



Meta analysis in online journalism

Nurutdinova Madinabonu Chorievna¹, Dildora Rizaeva²

¹Associate Professor of the International Islamic Academy of Uzbekistan

²Senior lecturer at the University of Journalism and Mass Communications of Uzbekistan

E-mail: injilkhan2022@gmail.com

Abstract

This article is about a destructive analysis system in online journalism. The types of meta-analysis are classified according to their origin and internal structure. About the use of meta-analysis in content composition and classification in different formats. A meta-analysis involves a systematic review, identification of evidence, and critical evaluation of research or specific research. From the point of view of objectivity, reliance on the criterion of accuracy is important in all accounting books

Keywords: components, content, analytical analysis, monitoring, audio, video

INTRODUCTION

Content analysis (sontent analysis) from English is a standard research monitoring in the field of content analysis. It is also mentioned as a way of studying text composition and communicative correspondence. The analysis is mainly based on the theme of the idea and the composition of the text. The main purpose of analysis is to perform various analyzes in order to positively grow and improve online content activity. New strategies and proposals are developed based on content analysis in order to study quality indicators. As a result of the summary, various problems and main shortcomings are identified, and the necessary strategies are developed. Depending on the content and format of the text, it can be analyzed on the basis of various programs or a logical mediametric assessment of its general content can be carried out.

Meta-analysis is a statistical synthesis, ie comparison, of data that are different but have a similar theme or content. Today, meta-analysis is used in various fields. For example, in





medical sciences , meta-analysis is the result of clinical studies conducted exclusively on the principles of clinical epidemiology, aimed at reducing systematic errors and random errors (using statistical analysis), in accordance with the concept of evidence-based medicine.

METHODS

Geographical meta-analysis is a statistical analysis to test the scientific hypotheses and foundations of different geographical locations and objects 1. In psychology, meta-analysis is carried out by studying and evaluating clinical disorders. Meta-analyses, which are used in psychology, are mainly used in clinical trials. By meta-analysis of sociological research, we understand the search for a solution to a specific problem through various statistical data. Since journalism is an integrated source of knowledge from several disciplines and fields, it also relies on various meta-analysis studies in conducting research. Katlip Tsentler Berem model; In this research method, mediametric analyzes are carried out step by step in the application of the project. That is, each process is based on a specific analysis and conclusions from studying the results.

In Lindenmann's research, the study of external factors is a priority; as well as the impact of materials and their placement in the content, the impressions of the students are also studied. Its founder Walter Lindenmann (Walter Lindenmann) developed a widely used hierarchical model for measuring PR effectiveness. It is based on measuring the results in three parts: 1. Introduction; 2. Perception; 3. Conclusion. This study reports more PR measurements and main results. Acceptance of results is based on two units of measurement.

In the analysis of internal results, the number of published data or journalistic output is studied. In the external analysis, the opinion expressed by the press conferences or the external audience is taken into account. According to the conclusion of the correlative result, emphasis is placed on how well the audience understood it. From this point of view, the target audience is the material published by the journalist and the result of its impact on the audience.

According to Georgy Tulchinsky's model, it involves dividing the results of the analysis into different types and developing a separate proposal for each of them. For example:

1. The higher the efficiency as the ratio of the costs to the obtained results ($E=R/Z$), which represents the efficiency of the use of funds and resources, the lower the costs.
2. As a ratio of the result to the set goals ($E=R/C$), which represents the level of implementation of the activity goals, the higher the efficiency, the more the results correspond to the goals.





3. As a ratio of goals to real needs and problems ($E=C/P$), it reflects the level of rationality of the proposed goals. The higher the effectiveness, the more the goals solve real problems.

RESULT

Information about the size and characteristics of the media audience used in media planning in the meta-analysis of PR and advertising materials is studied by mediametrics specialists who are engaged in media research of sociology. The main indicator in this area is PR and advertising material, which is considered one of the main features of mass media. Rating means the number of people who make up the target audience of the message and have the right to access this tool at a certain time. It is usually taken in proportion to the number of users of these media and air time. The general indicator is calculated based on the following formula:

$$\text{Rating} = \frac{\text{target audience of the program}}{\text{Total media audience size} = 100}$$

Practitioner studies in media studies are divided into two types.

The first is intuitive observational research based on the type of activity, audience, or authors involved.

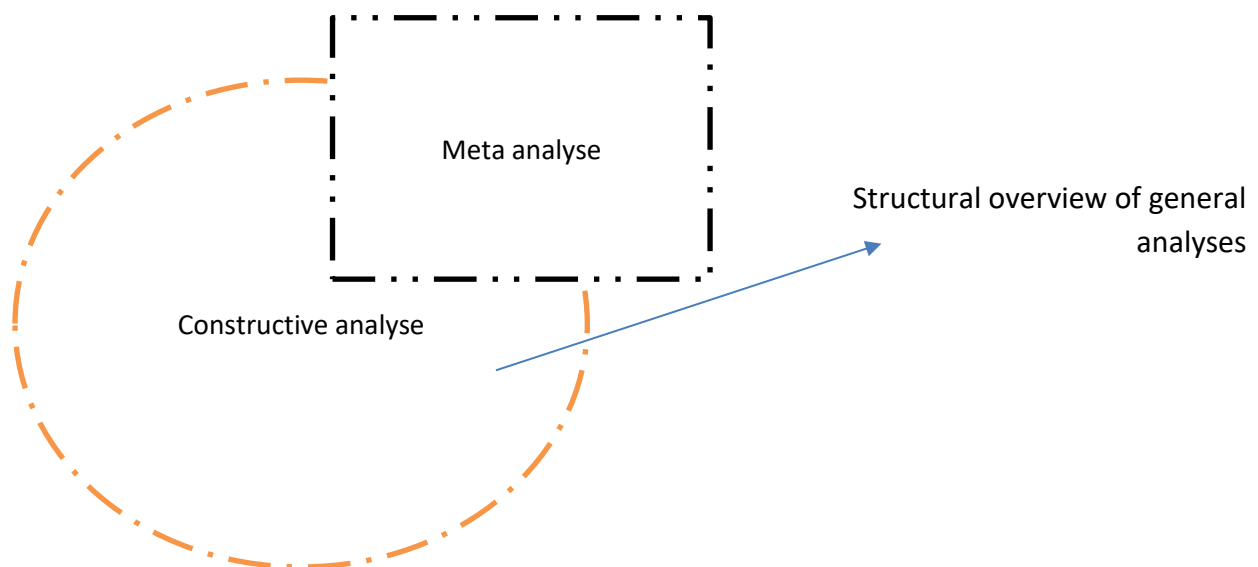
The second is a system of specific researchers who evaluate the mass media according to their activities, audience, programs and a number of other rational features. According to the results of the conducted research, researchers of the first group in many cases use wrong strategies as a result of relying on emotional conclusions and not being able to see clear rational solutions. The second group of researchers investigates solutions based on specific problems over a long period of time and funds, and provides specific targeted conclusions. Observations in the media are divided into theoretical and practical studies. Sociological study of mass media, in turn, emphasizes its strategic evaluation. Theoretical analysis is a type of research with a more abstract character, gaining conceptual importance. Reason studies how its subject affects the mechanisms of public opinion formation or certain directions of information delivery.

Practical analyzes are aimed at answering specific questions. Thus, strategic or fundamental research focuses on the implementation of a program, strategy, or specific concepts at an early stage. Practical projects are often limited to theoretical observations, as they are usually labor-intensive. However, it should be noted that the analysis of mass media



and PR activities is a very complex process and directly depends on the object and subjective factors. For example, although journalists are very interested in publishing critical information, as a PR specialist, there may be some hesitation or withdrawal from the profession when disseminating information that contradicts the organization's internal and external policies. On the other hand, putting into practice the strategic forecasts developed by mediametric research is not always an easy task. The reason is that the task of applying these types of internal political factors in practice may not be within the scope of the task of a PR specialist.

But despite the above-mentioned complexities, PR companies and various mass media continue to study mediametrically in their strategic activities. According to the results of a series of projects conducted by US universities in 20012, it is impossible not to study mediametric results. The reason is that every organization is obliged to study and analyze the results of its activities. Otherwise, a number of other organizations that study and criticize this activity will speak out. The components of a general meta-analysis can be explained as follows:



According to the table above, meta-analyses are a component of general systematic analyses. All meta-analyses use primary data from the original studies. Or summarizes the results of published secondary research on a topic. In science journalism, meta-analyses are an integral component of systematic reviews in empirical research. This term was introduced by American statistician Gene Glass(Owen AB,2009).



DISCUSSION

Examples include sociological research or mediametric research conducted using online programs. Some journalistic meta-analyses include empirical studies and other types of statistical analysis.

A meta-analysis was conducted in 1904 by Carl Pearson. The researcher tried to solve the problem of low statistical power in small sample size studies. But if we look at history, the first meta-analysis was carried out by astronomical observers in the 17th century. In this research, the movement of celestial bodies was observed by comparing different maps. By 1940, psychologists Joseph Pratt and Joseph Rhine were the authors of the first psychological meta-analyses. This study embodied 60 years of experience in the study of various psychological disorders in humans. The authors of the book compiled a total of more than 145 meta-analyses and provided general evaluation forecasts. In the 1970s, complex meta-analyses and various studies were carried out in the field of education. The author of this analysis DV Glass and FL Schmidt assessed the level of knowledge of a total of 300 students.

The term "meta-analysis" was coined by the economist Gene Glass in 1976 and introduced into science as a new direction. The internal data mining structure of meta-analysis is very small and coherent. But every analysis is based on deep and valid evidence. The methodological part of most scientific studies today is carried out by specializing in meta-analyses. There are several types of meta-analyses and emerging trends in science. However, statistical meta-analysis is the main basis of analysis as a structural complex. The practice of content research empowers audience users to create quality content information. When creating quality information content, it is appropriate to consider the following features:

1. Determining the purpose (it is intended to determine the purpose of the audience); study the opinion of the audience and create a general atmosphere through various social surveys and questionnaires.
2. Data collection; study several points such as audience opinion, general statistics of questionnaires and surveys, results of various studies.
3. Creating a clear analysis forecast; It involves creating content based on analysis and choosing the right format.

Also, the study of analyzes and articles carried out by a number of other different organizations involves reference to sources in additional portfolios.

CONCLUSION

A meta-analysis involves a systematic review, identification of evidence, and critical



evaluation of research or specific research. From the point of view of objectivity, reliance on the criterion of accuracy is important in all accounting books. For example:

1. Forming the main research questions;
2. Selection and search of literature;
3. Choosing a research method (which research basis is intended to be relied upon);
4. Defining the type of meta-analysis; draw conclusions by studying specific facts or predicting outcomes.

Also, when conducting a meta-analysis, two types of evidence can be distinguished: individual study data and pooled data. The structural accuracy of all information is checked according to the results of various studies in the literature and other types.

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