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### **THE QUALITY OF CREATING MULTIMEDIA LEARNING SYSTEMS TAKING INTO ACCOUNT THE COGNITIVE CHARACTERISTICS OF STUDENTS**

**Annotation.** The paper analyzes how cognitive preferences of different sociotypes of students affect the perception of multimedia learning content. Based on information processing theory, adaptive e-learning systems were designed and implemented. The effectiveness of these systems was evaluated in terms of their ability to meet students' preferences and improve their learning outcomes. The work emphasizes the importance of considering students' sociotypes when designing educational programs. This approach allows for the individualization of class schedules, targeting the specific skills of each learner, which in turn promotes more focused learning. This was confirmed by the improved performance of students who followed individualized educational pathways compared to those who followed traditional methods. It is concluded that the use of an interactive user interface can facilitate greater progress in learning than other methods.

**Key words:** multimedia, cognitive features, sociotype, educational systems, content, information systems.