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ДИДАКТИЧЕСКИЕ СВОЙСТВА СОЦИАЛЬНЫХ СЕТЕЙ И РОЛЬ ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ В ПРОЦЕССЕ САМООБРАЗОВАНИЯ

***Аннотация:** в статье рассматривается важность социальных сетей на текущей стадии общественного развития, а также преимущества их использования в процессе самообразовательной и образовательной деятельности. Существование современных интернет-ресурсов и колоссальных методологических и информационных электронных баз данных выходит на первый план как способ эффективной общеобразовательной подготовки и развития образовательных и коммуникативных навыков. Для того, чтобы идти в ногу со временем, необходимо быть в курсе всех самых полезных трендов в современном интернет-пространстве, ведь сегодня невозможно представить жизнь без электронных технологий.*

***Ключевые слова:** социальные сети, самообразование, интернет-ресурсы, образовательные навыки, коммуникативные навыки.*

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**DIDACTIC PROPERTIES OF SOCIAL NETWORKS
AND THE ROLE OF INFORMATION TECHNOLOGIES
IN THE PROCESS OF SELF-EDUCATION**

Abstract: *this article discusses the importance of social networks at the present stage of social development, as well as the advantages of using them in the process of self-education and educational activities. The phenomenon of the existence of the latest Internet resources and a huge methodological and informational electronic database come to the fore as tools for effective educational training and development of educational and communication skills. In order to keep up with the times, everyone should know about the most useful trends in the modern Internet space, since today it is impossible for almost any of us to imagine our life without using electronic technologies.*

Keywords: *social network, self-education, Internet resources, educational and communication skills.*

The development of modern society is impossible to imagine without the latest information technologies, which in turn are the fruits of scientific and technological progress. It is difficult for a modern person cannot spare the latest advances in technology and electronics, which have become an integral part of his life. In this case, we are familiar with the term «Informatization», which implies improving the efficiency of information using in society through the prospects of the latest information technologies in their fields of application.

In turn, this phenomenon currently primarily affects the scientific and communication spheres, and also significantly affects the motivational moods of individuals towards the trend of modern and future self – education. This is primarily, because this process has become particularly relevant in the era of the highest development of the technical sector of public life and allows everyone to improve his

or her professional skills independently, having access to a wide variety of information platforms and resource sources in free access.

However, each person needs not only self-development and knowledge, but also a constant exchange of information and interaction between people in the process of obtaining this knowledge, because an integral element of self – knowledge is the communication process – the ability to translate their thoughts and feelings through the perceptual side of interaction.

Nevertheless, what if, in the modern rhythm of life, the time resource becomes less and less, and external factors are often outside the field of our influence? Modern programmers and IT specialists believe that social networks today play a very important role in the modern world. Every day, more and more people not only communicate in social networks, but also share their professionalism, advice, conduct various educational courses and master classes, including buying goods, promoting their own Internet resources, and even holding business meetings and scientific conferences is not difficult for anyone and does not require additional skills and knowledge. Here are some interesting facts about the educational role of social networks:

1. More than 80% of us universities and colleges implement the learning process in social networks.
2. More than 59% of students with Internet access use social networks to discuss academic issues, and 50% of students use them to complete homework.
3. George High school in Portland has introduced a social media course to attract students. The results were as follows: academic performance increased by 50%, and chronic absenteeism decreased by 33%.

Despite the fact, that many students find the process of continuous online education much less effective and convenient, for most it turned out to be an opportunity to save time, which resulted in motivation to study additional platforms for self-development.

Advantages of using social networks for studying

If once you are faced with the problem of choosing a social network for learning purposes, whether you are a teacher or a student, then, first of all, you need to think through the nuances of the upcoming work on its design and the concept of tasks. To get started, you need very little: an electronic device with the ability to access the Internet and a desire. Thus, after determining the area for searching for the necessary information, you can safely start the learning process.

Nowadays, you should pay attention to the video hosting «YouTube», which has been one of the best sources of educational materials for many years. In addition, the social network «Vkontakte» recently added a new service «Articles» to its list of functions, thanks to which the process of creating voluminous materials on various subjects that may contain various presentation materials will be significantly simplified.

As for the well-known Facebook platform, the developers provided users with the opportunity to conduct training sessions in groups with structuring them in a certain semantic order, as required by the material. Therefore, it turns out a kind of online course, which is located inside the social network, and now to get the necessary information, just find the topic of interest in the search section in the social network, instead of spending a lot of time on the Internet.

Interactive tutorial

It turns out that if you create a study group in a social network, it can serve as an additional source of information, but with the possibility of communication, which in General is a kind of «interactive textbook». Students can send completed tasks there, participate in their discussion by writing comments and leaving feedback in the review format. Thus, the entries that are placed in the group's feed become pages of an electronic textbook, and you should use hashtags as a navigation tool.

Thanks to this type of resource, the student will be able to easily search for the necessary materials when preparing for a test or independent work, especially if there are hashtags with the names of a topic, a specific type of information resource, a subject, or even a type of educational work of interest.

Preparing for the unified state exam using Instagram

An excellent option for implementing projects with a large amount of visual material is to use the Instagram network. For example, in the unified state exam in many subjects there are tasks that contain photos of famous personalities, architectural buildings, simulated situations to describe, etc. Therefore, you can post all the necessary presentation materials on Instagram and write appropriate comments to them in the section for test posts. Teachers can also develop a personal reward system for the first few students who correctly answer the question in the comments to the post to increase their interest and motivation to study, and teachers can send the corresponding assessment to students in the direct messaging section.

Snapchat as an educational platform

Despite the low demand in Russia, this social network is fraught with many opportunities. It is aimed at the primary use of photos and videos. Using Snapchat, teachers can submit information about homework, tests, and post a short video explaining the topic. It will be convenient for the teacher to connect with students, activate interest in learning with funny filters and stickers, and measure the reaction.

Why are people interested in using social media?

The greatest interest today is represented by crowdfunding platforms, i.e. providing an opportunity for collective interaction on the placement and promotion of relevant projects on the Internet. For example, many world schools and universities use social networks to attract additional funds for relevant projects, and the ability of the electronic application «Wallet» in addition to the official community of the organization makes it possible to collect material resources for the purchase of necessary equipment, repairs, etc. Therefore, research shows that about 5% of the school budget is quite capable of being formed through such campaigns in social networks.

In addition, it is no secret that people tend to talk about themselves often. According to statistics, we devote 30–40% of our speech to conversations about our own person in the format of live communication. However, in social networks, this figure increases to 80–85%.

Why did the indicator increase so much? The fact is that live conversations are usually unconstructive in their main content, emotional, and messy in their presentation. This is because we simply do not have enough time to think about the information we want to convey to the opponent. In this situation, there are tools of non-verbal communication, and we are forced to pay attention to facial expressions, gestures, timbre of speech, etc. In the social network, we have time to mentally structure and carefully think through our monologue. Modern psychologists call this a kind of self-presentation, since a person positions himself for the interlocutor, as he wants to appear. However, despite some negative consequences of this phenomenon, social networks develop skills in both business and informal communication, promote emancipation and make it possible to be in touch with the right person at any time and in any place.

However, the fact that the use of social networks has a negative impact on the educational process began to speak for a long time. Nevertheless, it is worth noting that recent studies have shown a preponderance of their benefits in the educational process for schoolchildren and students. The main thing to remember is that you need to use the capabilities of modern technologies competently and efficiently, not forgetting to make your own efforts, developing your horizons and super professional cognitive skills, such as literacy, abstract thinking, self-discipline and self-organization, as well as integration of emotions and intellectual activity.

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