MEDIA CONSUMPTION

FEATURES OF NEWS MEDIA CONSUMPTION IN UZBEKISTAN IN THE DIGITAL AGE (BASED ON A SOCIOLOGICAL SURVEY)

Mubina Isakulova,
University of Journalism and Mass Communications of Uzbekistan

Hasan Kodirov,
University of Journalism and Mass Communications of Uzbekistan

Mahliyo Ruzmetova,
University of Journalism and Mass Communications of Uzbekistan

Zulkhumor Solieva,
University of Journalism and Mass Communications of Uzbekistan

Abstract: This article presents the results of a sociological study aimed at identifying the characteristics of news content consumption and the audience's attitude towards modern mass media in Uzbekistan. The empirical basis of the study is data from a survey of 126 participants, predominantly representatives of the youth audience. The paper examines the frequency of accessing news information, preferred sources and formats of news consumption, the level of trust in news sources, as well as the main problems of modern media according to the respondents. Attention is paid to identifying discrepancies between audience expectations and media practices. The obtained results indicate the dominance, first and foremost, of social networks—both as sources for reading news in general and as the most trusted source. A high demand from the audience for the reliability, fact-checking, and ethical nature of news content is also expressed.

Keywords: media consumption, trust in media, social networks, digital media, quality of journalism, information reliability

1. Introduction

People's news consumption habits change quite significantly in every era, and the current digital age is no exception. The vast variety of online publications, combined with the ability to switch between them almost instantly, has led to traditional news-reading practices giving way to a more active and often selective choice of sources for accessing news. However, alongside the growing accessibility of information, audience scepticism towards news sources continues to rise (Kalogeropoulos et al., 2019). Studying how people select news sources, which types of sources they trust the most, and what they ultimately expect from journalism will help identify the key elements for building an effective dialogue between media and society, which underlines the relevance of this research. For this reason, the analysis will focus on the actual practices of media consumption and audience assessments, based on a sociological survey.

The article aims to identify the features of news media consumption, the level of trust in various information sources, and the audience's expectations from modern mass media based on the results of a conducted survey. To achieve this aim, the following

DOI:
https://doi.org/10.62499/ijmcc.vi12.266

Citation:
Isakulova, Mubina; Kodirov, Hasan;Ruzmetova, Mahliyo; Solieva, Zulkhumor. 2026. FEATURES OF NEWS MEDIA CONSUMPTION IN UZBEKISTAN IN THE DIGITAL AGE (BASED ON A SOCIOLOGICAL SURVEY) International Journal of Media and Communications in Central Asia. 12: 17-31

tasks were set:

1. To determine the frequency and sources of news consumption.
2. To identify the level of audience trust in various media channels (online media, television, social networks, etc.).
3. To reveal the audience's perceptions of factors that could improve the media.
4. To investigate the level of audience engagement in media communication (comments, discussions, polls).

2. Literature Review

Mass communication can be defined as the process of using mass media to disseminate messages to a large audience for the purposes of information, entertainment, or persuasion. Crafting an effective message for thousands of people with diverse backgrounds and interests requires specific skills (Kumar, 2024). Throughout history, news has been consumed through various channels, ranging from print publications to radio and television. However, the advent of the internet initiated a shift toward digital information consumption, which fundamentally differed from previous methods of news acquisition. Today, social media plays a dominant role in how people access information in real time (Obasi, 2025).

Online news differs from traditional print publications in its degree of interactivity and feedback. Internet users can instantly search, switch between, and find news portals, while news websites possess potential functions absent in print media (Daniela et al., 2006). These functions primarily include: 1) the ability to share news instantly by sending a link to the article; 2) the opportunity to discuss various topics in the news via comment sections; 3) in addition to expressing one's opinion through comments, users can show their attitude towards the news through features such as likes, dislikes, and emojis (Kaur et al., 2019). Emojis are graphical icons representing emotions, objects, or images, commonly referred to as reactions in the online sphere (Kennison et al., 2024).

In various studies, news consumption is considered a process motivated by a set of persistent needs, which determine both the choice of information source and the nature of interaction with news content. The audience consciously selects content to satisfy specific psychological, social, and emotional needs (Sichach, 2023). One of the fundamental motives for news consumption is the information need, expressed in the desire to be aware of current events and understand the processes occurring in society (Martin & Sharma, 2023).

Equally significant is the social motive, which involves using news as a resource for discussions. Knowledge of world events in general, or of a specific “viral” news story, facilitates

an individual's inclusion in conversations and helps form a shared information space with their immediate social circle. In other words, it allows a person to understand what is being talked about in their environment and what society is discussing at a given moment (Bhatiasevi, 2024). For example, if a news portal publishes a regular sport, political, or other topical news item, it will likely be read primarily by those already interested in that general topic, regardless of how globally significant the news is. However, if a news portal reports on a scandalous incident, it may gain popularity even among people who are not usually interested in the subject. As a result, the event becomes a topic of public discussion, which may ultimately motivate individuals to read the related news (Hendriks Vettehen & Kleemans, 2017).

Furthermore, news consumption is often used by individuals to reinforce personal assessments of particular events or figures, to affirm their worldview, and to seek information that aligns with pre-existing beliefs. Users tend to favour media that correspond to their attitudes and interpretive frameworks (Katz et al., 2023). Alongside these factors, emotional motivations also play an important role in news media consumption. It is worth noting the dual nature of emotional news consumption: a consistent audience interest in negative news is observed despite its potentially adverse psychological impact (Soroka et al., 2019). No less contradictory is the fact that for a significant number of people, negative news is precisely what leads to their reduced engagement with news portals: they aim to see less negativity in their feeds. However, at the same time, it cannot be denied that it is often negative news that becomes highly discussed (Cores Sarría et al., 2025).

As previously mentioned, the modern audience is no longer limited to the passive consumption of news content, which was prevalent specifically in traditional media. Users of digital platforms not only read news but also engage in discussions, disseminate materials through social networks, and participate in co-creating meanings, including through comments and reactions (Dvir-Gvirsman & Shira, 2022). Commenting, reposting, and various forms of reactions are now mechanisms for public discussion, expression of public opinion, and shaping the news agenda (Tenenboim, 2022).

3. Methodology

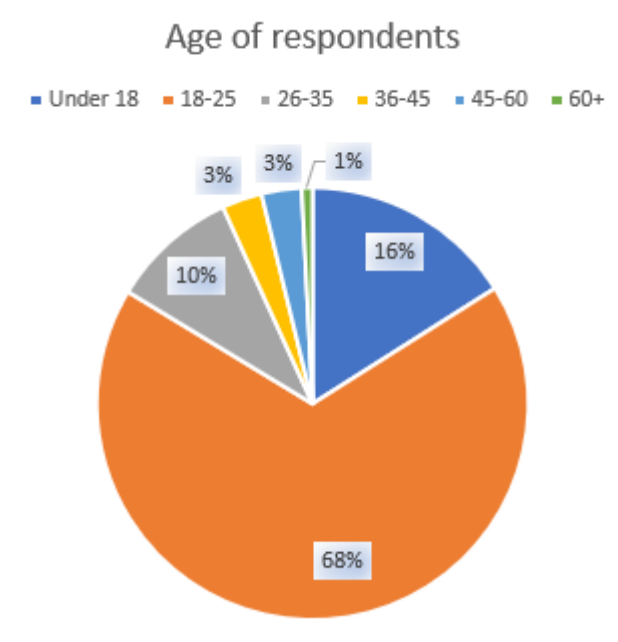
The empirical basis of the study consists of data from a sociological survey. The survey includes a block of closed-ended questions with the option to provide one's own answer in addition to the given choices, and one fully open-ended question. The open-ended question was aimed at identifying respondents' subjective assessments and suggestions regarding potential areas for improving the activities of mass media.

Data collection was carried out from the end of 2025 to the beginning of 2026. The processing and analysis of the obtained data were conducted using quantitative and qualitative methods. Analysis of responses to the open-ended question, which contained respondents' subjective assessments and suggestions, was performed using a qualitative method. The content analysis method was also applied to systematise and interpret the main thematic directions reflecting public expectations and evaluations of the functioning of modern mass media.

4. Discussion and results

The number of surveyed individuals is 126. The majority of respondents (68%) belong to the 18–25 age group. Another 16% are individuals under 18. The proportions of other age categories

Fig.1. Age of respondents

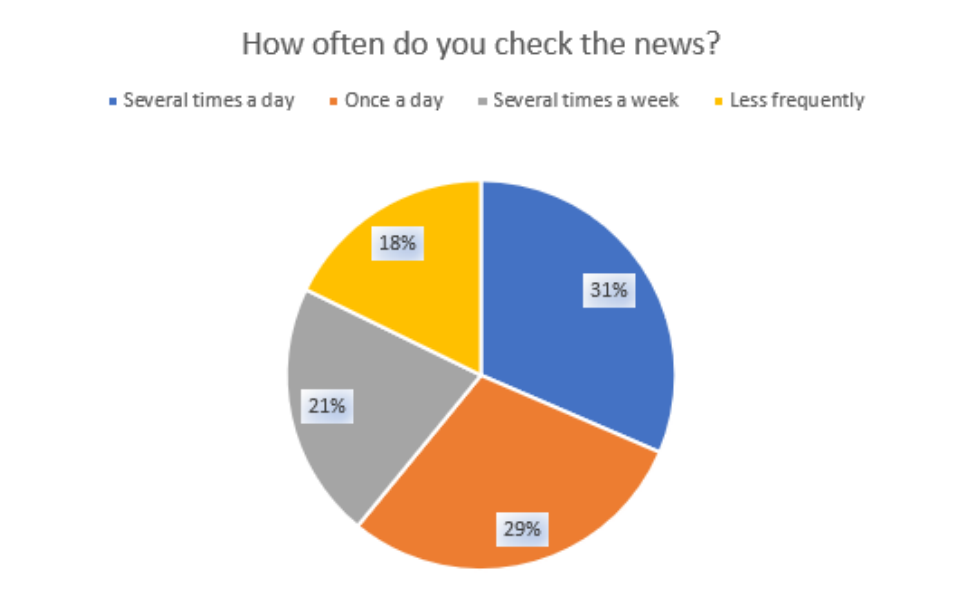


Source: Authors' survey (Your opinion, 2025)

The sample primarily represents a youth audience, which is also confirmed by data on occupation: 79% of participants are university students, 3% are school students. Professional groups are represented significantly less: 15% of respondents indicated they work outside the media sphere, while the proportion of media industry employees is about 3%.

The first objective was to determine how often the surveyed individuals read the news. As can be seen in Fig. 2, most respondents regularly access news information: more than half of the respondents (60%) consume news content daily. Several times a week, news is followed by 21% of the survey participants, while 18% access news information less frequently.

Fig.2. How often do you check the news?



Source: Authors' survey (Your opinion, 2025)

do not exceed 10% (see Fig. 1).

The most popular source for checking news among the surveyed respondents was social networks, indicated by 87% of participants. Online media (news websites) are used by 26% of those surveyed. Traditional information channels are significantly behind digital ones: television was chosen by 15% of respondents, while print newspapers and magazines were chosen by 6%. Radio was not selected as a news source by any of the survey participants. It is worth clarifying here the reason why online media and social networks were presented as separate answer options. In the conventional understanding, online media are digital versions of traditional mass media or specialised news web resources where information is created and published by professional journalists and editors, following editorial policies and fact-checking procedures (Cassidy, 2007). Social networks, however, are platforms where any user can generate and share messages. This means that any individual, even without being a professional journalist, can create their own channel on a social network and disseminate news to an audience (Cervi, 2019). However, it is important to emphasise that journalists also use social networks as a channel for news dissemination, where they publish editorial content. However, this content remains a part of traditional journalism. The reason is that, in parallel with posting on social media, the author also publishes the news on a browser-based news website, not exclusively on social platforms (Pavlushkina, 2014). Editorial and professional responsibility extends to journalists' publications on social networks, in contrast to arbitrary user-generated content (Simkachova, 2023).

The trust in media channels among the survey participants

proved to be quite diverse. Nearly half of the respondents (48%) rely on social media as their primary source of reliable information. This is followed by television, trusted by 36% of those surveyed, while news websites were mentioned by 27% of respondents. Traditional print publications (12%) and radio (3%) were perceived as significantly less authoritative in the eyes of the audience. Notably, 9% demonstrate total scepticism, not trusting any of the proposed channels. It is necessary to note that respondents were not limited to a single choice; that is, in this question, participants were allowed to select multiple answers.

This preference for social networks can be explained by the following factors. In contrast of television or newspapers, trust here can be built both on the authority of specific bloggers, experts, or even acquaintances whom a person chooses to follow voluntarily, and on the fact that news on social networks can be published by independent users (Wasike, 2025). Nevertheless, in such cases, one can easily encounter fake news, yet people still largely trust social media. Despite the leadership of social networks as a trusted source, a considerable number also trust television. In the minds of many people, television is still associated with a state institution and rigorous fact-checking, which may be perceived as lacking in social networks. However, for another part of the audience, this very association with a state institution can be a reason for distrust. People may perceive television as a tool of propaganda (Nazarov et al., 2019). An interesting aspect is the relationship between the use of sources and the level of trust in them. Although radio is not used by respondents as a primary channel for obtaining news, some survey participants indicated it as a trustworthy source. This may indicate a persistence of symbolic trust in traditional media, even in the absence of regular consumption of content from these very traditional media outlets.

The next topic addressed in the survey concerns the main problems in the perception of modern media. Based on the survey results, it can be stated that respondents are quite critical in assessing the quality of modern mass media's work. Most frequently, study participants pointed to problems related to content quality. Specifically, 43% noted that they are dissatisfied with texts that are too long, convoluted, or boring. Unreliable or distorted information in the media was indicated by 41%. A similarly significant proportion of respondents highlighted clickbait headlines that do not reflect the essence of the material—32%. Furthermore, 18% pointed to the media's neglect of important but "inconvenient" topics. Superficial coverage of events was chosen by 14%, and insufficient work with sources and references by 9%. It shall be noted that this question also allowed for multiple-choice responses.

The following responses concern the prioritised characteristics

of news content. The survey results indicate that the key factor for participants is the quality and reliability of information. The largest proportion of respondents highlighted the importance of reliability and fact-checking—57%. Substantial importance for respondents is also placed on text literacy—36%—and the speed of news publication—30%. Visual accompaniment of news content, including photographs, infographics, and videos, is significant for 26%. The possibility of discussing news in comments and communities was noted by 21% of participants. It could be concluded that the audience considers the combination of demands for content quality and interactive capabilities of news platforms to be of considerable importance. Based on the results, it is also possible to confirm a discrepancy between audience expectations and the current practices of mass media in Uzbekistan. Respondents most highly value the reliability, fact-checking, and literacy of news content. At the same time, unreliable information, clickbait, and complex language in news publications are named among the key factors of dissatisfaction.

Now it is relevant to consider the contradiction between the media's aim to attract attention through clickbait headlines and the audience's demand for substantive content. The use of clickbait headlines to capture attention is indeed considered effectively justified. For any news agency, clickability is invariably a priority: a publisher needs users to visit its news portal. In this case, a clickbait headline is the simplest and most effective method: a person sees an intriguing phrase and naturally feels compelled to satisfy their curiosity. However, the audience's dissatisfaction stems from the fact that the intriguing phrase ultimately bears little to no relation to the actual information presented in the news story. In other words, news portals lure readers not so much through skilful and interesting framing of the news in the headline to intrigue the user, but rather, for example, through simply taking a situation out of context. For this reason, such practices ultimately only undermine trust in the news outlet itself. Over time, people simply become accustomed to the news portal's abuse of clickbait and cease to trust the publication. Furthermore, this method also alienates readers from other news sources; users increasingly stop believing headlines, already expecting another instance of misinformation (Scott, 2023; Hurst, 2016; Pengnate et al., 2021). Additionally, it is important to highlight the respondents' observation regarding the media in Uzbekistan ignoring “inconvenient” topics and providing superficial coverage of events. Society is demanding deeper, analytical journalism and social responsibility from the media. Consequently, this underscores the necessity of reviewing news publication strategies: the focus must be not only on quality but also on honest dialogue with the audience.

Table 1. Problems of modern media and the audience's priorities for news media content

Problems of modern media (according to respondents)	**Percentage**	**Audience priorities for news media content**	**Percentage**
Texts that are too long, convoluted, or boring	43%	Reliability and fact-checking	57%
Unreliable or distorted information	41%	Text literacy	36%
Clickbait headlines that do not reflect the essence of the content	32%	The speed of news publishing	30%
Ignoring important yet "inconvenient" topics	18%	Visual accompaniment (photographs, infographics, video)	26%
Superficial coverage of events	14%	The opportunity for discussion in comments	21%
Insufficient work with sources and citations	9%		

Source: Authors' survey (Your opinion, 2025)

The analysis of responses regarding preferred news consumption formats revealed that video content is the most convenient format for respondents. Video is preferred by 44% of the study participants. The text format remains preferable for 25%. Short news digests and summaries were indicated by 18% of respondents. A less popular format was podcasts, chosen by 12% of the survey participants.

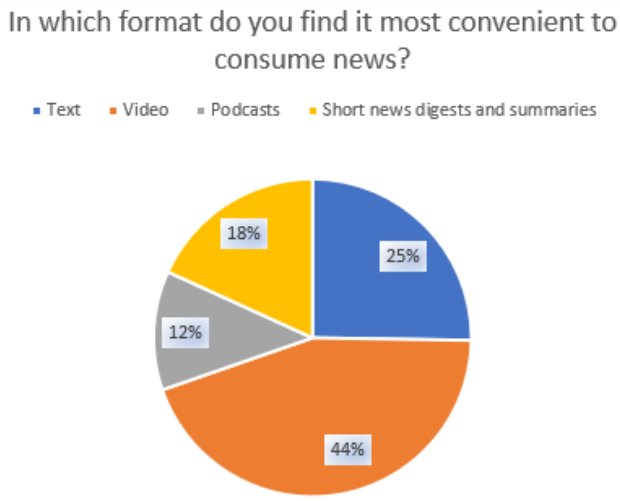


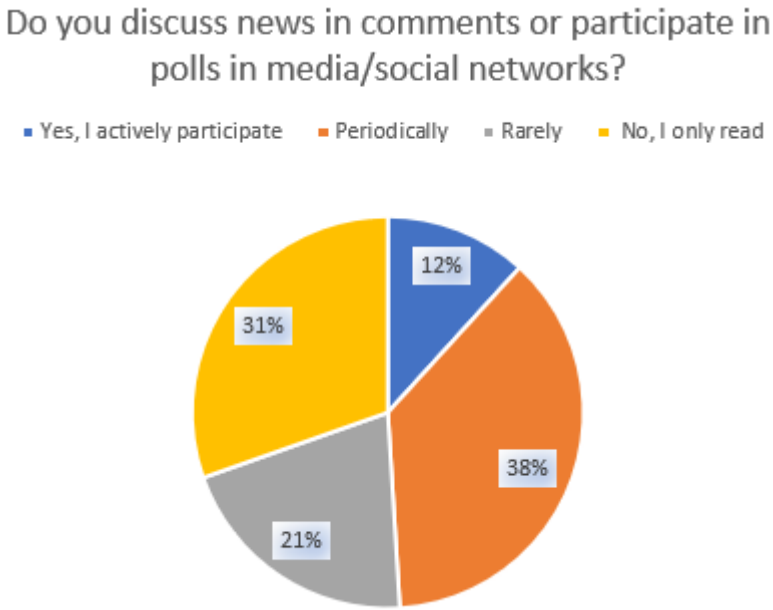
Fig.3. In which format do you find it most convenient to consume news?

Source: Authors' survey (Your opinion, 2025)

The dominance of video content in format preferences can be explained by the fact that the video format combines both the speed of perception and visual clarity, along with emotional impact. The continued preference for the text format among a portion of respondents is related to the purely practical utility of text. It is much easier and faster to skim through text with one's eyes to instantly grasp the very essence, without spending time watching an entire video. In comparison to video, text allows the reader to quickly find the main points and skip the unnecessary, which is especially important when one needs to check the news promptly during the day. The choice of short digests and summaries indicates the audience's desire to optimise the time spent on information consumption and receive key facts in a condensed form.

The importance of the audience's ability to actively engage with the news was further analysed. The survey revealed that active participation in comments, polls, and discussions is undertaken by 12% of respondents. Periodically, 38% of those surveyed engage in news discussions. Meanwhile, 21% of participants do so rarely, and 31% of respondents indicated that they prefer exclusively passive news consumption without participating in discussions. Thus, half of the respondents (50%) are engaged in interactive forms of media communication to some degree. Concurrently, the other half (52%) either do so quite rarely or generally prefer not to comment or participate in other discussions.

Fig.4. Do you discuss news in comments or participate in polls in media/social networks?



Source: Authors' survey (Your opinion, 2025)

Interactive forms of communication in Uzbek media attract a significant, albeit not dominant, portion of users. At the same time, the presence of a group of respondents who periodically participate in discussions confirms the potential of comments and polls as tools for feedback between the media and the audience.

Another objective of the survey was to determine which key factors, in the respondents' opinion, could enhance the effectiveness of the media. The question allowed for multiple-choice answers. Most frequently, survey participants pointed to the necessity of more thorough fact and source verification — this option was chosen by 56% of respondents. Significant importance is also attached to the use of new formats for presenting information, noted by 38% of respondents. Faster access to key information, including summaries and brief news digests, is considered important by 25%. An equal share of respondents (25%) indicated the need to expand the international agenda and thematic diversity of news content. The use of visual language as a factor for increasing media effectiveness was noted by 14% of those surveyed.

In addition to closed-ended questions, the survey also included an open-ended question option, which allowed respondents to provide their personal suggestions for improving media effectiveness. A qualitative analysis of the respondents' open-ended answers enabled the identification of several recurring thematic categories. Most frequently, survey participants pointed to the need for greater transparency and honesty from the media, including in the coverage of influential figures' activities. Among the recurring suggestions were also calls to reduce the number of clickbait headlines and to use more concise and structured texts. Furthermore, people also called for improving staff qualifications to enhance the quality of journalists' work. The remaining open-ended responses largely duplicated the previously suggested options and did not form new independent categories.

The demand for more thorough fact and source verification reflects a general distrust towards Uzbekistan's media environment and the audience's call for higher standards of journalistic accountability. The high importance placed on using new formats and concise forms of information delivery indicates the necessity for media to adapt to the evolving habits of the audience when consuming news. Furthermore, users increasingly expect structured and quickly accessible content, which is supported by both quantitative and qualitative results of the study. The respondents' open-ended responses supplement the quantitative data and highlight the importance of ethical factors for the audience when evaluating media performance: the demand for honesty, reduction of clickbait, and transparency in covering socially significant topics.

5. Conclusion

The conducted study examined the key features of news content consumption and the audience's attitude towards modern mass media in Uzbekistan. The majority of respondents were representatives of the youth audience. Based on the data obtained, the following conclusions can be drawn. First and foremost, social networks currently serve as the dominant source of news and, simultaneously, the primary object of trust. A pronounced discrepancy was identified between audience expectations and the current practices of media outlets. Respondents place the highest value on reliability, fact-checking, literate presentation, and the professional responsibility of journalists. At the same time, unreliable information, clickbait headlines, superficial coverage of events, neglect of important but unconventional social topics or the omission of high-ranking officials' activities, and overly complex texts were cited as key reasons for dissatisfaction with media content.

Among the preferred news formats, the largest number of people chose video content, but text materials and brief news summaries were also selected by a considerable number. Interactive forms of content engagement attract almost half of the respondents, while the remaining half rarely participate in comments or do not take part in discussions at all.

The study also examined factors for increasing the effectiveness of the media, and participants were given the opportunity to share their suggestions. Among these factors, the following stood out: a demand for enhanced fact-checking, the introduction of new formats, the expansion of thematic diversity, and increased transparency in covering socially significant topics. A qualitative analysis of the open-ended responses further supports this conclusion: respondents predominantly noted the need for honesty, a reduction in clickbait, and the professional development of journalistic personnel

References:

Bhatiasevi, V. (2024). The uses and gratifications of social media and their impact on social relationships and psychological well-being. Frontiers in Psychiatry, 15. https://doi.org/10.3389/fpsyt.2024.1260565

Cassidy, W. P. (2007). Online news credibility: An examination of the perceptions of newspaper journalists. Journal of Computer-Mediated Communication, 12(2), 478–498. https://doi.org/10.1111/j.1083-6101.2007.00334.x

Cervi, L. (2019). Citizen journalism and user generated content in mainstream media: New dialogic form of communication, user-engagement technique or free labor exploitation? Revista de Comunicação Dialógica, 120–141. https://doi.org/10.12957/rcd.2019.41871

Cores Sarría, L., Andersen, K., Schmøkel, R., & Skovsgaard, M. (2025). The paradox of negative news: Disentangling the dual role of negativity bias

in news selection and avoidance. https://doi.org/10.31235/osf.io/qft3e_v1

Dan, O., & Tenenboim, O. (2022). Comments, shares, or likes: What makes news posts engaging in different ways. Social Media + Society, 8(4). https://doi.org/10.1177/20563051221130282

Dimitrova, D. V., & Neznanski, M. (2006). Online journalism and the war in cyberspace: A comparison between U.S. and international newspapers. Journal of Computer-Mediated Communication, 12(1), 248–263. https://doi.org/10.1111/j.1083-6101.2006.00324.x

Dvir-Gvirsman, S. (2022). Understanding news engagement on social media: A media repertoire approach. New Media & Society, 24(8), 1791–1812. https://doi.org/10.1177/1461444820961349

Hendriks Vettehen, P., & Kleemans, M. (2017). Proving the obvious? What sensationalism contributes to the time spent on news video. Electronic News, 12(2), 113–127. https://doi.org/10.1177/1931243117739947

Hurst, N. (2016). To clickbait or not to clickbait? An examination of clickbait headline effects on source credibility. Retrieved February 15, 2026 from https://mospace.umsystem.edu/items/169f901f-303a-45e7-997b-1780a874d8a0

Kalogeropoulos, A., Suiter, J., Udris, L., & Eisenegger, M. (2019). News media trust and news consumption: Factors related to trust in news in 35 countries. International Journal of Communication, 13, 3672–3693. Retrieved February 15, 2026 from https://ijoc.org/index.php/ijoc/article/view/10141

Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and gratifications research. Public Opinion Quarterly, 37(4), 509–523. https://doi.org/10.1086/268109

Kaur, W., Balakrishnan, V., Rana, O., & Sinniah, A. (2019). Liking, sharing, commenting and reacting on Facebook: User behaviors' impact on sentiment intensity. Telematics and Informatics, 39, 25–36. https://doi.org/10.1016/j.tele.2018.12.005

Kennison, S. M., Fritz, K., Hurtado Morales, M. A., & Chan-Tin, E. (2024). Emoji use in social media posts: Relationships with personality traits and word usage. Frontiers in Psychology, 15.

Kumar, V. (2024). Mass media and communication. Journal of Linguistics and Communication Studies, 3(3). https://doi.org/10.3389/fpsyg.2024.1343022

Martin, J. D., & Sharma, K. (2023). What do newsjunkies consume and what do they know? Two studies on intrinsic need for orientation, news diets, and political knowledge. International Journal of Public Opinion Research, 35(1). https://doi.org/10.1093/ijpor/edad009

Nazarov, M. M., Ivanov, V. N., & Kublitskaya, E. A. (2019). Media, instituty i doverie rossiyskikh grazhdan [Media, institutions and trust of Russian citizens]. Vestnik Rossiyskogo universiteta druzhby narodov. Seriya: Sotsiologiya [RUDN Journal of Sociology], 19(2), 277–288. https://doi.org/10.22363/2313-2272-2019-19-2-277-288

Obasi, H. U. (2025). The evolution of news consumption in the digital era: A literature review. IRASS Journal of Arts, Humanities and Social Sciences, 2(2), 1–4. https://doi.org/10.5281/zenodo.14788467

Pavlushkina, N. A. (2014). Sotsial'nyye seti v rabote zhurnalista: Pro et contra [Social networks in the work of a journalist: Pros and cons]. Sovremennyye problemy nauki i obrazovaniya, (6). Retrieved February 15, 2026 from https://science-education.ru/article/view?id=16934

Pengnate, S. F., Chen, J., & Young, A. (2021). Effects of clickbait headlines on user responses: An empirical investigation. Journal of

International Technology and Information Management, 30(3), Article 1. https://doi.org/10.58729/1941-6679.1440

Scott, K. (2023). "Deceptive" clickbait headlines: Relevance, intentions, and lies. Journal of Pragmatics, 218, 71–82. https://doi.org/10.1016/j.pragma.2023.10.004

Sichach, M. (2023). Uses and gratifications theory: Background, history and limitations. http://dx.doi.org/10.2139/ssrn.4729248

Simkachova, M. V. (2023). Sotsial'nyye seti v professional'noy deyatel'nosti zhurnalista: Prakticheskiy aspekt [Social networks in the professional activity of a journalist: A practical aspect]. Neophilologiya, 9(35), 630–640. https://doi.org/10.20310/2587-6953-2023-9-3-630-640

Soroka, S., Fournier, P., & Nir, L. (2019). Cross-national evidence of a negativity bias in psychophysiological reactions to news. Proceedings of the National Academy of Sciences of the United States of America, 116(38). https://doi.org/10.1073/pnas.1908369116

Tenenboim, O. (2025). Under-the-radar engagement: How and why news users limit their public expression. Journal of Computer-Mediated Communication, 30(1). https://doi.org/10.1093/jcmc/zmae024

The survey "Your opinion on news and mass media performance" Retrieved February 15, 2026 from https://docs.google.com/forms/d/e/1FAIpQLSdP7mM6SQVi6sBJMTWjn00FQNzEJ2xTXDFEZakwKYv8REi9dw/viewform?usp=header

Wasike, B. (2025). Influencing the news: How social media influencers affect news media trust. Information, Communication & Society. https://doi.org/10.1080/1369118X.2025.2496907

About the authors:

Isakulova Mubina Alisher kizi — 2-year master's degree of the University of Journalism and Mass Communication, mubinaisaqulova@gmail.com

Kodirov Hasan Abdulla ugli — 2-year master's degree of the University of Journalism and Mass Communication, hasan0qodirov@gmail.com

Ruzmetova Mahliyo Nemat kizi — 2-year master's degree of the University of Journalism and Mass Communication, mahliyonematovna6@gmail.com

Solieva Zulkhumor Tohir kizi — 2-year master's degree of the University of Journalism and Mass Communication, zsolieva850@gmail.com

ОСОБЕННОСТИ МЕДИАПОТРЕБЛЕНИЯ НОВОСТЕЙ В УЗБЕКИСТАНЕ В ЦИФРОВУЮ ЭПОХУ (НА ОСНОВЕ СОЦИОЛОГИЧЕСКОГО ОПРОСА)

Аннотация: В статье представлены результаты социологического исследования, направленного на выявление особенностей потребления новостного контента и отношения аудитории к современным средствам массовой информации в Узбекистане. Эмпирическую базу исследования составили данные опроса 126 участников, преимущественно представителей молодежной аудитории. В работе рассматриваются частота обращения к новостной информации, предпочитаемые источники и форматы потребления новостей, уровень доверия к

источникам новостей, а также основные проблемы современных СМИ по мнению опрошенных. Уделено внимание выявлению расхождений между ожиданиями аудитории и практиками работы СМИ. Полученные результаты свидетельствуют о доминировании прежде всего социальных сетей, как в качестве источников чтения новостей в целом, так и в качестве источника, которому доверяют больше всего. А также выражен высокий запрос аудитории на достоверность, проверенность фактов и этичность новостного контента.
Ключевые слова: медиапотребление, доверие к СМИ, социальные сети, цифровые медиа, качество журналистики, достоверность информации

Об авторах:

Исакулова Мубина Алишер кизи — магистрантка 2-го курса Университета журналистики и массовых коммуникаций, mubinaisaqulova@gmail.com.

Кодиров Хасан Абдулла угли — магистрант 2-го курса Университета журналистики и массовых коммуникаций, hasan0qodirov@gmail.com.

Рузметова Махлиё Немат кизи — магистрантка 2-го курса Университета журналистики и массовых коммуникаций, mahliyonematovna6@gmail.com.

Солиева Зулхумор Тохир кизи — магистрантка 2-го курса Университета журналистики и массовых коммуникаций, zsolieva850@gmail.com.

RAQAMLI DAVRDA O‘ZBEKISTONDA YANGILIKLARNI MEDIA-ISTE’MOL QILISH XUSUSIYATLARI (SOTSIOLOGIK SO‘ROVNOMA ASOSIDA)

Annotatsiya: Maqolada O‘zbekistonda yangiliklar kontentini iste’mol qilish xususiyatlari va auditoriyaning zamonaviy ommaviy axborot vositalariga munosabatini aniqlashga qaratilgan sotsiologik tadqiqot natijalari keltirilgan. Tadqiqotning empirik asosini 126 nafar ishtirokchi, asosan yoshlar auditoriyasi vakillari o‘rtasida o‘tkazilgan so‘rovnoma ma’lumotlari tashkil etdi. Ishda yangiliklar ma’lumotlariga murojaat qilish chastotasi, afzal ko‘rilgan manbalar va yangiliklarni iste’mol qilish shakllari, yangiliklar manbalariga bo‘lgan ishonch darajasi, shuningdek, respondentlarning fikriga ko‘ra zamonaviy ommaviy axborot vositalarining asosiy muammolari ko‘rib chiqiladi. Auditoriya kutilmalari va OAV amaliyoti o‘rtasidagi tafovutlarni aniqlashga e’tibor qaratildi. Olingan natijalar, birinchi navbatda, ijtimoiy tarmoqlarning yangiliklarni o‘qish manbai sifatida ham, eng ishonchli manba sifatida ham ustunligini ko‘rsatadi. Shuningdek, auditoriyaning yangiliklar kontentining ishonchliligi, faktlarga asoslanganligi va axloqiyligiga bo‘lgan yuqori talabi ifodalangan.
Kalit so‘zlar: media iste’moli, OAVga ishonch, ijtimoiy tarmoqlar, raqamli media, jurnalistika sifati, axborotning ishonchliligi

Muallif haqida:

Isaqulova Mubina Alisher qizi — Jurnalistika va ommaviy kommunikatsiyalar universiteti 2-bosqich magistranti, mubinaisaqulova@gmail.com.

Qodirov Hasan Abdulla o‘g‘li — Jurnalistika va ommaviy kommunikatsiyalar universiteti 2-bosqich magistranti, hasan0qodirov@gmail.com.

Ro‘zmetova Mahliyo Ne’mat qizi — Jurnalistika va ommaviy kommunikatsiyalar universiteti 2-bosqich magistranti, mahliyonematovna6@gmail.com.

Soliyeva Zulxumor Tohir qizi — Jurnalistika va ommaviy kommunikatsiyalar universiteti 2-bosqich magistranti, zsolieva850@gmail.com.