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## Ethnopedagogical Approaches in the Digital Age: The Role of AI in Culturally and Spiritually Oriented Learning

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### ABSTRACT

The aim of this study was to scientifically substantiate and develop a theoretical model for synthesising ethnopedagogical principles with artificial intelligence technologies in educational systems to implement a culturally and spiritually oriented learning process. The study utilised methods of system analysis, structural-functional modelling, comparative analysis, and synthesis of theoretical approaches, as well as empirical methods of quasi-experimental research with a control group, including questionnaires, in-depth interviews, focus groups, and structured observation. Research into modern artificial intelligence capabilities demonstrated the high potential of adaptive learning systems, machine learning algorithms, and natural language processing technologies for personalising the educational process, taking into account the ethnocultural characteristics of learners. A three-tier conceptual model of an integrative ethnopedagogical approach was developed, consisting of a cultural-values framework, an adaptive interface, and technological components with a hybrid architecture based on modified educational platforms. The practical significance of the study lies in the creation of a methodological basis for the development of culturally responsive educational technologies capable of preserving ethnocultural diversity in the context of global digitalisation.

### KEY WORDS

Adaptive systems, machine learning algorithms, virtual reality, intelligent platforms, interactive environments

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