



**Международно Висше Бизнес Училище**  
**International Business School**

**ЦИФРОВАТА ТРАНСФОРМАЦИЯ –  
БИЗНЕС, ОБРАЗОВАНИЕ, НАУКА**

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## EYE-TRACKING TECHNOLOGIES A TOOL OF DIGITAL TRANSFORMATION IN EDUCATION

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*The features of digital transformation in Russian education are considered in the paper. It is presented the analysis of standards that regulate the development of educational programs for e-learning in Russia. The authors propose to use eye-tracking technology as a tool for digital transformation in education. It is shown that the existing eye-tracking technologies allow you to determine online the student's attitude to the video lecture. Such technologies can also provide the lecturer with information on the students' attitude to the studied material, as well as provide improved conditions for receiving education for persons with disabilities.*

*Technologies, education, eye-tracking*

Presently digital technologies have become a part of all spheres of our lives, including education. And there is no doubt that they are able to change the methods of teaching in universities and at all stage of people's lives.

Digitalization gives us new opportunities for education. The digital transformation of education changes the process of knowledge transfer, takes educational technology to a new level. Teaching methods and educational approaches are being improved because digitalization allows you to take into account personality characteristics and focus on the individual development of each person. It extends the use of remote technologies.

It should be noted that the development of distance educational technologies starts in the XVIII century, while the mail service actively began to develop. Students and lecturers interacted with each other via mail.

The history of the development of distance technologies in the educational sphere has three main stages, which are presented in table 1.

Stages	Year	Studying Material Form	Educational Technology Implementation Tools
1	1920r.- 1969r.	Printed material Audio material TV courses	Rail system development Radio development Television development
2	1969r.- 1980r.	Printed material	
3	1980r.- present time	E-learning environment	Development of the global Internet

Table 1. Stages of distance technologies development