

UDC 004.021

## ANALYSIS OF THE MAIN METHODS OF USING WEB TECHNOLOGIES IN EDUCATIONAL ACTIVITIES

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Keywords: education, Web 2.0, services, courses, blogs, Wiki, Web technologies.

Recently, Internet technologies have played a key role not only in business, economics and analysis, but also in education. Their active use in education is possible thanks to the intensive development of Web 2.0 technologies.

New interactive Internet services have changed the traditional forms of cooperation, communication and interaction. Web 2.0 technology allows users not only to receive information, but also to easily create and manage their own web pages and web resources. Thanks to the analysis of the main social services of the Internet, it is possible to choose services, the use of which will effectively affect the systematic training of future teachers and students for the use of online educational resources.

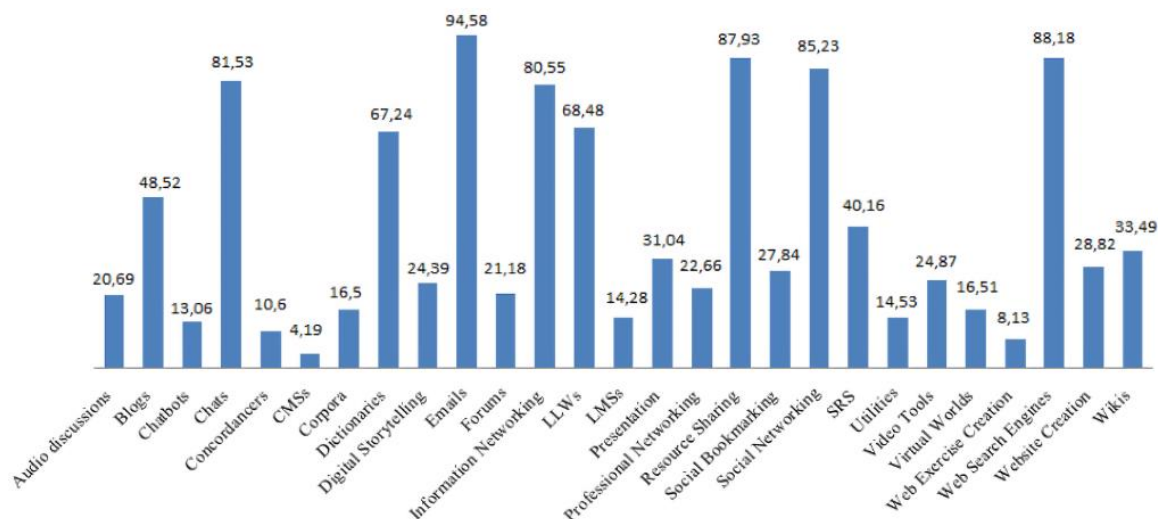


Figure 1 – Teachers and students awareness of Web 2.0 tools

The figure 1 shows that students and teachers are familiar with Web 2.0 tools that allow interaction and communication [3].

The analysis of the works of scientists made it possible to determine the following social services for the professional activity of teachers of higher education institutions:

- blogging systems;

- the Wiki encyclopedia system;
- storage system of multimedia network resources.

Each blog entry must contain a topic, content, graphics, audio, video data, date and time of publication. Each publication can be accompanied by comments from other users who have permission to discuss the topic. Blogs can be used as a way to present learning material, for example, you can publish course material in an online journal.

Wiki-encyclopedia is an environment of rapid interaction in hypertext, with developed interactive resources for distance learning, the possibility of joint editing of articles, implementation of educational telecommunication projects, publication of methodical materials. It can be used to create and publish the development of methods with feedback for the collaborative creation of creative works.

Social search systems, bookmark services, knowledge graphs. These social services allow educators to maintain collections of their favorite links on web pages. In the future, these bookmarks will serve as a source and repository of links to educational materials. Additional services allow you to display a system of bookmarks in the form of knowledge cards, on the basis of which you can organize the educational activities of students.

The use of Web technologies has many advantages for both teachers and students, as they support learning goals and increase motivation and learning effectiveness.

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