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**РОЗВИТОК ОСВІТИ В ЄВРОПЕЙСЬКОМУ ПРОСТОРИ: НАЦІОНАЛЬНІ
ВИКЛИКИ ТА ТРАНСНАЦІОНАЛЬНІ ПЕРСПЕКТИВИ**
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INFORMATIZATION OF EDUCATION AS A COMPREHENSIVE WORK TO BUILD A SYSTEM OF DIGITAL SOLUTIONS

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Today, it can be confidently asserted that digital technologies have changed the life of society and significantly influenced various areas of social development, in particular, education and science. Digitization of all spheres of life is the main trend in the development of human civilization, which allows for the formation of a modern society and better management mechanisms, expands access to health care, education and banking, increases the quality and coverage of public services, expands the way people cooperate, and also enables take advantage of a greater variety of products at lower prices.

It should be noted that modern living and working conditions of people are increasingly connected with the use of modern technologies and processes of digitalization of society. This applies to science, production, education and economy, where the use of cloud services can ensure efficiency and availability of the necessary resources and tools for the organization of training, scientific research and collaboration between teachers and students.

Digital transformation in all spheres, in particular science, production, education and economy, is considered as complex work on building an ecosystem of digital solutions in these spheres, including the creation of a safe innovation environment, ensuring the necessary digital infrastructure of institutions and institutions, increasing the level of digital competence, digital transformation of processes and services, as well as automation of data collection and analysis.

The study analyzes the peculiarities of the impact of digital technologies on the process of modernization of modern social processes on the example of the implementation and application of innovation parks, in particular with the help of technical, technological and software tools, various cloud services, an overview of the functionality of innovation parks, the process of their design, implementation and application for organization of scientific, industrial, financial, educational and economic activities. The paper analyzes and presents the results of the analysis of the experience of their application.

Digitization is not limited to the exclusive use of technology; it is characterized by a change in culture, integrated into all areas of work, and a transformation in the management of various teams. Minimization of costs (digitalization of documents, which leads to overall optimization of the process), increased efficiency and productivity, faster,

more effective decision-making in real time, reduction of time and costs for product development, increased product quality and quick response to changing market conditions, diversification production of a growing number of products on numerous production sites are not the only advantages of digitization.

One of the main challenges of digitization is ensuring the security and protection of data privacy, because with the growth of volumes of digital information, the probability of its misuse increases. Therefore, it is important to ensure an adequate level of protection of digital information and implement effective cyber security measures. In this context, there is a need for constant improvement of tools and technologies that allow more efficient organization of scientific, production, financial, educational and economic processes. One of these tools is cloud services, which provide the ability to store, process and distribute data in the cloud, which makes it possible to ensure high mobility and availability of information for users in any place and at any time. These and other technical and software tools are widely used in many processes that take place in the life of innovation parks.

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ERA OF DIGITALIZATION: TRANSFORMATION OF PEDAGOGICAL APPROACHES

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Modern realities have a significant impact on all aspects of life, including education. The digitalization of the educational environment is increasingly affecting the state and level of education. Pedagogical approaches are transforming in the context of the digital era.

The creation of individual learning tasks based on the capabilities, needs, and interests of students indicates the personalization of learning. Analyzing this data allows the teacher to track student progress, and build a program and tasks that will maximize personal development. Another great advantage of this approach is the support and development of inclusive education.

Advanced technology enables individual students to enhance their autonomy by reducing their reliance on constant direct teacher intervention. Consequently, students have the flexibility to select a comfortable pace of learning, promoting a more personalized educational experience. This approach prevents a student from impeding the learning progress of the entire group, subsequently lowering anxiety levels, which holds notable importance in the realm of education. Implementation of technologies in special