



Public Opinion Research Is A Factor In Maintaining Social Stability

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Abstract: Studying public opinion and developing strategic systems to conduct these processes systematically is a crucial task today. It is equally important to strengthen political, philosophical, psychological, and sociological research within society.

Keywords: State, civil society, stability, public opinion, sociological research, democracy, transparency, principles, empirical sources, analytical observations

In modern times, public opinion plays a crucial role in fostering mutual cooperation and harmony among individuals, society, and the state, while also ensuring social and political stability. Citizens and the state consistently strive to understand public opinion. Achieving this requires the development of strategic systems for public opinion research, along with the enhancement of political, philosophical, psychological, and sociological studies within society. Significant practical steps have been taken in this area within our society. However, there is a need to enhance its organizational and methodological systems to achieve common goals, as social processes continually evolve and adapt to the demands of time and context.

The need to study public opinion is twofold. On one hand, it is tied to strengthening democratic and transparent principles in state and societal structures, enriching their form and content. On the other hand, it involves scientific analysis, theoretical processing, and the synthesis of existing empirical sources in the study of civil society. Without both of these aspects, the study of public opinion and its formation through democratic methods will not be effective.

Therefore, "Increasing the influence of social opinion on democratic development and state management is a process linked to the revitalization of various non-governmental organizations, political parties, movements, and the establishment of genuine political pluralism, as well as the diversity of opinions and arguments. In this regard, political groups and parties gather the opinions, proposals, and demands of their supporters concerning social development. The creation of a positive and competitive environment in society promotes the development of optimal methods and tools across various areas of progress" [1;62].

In today's context, the results of empirical sociological research play a crucial role in providing a solid foundation for social, political, economic, spiritual, and legal processes. In particular, it is crucial to draw daily conclusions from sociological surveys and make decisions aimed at improving the current situation by accurately assessing critical life-and-death processes and the socio-economic conditions of society. The results of empirical sociological research reflect social reality and are essential for assessing and forecasting life processes, as well as providing accurate information to the public. Because, all empirical sociological research is based on public opinion.

The term "public opinion" is explained in the dictionary of philosophy as follows: "The opinions, ideas, views, and perceptions expressed by the masses or the majority of the population regarding events, phenomena, and social processes. Public opinion can be formed spontaneously

under the influence of social life or can be shaped intentionally through the impact of political organizations and ideological institutions on public consciousness, and may change accordingly. It emerges as a distinct generalized expression of social consciousness through the exchange, enrichment, and harmonization of individual thoughts"[2;124].

It should be emphasized that the interpretation of public opinion as a social phenomenon differs from both social consciousness and the directive views of the state or regime, as well as from the individual thoughts and beliefs of a person. Public opinion is a product of social consciousness and a real and generalized expression of the views and attitudes of different strata of society. All reforms, targeted social changes, and processes of renewal taking place in the country are reflected in public opinion. According to political psychologist A.I. Pirogov, "Social opinion should unite the people, foster a spirit of patriotism, ensure that the connections between the state and society are not severed, and support political and economic initiatives. It plays a direct role in the decision-making process of political decisions by the subjects of state and society governance"[3;368].

Social opinion consists of the thoughts and attitudes of people regarding political, economic, social, cultural, ecological, and technological issues in society, and serves as the basis for making various decisions in society. Social opinion can be interpreted as the sum of the views, approaches, beliefs, and convictions of citizens living in a particular society, the state of public consciousness, psychological condition, and their attitudes towards facts and events in the fields of economics, politics, self-awareness, and culture within social reality.

Public Opinion:

1. It plays an important role in the social-cultural development and national progress processes of our people.
2. It serves as a factor in leading the members of society towards personal and collective improvement, unity based on mutual harmony, and love.
3. It serves as a criterion for the development of society and a key factor in ensuring the balance and stability of its functioning.
4. It plays an important role in reinforcing the rule of law, instilling the necessity of advancing society's social, economic, and moral development into public consciousness.
5. It is of great importance in studying the moral, social, and psychological profile of the people and developing scientific criteria based on this.

It also holds particular importance in shaping the moral, political, and legal culture within society, as well as strengthening the spiritual foundations of independence. This is revealed through specific sociological analyses, and the development of an individual's morality is studied through the activities of various communities, organizations, and local neighborhoods.

According to V. Garasimov, "Public opinion, as a phenomenon inherent to collective psychology, serves as an attribute of public consciousness, one of its forms of manifestation. The most frequently observed manifestations of public opinion are collective deliberations and behaviors, as well as customs and traditions" [4;].

The current trend of social development can be explained by the fact that public opinion has emerged as a powerful force. "Several decades ago," writes the renowned American scholar and author of several fundamental studies on public opinion theory, W. Lippmann, "the influence of public opinion on political and social life was not as significant. However, today, public opinion acts as one of the driving forces of social change"[5;96].

Therefore, shaping and continuously maintaining public opinion, which expresses the attitudes supporting the Uzbek model of development, practical reforms on this path, and the involvement of all segments of society, is of great importance. Forming a positive attitude among



the broad masses of the people, constantly studying and taking it into account, ensures development, facilitates the resolution of social issues, and plays an increasingly powerful role in making wise decisions. "In this regard, relying on public opinion today plays a significant role in providing an accurate assessment of the real processes existing in society"[6;69].

In conclusion, the goal of effectively establishing the mechanism of public opinion is not only to study it but also to directly involve efforts to shape it in our country. For this purpose, it is necessary to focus on training highly qualified personnel in this field, re-training and enhancing the skills of sociologists and psychologists who shape public opinion. It is also essential to improve sociological research centers in regions and districts that study the opinions of the population regarding information and ideological threats, and to further develop their material and technical base.

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