



## **The influence of the YouTube social network on the formation of public opinion**

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**Abstract:** *Youtube platform also has a lot of users. This platform, which is the second largest in the world after Facebook, was founded 19 years ago. Today, as of February 2024, the number of its customers has reached 2.7 billion users. It can be seen that 52% of Internet users use this platform at least once a month.*

**Keywords:** *Youtube, Facebook, Social networks, "Korakalpak conflicts"*

It is clear to all of us that social networks are developing day by day. Among them, there are many users of the YouTube platform. This platform, which is the second largest in the world after Facebook, was founded 19 years ago. Today, as of February 2024, the number of its customers has reached 2.7 billion users. It can be seen that 52% of Internet users use this platform at least once a month. For this reason, a total of 720,000 hours of video are uploaded to YouTube per day, and the total amount of videos viewed by all users on YouTube is more than 1 billion hours per day. That is why the YouTube platform is of particular importance in the formation of public opinion. Today, the content transmitted through this platform causes public discussions and shapes public opinion. Events such as "Arab Spring", "Wall Street", "Israel-Palestine", "Russia-Ukraine" wars and "Korakalpak conflicts" are clear examples of this. In addition, the strong earthquake that occurred in Turkey and includes gas incidents. It is natural to ask the question, what are these events? , how can it affect public opinion? and so on. Let's look at them one by one. "Arab Spring" is the name given to a series of protests that began in the Arab world at the end of 2010. They covered countries such as Tunisia, Egypt, Yemen, Algeria, Jordan, Mauritania, Saudi Arabia, Oman, Sudan, Syria, Libya and Morocco. Although these



events took place in 2010, today a number of researchers are still arguing about the revolutions that took place one after the other in the countries of North Africa and the Middle East. The emergence and popularization of the development of events created conditions for calling these events "revolution". Western mass media call these events "Arab Spring Revolution", others call them "Arab Spring and Winter", "Arab Awakening", "Pan-Arab Revolution", "Arab Rebellion". It can be seen that there are various debates and controversial situations regarding the emergence of the "Arab Spring" events. According to some researchers, it is extremely important to analyze the specific historical features of socio-political processes in Arab societies when studying such concepts as "Arab Spring" and "Arab Awakening". Researchers evaluate the upheavals in the Arab world as three waves of mass unrest. The first wave of mass Arab uprisings occurred in 1914 and was called the Great Arab Revolution. The peculiarity of this revolution led by Sharif Husayn is that its main goal was to end the Ottoman Empire in the Arab world. This wave coincides with two main phenomena - global and regional. While World War I was a major global event, the end of the Ottoman Empire was a major regional event. The main reason for this wave of revolution, supported by the British Empire, was the loss of the presence of the Ottoman Empire in the region. The second wave of mass uprisings, known as the Arab Spring, took place in the 1950s and 1960s, and it was in 1959 that the French writer Jacques Benoit Meshin used the term "Arab Spring". He is in his 1959 in his published article "Un Printemps Arabe", he described the Arab uprisings in the Middle East and tried to connect them with the European revolutions known as the "Spring of Nations" or "Spring of Peoples" in 1848. Just like the first wave, the second wave also coincides with major global and regional events. While the main global event was the Second World War, the main regional event was the establishment of the State of Israel in the center of the Arab world. At that time, another slogan against the "Zionism" of the State of Israel, that is, "Arabism", took the main place. The second wave of Arab uprisings and the slogan of Arabism are

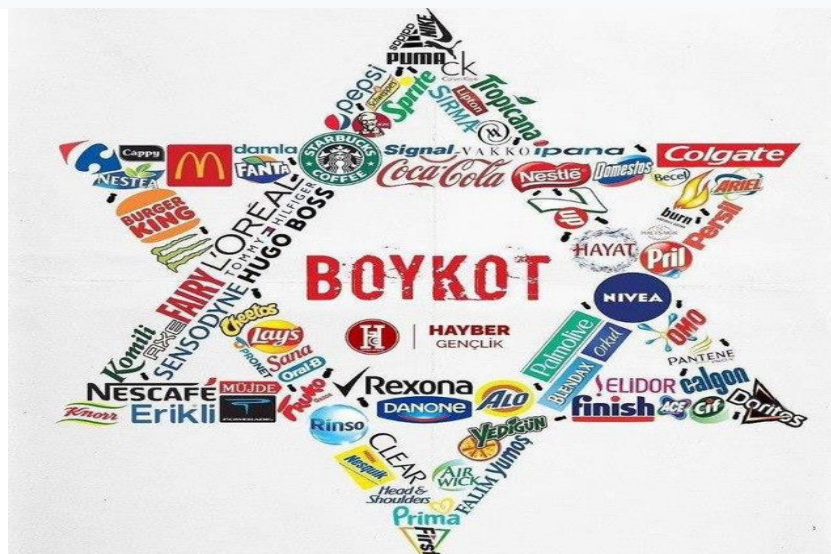


mainly associated with the name of the former President of Egypt, Jamal Abdul Nasser. On the other hand, the Baath Party played a big role in spreading the ideas of Arabism. According to some points of view, as the intervention and hegemony of foreign powers increased during this period, Arab nationalism in the region also began to increase. The third wave of Arab protests began on December 17, 2010, when a fruit merchant in Tunisia, Mohamed Bouazzazi, set himself on fire in a protest against police arbitrariness and bribery in the town square of Sidi Bouzid. . Since the successful completion of the Tunisian coup, waves of protests spread to Egypt, Libya, Syria, Iraq, Bahrain, Yemen, Jordan, Morocco, Algeria, Oman, Kuwait, Saudi Arabia, Sudan, Mauritania and other Arab countries. The main slogan of the demonstrations in the Arab world was "People want to overthrow the regime" (Ash-sha'b yurid isqat an-nizam). In this way, the successive outbreak of mass unrest in the countries of North Africa and the Middle East created the basis for the emergence of the term "Arab Spring". In a general sense, if we emphasize the specific nature of the "Arab Spring", we see that these events did not happen by themselves, but were the product of covertly organized events through the influence of external forces. possible All this served as a milestone in the formation of public opinion at that time. He influenced people's minds and encouraged them to think. Therefore, it is noted that the term "Arab Spring" was developed by means of the above-mentioned reasons can be achieved. Although it has been more than eleven years since the "Arab Spring", its echo still calls for vigilance.

In addition, we should mention the "Israeli-Palestine" wars. The reason has become a hot topic today and has been able to influence public opinion. Why did the "Israel-Palestine" wars arise? that question naturally attracts everyone. Because this war is one of the events that has been going on for several centuries. We will analyze the latest information, that is, the Israel-Hamas war. This war is a military conflict that began on October 7, 2023, after a Palestinian surprise attack on Israel led by Hamas. The attack began in the morning with at least 5,000 rockets fired from the Hamas-run



Gaza Strip into Israel. At the same time, approximately 2,500 Palestinian militants crossed the Gaza-Israel fence and captured civilians in the neighboring Israeli territories. As a result, at least 1,400 Israelis died, including 260 participants of the Re'im music festival. Unarmed civilians, including women and children, and captured Israeli soldiers were taken to the Gaza Strip. Israel responded by launching airstrikes and officially declared war on Hamas a day later. Hamas launched its attacks at the end of the Jewish holiday of Sukkot, on the 50th anniversary of the start of the Yom Kippur War in 1973. Later, these conflicts attracted the general public and gradually public opinion began to form. Many Jewish countries extended their helping hand to Israel. This, in turn, changed the views of Jewish goods among Muslim countries and led to the announcement of a boycott. Gradually, it influenced the public opinion and led to the formation of opinion. These situations have brought good losses for many brands of the world. (picture 3)



**Picture 3.** Boycott of Jewish products after the Israeli-Palestinian war

The demonstration of the "Israeli-Palestine" war in front of the general public caused many protests. The number of people who want to help Palestine has increased more and more. All of these cases were caused by messages spreading through social networks. That's why social networks have proven to be important in shaping public



opinion. In addition, a challenge under the hashtag #alleyes\_Gaza was spread on social networks, and almost 48 million people around the world participated in this challenge and supported Palestine. (picture 4)



**Figure 4. #hammaning\_nigohi\_G'azoda a challenge spread under the hashtag**

In addition, the "Russia-Ukraine" wars had a great impact on public opinion, just like the "Israeli-Palestine" conflicts. That is why the main attention of the world community is focused on the military conflict between Russia and Ukraine. Of course, this is not in vain. After the Second World War, it was not observed that another country organizes a military intervention on the territory of one democratic country. The new world order established after the establishment of the UN in 1945 is about to change. Russia's invasion of Ukraine has been sharply criticized by Western countries, the United States and NATO, and a package of economic sanctions is being imposed on Russia to curb its aggression. This may bring the Russian economy to the brink.

However, according to German security experts, Russia's invasion not only threatens Ukraine's sovereignty, but also disrupts the entire geopolitical order. "Pretty much everything is different today than yesterday," Johannes Warwick, a political scientist at the University of Halle, told DW. "We are now back to the original opposition of



the blocs, only the borders of the Western bloc have moved eastward compared to the Cold War era. Peace in Europe is a thing of the past, and trust in Russia has been completely destroyed. Between the West and Russia It will take decades to rebuild trust." Russia's large-scale invasion of Ukraine in 2022 marked a dramatic escalation in the eight-year conflict and a historic turning point for European security. With increased Western aid, Ukraine was able to repel many aspects of the Russian offensive, but many of its cities were destroyed and a quarter of its citizens were forced to flee to other areas. Russia's invasion of Ukraine fundamentally changed the calculations and dynamics that underpin the modern international system and the institutional logic that underpinned it after the end of the Cold War. Ukraine is a turning point for the whole world, including Central Asia. From the Second World War the formation of the established modern world order rose to a new level. Thus, the "Russian-Ukrainian" war also shaped public opinion and caused different opinions and views among people.

At this point, it is appropriate to mention the earthquake that happened in Turkey. The reason is that this situation also played an important role in the formation of public opinion. People actively participated in sympathy challenges through social networks and gave their help as much as they could. On February 6, 2023, earthquakes of magnitude 7.7 and 7.6 occurred in the Hatay region of southeastern Turkey. Today it has been more than a year since the terrible earthquakes that killed more than 53 thousand people. The epicenter of the earthquake was in Hatay region. The devastating earthquake was also felt in neighboring countries, including Syria, Lebanon, Northern Cyprus, Greece, and Iraq. In the earthquake, along with Hatay, Kahramanmarash, Osmaniya, Adiyaman, Diyarbakir, Sanliurfa, Gaziantep, Kilic, Adana, Malatya and Elazig regions also suffered serious damage and losses. The number of victims of the earthquake was 53,537, and another 107,213 were injured. In memory of the people who died in this earthquake in Turkey, 7 days of mourning were announced in the country. According to information, a total of 650,000 people,



including 11,488 people from abroad, 35,250 participants in search and rescue operations, and 142,000 security forces were involved in eliminating the consequences of the natural disaster. The Turkish authorities called the devastating earthquake the "catastrophe of the century" and today, on the occasion of the 1st anniversary of the "catastrophe of the century", citizens who lost their lives were remembered all over Turkey. All these cases penetrated the public consciousness.

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