

USE OF INTERNET TECHNOLOGIES IN CONDUCTING ANTHROPOLOGICAL RESEARCHES OF INTERNATIONAL RELATIONS

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Abstract: After the pandemic, the Internet will be viewed by the overwhelming majority of scientists as a comfortable environment for communication and exchange of scientific information. In turn, this will create fertile ground for the fact that the procedural decisions of ICT-based surveys will become clearer, and the attitude towards them - more justified. Analysis of the experience of the leaders of online surveys in the field of anthropology of international relations allows us to make sure that they are based on a long-term methodological and methodological foundation. It is believed that in Uzbekistan it is too early to start conducting online surveys, since the technological base for the development of this technological tool is not ready. Online survey technologies in all their most important aspects take into account and continue what has been developed and entrenched in the previously created and used types of surveys. In our opinion, it is time to begin the widespread use of online surveys in the field of international relations, which will contribute to the growth of a network culture among the country's international affairs officials.

Keywords; methodology, anthropology, information space, online, survey, international relations, international experience, Uzbekistan.

Introduction. Anthropological research using the methodological tool of the Internet is a relatively young direction in the development of anthropology, the object of which is the anthropological analysis of the emerging information environment in society, and the subject of study is the audience of the Internet and the forms of sociocultural interaction between people in the exchange of information. In this aspect, it is important that the information environment is considered as an existing objective reality, which has its own patterns of development and forms of existence.

It is important for an international anthropologist who studies the information space to find answers to the questions:

- How does the social structure of international relations change under the influence of informatization?

- What problems arise in the interaction of people who create new forms and methods of communication between states?

If we approach the consideration of information at the general theoretical and methodological levels, we will get a social cross-section of many international relations related to the informatization of economics, law, psychology, education, etc. Accordingly, we can talk about information technology in these areas, for example, information technology in international relations.

Information dynamics can be defined as a scientific direction that studies the laws of education, transformation and development of information resources in international relations and their use in the processes of socio-cultural interaction between people. Based on this, we will try to highlight the structure and main directions of the development of the anthropological environment of the Internet in international relations.

The first direction is informational. In this case, we are talking about Internet resources and search engines that search for anthropological information in the field of international relations.

The second direction is scientific and theoretical. Various scientific centers are represented on the Internet, which are designed to lead, at a professional level, the development of the theoretical and methodological foundations of anthropological science in the field of international relations.

The third area is information technology. In this direction, there are a number of centers that are engaged in the development and implementation of information technologies in the field of science.

The fourth direction is informational and educational. So far, it is represented by the web pages of educational institutions of universities, universities, academies, schools, etc. All of them create an opportunity for a comprehensive anthropological study of the main parameters of international relations, as well as the prospects for its further development.

However, among domestic researchers there is a stable point of view that the use of the Internet (online survey) cannot be used as a method for collecting primary anthropological information. This opinion is primarily based on the fact that there are not enough Internet users from the scientific environment of international affairs who are ready to answer questions.

There are also subjective opinions about web polls. They are presented only in the form of small questionnaires, most often consisting of one question, which are posted on the website of this or that web resource. Unfortunately, the statistics on the occupancy rate of online questionnaires is low.

However, after the pandemic, the Internet will be viewed by the overwhelming majority of scientists as a highly comfortable environment for communication and exchange of scientific information. The procedural decisions of web surveys will become clearer, and the attitude towards them will become more reasonable if it is understood that the new survey scheme is only partly new, that it was not born out of

nothing, but is a logical and technological continuation of all (or many) beginnings and achievements of the survey methodology. ...

The first stage of preparing a survey to a much greater extent determines and regulates all procedural and organizational decisions. By virtue of its status and phenomenology, this stage in its content uses various options for the applied data collection technology. In terms of its technology and organization, the new online poll is closest to the oldest scheme of mass polls - mail questionnaire [1].

It makes sense to consider three ways to improve measurement quality:

- 1) increasing the level of coverage of target respondents;
- 2) reduction (control) of the interviewer's influence on the respondent's answers;
- 3) increasing the validity of the measurement.

Having emerged at the very end of the 20th century, online survey technologies in all their most important aspects take into account and continue everything valuable that has been developed and entrenched in the previously created and now used types of surveys.

Each system of online surveys has a visible, or presented to respondents, part and hidden from outside observers, a mechanism that predetermines the working properties of this system. The "engine" of the system is its software. It determines how the respondent panel is accumulated and operated, the software sets the most important parameters for mailing and interaction with respondents, it outlines the researcher's capabilities in using certain types of questions and scales, etc.

The first survey of Internet users was conducted by James Pitkov and Margaret Recker of the Georgia Institute of Technology back in January 1994 [2]. In particular, it is indicated that in 1994 the main consumers of the Internet were students living on university campuses.

As practice shows, the organizers of online surveys not only warn potential respondents about the confidentiality of the information they receive, but try not to create such suspicions by choosing the topics of the web surveys and the wording of the questions. A web survey is usually based on a two-stage sample: first, a respondent panel is completed, and then a quota sample is randomly drawn from it, representing the general population according to parameters controlled by the researchers.

Sometimes this technology does not apply to the study of special groups, for example, a one-stage selection is used from the lists of members of the relevant structures or a highly specialized panel, for example, an expert panel dealing with a particular country. In general, each researcher should create their own panels of experts in the anthropology of international studies. The size of the panel is determined by the sample population, therefore it is a variable value. Some leave the panel, others enter it. For example, The Science Advisory Board brings together 5,000 environmentalists, biologists and medical professionals from around the world to explore their views on a wide range of technology-related topics for relevant research.

Survey documents include a variety of types of questions and different types of scales [8]. The active participation of panel members in each specific survey depends on the topic and time of the survey (there are seasonal fluctuations), on the type of questions used. A special problem is keeping the panel and increasing the activity of its participants in the polls. Two aspects can be distinguished here.

First, anthropologists explain that only through participation in the survey will the experts' opinion be heard and taken into account by the relevant institutional structures. Secondly, various forms of material, including monetary, incentives for respondents - experts are used. The most common technique is to enter the respondent's name into the number of participants in the regular scientific lotteries held by the organizers of the panel. It can also be certificates for travel to the country of study. For example, CyberAnalytics.com pays \$ 2 to \$ 10 for a completed questionnaire, but sends money when at least \$ 20 is accumulated. Focusline pays \$ 25 to \$ 45 to participate in an online interview. IntelliQuest, "she awards points for participating in various surveys and pays \$ 1 for 100 points. The fee is sent after receiving 1000 points [7].

Such an online system as "InterSurvey" [3, 4] synthesizes the achievements of academic science and modern electronic technologies. The fundamental novelty of the system lies in the fact that they were the first among researchers of political attitudes to combine the potential of web interviewing with the statistical reliability of a random sample.

One of the founders of InterSurvey is Norman Nye, a specialist in the study of public opinion and popular behavior, as well as a leading expert in the organization of sample research and the application of quantitative methods in sociology. He has worked for over 25 years at the Universities of Chicago and Stanford, the Gallup Institute and other research structures. N. Nai played a key role in the development of the package of statistical processing of sociological data - SPSS, used by sociologists around the world [5].

Researchers at The Harris Poll Online have proposed the use of online polling technologies such as Voter Probe, an observation of online focus groups discussing topical issues, including international issues. This is a web discussion from 8 to 14 people, taking place over two hours [6].

Analyzing the experience of online survey leaders makes sure that online surveys are based on many years of methodological and methodological foundations. Some authors continue to argue that it is too early in Uzbekistan to start conducting online surveys; the technological and financial base for the development of this technological invention is not ready. In our opinion, it is high time to start conducting online surveys, which will contribute to the growth of the network culture among the country's international affairs officials.

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