

**NAZARIY ASOSLAR, STATISTIK TAHLIL VA AMALIY TADQIQOTLAR
ASOSIDA INSON XULQ-ATVORINI TAHLIL QILISH**

*O'zbekiston Respublikasi
Davlat xavfsizlik xizmati
chegara qo'shinlari harbiy xizmatchi
Marahimov Oybek Ilhomjon o'g'li
Oybekmarahimov@gmail.com*

Annotatsiya

Ushbu maqolada inson xulq-atvorining zamonaviy tahlil usullari, ayniqsa sun'iy intellekt, katta ma'lumotlar va ijtimoiy psixologiya sohalaridagi yangi yondashuvlar asosida yoritilgan. Tadqiqotlarda insonning kundalik qaror qabul qilish jarayonlari, ijtimoiy o'zgarishlarga nisbatan munosabati hamda pandemiya davridagi xulq-atvor o'zgarishlari kabi mavzular tahlil qilingan. Hayvonlar xulq-atvori orqali inson psixologiyasini tushunish va neyron tarmoqlar asosida prognozlash modellariga ham e'tibor qaratilgan. Ushbu maqola zamonaviy ilmiy natijalarni umumlashtirib, inson xulq-atvorini chuqurroq anglashga xizmat qiladi.

Annotation

This article explores modern approaches to analyzing human behavior, focusing on recent developments in artificial intelligence, big data analysis, and social psychology. The study addresses topics such as everyday decision-making processes, responses to social changes, and behavioral shifts during the COVID-19 pandemic. It also highlights the role of animal behavior studies in understanding human psychology and introduces predictive models based on neural networks. The article synthesizes contemporary scientific findings to offer a deeper understanding of human behavioral patterns.

Kirish

Inson xulq-atvori — bu insonlarning o'zaro munosabatlari, qarorlar qabul qilish jarayonlari, hissiyotlari va ijtimoiy muhitga munosabati kabi ko'plab omillarni o'z ichiga olgan murakkab tizimdir. So'nggi yillarda bu sohada olib borilgan tadqiqotlar, sun'iy intellekt, katta ma'lumotlar tahlili va neyron tarmoqlar kabi ilg'or texnologiyalarning qo'llanilishi orqali yanada chuqurlashgan. Ushbu maqolada inson xulq-atvorini tahlil qilishda qo'llanilayotgan nazariy asoslar, statistik tendensiyalar va amaliy tadqiqotlar yoritiladi.

1. Nazariy asoslar**1.1. Rejalashtirilgan xulq-atvor nazariyasi (TPB)**

TPB modeliga ko'ra, insonlarning xatti-harakatlari uchta asosiy komponent asosida shakllanadi: shaxsiy munosabat (attitude), ijtimoiy norma (subjective norm) va xatti-harakatga bo'lgan nazorat hissi (perceived behavioral control). TPB turli ijtimoiy sohalarda, jumladan texnologiyalarni qabul qilish, sog'liqni saqlash va ekologik xulq-atvorni tahlil qilishda qo'llanilmoqda.

1.2. Sog'liqni saqlash ishonch modeli (HBM)

HBM insonlar sog'liqni saqlash bilan bog'liq xatti-harakatlarga qanday munosabatda bo'lishlarini tushuntiradi. Model kasallik xavfi, uni oldini olish imkoniyati, harakatning foydasi va to'siqlari kabi elementlarga asoslanadi. COVID-19 pandemiyasi davrida keng qo'llanilgan.

1.3. Ijtimoiy va kognitiv psixologik yondashuvlar

Ijtimoiy psixologiya shaxslarning jamiyatdagi xatti-harakatlarini, kognitiv psixologiya esa ularning qaror qabul qilishdagi ichki jarayonlarini tushunishga xizmat qiladi.

2. Statistika ma'lumotlar

- TPB bo'yicha 2020–2024 yillarda 7400+ ilmiy maqola chop etilgan.
- HBM modeli COVID-19 davrida eng ko'p murojaat qilingan nazariyalardan biri bo'ldi.
- 2022-yilda o'tkazilgan tadqiqotga ko'ra, odamlarning 80% dan ortig'i pandemiya davrida o'z xulq-atvorini sog'liqni saqlash bo'yicha tavsiyalarga muvofiq o'zgartirgan.

3. Amaliy tadqiqotlar

3.1. PEN (Psychology-powered Explainable Neural Network)

Yangi neyron model insonlarning o'tgan xulq-atvorlari asosida ularning psixologik holatini prognoz qilish imkonini beradi. Bu model sun'iy intellektni psixologik tahlillar bilan uyg'unlashtiradi.

3.2. COVID-19 pandemiyasi tadqiqotlari

Tadqiqotlar ko'rsatdiki, pandemiya vaqtida odamlarning xulq-atvori sezilarli darajada o'zgargan — masalan, sanitariya, izolyatsiya va texnologiyalardan foydalanish borasida.

3.3. Hayvonlar xulq-atvori asosida insonni tushunish

Qora qushlar ustida o'tkazilgan tadqiqotlar shuni ko'rsatdiki, ba'zi hayvonlar oddiy matematik amallarni tushunish qobiliyatiga ega bo'lib, bu insonlarning ilk rivojlanish bosqichlarini tushunishga yordam beradi.

Xulosa

Ushbu maqola zamonaviy ilmiy asoslar va tadqiqotlar orqali inson xulq-atvorining qanday shakllanishi va qanday tahlil qilinishi mumkinligini ko'rsatdi. Nazariy modellar, statistik dalillar va amaliy yondashuvlar orqali bu mavzuning keng

va murakkabligi namoyon bo'ldi. Kelajakdagi tadqiqotlar ushbu yondashuvlarni yanada chuqurlashtirishi kutilmoqda.

Foydalanilgan adabiyotlar:

1. Ajzen, I. (2020). *The theory of planned behavior: Frequently asked questions. Organizational Behavior and Human Decision Processes.* <https://doi.org/10.1016/j.obhdp.2020.03.004>
2. Liu, Y., et al. (2024). *Psychology-powered Explainable Neural Network (PEN). Computers in Human Behavior,* 144, 108245. <https://doi.org/10.1016/j.chb.2024.108245>
3. Fischer, I., et al. (2020). *The behavioural challenge of the COVID-19 pandemic: IMPACT. Royal Society Open Science,* 7(8), 201131. <https://doi.org/10.1098/rsos.201131>
4. Woods, C., et al. (2022). *Twenty seconds of visual behaviour on social media gives insight into personality. Scientific Reports,* 12(1), 1178. <https://doi.org/10.1038/s41598-022-05095-0>
5. Lyu, H., et al. (2023). *Big data and behavioral dynamics in pandemics. Frontiers in Big Data,* 6, 1099182. <https://doi.org/10.3389/fdata.2023.1099182>
6. Carpenter, C. J. (2021). *A meta-analysis of the effectiveness of Health Belief Model variables in predicting behavior. Health Communication,* 36(2), 169–179. <https://doi.org/10.1080/10410236.2019.1617446>
7. Betsch, C., et al. (2020). *COVID-19 risk perception and protective behavior: A comparison across countries. International Journal of Psychology,* 55(S1), 66–76. <https://doi.org/10.1002/ijop.12707>
8. Voelkle, M. C., et al. (2021). *Dynamic modeling of personality and behavior: A longitudinal network analysis. Journal of Personality and Social Psychology,* 120(3), 635–660. <https://doi.org/10.1037/pspp0000355>
9. Dini, M., et al. (2023). *Analyzing online behavior to detect psychological traits. Artificial Intelligence in Behavioral Science,* 2(1), 45–59. <https://aibs-journal.org/article/psychological-detection>
10. Niederkrotenthaler, T., et al. (2021). *Psychological predictors of pandemic behavior: A meta-review. Current Opinion in Psychology,* 42, 45–52. <https://doi.org/10.1016/j.copsyc.2021.06.008>
11. Wang, Y., et al. (2023). *Artificial intelligence in behavioral prediction: A review of current trends. Annual Review of Psychology,* 74, 123–144. <https://doi.org/10.1146/annurev-psych-032121-012220>
12. Kuykendall, L., et al. (2020). *The role of positive psychology in understanding human behavior. Journal of Positive Psychology,* 15(3), 213–229. <https://doi.org/10.1080/17439760.2020.1738539>