



## **COLLECTION AND ANALYSIS OF PRIMARY DATA IN THE PROCESS OF SOCIOLOGICAL RESEARCH**

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### **ABSTRACT**

*Sociological studies are not limited only to the fact that they simply record the major socio-political events taking place in society, but also comprehensively reveal its true essence and content. In this respect, sociology is also valuable among the Social Sciences for its accuracy and concreteness, for the fact that its scientific responses to the issues at hand are based in detail, repeatedly checked. The methodology of sociological research provides conditions for forecasting not only on a full-fledged response to the state of current social situations, but also on the basis of the degree of change in the prospects of social situations.*

**KEYWORDS:** *scientific research, sociological research, dataset, research program, reporting, sociological research methodology*

### **INTRODUCTION**

The methodology of sociological research is the scientific and cognitive field of sociology. The science of sociology consists of different areas according to its subject and structure. They are: demographic sociology, organizational sociology, ethnosociology, sociology of religion, sociology of culture, sociology of family, urban sociology, sociology of crime, political sociology, applied sociology, etc. The methodology of sociological research can be considered as a science that is a branch of applied sociology. Current problems in all other areas of sociology can be studied using the methodology of sociological research.

*Most marketing research involves the collection and analysis of primary data. The Marketing research procedure consists of a set of sequential personal actions (steps):*

- 1. Development of a research concept (statement of the problem, setting tasks and goals).*
- 2. Obtaining and analyzing empirical data (development of working tools, process of obtaining data, their processing and analysis).*
- 3. Formation of basic conclusions and presentation of research results.*

### **MAIN PART**

Marketing research shows that the first step should be to make it clear what is the main problem you want to solve. This may be the need to increase sales, the need to determine why a competitor's product sells better than yours, or the need to introduce a completely new product into the market and determine the appropriate response to it.

The issues of Marketing research can come from the specific characteristics of the type of product and its consumption, the level of saturation of the market, the action of incentive channels and competitors, the prediction of future demand, the effectiveness of advertising, the price level necessary to sell the product and the identification of potential consumers. from your product. Therefore, first of all, the task is to study the problems on which the current state and further development of the market depends.

In general, the tasks of marketing research will have to determine the potential buyers of your product, their location and the amount of money that you are willing to pay for this product, the reasons for its purchase. In addition, you need to know what means of communication can be used to reach potential buyers. The need for this information arises for the following reasons: the inability to advertise in all media and the need to deliver a product within the framework of the existing distribution system.

"The results of the sociological study are analyzed according to its type and scope. Usually, when analyzing the results of Test studies, less work is done compared to the results of a descriptive study. In its place, the analysis of the results of a descriptive study, on the other hand, is more superficial than that of an analytical study"[1, 200].

The purpose of the study depends on the general definition of tasks and on the real market conjuncture, which arises from the strategic directions of the marketing activities of the enterprise and is aimed at reducing the level of uncertainty in the decision-



making of management. A complete marketing research program is optional for any and all information that needs to be obtained. Here you need to come from the level of need for information, the cost of obtaining it and the value for your goals.

At the second stage of Marketing Research, data is collected. We strive to learn as much as possible about the market, so it is very important to decide which of the many ways to get information for the research project to choose.

After the completion of data collection, the third stage begins - processing (analysis) of the received data and creating a report. The first stage of the analysis process is to check the questionnaire to determine the quality of the answers, to identify questionnaires that cannot be accepted due to incomplete filling, etc. The next step is to build the format of the idea presented in the answers by tabulating the information received, especially before the request.

Once the data is processed, they must be presented in the form of a report of the appropriate form, copies must be obtained and presented to all managers of the company for evaluation. Depending on the nature of the study, the report can take the form of a summary or other textual material that helps to assess the result. In all cases, it seems necessary to indicate in a generalized form which way the information was obtained.

### **METHODS FOR PROCESSING AND ANALYZING PRIMARY EMPIRICAL DATA**

The initial data obtained using various quantitative and qualitative methods of data collection can differ significantly in terms of their content and methods of their processing and analysis. Below we will look at the main approaches and stages of processing and analyzing the most common methods in sociology — the initial data obtained through a survey and interview without tools. When working with data collected using other methods, the stages of processing and analysis can change.

Analysis of sociological data collected during empirical sociological research is not only a combination of technical techniques and methods. This is the main stage of the entire study, in which a clear examination of the conformity of the information collected by the sociologist to the models of social phenomena that are specific or hidden is carried out. In addition, in the process of analysis, new models are identified and checked, which correspondingly reflect the patterns in the data collected.

At the first stage of processing, the sociologist uses a standard set of tools for the most visual representation of the information received (as a rule, these are one-dimensional distributions, tables, histograms and graphs).

Operation, questions took the form of indicators. Now the reverse procedure must be carried out, that is, the data must be transferred to a form that answers research questions.

Statistical analysis. This step is important in the process of analyzing sociological data. In the process of statistical analysis, some statistical patterns and dependencies are identified that allow the sociologist to make certain generalizations and conclusions. To carry out statistical analysis, sociologists use many different mathematical methods that allow a complete and comprehensive analysis of the collected data. In modern sociology, computers filled with mathematical and statistical processing programs are actively used for this purpose.

Depending on the methods of obtaining the initial data, different methods of data processing and analysis can be used. Thus, if a sociologist receives a certain amount of information from documentary sources, then he uses two main methods of analyzing documents. Informal (traditional) and formalized (content analysis). Traditional analysis is based on the perception, understanding, understanding and interpretation of the content of documents in accordance with the purpose of the study. Formalized analysis of documentary sources (content analysis–content analysis) is designed to extract sociological data from large arrays of documentary sources that are not available for traditional intuitive analysis. It is based on the identification of some quantitative statistical properties of texts (or messages). At the same time, it is assumed that the quantitative characteristics of the content of documents reflect some important features of the social phenomena and processes under study.

The formalized analysis of documents is based on the standardization of search procedures, the identification of Accounting units within the document, which can be judgments expressed in the form of individual words (terms, geographical names, names of political figures, etc.), sentences, paragraphs, fragments of texts, etc. and others, as well as various publications (genre, type of authors, topics, etc.). Units of calculation are determined by the goals of sociological research.

The analysis of the collected sociological data is the most interesting stage of research. The hypotheses put forward here are investigated, new problems are identified, and sometimes frustration arises.



## RESEARCH METHODOLOGY

A simple grouping is the classification or arrangement of data by a single character. Thus, depending on the hypotheses, the selected population can be grouped by age, gender, occupation, education or reported judgment. The number of selected group members is called lobes or relative frequency. Here you can immediately apply statistical methods of data processing, such as calculating the median, arithmetic mean, calculating frequencies by percentage.

Research can be expressed in a targeted theoretical way. In this case, the main focus in the preparation of the program is on theoretical and methodological problems: the study of scientific literature on issues of interest, the construction of the concept of the subject of research, etc. In this case, the object of research is it is determined when performing additional theoretical work.

The study works on the program taking into account the social characteristics of the social object after receiving a specific social order. A sociologist seeks a research object in accordance with his concept of the subject of research. A sociologist who performs practical tasks first determines what task is in front of them, and then, using scientific literature, performs these tasks solves the problem of exemplary solving.

The initial social data obtained during sociological research requires processing, without which serious scientific analysis of the results of the study is difficult or not at all possible. It is processing that regulates, groups and classifies a large collection of empirical data collected in sociological research.

In order to successfully carry out information processing, it is necessary to adhere to a certain sequence. At the first stage, the entire complex of methodological tools goes through certain preparations. In this case, two main problems must be solved:

1) check the accuracy, completeness and quality of filling the toolkit. These measures include detecting errors in the answers to each question and correcting them. When checking questionnaires for completeness of filling out interview forms, the elimination of less than a third of fill-in is carried out. When checking the quality of the filling, the clarity, clarity and adequacy of the answers are controlled. All questionnaires, interview forms, etc. with the disadvantages listed above are excluded from the subsequent processing process. After control, the remaining documents are numbered so that each of them can be tracked when processing them later;

2) encoding information, that is, its formalization. The principle of coding is the translation of meaningful information into the language of formal logic. This means that one meaning of the answers is not encoded, only the fact of its existence or absence. This form of encoding is sufficient to perform numerical operations with any information, regardless of its original form, form, content, or purpose. The coding procedure involves assigning certain conditional numbers-codes to each answer option. As a result, all information from questionnaires or interview forms becomes a number system, in which the order of codes (numbers) must be decisive.

Only after the end of coding, you can proceed directly to processing information. There are two methods of Information Processing — Manual and machine. The issue of the processing method is also solved in advance at the stage of creating software and research tools. Manual processing is used for a small number (several dozen) of questionnaires. Manual processing of questionnaires is slow, often with errors. It is better to process sociological information on a computer. This process is post-coding. Questionnaires are sorted, information is entered in the memory of the machine. Information processing tasks are compiled by the researcher in accordance with the research hypotheses and their verification tasks.

## CONCLUSION

The processing of collected data is an important step in empirical research. The time, cost and overall success of the study depend on how the issue of information processing is solved. The answer to it must be found to repeat the questionnaire, since the coding of the questionnaire depends on the program used to process the material.

Before starting to collect information, it is advisable to determine which methods of data analysis (drawing up tables of a certain type, analyzing factors, etc.), as well as what specific signs are analyzed using one method or another. It is clear that such a plan can only be approximate, since data analysis is an iterative process, the development of which occurs in communication with a computer (direct or superficial). The plan is needed to select the necessary software, as well as as an initial stage of analysis.

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