ISSN: 2089-9823 DOI: 10.11591/edulearn.v19i3.21758

Analysis of hybrid (blending) learning within the framework of educational discourse

Hanna Truba¹, Olena Sytko², Maryna Arapaki², Svitlana Yelisieieva², Olha Podlisetska²

¹Department of the Ukrainian Language, Odesa I. I. Mechnikov National University, Odesa, Ukraine ²Department of Language Training, Faculty of Specialists for Preventive Activities Units Training, Odesa State University of Internal Affairs, Odesa, Ukraine

Article Info

Article history:

Received Jan 15, 2024 Revised Jun 6, 2024 Accepted Aug 28, 2024

Keywords:

Educational discourse Educational landscape Hybrid (blending) learning Online education Traditional education

ABSTRACT

This paper explores the myriad models of hybrid education, emphasizing the critical role of educators in seamlessly integrating these models into the learning experience. Furthermore, the paper delves into the challenges and opportunities that traditional educational institutions face in embracing these innovative teaching methods. It underscores the necessity of adopting a comprehensive strategy that accounts for various social, cultural, and organizational factors to implement hybrid learning models successfully. It highlights how these digital platforms, often overlooked for their educational potential, have become integral to the hybrid learning environment. The paper concludes that hybrid learning, with its blend of traditional and digital methodologies, is not only a response to technological advancements but a necessary evolution to meet the ever-changing needs and aspirations of learners in a rapidly transforming educational landscape.

This is an open access article under the <u>CC BY-SA</u> license.



1492

Corresponding Author:

Olha Podlisetska

Department of Language Training, Faculty of Specialists for Preventive Activities Units Training Odesa State University of Internal Affairs

65014, 1 Uspenska Street., Odesa, Ukraine

Email: podlisecka@ukr.net.

1. INTRODUCTION

The emergence of hybrid or blended learning systems has been one of the most significant shifts in the field of education since the start of the digital age. This change is part of a broader trend toward the integration of digital technologies into many industries, which has caused established procedures to change into more flexible and adaptive forms. As an educational concept, hybrid learning combines the flexibility of digital and online learning environments with traditional classroom instruction to create a rich, diverse learning environment. Since its inception in the early 1990s, this model has seen tremendous evolution, and it still adapts and responds to the different requirements and expectations of a generation of learners who are linked digitally.

As we work through the 21st century's complexity, hybrid learning's importance in fulfilling the needs of modern education is becoming more widely recognized. However, despite its increasing ubiquity, there is still a lack of knowledge regarding its extent, efficacy, and difficulties. The phrase "hybrid learning," which is sometimes used interchangeably with "blended learning," refers to a revolutionary development in education that combines traditional and modern methods with online and in-person learning environments. This integrative approach represents a significant advancement over the first ideas of blended learning and demonstrates a continuous process of invention and adaptation to meet the demands of the ever-evolving educational environment [1].

The literature on hybrid learning shows a remarkable development and change trend. Early innovative studies from Carnegie Mellon University laid the groundwork for a blossoming field of study. This study has grown to critically analyze the efficacy and adaptability of hybrid models in a variety of educational settings, ranging from primary schools to higher education institutions. While subsequent research has illuminated how blended learning can both revolutionize and supplement traditional teaching approaches [2]. However, as of 2023, the full potential of hybrid learning is still being explored, particularly in light of quickly increasing digital technology and ever-changing educational requirements. This shows that there is an urgent need for more extensive and in-depth research into the complexities and capacities of this teaching technique.

This paper aims to add to this dynamic field of study by providing a critical evaluation of hybrid learning's current condition and future directions. It delves into the various models of hybrid education, highlighting the critical role of educators in seamlessly weaving these models into the fabric of the learning experience. Furthermore, the research focuses light on the considerable shift in students' roles-from passive users of knowledge to active and engaged participants in their educational journey, made possible by the customizability and adaptability inherent in hybrid learning. Furthermore, it covers the distinct obstacles and opportunities that traditional educational institutions confront when adopting these novel approaches.

By delving into these aspects, the paper aims to provide a clearer and more nuanced understanding of the complexities surrounding hybrid learning. It advocates for a strategic and thoughtful integration of this approach to enhance educational outcomes, aligning teaching and learning methodologies with the demands and opportunities of the digital age. The ultimate goal is to foster an educational landscape that is not only responsive to technological advancements but also deeply attuned to the evolving needs of learners in a rapidly changing world.

2. LITERATURE REVIEW

The lack of a cohesive approach in this area is becoming increasingly apparent in the constantly developing educational landscape and with growing interest in hybrid learning approaches. As a result, the primary goal of this article is to organize and synthesize the key advancements and research linked to hybrid learning in a thorough examination. In addition, the paper will define hybrid learning through an examination of existing techniques and practices. This research aims to bridge knowledge gaps and offer a foundation for future improvements in this rapidly expanding sector.

The ongoing exploration and analysis of hybrid forms of education in the academic literature are crucial, especially given the growing implementation of these approaches in educational settings. The concept of hybrid learning, often synonymous with blended learning, has its roots in the early 1990s. This idea gained momentum through a study by Carnegie Mellon University researchers in 1994, which critically evaluated the efficacy of traditional classroom instruction against online teaching methodologies [3]. As we progressed into the new millennium, the role of technology in revolutionizing traditional teaching methods became a focal point in educational research. It was emphasized the transformative impact of blended learning in higher education, marking a significant shift in pedagogical approaches [4].

More recent advancements in the field were marked by studies like those of Seage and Türegün [5], who delved into the effects of blended learning on STEM achievements among elementary school students. Their findings contributed valuable insights into the effectiveness of hybrid learning at foundational educational levels. Furthermore, significant work by Kazu and Yalçın [6], involving a comprehensive meta-analysis of hybrid learning's impact on academic achievement, added depth to our understanding of this educational approach. In 2023, Hill and Smith's [7] exploration into the evolving nature of blended learning in higher education provided a contemporary view, focusing on the unique challenges and opportunities that institutions face in adopting these methodologies.

Overall, the literature reflects a trajectory of growth and adaptation in hybrid learning methodologies, from early conceptualizations to more recent analyses that scrutinize its effectiveness across various educational levels and settings. This journey underscores the dynamic nature of hybrid learning, its potential to reshape educational paradigms, and the need for continuous research to optimize its implementation in the ever-changing landscape of education. Despite these significant contributions, it is noteworthy that as of 2023, the topic of hybrid learning remains somewhat fragmentarily explored and understood in scientific literature. The exceptional place of technology in the modern educational landscape necessitates a more thorough and cohesive examination of hybrid learning. This observed fragmentation points to an ongoing need for comprehensive and systematic research to fully understand and leverage the potential of hybrid learning in the educational process, particularly given the rapid technological advancements and evolving educational paradigms.

The hybrid approach has evolved as a crucial notion in the age of digital technology, profoundly influencing various aspects of contemporary life, from mass media to combat. This strategy, typified by the incorporation of conventional methods with modern digital solutions, has permeated a wide range of industries, resulting in the development of hybrid media and strategies in fields such as hybrid warfare. Education has not

been immune to the widespread digital change. In the digitalization era, the field of education is organically growing, with the hybrid approach serving as a cornerstone of its development. This integration involves a significant reworking of teaching practices, not just a superficial use of technology. Traditional classroom experiences are combined with digital and online learning platforms in hybrid education, resulting in a multidimensional and dynamic learning environment.

This strategy meets the different needs of modern learners, who are increasingly looking for flexibility, accessibility, and individualized learning experiences. The hybrid approach's importance in education is highlighted by its ability to break down geographical barriers, providing students with access to a diverse range of learning resources regardless of their physical location. Furthermore, it promotes a more learner-centered education in which students can engage with content at their own pace, hence increasing the effectiveness of the learning process. The versatility of the hybrid model also allows for a more flexible and dynamic curriculum capable of embracing the most recent discoveries and breakthroughs in numerous sectors. Furthermore, the incorporation of digital technologies in education reflects a larger societal trend in which digital competency is becoming increasingly important. In this setting, hybrid education not only conveys information in certain courses but also provides students with the digital skills required for success in the twenty-first-century world.

Finally, in the digital era, the hybrid approach represents a radical movement in the educational sector, aligning it with the developing technology landscape and societal needs. It provides a balanced blend of traditional and digital techniques, ensuring that education stays relevant, effective, and accessible in a digitally transformed world. As this strategy evolves, it promises to alter educational boundaries, encouraging a more inclusive, flexible, and dynamic learning environment.

Hybrid learning, often interchangeably referred to as 'blended learning' (blending), encapsulates an integrative educational approach combining traditional classroom instruction with electronic learning and distance educational technologies. Despite its widespread use, there is no universally agreed-upon definition in the academic community. Some researchers prefer the term 'blended learning,' while others use 'hybrid learning.' To avoid confusion and for the sake of clarity in this study, the term 'hybrid learning' will be consistently used. This pedagogical strategy includes the use of video conferencing systems, virtual simulators and trainers, and online courses, effectively merging physical and digital learning environments [8]. Moreover, this study proposes broadening the traditional scope of hybrid learning to encompass learning through social networks such as Facebook, Instagram, TikTok, and YouTube.

This expansion reflects the dynamic nature of digital interaction and the growing relevance of social media platforms in educational contexts. By integrating these platforms, hybrid learning transcends the conventional classroom and online dichotomy, embracing the interactive and fluid nature of social media as viable educational tools [9], [10]. This extended definition of hybrid learning recognizes the necessity for education to adapt to modern communication trends and the digital competencies of learners, thereby enhancing engagement and accessibility. Such a comprehensive understanding of hybrid learning underscores the adaptability of educational modalities in the digital age, where learning continually evolves beyond traditional boundaries to match the rapidly changing landscape of technology and social interaction.

In the current digital age, social networks have a diverse and important role in society that extends far beyond their usage as advertising platforms and their specific place within the media system. One aspect of these networks that is frequently overlooked is their importance in the field of education, particularly in the context of hybrid learning. Educators, as active members of society, use social media not merely as casual users, but as pivotal actors in promoting their views, developing their professional image, and even marketing their educational services. This dual function of educators in the digital realm as both consumers and contributors is a critical component of the hybrid educational approach.

The incorporation of social networks into the concept of hybrid education is crucial, reflecting a convergence of online social interaction with traditional educational methodologies. This integration is effectively illustrated in the work of Truba *et al.* [11] "introduction of innovative technologies in vocational education under the conditions of informalization of society: problems and prospects." Their research underscores the evolving role of educators who use social networks for various professional purposes, ranging from creating and disseminating pedagogical content to fostering their digital presence and expanding their influence.

The use of social networks in hybrid education is especially important in light of society's informatization. These platforms blur the distinction between formal and informal learning by providing learners and educators with access to a wide range of dynamic, engaging, and rich educational information [12]. Social networks help educators use novel teaching methods, reach a larger audience, and facilitate learning experiences that extend beyond the traditional classroom walls.

In summary, the integration of social networks in hybrid education is a testament to the adaptability and expansiveness of modern pedagogical approaches. The work of Truba *et al.* [11] highlights the importance of recognizing social networks as an integral part of the hybrid learning environment. As educators and learners

navigate this interconnected digital landscape, the potential for enriched, accessible, and diverse educational experiences becomes increasingly evident. Hybrid education, therefore, must embrace these digital platforms as crucial components of contemporary learning and teaching strategies.

3. METHOD

This research employs a comprehensive methodological approach to thoroughly examine the efficacy of hybrid learning. Central to this study are experimental investigations conducted with real students actively participating in hybrid learning programs. These experiments are designed to measure various indicators of learning effectiveness, encompassing academic performance, student satisfaction, and readiness for language proficiency. This experimental framework provides a practical, hands-on evaluation of hybrid learning's impact, offering crucial insights into its application in authentic educational settings.

In complementing the experimental research, the study also adopts survey-based research methodologies. These surveys are carefully crafted to capture qualitative data regarding students' experiences with hybrid learning. The focus is particularly on discerning the effective and less effective aspects of their learning journey. Insights gained from these surveys are crucial in understanding the intricate dynamics of student engagement and overall satisfaction within the hybrid learning environment.

Data analysis forms a pivotal aspect of this research. A diverse array of data sources, including test results, classroom recordings, and detailed student feedback, are meticulously analyzed. This comprehensive analysis is instrumental in uncovering patterns and trends that speak to the overall effectiveness of hybrid learning. It provides a broad perspective on how hybrid learning influences various educational outcomes.

Additionally, this study draws on the significant findings of Kazu and Yalçın [6], who conducted an extensive review of 44 scientific papers. Their research focused on assessing the effectiveness of blended learning relative to traditional methods. Notably, their findings indicate a pronounced positive impact of blended learning at the secondary school level, suggesting that this educational model is particularly beneficial in certain educational stages. They also discovered that blended learning showed enhanced effectiveness in the field of natural sciences, indicating a subject-specific advantage of this approach.

This study further delves into the communicative-activity approach in language learning within the hybrid learning context. This approach posits that communication serves a purpose beyond itself, facilitating action-oriented learning. This perspective is particularly aligned with the objectives of hybrid learning, emphasizing the practical use of language in context rather than mere linguistic mastery. Such an approach is invaluable in preparing students for international language examinations and in achieving competencies in line with European language standards.

The study's methodological rigor, combining experimental and survey-based research with extensive data analysis and external research findings, establishes a solid foundation. The integration of diverse research methods and perspectives provides a comprehensive understanding of the impact and effectiveness of hybrid learning in contemporary education. This approach highlights the potential of hybrid learning to enhance not only academic achievement but also language proficiency, offering valuable insights for educators and policymakers in shaping future educational strategies.

4. RESULTS AND DISCUSSION

Hybrid learning encompasses a diverse range of models, each designed to suit different educational needs and environments. There are six primary models of hybrid learning [13]. The first model, the face-to-face driver, involves direct instruction from the teacher, with electronic resources serving as a means of reinforcing knowledge. The online driver model allows students to independently master the material, consulting the teacher as needed. The flex model primarily employs online learning, with the teacher overseeing the process and addressing any questions either individually or in groups. The rotation model alternates between face-to-face and online learning, offering a balance of both modalities. The self-blend model is a traditional approach supplemented by additional online courses if students show interest in specific subjects. Lastly, the online lab model involves conducting experiments using specialized software and websites within educational institutions under teacher supervision. Each of these models offers unique advantages and can be tailored to meet the specific demands of the educational context, allowing for a more flexible and personalized learning experience.

In the traditional educational paradigm, the role of the instructor is fundamentally anchored in the transmission of knowledge and skills to students. As a central figure in the learning process, the instructor functions as an expert in their respective field, bearing the responsibility to ensure that students assimilate the required material effectively. This traditional role encompasses several key functions: disseminating information through lectures, seminars, and other instructional activities; assessing student knowledge through various

evaluative measures such as tests and examinations; providing consultation to assist students in their assignments and projects; and organizing the educational process, including the development of curricula and lesson plans.

However, recent years have witnessed a significant evolution in the traditional role of the instructor, driven by advancements in technology and the emergence of new pedagogical models [14]. The instructor's role is becoming increasingly flexible and adaptive, shifting towards a facilitator of learning who supports students in acquiring knowledge and skills independently. This transformation is characterized by a greater student-centered approach, focusing more on the individual needs and interests of students. Instructors are employing a diverse array of teaching methods, moving beyond traditional lectures and seminars to include interactive methods like group projects and role-playing activities. Additionally, instructors are becoming more accessible to students through various communication channels, including emails and social media, to maintain continuous engagement. These changes in the traditional role of instructors underscore the dynamic nature of educational processes and the need for adaptability in teaching methods, aligning with the perspectives of educational psychology on the evolving dynamics of teaching and learning [15].

In the context of hybrid learning, educators play an increasingly complex and crucial role. They are expected to continuously adapt and learn, not only to keep pace with technological advancements but to harness them effectively for educational excellence. This necessitates a commitment to ongoing professional development in data literacy, which includes skills to evaluate, analyze, and synthesize information from various sources. Educators must integrate this data-driven approach as a fundamental aspect of their instructional planning, customizing educational experiences to accommodate the unique learning trajectories of individual students, specific student cohorts, and the class collectively [16], [17].

Furthermore, instructors in a mixed-learning environment must be open to experimenting with and adapting novel teaching methodologies. This openness extends beyond simply accepting new technologies; it entails creating a diversified instructional repertoire and an expansive educational viewpoint capable of catering to students' varying learning styles and requirements. Differentiated instruction evolves into a concept that guides the adaptive use of technology to deliver personalized learning paths.

Leadership in the hybrid classroom crosses established lines. Educators are expected to model good information-seeking behaviors and critical inquiry, guiding pupils not only to access but also to engage with material meaningfully. Managing learning activities, particularly those that are project-based, requires a strategic approach to orchestrate collaborative and independent learning experiences that are rich in content and context.

Furthermore, the capacity to motivate pupils is critical to the hybrid educator's position. Motivating tactics may include developing compelling information, using gamification aspects, and providing feedback that motivates self-improvement and promotes an intrinsic desire to learn.

To summarize, the educator's role in a hybrid learning framework is multidimensional and dynamic, integrating the roles of learner, strategist, and leader to establish an educational environment in which technology and pedagogy work together to improve learning results. The complexity of this role represents a revolution in educational paradigms, necessitating educators who are not just technologically savvy but also pedagogically inventive and empathetically linked to their student's learning experiences.

The introduction of hybrid learning indicates a paradigm shift in students' roles within the educational landscape. This transition represents a divergence from the old model, in which students are frequently passive listeners, to one in which they are active users or 'consumers' of educational services. Such agency empowers students to take control over their learning path, including the opportunity to withdraw from the educational process if it fails to satisfy their expectations or needs. This newly discovered empowerment has far-reaching implications; it introduces a revolutionary dynamic to the educational ecosystem, driving educators and institutions to reevaluate and re-engineer the teaching process.

In 2022, an extensive study involving 800 students brought to light nuanced preferences that characterize the modern learner's profile [18]. The study found that a significant 45% of students value the speed of learning, underscoring a trend towards accelerated and efficient learning experiences. In contrast, fewer students, approximately 40%, considered the quality of content as their primary concern. Such findings may suggest an emerging inclination towards learning that is not just substantive but also expedient.

Moreover, the research indicated that personalization plays a pivotal role in fostering student engagement, with 41% of participants reporting increased involvement when the learning is tailored to their contexts. Nearly half of the students, 43% to be precise, identified video content as a key element that influences their commitment to the learning process. This points to a broader trend where multimedia use in education is not just commonplace but expected.

The call for personalization was echoed by 50% of the respondents, who expressed a desire for learning experiences that cater to their unique preferences, learning styles, and schedules. This preference for personalized learning environments is indicative of a broader shift towards education that is not only adaptable and student-centered but also integrated with technology to provide a more individualized educational experience.

These insights into student preferences in hybrid learning environments highlight the need for educators and institutions to adapt and innovate. The rising emphasis on speed, customization, multimedia integration, and learning experience quality necessitates a rethinking of educational practices. As the educational landscape evolves, so must approaches to teaching and learning to ensure that they meet the expectations and needs of today's students [18].

Despite the high demand among students for hybrid learning modalities, an extensive analysis of 6,202 universities [7] revealed that only 17% of these institutions have explicit mentions of such forms of education. This disparity highlights a significant gap between student preferences and institutional offerings. The analysis conducted by Hill and Smith [7] suggests that while the concept of blended learning is gaining traction in academic discourse, its practical implementation remains limited within the broader landscape of higher education. This finding raises questions about the readiness of universities to meet the evolving educational needs and how they are addressing the challenges and opportunities in shaping institutional approaches to blended learning. The low percentage of universities that recognize blended learning in their curricula indicates a potential area for growth and suggests that many institutions may need to reconsider their strategic planning to incorporate and support hybrid learning frameworks more comprehensively.

In the rapidly evolving landscape of education, the private sector, particularly in the realm of IT education, has demonstrated a remarkable ability to adapt to changes. This agility in response to market demands and educational trends has proven to be significantly advantageous. According to the training trends report [18], such responsiveness has led to a 60% increase in profitability for these sectors. This impressive figure underscores the effectiveness of their adaptive strategies in capitalizing on the shift towards more flexible and technology-driven educational models.

The report suggests that the private sector's proactive approach in aligning their training programs with current industry needs and incorporating emerging technologies has been a key factor in this success. It highlights a growing trend where organizations that swiftly adapt to educational innovations, particularly in the IT field, can not only enhance their training effectiveness but also substantially increase their economic returns. This serves as an insightful example for other sectors and educational institutions to consider how agility and responsiveness to educational trends can be directly linked to financial success and market relevance.

The growing popularity of hybrid educational forms presents traditional colleges with a slew of new obstacles, on top of the typical issues they currently face, propelling them into a new competitive arena [19]. Technology adoption in education is a complicated process that necessitates careful consideration of several elements, including social, cultural, and organizational dimensions. The literature on this topic divides technology adoption in education into three broad categories.

The first, intra-personal adoption, is concerned with how information and digital technologies may affect an individual's cognitive and emotional strain. This could either encourage the development of new resource management capacities or, conversely, lead to a decrease in initiative, creative ability, and interest in the subject matter. When technology is integrated, the second, interpersonal adoption, requires a reevaluation of each participant's role and place in the educational process. The third component, meta-individual or socioorganizational adoption, illustrates the degree to which those involved in the process are autonomous. This multifaceted approach to adoption highlights the complexity and breadth of the issues that traditional colleges face when they integrate hybrid educational modalities [20]–[23]. A sophisticated understanding of these varied adoption routes is required for the successful implementation of new technologies, ensuring that educational innovations correspond with the diverse needs and contexts of all stakeholders involved.

Hybrid learning, an increasingly prominent approach in modern pedagogy, addresses several key challenges within the contemporary educational system. This approach extends educational possibilities by enhancing information accessibility, tailored to the personalized educational needs of students [16]. Kazu and Yalçın [6] emphasize the effectiveness of hybrid learning in boosting academic achievement, underscoring its role in catering to individual learning styles and pace. The individualization of learning tempo and content assimilation is a significant aspect of this approach, providing learners with control over their educational progress.

Further, hybrid learning actively involves students in their learning process, fostering motivation, social engagement, and independence in studying and mastering educational content [5]. It also demands a transformation in pedagogical styles, shifting from traditional lecture-based methods to interactive and innovative teaching approaches. This shift is crucial in building a new confirmation model of interaction between students and educators, enhancing the learning experience [8].

Moreover, the personalized nature of hybrid learning allows students to define their educational objectives and pathways, reflecting their needs, interests, and abilities. This aspect of hybrid learning is particularly crucial in contemporary education, where student-centered approaches are increasingly valued [13]. The training trends report [18] further illustrates the growing demand for personalized and flexible learning options, highlighting the importance of adapting educational strategies to meet these evolving student preferences.

1498 □ ISSN: 2089-9823

Hill and Smith [7] identify the challenges and opportunities in integrating hybrid learning within higher education institutions. They argue that while hybrid learning offers numerous benefits, its effective implementation poses unique challenges that institutions must navigate to fully leverage its potential. Thus, the incorporation of hybrid learning poses a multifaceted challenge for traditional educational institutions, which need a comprehensive approach that takes into account numerous social, cultural, and organizational elements. Addressing these difficulties successfully can result in a more dynamic, engaging, and effective educational environment that meets the requirements and expectations of modern learners.

Microlearning has evolved as an important educational method in the context of hybrid (blended) learning. Microlearning is a type of learning in which small amounts of knowledge or abilities are delivered over a short period, often spanning from 2 to 15 minutes. This strategy is frequently used with other learning formats such as face-to-face education, online learning, or self-directed learning to achieve a variety of goals such as skill acquisition, knowledge updating, professional development, and personal growth.

Microlearning has various advantages over standard learning methods. It improves efficiency by allowing learners to absorb material more easily because it is divided into manageable chunks. Furthermore, microlearning is convenient since it allows learners to engage in educational activities whenever and wherever it is convenient for them. It is also more accessible, responding to a wide range of requirements, including those of those with impairments or limited time. Microlearning comes in a variety of formats, including video lessons, audio tutorials, text-based lessons, gamified courses, quizzes, and training exercises. The growing popularity of microlearning can be ascribed to its efficiency in conveniently promoting knowledge and skill acquisition.

Over recent years, the transition from extensive courses to resource-oriented learning has gained momentum. Bite-sized, easily digestible learning content aligns well with busy schedules, which explains its widespread adoption during the pandemic. According to the training trends report [18], 25% of leaders identified microlearning as the most effective approach in their organizations. However, the benefits of microlearning extend beyond its brevity. In 2022, emerging skill gaps and new hybrid working models have increased the focus on self-managed employee development [24], [25]. Self-directed learning, though effective, requires support. Microlearning, by providing structure and direction to self-guided learning journeys, ensures impactful outcomes.

5. CONCLUSION

The essence of hybrid learning is the ability to combine traditional classroom experiences with the benefits of digital and online platforms. This combination provides a more individualized, adaptive, and engaging approach to education, which is increasingly important in a world where learner requirements and preferences are always changing. The shift toward individualized learning experiences is one of the most noticeable developments in modern education. This tendency is redefining not only learner expectations but also instructional approaches, adapting a critical component of effective educational programs. The business sector has demonstrated the benefits of fast adjusting to educational changes, notably in domains such as IT education. These industries have demonstrated that embracing new teaching and learning approaches can result in considerable increases in both educational performance and economic returns.

The use of hybrid learning methods brings both opportunities and challenges for traditional educational institutions. It is becoming increasingly obvious that hybrid learning is a crucial component of these institutions' future success and relevance. To successfully shift from traditional teaching approaches to hybrid models, existing educational practices must be reevaluated and overhauled. This process should place a premium on adaptability, innovation, and responsiveness to the changing needs of today's learners.

Successfully incorporating hybrid learning into the educational fabric is a complicated and varied challenge. It will need a collaborative effort from educators, institutions, and students to achieve a balance between preserving valuable conventional approaches and embracing new technological innovations. As the educational landscape evolves, so must the methods and methodologies have used within it. In a quickly evolving digital environment, they must be adaptable, successful, and responsive to the ever-changing demands of a diverse student body. The capacity to smoothly mix traditional and creative techniques, generating rich and multidimensional learning experiences that are steeped in tradition but forward-thinking in their application, will determine the future of education.

REFERENCES

- [1] B. Alexander et al., EDUCAUSE horizon report 2019 higher education edition. Louisville, CO: EDUCAUSE, 2019.
- [2] W. Zhang and C. Zhu, "Review on blended learning: identifying the key themes and categories," *International Journal of Information and Education Technology*, vol. 7, no. 9, pp. 673-678, 2017.
- [3] A. J. Bokolo, "Institutional factors for faculty members' implementation of blended learning in higher education," *Education* + *Training*, vol. 63, no. 5, pp. 701-719, 2021, doi: 10.1108/ET-06-2020-0179.

- [4] L. Habib and M. Johannesen, "The role of academic management in implementing technology-enhanced learning in higher education," *Technology, Pedagogy and Education*, vol. 29, no. 2, pp. 129-146, 2020, doi: 10.1080/1475939X.2020.1722735.
- [5] S. J. Seage, and M. Türegün, "The effects of blended learning on STEM achievement of elementary school students," *International Journal of Research in Education and Science*, vol. 6, no. 1, pp. 133-140, 2020, doi: 10.46328/ijres.v6i1.728.
- [6] I. Y. Kazu and C. K. Yalçın, "Investigation of the effectiveness of hybrid learning on academic achievement: A meta-analysis study," *International Journal of Progressive Education*, vol. 18, no. 1, pp. 249, 2022, doi: 10.29329/ijpe.2022.426.14.
- [7] J. Hill and K. Smith, "Visions of blended learning: Identifying the challenges and opportunities in shaping institutional approaches to blended learning in higher education," *Technology, Pedagogy and Education*, vol. 32, no. 3, pp. 289-303, 2023, doi: 10.1080/1475939X.2023.2176916.
- [8] K. Smith and J. Hill, "Defining the nature of blended learning through its depiction in current research," *Higher Education Research & Development*, vol. 38, no. 4, pp. 1-15, 2018, doi: 10.1080/07294360.2018.1517732.
- [9] C. C. Morphew, T. Fumasoli, and B. Stensaker, "Changing missions? How the strategic plans of research-intensive universities in Northern Europe and North America balance competing identities," *Studies in Higher Education*, vol. 43, no. 6, pp. 1074-1088, 2018, doi: 10.1080/03075079.2016.1214697.
- [10] S. Hrastinski, "What do we mean by blended learning?" TechTrends, vol. 63, no. 5, pp. 664, 2019, doi: 10.1007/s11528-019-00375-5.
- [11] H. Truba, I. Radziievska, M. Sherman, O. Demchenko, A. Kulichenko, and N. Havryliuk, "Introduction of innovative technologies in vocational education under the conditions of informalization of society: problems and prospects," *Conhecimento & Diversidade*, vol. 15, no. 38, pp. 443-460, 2023, doi: 10.18316/rcd.v15i38.11102.
- [12] I. Britchenko, T. Romanchenko, and O. Hladkyi, "Potential of sustainable regional development in view of smart specialisation," Economic Studies journal, Bulgarian Academy of Sciences - Economic Research Institute, vol. 28, no. 6, pp. 88-109, 2019.
- [13] J. Thompson, "6 blended learning models: when blended learning is what's up for successful students," eLearning Industry, 2023.
 [Online]. Available: https://elearningindustry.com/6-blended-learning-models-blended-learning-successful-students
- [14] O. Lavrentieva, V. Pererva, O. Krupskyi, I. Britchenko, and S. Shabanov, "Issues of shaping the students' professional and terminological competence in science area of expertise in the sustainable development era," E3S Web of Conferences 166, 2020, doi: 10.1051/e3sconf/202016610031.
- [15] American Psychological Association, "Understanding educational psychology," Official Website of the American Psychological Association, 2014. [Online]. Available: https://www.apa.org/education-career/guide/subfields/teaching-learning
- [16] A. Gynne and M. Persson, "Teacher roles in the blended classroom Swedish lower secondary school teachers' boundary management between physical and virtual learning spaces," *Journal of Computer and Education Research*, vol. 6, no. 12, pp. 222-246, 2018, doi: 10.18009/jcer.442499.
- [17] M. Paskevicius, and K. Bortolin, "Blending our practice: using online and face-to-face methods to sustain community among faculty in an extended length professional development program," *Innovations in Education and Teaching International*, vol. 53, no. 6, pp. 605-615, 2016, doi: 10.1080/14703297.2015.1095646.
- [18] Training Trends Report, Exploring current digital learning challenges and future opportunities to help you grow quality and scaleup in 2022, Elucidat, 2022. [Online]. Available: https://f.hubspotusercontent10.net/hubfs/1864311/Downloadable%20content/Training%20Trends%20Report%202022.pdf
- [19] J. Holstein, K. Starkey, and M. Wright, "Strategy and narrative in higher education," *Strategic Organization*, vol. 16, no.1, pp.61-91, 2018. doi: 10.1177/1476127016674877.
- [20] O. Chamorro-Atalaya, L. Sobrino-Chunga, R. Guerrero-Carranza, A. Vargas-Díaz, and C. Poma-Garcia, "Student satisfaction in the context of hybrid learning through sentiment analysis," *International Journal of Evaluation and Research in Education (IJERE)*, vol. 13, no. 2, pp. 831-841, 2024, doi: 10.11591/ijere.v13i2.26717.
- [21] N. Hermita, Erlisnawati, J. A. Alim, Z. H. Putra, I. Mahartika, and U. Sulistiyo, "Hybrid learning, blended learning or face-to-face learning: which one is more effective in remediating misconception?" *Quality Assurance in Education*, vol. 32, no. 1, pp. 64-78, 2024, doi: 10.1108/QAE-02-2023-0019.
- [22] M. C. Rodríguez, M. L. Rial, M. F. Iglesias, F. M. Fonte, and M. L. Nistal, "Improving virtual presence in higher education hybrid learning digital environments," in *Current Trends on Digital Technologies and Gaming for Teaching and Linguistics* 2023, pp. 47-65. Publisher: Peter Lang.
- [23] L. Kohnke, "Microlearning as a teaching and learning approach," in Using Technology to Design ESL/EFL Microlearning Activities. SpringerBriefs in Education. Singapore: Springer, 2023, pp. 1-6, doi: 10.1007/978-981-99-2774-6_1.
- [24] K. C. Li, B. T. M. Wong, R. Kwan, H. T. Chan, M. M. F. Wu, and S. K. S. Cheung, "Evaluation of hybrid learning and teaching practices: the perspective of academics," *Sustainability*, vol. 15, no. 8, pp. 6780, 2023, doi: 10.3390/su15086780.
- [25] N. F. Alias, and R. A. Razak, "Exploring the pedagogical aspects of microlearning in educational settings: a systematic literature review," *Malaysian Journal of Learning and Instruction*, vol. 20, no. 2, pp. 267–294, 2023, doi: 10.32890/mjli2023.20.2.3.

BIOGRAPHIES OF AUTHORS



Hanna Truba is Ph.D., an associate professor at Odesa I. I. Mechnikov National University, Leading Specialist of the Department of Academic Mobility and Grant Support, Center for International Education. She conducts research on the area of human brain cognitive abilities, the use of human cognitive capabilities when working with information, especially on the internet and social networks, discourse research, particularly educational discourse online, and the study of artificial intelligence, neuroscience, neurolinguistics, and neuroethics. These studies have been published in more than 50 refereed articles. She can be contacted at email: 3182009060@ukr.net.

1500 □ ISSN: 2089-9823



Olena Sytko De Se Se Is Ph.D. in Philology, associate professor, head of the Department of Language Training at Odesa State University of Internal Affairs. Her areas of academic interest include Latin-language Ukrainian literature of the Baroque era, methods of teaching Latin, Ukrainian scientific language, Ukrainian language by professional orientation. She is the author of more than 70 scientific publications, including: mythopoetic image of the sacred river Dnieper and Danube as conceptual symbols Baroque Latin culture, the role of cognitive linguistics in developing students' communicative competence and forming their linguistic personality, and English for law enforcement. She can be contacted at email: filianna2008@gmail.com.



Maryna Arapaki si an English language teacher (ESL for law enforcement and law students) at Odesa State University of Internal Affairs. Currently a postgraduate student at Ushinsky Odesa State Pedagogical University, the topic of her dissertation research is "cultural marginality in the social and virtual space of modern society." She graduated from the Faculty of Romano-Germanic Philology of Odesa State University named after Mechnikov and the Faculty of Law of Odesa Maritime University. Her areas of interest are pedagogy and teaching methodology, corrective-developmental environments in teaching, pedagogical activities in designing and implementing the educational process, theory, and practice of translation. She can be contacted at email: amv22od@gmail.com.



Svitlana Yelisieieva is a lecturer at the Department of Language Training, Odesa State University of Internal Affairs. Her scientific interest is in the theoretical and practical aspects of translation, as well as modern translation problems. This information has been presented in over 30 professional articles and over 50 additional publications. She was the head of the student translation center at the Peter Mohyla Black Sea National University in Mykolaiv. She can be contacted at email: ewthinker@gmail.com.

