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CRITERIA FOR EVALUATING PUBLIC OPINION

Abstract: This article discusses public opinion as a special form of social consciousness that has been manifested in all spheres of society for centuries, the methodology of scientific research that studies its stages of development, and evaluation criteria. The possibilities of optimizing the functional relationship between the mechanisms of organizing, managing and controlling public opinion are also considered.

Key words: community development, public unity, group, optimization prospects, public opinion, social consciousness, form of public consciousness, evaluation criteria, social attitude, information crisis, value measurement, state, body, social activity, relative evaluation, prospective forecasting, subjective factor, historical necessity, objective conditions.

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Introduction

Introduction to Research. Public opinion expresses its social attitude (assessment) on issues that are being implemented and should be raised in all spheres of society. In other words, if public opinion is seen as a manifestation of the attitude of certain social units to the problems of social life, its essence becomes clear in the special function of the social movement - the normative-evaluative status. That is, if there is a difference between alternative views on a particular problem of society, it means that the opinion formed in the community is evaluated, measured, valued, and treated on that basis. In the process of accomplishing this complex task, an event that reveals the overt or covert attitudes of individuals, groups, or social communities to current problems becomes known. In this context, this article discusses the criteria for evaluating public opinion and the prospects for their optimization.

The purpose of the study. It is the study of the phenomenon of public opinion, the formation of scientific and theoretical analysis and the

development of criteria for its evaluation. This is because taking into account the fact that the public opinion assessment system is implemented in a multidisciplinary direction, firstly, allows to determine its place in society, and secondly, helps to find a functional system between the types of assessment. Third, it lays the groundwork for the formation of a stable (gradual) system of organization, management and control of public opinion in relation to the activities of public authorities. Therefore, researchers who have a deep understanding of the importance of public opinion assessment in the development of society, have tried to create a methodology for assessing public opinion from various disciplines. For example, V. Zhitenov contributed to the process of understanding the phenomenon of public opinion, calling it the "evaluative state of public consciousness" [1, 36]. That is, according to the researcher, since public opinion is a process that occurs in the form of social relations, he was in favor of focusing on forms of social consciousness (especially science) in shaping

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its evaluation system. In general, a sociological approach to the phenomenon under study in Zhitenov's research is preferred. In particular, he believes that the assessment of public opinion is based on sociological surveys, research and analysis of the media or general attitudes.

Facts that reveal the essence of the study. It is no secret that in today's complex, ie information crisis, it is becoming increasingly difficult to determine the balance between the processes of formation of public opinion. In general, the interest in the tendency to form public opinion has always been in the focus of researchers. An example of this is the views of NK Gorshkov. This author has shown that in determining the nature of the phenomenon of public opinion, in addition to paying attention to its structural features, its social evaluation status is a key feature. It is that social evaluation is formed on the basis of rational and emotional knowledge. The rationality of public opinion depends on people owning a source of information. Sensitivity, on the other hand, represents a general direction in relation to ideas, views, and knowledge [2].

The commonality of such approaches in elucidating the essence of public opinion is characterized by the fact that they do not obscure the main goal, as a process that occurs as a result of the state of social consciousness or the assessment of a particular problem. Such approaches have also been a priority in recent research. In particular, it can be observed in the research of academician of the Academy of Sciences of Uzbekistan Rano Ubaydullaeva [3].

According to B. Grushin, another researcher who evaluates public opinion as a product of social consciousness, public opinion is a state of public consciousness that reflects the attitudes of different social groups to certain events and phenomena [4, 448-449]. It should be noted that B. Grushin replaces the public opinion formed on the basis of real events with the state of social consciousness. This is because the "state of social consciousness" is the object, element, etc., which arises under the influence of social consciousness. understood. Public opinion does not arise under the influence of social consciousness, on the contrary, it draws strength from the influence of social consciousness, is influenced, uses it in determining its direction. Hence, the process of formation of public opinion in the mass consciousness goes through several stages until it rises to the level of social consciousness. In particular, unconventionally formed public opinion draws strength from real reality and increases the likelihood of a conflict of interest. At the same time, on the one hand, the priority of corporate needs and interests of certain social strata or groups is clearly visible. On the other hand, when the escalation of public opinion of a social stratum or group becomes global, it can also develop in a direction contrary to the interests of society as a

whole, bypassing the views of all social strata and groups.

In such cases, any public opinion, which is a product of social consciousness, cannot perform its primary regulatory function. As a result, various regional problems may arise. These include ethnic wars between nations and peoples, religious, ideological, ideological, environmental, energy and other issues that pose a serious threat to human development. It is therefore correct to evaluate public opinion as a complex structural process that arises as a result of social attitudes, is influenced by real reality, and is transformed on the basis of the laws of social consciousness.

Public opinion is not only an evaluative but also an evaluative social system. RA Safarov is one of the most significant scientists in this field. It is characterized by its prevalence, intensity and stability in relation to public opinion, which is reflected in the attitudes and behaviors of evaluative, social communities to the issues of interest to them, which differ from social opinion [5, 3] - evaluates it as a social phenomenon.

RA Safarov evaluates all social events on the basis of public opinion. This assumption is partial, specifically correct, that is, any process is initially shaped by public opinion. But when we look at the issue more broadly, we see that this phenomenon does not arise only from the problem that is of direct interest to its subjects. More precisely, public opinion is formed not only as a result of the activity of interest (subjective factor), but also in the historical necessity of social life (objective conditions) and is an objective process that adapts to the requirements of the time on the basis of new laws. Hence, when applying these two concepts in scientific practice, it is necessary to pay attention to their different aspects.

In general, in the middle of the twentieth century, a comprehensive study of this phenomenon began. In particular, the research on the definition of its content, the characteristics of the evaluation, management functions is of particular importance. In particular, the views of the philosopher, psychologist and sociologist AK Uledov can be cited as an example in this period. In his view, public opinion can be described as an appraisal of the common interests of people in large communities, on issues of common importance in their social life. In this case, public opinion reflects the attitude to real events, events in social life [6].

Analyzing the category of public opinion in the context of attitude and evaluation, Uledov explained it in detail and created his own concept. This concept is of particular importance in the study of the essence of public opinion, the stages of its formation, the features of evaluation. In general, the researcher considers public opinion as a phenomenon created in communities and organizations and subjecting them to the will of social classes interested in social development, that is, public opinion is the opinion of

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the majority, a system of views that tends to equate with statehood [6].

Also in the works of the Russian journalist, sociologist and philosopher VS Korobeynikov, public opinion is not only a reactionary phenomenon or an evaluative process, but also a "manifestation of public consciousness in such a way that it pursues social interests and interests." It reflects the fact that the current problems of the country are reflected in the assessment of social groups and the people as a whole "[7]. The scientist not only reveals the socialization and functionalization of this phenomenon, but also shows the features of its manifestation in the form of a pyramid. This confirms that today the control of public opinion is changing and adapting from the point of view of the situation.

There are also subjective factors that assess public opinion, which are more likely to function as an association, association, organization, or institution. For example: any message, information is usually first discussed in the family, neighborhood, work community and gets its own corporate value. This assessment forms a certain general attitude towards the source of information - the assessment of public opinion. In this process, the media, in addition to shaping public opinion, also manifests itself as a means, a mechanism for its transformation and strengthening in the public consciousness. According to the English thinker I. Bentham, the media is the most important factor in shaping and expressing public opinion [8].

The media is a relatively popular association in the assessment of public opinion, which is directly related to the degree to which it has developed methods of studying public opinion on issues of transparency and openness in society. Because in the new era we live in, new social relations are rapidly changing in front of the media, it is very important to meet the requirements of our developing society, to find answers to the problems that concern people, to put them on the agenda and to form public opinion. sets current tasks [9, 180].

The potential of the media as a "fourth power" in shaping, transforming and evaluating public opinion is very wide. However, it should be noted that today, along with the success of the media in assessing public opinion, it is also receiving a negative assessment of it (public opinion). In particular, the media is trying to form a negative public opinion (transformation of "mass culture") for certain purposes. It should be noted that in the dictatorial regime established in the last century, the media became its substance and served to direct public opinion in the "necessary and necessary" direction. Information that has a "negative" impact on public opinion is kept secret under the "seven locks". The "selection" (censorship) and transformation of information that shapes public opinion has become a monopoly of the totalitarian

political system. Opponents of the system were declared "dissidents" and severely persecuted.

In the current context of globalization of information transformation, there is a growing focus on studying and evaluating the reaction of the population to the information transmitted by the media, that is, the attitude of public opinion. Because the transformation of information into a commodity and the formation of international markets determine its conjuncture and areas of governance. In this process, there is an increasing need for information that poisons the human brain, their escalation in the form of "popular culture" is aimed at specific goals. In particular, the processes of urbanization, globalization, "information zombies" - the formation of a conformist mood in the minds of people, especially young people, stereotypes of the masses to the surrounding events: indifference, indifference, skepticism, alarmist, pessimistic (or, conversely, radical optimistic). This is evidenced by the fact that in today's terrorist, extremist, fundamentalist movements, mainly young people are involved.

The growing role of the media in assessing global public opinion as a whole is a complex socio-political phenomenon capable of mobilizing the will of the entire nation to achieve the highest goals, as well as ensuring the social development of mankind. In this sense, the role of the media in assessing public opinion is complex and is determined, firstly, by the perfection of information transformation communication, its level of accuracy, reliability and attractiveness; secondly, in the assessment of alternative public opinion, the debate remains the same even in the circumstances in which the situation arises, that is, it "selects" the opposing views; third, it seeks to make rational and optimal decisions in order to shape public opinion assessments of a particular problem. Also, media activities aimed at forming a positive public opinion: on the one hand, the formation of national values, ideas, objective knowledge about socio-political reality, the ability to disseminate information and evaluate it on the basis of political analysis in the general public; on the other hand, it devotes all its efforts to the determination of cultural immunity against the escalation of inhuman, immoral "mass culture" that is alien to the national mentality at the present time, that is, the assessment of public opinion against foreign ideas.

In short, the media evaluates public opinion according to the following functions:

- One of the main functions of the media at the current stage of development of society is to assess the improving public opinion in the system of social relations, organizing, managing and controlling public opinion in the process of building a democratic state and civil society in the country;

- "Today, the actions in the field of modern information are so intense, so fast, now, as before, yes, this event took place far away from us, it can not be

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ignored that it has nothing to do with us. It is certain that a nation or a nation in such a state will lag behind in development for hundreds of years "[10, 70], the primary task of the media is to assess the views of public opinion on the principle and to achieve the assessment of public opinion;

– The media has the ability to socialize the opinion of any individual, to popularize it and turn it into a broad public opinion, which allows it to simultaneously assess public opinion or achieve a broad public opinion;

– In today's conditions of transformation of the media, improving technology: thinking, thinking, studying, researching, the attitude of public opinion to the natural environment, social existence, that is, its value depends on the influence of the media. This is because the processes of integration, globalization, intensification and universalization, which are interconnected in the world today, determine the general laws of formation of public opinion. More precisely, these processes make the national, administrative and territorial boundaries of public opinion conditional and relative, and the mass media organizes, directs, controls and evaluates public opinion based on universal democratic principles and spiritual values.

– It is necessary to take a differential approach to the activities of institutions that assess the opinion of the corporate public in general, to create special opportunities and conditions for their functional integration. In particular, the media should be based on the principles of transparency, realism, impartiality, guaranteed by the state. Indeed, "the role and place of the media in open and effective communication between the state and the public is limitless" [11, 172].

In addition, it is necessary to focus on the activities of non-governmental non-profit organizations, which make a worthy contribution to the management of the system of social relations in society. These organizations have many conditions and opportunities in organizing, managing, monitoring and evaluating public opinion. According to the structure of non-governmental non-profit organizations engaged in public opinion research, they have the following characteristics:

– The history of non-governmental organizations shows that they played an important role in the life of society, and even the activities of large transnational corporations, in a sense, rely on them;

– The directions and social functions of non-governmental non-profit organizations are diverse and serve to realize the social, political, economic and cultural rights and freedoms of citizens, to support their initiatives in the management of state and public affairs;

– In both laws and official reports, non-governmental organizations are considered as associations aimed at the formation of civil society,

the performance of certain functions of state power [12, 56];

– The integration of the activities of these organizations is the basis for considering them as mechanisms for assessing public opinion. If public opinion in general is focused on the solution of a particular problem that arises in society, it has a collective character and can be eliminated without state intervention. We see this today in the solution of some problems in the system of local self-government bodies, with the participation of non-governmental organizations. In this context, they pay special attention to the following criteria in the process of assessing public opinion:

– Due to the nature of "corporateization" of public opinion, as it is focused on a specific goal, interest, it is approached as a system of self-government in its evaluation;

– Non-governmental non-profit organizations pay special attention to public opinion, ie to the status of the "fifth power", in addition to recognizing its collective nature, but also pay attention to its individual levels;

– NGOs believe and recognize that in any democratic state and civil society, social, economic, political, spiritual, cultural, ideological and ideological processes find their value through the assessment of public opinion, and in the process of assessing it take a similar approach;

– In general, non-governmental organizations not only participate in the assessment of public opinion, but also create an organizational framework for practical assistance in solving important problems of society. Adherence to the principle of justice in society at the corporate level: organizer, manager and controller performs the functions of organization, mediation, which connects the state and the people with the formation of public opinion.

In short, non-governmental organizations have a special role in ensuring the active participation of the general public in the socio-political life of the country, in the process of forming a system of views, in the system of evaluating organizations internally and externally. , also has the potential to ensure its existence as a constructive mechanism in the political management of society and the state [13, 29].

Research Conclusion.

The following comments can be made on the optimization of public opinion evaluation criteria:

First, the method of "social cognition", which is the highest product of thinking, is an important factor in the evaluation of public opinion, it is a method that studies the results of a person's practical attitude to the environment, nature and society, develops scientific and theoretical conclusions. In assessing public opinion through this method: the practical behavior of the community reflected in social activities, socio-political attitude to reality, character, as well as the influence of active social groups in the community, ie

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their guidance, values and norms is systematically analyzed and synthesized, and a process assessment is made that leads to the functional integration of common views in a particular community.

In general, the assessment of public opinion using such a method allows to scientifically know the changes taking place in society, to consciously perceive them, to make a socio-philosophical analysis of general beliefs, rules, worldviews, religious and moral values. For “such an assessment of social phenomena is related to a person’s mental activity, and this assessment is based on his or her practical and mental activities in relation to a social being. Usually society, that is, social events, things, and knowledge about them that meet the interests of people, that meet their needs and wants, is reasonable. On the contrary, social events, things and knowledge about them that do not meet the interests of society, people, social groups, peoples, nations or certain communities, individuals, are considered unreasonable”[14].

Second, a systematic, differential quantitative assessment of public opinion, a comparative comparison of the current behavior in the collective consciousness, that is, the actual functioning of the team, its mutual functionality, is important in the assessment of public opinion. Because public opinion is a complex structure, a direct approach to it is not effective, but rather in the research process: the inner psyche formed in the team, attitude to reality, quality indicators in the process, unity of interests that connect opposites, common goal, correlation communication, i.e., understanding the optimal value of the indicators, indicates the effectiveness of the research being conducted. The following methods are useful in carrying out this process: quantitative evaluation of systems; vector optimization; case management; separation of basic and non-basic criteria; including pessimistic-optimistic methods.

Third, according to the English philosopher J. Locke, in the process of evaluating people’s actions, a unique tradition was formed because they appealed not only to religious and civil law, but also to public opinion. That is, following the “law of the trinity” to assess public opinion allows us to understand the essence of the problem. In Locke's Experiments on Human Thought, the first group of these "trinity laws" is the divine laws; to the second group - human rules; to the third group - public opinion.

The three rules pointed out by J. Locke provided an important basis for the scientific study of this concept. This is because while the basic rules in the

first (primitive) form of organizing, managing, controlling, or evaluating public opinion recognized religion as a "divine law," "human rules" are important in maintaining seed, tribal unity, family continuity, or tribal ideology. reached The third rule is decided in the process of functional-integration of social relations with the assessment of public opinion, which is a constantly changing, that is, a stage associated with the improvement of public opinion. Such views were later adopted by sociologists as a criterion for evaluating social opinion.

Fourth, given that public opinion is a comprehensive association, it is expedient to study it in small pieces (pieces). This is because the evaluation of public opinion is fundamentally different from the evaluation of other subject events and requires attention to every change in the community. Otherwise, the results of the research will not be visible. Therefore, in the process of fragmentation: it is necessary to pay special attention to the main goal of the team, common needs and the correlation between them, functional integration of conflicting but complementary, unity of individual and common corporate interests.

Fifth, every subject engaged in the evaluation of public opinion in general and in the study of the evaluation of public opinion in general uses the general methodological method of philosophy. The subject (individual, narrow or wide group, corporate association, organization, specialized research center, etc.) must pay attention to the following elements in the process of using this methodology: taking into account that public opinion is a process of formation in social consciousness, it (public opinion) that is, to pay special attention to the acquisition of power (socio-political, material and spiritual) from real social processes, as well as to the specific social character, socio-economic relations, the struggle for the interests of classes, the movement of different social groups It is necessary to take into account the observance of social (public opinion) laws of social development, nature and objective nature, which reflect the real relations that exist.

The important point of the matter is that no subject engaged in the study of public opinion can neither deny nor circumvent the above-mentioned laws. Because these laws exist objectively, regardless of the will and consciousness of the people, and derive their power from the system of social relations in society.

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