditions that maximize the potential and individuality of each student. A learning process based on the principles of personalization allows for the freedom to choose one's educational path [8]. John Hattie can be regarded as an advocate of this approach. In his work The Personalized Nature of Learning, he argues that it is essential to consider students' opinions, goals, and the factors that engage them in the learning process [9].

Individualized learning is a method of planning and implementing the educational process aimed at unlocking each student's unique abilities. In this system, the learner takes on the role of an active participant in the educational process and has the right to shape their own learning path, which considers their unique characteristics and aspirations for personal growth. It is essential to understand that personalization is not synonymous with individualization in education. In individualized and adaptive learning, teachers make decisions based on their understanding of each student's abilities, interests, inclinations, and limitations. Additionally, in individualized learning, the student independently determines their level of education, aligning it with their abilities, talents, and aspirations. Their active participation involves engaging in the design of the learning process, defining goals and achievement benchmarks, thereby becoming an active participant in all components of education [10]. A. G. Solonina, in her understanding of personalized learning, believes that it personalizes both learners and educators, leading to mutual enrichment on both sides [11].

In contrast, S.B. Vdovina, focusing on the functional aspect of personalized learning, defines it as a means of designing and implementing the educational process in which the student acts as the subject of learning activity [12].

It can be concluded that the personalized approach in education should be viewed as a set of measures aimed at developing students' individual abilities throughout the learning

process. This approach allows the educational process to be tailored to the specific student, as they are the key participant in learning. Therefore, their needs, goals, and aspirations should be at the center of attention.

Discussion. Summarizing various interpretations of the term personalization, it can be said that this process involves the individualization of the educational process, giving it unique characteristics that reflect the student's desires and abilities (what exactly and in what form I want to study) as well as their opportunities (how exactly I want and am able to study). Educational activities are adapted to meet the individual needs of each student. Our perspective on this principle of education aligns with the idea that every person should have the opportunity to choose, independently plan their learning, showcase their uniqueness, influence others, and shape their own educational path.

When developing each new educational model, an individualized approach to learning is key, built upon several fundamental principles [13]:

Individualization of the learning approach for each student;

Providing students with the opportunity to independently determine the level of difficulty and content of their learning materials;

Creating a supportive educational environment that serves as a model and fosters personal growth;

Allowing students to adjust their educational goals independently;

Ensuring feedback and support to help students assess their progress;

Implementing innovative teaching methods and technologies;

Developing knowledge and skills relevant to modern conditions;

Building an educational community where students and teachers support and motivate each other.

Providing access to modern scientific and technical resources, guiding educators in selecting the most effective tools to meet students' needs and course requirements. The foundations of personalized learning rely on advancements in computer technology, which have made it possible to create an individualized educational path for each student.

The Role of Digital Technologies. Personalization has permeated all aspects of modern life. For example, services like Spotify, Yandex.Music, and Amazon are classic examples of personalized systems, where content is selected based on the user's personal preferences. N.N.

Azizkhodjaeva identifies six levels of complexity in individualized learning, based on which she defines the general characteristics of personalization technology. These include the concepts of motivation, correction, freedom of choice, optimization, and the development of general educational qualities and skills [14]. Various forms of personalized learning also exist in the field of education [15]:

Adaptive learning;

Differentiated learning;

Increasing student autonomy;

Self-directed learning;

Principles of humanitarian education.

Adaptive learning refers to an educational process in which computer systems adjust the curriculum to meet the individual needs and data of the student. In this system, learners can control the volume and pace of their studies; however, the course content is predetermined and cannot be modified during the learning process. All these characteristics of personalized learning have contributed to its emergence as a modern trend at all levels of the educational system.

Personalized Learning in the Changing Educational Landscape. Unlike the era of a planned economy, where standardized programs were designed to address industrialization goals and ensure mandatory employment, today's focus has shifted toward considering the individual needs and abilities of each student. The development of information technology and access to educational resources have transformed the approach to learning. Students now have the opportunity to choose from a variety of educational materials and methods that best align with their interests and goals. It is also essential to maintain a balance between individualization and societal needs so that education continues to foster both personal development and the advancement of society as a whole. The transition to independence and the introduction of a market economy led to changes in the funding of educational institutions. Previously, these institutions could rely on government funding and guaranteed support, but under the new conditions, they had to seek alternative sources of financing and cope with economic difficulties.

During the survival period of the 1990s, amid economic crises and instability, many educational institutions faced a shortage of financial resources. This resulted in the idea of

adopting a more unified course of action for all educational institutions, particularly for those with limited financial capabilities. As B. T. Zhuraev noted, in the field of pedagogy, researchers most often study the patterns of teaching a particular subject [16]. On the other hand, citing the dictionary's definition regarding the necessity of identifying the common foundations of science [17], O. Tolipov concludes that in pedagogy, its methodological foundation is a systematic approach to identifying the patterns of any subject [18]. Agreeing with O. Tolipov, U. I. Inoyatov believes that when studying issues of pedagogical technology, it is essential to actively use general scientific and pedagogical research methods [19].

Conclusion. Such conditions forced institutions to focus on optimizing their resources and finding ways to survive in the new economic environment. This could involve cost reduction, reorganization of the educational process, or seeking external sources of funding, such as sponsorship or collaboration with private companies. With the development of large digital libraries and educational platforms, as well as the strengthening of the education system, practicing educators have gained expanded opportunities to choose the content, format, and organization of their courses. This allows each teacher to create individualized educational programs that reflect their unique approach while considering the needs and interests of students.

However, despite the emphasis on individualization, courses designed by educators remain comprehensive, as they provide students with the necessary minimum of knowledge and skills within a specific discipline. This ensures consistency in the educational process and guarantees a foundational level of preparation for students, regardless of the instructor.

Nevertheless, the ability to create individualized courses allows educators to implement innovative teaching methodologies, highlight current topics, and engage students with their unique approaches to instruction. This contributes to the diversity and quality of the educational process, fostering a supportive environment for active and effective learning.

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