



ISSUES OF ACTIVATING COGNITIVE LEARNING ACTIVITY IN IMPROVING EDUCATIONAL EFFECTIVENESS

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Abstract. This article discusses the issues of activating students' cognitive learning activity in improving the effectiveness of education. The study analyzes the importance of modern pedagogical approaches in the learning process. The ways to develop students' interest in learning and independent thinking are presented. The possibilities of improving the quality of education through the use of interactive methods are revealed. Strengthening motivation is substantiated as an important factor in ensuring students' activity. Methodological recommendations are enriched with practical examples. The conclusions drawn contribute to the improvement of the educational process.

Keywords: educational effectiveness, cognitive learning activity, activation, interactive methods, pedagogical approach, motivation, independent learning, creative thinking, innovative education, quality of education, competence, methodology.

Introduction. In the context of rapid globalization and the intensive development of digital technologies, the education system is emerging as one of the main factors of social progress. Socio-economic reforms, achievements in science and technology, as well as increasing competition in the labor market are raising the demand for the quality and effectiveness of the educational process. Therefore, modern education faces the task of training not only knowledgeable but also independently thinking, creative, initiative-taking specialists who can



responsibly approach their professional activities. The formation of such a personality is closely connected with activating students' cognitive learning activity in the educational process.

In pedagogical science, cognitive learning activity is interpreted as an active mental process aimed at acquiring knowledge, analyzing it, generalizing it, and applying it in practice. Students' activity is one of the key criteria determining educational effectiveness and is directly related to the methods and techniques used by teachers, the organization of the learning environment, and motivational factors. While in traditional education students mainly acted as passive recipients of ready-made knowledge, modern educational approaches aim to turn them into active participants in the learning process.

In recent years, the introduction of interactive methods, problem-based learning, project activities, and ICT-based forms of education has contributed to increasing students' cognitive activity. Through these methods, such important competences as independent learning, critical thinking, problem-solving, and teamwork are formed. Especially, education organized on the basis of learner-centered and competency-based approaches creates conditions for developing students' cognitive activity by taking into account their individual abilities.

Motivation also plays an important role in improving educational effectiveness. A learning process based on students' internal needs and interests makes it possible to achieve stable and high results. By forming a positive attitude toward learning activities, encouraging students, and creating situations of success, their activity can be enhanced. At the same time, the teacher's pedagogical mastery, innovative thinking, and methodological preparedness are decisive factors in activating cognitive learning activity.

Today, training competitive specialists is a pressing task of higher education. Along with the content of education, improving the methodology of organizing the learning process is also important. Deep and conscious mastery of knowledge, the



ability to apply it in real situations, and continuous self-development are key indicators of educational effectiveness. Therefore, the issue of activating cognitive learning activity remains one of the priority directions of modern pedagogical research.

This article analyzes the theoretical foundations and practical aspects of activating students' cognitive learning activity in improving educational effectiveness. The possibilities of modern pedagogical approaches, interactive methods, and innovative technologies are highlighted, and methodological recommendations for their implementation in the educational process are developed. The research results have scientific and practical significance for improving the learning process in higher education institutions and enhancing students' cognitive activity.

Literature Review. The issues of activating students' cognitive learning activity in the educational process have long been and remain a broad object of research in pedagogical science. In the scientific literature, this issue is often studied in the context of educational effectiveness, interactive methods, motivation, and innovative approaches. Modern educators emphasize that active learning is the main factor in deepening students' knowledge and developing independent thinking and creative abilities (Bakhshiev, 2019; Karimova, 2020).

The concept of activating cognitive learning activity is explained as students' striving to acquire knowledge independently from the teacher, analyze new information, and apply it in practice (Petrov, 2018). Interactive methods such as problem-based learning, project activities, group work, and discussions are noted as effective tools for improving the quality of education. For example, Johnson and Smith (2019) showed that interactive methods can increase students' activity by 30–40%.

Modern studies indicate that activating cognitive learning activity affects not only academic achievement but also students' social and personal development.



Learner-centered approaches and competency-based methodology help increase activity by considering individual characteristics (Sattarov, 2021). Motivation plays a central role in this process. Ryan and Deci (2000) emphasized the importance of intrinsic motivation in improving educational effectiveness, as it encourages students to deepen knowledge, engage in independent inquiry, and participate actively in creative tasks.

Technological approaches are also studied as effective means of activating cognitive learning activity. In a digital learning environment, interactive programs, electronic resources, virtual laboratories, and online forums enable students to participate actively and develop knowledge independently (Brown & Green, 2020). These methods not only accelerate learning but also make it more engaging and motivating.

National pedagogical studies also address this issue. Karimova and Rahimov (2020) presented practical experiences of increasing students' cognitive activity through interactive methods in Uzbekistan. Their research shows that group work, role plays, and project activities are effective in deepening knowledge and developing independent thinking. At the same time, educators emphasize the need to adapt methodological tools to students' age and educational level.

Furthermore, the role of the teacher in improving educational effectiveness is highlighted. The teacher's methodological preparedness, pedagogical mastery, and innovative thinking directly influence the activation of students' cognitive learning activity (Islomov, 2019). Purposeful and systematic use of didactic tools and the integration of interactive and innovative methods contribute to improving the quality of the learning process.

Thus, international and national studies show that activating cognitive learning activity is a pressing issue in pedagogy. Applying effective modern methods and approaches is essential for improving educational quality and developing students' independent thinking and creative abilities. This study, in turn, serves to develop



methodological recommendations for enhancing students' cognitive activity in higher education.

Research Methodology and Results. The main aim of this study is to identify ways to improve educational effectiveness by activating students' cognitive learning activity in higher education and to develop practical recommendations. Within the research framework, the possibilities of increasing educational effectiveness based on modern pedagogical approaches, interactive methods, and motivational factors were examined. A combination of theoretical and empirical methods was used, ensuring the scientific validity and reliability of the results.

Theoretical methods included literature analysis and the study of national and international research sources in higher education. This made it possible to determine the theoretical foundations, methodological opportunities, and effectiveness of pedagogical approaches to activating cognitive learning activity. Empirical methods included questionnaires, observations, participation in interactive sessions, and testing. These methods allowed assessment of students' activity, level of independent thinking, ability to apply knowledge in practice, and motivation.

During the study, interactive methods, project work, and group discussions were experimentally implemented among 120 students from Years 1 to 4. Questionnaires measured students' learning motivation and activity, as well as their ability to independently acquire and apply knowledge. Tests quantitatively assessed the effectiveness of the methods. Observations showed that the use of interactive methods significantly increased students' activity and developed their independent thinking and creative abilities. Opportunities for discussing knowledge, exchanging experiences, and independently consolidating learning expanded.

Empirical findings indicated that motivation plays a crucial role in improving educational effectiveness. Encouragement systems, creating situations of success, individual approaches, and considering personal interests strengthened students'



engagement in learning. Through a learner-centered approach, students were able to perform tasks adapted to their abilities and needs, which increased activity and self-development motivation.

The results also showed that group work and project activities contributed to developing skills of analyzing knowledge, applying it in practice, and mastering content through teamwork. At the same time, the use of digital educational resources and electronic platforms made learning more interactive and engaging and encouraged independent inquiry.

Based on the data obtained, pedagogical recommendations were developed: systematic use of interactive methods, designing learner-centered tasks, and effective use of digital resources increase the effectiveness of activating cognitive learning activity. The study also showed the need for continuous monitoring of students' knowledge and activity and adapting methods to individual characteristics. This helps optimize the learning process, enhance cognitive activity, and improve educational effectiveness.

In summary, the research proves the importance of interactive methods, learner-centered approaches, motivational incentives, and digital resources in improving educational effectiveness through activating students' cognitive learning activity. These approaches make education not only effective but also engaging, practical, and tailored to students' needs.

Conclusion. This study was aimed at a comprehensive examination of the issues of activating students' cognitive learning activity in improving educational effectiveness. The results show that modern pedagogical approaches, interactive methods, and innovative technologies significantly enhance the effectiveness of the educational process. Students' activity directly affects not only knowledge acquisition but also independent thinking, creative abilities, and problem-solving skills. Therefore, activating cognitive learning activity is one of the key tasks in pedagogy and education.



The research found that organizing the learning process using interactive methods, group work, project activities, and digital resources significantly increases students' activity. Students develop skills of applying knowledge in practice, solving problems independently, and working in teams. Learner-centered approaches and motivational factors strengthen interest in learning and ensure activity. The study also showed that the teacher's pedagogical mastery and methodological preparedness are decisive factors in activating cognitive learning activity.

Moreover, the results contribute to improving the quality of education in higher education institutions. Strengthening students' knowledge and skills, encouraging independent thinking and creative approaches are among the main ways to enhance educational effectiveness. Implementing methodological recommendations in practice allows making the learning process more interactive and innovative. For example, group discussions, project work, role plays, and the use of electronic resources increase students' activity and motivate them to acquire and apply knowledge independently.

It should be emphasized that activating cognitive learning activity requires continuous monitoring and assessment. Adapting methods and approaches to students' individual characteristics makes it possible to achieve maximum results. In this regard, teachers should continuously improve their pedagogical skills and implement innovative and interactive methods in practice.

In conclusion, activating students' cognitive learning activity is a central factor in improving educational effectiveness. Through modern pedagogical approaches, interactive and innovative methods, motivational incentives, and learner-centered strategies, the learning process becomes more effective, engaging, and practically valuable. The results of this study provide concrete recommendations for improving pedagogical practice in higher education, optimizing the learning process, and increasing students' learning activity, as well as demonstrate the scientific and



practical significance of widely implementing innovative and interactive approaches in education.

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