



# Statistical Analysis of the Performance of Modern Blog Platforms and Popular Blogs in the Uzbek Segment

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## ABSTRACT

This scientific article is dedicated to the statistical analysis of the performance of modern blog platforms and their role in the information segment of Uzbekistan (the Uzbek segment). It analyzes the global and national development trends of blog platforms, and the main indicators of platform performance (number of users, content creation rate, level of interaction, and others) using statistical methods.

A separate section of the article focuses on identifying the topics, audience, scope of influence, and success factors of popular blogs in the Uzbek segment. Based on the analysis results, conclusions are drawn regarding the development features of Uzbek blogging, current topics, and preferred platforms.

## Keywords:

blog, blogosphere, media content, statistical analysis, WordPress, Tumblr, Medium, blogger, audience.

## Introduction

The rapid development of information technologies and the widespread adoption of the Internet have fundamentally changed the global communication landscape today. Alongside traditional mass media, the phenomenon of blogging has emerged as a source of personal opinion, expert evaluation, and alternative information, and has begun to occupy a strong position in the media field. Blogs are not just a means of expressing personal diaries or interests, but have become an independent platform that influences important socio-political and cultural processes and satisfies the information needs of society. Modern blog platforms (e.g., WordPress, Medium, Telegram, as well as YouTube for video-blogging and the blog functionalities of social networks) are constantly improving their functionality and capabilities, further strengthening the interaction between content creators and consumers. Studying the quantitative and qualitative indicators of these

platforms, their influence on the audience, and content creation trends is of great scientific and practical importance for the current digital age. The main objective of the article is to conduct a comprehensive statistical analysis of the performance of modern blog platforms and directly apply this analysis to blogging practice in the information space of Uzbekistan (the Uzbek segment). This research aims to identify the specific features of the Uzbek blogosphere, its development rate, the most popular topics, successful bloggers, and the platforms they prefer.

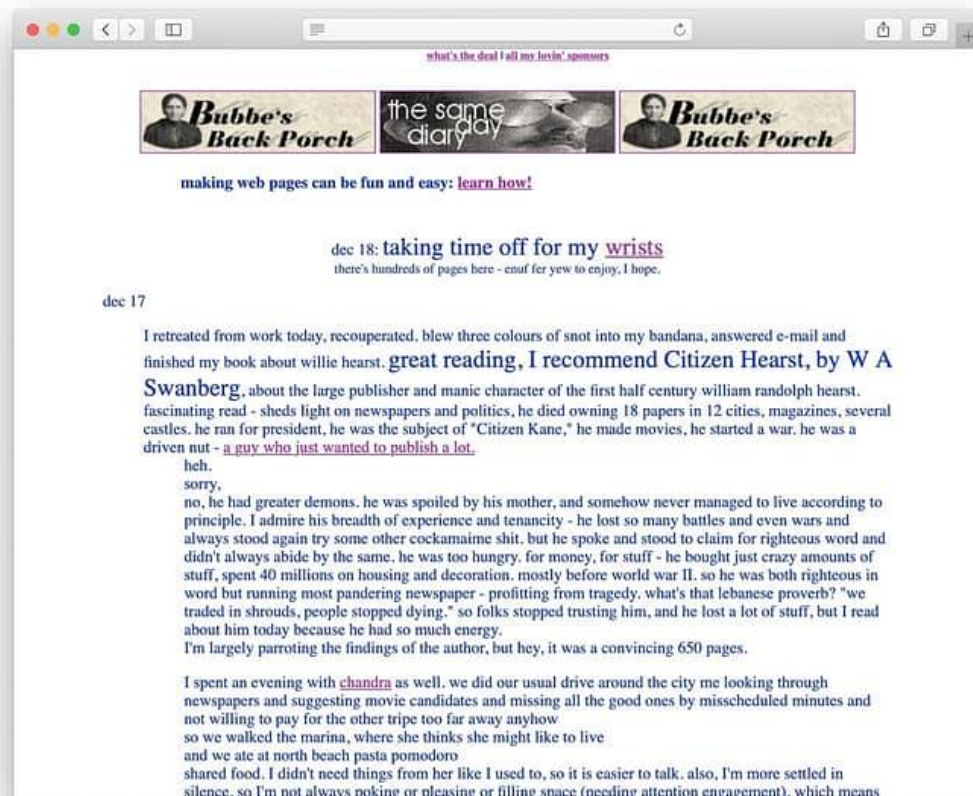
According to most experts, the history of blogging is associated with the creation of Links.net by a student named Justin Hall in 1994.<sup>1</sup> The blog consisted of short posts, each composed of its own link and some thoughts about the content within. This collection of links included links to web pages he liked, as well as his own work.

Others quickly followed Hall's lead, creating their own sites to share their personal lives and

<sup>1</sup> <https://themeisle.com/blog/history-of-blogging/#gref>

thoughts. Since the term "blog" had not yet been invented, these sites were called "Online Diaries" or "Personal Pages." By 1997, the term "weblog" was introduced by Jorn Barger.

Since the initial blogs were created by programmers, they mainly covered technical topics. In 1998, Janton Dyub became the first journalist to write about an event on his blog.



The concept of "blogosphere" is derived from the English word "**blogosphere**" and represents the totality of all blogs on the Internet. It is no exaggeration to call the blogosphere a "**living organism**." This is because it is considered the foundation of internet activity based on freedom of speech. There are many blogs, but the blogosphere is one for everyone.

Thus, the blogosphere is a **source of information** and an important environment for studying public opinion and views, and it is often taken into account in academic and non-academic works that study modern global social trends. Its foundation is formed by blogs and bloggers.

The widespread adoption of blogs began in the second half of the 1990s. The first blog appeared in 1994, but researchers still debate who created the very first one. By 2004, 4

million blogs were registered. According to 2008 data, 133 million blogs were registered worldwide. This means the number of blogs increased 33 times in 4 years. Of course, more than half of them were created for advertising purposes.

Currently, the total number of blogs worldwide has reached approximately **600 million**.<sup>2</sup>

According to Master Blogging data<sup>3</sup>, four out of every five internet users (80%) regularly read blogs. With over 600 million online blogs and approximately 7.5 million new blogs starting every day, blogging is gaining popularity both as a personal endeavor and an integral business strategy.

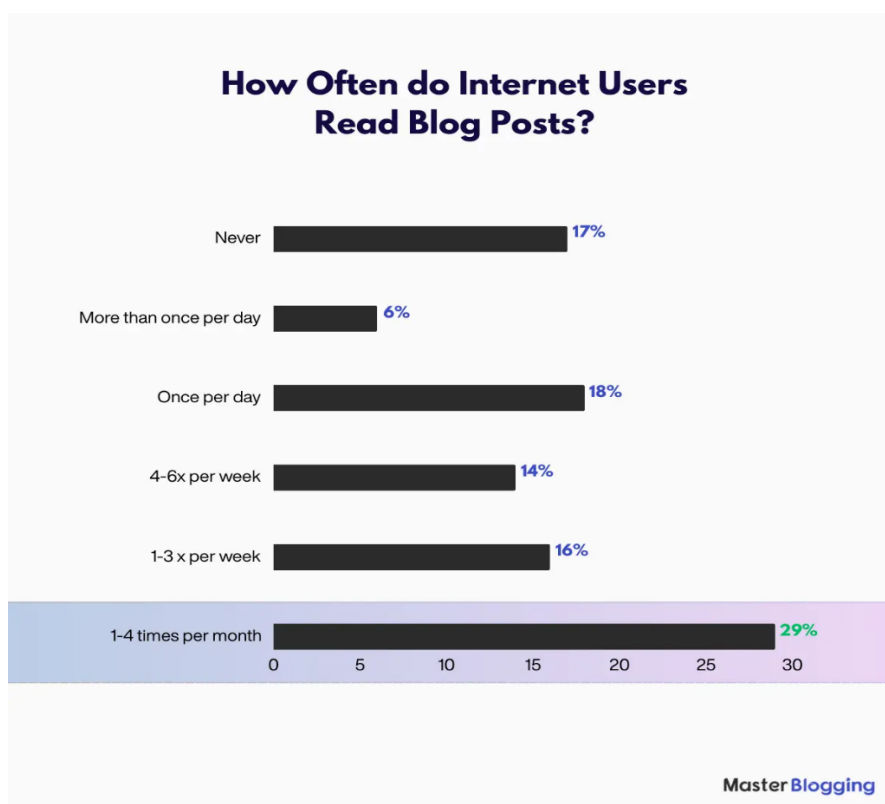
According to statistical data, 83% of internet users read blog posts. 5.35 billion people regularly access the internet, which accounts for approximately **4.44 billion** blog readers worldwide.

<sup>2</sup> <https://www.wix.com/blog/blogging-statistics-and-facts>

<sup>3</sup> <https://masterblogging.com/blog-readership-statistics/>

**Key Blog Reader Statistics (2025)<sup>4</sup>**

1. **83%** of internet users (approximately **4.44 billion** people) read blog posts.
2. **37%** of blog readers are aged 41-60.
3. **65%** of average readers are male.
4. **35%** of blog readers frequently skim articles.
5. **4** out of 5 readers only check the blog post's title.
6. Only **20%** of readers read past the title.



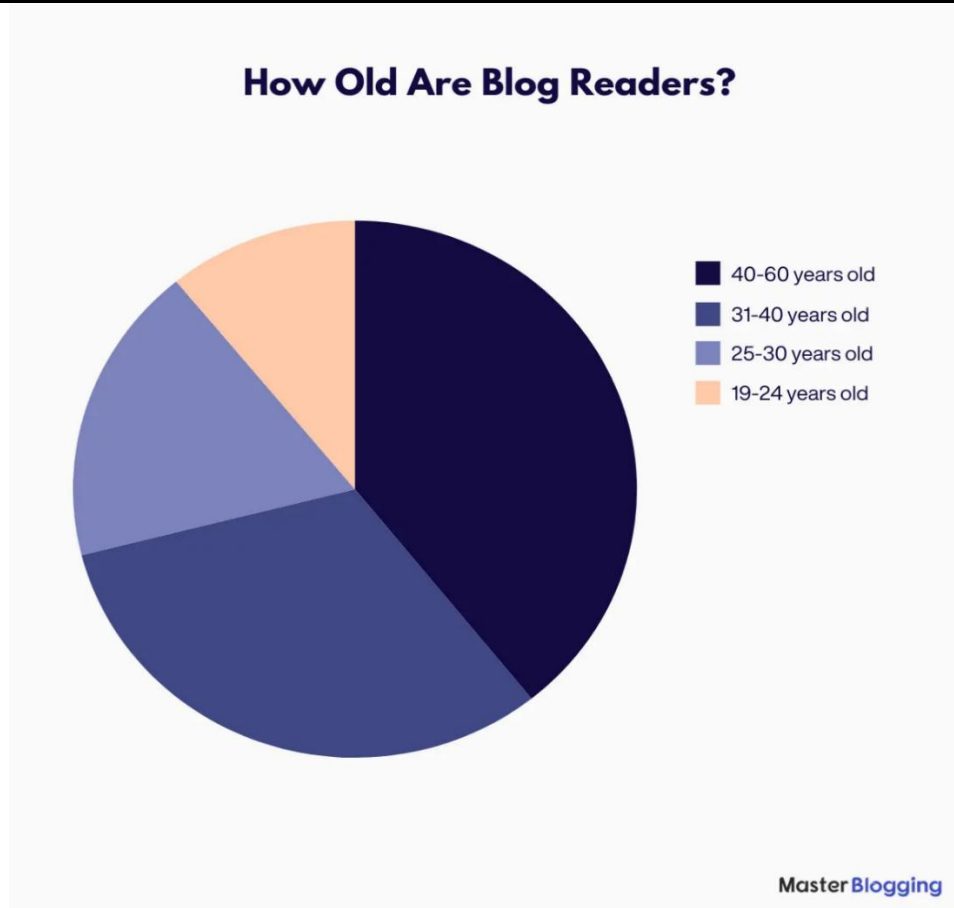
*Figure 1: How fast do people read blogs?*

A logical question arises here. What is the age of blog readers? Which age group follows blogs the most? (Figure 2)

According to 2025 statistical data, people aged **41-60** make up over **37%** of blog readers. **30%** belong to the **31-40** age group. **17%** of blog readers are aged **25-30**, and **10.3%** are **19-24** years old.

We can conclude from the above figures that while young people still read blog posts, they are more inclined toward social media content that is easier to consume.

<sup>4</sup> <https://masterblogging.com/blog-readership-statistics/>



*Figure 2: How old are blog readers?*

The analyses also show that blog readers correspond to the number of internet users in a country. Specifically, with 1050 million internet users today, **China** leads the world in terms of blog readers.

According to analyses conducted by Pingdom<sup>5</sup>, **55%** of the top blog readers are **men**, and **45%** are **women**. After China with its 1,050 million population, **India** is the country with the most internet users, having 692 million people. The **USA** has 311.13 million internet users.

WordPress and Tumblr are two of the largest blogging platforms on the internet. And their market share is directly proportional to the number of readers they attract, along with other blog platforms.

**409 million** blog readers visit sites running on **WordPress** to generate 20 billion page views per month, while approximately **198 million** blog readers visit **Tumblr**. **Blogger.com** is accessed by **37.6 million** blog readers every month, and **100 million** blog readers go to **Medium**.

<sup>5</sup> <https://www.statista.com/statistics/262966/number-of-internet-users-in-selected-countries/>

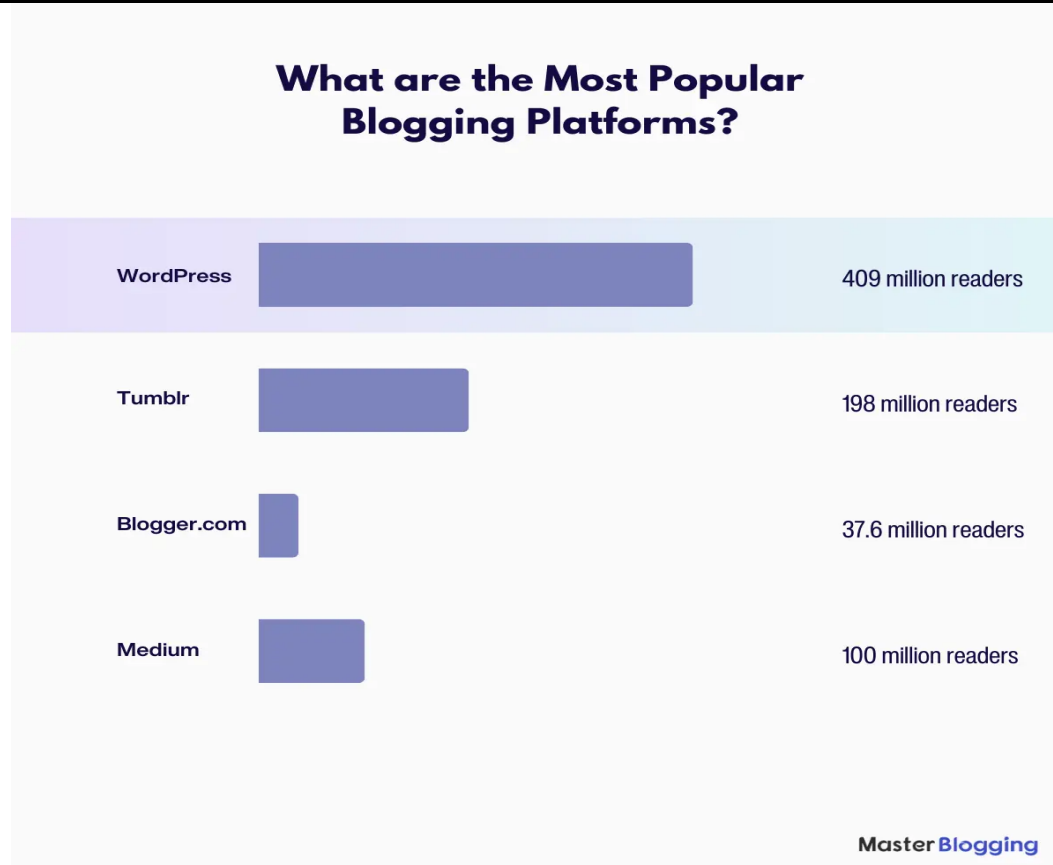


Figure 3: The Most Popular Blog Platforms

#### Top 10 Must-Read Blog Statistics for 2025<sup>6</sup>

As of January 2025, **skysports.com** was the most visited blog on the internet, with an average of 47.7 million visitors per month.

1. By 2026, the largest growth in the number of visitors is expected to be on **mashable.com** (+456% compared to 2021).
2. **Tech** is the most popular blog category, with 63,843 mentions across those analyzed.
3. According to the number of social media subscribers, **Gary Vaynerchuk** is considered the world's top blogger as of 2025, with **19.23 million** people.
4. In 2025, an American blogger can earn an average of approximately **\$103,446** annually.
5. **California** is the state with the highest average salary for bloggers — **\$123,543** per year.

6. It is estimated that there are approximately **600 million** blogs worldwide.
7. The average blog post length is around **1,394 words** (Orbit Media, 2024).
8. The ideal length for a blog post is approximately **2,450 words** (Wix, 2024).
9. As of 2024, four out of five bloggers (**80%**) are using Artificial Intelligence in their work—up from approximately two-thirds (**65%**) in 2023 (Orbit Media, 2024).

It is no secret that there are quite a few blogs with large audiences in our Uzbek media space right now. Bloggers active in topics such as law, education, news, language, sports, personal development, family, travel, culinary, and beauty can be found on every social network. For example,

"Xushnudbek.uz" (659.8K),  
 "Shahnoza Soatova blogi" (5.7K),  
 "Alimoff" (19.7K),

<sup>6</sup> <https://www.wix.com/blog/blogging-statistics-and-facts>



"Devonai haqgo'y" (58K),

"Rasul Kuserbayev" (196.6K) are active on the Telegram network on various topics.

Meanwhile, on the Instagram network, those with a relatively large number of subscribers belong to the representatives of the show business, culinary, and beauty fields:

@durdona\_kurbonova,

@jahongir\_xojayev (humor content),

@vkusno\_by\_seva (cooking, various recipes, and content about family values),

@parizoda\_usmanova (fashion, lifestyle, and aesthetics),

@alixonov\_timur (life stories, motivation, and humor content), and others.

If we discuss the content of the blogs mentioned above and others not mentioned, we see both blog posts on serious, socially focused topics and light, superficial content prepared merely for "views."

Bloggers such as Khushnud Khudoiberdiev, Shahnoza Soatova, and Nurbek Alimov, being experts in their fields, approach every sentence they write and every topic they raise on the online platform from a professional perspective and take on the responsibility of accountability. However, some bloggers who operate for "likes" and hype, unfortunately, do not feel responsible for the content they prepare or the words they speak, nor do they consider the benefit or harm to the public.

A valid question arises here: well, don't we have any legal and regulatory documents or clauses regarding this? Of course, we do. **Article 3** of the Law of the Republic of Uzbekistan «Axborotlashtirish to'g'risida»gi No. 560-II dated December 11, 2003, provides the following definition of blogging activity: **"Blogger – an individual who posts socio-political, socio-economic, and other information that is freely accessible to everyone on their website and (or) website page on the Internet global information network, including for the purpose of discussion of this information by information users."**<sup>7</sup>

<sup>7</sup> <https://lex.uz/docs/-83472>

<sup>8</sup> <https://lex.uz/docs/-83472>

**Article 12** of the aforementioned law<sup>8</sup> outlines the list of types of information materials that the owner of a website and website page, including a blogger, is prohibited from distributing. According to this list, the distribution of information that, among other things, calls for the forcible alteration of the existing constitutional structure, territorial integrity, promotes the ideas of war, violence, terrorism, religious extremism, separatism, and fundamentalism, as well as information that undermines the honor and dignity or business reputation of citizens, or allows interference in their personal lives, is prohibited. The inclusion of this is the legal basis for the great responsibility placed on the blogger. The legal norm also requires the owner of a website or website page to verify the accuracy of the information material before posting it. It is stated that if these norms are not complied with, the relevant website or web page may be restricted by a specially authorized body in the manner prescribed by the Cabinet of Ministers of the Republic of Uzbekistan.

We can see the practical proof of the above in the report announced by the **Agency for Information and Mass Communications under the Presidential Administration** and the **Nationwide Movement "Yuksalish"** in 2023. According to that report, out of more than 44 thousand posts or comments deemed fake and illegal by the AICA in 2023, **30.8 thousand were deleted**<sup>9</sup>.

It should be noted that the blogosphere in our country is not exempt from monitoring and legal liability even now. Posts in blogs and the comments on them are constantly studied and analyzed by responsible officials.

## Conclusion

This scientific article summarizes the results of a comprehensive study dedicated to the statistical analysis of the performance of modern blog platforms and their role in the information segment of Uzbekistan. The conclusions of the article cover the development

<sup>9</sup> <https://zamin.uz/uz/jamiyat/118060-ozbek-media-olami-eng-mashhur-tarmoglar-mingdan-oshgan-bloggerlar-va-ochirtirilgan-postlar.html>

trends of the global blogosphere and the specific features of blogging practice in Uzbekistan.

### Global Blogosphere Analysis:

- **Digital Growth and Consumption:** The number of blogs worldwide has reached approximately **600 million**. Four out of every five internet users (**80%**) regularly read blogs. **83%** of internet users read blog posts, which accounts for approximately **4.44 billion** readers.
- **Audience Characteristics:** The largest segment of blog readers (**37%**) are aged **41-60**, and the share of those aged **31-40** is **30%**. **65%** of average readers are male. It is noted that while young people read blog posts, they are more inclined toward social media content that is easier to consume.
- **Platform Dominance:** Among the most popular blog platforms, **WordPress** leads with **409 million** readers visiting per month. It is followed by **Tumblr** (198 million readers), **Medium** (100 million readers), and **Blogger.com** (37.6 million readers).
- **Content Trends: Technology (Tech)** is the most popular blog category and receives significant recognition. Also, as of 2024, the majority of bloggers (**80%**) are using Artificial Intelligence in their work, which indicates the increasing role of AI in the content creation process.

### Results in the Uzbek Segment:

- **Diversity of Topics:** The Uzbek blogosphere covers various topics such as law, education, news, sports, personal development, family, culinary, and beauty.
- **Platform Preferences:** On the Telegram network, expert bloggers like Khushnud Khudoiberdiev, Shahnoza Soatova, and Rasul Kusherbayev are active on socio-political and serious topics. On social networks like Instagram, the majority of subscribers belong to representatives of show business, culinary, and beauty (for example: @durdona\_kurbonova, @vkusno\_by\_seva).
- **Content Responsibility:** The Uzbek blog segment features both posts on serious,

socially focused issues and superficial content. While professional bloggers approach their fields with responsibility, some bloggers operate for "likes" and hype and do not feel accountable.

- **Legal Basis and Control:** The Law of the Republic of Uzbekistan "On Informatization" legally regulates blogging activity and establishes a list of restrictions on information distribution. In particular, the distribution of information that calls for the forcible alteration of the constitutional structure, or promotes the ideas of war, violence, and terrorism, is strictly prohibited. These normative requirements place a great responsibility on bloggers. The Uzbek blogosphere is not exempt from monitoring; responsible officials constantly study and analyze posts and comments on blogs. The fact that more than 44 thousand fake and illegal posts or comments were identified and 30.8 thousand were deleted in 2023 is practical proof of this control.

The research conclusions indicate that blogging has a powerful influence on the global and national information space. The Uzbek blogosphere is actively developing, with the number of professional and diverse blogs increasing, but the high responsibility for information dissemination is reinforced by legal norms. It is expected that in the future, the role of blogging in the development of society in the information segment of Uzbekistan will continue to grow, and adherence to content quality and information culture standards will be of critical importance.

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