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# THE TREND OF SCIENTIFIC FORECASTING BASED ON THE RESULTS OF PUBLIC OPINION RESEARCH

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## ABSTRACT
*This article discusses the level of effectiveness of methods used in the study of public opinion, the scientific and theoretical possibilities, the dynamics of the functional relationship between the results obtained in practice, the development of a system of gradual organization, management and control of public opinion. There is a social and philosophical reflection on the methods of scientific forecasting of the correlation between the results of the widely used method of "profitability" and the results obtained.*

**KEYWORDS:** *public opinion, social life and its development, social forecasting, profitability method, correlation, general philosophical categories: individuality, generality and specificity, scientific trends, constant quantity coefficient, method technology, straight-line and curvilinear rational-constructive method.*

## INTRODUCTION

In order to achieve the stability of public opinion on the path of development of society, it is necessary to first predict its formation, development. This is because scientific forecasting requires, firstly, a comprehensive approach to the issue and, secondly, to uncover its hidden, internal levels of possibility. It also provides an opportunity to obtain objective information about possible elements of the problem.

## MAIN PART

The method of determining the "level of profitability", which is widely used in the systematic analysis of dynamic changes in public opinion, ie in economics, mathematical statistics and other research: In other words, finding the "level of profitability" of public opinion is an important method in determining the optimal impact of public opinion on a particular goal and developing a system of its organization, management and control for the development of society.

In general, how can this method be applied to the direction of ensuring the consistency of public opinion on the path of social development and how effective can it be achieved? In order to find answers to such questions, it is necessary to approach it ("the level of profitability") in the following approach:

First, the purpose of the study is defined, in particular, the criteria for the specificity, generality and specificity between the general, variable, flexible, evolutionary and developmental stages of the factors influencing public opinion are clarified, and their general trends are identified.

Second, in the course of the research, special attention should be paid to each feature of the respondents (age, gender, racial origin, level of education, etc.). This is because the main factors that lead to the overall results of the study are the process associated with the characteristics of the respondents.

Third, it is necessary and necessary to establish a concrete approach to each factor that may affect public opinion. This is because the dynamics of variability between the results obtained, i.e. the change in the level of efficiency, depends primarily on the inter-trend correlation, and the course of this process is determined by the accuracy with which the goal is achieved.

Fourth, it is possible to create a rational approach to a particular problem that is emerging in public opinion, to identify trends in its development, and on this basis to make predictions about future plans. The best way to do this is to use a "profitability level".

The general classification of the method of "rate of return", which we recommend to use in research in the social sciences, can be explained as follows:

$$\bar{R} = \frac{\sum qf}{\sum qz + \sum qc} * 100$$ using the formula it is possible to study public opinion, that is, to analyze the factors influencing it, to determine the dynamics of variability, to find the correlation between the formation, development trends.

For information, when performing a mathematical calculation according to the above formula, you will need to work in the following order:

$q_i$ —the total number of respondents participating in the study;

$f_i$ —respondents who responded in accordance with the purpose of the study;

$z_i$ —respondents with high levels of dynamic variability;

$c_i$ —respondents who are passive about the conditions set for the research topic;

$r_i$ —the degree of profitability of the results obtained.

Using this formula, it is possible to clarify the general "level of profitability" of the factors that are formed in public opinion as a result of research, to make scientific predictions on the dynamics of its variability, the trends of formation. The characters involved in this process in the formula are subject to the following principles: "$Q_i$" is a number of criteria aimed at the purpose of the study, the dynamic variability of which is determined by the constant amount of respondents; "$F_i$" is the disclosure of the essence of the research, ie the number of criteria that determine its "nuclear point", the main focus is on the attitude of the respondents. This is because it is this sign of the formula that reveals the purpose of the research; The number "$Z_i$" is used to indicate cases of instability in the respondents' participation in the study, with the main focus on identifying a quantitatively unstable part of the community; "$C_i$" is a criterion for distinguishing between respondents who are passive, indifferent to any reform in society, wrapped in a narrow "shell", but seemingly active; "$R_i$" is a degree indicator of the correlation between the criteria, and is important in that it focuses on finding the characteristics of individuality, generality and specificity of each respondent in the study.

## RESULTS AND DISCUSSION

In order to find out how well the above-mentioned scientific and theoretical ideas are applied in practice, "Are your interests important to us?" When conducting a questionnaire on the topic and comparative analysis of the results to determine the "level of profitability", the following indicators emerged:

**Table 1**

| № | Questions | | Secondary school No. 19 of Bukhara region | Secondary school No. 18 of Navoi region | Secondary school No. 55 of Samarkand region |
|---|---|---|---|---|---|
| | | | Boy: 15 ta Girl: 15 ta | Boy: 15 ta Girl: 15 ta | Boy: 15 ta Girl: 15 ta |
| | | | 30/100 % | 30/100 % | 30/100 % |
| | | | 9th grade | 9th grade | 9th grade |
| | | | boy / girl | boy / girl | boy / girl |
| **1.** | **What knowledge is important to you:** | | | | |
| 1.1 | Knowledge gained based on interest | **Ci** | 13/10 | 14/13 | 14/14 |
| 1.2 | Knowledge given by parents | **Zi** | 9/10 | 10/11 | 13/14 |
| 1.3 | Knowledge from school textbooks | **Fi** | 7/11 | 9/13 | 11/13 |
| 1.4 | Knowledge gained through | **Zi** | 9/12 | 8/15 | 12/15 |

*(Subject: Are your interests important to us?)*

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| | | | | | |
|---|---|---|---|---|---|
| | independent book reading | | | | |
| 1.5 | Knowledge given by the bitter lessons of life | Ci | 14/5 | 13/7 | 15/4 |
| | **100%** | | 60,0 | 73,3 | 80,0 |
| | **The rate of return on a question** | | 21,9 | 24,1 | 23,7 |
| **2.** | **Which type of art are you most interested in:** | | | | |
| 2.1 | To the art of music | Ci | 15/13 | 13/13 | 14/12 |
| 2.2 | To the art of cinema | Ci | 14/14 | 15/15 | 14/10 |
| 2.3 | To theatrical art | Fi | 6/8 | 8/5 | 6/9 |
| 2.4 | To the art of painting | Zi | 10/12 | 9/11 | 9/6 |
| 2.5 | To the art of sculpture | Zi | 13/10 | 12/7 | 10/6 |
| | **100%** | | 46,6 | 43,3 | 50,0 |
| | **The rate of return on a question** | | 13,8 | 13,6 | 18,5 |
| **3.** | **What do you think a religious belief gives a person:** | | | | |
| 3.1 | Peace of mind, comfort to the heart | Zi | 11/9 | 12/10 | 10/9 |
| 3.2 | Help to get out of a state of depression | Ci | 10/8 | 11/9 | 9/7 |
| 3.3 | Reminds me that I am helpless in the face of nature | Ci | 5/7 | 7/10 | 10/7 |
| 3.4 | Spiritual support, spiritual strength | Fi | 7/8 | 9/6 | 6/6 |
| 3.5 | Self-confidence, encouragement | Zi | 8/10 | 12/11 | 11/12 |
| | **100%** | | 50,0 | 50,0 | 40,0 |
| | **The rate of return on a question** | | 22,0 | 18,2 | 16,0 |
| | | | | | |
| | **100%** | | 52,2 | 45,6 | 46,1 |
| | **The level of profitability on three questions** | | 18,7 | 18,6 | 19,8 |

Using the above formula, the level of profitability of the results of the survey conducted in the 55th secondary school in the table was determined in the following order:

**For the first question:**

$$\overline{R_1} = \frac{\sum_{i=1}^{1} q_i f_i}{\sum_{i=1}^{3} q_i z_i + \sum_{i=1}^{4} q_i c_i} \cdot 100\% = \frac{18}{19 + 21 + 23 + 19} \cdot 100\% = \frac{18}{82} \cdot 100\% = 21,9$$

**For the second question:**

$$\overline{R_2} = \frac{\sum_{i=1}^{1} q_i f_i}{\sum_{i=1}^{3} q_i z_i + \sum_{i=1}^{4} q_i c_i} \cdot 100\% = \frac{14}{22 + 23 + 28 + 28} \cdot 100\% = \frac{14}{101} \cdot 100\% = 13,8$$

**For the third question:**

$$\overline{R_3} = \frac{\sum_{i=1}^{1} q_i f_i}{\sum_{i=1}^{3} q_i z_i + \sum_{i=1}^{4} q_i c_i} \cdot 100\% = \frac{15}{20 + 18 + 18 + 12} \cdot 100\% = \frac{15}{68} \cdot 100\% = 22,0$$

**For three questions:**

$$\overline{R} = \frac{\sum_{i=1}^{1} q_i f_i}{\sum_{i=1}^{3} q_i z_i + \sum_{i=1}^{4} q_i c_i} \cdot 100\% = \frac{47}{82 + 101 + 68} \cdot 100\% = \frac{47}{251} \cdot 100\% = 18,7$$

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## CONCLUSIONS

The advantage of determining the "level of profitability" of a dynamic change in public opinion can be explained as follows:

**First,** the relative "Qi" of the respondents in the survey is unchanged, i.e., the total number of students surveyed is unchanged, regardless of how many times the survey was conducted.

**Second,** while Fi, which is intended to determine students' attitudes toward a question, remains unchanged, it can be seen as an unnatural situation for Zi and Ci to increase as a result of change, i.e., decrease. This is because increasing the 'rate of return' obtained relative to 'Fi' while maintaining a constant amount of 'Qi' makes it possible to solve the complexities of any research.

**Thirdly,** another advantage of the "profitability level" method, which is one of the methods that helps to calculate the survey results and achieve the overall result, is that it can be used to open surveys that cannot be determined as a percentage (respondent who answered several questions at the same time). .

**Fourth,** using the method of determining the "profitability level" of the problem, it is possible to observe the increase in the target coefficient of the survey conducted several times in the same area, ie the number of respondents in the same area, although the number of respondents in the same form. shows the universality of this method.

The dynamic development trends and methods of transformation of the phenomenon of public opinion, the diversity of rates of change of "technology": the characteristics of straight and curvilinear development, the driving forces, the need to take into account non-traditional (synergetic chaos) imbalances in the system of mechanisms.

Therefore, in the systematic scientific analysis of the results of the impact of forms of social consciousness on the development of public opinion: the method of determining the "level of profitability", widely used in research in economics, sociology, mathematical statistics and other sciences, is important in directing public opinion. In particular, determining the "level of profitability" of public opinion is an important scientific and sociological method in the rational and constructive organization of the system of management and control of sustainable development of society.

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