

MUHANDISLIK

& IQTISODIYOT

*ijtimoiy-iqtisodiy, innovatsion texnik,
fan va ta'limga oid ilmiy-amaliy jurnal*

2026-YIL
IYUN/6-SON, IV-QISM



Milliy nashrlar

OAK: <https://oak.uz/pages/4802>

05.00.00 – Texnika fanlari

08.00.00 – Iqtisodiyot fanlar



Google
Scholar

ISSN INTERNATIONAL
STANDARD
SERIAL
NUMBER
INTERNATIONAL CENTRE

OpenAIRE



ISSN: 3060-463X

РЭУ.РФ
РОССИЙСКИЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ
ИМЕНИ Г.В. ПЛЕХАНОВА
ТАШКЕНТСКИЙ ФИЛИАЛ



muhandislik & iqtisodiyot

ijtimoiy-iqtisodiy, innovatsion texnik,
fan va ta'limga oid ilmiy-amaliy jurnal

Elektron nashr, 2026-yil, iyun.

Bosh muharrir:

Zokirova Nodira Kalandarovna, iqtisodiyot fanlari doktori, DSc, professor

Bosh muharrir o'rinbosari:

Shakarov Zafar G'afarovich, iqtisodiyot fanlari bo'yicha falsafa doktori, PhD, dotsent

Tahrir hay'ati:

Abduraxmanov Kalendar Xodjayevich, O'z FA akademigi, iqtisodiyot fanlari doktori, professor

Sharipov Kongratbay Avezimbetovich, texnika fanlari doktori, professor

Maxkamov Baxtiyor Shuxratovich, iqtisodiyot fanlari doktori, professor

Abduraxmanova Gulnora Kalandarovna, iqtisodiyot fanlari doktori, professor

Shaumarov Said Sanatovich, texnika fanlari doktori, professor

Turayev Bahodir Xatamovich, iqtisodiyot fanlari doktori, professor

Nasimov Dilmurod Abdulloyevich, iqtisodiyot fanlari doktori, professor

Allayeva Gulchexra Jalgasovna, iqtisodiyot fanlari doktori, professor

Arabov Nurali Uralovich, iqtisodiyot fanlari doktori, professor

Maxmudov Odiljon Xolmirzayevich, iqtisodiyot fanlari doktori, professor

Xamrayeva Sayyora Nasimovna, iqtisodiyot fanlari doktori, professor

Bobonazarova Jamila Xolmurodovna, iqtisodiyot fanlari doktori, professor

Irmatova Aziza Baxromovna, iqtisodiyot fanlari doktori, professor

Bo'taboyev Mahammadjon To'ychiyevich, iqtisodiyot fanlari doktori, professor

Shamshiyeva Nargizaxon Nosirxuja kizi, iqtisodiyot fanlari doktori, professor,

Xolmuxamedov Muhsinjon Murodullayevich, iqtisodiyot fanlari nomzodi, dotsent

Xodjayeva Nodiraxon Abdurashidovna, iqtisodiyot fanlari nomzodi, dotsent

Amanov Otabek Amankulovich, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), dotsent

Toxirov Jaloliddin Ochil o'g'li, texnika fanlari bo'yicha falsafa doktori (PhD)

Qurbonov Samandar Pulatovich, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD)

Zikriyoyev Aziz Sadulloyevich, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD)

Tabayev Azamat Zaripbayevich, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD)

Sxay Lana Aleksandrovna, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), dotsent

Ismoilova Gulnora Fayzullayevna, iqtisodiyot fanlari nomzodi, dotsent

Djumaniyazov Umrbek Ilxamovich, iqtisodiyot fanlari nomzodi, dotsent

Kasimova Nargiza Sabitdjanovna, iqtisodiyot fanlari nomzodi, dotsent

Kalanova Moxigul Baxritdinovna, dotsent

Ashurzoda Luiza Muxtarovna, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD)

Sharipov Sardor Begmaxmat o'g'li, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD)

Tursunov Ulug'bek Sativoldiyevich, iqtisodiyot fanlari doktori (DSc), dotsent

Bauyetdinov Majit Janizaqovich, Toshkent davlat iqtisodiyot universiteti dotsenti, PhD

Botirov Bozorbek Musurmon o'g'li, Texnika fanlari bo'yicha falsafa doktori (PhD)

Sultonov Shavkatjon Abdullayevich, Kimyo fanlari doktori, (DSc)

Jo'raeva Malohat Muhammadovna, filologiya fanlari doktori (DSc), professor.

Yusupov Maxamadamin Abduxamidovich, iqtisodiyot fanlari nomzodi (DSc), professor

Kalonova Moxigul Baxritdinovna, iqtisodiyot fanlari nomzodi (PhD), dotsent

Mirzayev Kulmamat Djanzakovich, iqtisodiyot fanlari nomzodi (DSc), professor.

Karimova Nilufar Sadirdin qizi, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD)

Norboyev Odil Abrayevich, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), dotsent

Nasimov Dilmurod Abdulloyevich, iqtisodiyot fanlari doktori (DSc), professor

Mirzayev Kulmamat Djanzakovich, iqtisodiyot fanlari doktori (DSc), professor

Karimova Nilufar Sadirdin qizi, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD)

Pardaev Umidjon Uralovich, iqtisodiyot fanlari doktori (DSc), professor

Xolmirzayev Ulug'bek Abdulazizovich, Iqtisodiyot fanlari doktori (DSc)

muhandislik & iqtisodiyot

ijtimoiy-iqtisodiy, innovatsion texnik,
fan va ta'limga oid ilmiy-amaliy jurnal

- 05.01.00 – Axborot texnologiyalari, boshqaruv va kompyuter grafikasi
- 05.01.01 – Muhandislik geometriyasi va kompyuter grafikasi. Audio va video texnologiyalari
- 05.01.02 – Tizimli tahlil, boshqaruv va axborotni qayta ishlash
- 05.01.03 – Informatikaning nazariy asoslari
- 05.01.04 – Hisoblash mashinalari, majmualari va kompyuter tarmoqlarining matematik va dasturiy ta'minoti
- 05.01.05 – Axborotlarni himoyalash usullari va tizimlari. Axborot xavfsizligi
- 05.01.06 – Hisoblash texnikasi va boshqaruv tizimlarining elementlari va qurilmalari
- 05.01.07 – Matematik modellash
- 05.01.11 – Raqamli texnologiyalar va sun'iy intellekt
- 05.02.00 – Mashinasozlik va mashinashunoslik
- 05.02.08 – Yer usti majmualari va uchish apparatlari
- 05.03.02 – Metrologiya va metrologiya ta'minoti
- 05.04.01 – Telekommunikatsiya va kompyuter tizimlari, telekommunikatsiya tarmoqlari va qurilmalari. Axborotlarni taqsimlash
- 05.05.03 – Yorug'lik texnikasi. Maxsus yoritish texnologiyasi
- 05.05.05 – Issiqlik texnikasining nazariy asoslari
- 05.05.06 – Qayta tiklanadigan energiya turlari asosidagi energiya qurilmalari
- 05.06.01 – To'qimachilik va yengil sanoat ishlab chiqarishlari materialshunosligi
- 05.08.03 – Temir yo'l transportini ishlatish
- 05.08.06 – "G'ildirakli va gusenisali mashinalar va ularni ishlatish" (texnika fanlari)
- 05.09.01 – Qurilish konstruksiyalari, bino va inshootlar
- 05.09.04 – Suv ta'minoti. Kanalizatsiya. Suv havzalarini muhofazalovchi qurilish tizimlari
- 10.00.06 – Qiyosiy adabiyotshunoslik, chog'ishtirma tilshunoslik va tarjimashunoslik
- 10.00.04 – Yevropa, Amerika va Avstraliya xalqlari tili va adabiyoti
- 08.00.01 – Iqtisodiyot nazariyasi
- 08.00.02 – Makroiqtisodiyot
- 08.00.03 – Sanoat iqtisodiyoti
- 08.00.04 – Qishloq xo'jaligi iqtisodiyoti
- 08.00.05 – Xizmat ko'rsatish tarmoqlari iqtisodiyoti
- 08.00.06 – Ekonometrika va statistika
- 08.00.07 – Moliya, pul muomalasi va kredit
- 08.00.08 – Buxgalteriya hisobi, iqtisodiy tahlil va audit
- 08.00.09 – Jahon iqtisodiyoti
- 08.00.10 – Demografiya. Mehnat iqtisodiyoti
- 08.00.11 – Marketing
- 08.00.12 – Mintaqaviy iqtisodiyot
- 08.00.13 – Menejment
- 08.00.14 – Iqtisodiyotda axborot tizimlari va texnologiyalari
- 08.00.15 – Tadbirkorlik va kichik biznes iqtisodiyoti
- 08.00.16 – Raqamli iqtisodiyot va xalqaro raqamli integratsiya
- 08.00.17 – Turizm va mehmonxona faoliyati

Ma'lumot uchun, OAK
Rayosatining 2024-yil 28-avgustdagi 360/5-son qarori bilan "Dissertatsiyalar asosiy ilmiy natijalarini chop etishga tavsiya etilgan milliy ilmiy nashrlar ro'yxati"ga texnika va iqtisodiyot fanlari bo'yicha "Muhandislik va iqtisodiyot" jurnali ro'yxatga kiritilgan.

Muassis: "Tadbirkor va ishbilarmon" MChJ

Hamkorlarimiz:

1. Toshkent shahridagi G.V.Plexanov nomidagi Rossiya iqtisodiyot universiteti
2. Toshkent davlat iqtisodiyot universiteti
3. Toshkent irrigatsiya va qishloq xo'jaligini mexanizatsiyalash muhandislari instituti" milliy tadqiqot universiteti
4. Islom Karimov nomidagi Toshkent davlat texnika universiteti
5. Muhammad al-Xorazmiy nomidagi Toshkent axborot texnologiyalari universiteti
6. Toshkent davlat transport universiteti
7. Toshkent arxitektura-qurilish universiteti
8. Toshkent kimyo-texnologiya universiteti
9. Jizzax politexnika instituti



MUNDARIJA

EPOKSID-DIAN VA FENOLFORMALDEGID GIBRID BOG'LOVCHISI ASOSIDA YUQORI YEYILISH VA KORROZIYABARDOSH ANTIFRIKSION QOPLAMALAR YARATISH	10
Bakirov Lutfillo Yuldoshaliyevich	
O'ZBEKISTONDA TURIZM SOHASIDA DAVLAT-XUSUSIY SHERIKLIKNI BOSHQARISH VA TARTIBGA SOLISHNING USTUVOR YO'NALISHLARI.....	16
Mamayusupova Dilovarxon, Maxmudaliyeva Manzuraxon, Toyirjonov Shokirjon	
FRANSUZ, RUS VA O'ZBEK TILLARI SPORT TURIZMI TERMINLARINING LEKSIK-SEMANTIK VA LINGVOMADANIY TADQIQI.....	20
Ma'rupova Gulnoz	
МЕТОДИЧЕСКИЕ ПОДХОДЫ К ОЦЕНКЕ ЭНЕРГЕТИЧЕСКОЙ ЭФФЕКТИВНОСТИ СОВРЕМЕННЫХ ТЕХНОЛОГИЙ ХРАНЕНИЯ ПЛОДОВ В РЕСПУБЛИКЕ УЗБЕКИСТАН.....	24
Муратов Абдулазиз Уктамович	
DIGITAL TRANSFORMATION AND EMERGING TRENDS IN INFORMATION TECHNOLOGY.....	29
Daminova Barno, Esmurodova Zarnigor, Boltayev Javohir, Kuziboyeva Lobar	
FRANSUZ, RUS VA O'ZBEK TILLARI SPORT TURIZMI TERMINLARINING LEKSIK-SEMANTIK VA LINGVOMADANIY XUSUSIYATLARI.....	34
Ma'rupova Gulnoz Umarjonovna	
MINTAQA IQTISODIY O'SISHIDA XIZMATLAR SOHASI TARKIBIY O'ZGARISHLARINING STATISTIK TAHLILI: XORAZM VILOYATI MISOLIDA	38
Raximov Alisher Ibragimovich	
KREDIT SKORINGIDA XULQ-ATVOR OMILLARINI BAHOLASH: NAZARIY ASOSLAR VA AMALIY QO'LLANILISHI	45
BekmurodovAbbos Amiriddinovich	
ECONOMETRIC INVESTIGATION OF AGRICULTURAL PRODUCTION ACTIVITIES IN KARAKALPAKSTAN REPUBLIC.....	49
Makhambetova Uringul Reimbaevna	
GETEROKOMPOZIT POLIMER QOPLAMALAR SIRTINING SHAKLLANISHI VA ULARNING PAXTA TOLALARI SIFATIGA TA'SIRINI TADQIQ ETISH	55
Bakirov Lutfillo Yuldoshaliyevich	
GRADIENT BOOSTING (XGBOOST) VA TEGISHLILIK FUNKSIYALARIGA TAYANGAN STATISTIK KLASSIFIKATSIYA USULINING SOLISHTIRMA BAHOLANISHI	62
Ergasheva Ma'mura Gayratovna	
QURILISH SOHASIDA KICHIK VA YIRIK BIZNES SUBYEKTLARI INTEGRATSIYASI SAMARADORLIGINI EKONOMETRIK BAHOLASH.....	69
Axmedova Nilufar Shuxratovna	
LARAVEL PLATFORMASIDA NEYROTARMOQLARNI QO'LLASH ORQALI FOYDALANUVCHI XATTI-HARAKATLARINI BASHORAT QILISH VA TAVSIYA TIZIMLARINI YARATISH	74
Jo'rayev To'xtasin, Abdusattarov Odiljon, Boymatov Mexrojiddin, Maxkamov A'zimjon, Nabijonov Abduqodir	
BEHIND THE 30% TARGET: A CONCEPTUAL FRAMEWORK FOR WOMEN'S ACADEMIC LEADERSHIP IN UZBEK UNIVERSITIES	82
Farida Nishanova	
QURILISH SANOATIDA TADBIRKORLIK FAOLIYATINI RIVOJLANTIRISH: NAZARIY-METODOLOGIK ASOSLAR VA AMALIY YONDASHUVLAR	87
Abdullayev Axror Jaxbarovich	
BALIQCILIKDA INNOVATSION TEXNOLOGIYALARNI JORIY ETISHNING OBYEKTIV ZARURIYATI.....	92
Iskandar Yunusov	



TADBIRKORLIK SUBYEKTLARINI KREDITLASHDAGI BANK KREDIT RISKLARINI PASAYTIRISH YO'LLARI	98
Toymuxamedov Ibrohim Rixsiboyevich	
KO'P KVARTIRALI UY-JOY FONDINI BOSHQARISHDA PROFESSIONAL XIZMAT KO'RSATISH TIZIMINI TAKOMILLASHTIRISHNING TASHKILIY-IQTISODIY MEKANIZMLARI	108
Rahimov Qodir Ergashevich	
НИЗКОУГЛЕРОДНАЯ ЭНЕРГЕТИКА КАК НАПРАВЛЕНИЕ ЭКОЛОГИЧЕСКОЙ МОДЕРНИЗАЦИИ ЭКОНОМИКИ УЗБЕКИСТАНА	115
Расулкулов Жамшидбек Акрамкулович	
ERKIN IQTISODIY ZONALARNING MOHIYATI VA ULARNING PRINSIPLARI	124
Ubaydullayev Muxammadjon, Akbarov Diyorbek	
RAQAMLI TRANSFORMATSIYA SHAROITIDA MEHMONXONA XIZMATLARINI AVTOMATLASHTIRISHNING IQTISODIY AFZALLIKLARI	128
Raxmonova Nigina Anvarovna	
EMPLOYEE WELL-BEING IN POST-REFORM UZBEKISTAN: A SYSTEMATIC LITERATURE REVIEW AND RESEARCH AGENDA	132
Farida Nishanova	
TIJORAT BANKLARI TOMONIDAN TADBIRKORLIK SUBYEKTLARINI MOLIALASHTIRISHNI TAKOMILLASHTIRISH MEKANIZMLARI	137
Inobatov Abror Boshlarovich	
REAL SEKTORNING INSTITUTSIONAL TARKIBI VA TRANSFORMATSIYA TENDENSIYALARI	144
Isroilova Muhabbat Rustamjon qizi	
ОБЕСПЕЧЕНИЕ РОСТА ЭКОНОМИЧЕСКОГО ПОТЕНЦИАЛА ПРЕДПРИЯТИЯ (НА ПРИМЕРЕ ФИРМЕННЫХ МАГАЗИНОВ «SAG EXPRESS»)	151
Мусаева Шоира Азимовна	
O'ZBEKISTONDA YALPI ICHKI MAHSULOT DINAMIKASINING ICHKI ISTE'MOLGA TA'SIRI	161
Djumayev Zayniddin Axmedovich	
O'ZBEKISTON TASHQI IQTISODIY FAOLIYATIDA KICHIK BIZNES O'RNINI OSHIRISHNING STATISTIK USULLARDAGI TAHLILI	166
Yadgarova Nigora Rixsulla qizi	
KATTA HAJMDAGI MA'LUMOTLARNI REAL VAQT REJIMIDA VIZUALIZATSIYA QILISH UCHUN ADAPTIVE M4 GEOMETRIK-PERSEPTUAL AGREGATSIYA ALGORITMI	170
Nuraliyev Faxriddin, Hotamov Farhod, Muxamedjonova Zuxra	
АЛГОРИТМ ОПТИМИЗАЦИИ ПРОПУСКНОЙ СПОСОБНОСТИ В РАЗВЕТВЛЁННЫХ ПАССИВНЫХ ОПТИЧЕСКИХ СЕТЯХ (PON)	175
Киямов Рахматулло Рузиевич	
MARKETING KOMMUNIKATSIYALARI ORQALI HUDUDLARNING INVESTITSION SALOHİYATINI RIVOJLANTIRISH	180
Xolmurotova Diyoraxon, Xoliyorova Shoxista	
OZIQ-OVQAT XAVSIZLIGINI TA'MINLASHDA DAVLAT STRATEGIK ZAXIRALARINING O'RNINI	184
Bazarov Nazirjon, Normurodov Alibek	
O'ZBEKISTONDA KAMBAG'ALLIKNI QISQARTIRISH VA UNI BARTARAF ETISHDA TADBIRKORLIKNING ROLI: IQTISODIY TAHLIL VA TENDENSIYALAR	190
Uzakov Sh. Sh.	
MINTAQADA TABIIY KAPITALNI JAMG'ARISHNING TASHKILIY-IQTISODIY MEKANIZMLARINI TAKOMILLASHTIRISH (XORAZM VILOYATI MISOLIDA)	196
Raximov Faxriddin Shavkatovich	
СОВРЕМЕННЫЕ ЭКОНОМИЧЕСКИЕ УГРОЗЫ ФИНАНСОВОЙ БЕЗОПАСНОСТИ СТРАХОВЫХ КОМПАНИЙ И ПРИЧИНЫ ИХ ВОЗНИКНОВЕНИЯ	201
Петр Ким	



УЧЁТ ВЫБЫТИЯ ОСНОВНЫХ СРЕДСТВ И ЕГО ВЛИЯНИЕ НА ФИНАНСОВЫЕ РЕЗУЛЬТАТЫ ОРГАНИЗАЦИИ.....	207
Туракулов Шахриёр, Пашаходжаева Дилдора HUDUDIIY IQTISODIY O'SISH DRAYVERLARINI KO'P OMILLI REGRESSION TAHLIL ASOSIDA MIQDORIY BAHOLASH (BUXORO VILOYATI TUMANLARI MISOLIDA).....	213
Ergashev Sherali Erali o'g'li NOAN'ANAVIY PUL-KREDIT SIYOSATI INSTRUMENTLARINING MAKROIQTISODIY KO'RSATKICHLARGA QISQA MUDDATLI TA'SIRINI EMPIRIK BAHOLASH	217
Djumonov Dilshod Safaroliyevich O'ZBEKISTONDA YALPI ICHKI MAHSULOT DINAMIKASINING ICHKI ISTE'MOLGA TA'SIRI	222
Djumayev Zayniddin Axmedovich JIZZAX VILOYATI KICHIK BIZNES TIZIMINING EMPIRIK MA'LUMOTLAR BAZASI VA TAVSIFIY STATISTIK TAHLILI	227
Atamuratova Gulrux Muzafarovna KIMYO SANOATI KORXONALARIDA DIVERSIFIKATSIYA SAMARADORLIGINI INTEGRAL BAHOLASH VA 2032-YILGACHA PROGNOZLASH	232
Razikov Otabek Rustamovich ИССЛЕДОВАНИЕ ТЕХНОЛОГИЧЕСКИХ ПАРАМЕТРОВ РАЗВОЛОКНЕНИЯ ПУТАНКИ	240
Одилхонова Нафиса, Атаханов Авазбек SOLIQ BOSHQARMALARIDA AGILE MENEJMENT TAMOYILLARIDAN FOYDALANISH ISTIQBOLLARINING EMPIRIK-STATISTIK TAHLILI	247
Sayfiyev Jasur Ravshanovich O'ZBEKISTON RESPUBLIKASIDA DAVLAT XARIDLARI TIZIMIDA RAQOBAT MUHITI VA SHAFFOFLIKNI TA'MINLASHNING MOLIYAVIY-IQTISODIY MEKANIZMLARINI TAKOMILLASHTIRISH	253
Rizoqulova Elnora Otabek qizi YOSHLAR TADBIRKORLIGINI RIVOJLANTIRISHNING MINTAQAVIY OMILLARI.....	260
Ergashev Erkin Iroqovich QULOQ CHANOG'I VA YUZ YON TASVIRI ASOSIDA SHAXSNI IDENTIFIKATSIYALASH.....	264
Mamatov Narzillo, Samijonov Abdurashid, Abdullaeva Barno, Usarov Jurabek ЭКОНОМИЧЕСКАЯ ЭФФЕКТИВНОСТЬ ПРИМЕНЕНИЯ РОТОРНО-УПРАВЛЯЕМЫХ СИСТЕМ (РУС) И ВИНТОВЫХ ЗАБОЙНЫХ ДВИГАТЕЛЕЙ (ВЗД) ПРИ БУРЕНИИ НЕФТЯНЫХ И ГАЗОВЫХ	271
Жахонгир Эркин угли Абдиганиев, Шерали Халлокович Умедов KO'KRAK BEZI SARATONINING MOLEKULYAR SUBTIPLARINI PROGNOZ QILISHDA MULTIPARAMETRIK MRT VA SUN'IY INTELLEKT MODELLARINING INTEGRATSIYASI	282
Sulaymanov Dilshod, Alikariyev Isroiljon ERKIN IQTISODIY HUDUDLAR VA KICHIK SANOAT ZONALARINI TASHKIL ETISH HAMDA TAKOMILLASHTIRISH ("URGUT" ERKIN IQTISODIY ZONASI MISOLIDA)	288
Yazdanov Mirjaxon G'ayrat o'g'li IQLIM O'ZGARISHLARINING HUDUD BARQAROR RIVOJLANISHIGA TA'SIRINI BAHOLASH REYTINGI: NAZARIY-USLUBIY YONDASHUV	294
Madenova Elmira Nizamatdinovna TIJORAT BANKLARI FOYDASINI SOLIQQA TORTISHNING NAZARIY JIHATLARI	300
Turanov M. Sh. BELAZ YUK MASHINALARINING SHARLI O'Q DETALLARDAGI KUCHLANISH KONSENTRATSIYASINING TAHLILI VA MUSTAHKAMLIKKA TA'SIRI.....	306
Yusupov Abdulaziz, Pushanov Akbar, Jo'raqulov Ixtiyor, Jaxonov Shoxrux ОЧИСТИТЕЛЬНАЯ СЕКЦИЯ ХЛОПКООЧИСТИТЕЛЬНОГО АГРЕГАТА С НАКЛОННЫМИ КОЛКАМИ НА КОЛКОВЫХ БАРАБАНАХ.....	311
Эргашев Рахимжон, Мавлянов Айбек, Росулов Рузимурод SUV-SUV TIZIMIDA ISSIQLIK ALMASHINISH JARAYONINI JADALLASHTIRISH	316
Karabayev Asatilla, Yo'liiyev Shukurali, Abduqayumov Jamoliddin	



HUDUDLARDA AGROTURISTIK SALOHİYATNI BAHOLASH USLUBI	323
Qodirov Azizjon, Rustamov Adhamjon, Jumayeva Ozoda	
ROI-WEIGHTED PRIMARY FRAME FILTERING FOR EFFICIENT DEEP VIDEO SURVEILLANCE	329
Shohruh Begmatov, Mukhriddin Arabboev, Akhram Nishanov	
RAQAMLI IQTISODIYOT SHAROITIDA MINTAQAVIY RAQOBATBARDOSHLIKNI OSHIRISHDA SUN'YI INTELLEKTDAN FOYDALANISH IMKONIYATLARI	340
Sharipova Munojot Murodullayevna	
ЭКОНОМИЧЕСКИЙ АНАЛИЗ ДОХОДОВ И РАСХОДОВ ПО ФИНАНСОВОЙ ДЕЯТЕЛЬНОСТИ В ПРОИЗВОДСТВЕННОЙ ОРГАНИЗАЦИИ	348
Баходиров Азизжон Баходирович, Пашаходжаева Дилдора Джабборхоновна	
KICHIK BIZNES SUBYEKTLARIDA XARAJATLAR HISOBINI TAKOMILLASHTIRISH YO'NALISHLARI.....	353
Isomuxamedov Akbarjon Bahodir o'g'li	
BUYUK BRITANIYADA BILVOSITA SOLIQLAR TIZIMINING EVOLYUTSIYASI	359
Malika Sharipova Maxmudjon qizi	
TEMIR YO'L TRANSPORTI RAQOBATBARDOSHLIGINI BAHOLASHNING BESH BOSQICHLI REYTING SHKALASI: METODOLOGIK ASOSLAR VA AMALIY TATBIQ ("O'ZBEKISTON TEMIR YO'LLARI" AJ MISOLIDA)	367
Fayzullayev Javlonbek Sultonovich	
«ВОЗНИКНОВЕНИЕ И РАЗВИТИЕ КОНЦЕПЦИИ ЦИРКУЛЯРНОЙ ЭКОНОМИКИ В МИРОВОЙ ЭКОНОМИЧЕСКОЙ МЫСЛИ»	372
Ким Т.В.	
XUSUSIY UNIVERSITETLARNI IQTISODIY QO'LLAB-QUVVATLASHNING ICHKI MANBALARI: BALANS TARKIBI VA AKTIVLARNI KAPITALLASHTIRISH TAHLILI	378
Rahimov Sardor Uralovich	
ЭКОНОМИЧЕСКИЙ АНАЛИЗ ИСПОЛЬЗОВАНИЯ ОСНОВНЫХ СРЕДСТВ В ПРОИЗВОДСТВЕННОЙ ОРГАНИЗАЦИИ	383
Кадыров Арслан, Пашаходжаева Дилдора	
RAQAMLI BANK ISHI: ZAMONAVIY TENDENSIYALAR, INNOVATSIYALAR VA RIVOJLANISH ISTIQBOLLARI (O'ZBEKISTON MISOLIDA).....	388
Shokirov Sardor Inotdullo o'g'li	
O'ZBEKISTONDA MULTIMODAL TRANSPORT-LOGISTIKA INFRATUZILMASINI RIVOJLANTIRISHGA INVESTITSİYALARNI JALB ETISH MEKANIZMLARINI TAKOMILLASHTIRISH.....	393
Malikova Shoira Baxtiyorovna	
BUXORO VILOYATI OZIQ-OVQAT SANOATINI SIRKULAR IQTISODIYOT ASOSIDA RIVOJLANTIRISH ...	398
Kudratov Muhammad Rustamovich	
TIBBIY XIZMATLAR BOZORINING TASHKILIY VA INSTITUTSIONAL TUZILMASI	402
Abdumalikov Shoxjahon Jaloliddin o'g'li	
BIZNES TAHLILIDA KATTA MA'LUMOTLAR VA SUN'YI INTELLEKTDAN FOYDALANISHNING IQTISODIY SAMARADORLIGI.....	407
Umarov Abbos Nuriddin o'g'li	
MINTAQQA SANOATINI RIVOJLANTIRISHNING USTUVOR YO'NALISHLARI VA IQTISODIY O'SISHGA TA'SIRI.....	414
Oramov Jahongir, Muxitdinov Xudayar	
POSE-AWARE FACE SELECTION FOR IMPROVING FACE IDENTIFICATION RELIABILITY	419
Shohruh Begmatov	
O'ZBEKISTONDA EKSPORT UCHUN MEVA-SABZAVOT YETISHTIRISH VA UNI SUG'URTALASHNI DAVLAT TOMONIDAN QO'LLAB-QUVVATLASH	433
Kalenov K.T.	
INNOVATSION MOLIVAVIY INSTRUMENTLARDAN FOYDALANISH ORQALI SUG'URTA FAOLIYATINING INVESTITSION JOZIBADORLIGINI OSHIRISH.....	438
Ergashev Olim Kenjayevich	



CUSTOMS PROCEDURES AND TRADE FACILITATION CHALLENGES IN UZBEKISTAN'S CROSS-BORDER TRADE: A POLICY REVIEW	444
Khanifakhon Solikhova	
SOLIQ BOSHQARMALARIDA AGILE MENEJMENT TAMOYILLARIDAN FOYDALANISH	
ISTIQBOLLARINING EMPIRIK-STATISTIK TAHLILI	449
Sayfiyev Jasur Ravshanovich	
THE DIGITAL GASTRONOME: HOW TECHNOLOGY CONNECTS TOURISTS, RESTAURANTS, AND THE TECH EMPIRE.....	455
Freshta Qayoumy	
ВОЗНИКНОВЕНИЕ И РАЗВИТИЕ КОНЦЕПЦИИ ЦИРКУЛЯРНОЙ ЭКОНОМИКИ В МИРОВОЙ ЭКОНОМИЧЕСКОЙ МЫСЛИ.....	462
Т.В. Ким	
OLIY TA'LIM MUASSASALARINI STRATEGIK BOSHQARISHDA RAQAMLI TRANSFORMATSIYANING ZAMONAVIY YONDASHUVLARI: SUN'IY INTELLEKT, BIG DATA, LEARNING ANALYTICS VA DATA-DRIVEN GOVERNANCE.....	468
O'ktamova Durdona Baxtiyor qizi	
XO'JALIK YURITUVCHI SUBYEKTLAR MOLIYAVIY RESURSLARINING IQTISODIY MOHIYATI VA NAZARIY ASOSLARI	474
Tagriyeva Farida Abdukarimovna	
O'ZBEKISTONDA MOSH EKSPORTINING RAQOBATBARDOSHLIGINI OSHIRISH: RCA INDEKSI, QO'SHILGAN QIYMAT VA EKSPORT ZANJIRI TAHLILI.....	479
Islamova Malika Ilyos qizi, Muhammad Ali Hakimovich Saidov	
ФИНТЕХ-РЕШЕНИЯ ДЛЯ МАЛОГО И СРЕДНЕГО БИЗНЕСА: ЦИФРОВЫЕ ПЛАТЕЖИ, КРАУДФАНДИНГ И ДОСТУП К КАПИТАЛУ	485
Ли Д. Э.	
KATTA HAJMDAGI MA'LUMOTLAR TO'PLAMIDA ANOMALIYALARNI ANIQLASH UCHUN K-MEANS VA DBSCAN ALGORITMLARINING NAZARIY OPTIMALLASHUV MODELLARI.....	489
Jo'rayev Sherali Umarjonovich	
SUG'URTA KOMPANIYALARINING MOLIYAVIY XAVFSIZLIGINI TA'MINLASHDA RAQAMLI TEKNOLOGIYALAR O'RNI.....	497
Pyotr Kim	
ИССЛЕДОВАНИЕ ТЕХНОЛОГИИ СВАРКИ МАГНИЕВЫХ СПЛАВОВ	503
Эрматов Зиядулла, Садуллаева Бувалма	
ZINGIBER OFFICINALE ROSC. IN VITRO MADANIYATIDA MIKRORIZOMOGENEZ VA KALLUS REGENERATSIYASINI NANOSTRUKTURALI ELITSITORLASH VA VAQTINCHALIK IMMERSION TIZIMLARI (TIS) YORDAMIDA JADALLASHTIRISHNING MOLEKULAR-GENETIK VA FIZIOLOGIK ASOSLARI	508
Shamsiddinova Shahrizoda	
RAQAMLI IQTISODIYOT SHAROITIDA B2B MODELIDAGI BIZNES JARAYONLARINI OPTIMALLASHTIRISH: KIMYO SANOATI MISOLIDA TAHLIL	513
Xaydarova Kamola Axinjanovna	
TIJORAT BANKLARI AKTIVLARI PORTFELI SAMARADORLIGINI TA'MINLASHNING ILMIY-METODOLOGIK ASOSLARINI TAKOMILLASHTIRISH	518
Xojiyev Jaxongir Dushabayevich	
FERMER XO'JALIKLARINING XALQARO BOZORLARGA INTEGRATSIYALASHUVI SALOHİYATINING 2032-YILGACHA ISTIQBOL PROGNOZI	524
Tursunqulov G'olibjon Shavkat o'g'li	
RAQAMLI TEKNOLOGIYALARNING SUG'URTA TASHKILOTLARI FAOLIYATI SAMARADORLIGIGA TA'SIRI	533
Nomozova Qumri Isoyevna	



TURIZM TRANSPORTI LOGISTIKASIDA MENEJMENT TIZIMINING METODOLOGIK YONDASHUVLARI VA AMALIYOTI	539
Atamurodov Ulug‘bek Nizamkulovich	
INGICHKA BOYITISH FABRIKASI TEXNOGEN CHIQINDILARIDAN VOLFRAMNI KOMBINATSIYALASHGAN GRAVITATSION VA ELEKTROMAGNIT BOYITISH USULLARI YORDAMIDA AJRATIB OLISH.....	544
Boymurodov Najmiddin Abduqodirovich, Temirov Kamoliddin Abdinazar o‘g‘li	
TURLI TOLA TARKIBLI KOSTYUMBOP MATOLARNING SIFAT KO‘RSATKICHLARINI TO‘LIQ OMILLI EKSPERIMENT ASOSIDA BAHOLASH	550
M. R. Atanafasov, Daniyor Kholmurodovich Sobirov	
BOSHQARUV TAHLILI ASOSIDA XIZMAT KO‘RSATISH KORXONALARI SAMARADORLIGINI BAHOLASHNING AMALIY JIHATLARI.....	554
Yahyoyev To‘lqin Ismatulla o‘g‘li	
TIJORAT BANKLARINING LIKVIDLILIGINI TA‘MINLASH MASALALARI	558
Tojiyev Rahmatilla Rahmonovich	
O‘ZBEKISTONDA INVESTITSIYA LOYIHALARINI BAHOLASH TIZIMINI TAKOMILLASHTIRISH.....	563
Mamatov Baxodir, Raupov Akbar	
STRENGTHENING STATE FINANCIAL ASSISTANCE TO FOSTER ENTREPRENEURSHIP AMONG LOW-INCOME FAMILIES.....	570
Erejepov Kuwanishbay Jienbay uli	
BOG‘DORCHILIK XO‘JALIKLARIDA INVESTITSİYALAR IQTISODIY SAMARADORLIGINING DETERMINANTLARI: SAMARQAND VILOYATI MISOLIDA.....	575
Jalilov Shohruh Zafar o‘g‘li	
КОЛИЧЕСТВЕННАЯ ОЦЕНКА И РЕАЛИЗАЦИЯ РЕЗЕРВОВ РОСТА ЭКОНОМИЧЕСКОЙ ЭФФЕКТИВНОСТИ ГОРНО-ХИМИЧЕСКОГО ПРЕДПРИЯТИЯ (НА ПРИМЕРЕ АО «ДЕХКАНАБАДСКИЙ ЗАВОД КАЛИЙНЫХ УДОБРЕНИЙ»)	581
Мирсаидова Шахноза Арсланбековна	
MIKRO XIZMAT KO‘RSATUVCHILARNI RASMIYLASHTIRISH VA MILLIY PLATFORMAGA INTEGRATSIYALASHNING TASHKILIIY-IQTISODIY MEXANIZMI	588
Muzaffarov Akmal Axmadovich	
O‘ZBEKISTONDAGI YETAKCHI TIJORAT BANKLARINING AKTIVLARI VA PASSIVLARINING TAHLILI ..	594
Shodiyev Odiljon Salim o‘g‘li	
QORAQALPOG‘ISTON RESPUBLIKASI SANOAT KORXONALARINING ISHLAB CHIQARISH FAOLIYATINI STATISTIK TAHLILI	598
Allaniyazova Aysara Muratovna	
SENTIMENT-BASED EVALUATION OF EMOTIONAL EXPERIENCE IN UX: A CASE STUDY ON DUOLINGO USER FEEDBACK.....	603
Diyorbek Yusufjonov	



SENTIMENT-BASED EVALUATION OF EMOTIONAL EXPERIENCE IN UX: A CASE STUDY ON DUOLINGO USER FEEDBACK

Diyorbek Yusufjonov

Junior Lecturer, Department of Management and Marketing,
Tashkent University of Information Technologies

E-mail: yusufjonovdiyorbek@kookmin.ac.kr

Abstract: This study presents the SEE-UX (Sentiment–Emotion Evaluation for UX) framework, designed to evaluate emotional user experience through large-scale sentiment and emotion analysis of app reviews. Applied to 9,742 Duolingo mobile app reviews, the framework integrates lexicon-based sentiment analysis (VADER + TextBlob), transformer-based classification (DistilBERT), NRC Emotion Lexicon categorization, and UX component mapping. Approximately 76% of reviews expressed positive sentiment. Gamification features (streaks) consistently elicited joy and trust, while the hearts/lives system and monetization features triggered anger and frustration. Results confirm that large-scale sentiment analysis can provide actionable, emotionally-grounded insights for user-centered design in mobile learning applications.

Keywords: user experience (UX); sentiment analysis; emotion analysis; gamification; mobile learning; HCI; NLP

Annotatsiya: Ushbu tadqiqot katta hajmdagi ilovalar sharhlari orqali hissiy foydalanuvchi tajribasini baholash uchun SEE-UX freymvorkini taqdim etadi. Duolingo mobil ilovasi bo'yicha 9 742 ta sharhga qo'llanilgan ushbu freymvork VADER + TextBlob leksikon tahlili, DistilBERT transformer modeli va NRC Emotion Lexicon kategoriyalashini birlashtiradi. Natijalar umumiy ijobiy kayfiyatni (~76%) ko'rsatib, o'yin elementlari (strikklar) quvonchni, yurak/hayot tizimi va to'lovga undash esa g'azab va hafsalasizlikni keltirib chiqaradi. Taklif etilgan yondashuv mobil ta'lim ilovalarida foydalanuvchiga yo'naltirilgan dizayn uchun keng miqyosli UX tahlil imkonini beradi.

Kalit so'zlar: Foydalanuvchi tajribasi (UX); hissiyot tahlili; gamifikatsiya; mobil ta'lim; inson-kompyuter o'zaro ta'siri (HCI).

Аннотация: В данной работе представлена система SEE-UX для оценки эмоционального пользовательского опыта на основе массового анализа отзывов. Применённый к 9 742 отзывам приложения Duolingo, фреймворк интегрирует лексический анализ (VADER + TextBlob), трансформерную модель DistilBERT и эмоциональный лексикон NRC. Результаты демонстрируют ~76% положительной тональности: геймификация (серии дней) вызывает радость, тогда как система жизней и монетизация провоцируют гнев и разочарование. Предложенный подход обеспечивает масштабируемый анализ UX на основе пользовательских отзывов.

Ключевые слова: пользовательский опыт; анализ тональности; геймификация; мобильное обучение; взаимодействие человека и компьютера.

INTRODUCTION

User Experience (UX) evaluation has evolved beyond usability to encompass the emotional and affective dimensions that shape how users engage with digital products (Hassenzahl & Tractinsky, 2006). In mobile learning, where persistence and motivation are highly sensitive to emotional feedback, capturing the user's affective response is particularly critical. Yet, conventional UX evaluation methods often overlook large-scale, in-the-wild data that reflects users' lived emotional experiences.

With the proliferation of user-generated feedback through app stores, sentiment-rich textual data offers an unprecedented opportunity to evaluate UX from the user's emotional perspective. This is especially relevant for mobile educational applications like Duolingo, where emotionally driven engagement — frustration from repetitive errors or joy from gamified rewards — can directly affect learning outcomes.

This paper presents SEE-UX (Sentiment–Emotion Evaluation for UX), a novel analytical framework that combines lexicon-based and transformer-based sentiment analysis with discrete emotion categorization and UX component mapping. The contributions of this work are threefold: (1) a hybrid NLP pipeline tailored for UX research; (2) a mapping strategy linking emotional feedback to concrete UX components; and (3) empirical insights into how emotional responses shape user experience in a widely adopted language-learning application.

REVIEW OF LITERATURE ON THE SUBJECT

User experience (UX) has evolved from a usability-centered concept to a broader construct encompassing users' emotional, cognitive, and affective responses to interactive systems. Marc Hassenzahl and Noam Tractinsky (2006) argued that UX extends beyond efficiency and effectiveness by emphasizing the subjective experiences that emerge during human–computer interaction. Their work established the theoretical foundation for evaluating emotional aspects of digital products rather than focusing solely on functional performance.

The importance of emotional engagement is further supported by Heather L. O'Brien and Elaine G. Toms (2008), who conceptualized user engagement as a multidimensional construct including attention, emotional involvement, aesthetics, and perceived usability. Their framework suggests that emotional engagement is a key determinant of sustained interaction with digital technologies, particularly in learning environments where continued motivation directly influences learning outcomes.

Within educational applications, gamification has emerged as one of the primary mechanisms for enhancing engagement. Juho Hamari, Jonna Koivisto, and Harri Sarsa (2014) concluded that game elements such as achievements, rewards, badges, and progress indicators generally improve user motivation and participation, although their effectiveness depends on implementation quality and user context. These findings align with the self-determination theory proposed by Edward L. Deci and Richard M. Ryan (2000), who demonstrated that intrinsic motivation is strengthened when digital systems satisfy users' needs for autonomy, competence, and relatedness.

At the same time, UX research has increasingly recognized that certain interface designs may negatively affect users despite improving engagement metrics. Colin M. Gray et al. (2018) introduced the concept of dark patterns, describing interface designs that manipulate users into unintended behaviors through coercive or deceptive interaction strategies. Their work provides an important theoretical perspective for interpreting negative emotional reactions toward restrictive design elements and aggressive monetization mechanisms in mobile applications.

The rapid growth of user-generated reviews has also transformed UX evaluation by providing large-scale behavioral evidence. Daniel Pagano and Walid Maalej (2013) demonstrated that app store reviews contain valuable information about software quality, usability, feature requests, and user satisfaction. Their empirical study established online reviews as an important source for continuous UX assessment and software improvement.

Advances in natural language processing have significantly improved the automatic analysis of user feedback. The VADER sentiment analysis model developed by C. J. Hutto and Eric Gilbert (2014) offers an interpretable lexicon-based approach that performs particularly well on short, informal social media texts. Complementing lexicon-based methods, transformer architectures such as DistilBERT, introduced by Victor Sanh et al. (2020), provide context-aware sentiment classification with improved semantic understanding and higher classification accuracy across diverse textual datasets.

Beyond sentiment polarity, emotion analysis enables a deeper understanding of users' psychological responses. Saif M. Mohammad and Peter D. Turney (2013) developed the NRC Emotion Lexicon, which classifies words into eight fundamental emotional categories: joy, trust, anticipation, fear, anger, sadness, surprise, and disgust. This lexicon has become one of the most widely adopted resources for interpretable emotion mining and provides richer insights than positive–negative sentiment classification alone.

Although previous studies have substantially advanced UX research, several limitations remain. Existing research has typically focused either on sentiment classification or on general engagement measurement, while relatively few studies integrate contextual sentiment analysis, discrete emotion detection, and explicit mapping of emotional responses to individual UX components within a unified analytical framework. Building upon these theoretical and methodological foundations, the present study proposes the SEE-UX framework, which combines lexicon-based sentiment analysis, transformer-based classification, emotion categorization, and UX component mapping to provide a comprehensive, scalable evaluation of emotional user experience in mobile learning applications.

RESEARCH METHODOLOGY

The dataset consists of 10,000 Google Play Store reviews of the Duolingo Android app collected between August 19, 2024 and April 9, 2025 (Hadi, 2025). Each entry includes review text, star rating (1–5), timestamp, and app version metadata. After filtering for English language (via langdetect), removing short/blank reviews, and eliminating duplicates, 9,742 reviews remained as the final analysis corpus.

Sentiment Polarity Detection. Two complementary approaches were applied. On the lexicon side, VADER (Hutto & Gilbert, 2014) and TextBlob were combined by averaging their normalized polarity scores, yielding



a continuous scale from -1 (strongly negative) to $+1$ (strongly positive). Reviews were classified as positive, negative, or neutral using a threshold of ± 0.05 . In parallel, a fine-tuned DistilBERT model (distilbert-base-uncased-finetuned-sst-2-english; Sanh et al., 2020) provided contextual, binary sentiment classification with confidence scores.

Emotion Categorization. The NRC Emotion Lexicon (Mohammad & Turney, 2013) was used to categorize discrete emotional states across eight dimensions: joy, trust, anticipation, fear, anger, sadness, surprise, and disgust. Normalized word frequency counts per category produced an eight-dimensional emotion vector for each review. Internal consistency of this measure was high (Cronbach's $\alpha = 0.81$).

UX Component Mapping. Each review was coded for references to five key Duolingo UX features: (1) Advertisements, (2) Hearts/Lives (the health system), (3) Streaks, (4) Subscription/Super Duolingo, and (5) Reliability/Bugs. A rule-based keyword scheme was applied, manually verified for accuracy. Inter-rater agreement on a 50-review sample exceeded 90%.

Sentiment scores were correlated with star ratings as an external validity check. The lexicon-based score showed moderate correlation with ratings (Pearson $r \approx 0.53$), while the DistilBERT predictions achieved stronger alignment ($r \approx 0.61$). Random spot-checks of 100 reviews confirmed high pipeline accuracy.

ANALYSIS AND RESULTS

The lexicon-based method classified approximately 76% of the 9,742 reviews as positive, 15% as negative, and 9% as neutral. The DistilBERT model yielded a more conservative estimate: ~68% positive and ~32% negative. Despite the methodological differences, both approaches indicate a strongly positive overall distribution. Star rating patterns were bimodal, with 5-star (32%) and 1-star (23%) reviews dominating — reflecting polarized user sentiment. Notably, even among 1-star reviews, the mean computed sentiment was slightly above neutral ($+0.06$), reflecting “engaged dissatisfaction” wherein critical users still express some positive language.

Positive-valence emotions dominated the corpus. Anticipation and trust showed the highest average normalized scores (≈ 0.12 each), followed by joy (≈ 0.07). Among negative emotions, anger was most prominent (≈ 0.03), followed by sadness and fear (≈ 0.03 – 0.06). Disgust and surprise were minimal (< 0.03). This profile suggests that, while Duolingo largely generates enthusiasm and confidence, a meaningful minority of users experience frustration or anxiety in specific contexts.

Emotion profiles varied significantly across UX feature categories. Table 1 summarises the predominant emotional associations (Table 1).

Table 1. Emotional Reactions by UX Component¹

UX Component	Predominant Emotions	UX Impact
Hearts/Lives	Anger, Sadness, Fear	Punitive; causes disengagement
Streaks	Joy, Anticipation	Highly motivating; loss causes sadness
Advertisements	Anger, Annoyance	Creates friction; hurts retention
Subscription prompts	Anger, Fear	Perceived as coercive by free users
«Super» Premium	Joy, Trust	Paying users show higher satisfaction
Reliability/Bugs	Anger, Frustration	Undermines trust and engagement

The Hearts/Lives system generated the strongest negative emotional response. Reviews mentioning “hearts” showed elevated anger, sadness, and fear — users described the mechanic as punitive and stressful. Streaks, in contrast, were consistently associated with joy and pride: 68.5% of gamification-related emotion mentions were joy. Advertisements and subscription prompts triggered significant anger, while paid Super Duolingo users tended toward satisfaction and trust. Reliability issues (bugs, crashes) produced spikes of anger and fear, signalling a breakdown of user trust.

Sentiment scores exhibited noticeable fluctuation across the August 2024–April 2025 data window. A dip in average sentiment occurred in late 2024, followed by a recovery in early 2025. While specific causes cannot be attributed without release changelog data, these trends underscore the dynamic nature of UX in mobile

¹ Source: Compiled by the author.

applications and the value of continuous monitoring.

The strong association between gamification features and positive emotions corroborates persuasive design theory (Hamari et al., 2014). Duolingo's streak system, XP points, and badge rewards tap into intrinsic motivation mechanisms identified in self-determination theory (Deci & Ryan, 2000), producing sustained positive affect. However, our results also reveal a fragility: streak loss generates sadness, implying that gamification mechanisms must include recovery affordances to mitigate emotional downturns.

The intense negative emotional response to the hearts/lives system and aggressive monetization reflects broader HCI concerns about dark patterns (Gray et al., 2018). When design constraints restrict user autonomy — whether through limited practice attempts or paywall prompts — users perceive the app as coercive, triggering anger and undermining long-term trust.

Methodologically, the SEE-UX framework advances prior work by linking specific emotions — not just sentiment polarity — to discrete UX components at scale. While prior studies have examined sentiment in app reviews (Pagano & Maalej, 2013), few have operationalized emotion-to-feature mapping in an interpretable and reproducible pipeline. The combined lexicon-transformer approach balances transparency (lexicon) with contextual accuracy (transformer), offering a complementary advantage over either method alone.

Limitations include the reliance on English-language reviews only, the absence of demographic data, and the possibility of sentiment drift due to platform algorithm changes in the Google Play dataset. Future work should extend the framework to multilingual review corpora and incorporate user segmentation.

CONCLUSIONS AND SUGGESTIONS

This study demonstrates that large-scale sentiment and emotion analysis of user reviews can yield actionable UX insights. The SEE-UX framework — integrating VADER, TextBlob, DistilBERT, and the NRC Emotion Lexicon with UX component mapping — identified which design elements of Duolingo most strongly influence user affect. Gamified reinforcement features (streaks, rewards) were reliably linked to joy and motivation, whereas the hearts/lives system, aggressive advertising, and reliability failures were associated with anger and frustration. This emotion-aware evaluation approach scales readily to any app domain and can inform evidence-based design improvements that prioritise user wellbeing alongside engagement metrics.

References:

1. Deci, E. L., & Ryan, R. M. (2000). The “what” and “why” of goal pursuits: Human needs and the self-determination of behavior. *Psychological Inquiry*, 11(4), 227–268.
2. Gray, C. M., Kou, Y., Battles, B., Hoggatt, J., & Toombs, A. L. (2018). The dark (patterns) side of UX design. *Proceedings of CHI 2018*, 1–14.
3. Hadi, M. (2025). Duolingo app reviews dataset (Kaggle). Retrieved from <https://www.kaggle.com/>
4. Hamari, J., Koivisto, J., & Sarsa, H. (2014). Does gamification work? A literature review. *Proceedings of HICSS 2014*, 3025–3034.
5. Hassenzahl, M., & Tractinsky, N. (2006). User experience — a research agenda. *Behaviour & Information Technology*, 25(2), 91–97.
6. Hutto, C. J., & Gilbert, E. (2014). VADER: A parsimonious rule-based model for sentiment analysis of social media text. *Proceedings of ICWSM 2014*.
7. Mohammad, S. M., & Turney, P. D. (2013). Crowdsourcing a word–emotion association lexicon. *Computational Intelligence*, 29(3), 436–465.
8. O'Brien, H. L., & Toms, E. G. (2008). What is user engagement? A conceptual framework for defining user engagement with technology. *JASIST*, 59(6), 938–955.
9. Pagano, D., & Maalej, W. (2013). User feedback in the appstore: An empirical study. *Proceedings of RE 2013*, 125–134.
10. Sanh, V., Debut, L., Chaumond, J., & Wolf, T. (2020). DistilBERT, a distilled version of BERT. *arXiv:1910.01108*.



Ingliz tili muharriri: Feruz Hakimov

Musahhih: Zokir Alibekov

Sahifalovchi va dizayner: Abdurahmon Qurbonov

2026. № 6

© Materiallar ko'chirib bosilganda "Muhandislik va iqtisodiyot" jurnali manba sifatida ko'rsatilishi shart. Jurnalda bosilgan material va reklamalardagi dalillarning aniqligiga mualliflar ma'sul. Tahririyat fikri har vaqt ham mualliflar fikriga mos kelamasligi mumkin. Tahririyatga yuborilgan materiallar qaytarilmaydi.

"Muhandislik va iqtisodiyot" jurnali 26.06.2023-yildan
O'zbekiston Respublikasi Prezidenti Adminstratsiyasi huzuridagi
Axborot va ommaviy kommunikatsiyalar agentligi tomonidan
№S-5669245 reyestr raqami tartibi bo'yicha ro'yxatdan o'tkazilgan.
Litsenziya raqami: №095310.

**Manzilimiz: Toshkent shahri Yunusobod
tumani 15-mavze 19-uy**





+998 93 718 40 07



<https://muhandislik-iqtisodiyot.uz/index.php/journal>



t.me/yait_2100