

DOI 10.18372/2786-5495.1.17308

UDC 811. 378.147

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DISTANCE EDUCATION AS A PROMISING SECTOR OF THE ECONOMY

***Annotation.** The article describes the features distance higher education in the world is characterized by as well as advantages and disadvantages of it. Author provides brief outline of the role of distance education in developed and developing countries. One can find the explanation why distance education under current war situation in Ukraine has aggravated a number of psychological problems.*

***Key words:** distance higher education, digital transformation, psychological problems.*

***Анотація:** У статті описано особливості, якими характеризується дистанційна вища освіта у світі, а також її переваги та недоліки. Автор коротко описує роль дистанційної освіти в розвинених країнах і країнах, що розвиваються. Можна знайти пояснення, чому дистанційна освіта за нинішньої воєнної ситуації в Україні загострила низку психологічних проблем.*

***Ключові слова:** дистанційна вища освіта, цифрова трансформація, психологічні проблеми.*

The process of digital transformation is relevant and inevitable for any area of modern everyday life. The movement in this area is becoming mainstream for many industries, including education. Consequently, universities must inevitably turn into digital enterprises with their own digital ecosystems.

The purpose of the article is to reveal distance education as a prospective branch of the economy.

The current level of development of distance higher education in the world is characterized by the following features:

1. Distance education is a powerful and promising sector of the economy, which leads to an increase in the number of universities that conduct their activities on a large scale using distance learning models.

2. Through the use of information technology, distance education becomes open, allowing the implementation of the principle of «lifelong learning», which is an integral part of modern digital transformation.

3. The expansion of the market for distance learning services in the developed countries of the world is due to their export to other developed and developing countries, as well as the demand for distance education in the domestic market, and the distance learning technologies themselves are becoming more focused on students, their needs and the pace of life.

The penetration of digital technologies into everyday life is pushing the usual boundaries of business, changing entire industries, turning markets and approaches upside down. New Internet technologies and business models today are distance education their distance education to other countries, consider it prestigious and in demand, since its export brings significant profit, which prompts the world's leading universities to improve the applied distance learning technologies to increase the level of its competitiveness in the world educational space.

A different situation is observed in countries that have just begun to develop distance education. For example, Asian countries are now actively using information technology, primarily for the education of compatriots. National distance higher education systems in these countries (China, India, Turkey, Pakistan, Indonesia, Thailand, etc.) are more affordable for citizens in economic terms than American or European distance education. Nevertheless, despite the insufficiently high level of prestige in the world of distance education of developing countries, their global influence on the development of distance education is increasing every year. For

example, at present, India and China are confidently leading in terms of the number of students; therefore, the learning models they choose will determine the economic and technological changes in the higher education system in the near future [1].

Currently in the US, programs such as the Intelligent Tutoring System can respond to a student's cognitive needs, provide appropriate feedback, and personalize content based on student interests. After the war, Ukraine can join the great players of this world in order to solve the global problems of humanity together with them. Educational institutions throughout the country were forced to conduct online, distance, blended or flexible modes of education. Because of war distance education was a necessary measure for Ukraine in 2022. But the transition to distance education is not only about the format of education, it is about the change of eras. And it is the way Ukraine is coming through facing its advantages and disadvantages.

Distance learning technologies in a higher education institution are a set of methods, forms and means of interaction between a teacher and a student in the process of independent but controlled assimilation of a certain body of knowledge.

The essential factors in reducing the success rate of students in the period of distance learning are as follows: the unwillingness of teachers to work in the online mode, to master the necessary practical skills in such conditions, a large amount of material for learning a new form of education (online), which significantly hinders the mastery of the curriculum.

Among the disadvantages of distance education, we can include the fact that impersonal communication prevails in it. Any, even the most lively, communication via the Internet is only indirect communication. Personal, live communication remains out of the picture. In addition, constant concentration on the monitor screen, prolonged sitting can negatively affect the health of students. On the part of students, distance learning also requires other skills - not obedience, but self-organization [2].

Distance education has aggravated a number of psychological problems, among which the problem of emotional burnout of the individual occupies not the last place. We observe this phenomenon both in students and in teachers, in various negative physiological reactions of the body, namely: poor sleep, fatigue, drowsiness, the

appearance of psychosomatic diseases, and destructive psychological states, such as: the occurrence of stress, bad mood, depression, apathy, high level of neuroticism, emotional excitability, increased anxiety, emergence of fears, predominance of asthenic emotions, irritability.

When considering distance learning as an activity mediated by computer technologies, it should be noted that it is characterized by a number of psychological features compared to traditional forms of education:

- perception, comprehension and assimilation of the material require different time depending on age, gender, profession;

- assimilation of new knowledge into the structure of personal meanings (experience of managers, change of professional attitudes);

- frustration of educational needs of the individual (social maladjustment and psychological instability in the discourse of modern realities of life);

- the image of the "I"-personality is characterized by a less positive attitude towards oneself;

- fragmentation of information leads to an increase in the cognitive load on its perception;

- during long-term work, a person begins to be affected by «informational noise».

Effectiveness of the learning process in the distance education system is possible only if all necessary conditions are created. One of these conditions is psychological support for students, the purpose of which is to create a favorable psychological climate (PSC) during distance learning, to assist students in developing an individual style focused on effective learning of knowledge in a virtual environment [3].

Conclusions. Thus, modern distance education:

- is a powerful and promising sector of the economy;

- thanks to the use of modern information technologies, it becomes open.

The expansion of the distance learning services market in the developed countries of the world is due to their export to other countries and in the domestic market.

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