INTERNATIONAL JOURNAL OF
**INTEGRATIVE AND MODERN MEDICINE**

# Digital Technologies and Their Role in International Relations

### T. Tursunmuratov

*Doctor of political sciences (DSc), vice-rector of Inha University in Tashkent, associate professor of the University of Social and Political Sciences*

### A. Dodoboev

*Associate professor of Yangier branch of Tashkent Chemical and Technology University*

**Annotation:** The article examines questions about the place and role of digital technologies in international relations. The goals and objectives of digital diplomacy were discussed. The author pays special attention to the stages of development of digital diplomacy in the world. The work also discusses different methods of data analysis, such as Hashtag analysis, system analysis, and content analysis. The author shows the enormous importance of digitalization in the life of society.

**Keywords:** digital technologies, international relations, digital diplomacy, hashtag analysis, system analysis, content analysis and cyber diplomacy.

The goals of digital diplomacy include advancing the interests of the country's foreign political activities, carrying out information promotion through Internet television, social networks, mobile communication, and other means, and influencing the decisions of political elites by forming public consciousness.

At the same time, digital diplomacy has a changing and evolving function. Popularization of state policy, involvement of active citizens abroad in political processes as much as possible, creation of a positive image of the country, increase of its reputation, attraction of foreign intellectual resources for collective solution of current problems or situations are such functions. In addition, it is a communication tool that allows diplomatic services to listen to the opinion of the "people on the street" and analyze public opinion on this basis, or evaluate the quality of their actions, and to study the information distributed about the country and its citizens, natural disasters. performs the tasks of the "rescue service" channel for citizens. Among these, the tasks of digital diplomacy include conducting short-term political campaigns aimed at promoting a certain political idea, movement, etc. , and being a means of establishing relations with diasporas of the country's citizens living abroad.

2017 marks a decade since the advent of "digital diplomacy". What began as an experiment by a select number of foreign ministries and diplomatic pioneers, has now become standard practice for diplomatic institutions the world over. Early examples of "digital diplomacy" include Sweden's virtual embassy to Second Life, launched in 2007, and the formation of a US digital outreach team in 2006[1].

Digital diplomacy as a subject of scientific research can be considered through the theories of realism and constructivism. Realism theory explains the logic of digital diplomacy by the state in terms of its national priorities, and constructivism interprets the behavior and values of the target audience and actors of this type of diplomacy. Digital technology has spread rapidly throughout much of the world. In many cases, digital technologies have fueled growth, expanded capabilities and improved service delivery. To make the most of the digital revolution, countries must also work on "analog complements" by strengthening regulations that ensure competition between businesses[2], adapting workers' skills to the demands of the new economy , and ensuring the stability of institutions .

---

[1] Manor, I (2015, June). On Virtual Embassies in the Age of Digital Diplomacy. Exploring Digital Diplomacy. https://digdipblog.com/2014/06/25/onvirtual-embassies-in-the-age-of-digitaldiplomacy/

[2] https://www.worldbank.org/en/publication/wdr2016

Recent years have seen an abundance of terms referencing the influence of digital technologies on diplomacy. Some terms focus more on the conceptualization of diplomacy in a digital world. Such is the case with 'networked diplomacy' and '21st century statecraft'. Other terms centre on the characteristics of digital technologies. Examples include: 'public diplomacy 2.0', which draws its name from the concept of web 2.0; 'net diplomacy', which relates more broadly to the internet and 'Twiplomacy', which references Twitter[3].

The development of digital diplomacy can be divided into three stages. The first phase, in 2009-2012, promoted the concept of "soft power" in which digital diplomacy consists of creating a positive image of the state and engaging the target audience through persuasion, dialogue, etc. Many experts associate the development of digital diplomacy with the Twitter revolution.

The second phase, covering the years 2013-2017, saw the emergence of new methods of analyzing the behavior of social media users, which in turn made digital diplomacy a very effective tool for conducting political campaigns, elections or protest movements. .

Coincides with the 2016 US presidential election campaign and allegations of targeted digital diplomacy aimed at influencing the outcome of this accusation against Russia. From 2018-2020, digital diplomacy has entered a new third stage of its development. At this stage, the use of artificial intelligence to process "Big Data" , quickly prepare positive and negative messages, and provide convincing answers to users' complaints. Formation, identification of sources of disinformation and "trolls", identification of inclined and anti-bloggers began to be carried out. 90% of the information available in the virtual world today was formed in the last 5 years [4].

Completing such highly complex tasks, in turn, required the use of special analysis methods. The most common methods include "Hashtag tracking", "Network analysis", "Sentiment analysis" and "Opinion mining". methods can be introduced. These methods provide the confidence to obtain answers to the necessary questions by studying the opinions and discussions expressed on a particular topic of greatest interest . In particular, the method of "Sentiment analyses" is used to determine the identity of users and their political position, and evaluates the reactions of discussion participants to the topic. To use these methods, a number of special programs have been developed by software engineering specialists, which allow working with small data, in particular with 3000 to 8000 tweets. In this regard, it is worth noting that other modern programming tools being created today work with "Big Data", that is, collecting all posts and a set of reactions to posts, as well as the total number of comments on a certain topic. It also allows to perform structural analysis.

Mankind, it is possible to single out several stages that human society has passed consistently in its development. These stages differ in the main ways in which they provide the existence of society and the type of resources that humans use and play a major role in realizing. These stages include: gathering and hunting, agricultural and industrial stages.

Our era is in the last stage of the industrial stage of the development of society in the most developed countries of the world. In them, the transition to the next stage is carried out, which is called "information". The infrastructure of society is formed by the methods and means of collecting, processing, storing and distributing information. Information becomes a strategic resource. Therefore, since the second half of the twentieth century, the main determining factor of the socio-economic development of society in the civilized world has been the transition from the "economy of things" to the "economy of knowledge"; increasing the importance and role of information in solving almost all problems of the world community. This is a reliable evidence that the scientific and technical revolution is gradually becoming intellectual and informational, information is becoming not only a communication object, but also a useful commodity, an unquestionable and effective modern tool for organizing and managing social production, science, culture. Informatics , modern advances in

---

[3] Cull, N. J. (2013). The long road to public diplomacy 2.0: The Internet in US public diplomacy. International Studies Review, 15(1), p. 129.

[4] http://el.tfi.uz/images/Raqamli_iqtisodiyot-Darslik-18.02.2020.pdf

computer technology, high-speed printing and telecommunications have created a new type of high technology, namely information technology.

Informatics, computer technologies and communications created a solid foundation for the emergence of a new field of knowledge and production - the information industry. Information services, computer production and computerization are successfully developing in the world as an automated information processing technology; the telecommunications industry and technology have made unprecedented leaps in scale and quality - from the simplest communication line to space, which covers millions of consumers and represents vast possibilities for transporting information and connecting its consumers with each other. This whole complex (consumer with its tasks, informatics, all technical means of information supply, information technologies and information services, etc.) forms the infrastructure and information space for the realization of information of the society.

We have to pay attention to international negotiations on cybersecurity, which is cyber diplomacy.

Cyber diplomacy refers to using diplomatic methods – negotiations, international law, and confidence building – to deal with cyber threats in international relations. Sometimes cyber diplomacy is used interchangeably with digital diplomacy. The emerging practice is that the prefix cyber, is used for dealing with cybersecurity issues, while the prefix digital is used for diplomatic coverage of other policy issues such as human rights online, data, e-commerce, and content. Overall, cyber diplomacy is an important tool for promoting international cooperation and addressing the challenges and opportunities presented by cyberspace. Cyber diplomacy includes negotiations on cybercrime and cybersecurity in the UN and regional organisations[5].

Thus, informatization is a complex process of providing information to socio-economic development on the basis of modern society, information technologies and related technical means. One of the main goals of e-diplomacy is to create a positive international image of one's country and increase its reputation.

Therefore, the problem of informatization of society has become a priority task and its importance in society is constantly increasing.

In conclusion, it should be noted that information and communication technologies, especially digital technologies, have a strong position in the current international relations, which are of a very complex and rapidly changing nature, and are important for the foreign political and economic affairs of the state plays an important role in the effective performance of priority tasks within the scope of its activities. Ensuring that experts in this field have modern knowledge and skills become a continuous part of the country's foreign political activity has become an urgent task of today.

**References**

1. Cull, N. J. (2013). The long road to public diplomacy 2.0: The Internet in US public diplomacy. International Studies Review, 15(1), p. 129.

2. Grishanina, T.A. (2021), "Artificial intelligence in inter- national relations: role and research dimensions", RSUH/RGGU Bulletin. "Political Science. History. International Relations" Series, no. 4, pp. 10-18, DOI: 10.28995/2073-6339-2021-4-10-18

3. Manor, I (2015, June). On Virtual Embassies in the Age of Digital Diplomacy. Exploring Digital Diplomacy. https://digdipblog.com/2014/06/25/onvirtual-embassies-in-the-age-of-digitaldiplomacy/ https://www.worldbank.org/en/publication/wdr2016

   http://el.tfi.uz/images/Raqamli_iqtisodiyot-Darslik-18.02.2020.pdf

4. McCarthy, J., Minsky, M.L., Rochester, N. and Shannon, C.E. (2006), "A Proposal for the Dartmouth Summer Research Project on Artificial Intelligence", AI Magazine, vol. 27, no. 4, pp. 12–14.

---

[5] Digital diplomacy. https://www.diplomacy.edu/topics/digital-diplomacy/

5.  Moor, J. (1985), "What Is Computer Ethics?" Metaphilosophy, vol. 16, no. 4, pp. 266–275.

6.  Tsvetkova, N.A. (2020), "The Digital Diplomacy as a Phenomenon of International Relations: Research Methodology", RSUH/RGGU Bulletin. "Political Science. History. International Relations" Series, no. 2, pp. 37–47.