



GRNTI 19.01.07
Ғылыми мақала

<https://doi.org/10.32523/2616-7174-2026-154-1-163-179>

The role of Kazakh-speaking groups on Facebook in the formation of public opinion: aspects of communication, culture, and political activity

K. Tergembay*¹, Kh. Moldabayev², A. Abdrakhmanova³

^{1,2,3}L.N. Gumilyov Eurasian National University, Kazakhstan, Astana

(E-mail: *¹tergembay@mail.ru, ²info@semeitv.kz, ³abdrakhmanova2191@gmail.com)

Abstract. This article examines the influence of social networks, particularly Kazakh-speaking groups on Facebook, on public consciousness. Within the information space of Kazakhstan, these groups shape public opinion on social and political issues and play an important role in promoting national culture, enhancing the status of the Kazakh language, and fostering political engagement. The purpose of the article is to identify the role of Kazakh-speaking groups in transforming public consciousness and increasing social activity. In addition, the study comprehensively examines the characteristics of information exchange in Kazakh-speaking groups, their role in enhancing the status of the Kazakh language in social networks, as well as their involvement in social movements and issues of social justice. The results of the study provide a clearer understanding of the influence of Kazakh-speaking groups on public consciousness. The research is based on content analysis and comparative analysis of publications and discussions in Kazakh-speaking Facebook groups. The practical significance of the study lies in identifying the role of these online communities in shaping public discourse and strengthening the position of the Kazakh language in the digital communication environment.

Keywords: Facebook, social network, public opinion, political activity, communication.

Introduction

In the modern information society, social networks are one of the most important tools for the formation of public opinion. Especially on platforms such as Facebook, there is a trend towards the development of groups and communities. These groups allow people to communicate freely with each other and interact through the exchange of information. The emergence and activity of Kazakh-language groups on Facebook is a special manifestation of this process. Kazakh-speaking groups offer their subscribers not only a platform for exchanging information but also

Received: 20.11. 2025; Accepted: 26.03. 2026; Available online: 31.03.2026

the opportunity to discuss important issues in society, promote national values, and participate in political processes. These groups, on the one hand, form a new format of communication between people and provide a high level of interactivity in social networks; on the other hand, they have a special influence on the preservation and development of national culture, as well as increasing the political activity of society.

The study of this topic is one of the most pressing issues today. Because through Facebook groups, the level of political and cultural activity of people, their views on national issues, and the exchange of views are determined. The relevance of the study is based on an understanding of the influence of social networks in modern society, the characteristics of the Kazakh-speaking audience, and its role in promoting national culture. In addition, this study is aimed at determining the level of influence of Kazakh-speaking groups on social processes. This article may be of interest to other researchers around the world, as it allows them to understand new mechanisms of exchange of ideas and information influence in society, and to identify effective ways to support national identity and cultural values.

In order to ensure the relevance of the research, the analysis also takes into account discussions and publications in Kazakh-speaking Facebook groups that appeared in 2025. Particular attention is paid to public discussions that reflect the civic position and social concerns of users, demonstrating that Kazakh-speaking Facebook groups increasingly function not only as communication platforms but also as spaces where public reactions to social issues are articulated and collective opinions are formed.

Literature review

Research on the impact of social networks on changing public consciousness is considered in most cases in a global context. The study of the influence of the media is becoming more and more complex. Chang J.H. et al. (2018) and de Zúñiga G. et al. (2014) claim that information on social networks, including Facebook, can influence public opinion. Because of this, a large part of the audience has replaced traditional media with social networks and says that it is from these media that basic information and news are extracted (Bergstrom and Belfrage, 2018), and some researchers believe that self-reporting indicators are sometimes used in surveys, which may overestimate or underestimate actual changes in opinion (Diehl, Weeks and Gil de Zúñiga, 2016). In social networks, users tend to consume information randomly and assume that their views in many ways coincide with those of political forces that keep filtering information (Mattes et al. 2020). Researcher Alodat et al. (2023) and Swart and Broersma (2022) disagree with the opinion of the scientists above. They noted that social network users use tactics based on hidden and explicit knowledge to assess the accuracy of news. And some researchers accuse social networks of having a direct influence on people becoming victims of disinformation (Moravec, Randall and Dennis, 2019).

Platforms such as Facebook are increasingly being viewed as factors of polarization and violence, leading to the conclusion that this issue is crucial to understanding the potential role of social media in fueling and perpetuating intergroup conflict. Researchers on this topic, Moravec et al. (2019) and Samet O., Arriola L. R., and Matanok A.M. (2024), believe that Facebook contributes to a high level of ethnic and religious intolerance in various societies.

There are a few special studies on the influence of social networks on the formation of public opinion in Kazakhstan. On the role of social networks in the formation of public opinion, one can name the studies of N. Kasymbekova and N. Chingizova (2022) and G. Ashirbekova, A. Bereketova, and A. Zhaksylyk (2024). These studies have reported how opinions are spread through social networks and their impact on changes in society. K. Nugmanova, E. Kagazbaeva, Sh. Seitnur (2023) conducted research on political activity in social networks, the formation of civil society, and information security. In particular, the influence of Kazakh-speaking groups on Facebook in politics is taken into account. But these studies are still not enough. Therefore, topics related to culture, politics, and language issues in Kazakh-speaking groups on Facebook still require new research. However, these studies are still not enough. Therefore, topics related to culture, politics, and language issues in Kazakh-speaking groups on Facebook still require new research, particularly using the most recent years' publications to capture emerging trends.

Materials and methods

The material base of the research. The source base of this research consists of monographs, textbooks, teaching aids, and materials published in domestic and foreign mass media on the topic of new media and social networks.

The methodological basis of the research is the methods of analysis, synthesis, induction, deduction, analogy, comparison, and others. The theoretical and methodological foundations of the research are based on the consideration of the influence of social networks on the formation of public opinion from different angles and represent a comprehensive interdisciplinary methodology combining descriptive and correlational types of research. In particular, content analysis (classification of the content of the issues discussed), network analysis (tracking the spread of the topics discussed), semantic analysis of content (the role of vocabulary in the formation of public opinion), and political communicative approach (study of the spread of political information through Facebook groups). These methods and approaches make it possible to build a clear structure for the study of the above aspects and a comprehensive analysis of the results.

To ensure the relevance of the study, this research incorporates publications and discussions from Kazakh-speaking Facebook groups in recent years. These combined methods provide a comprehensive understanding of the communication patterns, civic engagement, and cultural expression of Kazakh-speaking participants on Facebook, while avoiding overreliance on a specific period and capturing emerging trends in social media usage and public opinion formation.

This study will help analyze the actual consumption of social media by Kazakh-speaking participants on the Facebook platform and identify common interests that unite them. Such control and content analysis not only reveal patterns of participant behavior in Kazakh-language online communities but also construct the most comprehensive personal profile of this user group on Facebook to date.

Results

Features of information exchange in Kazakh-language groups on Facebook

Kazakhstanis aged 16 to 24 are becoming the leading consumers of news and business content in the Kazakh language. This is stated in a study by URTG, commissioned by Kursiv. Media (Azimzhanova, 2024). According to statistics, there are more than 5 million young people in Kazakhstan. This is 30% of the total population (24.kz, 2024). The Kazakh-speaking audience mainly consumes content through social networks, messenger communities, and online publications.

Features of information exchange in Kazakh-speaking groups on Facebook are closely related to various fields of science, such as communication, linguistics, cultural studies, sociology, and media studies. For a scientific study of the features of information exchange of Kazakh-speaking groups in social networks, we will pay attention to several important aspects (Table 1).

Table 1. Features of information exchange of Kazakh-speaking groups in social networks

№	Features, factors, aspects	Content and character
1	Features of communication and information exchange	Variety of text and multimedia formats (text, video, image, audio)
2	Linguistic features	The use of different dialects and official/informal speech styles of the Kazakh language
3	Cultural and social factors	Reflection of national traditions and values in Kazakh-language content and formation of groups related to a specific topic, common interests
4	Media and technological aspects	Facebook, Instagram, TikTok, Telegram, etc, are used by the audience based on their age, goals, and interests
5	Sociological aspects	The impact of Kazakh-speaking groups on socio-political events and the activity of Kazakh-speaking users

Note: Compiled by the author, partly based on URTG (2024) research commissioned by Kursiv.Media.

Instagram, Facebook, WhatsApp, TikTok, Telegram, and YouTube are the most commonly used social networks in the information space of Kazakhstan. When choosing and using these platforms, you can see that people in Kazakh society are grouped depending on their age (Figure 1). The researchers found that the majority of Kazakh youth use TikTok and YouTube to consume videos. It has been established that most middle-aged citizens use Instagram more because they are more inclined to the business sphere, shopping, and turn to Telegram as a source of information. It was found that middle-aged and older citizens use the most serious networks, including preferring the Facebook platform. In addition, we see that older people find it more convenient and interesting to interact with loved ones in WhatsApp groups. This platform is considered the most suitable platform for people over 60 years old. This is due to the fact that it is convenient to create groups and exchange information there only between their acquaintances, relatives, and friends. At the same time, there will be no particularly large restrictions on the use of text and multimedia formats.

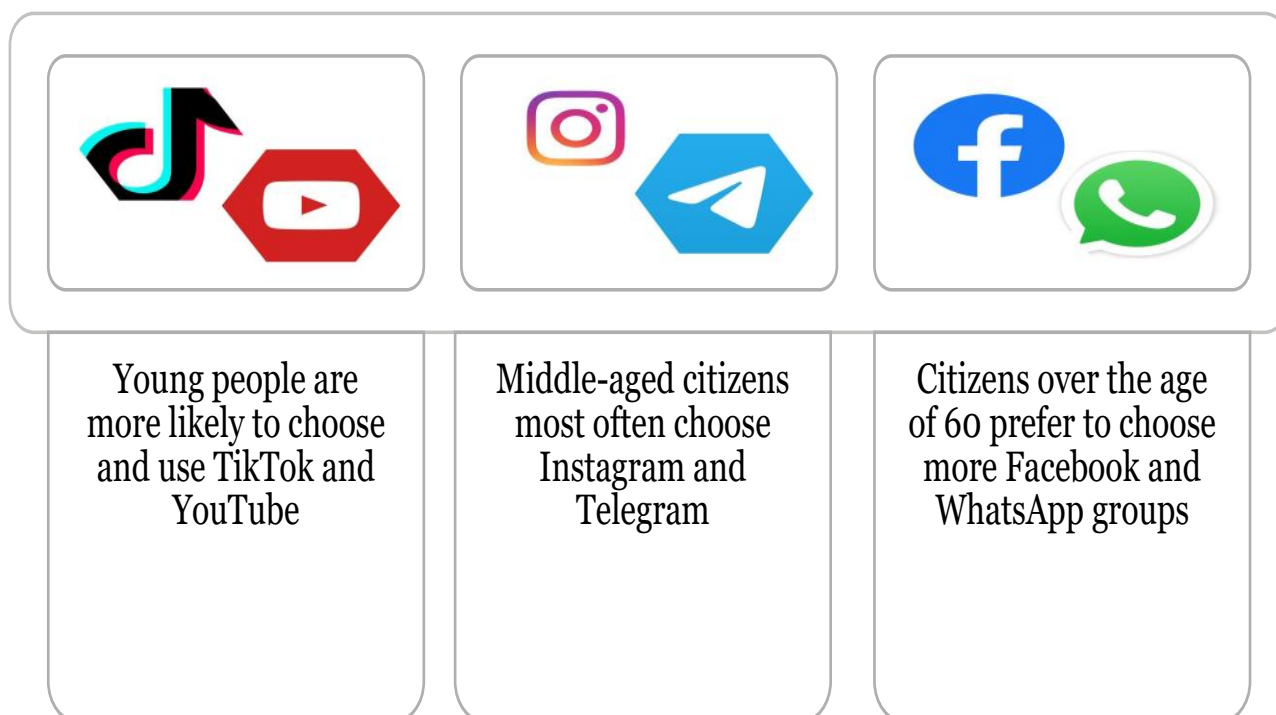


Figure 1. Age-related grouping of people in Kazakh society in the process of choosing and using platforms

Note: Compiled by the author, partly based on URTG (2024) research commissioned by Kursiv.Media.

These indicators were determined as a result of research conducted to determine the share of the use of Kazakh-language social networks in Kazakhstan. However, between the results of the 2019 Brand Analytics study shown at the top of the article and the 2024 study, you can see a change in the age characteristics of Kazakhstani Facebook users. The latest study involved more than 1,600 people with knowledge of the Kazakh language from all regions of Kazakhstan. Their ages range from 18 to 65 years old. 64.8% of the study participants were women, and 84% of them were urban residents.

The role of Kazakh-speaking groups in increasing the status of the language in social networks

The role of Kazakh-speaking groups in increasing the status of the language in social networks is huge. In particular, Kazakh-speaking groups on Facebook contributed to the strengthening of the importance of the language in public consciousness and the status of the Kazakh language. This is due to the fact that in recent years, Kazakh-speaking groups on the Facebook platform have increased and developed rapidly. In Kazakhstan, social networks have become one of the virtual tools for the development of the Kazakh language. Although there is no national ideology in real life, there is a great attempt to defend national values on social media. In relation to the Kazakh language, there are Facebook groups «Kazakh tili – memlekettik til» (Kazakh is the state language), «Kazakh ultyk ideologyasy» (Kazakh national ideology), and «Biz kazakpiz» (We are Kazakh). The publications in this group are only posts related to the development, protection, and improvement of the Kazakh language. For example, a passenger named Oguz Dogan reproached an Air Astana flight attendant for not knowing the Kazakh language. This information was disseminated through the Facebook platform and published on various sites.

The incident occurred on August 14, 2017, aboard flight KS 954, when the plane was landing at Almaty airport (Almuhanbet, 2017). In response to the conflict, the passenger was added to the airline's so-called «grey list». Disagreeing with this decision, Oguz Dogan appealed to the court, accusing Air Astana of violating his rights. The court ruled that the airline should apologize to Dogan and pay symbolic moral compensation in the amount of one million tenge (Akhimova, 2024).

And on December 7, 2024, the «Qazaq Coffee» coffee house in Astana was at the epicenter of a language scandal. A user named Kairat Ibraev visited this establishment and left a negative review in the electronic directory: he stressed that the coffee shop does not have a menu in Kazakh, the official language. Representatives of the institution responded to the complaint, but only worsened the situation (Khairgeldin, 2024). Apparently, the owner reacted to the remark, stating that the staff is not required to know Kazakh, and in general, there is no full use of the official language in any institution in the country (Maratova, 2024). This response angered many Kazakhstanis. In just a day, they left more than 15,000 negative reviews about the coffee shop and dropped its rating to one star. Such a protest seems to have affected the work of the institution: now its doors are closed. «If you live in Kazakhstan, but you don't serve in Kazakh, then why are you called «Qazaq Coffee?» – Kazakh Internet users are outraged (Khairgeldin, 2024). The coffee shop administration apologized on Instagram and later deleted its account altogether (Zharbulova, 2024). This is not the first time that Kazakhstanis have staged boycotts in response to disrespect for the state language (Akhimova, A. 2024b). For example, in 2023, Kazakhstanis demanded the closure of the Pinta restaurant chain due to a scandal when screenshots appeared on social networks confirming the ban on performing songs in Kazakh. And the scandal surrounding the ChocoFamily company broke out after the statement of its founder, Ramil Mukhoryapov. In one of the videos distributed in Kaznet, the businessman stated that if a Russian addresses in Russian and is answered in Kazakh, this is «a manifestation of nationalism». This statement caused a storm of indignation among Kazakhstanis. Many perceived Mukhoryapov's words as disrespectful to the state language. In response to the scandal, citizens called for a boycott of the company's services, which dealt a blow to its reputation.

In February 2024, a conflict arose in the Dinara cafe in the city of Almaty when a group of women who asked for a menu in Kazakh were rudely refused. Moreover, they were called «fascists» and «nazis». The restaurant's administration demanded that the customers leave the cafe, and then called security. After a public outcry, the cafe's administrator recorded an apologetic video, and the police launched an investigation. In May 2024, ForteBank found itself in the center of a high-profile scandal due to the published vacancies, which indicated that knowledge of the Kazakh language was not a requirement.

Similar situations often occur in Kazakhstan. Civil society activist Alnur Ilyashev explains the problem of «Qazaq Coffee» by the crisis of communications. According to him, there have already been several high-profile cases in Kazakhstan when businesses were accused of neglecting the Kazakh language and preferring Russian, and such an attitude towards the Kazakh language has always led to mass protests, even on social networks. But entrepreneurs, according to Ilyashev, continue to repeat the same mistakes (Khairgeldin, 2024b).

From the above facts, we can see that all information is distributed via the internet, public resonance occurs in social networks, and the influence of Kazakh-language content on the political, social, and economic spheres of the country. Among the social networks that have caused a public resonance, it can also be noted that the Facebook platform has a great influence. This is because most of the Kazakh-speaking audience is gathered on this platform.

It seems that the problem of language in social networks is still a continuing phenomenon. Some Kazakhstanis note that in order for the Kazakh language to be in real demand, its final, even revolutionary, modernization is necessary. Otherwise, he assures that the Kazakh language will remain on the last line of globalization processes (Tatilya, 2021). But we do not agree with the opinions of these citizens. Because we believe that for the development and full establishment of the Kazakh language in the state sphere, changes and additions to the current legislation are necessary. We believe that the dispute around the Kazakh language in Kazakhstan will end only if the norm that allows the Russian language to be used in parallel with the state language is removed from the law «on language». Since the discussion and the results are based on a specific example (O'Keefe, 2024), it is possible to see the impact of the information contained in it on public consciousness and opinion without hindrance.

Social movements and social justice

Facebook has Kazakh-speaking groups created to support social justice. For example, «Shyndyktan kasha almaisyn» (You can't run away from reality), «Halyk akikaty» (Folk truth), «Kogam yni» (The Voice of society), «Zhana Kazakhstan» (New Kazakhstan), «Kazakhstan Otanshyldary» (Kazakh Patriots), «Online Kazakhstan», and many others. Their activities and goals are aimed at protecting civil rights and covering various political injustices occurring in Kazakhstan. In particular, Zharas Kemelzhan is a regular user of the Adilet Kazakhstan group alash.kz «190 billion: Kazakhstan again borrowed from international banks» (Alash.kz 2024). Such information intensifies dissatisfaction among readers with the economic policy pursued by the country's authorities.

A network user of the Facebook group «Kazakh Patriots» and orda.kz the journalist of the website Didar Kairat, published an article entitled «I am very afraid»: deputies talked about the political background of Nazarbayev's meeting with Putin (Didar, 2024). In early December 2024, the visit of the ex-president of Kazakhstan, Nursultan Nazarbayev, to Russia and the meeting with Vladimir Putin became a hot topic of discussion in the public and social networks. Various comments were written about this information in Kazakh-language Facebook groups. Such information contributes to political views in society and leads to the emergence of social movements.

The Kazakh society is very interested in reading information related to politics, which is distributed through social networks. This indicates an increase in political activity in society. We conclude that as the political activity of civil society increases, it is possible to form public opinion and influence public consciousness.

In order to withstand various political and social contradictions and protests in the Kazakh society, it is important that the authorities of the state have feedback from the public. It is clear that people who are used to constantly receiving new information are fluent on the internet and perfectly master the intricacies of searching for information on it. Accordingly, if sociologists want to influence public opinion and social policy, they need to take an active part in online discussions (Wang, 2015). On Facebook, members of Kazakh-speaking groups got used to paying special attention to unfair phenomena and situations (Borbasov, 2024), and had the opportunity to create a public resonance by sharing and writing about these situations to Kazakh-speaking groups. For example, in 2023, one of the pieces of information that resonated not only in Kazakhstan but also in many neighboring countries and was actively discussed on social networks, including on the Facebook platform, was the Bishimbayev court. The head of the Union of Crisis Centers, Zulfiya Baysakova, told the BBC that holding the trial online only

increased public indignation (Tokoeva, 2024). A video broadcast of the court session was posted on the YouTube channel of the Supreme Court of Kazakhstan.

The court banned expressing his opinion on social networks and the media in the Bishimbayev case (Yesekei, 2024). According to the court of Kazakhstan, posts on social networks interfere with the investigation of a criminal case. Despite the limitations of the court, the social movement on social networks did not stop for a moment. The demand of the Kazakh-speaking society, which asked for justice and constantly kept it under control through the Facebook platform, was fulfilled. On May 13, 2024, the trial of the murder of Saltanat Nukenova ended in Astana. The court found Kuandyk Bishimbayev, ex-Minister of National Economy of the Republic of Kazakhstan, guilty of torturing and murdering his wife. He was sentenced to 24 years in prison (Tengrinews.kz, 2024).

Another case that caused a public movement in Kazakhstan in the last months of 2024 was information about the death of a 16-year-old boy named Sherzat. «The resonance around the murder of teenager Sherzat Polat, who was stabbed to death in front of his family in Talgar last fall, continues unabated. The father of the deceased, who demanded a fair investigation, himself ended up behind bars and under investigation after a desperate act at the funeral of his younger brother, who died two months after Sherzat's death. Observers note that the tragedy in the Almaty region is a reflection of the situation in Kazakhstan, «where not the one who is right is right, but who has more rights» (Radio Azattyk, 2024). After that, on October 12, 2024, it became known that the house of the family of Sherzat Bolat (Bassarova, 2024) burned down in the village of Azat. The police department of the Almaty region confirmed the fact of a fire and deliberate arson of a house.

Kazakh-speaking groups on social networks had a great influence on the character of this tragedy at the state level. Officials of the Republic of Kazakhstan also expressed their opinion on this case. Member of the Committee on legislation and judicial and legal reform of the Mazhilis of the parliament, deputy Abzal Kuspan, noted that due to the spread of various information in social networks, in most cases, unverified, emotional posts and video messages were noticed. "More than 170 witnesses have been questioned in this case, about 40 examinations have been appointed and a thorough investigation is underway. In addition, it should be noted that the death of Sherzat Polat's brother, Nurganat Gaipbayev, is also under the control of the Prosecutor General's office and the Ministry of Internal Affairs. Forensic medical examinations are carried out on it. Due to the public importance of the criminal case, I am working as a lawyer to get acquainted with the course of the investigation and clearly clarify the situation. Our main goal is to promote fair and open consideration of this case," the deputy concluded (Madeniportal.kz, 2024). This information was published in the Kazakh-language group «Online Kazakhstan» on Facebook. This group has 473 thousand Kazakh-speaking readers. The words of Deputy Abzal Kuspan, «in connection with the spread of various information in social networks» indicate that all information in Kazakhstan is distributed through social networks, and social movements begin with these platforms. It should be noted that the information on the sites where the links are given above is the information presented to the public through the Facebook network.

When evaluating the results of the above studies, the following conclusions can be drawn. In other words, we expect that over time, Kazakh-language activity in Facebook groups in Kazakhstan will increase, which, in turn, will help strengthen trust in digital platforms and promote compliance with regulatory requirements (Than et al, 2024). This research adds to our understanding of the relationship between community, public consciousness, and public opinion (Bhowmik, and Fisher, 2024).

Discussion

Before moving on to the discussion of this article, we believe that it is better to explain why we give the word «Kazakh-language» an accent. Kazakhstan was part of the Soviet Union from 1920 to 1991. For almost 70 years, Russian was the main language of communication in the states that comprised the Soviet Union. Even after Kazakhstan gained independence in 1991, and continuing to the present day, the Russian language has remained widely used. Despite the fact that Kazakh holds the status of the state language, Russian has been enshrined in law as an official language. Such state ideology has influenced the struggle of Kazakh-speaking communities in society to maintain and promote their language, a struggle that is particularly evident on social networks, including Facebook.

According to research on the number of authors writing in the Kazakh language, TikTok leads with 753 thousand authors, showing highly active content creation by Kazakhstanis. Telegram has 269 thousand Kazakh-language authors, while Facebook and Instagram each host approximately 145 thousand authors writing in Kazakh. The indicator for VKontakte is lower, with only 100 thousand authors. In terms of language distribution, VKontakte and Odnoklassniki are the least suitable social networks for Kazakh speakers, with only 8.7% and 0.5% of users, respectively, using the Kazakh language. Considering Kazakhstan's population of 20 million, these figures remain relatively small.

The number of Kazakh-speaking internet users is growing steadily. Dina Imambay, author of a Telegram channel that provides scientific and educational updates from Kazakhstan and the world, presents a social media review based on the “Brand Analytics” study for August 2024. According to her report, Telegram ranks among the top five sources of information in Kazakh, with 7.97 million items of information published in August 2024, indicating its popularity as a news source. The channel author notes: “We have a huge platform where politics and a wide range of topics are discussed, especially on Facebook. In this network, the share of the Kazakh language in August this year was 43.2%, considering emojis and short posts, excluding hashtags” (<https://t.me/mediatonym>). Journalist D. Imambay emphasizes that the use of competent Kazakh in these popular networks affects both the quantity and quality of Kazakh content.

Moreover, Kazakh-speaking groups on Facebook function not only as spaces for information exchange but also as platforms for constructing a public opinion narrative. Within these groups, political events, social issues, and cultural topics are discussed, allowing participants to form perspectives and influence one another. This narrative plays a significant role in preserving the cultural identity of the Kazakh-speaking community and in shaping societal consciousness. In this regard, Facebook serves as a critical arena contributing to the development of civil society in Kazakhstan.

In order to evaluate the role of Kazakh-speaking Facebook communities in shaping social change, an analysis of their main areas of activity was conducted. Particular attention was paid to the thematic orientation of discussions and initiatives within these groups, including the dissemination of information, discussion of social issues, promotion of the Kazakh language and culture, support for new ideas and civic initiatives, and the organization of charity events. The analysis shows that these communities perform not only communicative and informational functions but also contribute to the formation of public discourse and civic participation in the digital environment (Brand Analytics, 2025).

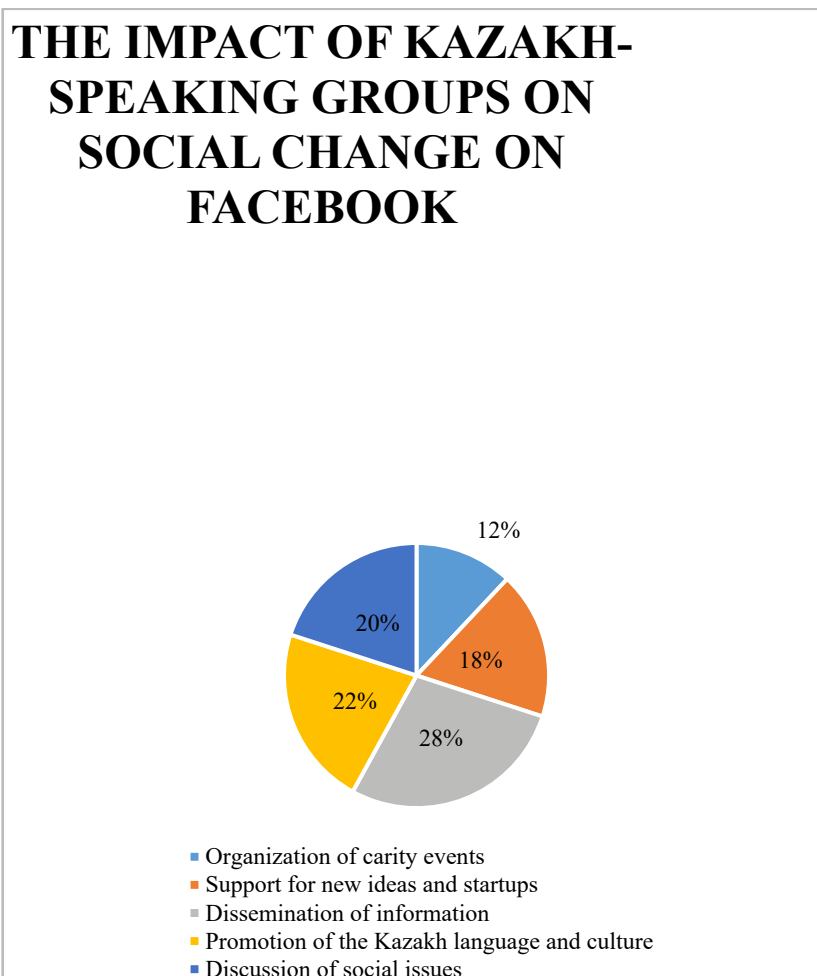


Figure 2. Influence of Kazakh-speaking groups on social change on Facebook

Note: Compiled by the author based on Brand Analytics Social Media Analytics Report (2025).

As shown in the figure, Facebook is widely used as an important source of information among Kazakh-speaking communities. Users actively employ this platform not only to obtain information but also to disseminate it within their social networks. Many social issues are discussed within this space, and such discussions often contribute to raising public awareness and encouraging possible solutions. In addition, initiatives aimed at promoting the Kazakh language and culture occupy a significant place in these online communities, strengthening cultural identity and supporting the development of national-language content in the digital environment.

According to Moldyr (2019), there is no open structure for studying social media in Kazakhstan. Research conducted in October 2019 showed that more than 10.5 million posts were published in the Facebook segment of Kazakhstan. The number of active authors exceeds 380 thousand, which is about 2 percent of the population. The most active group is aged 25–34, leaving on average three thousand posts. This group accounts for 30 percent of all users.

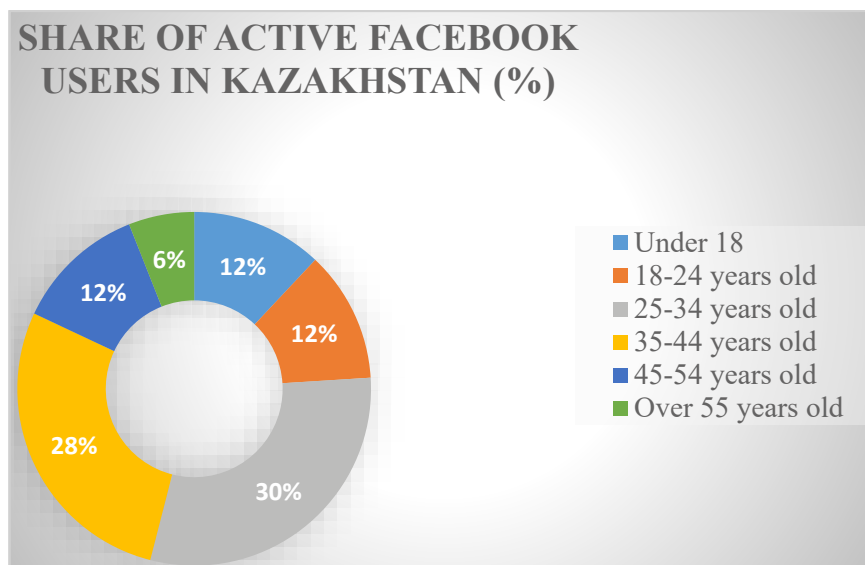


Figure 3. Share of Facebook users in Kazakhstan

Note: Compiled by the author based on Moldyr (2019) [35].

And according to the global ranking of social networks, the Facebook platform occupies the first place. Based on the latest statistics from New Media (2025), which provides data for 2025–2026, Facebook remains the most used platform worldwide (Table 2). Among numerous social media platforms, only the top five in terms of user engagement and popularity are presented here to highlight the leading networks in global usage.

Table 2. Most popular social media platforms worldwide by usage (Monthly Active Users – MAU)

Rank	Platform	Monthly Active Users (approx.)
1	Facebook	~3.1 billion (2026)
2	YouTube	~2.85 billion (2026)
3	Instagram	~2.3 billion (2026)
4	WhatsApp	~2.8 billion (2026)
5	TikTok	~1.6–1.7 billion (2026)

Note: Compiled by the author based on data from New Media (2025)

We can conclude that Facebook is one of the most frequently used social networks in Kazakhstan and the most serious information platform due to the characteristics of its audience. For example, while Instagram is often recognized as a social network in the field of advertising and business, TikTok often looks like a platform for an audience that wants entertainment. In the same way, the audience of Facebook can be generalized. It has often become a platform for discussing political, economic, social, and gender policies. This is noticeable from the mass activity in this network. Mass participation is defined as interference in social, civil and political activities. As a rule, mass participation involves the influence of the behavior and views of other

people on the actions of socialization or the implementation of social and political changes that require a public official to make a specific political decision (Alzhanova, Alibayeva and Zhilkeldieva, 2023). It is important that social networks have a universal public culture, whatever it is. A new information environment is a new context of a cultured environment, to which you need to be able to adapt (Stepanov, 2013). This adaptation was carried out at an extreme pace. In recent years, the measure of social media consumption in Kazakhstan has increased significantly, especially due to the increase in the use of social media on mobile devices (León, Makhortykh, and Adam, 2024). Scientists emphasize Facebook's role in limiting or increasing citizens' awareness of news (Schmidt et al, 2024). Therefore, such studies are relevant.

Conclusion

Facebook and other media platforms, being an important part of the digital environment, have a significant impact on people's minds. This study showed that with the development of Kazakh-language social networks, it is necessary to increase media literacy in order to effectively use their advantages. Social networks today contribute to a change in public consciousness, the dissemination of information, and an increase in political activity. Kazakh-speaking groups on Facebook are a special part of these trends. They have become a platform for social movements aimed not only at preserving language and culture but also at discussing and solving political and social problems. The influence of Kazakh-speaking groups is especially reflected in such important aspects as the promotion of national culture, increasing the status of the language, and the formation of political views. This study allows us to clearly understand the effectiveness of communication strategies of Kazakh-speaking groups in social networks, as well as their influence on the social and political life of society. In the future, the results of these studies can be used to encourage positive changes in society through social media.

The contribution of the authors:

Tergembay K. – contributed primarily to the development of the article's concept, writing of the manuscript, literature collection, and preparation of the conclusion.

Moldabayev Kh. – carried out data collection, analysis, and processing of the research results.

Abdrakhmanova A. – contributed to the development of the research methodology, conducting the literature review, and verification of the results.

References

1. Chang, J. H., Zhu, W. K., Wang, S. et al. (2018) 'Would you change your mind? An empirical study of Facebook's social impact theory', *Telematics and Computer Science*, 35(1), pp. 282–292.
2. Homero, G. de Z., Molyneux, L. and Zheng, P. (2014) 'Social media, political expression, and political participation: Panel analysis of lagged and concurrent relationships', *Journal of Communication*, 64, pp. 612-634. doi: 10.1111/jcom.12103.
3. Bergstrom, A. and Gervelike Belfrage, M. (2018) 'Social media news: Casual consumption and the role of opinion leaders', *Digital Journalism*, 6(5), pp. 583–598.
4. Diehl, T., Weeks, B. E. and Gil de Zúñiga, H. (2016) 'Political persuasion on social media: Tracking the direct and indirect effects of news usage and social interaction', *New Media & Society*, 18(9), pp. 1875-1895.

5. Mattes, J., Nanz, A., Stubenwall, M. et al. (2020) 'News processing in social networks: The model of impact on political episodic news (PINE)', *Journalism*, 21(8), pp. 1031–1048.
6. Alodat, A. M., Al-Qora'n, L.F. and Abu Hamoud, M. (2023) 'Social media platforms and political participation: A study of Jordanian youth engagement', *Social Sciences*, 12(7), p. 402. doi: 10.3390/socsci12070402.
7. Swart, J. and Broersma, M. (2022) 'The gap in trust: Tactics of young people to assess the reliability of political news', *International Journal of Press/Politics*, 27(2), pp. 396–416.
8. Moravec, P., Randall, M. and Dennis, A. R. (2019) 'Fake news on social media: People believe what they want to believe when it doesn't make sense at all', *MIS Quarterly*, 43(4), pp. 1343–1360.
9. Wagner, M.K. and Bochkowski, P. J. (2019) 'Perception of fake news: Interpretations and practices that shape the consumption of perceived misinformation', *Digital Journalism*, 7(7), pp. 870–885.
10. Samet, O., Arriola, L. R. and Matanock, A.M. (2024) 'Facebook usage and outgroup intolerance in Myanmar', *Political Communication*, 41(6), pp. 944–964. doi: 10.1080/10584609.2024.2333408.
11. Kasymbekova, N.M. and Chingizova, N.T. (2022) 'The role of social networks in the formation of public opinion', *Bulletin of the Kazakh National University. Journalism series*, 3(65), pp. 68–76.
12. Ashirbekova, G., Bereketova, A. and Zhaksylyk, A. (2024) 'Äleumettik zhelilerdiñ qoғамdyq sanaға ıqpaly' [The impact of social networks on public consciousness], *Bulletin of L.N. Gumilyov Eurasian National University. Journalism series*, 2(147), pp. 8–24. [in Kazakh].
13. Nugmanova, K., Kagazbaeva, E. and Seitnur, S. (2023) 'Digital SMI as a factor of information security of Kazakhstan', *Scientific and Expert Journal of Society and the Era*, 3(79), pp. 75–90.
14. Azimzhanova, A. (2024) Qazaq tilindegi jañalyqtardyn köpsiligini 16-24 jas aralyғыndagy jashtar oqidy [Most of the news in the Kazakh language is read by young people from 16 to 24 years old]. Available at: <https://kz.kursiv.media/2024-11-20/zmzh-urtg/> (Accessed: 20 November 2024). [in Kazakh].
15. 24.kz (2024) Skol'ko molodezhi prozhivayet v Kazakhstane [How many young people live in Kazakhstan]. Available at: <https://24.kz/ru/news/social/item/665444-skolko-molodezhi-prozhivaet-v-kazakhstane> (Accessed: 12 August 2024). [in Russian].
16. Almuhanbet, A. (2017) Jolauşy Ogyz Dogan Air Astana-dan bir teñge öndirip aludy talap etti [Passenger Oguz Dogan demanded to receive one tenge from Air Astana]. Available at: <https://qamshy.kz/kz/article/30109-passagir-oguz-dogan-trebuat-vzyskat-odin-tenge-s-air-astana.html> (Accessed: 10 October 2017). [in Kazakh].
17. Akhimova, A. (2024) Oskorbleniye kazakhskogo yazyka: kak kazakhstantsy ustrayivali narodnye boykoty protiv biznesa [Insulting the Kazakh language: how Kazakhstanis organize popular boycotts against business]. Available at: <https://newtimes.kz/eksklyuziv/198838-oskorblenie-kazakhskogo-iazyka-kak-kazakhstantsy-ustrayivali-narodnye-boikoty-protiv-biznesa> (Accessed: 10 December 2024). [in Russian].
18. Khaireldin, D. (2024) 'Vy nedostoyny svoego imeni!' Qazaqtsev vozmutilo otsutstvie menyuu na kazakhskom yazyke v kofeyne 'Qazaq Coffee' ["You are unworthy of your name!" Kazakhstanis were outraged that there is no menu in Kazakh in the «Qazaq Coffee» shop]. Available at: <https://www.currenttime.tv/a/kazahstantsev-vozmutilo-kofeyneya-qazaq-coffee-net-menu-na-kazahskom/33234526.html> (Accessed: 11 December 2024). [in Russian].
19. Maratova, M. (2024) Skandal iz-za otsutstviya kazakhskogo yazyka v menyuu obrushil reyting kofeyni v Astane [The scandal due to the lack of the Kazakh language in the menu has brought down the rating of a coffee shop in Astana]. Available at: <https://ulymedia.kz/news/42736-skandal-iz-za-otsutstviya-kazakhskogo-iazyka-v-menyuu-obrushil-reyting-kofeyni-v-astane/> (Accessed: 10 December 2024). [in Russian].

20. Zharbulova, N. (2024) 'Personal ne obyazan govorit' na kazakhskom'. Kofeynya v Astane zakrylas' iz-za skandala s kazakhskim yazykom ["The staff is not required to speak Kazakh." A coffee shop in Astana has closed due to a scandal with the Kazakh language]. Available at: <https://kz.kursiv.media/2024-12-09/zhrb-kz-qzq-cof/> (Accessed: 9 December 2024). [in Russian].

21. Tatilya, K. (2021) Qazaq tili jahandanu üderisteriniñ mağinasız salasında qalıp qoya ma, äldä jañartılığa tiis pe? [The Kazakh language must either remain on the sidelines of the aimless processes of globalization, or be modernized]. Available at: <https://qmonitor.kz/kz/politics/79> (Accessed: 26 February 2021). [in Kazakh].

22. O'Keefe, D. J. (2024) 'Message-level claims require message-level data analyses: Aligning claims and evidence in communication research', *Communication Methods and Measures*, 18(4), pp. 301–314. doi: 10.1080/19312458.2024.2349987.

23. Alash.kz (2024) 190 milliard: Qazaqstan halyqaralyq bankterden tağı da qarız aldı [190 billion: Kazakhstan again borrowed from international banks]. Available at: <https://alash.kz/kz/article/190-mld-qazaqstan-halyqaralyq-bankterden-tagy-da-qaryz-aldy.html> (Accessed: 12 December 2024). [in Kazakh].

24. Didar, K. (2024) "Men qattı qorqamyn": deputattar Nazarbaevt'riñ Putinmen kezdesuiniñ sayasi astary jayly ayttı ["I am very afraid": the deputies spoke about the political background of Nazarbayev's meeting with Putin]. Available at: <https://kaz.orda.kz/katty-korkamyn-deputattar-nazarbaevtyn-putinmen-kezdesuinin-sajasi-astary-zhajly-ajtty-129255/> (Accessed: 18 December 2024). [in Kazakh].

25. Wang, H.-Z. (2015) 'Sociology on the street corner', *Global Dialogue*, 5(4). Available at: <http://isa-global-dialogue.net> (Accessed: 14 April 2026).

26. Borbasov, S. (2024) Äleumettik ädilettiliktin negizi [The basis of social justice]. Sovereign Kazakhstan. Available at: <https://egemen.kz/article/369597-aleumettik-adilettilik-negizi> (Accessed: 2 August 2024). [in Kazakh].

27. Tokoeva, A. (2024) V Kazakhstane byvshego ministra ekonomiki sudyat za ubiystvo zheny v restorannom bokse. Osnovnye detali dela [In Kazakhstan, the former Minister of Economy is being tried for the murder of his wife in a restaurant booth. The main details of the case]. BBC Russian. Available at: <https://www.bbc.com/russian/articles/c2584l48rr9o> (Accessed: 6 April 2024). [in Russian].

28. Yesekei, K. (2024) Sud zapretit vyskazivat' svoyo mneniye v sotssetyakh i SMI po delu Bishimbaeva [The court banned expressing his opinion in social networks and the media on Bishimbayev's case]. Inform.kz. Available at: <https://www.inform.kz/ru/sud-zapretit-viskazivat-svoe-mnenie-v-sotssetyah-i-smi-po-delu-bishimbaeva-60f3c9> (Accessed: 14 April 2026). [in Russian].

29. Tengrinews.kz (2024) Rassyilka o «pobege Bishimbaeva»: zavedeno ugolovnoe delo [Regarding the 'Bishimbaev escape': a criminal case has been opened]. Available at: https://tengrinews.kz/kazakhstan_news/rassyilka-o-pobege-bishimbaeva-zavedeno-ugolovnoe-delo-553528/ (Accessed: 11 November 2024). [in Russian].

30. Radio Azattyk (2024) Aresty, shtrafy i deportatsiya. Ubijstvo Sherzata Polata: kak poterpevshie stali obvinyayemy [Arrests, fines and deportation. The murder of Sherzat Polat: how the victims became the accused]. Available at: <https://rus.azattyq.org/a/obviniya-protiv-poterpevshih-povorot-v-dele-ob-ubiystve-sherzata-polata/33237474.html> (Accessed: 12 December 2024). [in Russian].

31. Bassarova, O. (2024) Djadja Sherzata Bolata, ubitogo v Tal'gare, pokonchil s soboj — svedeniya politsii [The uncle of Sherzat Bolat, who was killed in Talgar, committed suicide, according to the police]. Available at: <https://kz.kursiv.media/2024-12-09/lbsb-ddsherzata/> (Accessed: 9 December 2024). [in Russian].

32. Madeniportal.kz (2024) «170 kuägerden jauap alındı»: deputat Abzal Quspan Sherzat isi boyınsha Almatyğa bardı [«170 witnesses were questioned»: Deputy Abzal Kuspan visited Almaty on the Sherzat

case]. Available at: <https://madeniportal.kz/zan/170-kuagerden-zauap-alyndy-deputat-abzal-quspan-serzat-isi-boiynsa-almatyga-bardy> (Accessed: 17 December 2024). [in Kazakh].

33. Than, T. H., Hoang, X. B., Duong, T. T. P. and Nguyen, N. T. (2024) 'The impact of risk communication in digital economy training in Vietnam', *Journal of International Crisis and Risk Communication Research*, 7(3), pp. 1–14.

34. Bhowmik, S. and Fisher, J. (2024) 'Defensive journalism in Bangladesh: Consequences of the Digital Security Act on journalism practice', *Digital Journalism*, pp. 1–20. doi: 10.1080/21670811.2024.2406861.

35. Moldyr, B. (2019) Instagram, Facebook, Vkontakte: Qazaqstandaғы әлеуметтік желілердің әсері және нақты статистика [Instagram, Facebook, Vkontakte: the impact of social networks in Kazakhstan and real statistics]. Available at: <https://azattyq-ruhy.kz/society/1159-kazan-aiynda-kazakstandyk-facebook-te-kansha-post-zharyk-kordi> (Accessed: 5 November 2019). [in Kazakh].

36. New Media (2025) Social media marketing statistics 2025–2026. Available at: <https://newmedia.com/blog/social-media-marketing-statistics> (Accessed: 14 March 2026).

37. Alzhanova, A.B., Alibayeva, A. and Zhilkeldieva, G.E. (2023) 'Tsifrovaia gramotnost v informatsionnom prostranstve v usloviakh sovremennosti' [Digital literacy in the information space in modern conditions], *Bulletin of L.N. Gumilyov Eurasian National University. Journalism series*, 2(143), pp. 53–65. [in Russian].

38. Stepanov, V. (2013) *Osnovy mediagramotnosti i mediaekologii* [Fundamentals of media literacy and media ecology]. Minsk. [in Russian].

39. León, E. de, Makhortykh, M. and Adam, S. (2024) 'Hyperpartisan, alternative, and conspiracy media users: An anti-establishment portrait', *Political Communication*, 41(6), pp. 877–902. doi: 10.1080/10584609.2024.2325426.

40. Schmidt, F., Mangold, F., Stier, S. and Ulloa, R. (2024) 'Facebook as an avenue to news: A comparison and validation of approaches to identify Facebook referrals', *Political Communication*, 41(6), pp. 921–943. doi: 10.1080/10584609.2024.2342983.

К. Тергембай^{1*}, Х. Молдабаев², А. Абдрахманова³

^{1,2,3}Л.Н. Гумилев атындағы Еуразия ұлттық университеті, Астана, Қазақстан

Facebook-тегі қазақтілді топтардың қоғамдық пікір қалыптастырудағы рөлі: коммуникация, мәдениет және саяси белсенділік аспектілері

Аңдатпа. Бұл мақалада әлеуметтік желілердің, атап айтқанда Facebook-тегі қазақтілді топтардың қоғамдық санаға ықпалы қарастырылады. Қазақстанның ақпараттық кеңістігінде бұл топтар әлеуметтік және саяси мәселелер бойынша қоғамдық пікір қалыптастырып, ұлттық мәдениетті насихаттауда, қазақ тілінің мәртебесін арттыруда және саяси белсенділікті дамытуда маңызды рөл атқарады. Мақаланың мақсаты – қазақтілді топтардың қоғамдық сананы трансформациялаудағы және әлеуметтік белсенділікті арттырудағы рөлін анықтау. Сонымен қатар, зерттеу қазақтілді топтардағы ақпарат алмасу ерекшеліктерін, олардың әлеуметтік желілерде қазақ тілінің мәртебесін арттырудағы рөлін, сондай-ақ әлеуметтік қозғалыстар мен әлеуметтік әділеттілік мәселелеріндегі белсенділігін кешенді түрде қарастырады. Зерттеу нәтижелері қазақтілді топтардың қоғамдық санаға ықпалын тереңірек түсінуге мүмкіндік береді. Зерттеу қазақтілді Facebook топтарындағы жарияланымдар мен пікірталастарды контент-талдау және салыстырмалы талдау әдістеріне негізделген. Зерттеудің практикалық

маңыздылығы – осы онлайн қауымдастықтардың қоғамдық дискурсты қалыптастырудағы және цифрлық коммуникация кеңістігінде қазақ тілінің позициясын нығайтудағы рөлін айқындаумен сипатталады.

Түйін сөздер: Facebook, әлеуметтік желі, қоғамдық пікір, саяси белсенділік, коммуникация.

К. Тергембай¹, Х. Молдабаев², А. Абдрахманова³

^{1,2,3}Евразийский национальный университет имени Л.Н. Гумилёва, Астана, Казахстан

**Роль казахоязычных групп в Facebook в формировании общественного мнения:
аспекты коммуникации, культуры и политической активности**

Аннотация. В данной статье рассматривается влияние социальных сетей, в частности, казахоязычных групп в Facebook, на общественное сознание. В информационном пространстве Казахстана эти группы формируют общественное мнение по социальным и политическим вопросам и играют важную роль в продвижении национальной культуры, повышении статуса казахского языка и развитии политической активности. Цель статьи – определить роль казахоязычных групп в трансформации общественного сознания и повышении социальной активности. Кроме того, в исследовании комплексно рассматриваются особенности обмена информацией в казахоязычных группах, их роль в повышении статуса казахского языка в социальных сетях, а также их участие в социальных движениях и вопросах социальной справедливости. Результаты исследования позволяют глубже понять влияние казахоязычных групп на общественное сознание. Исследование основано на методах контент-анализа и сравнительного анализа публикаций и обсуждений в казахоязычных группах Facebook. Практическая значимость исследования заключается в определении роли этих онлайн-сообществ в формировании общественного дискурса и укреплении позиций казахского языка в цифровой коммуникационной среде.

Ключевые слова: Facebook, социальная сеть, общественное мнение, политическая активность, коммуникация.

Information about the authors:

Tergembay K. – corresponding author, PhD, L.N. Gumilyov Eurasian National University, 13 Kazhymukan St., 010008, Astana, Kazakhstan.

Moldabayev K. – Doctoral student, L.N. Gumilyov Eurasian National University, 13 Kazhymukan St., 010008, Astana, Kazakhstan.

Abdrakhmanova A. – Doctoral student, L.N. Gumilyov Eurasian National University, 13 Kazhymukan St., 010008, Astana, Kazakhstan.

Авторлар туралы мәлімет:

Тергембай К. – хат-хабар авторы, PhD, Л.Н. Гумилев атындағы Еуразия ұлттық университеті, Қажымұқан көшесі, 13, 010008, Астана, Қазақстан.

Молдабаев Х. – докторант, Л.Н. Гумилев атындағы Еуразия ұлттық университеті, Қажымұқан көшесі, 13, 010008, Астана, Қазақстан.

Абдрахманова А. – докторант, Л.Н. Гумилев атындағы Еуразия ұлттық университеті, Қажымұқан көшесі, 13, 010008, Астана, Қазақстан.

Сведения об авторах:

Тергембай К. – автор для корреспонденции, PhD, Евразийский национальный университет имени Л.Н. Гумилёва, ул. Кажымукана, 13, 010008, Астана, Казахстан.

Молдабаев Х. – докторант, Евразийский национальный университет имени Л.Н. Гумилёва, ул. Кажымукана, 13, 010008, Астана, Казахстан.

Абдрахманова А. – докторант, Евразийский национальный университет имени Л.Н. Гумилёва, ул. Кажымукана, 13, 010008, Астана, Казахстан.