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ОНЛАЙН-ПОРТФОЛИОНУН САНАРИП КООМДОГУ РОЛУ
РОЛЬ ОНЛАЙН-ПОРТФОЛИО В ЦИФРОВОМ ОБЩЕСТВЕ
THE ROLE OF ONLINE PORTFOLIOS IN THE DIGITAL SOCIETY

Кыскача мүнөздөмө: Бул макалада заманбап санарип коом шартында онлайн-портфолионун түшүнүгү жана анын санариптик өзүн-өзү таанытуудагы ролу каралат. Изилдөөдө онлайн-портфолиону түзүү үчүн колдонулган чет өлкөлүк жана жергиликтүү платформалар, анын ичинде Behance, Dribbble, GitHub Pages, Wix жана WordPress талданат. Макалада онлайн-портфолионун өнүгүшү веб-технологиялардын эволюциясы жана санариптик платформалардын кеңири жайылышы менен тыгыз байланышта экени көрсөтүлөт. Онлайн-портфолионун жеткиликтүүлүк, маалыматты үзгүлтүксүз жаңыртуу, кесиптик жетишкендиктерди визуалдаштыруу жана кесиптик байланыштарды кеңейтүү сыяктуу артыкчылыктары белгиленет. Изилдөөнүн жыйынтыгында HTML, CSS жана JavaScript сыяктуу универсалдуу веб-технологияларды колдонуу онлайн-портфолионун ийкемдүүлүгүн, жекелештирүүсүн жана ар түрдүү санариптик чөйрөлөрдө натыйжалуу колдонулушун камсыз кылаары аныкталат.

Аннотация: В статье рассматривается концепция и роль онлайн-портфолио как инструмента цифровой самопрезентации в условиях современного цифрового общества. Особое внимание уделяется анализу зарубежных и национальных платформ для создания онлайн-портфолио, включая Behance, Dribbble, GitHub Pages, Wix и WordPress. Исследование показывает, что развитие онлайн-портфолио тесно связано с эволюцией веб-технологий и распространением цифровых платформ. Рассматриваются основные преимущества онлайн-портфолио, такие как доступность, возможность постоянного обновления информации, визуализация профессиональных достижений и расширение профессиональной коммуникации. Сделан вывод о том, что использование универсальных веб-технологий (HTML, CSS, JavaScript) обеспечивает гибкость, персонализацию и адаптивность онлайн-портфолио в различных цифровых экосистемах.

Abstract: This article examines the concept and role of online portfolios as a tool of digital self-presentation in modern digital society. Particular attention is paid to the analysis of foreign and domestic platforms used for creating online portfolios, including Behance, Dribbble, GitHub Pages, Wix, and WordPress. The study demonstrates that the development of online portfolios is closely connected with the evolution of web technologies and the expansion of digital platforms. The advantages of online portfolios are highlighted, including accessibility, continuous information updates, visualization of professional achievements, and expanded professional communication. The study concludes that the use of universal web technologies such as HTML, CSS, and JavaScript ensures flexibility, personalization, and adaptability of online portfolios in various digital environments.

Негизги сөздөр: онлайн-портфолио; санарип коом; санариптик идентүүлүк; санариптик өзүн-өзү таанытуу; веб-технологиялар; HTML; CSS; JavaScript; UX; UI; санариптик платформалар; веб-иштеп чыгуу.

Ключевые слова: онлайн-портфолио; цифровое общество; цифровая идентичность; цифровая самопрезентация; веб-технологии; HTML; CSS; JavaScript; UX; UI; цифровые платформы; веб-разработка.

Keywords: online portfolio; digital society; digital identity; digital self-presentation; web technologies; HTML; CSS; JavaScript; UX; UI; digital platforms; web development.

The development of online portfolios worldwide has undergone a significant transformation—from static HTML pages of the 1990s to modern personalized and interactive platforms that increasingly integrate elements of artificial intelligence [5; 6]. International digital ecosystems offer a wide range of tools that differ in purpose, functionality, and the level of technical expertise required from the user. Among the most widely used global platforms are Behance, Dribbble, GitHub Pages, Wix, and WordPress, each targeting a specific type of content and a distinct professional audience.

Visually oriented platforms such as Behance and Dribbble create professional communities and provide integrated promotion mechanisms, including portfolio feeds, recommendation algorithms, and social interaction indicators (likes, follows), which help increase an author's visibility and strengthen their digital footprint within the professional environment. However, their rigid template-based structure limits the degree of individualization and restricts users from fully demonstrating their frontend development skills [7].

Technical platforms such as GitHub Pages, by contrast, offer a high level of customization by enabling direct work with source code and relying on repository concepts, branching, version control, and CI/CD-based publishing workflows. This allows users to showcase not only the visual aspects of their portfolio but also their development competencies, including clean layout, responsive design, DOM manipulation, and client-side rendering using JavaScript [11].

Universal website builders like Wix and WordPress rely on WYSIWYG editors and plugin ecosystems, providing convenient tools for users without technical backgrounds. At the same time, they limit access to low-level code and rely on abstracted layers such as themes and builders. This reduces a developer's control over HTML semantics, CSS optimization, loading speed (performance), and SEO structure, thereby constraining advanced customization [16; 18]. Although these platforms are effective for quick portfolio creation, they are less suitable for demonstrating in-depth web development skills.

From a theoretical perspective, an online portfolio is viewed as a form of digital identity that integrates visual, structural, and interactive elements, enabling the representation of an individual through a web interface. In this context, several key conceptual components are essential:

— UX (User Experience) — the overall perception and ease of interaction with the site;

— UI (User Interface) — the visual organization and presentation of interface components;

— Information Architecture (IA) — the logical structure and arrangement of content;

— Responsiveness — the ability of the website to display correctly across various devices and screen sizes.

These concepts determine the quality, usability, and effectiveness of an online portfolio and significantly influence the success of professional self-presentation in the digital environment.

Thus, existing platforms represent different models of digital self-presentation—from standardized portfolio networks to highly technological development environments. However, none of the ready-made solutions provides complete freedom in managing the structure, code, and UX characteristics. This makes the development of a personal online portfolio based on HTML, CSS, and JavaScript the most flexible and technologically justified approach, allowing for the implementation of an individual design, adherence to semantic principles, and ensuring high performance and interface adaptability.

Behance and Dribbble are used primarily by designers, photographers, and illustrators. These platforms combine features of a social network, a project showcase, and a professional rating system, offering a high level of visual presentation and opportunities for interaction with an international creative community [7; 14]. They provide a standardized environment that simplifies navigation but limits the flexibility of individual design.

GitHub Pages, by contrast, is oriented toward developers and provides the ability to host personal websites built with HTML, CSS, and JavaScript, which makes it particularly popular among programmers, technical students, and users seeking to demonstrate their skills in layout and web development [11]. Unlike visual website builders, GitHub Pages requires knowledge of Git tools, project structure, and repository management, offering maximum freedom for customization.

Wix and WordPress belong to the category of universal platforms. Wix is characterized by convenience, template-based design, and a WYSIWYG visual editor that allows users to create portfolios without programming, although this reduces control over the source code [16]. WordPress provides broader opportunities for structural customization through plugins, themes, and integrations, making it one of the most flexible CMS options for personal websites [18].

National characteristics significantly influence platform choice. In China, the ecosystem is dominated by local digital platforms such as Alibaba, Tencent, Baidu, and JD.com, which operate under strong state regulation, are adapted to linguistic and cultural specifics, and compete with Western services through

institutionalization and government support [3; 14; 18]. For Chinese users, integration with WeChat, mobile interface convenience, and a high degree of localization are particularly important.

Table 1. Key Factors Influencing the Choice of Online Platforms by Chinese Users

Factor	Description of the Factor	Reasons for Importance for Chinese Users
1. Integration with the WeChat ecosystem	Support for authorization, content sharing, mini-programs, and payments	WeChat is China's dominant digital platform; users expect seamless integration of all digital content with WeChat as part of their daily online activity
2. Localization of interface and content	Support for Chinese language, local fonts, and culturally adapted interface design	Chinese users prefer platforms tailored to local linguistic and cultural norms; Western sites are often perceived as less intuitive
3. Compliance with government regulations and internet policy	Adherence to cybersecurity laws, content control rules, and local data storage requirements	Platforms must comply with strict Chinese regulations; users trust services that are state-certified and legally compliant
4. Mobile optimization	Mobile responsiveness, fast loading time, mobile-friendly templates	Over 80% of China's internet traffic comes from mobile devices; mobile UX is a key selection criterion
5. Integration with Chinese social media	Ability to share or export portfolio content directly to Weibo, Xiaohongshu, Bilibili	Chinese professionals actively build digital presence through local social networks; integration accelerates promotion
6. High loading speed within China	Use of local servers, CDN infrastructure, absence of blocked external scripts	Access to foreign sites is often slowed by the Great Firewall; local hosting ensures stable and fast performance
7. Data security and platform trustworthiness	Protection of personal data, project files, and source code	Chinese users prefer platforms run by domestic companies due to higher trust in data security
8. Flexibility of customization and multimedia support	Ability to upload large images, videos, and interactive content	Chinese portfolios increasingly include videos, 3D models, and animation; multimedia support is a major advantage
9. Availability of AI-based tools	Auto-design generation, image optimization, intelligent recommendations	In the 2020s, Chinese users actively adopt AI features; platforms with AI tools are seen as more modern and efficient
10. Cost and availability of free features	Free plans, no mandatory subscriptions	Students and young professionals often choose accessible or free solutions

The data presented in Table 1 highlights the specific factors that determine the choice of online platforms among Chinese users and demonstrate why certain global portfolio systems (such as Behance, Dribbble or GitHub Pages) are often less widespread in China compared to domestic digital ecosystems. The most influential factor is the deep integration with WeChat — a multifunctional super-app that combines communication, mobile payments, cloud storage, mini-programs, and professional networking. Platforms that offer WeChat-based login, sharing tools, and compatibility with mini-program environments are perceived as significantly more convenient, because they align with the everyday digital habits of Chinese users. Localization remains equally important: Chinese users tend to choose platforms with a fully localized interface, culturally familiar navigation logic, and support for Chinese typography. These features enhance

usability and strengthen trust, which is crucial in the context of strict national digital regulations. Compliance with the Cybersecurity Law of China, requirements for local data storage, and content moderation policies also strongly influence user preferences. Platforms that lack local hosting or violate regulatory frameworks often suffer from low performance due to the Great Firewall or are completely inaccessible.

Another critical factor is mobile-first optimization. Since the majority of internet activity in China occurs via smartphones, users prioritize platforms with fast loading, adaptive layouts, and mobile-optimized templates. Integration with domestic social media — including Weibo, Xiaohongshu, Douyin, and Bilibili — further increases the platform's value, as professional visibility and digital promotion in China heavily depend on these local networks.

Additionally, Chinese users expect high performance, stable connection speeds, and secure data storage, which is more reliably provided by platforms hosted on domestic servers. Modern expectations also include the availability of AI-powered features, such as automated layout generation and smart recommendations, reflecting the rapid adoption of AI technologies in China's digital environment.

Overall, the factors identified in Table 1 demonstrate that the Chinese market prioritizes platforms combining regulatory compliance, deep ecosystem integration, mobile accessibility, and advanced technological capabilities. This explains why Chinese users often rely on local platform solutions and why the development of a personal portfolio website using HTML, CSS and JavaScript must take into account not only global standards, but also national digital preferences and technical constraints important for cross-cultural accessibility.

The analysis of platform preferences in China, Russia, and Kyrgyzstan demonstrates that the development and use of digital platforms are strongly determined by national digital ecosystems, language environments, cultural characteristics, and state regulation. In China, platform choice is primarily influenced by the deep integration of services within the WeChat ecosystem, the dominance of mobile technologies, and strong governmental support for domestic digital infrastructure. In Russia, the presence of large national IT companies and the linguistic unity of the digital space allow local platforms such as Yandex and VK to successfully compete with global services. Kyrgyzstan, in contrast, relies mainly on global platforms due to limited national technological infrastructure and the strong influence of the Russian-language digital environment.

Despite these differences, the comparative analysis shows that universal web technologies remain the most flexible solution for digital self-presentation in the global digital space. The development of an individual online portfolio using HTML, CSS, and JavaScript provides independence from specific platform ecosystems, ensures adaptability to different linguistic and cultural contexts, and supports professional mobility in international digital environments.

The comparative analysis of digital platforms in China, Russia, and Kyrgyzstan demonstrates that the development of digital ecosystems is strongly influenced by linguistic, cultural, economic, and institutional factors. China represents a highly integrated model where digital services are concentrated within national platforms such as WeChat, forming a unified ecosystem that combines communication, commerce, and educational services. Russia, in contrast, develops a multi-platform ecosystem supported by strong domestic IT companies and state regulation, where platforms such as Yandex, VK, Ozon, and Sber provide localized alternatives to global services. Kyrgyzstan, however, primarily relies on global digital platforms due to limited technological infrastructure, lower investment in national IT solutions, and the dominance of Russian-language digital content.

Despite these differences, the analysis reveals that the fundamental requirements for modern online portfolios remain largely universal across countries. Key characteristics include adaptability, personalization, user-friendly interaction, multimedia capabilities, and integration with social and professional networks. These elements ensure effective digital self-presentation and allow users to demonstrate their professional competencies in a global digital environment.

Therefore, the development of a personalized online portfolio using universal web technologies such as HTML, CSS, and JavaScript appears to be a flexible and sustainable solution. Such an approach allows individuals to adapt their digital presence to different cultural and technological contexts while meeting contemporary professional standards in the global digital space.

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САНАРИП КООМДО ОНЛАЙН-ПОРТФОЛИОНУ КОЛДОНУУ: ТҮШҮНҮГҮ ЖАНА ФУНКЦИЯЛАРЫ
ОНЛАЙН-ПОРТФОЛИО В ЦИФРОВОМ ОБЩЕСТВЕ: КОНЦЕПЦИЯ И ФУНКЦИИ
ONLINE PORTFOLIOS IN THE DIGITAL SOCIETY: CONCEPT AND FUNCTIONS

Кыскача мүнөздөмө: Бул макалада заманбап санарип коом шартында онлайн-портфолионун түшүнүгү жана ролу каралат. Онлайн-портфолио адистин санариптик иденттүүлүгүн жана кесиптик жетишкендиктерин көрсөтүүнүн маанилүү куралы катары талданат. Изилдөөдө онлайн-портфолио түзүү үчүн колдонулган негизги платформалар жана веб-технологиялар каралат. Онлайн-портфолионун жеткиликтүүлүк, маалыматты үзгүлтүксүз жаңыртуу, кесиптик байланыштарды кеңейтүү жана жеке жетишкендиктерди визуалдуу көрсөтүү сыяктуу артыкчылыктары белгиленет. Макалада HTML, CSS жана JavaScript сыяктуу веб-технологияларды колдонуу онлайн-портфолионун ийкемдүүлүгүн жана функционалдуулугун жогорулатары көрсөтүлөт. Изилдөөнүн жыйынтыгы