

## ANALYSIS OF THE MAIN APPLIED METHODS OF PUBLIC OPINION RESEARCH

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### Abstract:

Methods of studying public opinion are crucial for understanding the opinions, views and beliefs of the general public. The article analyzes the methods of public opinion research, and the importance of these methods in the study of public opinion. In addition, the works of Abu Mansour al-Moturidi, Abu Nasr Farabi, Abu Rayhan Beruni, Amir Temur and Alisher Navoi analyzed scientific approaches to the study of social processes in society using special methods to achieve effective management by taking into account the opinions of the population in society and public administration.

**Keywords:** Surveys, public opinion, sociological research, marketing research, measuring public opinion, analysis, expert, content analysis, document analysis method, face-to-face interview, (CATI) telephone survey, FGD, public survey, politics and decision-making, social, cultural, general public.

### INTRODUCTION

Methods of studying public opinion are crucial for understanding the opinions, views and beliefs of the general public. They help to identify the relevance of problems of various subjects in society. There are several reasons for the importance of these methods.

They are as follows:

1. Identifying trends: Public opinion research can help identify trends in public attitudes and opinions. This allows researchers to understand perspectives that change over time and predict future behavior.
2. Politics and decision-making: Politicians can make informed decisions in accordance with the wishes and expectations of the public by gathering public opinion. Research findings can help in the design and implementation of policies that are more likely to be adopted and successful.
3. Social and cultural concepts: The study of public opinion provides valuable information about social and cultural dynamics. It can reveal the core values, beliefs, and perceptions

that shape public opinion, enabling politicians and organizations to address social needs more purposefully and effectively.

4. Providing information about marketing and branding strategies: Understanding public opinion is necessary for businesses to develop effective marketing and branding strategies. The research results help companies identify consumer preferences, measure the impact of their messages, and adapt their products or services to better meet customer needs.

5. Assessment of public awareness: the study of public opinion can help determine the level of awareness and knowledge of the population on specific issues. This data is useful in developing information companies, educational initiatives, and communication strategies to address gaps in understanding.

Overall, public opinion research provides valuable information that can help in decision-making, policy formulation, encouraging social change, and facilitating effective dialogue between institutions and the public.

Various social phenomena occurring in society are reflected in different ways in human consciousness, arise on the basis of a variety of opinions and views. All the thoughts formed in people, as a result of their division into social groups and various strata, are also grouped. On the other hand, a grouped set of opinions constitutes public opinion. In sociology, applied sociological research is the study of the process of scientific cognition of social processes and phenomena, as well as the order and principles of learning, conducted on the basis of a system of logical methodological, organizational and technical processes.

## Results and discussion

A scientific approach to the study of social processes in society using special methods can be seen in the works of Abu Nasr Farabi «Fozil odamlar shahri haqida kitob»<sup>1</sup> (The book about the city of virtuous people), «Siyosat al-madaniya» (The politics of Al-Madania), Abu Rayhan Beruni «Hindiston» (India) and «Qadimgi xalqlardan qolgan yodgorliklar» (monuments of ancient peoples), where the first theoretical views are given. It is also covered in the works of Abu Mansour al-Maturidi, Sahibkiran Amir Timur and Alisher Navoi. Applied sociological research as a separate branch of sociological science entered sociology in the late XIX-early XX century.

Abu Nasr Farabi, with his social thoughts, theoretically justified his scientific views on the study of public opinion. Farabi works such as «Fozil odamlar shahri haqida kitob» (The book about the city of virtuous people), and «Siyosat al-madaniya» (The politics of Al-Madania) set out thoughts and views on a just society, a wise structure, and virtuous rulers.<sup>2</sup> He theoretically substantiated the social system of the time in which he lived, its contradictions, the problems of the origin of these contradictions. Farabi records the teachings and views on the study of public opinion based on special research. The book reflects on virtue, happiness and maturity as follows:

<sup>1</sup> Фаробий. Фозил одамлар шаҳри. – Тошкент: Янги аср авлоди, 2016. – Б.233.

<sup>2</sup> Хайруллаев М.М. Форобий. – Т.: Фан. 1975. Б. 290–301

- “Thinking about various issues, a thorough analysis of their differences, structure, composition and absolute considerations.
- Reasoning.
- Thinking in the context of opposite and non-contradictory judgments, studying in which cases and for what reason these judgments become opposing forces.
- To know what contradictory opinions and judgments look like.
- Based on the criteria, check whether each opinion and judgment expressed is correct or incorrect and think about what state they are in.
- To know the meaning, the reasons for the change, to analyze variables, variables and variables of reasoning.
- The presence of opinions on specific types of reasoning that do not follow from well-known and general opinions.
- It is necessary to have a scientific understanding of the definition of opinions and views, what they are based on, what they manifest themselves on, how they are structured, about probabilistic and absolute opinions, views.”<sup>3</sup>

Based on Farabi's social views, it can be concluded that any sociologist-researcher should analyze and synthesize the opinion of each person based on social views in society. Farabi also made valuable suggestions that the social way of life is determined by public morality and public opinion. In his work, *The politics of Al-Madaniyah*, he argued that the need for power arises when the population of a country does not have virtue<sup>4</sup>. Consciously and unconsciously influences the system of moral relations in human interaction in the management of public opinion. On the other hand, moral views are formed in various opinions and debates of people in society about their lifestyle and ways of achieving goals. Such behavior of individuals in groups and strata of society is formed by a positive or negative assessment of the public.

One of the Eastern thinkers, Abu Rayhan Beruni, in his works «Qadimgi xalqlardan qolgan yodgorliklar» (Monuments of Ancient Peoples), «Hindiston» (India) theoretically substantiated issues related to the study of social processes by the population, changes in public life. In «Minerologiya» (Mineralogy), Beruni outlined his valuable thoughts about people and their social behavior, responsibility to society, the concept of personal improvement, social phenomenon, processes and justice<sup>5</sup>.

The sage, speaking about the methods that he applied in his studies of society when writing the book «Qadimgi xalqlardan qolgan yodgorliklar» (monuments of ancient peoples), wrote:

<sup>3</sup> Абу Наср Фаробий. Фазилат, бахт-саодат ва камолот ҳақида. – Т.: Ёзувчи. 2001. – Б. 29-33.

<sup>4</sup> Аль-Фараби. Гражданская политика Аль-Фараби. Социально-этические трактаты. - Алма-Ата: Наука, 1973. – С.45-168.

<sup>5</sup> Абу-р-Райхан Мухаммед ибн Ахмед ал-Бируни. Собрание сведений для познания драгоценностей (Минералогия) / пер. с араб. А. М. Беленицкого; статьи и примечания А. М. Беленицкого и Г. Г. Леммлейна; под ред. И. М. Стеблин-Каменского и В. П. Никонорова; вступ. статьи И. М. Стеблин-Каменского, Д. Абдуллоева, В. П. Никонорова и Н. П. Юшкина. – 2-е изд., доп. и испр. СПб.Петербургское лингвистическое общество, 2011. – С.5-6.

«based on writing this paper, I became convinced that it is impossible to get reliable information using evidence from mental things, comparing them with observables. This is determined only by the fact that they follow people who love books and various religious figures. Then they will find out by comparing the words and beliefs they cite for proof with each other»<sup>6</sup>.

Beruni emphasizes that the great force that drives society towards progress is not conflict or contradictions, but the need to study the opinions of people at different social levels, take them into account and pay attention to them.<sup>7</sup>

We believe that this point of view of Beruni is necessary for people in every social group or social class to express their attitude to social processes, it is the diversity of opinions that manifests itself as a factor of progress. Theories concerning the study of public opinion about how the decrease or increase in contradictions in how the opinion of people from lower strata of society affects people from higher strata of society, leads to the development or decline of society, were scientifically substantiated by Beruni in his works in the tenth century.

Abu Mansur al-Maturidi played a great role in the study of public opinion in Transoxiana in the IX - X centuries. Islam is of great importance in the Sunni direction. The works of Abu Mansour al-Maturidi «Kitab al maqomat» and «Kitab al maqomat» va «Kitab raddul avomil lil adla va lil kabiy»<sup>8</sup>, the founder of the Moturidia school, can be approached not only from the point of view of theology, but also in the context of the doctrine of society, social processes, community formation, and therefore, and the study of public opinion.

Amir Temur's work "Timur tuzuklari" promotes the thoughts of our great ancestor about statehood and military skills, creativity, art, enlightenment, spiritual issues, about such noble qualities as respect for religion and enlightenment, justice, the ability to put human interests above everything else. In his work "Temur Tuzuklari", he writes: "whenever the advisers gathered, I discussed the good and the bad, the benefits and harms, the necessity and uselessness of working according to the plan and listened to their feedback. Knowing their opinion, I compared the benefits and losses and considered both sides of the planned work."<sup>9</sup> From the views of Amir Timur, we see that the principle of fair governance of the state takes into account not the opinion of one head of state, but the opinion and Will of the people living in this state.

From the numerous literature telling about Amir Temur, it is known that the great thinker in his reign used research methods in order to constantly be aware of the people's paradise and public opinion. For example, considering the study of the level of satisfaction of the population with the state as one of the most fundamental aspects of management, he prescribed to explore the market in order to find out the level of well-being of the common

<sup>6</sup> Абу Райхон Беруний, Танланган асарлар, 5-жилд. - Тошкент.: Фан, 1976, - Б<sup>11</sup>.

<sup>7</sup> Абу Райхон Беруний. Танланган асарлар, 5-жилд.- Тошкент.: Фан, 1976. - Б<sup>44</sup>.

<sup>8</sup> Маънавият юлдузлари: (Марказий Осиёлик машхур сиймолар, алломалар, адиблар). – Тошкент: Абдулла Қодирий, 1999. – Б.77.

<sup>9</sup> Амир Темур. Темур тузуклари. – Тошкент: Ўзбекистон. 2016. – Б.49-51.

population. They received answers to questions such as who trades more in the market, what goods are sold and bought, acted, talked to merchants and measured the standard of living of the population. That is, if there were many types of fabrics expensive for the people in the markets where the ordinary population made purchases, then this indicated that the life of the population was developing well. Because in those days, when the ordinary population profited from daily food purchases and bought various fabrics to get clothes, this meant that the level of well-being of a certain part of the population increased. Nomadic traders traded expensive fabrics in countries with rich populations. This was how the wealth or poverty of the country's population was measured. In addition, he monitors the residents' homes, paying attention to their construction. Which building materials, characteristic of that time, were used by residents in the construction of housing, also track the growth or decline in the level of well-being of residents, depending on whether the houses were built low or high. On the basis of these observations, laws, regulations are being created or certain changes are being made. Thus, we see that the level of satisfaction of the country's population with Public Administration has always been studied and analyzed by Amir Temur.

Of course, in the systemic views on the management of the state and society, we can see Amir Timur's use of extant sources on public administration, sociological research on public administration.

The Uzbek sociological school has been formed since the times of the former USSR and is reflected in the scientific schools of Professor R.T.Abdushukurov and Academician A.K.Valiev. The monographs of these scientists reflected the current problems of social issues and regularly published the conclusions of applied sociological research in the journal «Social Sciences in Uzbekistan». In the modern period, in the research of such scientists of our country as R.A.Ubaidullayeva, M.Ganieva, B.Ota-Mirzaev, M.Bekmuradov, A.Kakhkharov, N.Alikoriev, A.Holbekov certain scientific works have been carried out on the problems of applied sociological research in the study of public opinion, methods and methodology in them, important issues.

Methods and methodology

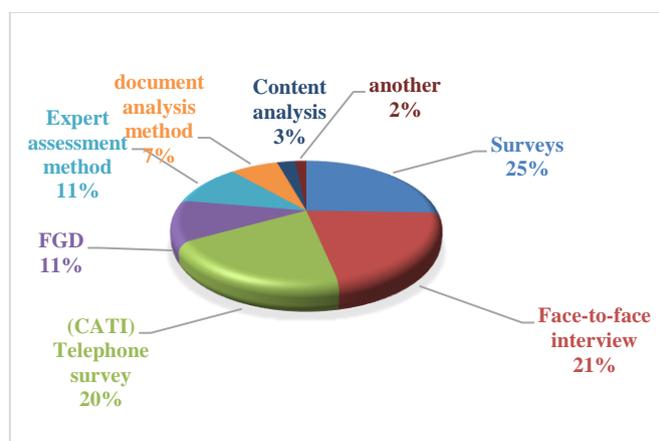
Overall, public opinion research provides valuable information that can help in decision-making, policy formulation, encouraging social change, and facilitating effective dialogue between institutions and the public.

One of the most widely used methods of public opinion research is the survey.

Surveys: Surveys are one of the most common ways to collect data on public opinion. They include assigning a standardized set of questions to a representative sample of the population. Surveys can be conducted through in-person interviews, telephone interviews, or online surveys. Surveys provide quantitative data that can be analyzed statistically to identify trends and patterns in social opinion.

What methods are used today in studying public opinion in Uzbekistan?

What new methods of public opinion research are being used today. For this article, we used an expert survey. To get an answer to this question, we turned to centers, organizations that carry out sociological and marketing research.



1. The most frequently used methods in the study of public opinion

Based on the results, when conducting sociological research in the centers, the method «Survey method» is more often used by 29%, the method «face-to-face interview» 21%, «(CATI) telephone survey» 20%, the method «FGD» 11%, the method «Expert assessment method» 11%, the method «document analysis» 7%, the «content analysis» method is 3%, other methods are used by 2%.

## Conclusion

According to sociologist James K. Beniger, various unscientific surveys cannot accurately measure and express public opinion. Considering this, Phillips Davison (W. Phillips Davis), referring to the popularity of conducting surveys based on unscientific methods, which often serve as a good tool for radio, TV shows and websites to interest their audience, and pointing out that reporters often incorrectly approach their content and interpret them as serious and unbiased public opinion, noted their negative consequences, In particular, that such an approach to polls usually serves interested political groups who use these survey results to their advantage.<sup>10</sup>

Consequently, the study of public opinion requires a comprehensive legal regulation of systemic problems in the field of sociological research and the need to conduct public opinion polls in lawmaking exclusively using scientific methods and the inclusion in national legislation of the provision on the concept of «public opinion» (the correct approach to the concept and its study).

In conclusion, it can be said that when improving the activities of applied sociological research to a new level in our country, it is advisable to support numerous state and non-governmental organizations conducting applied sociological research and carry out comprehensive legal regulation of systemic problems of the industry on the basis of a certain mechanism.

<sup>10</sup>. Д. Тураев, Ф. Файзиева «Қонун ижодкорлигида жамоатчилик фикри муҳим», Халқ сўзи, 2021 й. 20 ноябрь, №249.

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