**Nekrashevych T. V.**

Ukraine, Kharkiv National Medical University

**MODERN TRENDS IN HIGHER EDUCATION IN DIGITALIZATION`S ERA**

Modern globalization processes in all spheres of society's activities cause the search for new methods and technologies, particularly in higher education. Higher education is constantly evolving to meet the changing needs of students and society.

The issue of studying modern methods in higher education has been addressed by domestic and foreign scholars: Guraliuk A. G., Carretero Stephanie, Vuorikari Riina, Dukhanina N., Lesyk G., Khlebynska O. I., Imed Bouchrika and others.

Based on the analysis of foreign literature and scientific works of domestic scholars, we have identified a few modern trends in higher education today: Online Learning, Competency-Based Education, Personalized Learning, Experiential Learning, STEM Education, Diversity, Equity, and Inclusion.

Online learning continues to grow in popularity as more students seek flexible and convenient ways to earn degrees or acquire new skills. Many colleges and universities now offer online programs, and there has been a rise in online-only institutions.

Competency-based education focuses on measuring a student's knowledge and skills rather than the number of credit hours they have earned. This approach allows students to progress at their own pace and demonstrate mastery of a subject

Personalized learning involves tailoring educational experiences to individual student needs, interests, and learning styles. This can include adaptive learning technologies, competency-based education, and project-based learning.

Experiential learning involves hands-on, real-world experiences that help students develop skills and knowledge. This can include internships, service learning, and study abroad programs.

STEM (science, technology, engineering, and mathematics) education continues to be a focus in higher education as the demand for STEM-related jobs grows. Many colleges and universities are investing in STEM programs and research to prepare students for these fields.

Diversity, Equity, and Inclusion: Colleges and universities are increasingly focused on creating diverse, equitable, and inclusive learning environments. This can include efforts to recruit and retain diverse students and faculty, as well as initiatives to address systemic biases and promote social justice.

According to a study by Imed Bouchrika, technological trends in education as of 2023 are characterized by the use of artificial intelligence for learning and virtual reality in education is becoming increasingly relevant [6].

Researcher Khlebynska O. I. notes that "Digitalization is the integration of digital technologies into everyday life by digitizing everything that can be digitized. Digitalization means computerization of systems and workplaces for greater ease and accessibility" [4, p.114]. Scientist A. Guraliuk, based on the works of other scholars, argues that "Digitalization, as an objective reality, did not appear from scratch. It is based on the inherited methodological basis of the "classical" educational process, on the one hand, and on the other, the development of scientific and technological progress, which has led to the availability of information in its various forms" [2, p.5].

Thus, based on the statements of scientists, we can state that digital transformation is a process of transition to new ways of operating an educational institution through the introduction of digital technologies and digital services, based on the strategic partnership of all stakeholders and the simultaneous development of software, digital transformation. That is, digitalization in higher education ensures the implementation of the above-mentioned modern trends, since each of the modern teaching methods is based on the use and implementation of digital technologies in the educational process.

Also relevant and noteworthy is the scientific position of researcher V. Areshonkov "not only the quantitative accumulation of technical means, but also the change of goals, priorities, corporate ideology, organizational principles and approaches, structure of the institution, etc." [1, p.2]. That is, the vector of digitalization's impact concerns not only the technical support of digital technologies, but also changes in organizational approaches to education, which affects the formation of curricula. Also, the scientist Imed Bouchrika also draws attention to this feature - in the curricula more focus on closing the skills gap [6].

In conclusion, research has shown that digitalization of education is a complex set of measures that impacts the entire educational process and is one of the factors (conditions) that ensures the solution of a multi-faceted task: improving the quality of the educational process. However, poorly planned implementation of digitalization can lead to negative results. Digitalization is a component of a broader process - digital transformation, which plays a leading organizational and pedagogical role in all levels of the education system, as well as in the life of society. It is important to note that implementing any new technology, especially digital ones, is a lengthy process and carries many unknown challenges and risks for humanity.

Thus, digitalization is one of the key directions of transformation of the education system and involves the use of digital technologies in the educational process to ensure quality and accessibility of education, strengthen individualization and differentiation of learning, and develop and deepen the digital competence of individuals. This represents a paradigm shift in communication with the outside world and is a quality internal tool for optimizing the learning and educational-scientific environment.

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