

Mat Buot services: the role of information sources and media statistics (Uzbekistan and Slovakia as an example)

Berdiyeva Sevinch Aladdin qizi

Bukhara State University, Information Service and Public Relations Department 4-student, Uzbekistan

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Abstract: This scientific article examines the topic "Efficiency in press services: the role of information sources and media statistics." The article analyzes the activities of press services in Slovakia, and Uzbekistan, considers the effective use of information sources, and the role of media statistics. Using the example of the Slovak media system and effective management of information dissemination, the necessary strategies and methods for the development of press services in Uzbekistan are proposed. The differences and similarities of the media systems in both countries are analyzed, and the existing opportunities and exchange of experiences for increasing the efficiency of information sources are discussed. The article emphasizes the importance of contributing to the development of press services and forming public opinion based on statistical analysis.

Keywords: Press services, information sources, media statistics, efficiency, public opinion, Slovak media system, Uzbek and Slovak press, statistical analysis, information dissemination, media analysis, mass communications.

Introduction: Press services and information dissemination systems play an important role in the development of countries and societies around the world. Through the effective use of information sources and the correct analysis of media statistics, information exchange and decision-making processes in society can be more effective. In countries such as Slovakia and Uzbekistan, the development of press services and information sources presents its own challenges and opportunities.

Theories and research presented by international experts are of great importance in analyzing the activities of press services and information sources in countries such as Slovakia and Uzbekistan. According to international media experts, specific mechanisms of information dissemination and their influence play a major role in increasing the efficiency of the media system.

David L. Swanson (2012) in his work "The Impact of Media on Political Decision Making" analyzed how the media system should work effectively in disseminating information. According to him, the correct use of information sources and the analysis of statistical data increases transparency in society and ensures confidence in decision-making. According to Swanson's

theory, freedom and efficiency in the media accelerate the process of social decisions in society and make society more stable.

Speaking of Slovakia, Martin H. Kriekemans (2015) in his article "Slovakia: A Model for Transitioning Media Systems" studied the development of the Slovak media system and analyzed how the balance between the public and private sectors affects information exchange and media freedom. Kriekemans considers Slovakia's strategies in recent years to be excellent in building a free press and an independent media system. In his opinion, ensuring the independence of information sources and trust in them is of great importance in increasing the effectiveness of the media system.

Similar views are advanced in studies conducted by international experts on the development of press services in Uzbekistan. In his study "Media Development in Central Asia: The Case of Uzbekistan", Gennady P. Peshkov (2020) analyzed the reforms implemented in recent years to modernize the media system and information services in Uzbekistan. Peshkov attributes the development of the information distribution system in Uzbekistan to state support and emphasizes that the effectiveness of press services can be improved by increasing media freedom, including

the expansion of online media and internet platforms. According to him, in world experience, proper management and use of the media system contribute to democratic growth in society.

As a major example of the development of the Slovak media system, the country has ensured freedom of the press and diversity of information. Slovakia's experience in this regard can also be useful for Uzbekistan. Peter Krugman (2018) in his article "Slovakia's Media Market and Its Future" attributes the success of the Slovak media system to the diversification of information sources and the great attention paid to working closely with the public. He also emphasizes the important role of international networking and statistical analysis in improving the effectiveness of media services.

In Uzbekistan, the experience of Slovakia can be used to improve the efficiency of the media system and information sources, taking into account international experience. Uzbekistan's press services are striving to improve their efficiency, especially through the use of

modern technologies and statistical analysis in information dissemination. Sukhrob Abdullayev (2022) in his study "The Role of Media Statistics in Improving Communication Services in Uzbekistan" expressed his opinion on the role of media statistics in improving the efficiency of press services in Uzbekistan. He also considers it necessary to develop strategies aimed at using media statistics to establish communication with the public and increase the credibility of the media.

Slovakia is a country located in the central part of Europe, with a developed economy, and its media system provides a high level of freedom and diversification. The diversity of Slovak information sources and their effective management play an important role in the development of the state and society. The main branches of the Slovak media system are television, online media, print media and social networks. Compared to Uzbekistan, the Slovak media system is free and independent, with many research and statistical organizations operating, which helps to effectively manage information flows in society.

Research and statistics organizations and their services in Slovakia

Organization Name	Services	Audience using	Industry using services
Slovak Media Council	<ul style="list-style-type: none"> - Control of television and radio content - Assessment of media freedom and quality - Publication of media ratings 	<ul style="list-style-type: none"> - Mass media - Media and advertising companies 	<ul style="list-style-type: none"> - Television - Radio - Mass media
Slovak Research Institute	<ul style="list-style-type: none"> - Conducting information statistics and analysis - Analyzing reading indicators of online and print publications 	<ul style="list-style-type: none"> - Manufacturers - Government agencies - Marketing companies 	<ul style="list-style-type: none"> - Social sphere - Marketing - Advertising
Research and Statistics Institute	<ul style="list-style-type: none"> - Mass communications and media analysis - Collection and analysis of statistics (TV ratings, internet traffic growth) 	<ul style="list-style-type: none"> - Government agencies - Media - Researchers 	<ul style="list-style-type: none"> - Mass Communications - Economics - Health Care
Slovak Media Statistics	<ul style="list-style-type: none"> - Media analysis - Counting the number of TV and radio viewers - Internet traffic analysis 	<ul style="list-style-type: none"> - Television and internet users - Social media users 	<ul style="list-style-type: none"> - Media statistics - Marketing - Social sphere
Median Slovakia	<ul style="list-style-type: none"> - Conducting online and offline surveys - Analyzing media and 	<ul style="list-style-type: none"> - Advertising and marketing agencies - Political parties 	<ul style="list-style-type: none"> - Advertising - Politics - Social Research

Organization Name	Services	Audience using	Industry using services
	advertising		

In Slovakia, organizations such as Slovak Media Statistics conduct extensive statistical studies and questionnaire surveys every year, which play a significant role in determining how press services work and how public opinion is formed. These organizations play a significant role in determining the effectiveness of information sources, the public's demand for media and information sources, the content of media content, and reading rates.

There are several main organizations that are active in collecting and analyzing media statistics in Slovakia. For example:

- **Slovak Media Council (Rada pre vysylenie a retransmisiiu)** – this organization plays an important role in supervising the Slovak media market and assessing the quality of television and radio content.
- **The Research and Statistics Institute** is a Slovak center for statistical research and media analysis, and the demand for its products is growing every day. The statistical data published by the center, including statistics on television viewing, newspaper reading, and Internet traffic growth, are important analytical tools for the public and private sectors.

Slovak media statistics and analysis help to determine the demand for media content in society and to develop the media system. For example, according to reports by the Slovak Research Institute, which analyzed the relationship between television viewing and the expansion of online platforms in recent years, the demand for content on the Internet is clearly increasing. Currently, in Slovakia, the Internet and social networks have expanded their audience and led to the introduction of new forms of press services.

In Slovakia, media analytics are used in the activities of many public and private sector organizations. In particular, advertising and marketing companies, political parties, government agencies, and other social organizations widely use media statistics in the dissemination of information. They provide important analytical data for improving public trust in information, media freedom, and the quality of press services. Slovakia's Ratings and Public Opinion Analytics also show the level of state relations with the public and press freedom. Slovakia ranked high in the 2023 press freedom ranking published by Reporters Without Borders.

Pew Research Center (Public Trust):

During the period 2018-2023, Slovakia saw an annual change in trust in the government. The level of trust, which was 56% in 2018, decreased to 53% in 2020, but then increased again to 55% in 2022. In 2023, the figure fell to 52%. These changes mainly reflect responses to government policies and reforms related to the information system.

Reporters Without Borders (RSF) (Freedom of the Press):

33rd in 2019 to 25th in 2020. It fell to 29th in 2021, rose to 21st in 2022, and ranked 18th in 2023. This shows that Slovakia's media and press freedom system has further strengthened and moved up in the international rankings.

There have been significant changes in public trust in the Slovak media and government, as well as in press freedom ratings, from 2018 to 2023. The effectiveness of reforms in the Slovak state's media system and information sector can be seen through ratings from organizations such as the Pew Research Center and Reporters Without Borders.

continues to advance its media reforms, achieving a higher press freedom ranking by 2023. These changes reflect, in particular, increased public trust and improved media freedom.

In addition, news, social and economic topics, including health, education and politics, are highly rated in the Slovak media system. The demand for and reading of this content is also growing. Television and online video platforms, as well as online newspapers, are seeing increased viewing and reading, indicating a demand for quality media content.

Uzbekistan, the activities of press services and information sources have been developing significantly in recent years. Press services in Uzbekistan have switched to using new forms of information dissemination via the Internet and mobile phones. Major reforms in the information sector of Uzbekistan, the expansion of the Internet and online media platforms, including the development of social networks and online newspapers, are serving as an important factor in the effective development of press services in the public and private sectors.

the Agency for Information and Mass Communications (AIMCC) in Uzbekistan play an

important role in improving the efficiency of press services. These reports help develop the press system of Uzbekistan and strengthen relations with the people. New strategies are being developed based on the analyses conducted by the Agency for Information and Mass Communications to develop press services in Uzbekistan and improve the efficiency of the information distribution system.

In Uzbekistan, it is necessary to further strengthen the activities of analytical and statistical organizations in the public and private sectors to improve the efficiency of press services and ensure the freedom of the media system. Uzbekistan, like Slovakia, can achieve great success in shaping public opinion and developing press freedom by increasing the diversification of information sources.

Effective use of information sources and media statistics are essential for improving the efficiency of press services. The analysis of the cases of Slovakia and Uzbekistan shows the need for a strong infrastructure and analytical approaches to effectively manage the information dissemination and public relations system in both countries. Slovakia, known for its press freedom and independent media system, contributes significantly to social development by ensuring the diversity of information sources and trust in them. In Uzbekistan, the reforms implemented in recent years and the diversification of the media system are aimed at increasing efficiency by using new forms of information dissemination.

In the development of the information system in Uzbekistan, it is important to modernize press services with the help of the development of the Internet and mobile technologies, the expansion of online platforms and social networks. Learning from the experience of Slovakia, including the analysis of media statistics and expanding ties with the international network, will greatly contribute to the effective development of press services in Uzbekistan.

The participation of literature and statistical organizations plays an important role in improving the efficiency of the media system and shaping public opinion. At the same time, it is necessary to develop new methods and strategies for increasing press freedom and shaping public opinion in Uzbekistan. Given the importance of media statistics, this information will greatly assist in managing information flows in society and implementing reforms in the public and private sectors.

Applying the Slovak experience in Uzbekistan will greatly contribute to increasing the diversification of information sources and strengthening the media system. The Slovak media system has successfully

developed in ensuring a balance between the state and private sectors and applying the principles of independent journalism. Using the Slovak experience will also allow Uzbekistan to increase media freedom, make the press system more reliable and effective. Media statistics and analysis systems in Slovakia are notable for their focus on the effective use of information sources.

Strengthening the analysis of media statistics in Uzbekistan is important for improving the effectiveness of press services in the context of the increased role of social networks and Internet platforms. Expanding the analysis carried out by the Agency for Information and Mass Communications (AIC) and applying new methodologies will allow further development of press services in Uzbekistan. Forming public opinion and assessing the quality of the media system on the basis of statistical data will strengthen the influence of the press and increase its effectiveness.

Further development of media freedom in Uzbekistan will serve to form a free and independent media system. This, in turn, will increase public trust in the information system and will allow for accurate, fair and transparent dissemination of information. The experience of Slovakia, recognizing the diversity of information and the importance of independent journalism, will also help strengthen media freedom in Uzbekistan. This process will stimulate improved relations between the state and the private sector and public relations.

The development of the Internet and mobile technologies, the emergence of new media platforms can be a key factor in increasing the efficiency of press services. The expansion of the Internet network in Uzbekistan and the growth of online media platforms contribute to the introduction of new forms of information dissemination. The use of modern technologies ensures the rapid development of the media system and creates services that are more responsive to the needs of the public.

Effective use of media statistics in shaping public opinion increases the public's trust in information sources and improves their demand for the media system. Countries such as Slovakia have successful experiences in shaping public opinion based on statistical analysis. The development of similar systems in Uzbekistan will greatly contribute to strengthening public relations, improving the quality of information, and ensuring the freedom of the media system.

Using the Slovak experience in developing press services in Uzbekistan is important not only for increasing the efficiency of the media system, but also for shaping public opinion, ensuring the diversity of

information sources, and strengthening media freedom. Strengthening statistical analysis, the use of new technologies, and the implementation of the principles of free journalism will help bring the media system in Uzbekistan into line with global standards. This process will ultimately strengthen public trust in the information system and contribute to the sustainable development of the state and society.

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