predicts the continued evolution of existing technologies and the emergence of new ones, such as the integration of artificial intelligence with virtual and augmented reality. At importance is continuous innovation and adaptation in higher education to meet the changing needs of students and society.

Distance learning technologies have undeniably brought significant innovation to higher educational institutions. They have increased access to education, provided more flexible learning options, and opened up new avenues for teaching and learning. However, challenges such as ensuring quality, addressing technical issues, and maintaining the human touch in education need to be overcome. As technology continues to evolve, higher education institutions must adapt and find the right balance between leveraging these technologies and preserving the essence of a holistic educational experience. By doing so, they can better prepare students for the digital age and meet the demands of a globalized and knowledge-based society.

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INNOVATIVE LEARNING TECHNOLOGIES IN THE HIGHER EDUCATIONAL SYSTEM

In the dynamic landscape of higher education, innovative learning technologies serve as a vital catalyst, fostering growth and transformation within the educational ecosystem. The advent of the Education Informatization 2.0 era has marked a pivotal shift, introducing a range of advanced learning methodologies and artificial intelligence technologies. These innovations are reshaping the educational paradigm at an unprecedented pace, enriching the foundations of knowledge dissemination and fostering the emergence of novel, adaptive learning environments.

Artificial intelligence technologies can not only become a teaching aid tool to answer professional academic questions, but also build a self-learning platform, save human resource costs, and even reconstruct the educational structure of schools, providing unprecedented opportunities for educational innovation [1]. Its powerful natural language processing capabilities have brought revolutionary changes to higher education. It can not only quickly respond to students' questions and provide accurate learning resources, but also recommend personalized learning paths based on individual differences of students, greatly improving learning efficiency and learning experience. This intelligent interactive approach allows students to experience unprecedented autonomy and personalization in the learning process, truly realizing the educational philosophy of «teaching students according to their aptitude».

In the context of Education Informatization 2.0, innovation and practice in higher education technology work are flourishing and competing for excellence. University educational technology institutions should recognize the situation, further clarify their organizational positioning, adhere to the purpose of serving teaching and serving teachers and students, focus on teaching applications, and strive to promote

the deep integration of educational informatization and teaching practice [2]. Emerging technologies such as digital readers, tablets, 3D printing, and virtual reality are like magic wands, turning traditional classrooms into creative spaces full of infinite possibilities. These technologies not only enrich teaching methods and broaden students' learning horizons, but more importantly, they stimulate students' innovative thinking and practical abilities, laying a solid foundation for cultivating innovative talents for future society.

It is worth noting that these innovative learning technologies do not exist in isolation, but are intertwined and jointly driving profound changes in the higher education system. Artificial intelligence technologies such as ChatGPT provide intelligent support for education, while digital readers, 3D printing, and other technologies provide students with more intuitive and vivid learning experiences. The integration and application of these technologies not only improves the quality of teaching, but also promotes educational equity, enabling more students to enjoy high-quality educational resources.

More importantly, the introduction and application of these innovative learning technologies are not simply stacking or replacing traditional teaching methods, but rather achieving profound changes in educational concepts and teaching models through technological means while respecting the essence of education. They are gradually breaking down the boundaries of traditional education, making education more open, diverse, and inclusive, providing learners with more flexible, autonomous, and personalized learning paths.

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THE ROLE OF GAME TECHNOLOGY IN TRANSFORMING HIGHER EDUCATION: OPPORTUNITIES, THEORIES, AND CHALLENGES

In the contemporary landscape of higher education, the integration of game technology has emerged as a pivotal strategy to enhance learning engagement,