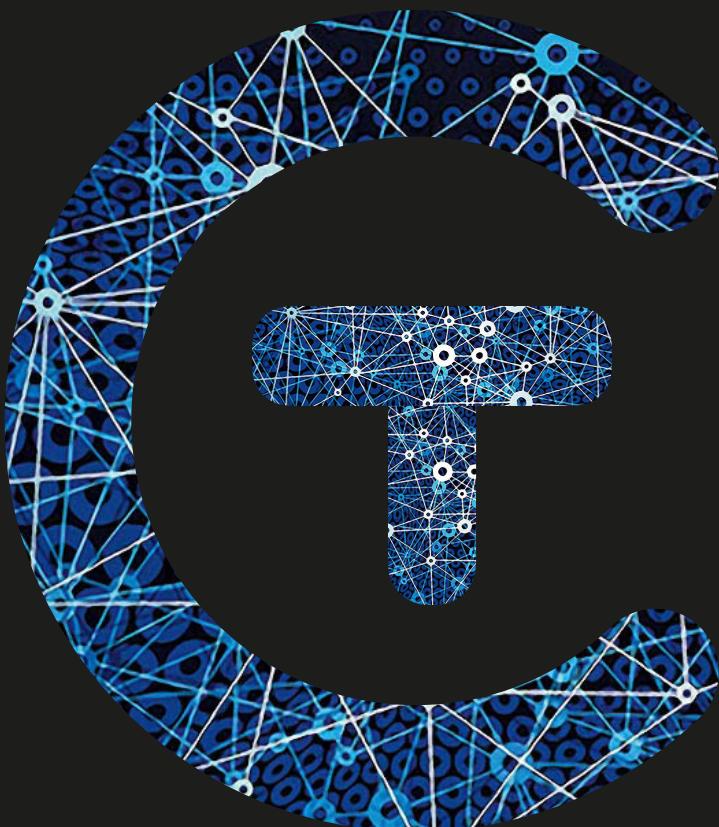


# CTC 2019

Communication and Technology Congress

17th April 2019



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# **CTC 2019**

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## **ABOUT CTC**

The commencement of the digital age along with the rapid development of information technologies in the 21st century has led it to be defined as the age of information, where the boundaries between place and time no longer exist. It has become increasingly difficult to define what McLuhan has coined as the “global village”, a village based on communication where cultural structures are founded on technology, and constructed through differing codes. In other words, despite the fact that images, which are the most important carriers of technological culture, can transcend all kinds of barriers, individuals living in different cultures and societies perceive and understand these images in completely distinctive ways. Furthermore, it is important to ask the question of whether the process of communication brings along with it “technology”.

The term communication no doubt includes fashion, painting, textile, sculpture, all kinds of architecture, industrial and graphic design, advertising, popular culture, photograph, and mass media tools such as film, and television, as well as other products such as computer games, webpages, and newspaper and magazine design. So how are the messages created in these areas perceived? In terms of communication, what are the good and bad aspects of “technology”? How is society influenced by the “change”, “transformation” and “conversion” occurring in communication? Do McLuhan’s “technological determinism”, the “hyperreality” and the notion that all images morph into the imaginary of Jean Baudrillard’s “Simulacra and Simulation”, M. Castells concept of “network society” and the now very popular term of “social media” have anything in common? If we look at it more generally, what are the new approaches that have emerged in the components of communication – due to the process of technology?

CTC 2019 (Communication and Technology Congress) will take place April 17th 2019. The Congress will bring together academics and professionals coming from different fields to discuss their differing point of views on these questions related to “Communication” while referring to “technology”. “Online” is our theme in this Congress.

### **Call For Papers**

CTC 2019 (Communication and Technology Congress) will take place April 17th 2019. The Congress will bring together academics and professionals coming from different fields to discuss their differing point of views on these questions related to “Communication” while referring to “technology”. “Online” is our theme in this Congress.

### **Main Topics of CTC**

- Social Sciences (Communication Studies, researches, applied studies)
- New Media (web 2.0, web 3.0, interactivity, convergence, virtuality, social media, etc.)
- Digital Arts (cinema, television, photograph, illustration, kinetic, graphics etc.)
- Digital Society (E-community, surveillance society, network society, etc.)
- Communication Arts (advertising, public relation, marketing, etc.)
- Mass Communication (Television, radio, newspaper, etc.)
- Technology

### **Language Of CTC**

Turkish and English

### **CTC Dates**

April 17th, 2019

### **CTC Venue**

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# ONLINE

Communication is an essential component that does not change in the course of the struggle for the life of the individual. Communication plays a determinant role during the period from individuals' birth to death. Media providing the connection between source and target during the process of communicative action has been standing on with technical developments from past to present. Communication is a technique of producing and transmitting information based on the needs of individuals. Today, it is not enough to define the communication concept as a pure language technique or a way of transmitting. Technology directs offline life practices and brings these practices different approaches, which leads communication to be considered as an "interdisciplinary" field in the social sciences field. Therefore, communication plays a significant role in the transformation of social communication as of the moment it is in a relationship with technology even though it first appeared as a social invention. In the digital age, the process of researching information and methods of transmitting information simultaneously develops with communication tools. The mentioned definition is supportive in revealing various approaches considering the rapid development of communication tools, especially as of the 20<sup>th</sup> century. Various disciplines analyze how the communication tools developed in this process affect social life and how the language and sense phenomenon are built using these tools.

Communication tools integrated with the technology as of the 20<sup>th</sup> century has been a significant factor in revealing a new communication model. This communication model has led to a new understanding of culture and a "new" common social network in which society and information have actively been included. Information production, data channels, and digitalized user network have articulated new media as an alternative to traditional media. Therefore, the "new" concept used for media indicates a basis based on activity and which is focused on continuity. There have been various definitions of communication tools throughout history (such as experimental communication, mass communication, etc.). However, it is updated as "new media" leading to radical social and cultural changes. Social media can be defined as a digital communication tool based on technology. With rapid technological developments, network society, in other words, touch society form interaction and can "exist" in different courses of the media and create their communication media.

Today, digital communication network that is used as social media not only allows data flow between societies but also provide an opportunity for "social" identity. Based on the relationship between activity and continuity, real identities turn into digital identities and they are formed as positioning the "existence" of individuals through the virtual platform. Thus, the social media in which daily life practices turned to digitalization changes socially and culturally and a new social basis is formed. Digital communication tools or in other words "smart" devices can produce limitless content

through the features identified to them and these contents lead to socializing of societies. These changes between real and virtual worlds bring several positive and negative effects together with it. Considering the increasing issues such as digital consumption, digital addiction, internet urges, which can also be qualified as social issues, various disciplinary studies discussing social media are quite significant. However, it is significant to point out what the global system means on social media as well as the globalizing world and how the metas are positioned on digital media.

Being online in a virtual platform has led to the formation of a new social structure. This terminology, particularly used for social media, indicates how the daily life practices of the individual correspond in social media. While the online phenomenon is sociologically an appearance of socializing, it also is a digital movement strengthening the numbness/addiction of the individual. However, being online in the digital communication network is directly related to activity and continuity. Both concepts are supported by smart devices, computers or tablets and try not to stop the activities of digital identities positioned on the common network thanks to their portability. Thus, the guidance of technology on users is determined based on the activity situations of communication tools and socializing perception is reproduced on this basis. These developments and proceedings on various subjects regarding the online have been discussed in the “Communication and Technology Congress”. The technology of the communication process requires a continuous social transformation in the course of the technique to technology journey. It should not be forgotten that the new of today will be the old of tomorrow.

**Assoc. Prof. Dr. Deniz YENGİN**  
**Faculty of Communication**  
**General Coordinator of the Congress Organization Committee**

# CTC 2019

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PAPERS



# A Study of Generation Z Viewing Habits in Context of Uses and Gratification Theory: The Protector Netflix Series Case

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## Abstract

In recent years online broadcasting has accelerated through online broadcasting platform Netflix. Therefore the generation Z that defined as digital natives has a differenciaty viewing habit. It is defined as binge watch and binge racer by Netflix. The users watch episodes of a Netflix series at one time nonstop. The aim of the research is to find out the factors carry out generation Z's online viewing habits, in the context of uses and gratification theory. To conduct the research The Protector, the first Turkish series of Netflix, is choosen as a case and survey is done with The Protector's watchers.

Keywords: Binge Watch, Binge Racer, The Protector, Uses and Gratification Theory

## Introduction

Traditional viewing habits have begun to evolve with the development of technology. Particularly, the generation Z, that is born into new communication technologies and called as digital natives, decides themselves to watch what, where, when and how long. Television's fixed broadcasting timetable and its viewing habits are not prevailing for the generation Z, that does not recognize time and space boundaries. With the emergence of online broadcasting platforms, generation Z has started use these online broadcasting platforms to adopt new viewing habits. The online platform Netflix defined those new viewing habits as bing watch. Also the Netflix defined these new watchers as binge watcher and binge racer due to their viewing acts. The research is focusing on factors that orients viewers towards to new viewing habits in contexts of binge watch, binge watcher and binge racer concepts.

Human life is averagely 80 years and during this period, it goes through 4 periodic processes. These periodic processes are childhood, youth, adulthood and old age. In this case, it is possible to say that a new generation is coming up about every 20 years. (Twenge, 2009: 10–12) Five generations have been defined in the last century; i) builders: born before 1940, ii) baby boomers: born between 1940 and 1960, iii) Gen X: born between 1960 and 1980, iv) Gen Y: born between 1980 and 2000, v) Gen Z: born in 2000 and beyond. Some researchers consider the beginning of the Gen Z as 1995 and beyond (Seymen, 2017: 472). Due to the speed of change in technology, the differentiation of generations has also accelerated. Therefore, Gen Z is differentiating faster than its predecessors.

To consider on the basic features that distinguish the generation Z from its predecessors, the following concepts emerge (Stillman & Stillman, 2017: 7-8).

**Phygital (physical plus digital):** ‘Phygital’ is a term used to describe the interaction between a physical and digital space. As digital natives they have a combined physical and virtual world perception.

**Hyper - Custom:** Hyper-personalization takes personalized marketing a step further by leveraging artificial intelligence (AI) and real-time data to deliver more relevant content, product, and service information to each user (Lebo, 2019).

**Realist:** They have a very utilitarian mentality in preparing for the future and making plans. They have a realistic and planned view of life.

**FOMO:** A form of social anxiety - a compulsive concern that one might miss an opportunity or satisfying event, often aroused by posts seen on social media websites.

**Weconomists:** They are willing to support the “we” economy instead of me, which emphasizes the benefit of society (they use Airbnb, Uber and etc that are part of gig economy).

**DIY (Do It Yourself):** As they grow up with do-it-yourself videos, they think they can do almost anything on their own.

**Driven:** Gen Z is one driven generation. Gen Z is ready and hungry to roll up their sleeves. They will be more competitive as well as private than previous generations.

Considering these features, Gen Z, which does not recognize the world before the digital revolution, takes decisions much faster, tries to catch up with everything and gets distracted quickly. The above-mentioned characteristics of Gen Z influences their daily life, their perception of the world. For this reason, past viewing habits are also undergoing some changes. Many researches point out that Gen Z prefers to be online and constantly interactive. It is seen that the main medium that determines media usage habits of the Gen Z is the internet. In this context, it is thought that broadcasting of new online series is according to the media consumption habits of the Gen Z.

Rapidly developing technology and the Internet are changing and shaping many of our habits (Poe, 2014:16). Our viewing habits have also changed in recent years. The action of shooting and sharing videos starting with social media has caused audience to move away from traditional media tools that require longer-term attention. Realizing that individuals spend more time on the internet, the broadcasters started the online casting age switching to the internet environment. Internationally Netflix and locally BluTV and PuhuTV are the first examples of online castings. Initially, these platforms have been casting contents produced for television and cinema, and then started to produce their original content to cast online to respond to the demands of the online consumer. Netflix pioneered the production of original content for online cast. One of the outputs of online broadcasting is to present one season of the series to the consumer in one go. On online platforms unlike traditional media, consumers can watch any episode of the series at anytime, anywhere, without waiting. (Yengin & Kinay, 2015: 221) The well known American online brodcasting company Netflix defined this new type of viewing as binge watch. (Yengin & Kinay, 2015: 222) Binge watch refers to watch many or all episodes of (a TV series) in rapid succession. And the person who binge watches is binge watcher. The concept of binge racer, introduced by Netflix in 2017, defines the viewers who show the behavior of watching one season of a series in one sitting (within 24 hours) (Krstic, 2018).

Within the scope of the study, in order to explain the online viewing habits of Gen Z the uses and gratification theory that explains audience satisfaction and how audience prefers a mass media was used.

## The Uses and Gratification Theory

Uses and gratifications theory asserts that people use media to gratify specific wants and needs. Unlike many media theories that view media users as passive, uses and gratifications sees users as active agents who have control over their media consumption.

Uses and gratifications was first introduced in the 1940s as scholars began to study why people choose to consume various forms of media. For the next few decades, uses and gratifications research mostly focused on the gratifications media users sought. Then, in the 1970s, researchers turned their attention to the outcomes of media use and the social and psychological needs that media gratified. Today, the theory is often credited to Jay Blumler and Elihu Katz's work in 1974. As media technologies continue to proliferate, research on uses and gratifications theory is more important than ever for understanding people's motivations for choosing media and the gratifications they get out of it.

Uses and gratifications theory relies on two principles about media users. First, it characterizes media users as active in their selection of the media they consume. From this perspective, people don't use media passively. They are engaged and motivated in their media selections. Second, people are aware of their reasons for selecting different media options. They rely on their knowledge of their motivations to make media choices that will help them meet their specific wants and needs (Güngör, 2013: 122).

On the basis of those principles, uses and gratifications goes on to outline: (Tokgöz, 2015: 287)

- Media use is goal-directed. People are motivated to consume media.
- Media is selected based on the expectation that it will satisfy specific needs and desires.
- Media influence on behavior is filtered through social and psychological factors. Thus, personality and social context impact the media choices one makes and one's interpretation of media messages.
- Media are in competition with other forms of communication for an individual's attention. For example, an individual may choose to have an in-person conversation about an issue instead of watching a documentary about the issue.
- People are usually in control of media and therefore are not particularly influenced by it.

Taken together, uses and gratifications theory stresses the power of the individual over the power of the media. Individual differences mediate the relationship between media and their effects. This results in media effects being driven as much by the media user as by the media content itself. So, even if people take in the same media message, each individual will not be impacted by the message in the same way.

To Blumler and Katz's opinion audiences choose and use a media for the following 4 Media Purposes or Uses and Gratifications:

**Diversion or Entertainment:** people use media to get away from everyday problems and routine (escapism).

**Personal Relationships:** people use media as a substitute for real emotional and interpersonal interaction. It is frequent that people watch a soap opera to live emotions they should have typically experienced in their real family life.

**Personal Identity:** people find themselves reflected in texts and TV programs and they also learn behaviors and values from media.

**Surveillance:** people use the media to satisfy their need for information. This is typical for people watching weather reports, financial and business news, etc.

Recently, with the coming of new media (internet and video games) the original Blulmer and Katz's list has been widely extended. In 2000 **Denis McQuail**, active in the field of mass communication studies ratified this methodology, slightly modifying the order and the names of the 4 Uses:

- Information
- Personal Identity
- Integration and Social Interaction
- Entertainment. (Uzun,2013: 90-91)

## The Scope and the Methodology of the Research

As a conclusion of the acceleration of online broadcasting, Gen Z, which is also known as the digital native, has a new type of viewing habits different from the traditional viewing habits. These viewing habits are defined as binge watch and binge racer by Netflix.

The aim of the research is to examine the online viewing habits of generation Z in the context of The Protector series based on the Uses and Gratification Theory. To conduct the research a survey is done.

The universe of the research is young people who are between 18-24 years old watching The Protector. The reason for choosing it is that Generation Z is in this age range. The Protector series is the first Turkish series to be broadcasted on Netflix. And according to Netflix data, it has reached more than 10 million views in the first 4 weeks since December 14, 2018, when the first episode was broadcasted. ([www.media.netflix.com](http://www.media.netflix.com)) The fact that the series has reached more than 10 million views in a short time makes it possible to research the concepts of binge watch and binge racer.

As mentioned above to conduct the research a survey of 5 factors including closed-ended questions is developed from the context of uses and gratification theory. 4 of the 5 factors are information, personel identity, integration and social entegration and entertainment that modified by McQuail. (Uzun, 2013: 90-91) The fifth factor of the survey is the production factor consists of character, space, script and etc. Likert scale (5-point) is used in the research. 26 questions' survey was responded by in total 385 people who are between 18 and 24 ages.

The problem of the research is "What factors influence on the viewing habits of generation Z?". And in the context of problem of the research are below:

**H1:** The audience of the series (The Protector) shows the habit of binge watch.

**H2:** The audience has watched it as binge racer.

**H3:** There is a positive corelation between information factor and being a binge watcher/racer.

**H4:** There is a positive corelation between integration and social interaction factor and being a binge watcher/racer.

**H5:** There is a positive corelation between entertainment factor and being a binge watcher/racer.

**H6:** There is a positive corelation between personal identity factor and being a binge watcher/racer.

**H7:** There is a positive corelation between production factor and being a binge watcher/racer.

## Factor Analysis

Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors. For example, it is possible that variations in six observed variables mainly reflect the variations in two unobserved (underlying) variables. Factor analysis searches for such joint variations in response to unobserved latent variables. The observed variables are modelled as linear combinations of the potential factors, plus "error" terms. Factor analysis aims to find independent latent variables. (Büyüköztürk, 2002: 472 - 478).

Table 1 below figures out the results of the factor analysis of the research. And the results points out that there is an internal consistency of the questionnaire

Rotated Component Matrix(a)

	1	2	3	4	5
Information factor 1	.159	.154	.124	.168	<b>.654</b>
Information factor 2	.272	.245	.379	.144	<b>.508</b>
Information factor 3	.200	.171	.220	.191	<b>.587</b>
Personal idendity 1	.447	<b>.664</b>	.097	.031	.025
Personal idendity 2	.370	<b>.599</b>	.157	.062	.075

Personal identity 3	.500	<b>.511</b>	.209	.082	.093
Integration and social interaction 1	.050	.199	<b>.781</b>	.218	.127
Integration and social interaction 2	.512	.113	<b>.626</b>	.102	.114
Integration and social interaction 3	.290	.143	<b>.795</b>	.082	.071
Integration and social interaction 4	.384	.204	<b>.662</b>	.082	.410
Production 1	<b>.764</b>	.204	.148	.167	.098
Production 2	<b>.758</b>	.130	-.019	.215	.137
Production 3	<b>.666</b>	.110	.430	.114	.229
Production 4	<b>.608</b>	.158	.484	.071	.312
Production 5	<b>.579</b>	.316	.211	.257	.247
Production 6	<b>.463</b>	.301	.292	.312	.145
Production 7	<b>.537</b>	.410	.259	.348	.289
Production 8	<b>.516</b>	.304	.384	.109	.352
Entertainment 1	.116	.127	.194	<b>.775</b>	.125
Entertainment 2	.194	.131	.079	<b>.809</b>	.267
Entertainment 3	.310	.357	.175	<b>.580</b>	.253

**Table 1. The result of Factor Analysis of the research**

## Reliability Analysis

Reliability analysis is determined by obtaining the proportion of systematic variation in a scale, which can be done by determining the association between the scores obtained from different administrations of the scale. Thus, if the association in reliability analysis is high, the scale yields consistent results and is therefore reliable.

Cronbach's alpha,  $\alpha$  (or *coefficient alpha*), developed by Lee Cronbach in 1951, measures reliability, or internal consistency. "Reliability" is how well a test measures what it should. For example, a company might give a job satisfaction survey to their employees. High reliability means it measures job satisfaction, while low reliability means it measures something else (or possibly nothing at all).

Cronbach's alpha tests to see if multiple-question Likert scale surveys are reliable. These questions measure latent variables — hidden or unobservable variables like: a person's conscientiousness, neurosis or openness. These are very difficult to measure in real life. Cronbach's alpha will tell you if the test you have designed is accurately measuring the variable of interest.

The formula for Cronbach's alpha is (What does Croanbach's Alpha mean, 2019):

$$\alpha = \frac{N\bar{c}}{\bar{v} + (N - 1)\bar{c}}$$

Where:

$N$  = the number of items.

$\bar{c}$  = average covariance between item-pairs.

$\bar{v}$  =average variance

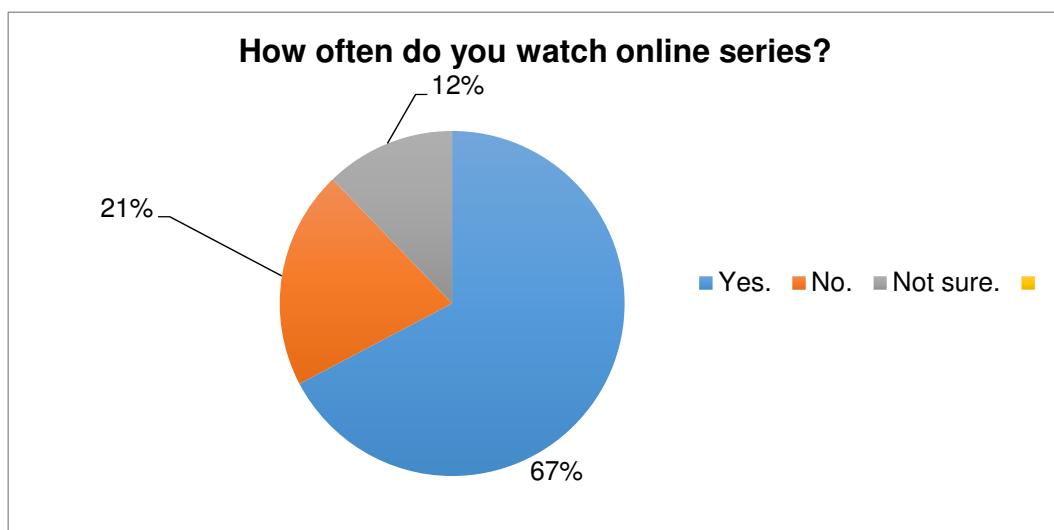
Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

**Table 2. Rule of Thumbs for Results (Cronbach's Alpha: Simple Definition, Use and Interpretation, 2019)**

In general, a score of more than 0.7 is usually okay. However, some authors suggest higher values of 0.90 to 0.95. The score of the research is 0.826. That means the survey has an internal consistency.

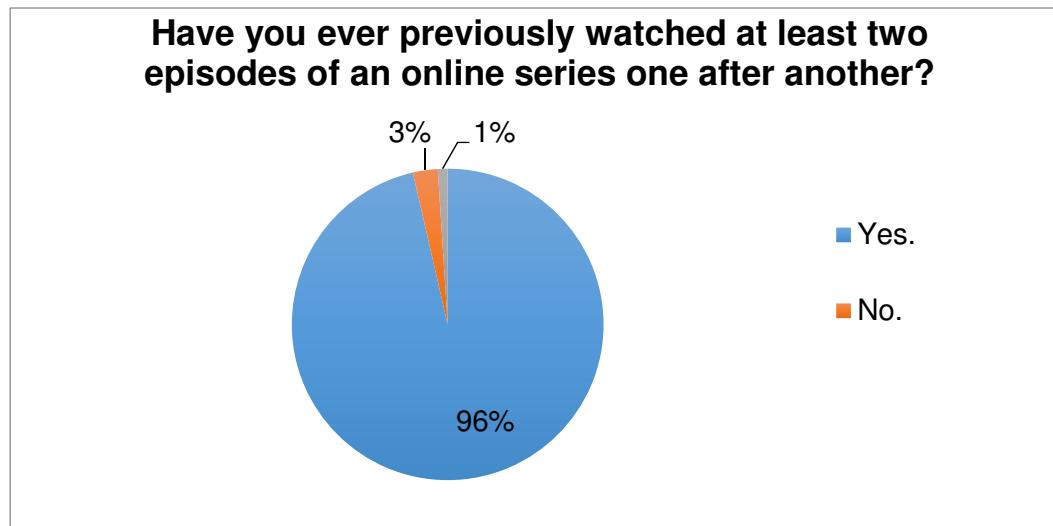
## Findings

In context of the research “How often do you watch online series?” question has been asked to the subjects and 89.1% of 385 subjects between the ages of 18-24 stated that they watch online series. It can say that about 9/10th of Turkey's young people who are between 18 - 24 ages shows online viewing habit. To the findings 4 of 10 people perform online watch every day of the week. On the other hand, the rate of those who have the habit of watching online 4-5 days a week is %26,5.



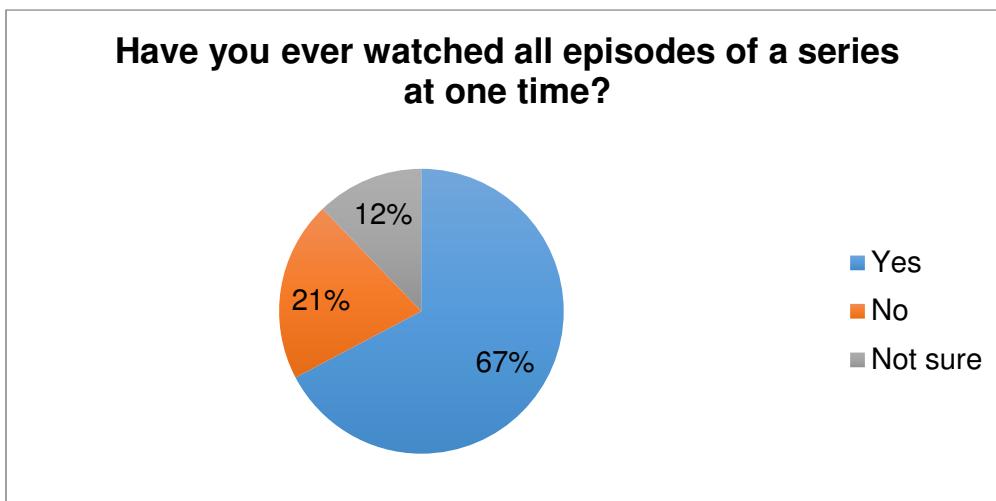
**Graph 1: The frequency of online series watching**

A question was asked to find out whether the subjects of the research sample had habit of binge watch. 96.4% of the subjects stated that previously they watched one after another at least two episodes of a series broadcasted online. To the findings, it can conclude that binge watch is quite common among young people between the ages of 18-24.



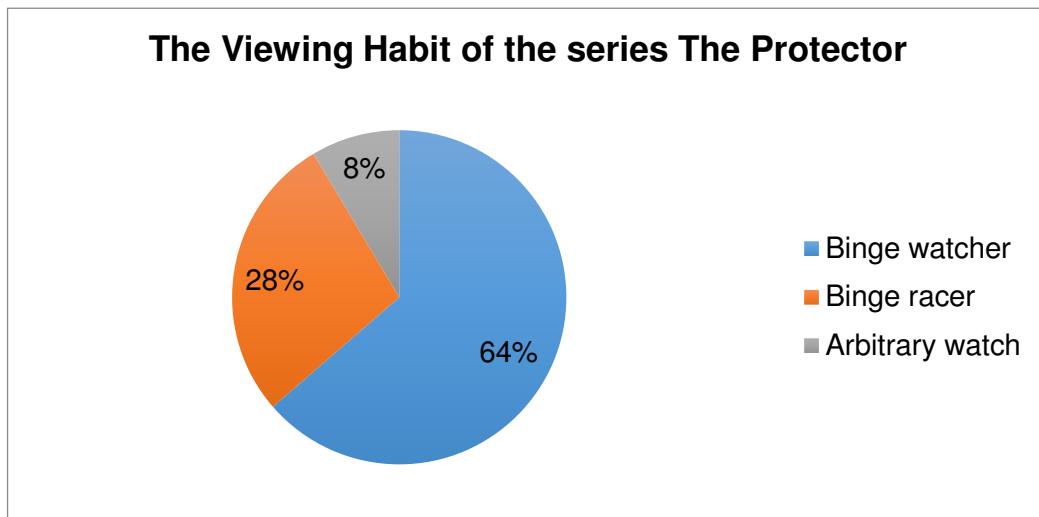
**Graph 2: The frequency of watching series online as binge watcher**

In order to determine whether the research sample is a binge racer a question is asked. 67.3% of the subjects stated that they watched a season of a series broadcasted online at one time. In this context, 2/3's of online viewers ages between 18 and 24 in Turkey can be said to show the feature of a binge racer.



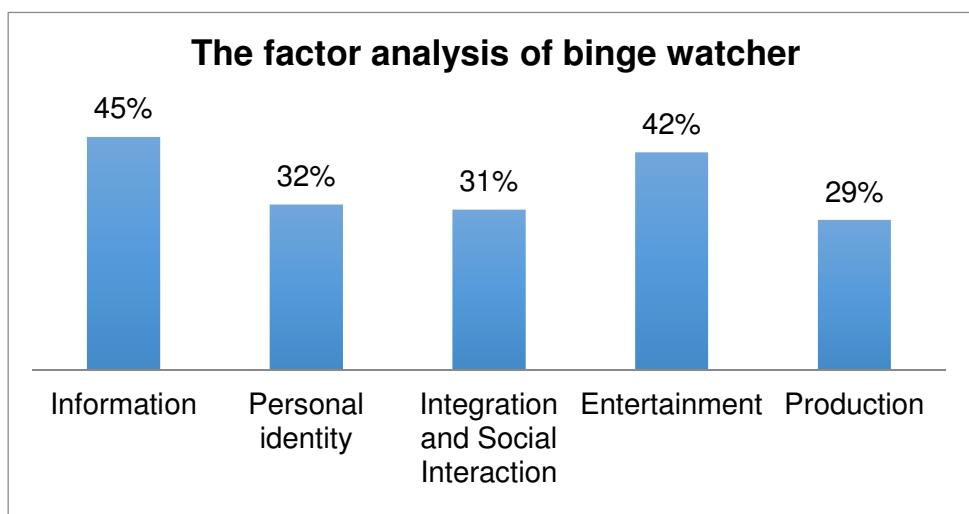
**Graph 2: The frequency of being a binge racer**

A question is asked as well to determine whether the audience was a binge watcher or a binge racer specifically The Protector Netflix series. The 27.79% (107 people) of subjects is binge racers, 63.63% (245 people) of the subjects is binge watchers, and the remaining (8.57%) is replied they watched the The Protector arbitrary (I have watched it when i remembered it, I watched it fast forward and etc.)



**Graph 3: The Viewing Habit of the series The Protector**

97% of those who watched the Protector Netflix series as binge racer said they had previously watched another TV series as a binge racer. Similarly, 97% of those who watched The Protector Netflix series as a binge watcher said they had previously watched another series as a binge watcher. Being a binge watcher and a binge racer is more general and common than a sequence-dependent situation.



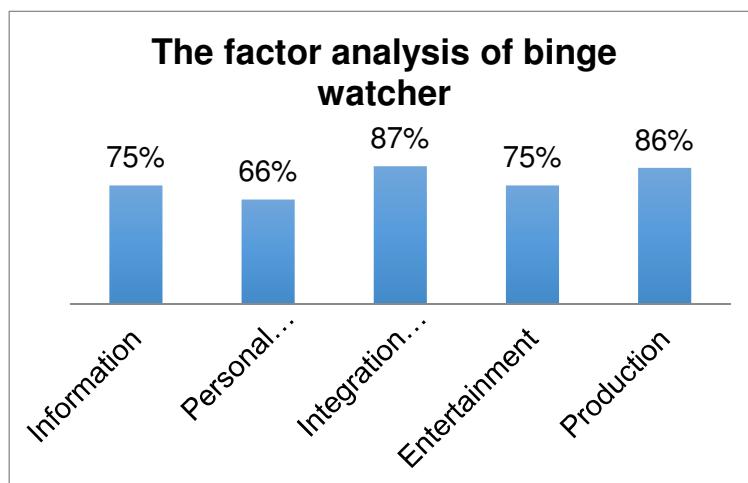
**Graph 5: The factor analysis of binge racer in context of The Protector**

To the Graph 5, there is a positive correlation with being a binge racer of the Protector Netflix series in particular and information (45%), integration and social interaction (31%), personal identity (32%), production (29%) and entertainment (40%) factors.

62% of binge racers related to information factor stated that they followed the episodes consecutively to avoid of spoilers. It is the highest positive value among the answers of the questions related to the information factor.

68% of binge racers related to integration and social interaction factor stated that they prefer to watch the series' episodes in a row cause of it is broadcasted on Netflix an international online platform and will be viewed in other countries. It is the highest value among the answers of the questions related to the integration and social integration factor.

60% of binge racers related to personal identity factor stated that they wanted to watch it cause of liking one or more of the cast members (Çağatay Ulusoy, Hazar Ergüçlü, Ayşin Turan, Okan Yalabık, etc.) It is the highest positive value among the answers of the questions related to personal identity factor. 76% of binge racers related to production factor stated that they liked the script of it and that's why they prefer to watch the series' episodes in a row. It is the highest value among the answers of the questions related to production factor. 71% of binge racers related to entertainment factor stated that they prefer to watch the episodes of the series one after another to spend free time. It is the highest value among the answers of the questions related to entertainment factor.



**Graph 6: The factor analysis of binge watcher in context of The Protector**

According to Graph 6, there is no positive correlation between being a binge watcher and the factors. Binge watchers mostly answered "indecisive" to questions related to factors in the survey. Binge watchers are indecisive by 75% according to information factor, 87% according to integration and social interaction factor, 66% according to personal identity factor, 86% according to production factor and 75% according to entertainment factor.

To the findings, %49 of binge watchers stated "indecisive" to the statement "to avoid of spoiler" related to information factor. It is the highest neutral value among the answers of the questions related to information factor. %72 of binge watchers is indecisive to the statement that's related to personal identity factor "Since I felt an identification with the star of the series I wanted to watch all the episodes one after another". It is the highest neutral value among the answers of the questions related to personal identity factor. %76 of binge watchers is indecisive to the statement that is related to integration and social interaction "I wanted to watch all episodes of the series one after another to catch up the friends' chats". It is the highest neutral value among the answers of the questions related to integration and social interaction factor.

%62 of the binge watchers is indecisive to the statement that is related to production factor "Since I have liked the visual effects of the series, I wanted to watch all episodes of the series one after another". It is the highest neutral value among the answers of the questions related to production factor. %50 of binge watchers is indecisive to the statement that is related to entertainment factor "As a cultural activity, I wanted to watch all episodes of the series one after another". It is the highest neutral value among the answers of the questions related to entertainment factor.

## Conclusion

In recent years online broadcasting has accelerated through online broadcasting platform Netflix. Therefore the generation Z that defined as digital natives has a different viewing habit. It is defined as binge watch and binge racer by Netflix. The users watch episodes of a Netflix series at one time nonstop. The aim of the research is to find out the factors carry out generation Z's online viewing habits, in the context of uses and gratification theory. To conduct the research The Protector, the first Turkish series of Netflix, is chosen as a case and survey is done with The Protector's watchers.

According to findings of the research online viewing is quite common (89,1) among the youngs who are between 18 and 24 in Turkey. It can say that almost 9 over 10 of the youngs are watching online series in the context of the universe of the research. As binge watchers' rate is %96,4, binge racers' rate is %67,3 to the findings. This finding suggests that there is no or very low habit of watching television among young people in the specified age range. In order to have a final judgment, a research on the television viewing habits of this age range is needed.

The obtained data from the research on the first Turkish TV series The Protector broadcasted by Netflix, also supports the known data. To the sample of the research %28 of them watched it as binge racer and %65 of them watched it as binge watcher. To the obtained data from the sample of the research %28 of them watched it as binge racer and %65 of them watched it as binge watcher. This finding verifies the conjecture "Watchers of the The Protector series are a binge racer or a binge watcher" in H1 and H2. On the other hand when that data compares to the general data about to be a binge racer or binge watcher, it is a little bit down.

There is a positive corelation between information, integration and social interaction, personal identity, entertainment and production factors and being a binge racer of the Protector in particular. On the other hand no corelation has found out between being a binge watcher and information, integration and social interaction, personal identity, entertainment and production factor. The factors affecting the binge watchers of the series have not been clearly identified. To the obtained data on entertainment factor, it can assume that binge watchers have seen the Protector to spend their free time.

To the findings of the research there is a positive corelation between factors and being a binge racer, so that H3, H4, H5, H6 and H7 is verified. On the other hand no corelation (positive or negative) has found out between the factors and being a binge watchers. It can conclude that binge racers are aware of their needs and they use media to gratify them but on the other hand it is not easy to say it for binge watchers.

In the context of the limitation of the study, while data related to being a binge racer can be accessed, no satisfactory data about being a binge watcher can be accessed. In this case, it is recommended that the research be repeated with other research methods such as observation, face to face interview, focus group and etc.

As a conclusion, we can say that the first Turkish series of Netflix The Protector is not liked to the low rate of binge racers of the series and no corelation between the factors and binge watchers. On the other hand to be a binge racer that's quite common in Gen Z coincides with the uses of media in the context of Uses and Gratification Theory.

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# Youtube Motivations of University Students in The Context of Uses and Gratifications Approach

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## Abstract

Social media platforms have begun to be quite widely used as alternatives of the conventional media among the young in the recent years. The ratings and number of users of YouTube – a social media platform established in 2005 for image recording, storage, and sharing – worldwide and in Turkey have increased depending on the change in the mobile use habits as well as on the flourishing of smartphones. It is seen that the use of YouTube has become widespread particularly among the young in the sense of reaching information and of social interaction as well as for reputation acquisition, to become famous, and for entertainment. In this context, a survey was carried out in December 2017 to reveal the motivations of some 579 university students for use by employing the method of random sampling. As a result of the research, it was discovered that the university students used YouTube on each day of the week and for an hour to 3 hours daily to acquire information and reach alternative information, for access to alternative news broadcasting, and to obtain economic and social utility most and accessed YouTube largely by means of a laptop.

Keywords: YouTube, Uses and Gratifications Approach, University Students, Motivation.

## Introduction

People use the media in line with their needs. Making an analysis on the needs also entails reaching findings about the ways in which the needs concerned are satisfied. The soundest way of this is to make a detailed examination on such sides of the audience as their psychological, sociopsychological, sociological, cultural, and even economic and political sides (Güngör, 2013: 122).

It is seen that today young people prefer the continually developing social media platforms to the conventional media in order to satisfy such needs of theirs as acquiring information and entertainment in particular as well as making use of leisure, self-actualization, communicating with their friends, socialization, economic utility, playing games, making comments, making a travel plan, product tracking, and sharing photographs, videos, and experiences (Pempek et al., 2009; Erol and Hassan, 2014; Hazar, 2011). In general, microsites, social networks, media sharing sites, mobile applications, games, etc. are used as social media platforms; however, preferences also vary according to the demographic characteristics of users.

When the domestic and foreign literature on what needs especially the young satisfy by using social media tools worldwide and in Turkey is examined, it is seen that there are studies which were carried out regarding various types of the social media with the approach of the theory of uses and gratifications. In the studies by Bonds and Raacke (2010), Vural and Bat (2010), Koçak (2012), Alikılıç, Gülay and Binbir (2013), Kara (2016), Aydın and Çelik (2017), and Özer (2017) out of these studies, the reasons why users preferred social media platforms and the gratifications they obtained were examined specifically concerning different social media platforms. In the studies, it is stressed that various motivations such as acquiring information, social interaction, entertainment, personal identity, guidance, and surveillance motivate people for social media use and that gratification is obtained accordingly (Koçak, 2012: 117). The reasons why individuals use the social media, their social media

use habits and preferences, what needs of theirs they satisfy when using them and the gratifications they obtain may vary by person. Some studies performed show that the social media facilitate such actions as users' simultaneous sharing of their emotions, thoughts, and ideas with other users, their being informed by unlimited sources in different media, their acquiring of opportunities for free education everywhere, their socialization and self-expression, their finding of a medium for existence, and their relieving of their boredom. Besides these uses of the social media, it has turned out that they are preferred by many users also with their feature of allowing users to share their personal information, photographs, and videos on digital platforms (Aydın and Çelik, 2017).

These studies focus on the reasons for, and consequences of, the social media preferences of the young people who were born largely after 1990, who are either university students or university graduates, and who widely use the Internet and the social media. Considering this point, this study intends to evaluate the use motivations of the university students selected with the method of random sampling regarding YouTube, which has begun to be the most popular social media application among the social media platforms particularly in Turkey recently, and the gratifications they obtain from it through quantitative research.

While the rapidly developing digital technology is continually equipping the new media with new opportunities, the processes of content production and consumption are also turning from their forms in the conventional media into completely different forms (Karadağ, 2017: 88). Particularly upon the development of the possibilities for image recording, storage, uploading, and sharing, video communication has become an indispensable method of communication of our time and video sharing sites have begun to receive great attention throughout the whole world. YouTube is one of the most important examples of the content sharing sites that allow creating, storing, and sharing multimedia contents and works on the basis of video sharing. In this sense, the founders of YouTube define themselves as a distribution platform which was established on the global scale in order to make a connection between the original contents created and people, to give information, and to inspire others (Bonander and Marsh, 2015: 451). Established in 2005, YouTube – 15 months after its materialization – provided a new way of watching TV whereby around 100 million videos were shared per day; whereby the most popular videos were displayed by millions of users; which formed around the calendars of users; and which was not confined to fixed hours. The audience thus became an integral part of the media distribution chain (Haridakis and Hanson, 2009: 317).

Whilst the slogan of the site was initially “Your Digital Video Repository”, its slogan was changed into “Broadcast Yourself” as of the period when the site won popularity (Burgess and Green, 2010: 4). In this line, it is also possible to state that YouTube, initially considered an archive tool in addition to the social media, is evaluated as a tool which provides new ways to analyze videos with its network or video sharing service (Thorson et al., 2013: 441).

YouTube, which has reached almost one-third of all Internet users through its contents that are offered for use in a total of 76 different languages in more than 90 countries today, has about 1.5 billion active users (Youtube, 2018a). 80% of the traffic on YouTube, to which videos of about 100 hours were uploaded per minute in the early years, comes from outside the USA (Hussain, 2015: 1740). According to the data by YouTube (2018b), videos of over 400 hours per minute are uploaded to the platform today. In the research on the most popular social media sites of the world by eBizMBA.com (2018), Facebook was determined as the first with 1,500,000,000 users, YouTube as the second with 1,499,000,000 users, Twitter as the third with 400,000,000 users, and Instagram as the fourth with 275,000,000 users. It is stated that of the users of YouTube, the second social media platform with the largest number of users worldwide, about half are university students, about 20% are university graduates, 10% are high school students, and about 10% are graduates of graduate education (Ignite SocialMedia, 2011).

In the report by Ignite Social Media (2017), in which the changes in the social media are addressed, it is stated that whilst YouTube had similar rates of use as 46% in 2013, 39% in 2014, 48% in 2015, and 49% in 2016, YouTube reached 71% rate of use in 2017. YouTube, whose use is rapidly increasing in Turkey – as in the world – with every passing day, has been ranking first with some 27,080,969 real users among the most visited social media platforms since July 2017 (IAB Turkey, 2017). YouTube is followed by Facebook and Twitter, respectively. In Turkey, the ratings and number of users of YouTube have increased depending on the change in mobile use habits and the flourishing

of smartphones. This increase was also determined with the research performed in 2017 by We Are Social. According to the results of the research, it was discovered that of the Internet users in Turkey, 55% watched videos every day and 24% watched videos every week (Kemp, 2017).

## The Theory of Uses and Gratifications

In the first half of the 20th century, first of all, the users were placed in a user subject position with audience analyses and then tool-centered research was replaced by audience-centered research (Aydin and Çelik, 2017: 84). Observed to have first begun to be used in communication studies in the early 1960s, the theory of uses and gratifications helps one understand social networks from an analytical perspective. By thinking that the audience are active in communication, one focuses on what people do by means of the media rather than on the effect of the media on people in this theory (Katz et al., 1974).

Klapper's famous question, which brought the audience to the forefront, in 1963 provided the commencement of a new era in communication research. Not the approach "what the media do to the audience" but the approach "what the audience do with the media" now changed the perspective on the relationship between the media and the audience, thereby providing the acknowledgement of the fact that audience were more active. In addition, this approach also puts forth that media consumption takes place within consumers' consciousness. In other words, the audience are conscious of their needs. The theory of uses and gratifications, which evaluates the audience in the dominant position in the communication process, is an approach which changes the effect paradigm that dominates the process of mass communication. Focusing on the question of what the people do with the means of mass media, this approach states that the receiver, i.e. the audience, is active in mass communication (Erdoğan and Alemdar, 2002: 187-188). Individuals incline to the media purposefully and in order to satisfy various needs of theirs and they select and consume the contents according to these needs of theirs (Yılmaz, 2016: 397).

With the studies carried out in this line and with the uses and gratifications approach, it was clarified that people reached some gratifications by using the media. Such researchers as Lazarsfeld, Katz, and Klapper presented the first systematic perspective on the model. Referred to as K&D, the model focused on two fundamental developments. The first one was the participation of individuals in media production, while the second one was individuals' use of the means of mass media as human needs (Cited from Lull, 2001: 129 by Ayhan and Çavuş, 2014: 37). Later on, the most important contribution to the field was made by the study entitled 'Uses and Gratifications Research' and written by Katz, Blumler, and Gurevitch. According to the theory developed by Katz, Blumler, and Gurevitch, there are four types of needs that can enable one to reach gratification through the use of the media, namely cognitive, affective, and social integrative needs and habit. According to the theory again, the media are the subject of entertainment and passing time as much as of information and interaction. Furthermore, selecting media contents and using them may change under the influence of psychological tendencies and social roles (Katz et al., 1974: 510).

The studies on the theory continued and Rosengren developed the model by making some additions to the model by Katz, Blumler, and Gurevitch. For instance, in the model developed by Rosengren, needs should occur as a problem in order for people to act. Therefore, Rosengren places emphasis on the biological and psychological infrastructures that form the basis for human behavior. People act and react on these two bases. The basic human needs are addressed under five headings: (1) psychological needs, (2) security needs, (3) needs for belonging and love, (4) needs for reputation, and (5) the need for self-actualization (Ayhan and Çavuş, 2014: 38).

In the study by McQuail (1987: 73), a study carried out regarding the satisfaction of needs specifically by means of media tools, the typology of the common reasons for media/television use was addressed more widely and gathered under four distinct groups.

1. Information: The need to acquire information about the events in the immediate vicinity, in the society, and worldwide. The need to seek recommendations in the practical, idea or decision-making processes. To satisfy curiosity and the general interest. To learn and the need for self-education. The need to acquire the sense of security by means of information.

2. Personal Identity: The need to find support for personal values. The need to find behavioral models. The need to identify oneself with the reputable people in the media. The need to acquire one's own perspective.
3. Integration and Social Interaction: Social empathy. To acquire the sense of belonging by identifying with other people. To find a basis for talking and forming social interaction. Their replacing of the friendship in real life. Their helping with the fulfilment of social roles. Their helping with the relationships with the family, friends, and the society.
4. Entertainment: To escape from problems. To relax. To pass time. To take pleasure in cultural and aesthetic terms. Sentimental broadcast. Sexual arousal.

Many studies on conventional and social media platforms have been carried out within the framework of the theory of uses and gratifications. Particularly due to the widespread Internet use among the young, the Internet use motivations of university students indicate different basic factors in various studies. For instance, in the research on Internet uses and gratifications by Papacharissi and Rubin, 5 basic factors were determined in the research performed with respect to Internet gratifications on those students from Midwestern University who attended news and chat groups, who developed their personal Internet sites, and who attended a course. They were interpersonal utility, passing time, seeking information, suitability/convenience, and entertainment, respectively (Papacharissi and Rubin, 2000: 185).

In the research on the university students in Turkey carried out by Balci and Ayhan on the basis of the K&D model, it was intended to explain the relationship between the factors affecting the inclination of the university students towards the Internet with such variables as respondents' Internet use experience and skill, the duration of their weekly Internet use, the duration of their daily Internet use, the trust in the Internet, and some characteristics of the respondents. Some 6 factors affecting the inclination of the respondents towards the Internet were determined within the scope of the research. These factors were social escape, information, making use of leisure, economic utility, social interaction, chat, and entertainment in order of importance (Balci and Ayhan, 2007: 193).

It is seen that the factors found effective on Internet use motivations are also effective on the motivations for the use of social media platforms. Moreover, the same effects are also encountered in the use motivations in the social media platforms with uses similar to those of the conventional media. One of the studies similar to the motivations and preferences for using YouTube is the study by Rubin and Bantz (1987). In the study concerned, the use and gratification motivations about videos and video recorders were investigated and it was established that these tools were used within the framework of the factors of library storage, video or music recording exercises, movie rental, child viewing, time shifting, and socialization. In their research on video games, Sherry et al. determined the factors of competition, challenging, social interaction, attractiveness, fantasy, and arousal (Sherry et al., 2006: 218-219). In a study Wang – a researcher who examined the motivations concerning YouTube – carried out to reveal the relationship among the motivations for using video sharing sites, online reputation management, dissemination of innovations, and video sharing site behavior in Taiwan with the method of an online survey, she concluded that the users obtained more gratifications from video sharing sites with an increase in their durations of use (Wang, 2014: 148). Khan examined the use motivations of YouTube users in the context of uses and gratifications and performed an online survey with some 1,143 registered YouTube users. In his research, Khan concluded that the strongest determinant for liking and disliking videos was the motivation of entertainment, that the strongest determinant for making comments on videos and uploading videos was the motivation of social interaction, and that the strongest determinant for sharing videos was the motivation of giving information (Khan, 2017: 236).

As a result of the studies carried out, it is observed that use motivations multiply according to needs. Whiting and Williams (2013) put forward that there are 10 motivations in the uses and gratifications approach. These motivations are social interaction, information seeking, passing time, entertainment, relaxation, communicatory utility, convenience utility, expression of opinion, information sharing, knowledge about others, and surveillance.

Besides the change in social media use motivations over years, it is seen that the factors of uses and gratifications obtained by users have also varied according to the features of the social media platforms they use. According to the results of the research Akçay (2011: 147) performed on

the young people at Gümüşhane University in the context of the uses and gratifications approach, in which it was intended to determine the social media use frequency and motivations and to discover the gratifications obtained by users, the first factor accounting for the gratification obtained from social media use among the factors affecting social media use was the acquisition of a social environment/socialization, whereas the second factor was entertainment/passing leisure. In a study Solmaz et al. (2013: 31) carried out in the sample of the students in the Faculty of Communication at Selçuk University, such reasons as sharing photographs and information, having fun and relaxation, making use of leisure, having knowledge or accessing information, sending and receiving messages, following events or the agenda, reaching people and organizations with the contact information of people, and exchanging ideas are among the reasons of high priority among the reasons why social sharing sites are used the most. In the research by Akyıldız and Argan, which questioned with what uses and gratifications factors Facebook was used, it turned out that the users used Facebook to acquire a social environment/for socialization, for entertainment/to pass leisure, for relaxation/to escape from stress, and to acquire information/get to know life (Akyıldız and Argan, 2015: 46). On the other hand, in the study Küçükkurt et al. carried out to quantify the views of university students about the media from the perspective of the theory of uses and gratifications, they stated that of the uses and gratifications factors, "affective needs" (to form new friendships) constituted the most important factor, thereby indicating a point which differed from the above-mentioned research results (Küçükkurt et al., 2009: 48). In the research on the students in the Faculty of Communication at Gümüşhane University by Çalışır (2015: 126-127), again a similar study, it is seen that 28% of the students used social networks to reach information. The factors "to have fun", "to read news" and "to pass time" were also preferred in the top ranks by the students and the findings also included students' use of the social media in order to find out what their friends did, although at a very small rate.

## Research

It is seen that young people today prefer the continually developing social media platforms to the conventional media in order to satisfy such needs of theirs as acquiring information and entertainment in particular as well as making use of leisure, self-actualization, communicating with their friends, socialization, economic utility, playing games, making comments, making a travel plan, product tracking, and sharing photographs, videos, and experiences. The use motivations among university students for YouTube, largely preferred by the young people who shared contents via videos, and the gratifications they obtained were determined in this study.

The study aimed to reveal by means of what tool and with what use motivation the university students used YouTube weekly and daily the most in the context of the uses and gratifications approach. A literature review was carried out regarding the elements which influenced users' YouTube use motivations and 54 items were determined. In this context, a survey of a total of 81 questions – 54 field and 27 demographic – was performed in December 2017 by employing the method of random sampling so as to reveal the use motivations of some 579 university students.

Research question: "By means of what tool and with what use motivation the university students use YouTube weekly and daily the most according to the uses and gratifications approach and how do the use motivations interact with each other?"

Within this scope, the research hypotheses are as follows:

- Hypothesis 1:** In the context of the uses and gratifications approach, the university students use YouTube to acquire information and follow news the most.
- Hypothesis 2:** The university students use YouTube for an hour to 3 hours per day.
- Hypothesis 3:** The university students use YouTube on each day of the week.
- Hypothesis 4:** In the context of the uses and gratifications approach, there is an interaction among the use motivations of the university students.
- Hypothesis 5:** In the context of the uses and gratifications approach, the university students prefer mobile devices for daily and weekly YouTube use.
- Hypothesis 6:** There is a linear relationship between the large number of channels followed on YouTube and YouTube use motivations.

**Hypothesis 7:** There is a linear relationship between the use in order to increase the number of available followers on YouTube and the use for social interaction and to acquire reputation/become famous.

**Hypothesis 8:** Users' possessing of a YouTube account affects their YouTube use motivations.

**Hypothesis 9:** Users' use of their real name in their YouTube account affects their YouTube use motivations.

The outstanding items in the studies within the scope of the literature regarding what the YouTube use motivations of university students were in the context of the uses and gratifications approach were addressed in the survey questions. As a result of the reliability test done, it was observed that Cronbach's alpha value turned out to be 0.963. The alpha value obtained shows that the study is adequately reliable. A factor analysis was made on the available items and the following ten factors were determined. The KMO and Bartlett's ToS values obtained verify that the questions were appropriate for the factor analysis (KMO=0.936; Bartlett's Test of Sphericity p=0.000).

When Table 1 is considered, it is seen that in the context of the uses and gratifications approach, the university students used YouTube to acquire information and reach alternative information, to access alternative news broadcasting, to obtain economic and social utility, for social interaction, for self-actualization, for education, for self-expression, for entertainment, to acquire reputation and become famous, and to reach customer experience, respectively.

	Total	Percentage of Variance	Cumulative Percentage
F1. The factor "Using YouTube to acquire information and reach alternative information"	18.559	34.369	34.369
F2. The factor "Using YouTube to access alternative news broadcasting"	6.279	11.628	45.997
F3. The factor "Using YouTube to obtain economic and social utility"	2.861	5.299	51.296
F4. The factor "Using YouTube for social interaction"	1.826	3.382	54.677
F5. The factor "Using YouTube for self-actualization"	1.540	2.851	57.529
F6. The factor "Using YouTube for education"	1.418	2.625	60.154
F7. The factor "Using YouTube for self-expression"	1.291	2.390	62.544
F8. The factor "Using YouTube for entertainment"	1.180	2.186	64.730
F9. The factor "Using YouTube to acquire reputation and become famous"	1.086	2.012	66.742
F10. The factor "Using YouTube to reach customer experience"	1.062	1.967	68.709

**Table 1. Extraction Sums of Squared Loadings**

According to the above-mentioned findings, the hypothesis "**In the context of the uses and gratifications approach, the university students use YouTube to acquire information and follow news the most**" (Hypothesis 1) was accepted.

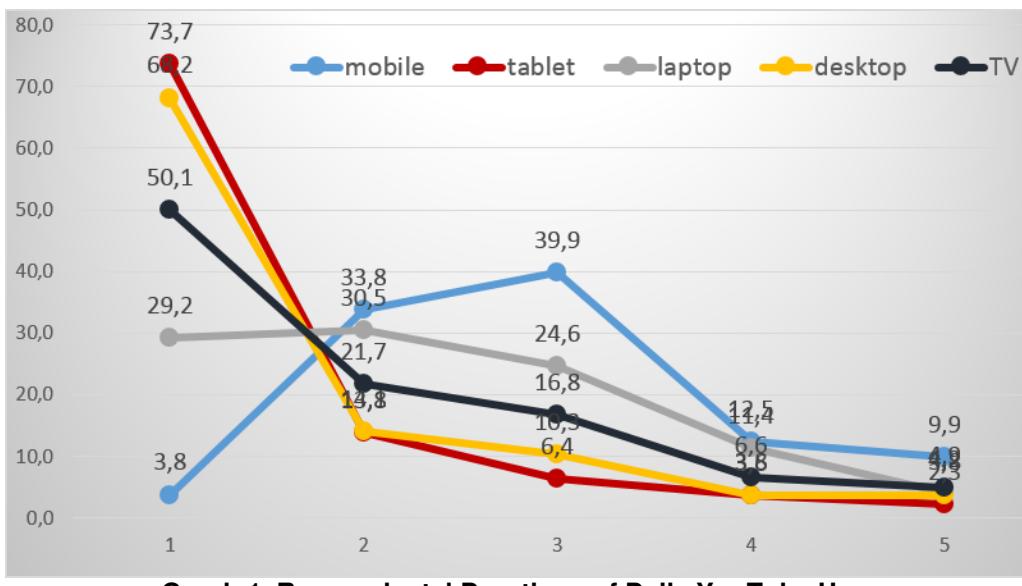
The following were determined in the descriptive analysis of the responses provided: All respondents (100% of them) were active university students. The ages of the active university students included in the scope of the research were in the age range of 18-56 years. Accordingly, 14.5% of them were 19 years old; 23.1% of them were 20 years old; 20.6% of them were 21 years old; 15.0% of them were 22 years old; 9.8% of them were 23 years old; and the remaining percentage consisted of the other age groups. Of the respondents, 7.6% had YouTube use experience for less than a year, 16.5% for a year to 3 years, 35.3% for 4 to 6 years, 25.3% for 7 to 9 years, and 15.3% for 10 years and more. Of the respondents, 54.9% were female and 45.1% were male. 84.1% of the respondents were foundation university students, whereas 15.9% of them were state university students.

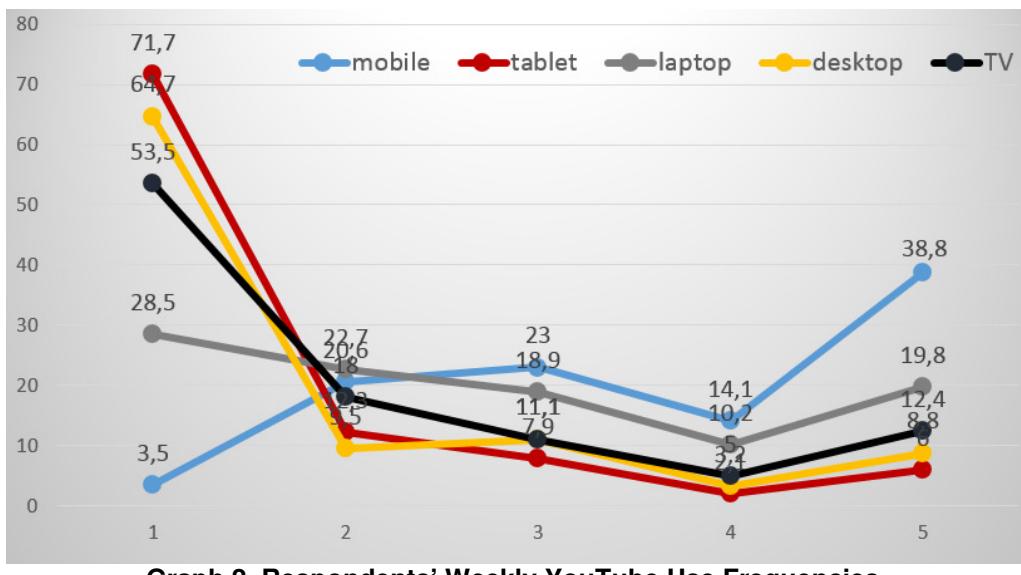
The rate of those who said that they had used YouTube in the last two months was 99.1%, while the rate of those who said that they had not done so was 0.9%. The rate of those who said that they had a YouTube account was 64.1%, whereas the rate of those who said that they had no account was 35.9%. Of the respondents, 74.9% stated that they used their real name in their YouTube user account and 25.1% stated that they did not use their real name in their YouTube user account. Of the

respondents, 1.6% stated that they did not follow any channels on YouTube, 32.4% stated that they followed a channel to 9 channels on YouTube, 42.9% stated that they followed 10 to 29 channels on YouTube, 11.3% stated that they followed 30 to 59 channels on YouTube, and 11.8% stated that they followed 60 channels and more on YouTube. Of the respondents, 22.9% stated that the number of their followers was zero (0), 30.5% stated that they had a follower to 9 followers, 28.0% stated that they had 10 to 28 followers, 5.1% stated that they had 30 to 57 followers, and 13.6% stated that they had 60 followers and more.

Of the respondents, 33.8% stated that they used YouTube by means of a mobile device for less than an hour per day, 39.9% for an hour to 3 hours per day, 12.5% for 3 to 5 hours per day, and 9.9% for more than 5 hours per day. 3.8% of the respondents stated that they never used YouTube by means of a mobile device daily. Of the respondents, 73.7% stated that they never used YouTube by means of a tablet, while 13.8% stated that they used YouTube by means of a tablet for less than an hour per day, 6.4% for an hour to 3 hours per day, 3.8% for 3 to 5 hours per day, and 2.3% for more than 5 hours per day. 29.2% of the respondents stated that they never used YouTube by means of a laptop, whereas 30.5% of them stated that they used YouTube by means of a laptop for less than an hour per day, 24.6% of them for an hour to 3 hours per day, 11.4% of them for 3 to 5 hours per day, and 4.2% of them for more than 5 hours per day. Of the respondents, 68.2% stated that they never used YouTube by means of a desktop, while 14.1% stated that they used YouTube by means of a desktop for less than an hour per day, 10.3% for an hour to 3 hours per day, 3.6% for 3 to 5 hours per day, and 3.8% for more than 5 hours per day. Of the respondents, 50.1% stated that they never used YouTube by means of the smart televisions which could connect to the Internet, whereas 21.7% stated that they used YouTube by means of the smart televisions which could connect to the Internet for less than an hour per day, 16.8% for an hour to 3 hours per day, 6.6% for 3 to 5 hours per day, and 4.9% for more than 5 hours per day.

According to the above-mentioned findings, the hypothesis “**The university students use YouTube for an hour to 3 hours daily.**” (Hypothesis 2) was accepted.





Graph 2. Respondents' Weekly YouTube Use Frequencies.

Of the respondents, 20.6% stated that they used YouTube by means of a mobile device for a day to 2 days per week, 23.0% for 3 to 4 days per week, 14.1% for 5 to 6 days per week, and 38.8% on each day of the week. 3.5% of the respondents stated that they never used YouTube by means of a mobile device weekly. 71.7% of the respondents stated that they never used YouTube by means of a tablet weekly. Of the respondents, 12.3% stated that they used YouTube by means of a tablet for a day to 2 days per week, 7.9% for 3 to 4 days per week, 2.1% for 5 to 6 days per week, and 6.0% on each day of the week. 28.5% of the respondents never used YouTube by means of a laptop weekly. Of the respondents, 22.7% stated that they used YouTube by means of a laptop for a day to 2 days per week, 18.9% for 3 to 4 days per week, 10.2% for 5 to 6 days per week, and 19.8% on each day of the week. 64.7% of the respondents stated that they never used YouTube by means of a desktop weekly. Of the respondents, 9.5% stated that they used YouTube by means of a desktop for a day to 2 days per week, 11.1% for 3 to 4 days per week, 3.2% for 5 to 6 days per week, and 8.8% on each day of the week. 53.5% of the respondents stated that they never used YouTube weekly by means of the smart televisions which could connect to the Internet. Of the respondents, 18.0% stated that they used YouTube by means of the smart televisions which could connect to the Internet for a day to 2 days per week, 11.1% for 3 to 4 days per week, 5.0% for 5 to 6 days per week, and 12.4% on each day of the week.

According to the above-mentioned findings, the hypothesis “**The university students use YouTube on each day of the week.**” (Hypothesis 3) was accepted.

Inferential analyses were made on the basis of the factors determined. These analyses are Correlation analyses, Mann-Whitney and Kruskal-Wallis tests, and median calculations.

There is a positive correlation between the factors “Using YouTube to acquire information and reach alternative information” (F1) and “Using YouTube to access alternative news broadcasting” (F2) ( $\rho=0.565$ ;  $p=0.000$ ). There is a positive correlation between the factors “Using YouTube to acquire information and reach alternative information” (F1) and “Using YouTube for social interaction” (F4) ( $\rho=0.234$ ;  $p=0.000$ ). There is a positive correlation between the factors “Using YouTube to acquire information and reach alternative information” (F1) and “Using YouTube for education” (F6) ( $\rho=0.475$ ;  $p=0.000$ ). There is a positive correlation between the factors “Using YouTube to acquire information and reach alternative information” (F1) and “Using YouTube for self-expression” (F7) ( $\rho=0.272$ ;  $p=0.000$ ). There is a positive correlation between the factors “Using YouTube to acquire information and reach alternative information” (F1) and “Using YouTube for entertainment” (F8) ( $\rho=0.633$ ;  $p=0.000$ ). There is a positive correlation between the factors “Using YouTube to acquire information and reach alternative information” (F1) and “Using YouTube to acquire reputation and become famous” (F9) ( $\rho=0.191$ ;  $p=0.000$ ). There is a positive correlation between the factors “Using YouTube to acquire information and reach alternative information” (F1) and “Using YouTube to reach customer experience” (F10) ( $\rho=0.564$ ;  $p=0.000$ ). There is a positive correlation between the factors

"Using YouTube to access alternative news broadcasting" (F2) and "Using YouTube for social interaction" (F4) ( $\rho=0.242$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube to access alternative news broadcasting" (F2) and "Using YouTube for self-actualization" (F5) ( $\rho=0.089$ ;  $p=0.033$ ). There is a positive correlation between the factors "Using YouTube to access alternative news broadcasting" (F2) and "Using YouTube for education" (F6) ( $\rho=0.494$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube to access alternative news broadcasting" (F2) and "Using YouTube for self-expression" (F7) ( $\rho=0.380$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube to access alternative news broadcasting" (F2) and "Using YouTube for entertainment" (F8) ( $\rho=0.566$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube to access alternative news broadcasting" (F2) and "Using YouTube to acquire reputation and become famous" (F9) ( $\rho=0.260$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube to access alternative news broadcasting" (F2) and "Using YouTube to reach customer experience" (F10) ( $\rho=0.429$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube to obtain economic and social utility" (F3) and "Using YouTube for social interaction" (F4) ( $\rho=0.341$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube to obtain economic and social utility" (F3) and "Using YouTube for self-actualization" (F5) ( $\rho=0.542$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube to obtain economic and social utility" (F3) and "Using YouTube for education" (F6) ( $\rho=0.331$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube to obtain economic and social utility" (F3) and "Using YouTube for self-expression" (F7) ( $\rho=0.426$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube to obtain economic and social utility" (F3) and "Using YouTube for entertainment" (F8) ( $\rho=0.114$ ;  $p=0.006$ ). There is a positive correlation between the factors "Using YouTube to obtain economic and social utility" (F3) and "Using YouTube to acquire reputation and become famous" (F9) ( $\rho=0.562$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube to obtain economic and social utility" (F3) and "Using YouTube to reach customer experience" (F10) ( $\rho=0.180$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube for social interaction" (F4) and "Using YouTube for self-actualization" (F5) ( $\rho=0.290$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube for social interaction" (F4) and "Using YouTube for education" (F6) ( $\rho=0.269$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube for social interaction" (F4) and "Using YouTube for self-expression" (F7) ( $\rho=0.534$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube for social interaction" (F4) and "Using YouTube for entertainment" (F8) ( $\rho=0.282$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube for social interaction" (F4) and "Using YouTube to acquire reputation and become famous" (F9) ( $\rho=0.377$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube for social interaction" (F4) and "Using YouTube to reach customer experience" (F10) ( $\rho=0.194$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube for self-actualization" (F5) and "Using YouTube for education" (F6) ( $\rho=0.277$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube for self-actualization" (F5) and "Using YouTube for self-expression" (F7) ( $\rho=0.545$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube for self-actualization" (F5) and "Using YouTube to acquire reputation and become famous" (F9) ( $\rho=0.593$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube for self-actualization" (F5) and "Using YouTube to reach customer experience" (F10) ( $\rho=0.102$ ;  $p=0.015$ ). There is a positive correlation between the factors "Using YouTube for education" (F6) and "Using YouTube for self-expression" (F7) ( $\rho=0.415$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube for education" (F6) and "Using YouTube for entertainment" (F8) ( $\rho=0.498$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube for education" (F6) and "Using YouTube to acquire reputation and become famous" (F9) ( $\rho=0.446$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube for education" (F6) and "Using YouTube to reach customer experience" (F10) ( $\rho=0.468$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube for self-expression" (F7) and "Using YouTube for entertainment" (F8) ( $\rho=0.332$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube for self-expression" (F7) and "Using YouTube to acquire reputation and become famous" (F9) ( $\rho=0.568$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube for self-expression" (F7) and "Using YouTube to reach customer experience" (F10) ( $\rho=0.251$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube for entertainment" (F8) and "Using YouTube to acquire reputation and become famous" (F9) ( $\rho=0.244$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using YouTube for entertainment" (F8) and "Using YouTube to reach customer experience" (F10) ( $\rho=0.467$ ;  $p=0.000$ ). There is a positive correlation between the factors "Using

YouTube to acquire reputation and become famous" (F9) and "Using YouTube to reach customer experience" (F10) ( $\rho=0.229$ ;  $p=0.000$ ) (See Table 2).

	F1	F2	F3	F4	F5	F6	F7	F8	F9	F10
F1 ↑		↑		↑		↑	↑	↑	↑	↑
F2 ↑				↑	↑	↑	↑	↑	↑	↑
F3 ↑				↑	↑	↑	↑	↑	↑	↑
F4 ↑					↑	↑	↑	↑	↑	↑
F5 ↑						↑	↑	↑	↑	↑
F6 ↑							↑	↑	↑	↑
F7 ↑								↑	↑	↑
F8 ↑									↑	↑
F9 ↑										↑

**Table 2. The Ball of Positive Correlations among the Research Factors.**

In Table 2, it is seen that of the university students, those who used motivations F1, F2, and F3 out of the YouTube use motivations had a linear relationship with seven of ten motivations. Briefly, it is seen that the respondents who used YouTube to acquire information and reach alternative information (F1), to access alternative news broadcasting (F2), and to obtain economic and social utility (F3) had the other motivations too.

According to the above-mentioned findings, the hypothesis "**In the context of the uses and gratifications approach, there is an interaction among the use motivations of the university students.**" (Hypothesis 4) was accepted.

There is a positive correlation between the duration of daily YouTube use by means of a mobile device and the factor "Using YouTube to access alternative news broadcasting" (F2) ( $\rho=0.124$ ;  $p=0.003$ ). There is a positive correlation between the duration of daily YouTube use by means of a mobile device and the factor "Using YouTube to obtain economic and social utility" (F3) ( $\rho=0.189$ ;  $p=0.000$ ). There is a positive correlation between the duration of daily YouTube use by means of a mobile device and the factor "Using YouTube for social interaction" (F4) ( $\rho=0.113$ ;  $p=0.007$ ). There is a positive correlation between the duration of daily YouTube use by means of a mobile device and the factor "Using YouTube for self-actualization" (F5) ( $\rho=0.162$ ;  $p=0.000$ ). There is a positive correlation between the duration of daily YouTube use by means of a mobile device and the factor "Using YouTube for education" (F6) ( $\rho=0.128$ ;  $p=0.002$ ). There is a positive correlation between the duration of daily YouTube use by means of a mobile device and the factor "Using YouTube for self-expression" (F7) ( $\rho=0.197$ ;  $p=0.000$ ). There is a positive correlation between the duration of daily YouTube use by means of a mobile device and the factor "Using YouTube for entertainment" (F8) ( $\rho=0.093$ ;  $p=0.025$ ). There is a positive correlation between the duration of daily YouTube use by means of a mobile device and the factor "Using YouTube to acquire reputation and become famous" (F9) ( $\rho=0.172$ ;  $p=0.000$ ). There is a positive correlation between the duration of daily YouTube use by means of a mobile device and the factor "Using YouTube to reach customer experience" (F10) ( $\rho=0.083$ ;  $p=0.047$ ).

There is a positive correlation between the duration of daily YouTube use by means of a tablet and the factor "Using YouTube to obtain economic and social utility" (F3) ( $\rho=0.152$ ;  $p=0.000$ ). There is a positive correlation between the duration of daily YouTube use by means of a tablet and the factor "Using YouTube for self-actualization" (F5) ( $\rho=0.146$ ;  $p=0.001$ ). There is a positive correlation between the duration of daily YouTube use by means of a tablet and the factor "Using YouTube for self-expression" (F7) ( $\rho=0.102$ ;  $p=0.019$ ). There is a positive correlation between the duration of daily YouTube use by means of a tablet and the factor "Using YouTube to acquire reputation and become famous" (F9) ( $\rho=0.142$ ;  $p=0.001$ ).

There is a positive correlation between the duration of daily YouTube use by means of a laptop and the factor "Using YouTube to acquire information and reach alternative information" (F1) ( $\rho=0.139$ ;  $p=0.001$ ). There is a positive correlation between the duration of daily YouTube use by means of a laptop and the factor "Using YouTube to access alternative news broadcasting" (F2) ( $\rho=0.175$ ;  $p=0.000$ ). There is a positive correlation between the duration of daily YouTube use by means of a laptop and the factor "Using YouTube to obtain economic and social utility" (F3) ( $\rho=0.135$ ;  $p=0.002$ ). There is a positive correlation between the duration of daily YouTube use by means of a laptop and the factor "Using YouTube for social interaction" (F4) ( $\rho=0.135$ ;  $p=0.002$ ). There is a positive correlation between the duration of daily YouTube use by means of a laptop and the factor "Using YouTube for self-actualization" (F5) ( $\rho=0.142$ ;  $p=0.001$ ). There is a positive correlation between the duration of daily YouTube use by means of a laptop and the factor "Using YouTube for education" (F6) ( $\rho=0.113$ ;  $p=0.009$ ). There is a positive correlation between the duration of daily YouTube use by means of a laptop and the factor "Using YouTube for self-expression" (F7) ( $\rho=0.174$ ;  $p=0.000$ ). There is a positive correlation between the duration of daily YouTube use by means of a laptop and the factor "Using YouTube for entertainment" (F8) ( $\rho=0.144$ ;  $p=0.001$ ). There is a positive correlation between the duration of daily YouTube use by means of a laptop and the factor "Using YouTube to acquire reputation and become famous" (F9) ( $\rho=0.137$ ;  $p=0.001$ ). There is a positive correlation between the duration of daily YouTube use by means of a laptop and the factor "Using YouTube to reach customer experience" (F10) ( $\rho=0.141$ ;  $p=0.001$ ).

There is a negative correlation between the duration of daily YouTube use by means of a desktop and the factor "Using YouTube to acquire information and reach alternative information" (F1) ( $\rho=-0.109$ ;  $p=0.013$ ). There is a positive correlation between the duration of daily YouTube use by means of a desktop and the factor "Using YouTube to obtain economic and social utility" (F3) ( $\rho=0.173$ ;  $p=0.000$ ). There is a positive correlation between the duration of daily YouTube use by means of a desktop and the factor "Using YouTube for social interaction" (F4) ( $\rho=0.111$ ;  $p=0.011$ ). There is a positive correlation between the duration of daily YouTube use by means of a desktop and the factor "Using YouTube for self-actualization" (F5) ( $\rho=0.212$ ;  $p=0.000$ ). There is a positive correlation between the duration of daily YouTube use by means of a desktop and the factor "Using YouTube for self-expression" (F7) ( $\rho=0.114$ ;  $p=0.009$ ). There is a positive correlation between the duration of daily YouTube use by means of a desktop and the factor "Using YouTube to acquire reputation and become famous" (F9) ( $\rho=0.134$ ;  $p=0.002$ ).

There is a positive correlation between the duration of daily YouTube use by means of a smart TV and the factor "Using YouTube to obtain economic and social utility" (F3) ( $\rho=0.207$ ;  $p=0.000$ ). There is a positive correlation between the duration of daily YouTube use by means of a smart TV and the factor "Using YouTube for self-actualization" (F5) ( $\rho=0.129$ ;  $p=0.003$ ). There is a positive correlation between the duration of daily YouTube use by means of a smart TV and the factor "Using YouTube for education" (F6) ( $\rho=0.146$ ;  $p=0.001$ ). There is a positive correlation between the duration of daily YouTube use by means of a smart TV and the factor "Using YouTube for self-expression" (F7) ( $\rho=0.128$ ;  $p=0.003$ ). There is a positive correlation between the duration of daily YouTube use by means of a smart TV and the factor "Using YouTube to acquire reputation and become famous" (F9) ( $\rho=0.198$ ;  $p=0.000$ ) (See Table 3).

	F1	F2	F3	F4	F5	F6	F7	F8	F9	F10
Mobile device ↑		↑	↑	↑	↑	↑	↑	↑	↑	↑
Tablet ↑			↑		↑		↑		↑	
Laptop ↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑
Desktop ↑			↓	↑	↑	↑	↑		↑	
Smart TV ↑			↑	↑	↑	↑	↑	↑	↑	

**Table 3. The Relationship between the Daily YouTube Use by means of Communication Devices and the Research Motivations.**

When the relationship between the communication devices and the daily YouTube use motivations is considered, it is seen that there is a significant relationship between a laptop and the

YouTube use motivations the most. There is a significant relationship with a laptop in each of the ten motivations.

There is a positive correlation between the frequency of weekly YouTube use by means of a mobile device and the factor "Using YouTube to acquire information and reach alternative information" (F1) ( $\rho=0.161$ ;  $p=0.000$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a mobile device and the factor "Using YouTube to access alternative news broadcasting" (F2) ( $\rho=0.174$ ;  $p=0.000$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a mobile device and the factor "Using YouTube for social interaction" (F4) ( $\rho=0.084$ ;  $p=0.046$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a mobile device and the factor "Using YouTube for education" (F6) ( $\rho=0.141$ ;  $p=0.001$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a mobile device and the factor "Using YouTube for self-expression" (F7) ( $\rho=0.156$ ;  $p=0.000$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a mobile device and the factor "Using YouTube for entertainment" (F8) ( $\rho=0.234$ ;  $p=0.000$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a mobile device and the factor "Using YouTube to acquire reputation and become famous" (F9) ( $\rho=0.086$ ;  $p=0.041$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a mobile device and the factor "Using YouTube to reach customer experience" (F10) ( $\rho=0.128$ ;  $p=0.002$ ).

There is a positive correlation between the frequency of weekly YouTube use by means of a tablet and the factor "Using YouTube to obtain economic and social utility" (F3) ( $\rho=0.177$ ;  $p=0.000$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a tablet and the factor "Using YouTube for self-actualization" (F5) ( $\rho=0.166$ ;  $p=0.000$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a tablet and the factor "Using YouTube for self-expression" (F7) ( $\rho=0.113$ ;  $p=0.010$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a tablet and the factor "Using YouTube to acquire reputation and become famous" (F9) ( $\rho=0.153$ ;  $p=0.000$ ).

There is a positive correlation between the frequency of weekly YouTube use by means of a laptop and the factor "Using YouTube to acquire information and reach alternative information" (F1) ( $\rho=0.135$ ;  $p=0.002$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a laptop and the factor "Using YouTube to access alternative news broadcasting" (F2) ( $\rho=0.192$ ;  $p=0.000$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a laptop and the factor "Using YouTube for social interaction" (F4) ( $\rho=0.130$ ;  $p=0.002$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a laptop and the factor "Using YouTube for self-actualization" (F5) ( $\rho=0.097$ ;  $p=0.025$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a laptop and the factor "Using YouTube for education" (F6) ( $\rho=0.097$ ;  $p=0.024$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a laptop and the factor "Using YouTube for self-expression" (F7) ( $\rho=0.180$ ;  $p=0.000$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a laptop and the factor "Using YouTube for entertainment" (F8) ( $\rho=0.137$ ;  $p=0.001$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a laptop and the factor "Using YouTube to acquire reputation and become famous" (F9) ( $\rho=0.087$ ;  $p=0.043$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a laptop and the factor "Using YouTube to reach customer experience" (F10) ( $\rho=0.157$ ;  $p=0.000$ ).

There is a negative correlation between the frequency of weekly YouTube use by means of a desktop and the factor "Using YouTube to acquire information and reach alternative information" (F1) ( $\rho=-0.086$ ;  $p=0.048$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a desktop and the factor "Using YouTube to obtain economic and social utility" (F3) ( $\rho=0.166$ ;  $p=0.000$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a desktop and the factor "Using YouTube for social interaction" (F4) ( $\rho=0.108$ ;  $p=0.014$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a desktop and the factor "Using YouTube for self-actualization" (F5) ( $\rho=0.216$ ;  $p=0.000$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a desktop and the factor "Using YouTube for self-expression" (F7) ( $\rho=0.113$ ;  $p=0.010$ ). There is a positive correlation

between the frequency of weekly YouTube use by means of a desktop and the factor "Using YouTube to acquire reputation and become famous" (F9) ( $\rho=0.151$ ;  $p=0.001$ ).

There is a positive correlation between the frequency of weekly YouTube use by means of a smart TV and the factor "Using YouTube to access alternative news broadcasting" (F2) ( $\rho=0.088$ ;  $p=0.044$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a smart TV and the factor "Using YouTube to obtain economic and social utility" (F3) ( $\rho=0.195$ ;  $p=0.000$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a smart TV and the factor "Using YouTube for social interaction" (F4) ( $\rho=0.104$ ;  $p=0.017$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a smart TV and the factor "Using YouTube for self-actualization" (F5) ( $\rho=0.127$ ;  $p=0.004$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a smart TV and the factor "Using YouTube for education" (F6) ( $\rho=0.166$ ;  $p=0.000$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a smart TV and the factor "Using YouTube for self-expression" (F7) ( $\rho=0.151$ ;  $p=0.001$ ). There is a positive correlation between the frequency of weekly YouTube use by means of a smart TV and the factor "Using YouTube to acquire reputation and become famous" (F9) ( $\rho=0.218$ ;  $p=0.000$ ) (See Table 4).

	F1	F2	F3	F4	F5	F6	F7	F8	F9	F10
Mobile ↑	↑	↑		↑		↑	↑	↑	↑	↑
Tablet ↑			↑		↑		↑		↑	
Laptop ↑	↑	↑		↑	↑	↑	↑	↑	↑	↑
Desktop ↑		↓		↑	↑	↑		↑		
Smart TV ↑		↑	↑	↑	↑	↑	↑		↑	

**Table 4. The Relationship between the Weekly YouTube Use by means of Communication Devices and the Research Motivations.**

When the relationship between the communication devices and the weekly YouTube use motivations is considered, it is seen that there is a significant relationship between a laptop and the YouTube use motivations the most. There is a significant relationship with a laptop in nine of ten motivations.

According to the above-mentioned findings, the hypothesis "**In the context of the uses and gratifications approach, the university students prefer mobile devices for daily and weekly YouTube use**" (Hypothesis 5) was rejected.

In Hypothesis 5, it is seen that the university students did not prefer using the mobile devices that they most intensively used in their everyday life but used a laptop when using YouTube – a popular social media platform. Hence, the hypothesis "**In the context of the uses and gratifications approach, the university students prefer mobile devices for daily and weekly YouTube use**" (Hypothesis 5) was rejected.

There is a positive correlation between the number of channels the respondents followed on YouTube and the factor "Using YouTube to acquire information and reach alternative information" (F1) ( $\rho=0.167$ ;  $p=0.001$ ). There is a positive correlation between the number of channels the respondents followed on YouTube and the factor "Using YouTube to access alternative news broadcasting" (F2) ( $\rho=0.143$ ;  $p=0.006$ ). There is a positive correlation between the number of channels the respondents followed on YouTube and the factor "Using YouTube to obtain economic and social utility" (F3) ( $\rho=0.157$ ;  $p=0.003$ ). There is a positive correlation between the number of channels the respondents followed on YouTube and the factor "Using YouTube for social interaction" (F4) ( $\rho=0.269$ ;  $p=0.000$ ). There is a positive correlation between the number of channels the respondents followed on YouTube and the factor "Using YouTube for education" (F6) ( $\rho=0.190$ ;  $p=0.000$ ). There is a positive correlation between the number of channels the respondents followed on YouTube and the factor "Using YouTube for self-expression" (F7) ( $\rho=0.250$ ;  $p=0.000$ ). There is a positive correlation between the number of channels the respondents followed on YouTube and the factor "Using YouTube for entertainment" (F8) ( $\rho=0.166$ ;  $p=0.002$ ). There is a positive correlation between the

number of channels the respondents followed on YouTube and the factor "Using YouTube to acquire reputation and become famous" (F9) ( $\rho=0.158$ ;  $p=0.002$ ). There is a positive correlation between the number of channels the respondents followed on YouTube and the factor "Using YouTube to reach customer experience" (F10) ( $\rho=0.114$ ;  $p=0.030$ ).

There is a positive correlation between the number of available followers of the respondents at their own channel on YouTube and the factor "Using YouTube to obtain economic and social utility" (F3) ( $\rho=0.372$ ;  $p=0.000$ ). There is a positive correlation between the number of available followers of the respondents at their own channel on YouTube and the factor "Using YouTube for social interaction" (F4) ( $\rho=0.330$ ;  $p=0.000$ ). There is a positive correlation between the number of available followers of the respondents at their own channel on YouTube and the factor "Using YouTube for self-actualization" (F5) ( $\rho=0.279$ ;  $p=0.002$ ). There is a positive correlation between the number of available followers of the respondents at their own channel on YouTube and the factor "Using YouTube for self-expression" (F7) ( $\rho=0.385$ ;  $p=0.000$ ). There is a positive correlation between the number of available followers of the respondents at their own channel on YouTube and the factor "Using YouTube to acquire reputation and become famous" (F9) ( $\rho=0.315$ ;  $p=0.001$ ) (See Table 5).

	F1	F2	F3	F4	F5	F6	F7	F8	F9	F10
The number of channels the respondents followed on YouTube ↑	↑	↑	↑	↑		↑	↑	↑	↑	↑
The number of available followers of the respondents at their own channel on YouTube ↑			↑	↑	↑		↑		↑	

**Table 5. The Table on the Relationships of the Number of Channels the Respondents Followed on YouTube and The Number of Followers at Their Own Channel with the Research Factors**

In Table 5, it is seen that nine of ten motivations of the respondents have a significant relationship with the number of channels followed on YouTube. This shows that as the number of channels followed increases, motivations also diversify depending on the gratification obtained from its use. Additionally, it is seen that the increase in the number of followers of the respondents on YouTube has a significant relationship with five of ten motivations. This demonstrates that the number of channels followed, i.e. the motivations for using YouTube for general purposes, is related to uses to obtain more personal advantages, unlike its use to increase the number of followers.

According to the above-mentioned findings, the hypothesis "**There is a linear relationship between the large number of channels followed on YouTube and the YouTube use motivations.**" (Hypothesis 6) was accepted. According to the above-mentioned findings, the hypothesis "**There is a linear relationship between the use to increase the number of available followers on YouTube and the use for social interaction and to acquire reputation/become famous.**" (Hypothesis 7) was accepted.

A significant difference in the factor "Using YouTube to acquire information and reach alternative information" (F1) was detected between those who did and did not have a YouTube account (Mean Rank of those with a YouTube account=299.58; Mean Rank of those without a YouTube account=265.92;  $p=0.015$ ). It is seen that those with a YouTube account thought more positively about the use of YouTube to acquire information and to reach alternative information than those without a YouTube account. A significant difference in the factor "Using YouTube to access alternative news broadcasting" (F2) was detected between respondents' possessing and lacking of a YouTube account (Mean Rank of those with a YouTube account=300.19; Mean Rank of those without a YouTube account=261.99;  $p=0.006$ ). It is seen that those with a YouTube account thought more positively about the use of YouTube to access alternative news broadcasting than those without a YouTube account. A significant difference in the factor "Using YouTube to obtain economic and social utility" (F3) was detected between respondents' possessing and lacking of a YouTube account (Mean Rank of those with a YouTube account=300.88; Mean Rank of those without a YouTube account=263.60;  $p=0.007$ ). It is seen that those with a YouTube account thought more positively about the use of YouTube to obtain economic and social utility than those without a YouTube account. A significant difference in the factor "Using YouTube for social interaction" (F4) was detected between

respondents' possessing and lacking of a YouTube account (Mean Rank of those with a YouTube account=300.09; Mean Rank of those without a YouTube account=265.00; p=0.011). It is seen that those with a YouTube account thought more positively about the use of YouTube for social interaction than those without a YouTube account. A significant difference in the factor "Using YouTube for self-expression" (F7) was detected between respondents' possessing and lacking of a YouTube account (Mean Rank of those with a YouTube account=298.89; Mean Rank of those without a YouTube account=265.83; p=0.019). It is seen that those with a YouTube account thought more positively about the use of YouTube for self-expression than those without a YouTube account. A significant difference in the factor "Using YouTube for entertainment" (F8) was detected between respondents' possessing and lacking of a YouTube account (Mean Rank of those with a YouTube account=297.22; Mean Rank of those without a YouTube account=268.80; p=0.044). It is seen that those with a YouTube account thought more positively about the use of YouTube for entertainment than those without a YouTube account. A significant difference in the factor "Using YouTube to acquire reputation and become famous" (F9) was detected between respondents' possessing and lacking of a YouTube account (Mean Rank of those with a YouTube account=297.18; Mean Rank of those without a YouTube account=268.86; p=0.044). It is seen that those with a YouTube account thought more positively about the use of YouTube to acquire reputation and to become famous than those without a YouTube account. A significant difference in the factor "Using YouTube to reach customer experience" (F10) was detected between respondents' possessing and lacking of a YouTube account (Mean Rank of those with a YouTube account=300.96; Mean Rank of those without a YouTube account=263.45; p=0.007). It is seen that those with a YouTube account thought more positively about the use of YouTube to reach customer experience than those without a YouTube account.

A significant difference in the factor "Using YouTube to acquire information and reach alternative information" (F1) was detected between those who did and did not use their real name in their YouTube user account (Mean Rank of those who used their real name in their YouTube user account=267.72; Mean Rank of those who did not use their real name in their YouTube user account=219.03; p=0.001). It is seen that those who used their real name in their YouTube user account thought more positively about the use of YouTube to acquire information and to reach alternative information than those who did not use their real name in their YouTube user account. A significant difference in the factor "Using YouTube to access alternative news broadcasting" (F2) was detected between those who did and did not use their real name in their YouTube user account (Mean Rank of those who used their real name in their YouTube user account=266.47; Mean Rank of those who did not use their real name in their YouTube user account=218.22; p=0.001). It is seen that those who used their real name in their YouTube user account thought more positively about the use of YouTube to access alternative news broadcasting than those who did not use their real name in their YouTube user account. A significant difference in the factor "Using YouTube for social interaction" (F4) was detected between those who did and did not use their real name in their YouTube user account (Mean Rank of those who used their real name in their YouTube user account=264.32; Mean Rank of those who did not use their real name in their YouTube user account=229.18; p=0.014). It is seen that those who used their real name in their YouTube user account thought more positively about the use of YouTube for social interaction than those who did not use their real name in their YouTube user account. A significant difference in the factor "Using YouTube for education" (F6) was detected between those who did and did not use their real name in their YouTube user account (Mean Rank of those who used their real name in their YouTube user account=265.61; Mean Rank of those who did not use their real name in their YouTube user account=220.82; p=0.002). It is seen that those who used their real name in their YouTube user account thought more positively about the use of YouTube for education than those who did not use their real name in their YouTube user account. A significant difference in the factor "Using YouTube for self-expression" (F7) was detected between those who did and did not use their real name in their YouTube user account (Mean Rank of those who used their real name in their YouTube user account=266.21; Mean Rank of those who did not use their real name in their YouTube user account=221.92; p=0.002). It is seen that those who used their real name in their YouTube user account thought more positively about the use of YouTube for self-expression than those who did not use their real name in their YouTube user account. A significant difference in the factor "Using YouTube for entertainment" (F8) was detected between those who did and did not use their real name in their YouTube user account (Mean Rank of those who used their real name in their YouTube user account=267.87; Mean Rank of those who did not use their real name in their YouTube user account=216.28; p=0.000). It is seen that those who used their real name in their YouTube user account thought more positively about the use of YouTube for entertainment than those

who did not use their real name in their YouTube user account. A significant difference in the factor “Using YouTube to acquire reputation and become famous” (F9) was detected between those who did and did not use their real name in their YouTube user account (Mean Rank of those who used their real name in their YouTube user account=263.85; Mean Rank of those who did not use their real name in their YouTube user account=228.37; p=0.016). It is seen that those who used their real name in their YouTube user account thought more positively about the use of YouTube to acquire reputation and to become famous than those who did not use their real name in their YouTube user account. A significant difference in the factor “Using YouTube to reach customer experience” (F10) was detected between those who did and did not use their real name in their YouTube user account (Mean Rank of those who used their real name in their YouTube user account=267.03; Mean Rank of those who did not use their real name in their YouTube user account=221.10; p=0.002). It is seen that those who used their real name in their YouTube user account thought more positively about the use of YouTube to reach customer experience than those who did not use their real name in their YouTube user account (See Table 6).

	F1	F2	F3	F4	F5	F6	F7	F8	F9	F10
Those with a YouTube account	X	X	X	X			X	X	X	X
Those who used their real name in their YouTube account	X	X		X		X	X	X	X	X

**Table 6. The Table Which Shows Whether There is a Difference Between Those with a YouTube Account and Those Who Used Their Real Name in Their YouTube Account and the Research Factors.**

In Table 6, it is seen that those with a YouTube account and those who used their real name in their YouTube account did not use YouTube for self-actualization (F5). In summary, no difference in F5 occurred between the two research questions. Again, in Table 6, it is seen that the respondents with a YouTube account did not tend to use YouTube for education (F6). Moreover, it is seen that those who used their real name in their account did not use YouTube to obtain economic and social utility (F3).

According to the above-mentioned findings, the hypothesis “**Users’ possessing of a YouTube account affects their YouTube use motivations.**” (Hypothesis 8) was accepted.

It is seen that possessing a YouTube account was not effective on the motivations for use for self-actualization (F5) and education (F6). It is seen that possessing a YouTube account created a significant difference in the other use motivations.

According to the above-mentioned findings, the hypothesis “**Users’ use of their real name in their YouTube account affects their YouTube use motivations.**” (Hypothesis 9) was accepted.

It is seen that users’ use of their real name in their YouTube account was not effective on the motivations for use for self-actualization (F5) and to obtain economic and social utility (F3). It is seen that those who used their real name in their YouTube account created a significant difference in the other use motivations.

## Conclusion

Upon Klapper’s questioning of “what the audience do with the media” in 1963, the approach that media consumption took place within consumers’ consciousness was acknowledged and it was discovered that the audience inclined to the media in line with their needs. The relationship of the young people of university age with the media – the subject of this research – varies between acquiring information and entertainment as well as between social interaction and self-development or self-actualization. The most discovered finding in the studies carried out on different social media platforms with the uses and gratifications approach is that the most important factors determining the gratification obtained from social media use are socialization/acquisition of a social environment and entertainment.

In this study, which addresses to what extent the young people of university age were influenced by virtual interaction specifically on YouTube in the context of the uses and gratifications approach, it is seen that the university students used YouTube to acquire information and reach alternative information, to access alternative news broadcasting, to obtain economic and social utility, for social interaction, for self-actualization, for education, for self-expression, for entertainment, to acquire reputation and become famous, and to reach customer experience, respectively. It turned out that the university students used YouTube by means of a mobile device on each day of the week and for an hour to 3 hours (an hour to 2 hours and 59 min) per day in order to acquire information and to access alternative information. A laptop was determined to be the communication device which enhanced the use motivations the most. This demonstrates that they prefer a laptop when the use motivations have increased, whereas they prefer accessing YouTube by means of mobile devices in the everyday use with limited motivations.

It is seen that the more the motivations of users are, the greater their need to use YouTube becomes. This reveals the significance of the interaction among the use motivations. In connection with this result, the large number of channels followed on YouTube and the abundance of use motivations develop in the same line. Another result obtained from the research is that those with a YouTube account did not use YouTube for self-actualization or for education. Likely to be performed anonymously, such needs were not preferred much by those with a YouTube account. A similar result also applies to the users who used their real name in their account. These users did not prefer using YouTube for self-actualization or to obtain economic and social utility either.

The findings reached differ from the results of the studies carried out for various social media platforms with the uses and gratifications approach. Established with the slogan “Your Digital Video Repository”, YouTube adopted the slogan “Broadcast Yourself” over time, thereby intending to bring the factors of social interaction and entertainment – which are of high priority in the use of the other social media platforms – to the forefront. Nevertheless, the factor of acquiring information ranked first among the use motivations as a result of the research, which demonstrates that YouTube is used as an alternative to the search engines to reach information particularly by the university youth.

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# Analysis of Game of Thrones Series from Freudian Perspective

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## Abstract

Game of Thrones series, which can be regarded as a game played upon repressed instincts of human, trails a large audience due to its impressive scenes supported with music, costumes and effects. The series, which was fictionalized based on various instincts that Freud greatly mentioned in his books turned into an environment on which inexpressible stories were told and taboos were shaken. Which kind of effects that revitalizing, unveiling and disclosing these instincts could have is a question that needs to be considered. The objective of this study, which was conducted using the content analysis method, is to reveal the methods used to attract audience on one of the popular series in the present day, Game of Thrones, and to draw attention to games played on human subconscious.

Keywords: Freud, Game of Thrones, Instinct, Series, Subconscious.

## Introduction

Young people spend most of their time and almost all of their leisure time on internet environment in today's media era. They mostly spend their time on digital games, social media, and internet series. Therefore, communication studies, cultural studies and new media studies focus on these subjects and address them from different perspectives. This study aimed to examine the content of Game of Thrones, which is the most-watched series on online and has a major audience worldwide, from Freudian perspective.

Contents presented on media changes based on time, political, social and economic conditions. "Media is defined as techno-social systems on which technological structures interact with social relationships and human activities in a complex way" (Fuchs, 2016: 72). Castells mentions that today's Internet is shaped based on the conflict between the global multimedia commercial networks which try to commodify Internet and the "creative audience" which tries to form a citizen' control level on Internet and supports the freedom of communication right without a commercial control (Fuchs, 2016: 107). New media, which is discussed on philosophic, cultural, ideological, sociological and economic platforms is a technology-based and -supported concept. The new media should be assessed with consumption culture, culture industry and globalization (Ormanlı, 2012: 340).

Studies on uses and gratifications which present key structures for the examination of audience reaction focuses especially on media consumption. The focus on the question of what people do with media rather than what media do to people. What people do with new media on their free time which transformed into digital gains prominence within this question? With the use of new media, the concept of watching a TV series transforms and as a part of this transformation, people adopt to the concept of binge watching. Rather than waiting for episodes, saving them for later and watching them one after the other become popular. This changing new method of watching TV series has occurred based on people's desire to control what they watch, where and when they watch and how they watch. In the USA, habits of watching TV series changes as people easily access to websites such as Netflix, Hulu and Amazon Instant Video through which they can consecutively watch series and films and tools such as Apple TV and Amazon Fire TV. The concept of "binge watching" which occurred through these possibilities is defined as "watching videos and TV series for a specific

time non-stop." Rather than waiting for a week to watch a new episode, followers of TV series can access to whichever episode they want through these platforms at any time (Yengin, 2015: 217-249).

Moreover, websites such as dizibox, diziyo and dizilab that give online access to TV series are in great demand in Turkey. It became possible to watch a series one after another without leaving the computer or through a smart phone wherever you want. Game of Thrones series, which is one of the most preferred series and has broken records since it has been aired for the first time in 2011, was chosen as the subject of this study based on the fact that it has affected millions of people worldwide, included different contents, reflected subjects that are thought to be taboo and included pervert characters. This study examined this series in terms of psychology and communication science with an interdisciplinary approach.

## Game of Thrones Series

Game of Thrones is a fantastic TV series and created by David Benioff and Daniel Brett Weiss. It is aired by HBO, a USA-based TV channel. It was adapted from the epic fantasy series of George R. R. Martin, "A Song of Ice and Fire" and named with the first book of this series. The TV series was filmed in Northern Ireland, Malta, Croatia, Morocco, and in a studio in Belfast. The first episode was aired on April 17, 2011 on HBO and the final season of it, 8th season, has been aired on 2019.

Ratings of Game of Thrones in the USA has increased per annum. The final episode of the 7th season of the series named "The Dragon and the Wolf" which was lasted 80 minutes was watched by 12.1 million audience during the time it was aired in the USA. The number of live audience reaches to 16.5 after adding the number of audience watching the episode on HBO Now and HBO Go. The same episode was reported to watch by 31 million in total. It is not possible to determine the total number of audiences of the series which was aired on 170 countries (url1). Official rating record in the USA gives an idea on the increasing number of audience.

The number of audience in the USA is as follows: (Official rating records without counterfeit rating)
Game of Thrones Season 1 (2011)-9.3 million
Game of Thrones Season 2 (2012)-11.6 million
Game of Thrones Season 3 (2013)-14.2 million
Game of Thrones Season 4 (2014)-18.6 million
Game of Thrones Season 5 (2015)-20 million
Game of Thrones Season 6 (2016)-23 million

**Table 1. The number of audiences in the USA (url1)**

The series has a fascinating subject enriched with sub-stories. The world in the series has mysterious creatures living on it and seasons with changing duration, thus making it different from the real world. The setting of the series which is called Seven Kingdom of Westeros has various regions and each of them is governed by different houses (royal families). Lords leading these families are in a great war of power among themselves; however, they are loyal to the King, who has been chosen as the ruler of Westeros, and Iron Throne. The names of the houses are as follows: House Arryn, House Baratheon, House Greyjoy, House Lannister, House Martell, House Stark, House Targaryen, House Tully and House Tyrell (url2).

The summary of the series is as follows: Aerys II Targaryen, also known as the Mad King, of the House Targaryen gets dethroned through a rebellion. Robert of the House Baratheon gets crowned and becomes the new ruler of the Seven Kingdom. Robert asks the help of Eddard Stark, the lord of Winterfell and his close friend, because of a mysterious murder occurred during his reign. Stark agrees to help the King to protect the Iron Throne against complex intrigues. He finds out that the King's children are illegitimate, thus becomes the target of Queen Cersei Lannister. Cersei plans the death of the King and Eddard Stark to protect and enthrone her children whose father is Cersei's twin

brother. In the meantime, the army of the dead gathers beyond the enormous Wall, which is on the northernmost point of Winterfell. John Snow, the illegitimate son of Stark, battles against the army of dead. Also, Targaryen siblings who are from the lineage of Dragon-kings make plans to get the throne back through the dragon eggs (url3). The children of Eddard Stark, who was shown as a main character in the first episodes, fall apart with the death of their father and their stories are told throughout numerous episodes. In the seventh season, John Snow, who was known as the illegitimate son of Eddard Stark, is revealed to be the legitimate son of Rhaegar Targaryen and Lyanna Stark and the true heir of the throne. One of the most important characters in the series, Khaleesi/Daenerys Targaryen is a powerful female character fighting for the throne with her three dragons which grow day by day. Unaware of his true identity, John Snow crosses paths with Khaleesi while seeking help for battling the army of dead and has a love affair with her, his father's sister.

Although it has contents that can never be aired on Turkish television channels, Game of Thrones series attracts intensive attention in Turkey through the accessibility of new media tools. Popularity of the series increased with the posts shared on social media and it became one of the most-watched series. Game of Thrones has revealed and normalized the repressed instincts of humans and raised these instincts up to consciousness by triggering them. This series has addressed and awakened the instincts that according to Freud, people gave up because of culture and civilization, and this indicates that either the writers examined these instincts and read Freud deeply or they tried to increase ratings by presenting different things.

## **Violence, Death, Murder and Sexual Instincts**

In general, our civilization has been built upon repressing humane instincts. Each individual gave up on a part of their existence, the feeling of omnipotence, aggression or revenge tendencies of their personality. This renunciation has increased during the evolution of the civilization. A person who does not comply with this instinctual repression is regarded as a "criminal" by the society (Freud, 2007a: 36).

Freud discussed the antagonism between civilization and instinctual life and stated that all civilizations force individuals to work and make instinctual sacrifices (Freud, 2017a: 33). According to Freud, it is not possible to disregard the fact that civilization is built upon the sacrifices from instincts and the extent of this. Civilization has been formed under the pressure of life necessities and at the risk of not satisfying our instincts. For example, aggression is an independent and instinctual habit which is a part of human nature (Freud, 2017b: 44-56). Culture overcomes individuals' pleasure of aggression by weakening the pleasure, "disarming them and by keeping a close eye on them just like occupation forces in an invaded city do through an authority within them" (Freud, 2016g: 52). Today's civilized societies try to suppress, demolish and tame various instincts such as aggression tendencies through strict laws, religious rules and education. However, there is a possibility of instantaneous appearance of these just like any other repressed things. Numerous studies have examined the effects of media contents (series, films, digital games, news, etc.) that trigger these emotions on people, and various approaches have been determined.

One of these approaches is the theory of catharsis which states that aggression can be diminished by expressing or releasing it. Freud addressed this theory as a concept of psychology, emotional catharsis on aggression. Freud stated that "As long as people have someone to direct their aggression on, it is possible to connect numerous people together through attachment of love"\*(2017b: 54). According to the "Theory of Offensive Examples", audience resort to violence which they have within themselves on real life after using the TV program which includes violence as a catalyst. Audience uses violence they saw on TV just like children who learn by imitating their parents' behaviors. Especially young people link the feeling of violence within themselves with bad characters in films and TV series that they watch, and they resort to imitate these. According to the "Mean World Syndrome" theory of George Gerbner, the images of violence supports people's belief that the world outside brutal rather than resorting audience to violence. This approach indicates that audience gets affected from the scenes with violence, murder, injustice, purse snatching, cheating and rape, and is of the opinion that the real world is much more brutal than the world shown on TV; therefore, prefers to

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\* This statement of Freud is explanatory for politicians' efforts to bring people together by creating a mutual enemy for propaganda.

stay at home and watch television rather than exploring the real world. This profile of audience is what the television producers are looking for. Because the longer the audience sits in front of the TV the higher the ratings get (Koç, 2018: 30-32). Moreover, some authorities look for this profile of audience, who are passive, only take what is given, are not interested in world-related things, spend time on media contents and do not question, as they are easy to manage and lead. The researchers focused on the following questions; which one of these theories should be taken as base? Which theory applies for which situation? Do violent images affect everyone in the same way? Or what kind of people gets affected by them more?

*The death instinct* was suggested by Freud. According to Freud, “No one believes to their own death. In the unconscious, everyone is convinced that they are immortal.” (2017b: 10) and in 1914, he claimed that people/ego whose narcissism is harmed due to the obligation of death try to guarantee their immortality by having children. Freud published a study named the “Ideas on War and Death” in 1915 and made inferences on the place of death on human experience. Basically, Freud’s claim states that in the unconscious, everyone believes that we are immortal as we cannot imagine and know death (Şensoy, 2015: 1). In 1920, Freud suggested the death instinct as oppose to the life instinct. Thus, the old life instinct theory gave way to a dualist instinct theory (Freud, 2016f: 408).

Freud explains the death instinct as individuals’ tendency towards self-destruction and transforming back to anorganic status. Aggression is the externalized form of the death instinct in a dualistic way. Freud proposed that “The goal of all life is death.” and regarded death as an impulse/instinct like life. According to Freud, the life instincts (Eros) include activities that aim self-protection and continuation of the species such as hunger, thirst and sexuality. These creative powers and energies that are revealed through libido ensure the continuation of life. On the other hand, the death instincts (Thanatos) are destructive. It can be intrinsic just like in masochism and suicide or extrinsic just like aggression and hatred. Freud believes that people irresistibly proceed to death (quoted by Yılmaz from Schultz & Schultz, 2013: 174).

Normally, Eros and Thanatos coexist in a balanced way. However, this coexistence dissolves in the case of pathological situations such as self-punisher tendencies of sadist or melancholic people (Freud, 2016f: 408). Sadism involves using violence or force on another person as the object (Freud, 2000: 93). The only purpose of all hot-blooded sexual desires of sadists is to abuse or torture the sexual object. Such torture may vary from insulting and humiliating the sexual object to physically harming them in a very severe way (Freud, 2016a: 103).

According to Freud, sex life of human has been damaged and he stated that sex life of human gives the impression of a function that regresses just like our teeth and hair on our head which can be regarded as human organs (Freud, 2016g: 53). The fact that humans and animals have sexual needs is defined with the hypothesis of “sexual instinct” by making an analogy with biology, in other words, the instinct of hunger. Although there is no expression that gives the meaning of “hunger” in daily language, the term “libido” is used for this meaning in the scientific jargon (Freud, 2016e: 49). Sexual instincts are regarded as instincts that can be changed and adapted to life. According to Fromm, there are some characteristics that differentiate these from self-protection instincts. For example, sexual instincts can be postponed different from self-protection instincts. Self-protection instincts are more coercive because if not satisfied for a long time, it will result in death. Concisely, postponing the satisfaction for a long time cannot be psychologically tolerated. This means that self-protection instincts take precedence of sexual instincts (Fromm, 2004a: 55). However, sexual instincts can be repressed or diverted to another direction. In other words, rather than directly satisfying, a sexual desire can be combined with another activity of ego by deviating from the sexual aim of it. In general, sexual urges can only be satisfied with fantasies (Fromm, 2004a: 56).

Sexual instincts can be used for various civilization goals and can contribute to the success of civilization because they can influence people and distort people’s goals (Freud, 2016f: 124). However, this does not mean that they can always be abandoned. Sexual instincts should at least be satisfied at a minimum level (Fromm, 2004a: 56). According to Freud, it is quite hard to think of an artist following a sexual diet; however, a young scholar following a diet is not a rare situation. Scholars can focus their energy on their studies by restricting themselves; however, artists can observe that sexual experiences enhance their artistic success. Freud stated that in general, sexual diet does not create energetic, self-confident men of action, authentic philosophers or brave reformists; rather than

in most cases the diet later on transforms powerful individuals into good natured and weak people who display follow-up tendencies and who disappear within the masses (Freud, 2007a: 46).

Sexual object is defined as the person to whom sexual pull subjected (desired), and sexual aim is defined as the action to which the instincts directed. Scientifically strained observations have shown various deviations for both of them (Freud, 2016e: 50). Instincts which cause the development of hysterical symptoms draw their strength both from repressed normal sexuality and subconscious aberrant activities (Freud, 2017d: 45). The concept of Oedipus complex shows how the most universal themes of all the human instincts investigated by psychoanalysis and the conflicting human reality which is regarded as universal such as sexuality, aggression, jealousy, rivalry, revenge, fear of vengeance, love, morality, incest taboo, etc. gang up on early mother-father-child triangle (Freud, 2016b: 12). Later on, the Oedipus complex becomes the keystone of Freudian psychology. Freud saw this as a key that explains the development of religion and morality and suggested that this complex has an important role on child development. He thought that the Oedipus complex formed the base of psychopathological development and the “core of neurosis” (Fromm, 2003: 191).

According to Fromm, this myth is not the symbol of incest love between a mother and her son; King Oedipus symbolizes a man who has won a victory against his father. It is a rebellion against the authority of father in the patriarchal family. The characters of Sophocles, Oedipus, Haimon and Antigone represent the matriarchal principle. All three of them go against the social and religious orders of their fathers. Fromm builds these interpretations upon Bachofen’s analysis of Greek Mythology. Bachofen examined religious documents which belonged to Greek and Roman antiquities and noticed that women had a pioneering role on family and society along with religion. Additionally, Bachofen proved that a Mother Goddess and a religion based on heroines existed. According to Bachofen, men defeated women and took women under their domination over time; in addition, they formed a patriarchal social order. The Mother Goddess was replaced by a male God (Fromm, 2003: 194-197).

Matriarchal principles can be summarized as blood relation, tradition, unconditional love and giving. This understanding only regards natural and biological things as valuable. On the other hand, patriarchal principles focus on intelligence, discipline and abstract thoughts. “Today’s social structures which based on authority and system of exploitation emerged as a result of the union of patriarchal principles and capitalist understanding.” Patriarchal social structure strictly depends on class characteristics of today’s society in terms of psycho-social bases. Society is shaped by specific psychological behaviors arising from subconscious instincts to a certain extent, and psychological behaviors effectively determine the restraint that governing tool has on society. According to Fromm, patriarchal family is one of the most important places where psychological behaviors that continues the existence of class society are formed (Fromm, 2004a: 6, 35).

The compliance of instincts with social reality is the key for the understanding of psychoanalysis. Along with the expansiveness of instincts, prohibiting the cultural satisfaction of instincts unveil some other characteristics: guilt, cowardice, indecision, hesitation, feelings of fearing of a fiasco and being punished (Adler, 2015: 115). Freud regarded the feeling of guilt as the most important problem of culture development, and the price for the development of culture was paid with loss of happiness due to increased feeling of guilt (Freud, 2016g: 153).

Eventually, Freud emphasized that consciousness is a very limited aspect of human reality. Although he developed all his understanding based on this approach, he also emphasized the rationality by stating that “Ego should be wherever id is.” Freud praises civilization and defends ego against instincts. Although he examined civilization as a systematical neurosis, a whole of symptoms, repression and sublimation in his book named “Civilization and its Discontents,” he considered civilization as a victory human won against their instincts. In this respect, Freud is a follower of social contact approach which regards civilization as an obligatory compromise, and states that the wish for civilization will make people find happiness (Şensoy, 2015: 1).

## Repressed Emotions and Neurosis

Repression is a psychological process that prevents an individual from feeling overly anxious or guilty for feeling desires, ideas or memories which are unacceptable or dangerous to express.

However, repressed impulses have the power to influence behavior and thoughts as an unconscious source (Karakelle, 2019: 73). Sometimes, they affect our systems of thinking, actions, and decisions without us knowing. We act without even knowing why and can't see that the underlying reason is in the subconscious, which, however, makes us open to a number of guidance of people who solve the common behavior patterns in the subconscious. "People's minds, instincts and impulses that come from their nature become objects and tools that are used for the interests of someone" (Övür, 2016: 34).

Id consists of unconscious desires and impulses that constantly seek satisfaction. At the center of the energy of id lies two basic motives which are sexuality and aggression that ensure the sustainability of life. Therefore, id produces the basic energy that enables us to satisfy our desires so that we can exist. However, id operates according to the pleasure principle. In other words, it demands immediate satisfaction and pain avoidance regardless of the cost of the desires and needs. On the other hand, the Superego is a conscious system of rules, norms, values and ideals which are not innate, acquired through the social environment and which one is exposed through behavior of the parents in the first years of life and so on. Superego tells us what's right and what's wrong. That is, the superego reflects those that are not socially welcome or are not personally correct. Ego, on the other hand, is a balancing system that produces solutions which meet the demands of both in the conflict between id and superego. That is, it consists of logical options that delay the satisfaction of desires or produce appropriate ways to resolve them until a safe and successful solution is found in the present situation. Sometimes it is necessary to repress the id in order to reach a compromise between the id and the superego. Thus, violent desires are pushed to the unconscious (Karakelle, 2019: 73).

Instinct and resistance struggle with each other and consciousness also has a large share in this which continues until the instinct is repulsed and deprived of energy investment. This is the normal solution. However, in neurosis the struggle finds another way out - for yet unknown reasons -. From the very first friction with the instinctive excitement rejected and fired, the *self* withdraws in some way and prevents it from reaching consciousness and indirect kinetic discharge. However, the excitement fully preserves its energetic investment power during this process. Freud called this process suppression. Undoubtedly, this process represents a primitive defense mechanism comparable to an attempted escape and leads the normal solution which would then be realized through reasoning. This initial act of suppression depends on a number of other consequences. First, the *self* must protect itself against the suppressed excitement that is always ready to come out and for this, it has to make continuous efforts and a counter-investment; which weakens and impoverishes it. On the other hand, the "suppressed", which is now in the subconscious, is also having a change of bed and - by detour - seeking new gratifications to replace the old; thus, it may seek the possibility of frustrating the purpose of suppressing (Freud, 1984: 30-31).

The substitution phenomena resulting from the repression of instincts refer to neurotic disease, more precisely, what we call psychoneurosis. According to Freud, our experience has shown that in most people there is a limit to which their structure can meet the expectations of civilization. Anyone who wishes to be higher-minded than their structure allows will be the victim of neurosis; if they were less good, they would be healthier (Freud, 2007a: 40-41). What is observed as an uneasy impulse for non-stop perfection in some minority individuals must inevitably be understood as the result of impulse repression on which the most valuable products of human culture are based. The process of the formation of neurotic phobia, which is nothing but an effort to escape the satisfaction of an impulse, provides us with a good example of where this "impulse for perfection", which cannot be attributed to all human individuals, originates from (Freud, 2016b: 52).

Symptoms of neurosis are compensatory (spare) satisfactions that have largely substituted unfulfilled sexual desires (Freud, 2016g: 159). The accumulated libido bursts and reaches the point of finding a neurotic substitute satisfaction in the form of pathological symptoms. Anyone who understands the components of neurotic disease will, in a short time, understand that its increase in our society is due to the aggravation of sexual restrictions (Freud, 2007a: 43). According to Freud, society cannot claim to have made a profit at the expense of self-sacrifice when it pays the price of complying with its wide-ranging regulations with increases in neurotic diseases; in fact, it cannot even claim a profit (Freud, 2007a: 52). According to Freud, it is easy to predict the consequences of further restriction of sexual freedom and raising the expectations of civilization to a stage that prohibits all forms of sexual activity other than legitimate marriage. The number of strong structures that openly

oppose the expectations of civilization will increase greatly and on the other hand the number of weak ones escaping to neurotic diseases when confronted with the conflict between the resistance in their structures with the oppression of cultural influences will increase (Freud, 2007a: 42).

Neurosis is some kind of monastery in which people who are disappointed by life or feel too weak for life in our age are closed (Freud, 2018: 83). The neurotic always acts according to the logic. She/he starts work by avoiding society, puts all kinds of restrictions on himself, interrupts her/his education and work (e.g. headache, muscle pain); paints the future with the darkest colors and secretly stores (Adler, 2015: 117). The neurotic is destined to leave behind the real uncertainty in the search for security (Adler, 2015: 118).

According to Freud, it cannot be overlooking that neuroses originate from experiences related to early childhood and these are experiences that could not be overcome normally, therefore we must inevitably conclude that a neurosis would not have developed without these experiences (Freud, 2015: 124). In the etiology of neuroses, we define the events that we attach great importance to which are experienced first and are forgotten afterwards (Freud, 2015: 124). The concept of trauma is used to name all kinds of events that unsettle, hurt and injure the mental and physical existence of the individual in many different ways (Kokurcan & Özsan, 2012: 20). We define the non-satisfaction of an instinct as frustration, the power causing it as prohibition and the situation caused by the prohibition as abstinence (Freud, 2017a: 33). According to Freud, who considers the forgetting and rejection of uncomfortable and painful memories usual; even in the case of people who are completely healthy and not suffering from neurosis, there are many indications that there is a resistance against remembering disturbing impressions and developing disturbing thoughts (Freud, 2014: 161). Everything that was forgotten was sad, scary, painful or embarrassing in terms of the aspirations and claims of the personality. For this, all the forgotten were forgotten; they were not conscious (Freud, 1984: 30).

The doctrines about the great causal role played by sexual life and the importance of childhood experiences in resisting, repressing, unconscious and the emergence of neuroses are the cornerstones of the psychoanalysis structure (Freud, 2016f: 127). Most people who went to the psychoanalyst were not ill in the traditional sense of the word, but had difficulties in living. The difficulties of living were, of course, nothing new. There were always people who do not have self-esteem or feel inferior, cannot find happiness in their marriages, cannot be successful in their work or cannot enjoy their work, and who are unreasonably afraid of other people and so on. These people could ask for help from a friend or someone with common sense - or "live barely" without seeking any help. What was new was that, for the first time, Freud and his school offered a comprehensive theory of personality, the best possible description of the difficulties of living rooted in the personality structure and a hope for change (Fromm, 2006: 70).

The psychological life of the people who we call wild and semi-wild is significant for us because in their psychological life, we find the first well-preserved phase of our own development. If this assumption is true, a comparison between the "primitive human psychology" taught by ethnography and the "psychology of neuroses" taught by psychoanalytic research will reveal many similar points and shed light on the more or less familiar issues (Freud, 2017c: 27). The starting point of Hobbes' ideas about the state is also "natural life". According to him, the period in which people lead natural/wild life - without the state - is far from being a golden age. On the contrary, people lived in hell during this period when the state was not yet there. In the natural conditions of life where people are equal and unlimitedly free, the phrase "Man is wolf to man" (*Homo homini lupus*) has come true. In such a situation where people are constantly afraid of each other, civilization cannot progress. According to Hobbes, it was necessary to make a contract in order to put an end to this life of hell where people crush each other. With this contract, people put an end to their unlimited freedom; they created the giant person (state) to represent and govern them (Kabaklı, 2019: 38). Similarly, the society also signed a contract, renouncing the endless pleasures offered by instincts and agreed to restrain them for coexistence.

Man has delayed, restricted or referred to other means his sense of pleasure because she/he needed others and in order to survive together. However, that desire for pleasure doesn't go anywhere, it stays there, changes shape, transforms and emerges as neurotic symptoms. Some of them cannot do it and this is called perversion, which is the opposite of neurosis. It's a way of running

to pleasure. Perversion means arousal and pleasure from objects, assets or actions that are not considered ordinary. Deviance or perversion is generalized, not just used for acts that appear to be aimed for sexual pleasure only. Any action other than the accepted, approved, considered ordinary, lawful, customary ways is called with the same name (Oral, 2019). Pervert characters are the ones who follow the id by disabling the superego, cannot suppress the desires of the id, do not exchange the values, rules, morals and laws with their pleasure.

According to Freud, the emergence of impulses unfamiliar to our moral consciousness appears to resemble something we have previously learned - the fact that dreams can access ideational material that is not present in our waking mind or plays a very small role. For example, according to Benini, in dreams, some of our desires that seem to be repressed and extinct for a while awaken again; our old and buried passions come to life again; things and people we never thought about appear. According to Volkelt, the ideas that enter the waking consciousness almost unnoticed and perhaps never recalled also frequently announce their existence through dreams (Quoted by Freud, 2016c: 142). At a time when Superego is weak, Id finds various ways to fulfill its wishes.

According to Freud, dreams reveal the true nature of the person, even if not the whole nature, and allow us to learn the hidden aspects of the soul. According to Kant, dreams exist not to show us our hidden nature and what we are, but to reveal what can happen if we grow up differently (Quoted by Freud, 2016c: 141, 143). Dreams enjoy symbolism to implicitly represent the hidden thoughts. Symbolism is not specific to dreams, but a typical feature of unconscious thinking and it exists in folklore, popular tales, myths, idioms, wits and aphorisms in a more complete way than in dreams (Freud, 2016d: 96). Some series and media content seem to make efforts to reach ideational material and repressed impulses such as dreams that do not exist in our waking minds or play a very small role.

## **Character and Content Analyses of Game of Thrones Series**

As seen above, the theory of Freud is based on two instincts: Life and death instincts. "According to Freud, the death instinct is in a relation (and a conflict) with the life instinct and creates the endless dynamism of human spiritualism." (Şensoy, 2015: 1). This is what Game of Thrones series narrates: the war between death and life. The series narrates the story of the living in a battle against the army of dead.

We find the needed pluralism of lives in the world of fiction. We die with the characters whom we identify with; however, we keep them alive and then we are ready to die with another character again (Freud, 2007a: 78). Game of Thrones series presents an almost-uncivilized life in which people live their freedom without a limit, seek for pleasure and are directed by the id. The instincts of death and murder are reflected to be closer. The series shows characters who limitlessly experience their sexual desires and uses references which are related to this primary instincts and uncivilized life.

When examined based on *death and murder instincts*, it can be seen that most of the main characters in the series have died. These instincts are satisfied thoroughly in each episode. Death of main characters indicates that the death is on the doorstep and it is for everybody. Death of a character whom we identify with or we loved dearly has a shocking effect at first; however, the fact that life still goes on provides comfort.

Visery Targaryan:	Visery Targaryan forced his sister to marry Khal Drogo to get the Iron Throne and burnt to death as Khal Drogo poured melted gold form his head to toe.
Robert Baratheon:	With the order of Cersei Lannister, soldiers made King Robert, an alcoholic, drink too much wine during a hunting trip and he got killed by a wild boar.
'Ned' Stark:	Ned Stark, who could be regarded as one of the main characters in the first episodes, went to King's Landing with the persistence of King Robert Baratheon as the Hand of the King; however, after Joffrey became the king, he executed him by cutting off his head.
Catelyn Stark:	Catelyn, the wife of Ned Stark, got entrapped and died during the Red Wedding.
Robb Stark:	Rob, a son of Ned Stark, died after he was shot by an arrow and then got stabbed with a knife in his heart during the Red Wedding.

Khal Drogo:	Khal Drogo, the King of Dothraki, died because of a sever disease he caught after Mirri Maz Duur casted a spell.
Renly Baratheon:	Renly, a sibling of Robert and Stannis Baratheon, got killed by the ghost baby of Stannis and Melisandre.
Joffrey Baratheon:	He was poisoned during his wedding with Margaery Tyrell.
Oberyn Martell:	He was killed by "The Mountain" during a war practice by crashing of his head.
Ygritte:	Ygritte, who was from the war band, was killed by Olly during the Castle Black War by getting shot by an arrow.
Shae:	Tyrion Lannister killed Shae by strangling her after he found that she had slept with his father, Tywin Lannister.
Tywin Lannister:	Tywin Lannister got shot by an arrow by his son, Tyrion, while he was peeing.
Shireen Baratheon:	With the order of his father, Stannis Baratheon, she was burned alive and sacrificed for the Lord of Light.
Selyse Baratheon:	She hung herself after her daughter Shireen was burned alive.
Stannis Baratheon:	After an unsuccessful attack on Winterfell, he got killed by Brienne of Tarth due to the crime of killing Renly Baratheon.
Walder Frey:	Arya Stark slit Frey's throat, thus, avenged the death of his mother and brother ordered by Frey during the Red Wedding.
Hodor:	He stepped forward to protect Bran and Meera from creatures and got killed by them.
Rickon Stark:	He was shot in the back by Ramsay Bolton, a sadistic character.
Ramsay Bolton:	Sansa Stark who Ramsay constantly raped and tortured killed him by caging him in with his monster dogs.
Tommen Baratheon:	He committed suicide by jumping off a window.

**Table 2. Deaths of 20 important characters in the series happen as follows: (url4)**

Only the deaths of some of characters who we got to know and learned their features are listed here. Thousands of deaths have occurred in the series. Dying with the characters whom we identify ourselves with satisfies the death instinct. The death of the dad Stark, the most powerful character, whom we identified ourselves with at the beginning shocks the audience at first. However, life goes on and his children transform into the characters whom we identify ourselves with. Nonetheless, they cannot avoid getting killed and tortured in a brutal way. Starks who survived in the end avenge people who made them wrong, thus creating a catharsis on the audience.

Aggression and vengeance tendencies which, according to Freud, we gave up for civilization are the main elements in the series. There are numerous characters who try to take revenge of their families and comfort the audience by doing so in the series. Khaleesi/Daenerys Targaryen has waited for long year to get vengeance for the murder of her father and whole family, and fought to regain the power they had lost and to get revenge. Her succeeding and getting her revenge satisfy our wish to get revenge and comfort us as if it was realized by us. Other than the case of vengeance, Khaleesi represents and canonize matriarchal life.

At one point in history, matriarchal family structure dominated the world; however, with the establishment of social structures, patriarchal system overpowered matriarchy and hit the headlines (Fromm, 2004a: 6). L.H. Morgan's ideas show similarity with the above-mentioned ideas of Bachofen. Morgan claimed that a developed civilization would be based on the principles of freedom, equality and fraternity, and developed a theory which explained such civilization would be formed based on the old concept of original family (Fromm, 2003: 200). Khaleesi who was in the position of a Goddess referring the matriarchal society represents these ages and the oldest order. She takes us to the beginning of the history of civilization. She is an indicator of returning to matriarchal order. Khaleesi frees slaves in the places she captured and tries to set a fair order. She gets uncomfortable with the treatment against women in a village that they invaded. A horseman protests her alternative recommendation and has a one-to-one battle against Drogo. With her increasing power and need for an army, Khaleesi decides to buy the famous slave-army, the Unsullied. Khaleesi raids Astapor with

her army then frees her army from slavery. The Unsullied does not resign their commitment to her after being set free and they proceed on their way all together. The fearless female character, Khaleesi protects the oppressed ones but she is cruel to oppressors as well. Khaleesi also frees the slaves in Meereen and hangs some of the Supreme Masters (url5). In the finale episode, Khaleesi turns into a dictator that she fought against. Because of her anger and drunkenness of power, she burns down and destroys a city. When she is about to sit on the Iron Throne, she gets killed by the man she fought with and loved, John Snow, considering that she cannot bring a fair order. In this way, Khaleesi who is in the position of a female Goddess gets defeated and Bran Stark who is in the position of a male God, who sees and knows everything, replaces her.

According to Freud, the hunger of people can only satisfy with food, their desire to be loved can only be satisfied with the thought of a loving God and their *sadistic tendencies* can only be satisfied with sadistic images or fantasies (Fromm, 2004a: 56). Game of Thrones series has numerous sadistic elements. The perverted and tormentor character in Game of Thrones series, Ramsay Bolton tortures his victims in a brutal way. Ramsay Bolton used violence on his wife, Sansa and raped her, and tormented Theon Greyjoy (Reek), satisfying the individuals with sadistic tendencies; however, these may trigger the mean world syndrome for other people.

Freud considers *castration* as the biggest fear of men. Men's fear of castration which Freud often put emphasis on is performed on Reek in the series. Reek's penis is castrated in the series, referring to the castration complex. After Ramsay Bolton tortured Reek by ceasing his genitals, Reek starts to desperately obey his tormentor master. Another character who was also castrated is Lord Varys. An enchanter cut his genitals off completely and threw into fire.

Sadistic behaviors of the perverted character Ramsay Bolton gradually escalate in every episode. In addition to physical damage, he tortures his wife Sansa and Reek by insulting and humiliating them. However, in the end, Ramsay Bolton gets killed by his wife in sadistic way that befits to him. Sansa feeds Ramsay Bolton to dogs who were raised by Ramsay Bolton and were left starving for seven days. Calmness and satisfaction of Sansa, the wife of Ramsay Bolton, on this scene where she avenged upon her husband pass over to the audience. Arya Stark, youngest daughter of Ned Stark, keeps the feeling of revenge by constantly saying over the names of the characters that she will avenge, and in the end, she kills them one by one. In the episode ten, the sadist man, who feel pleasure by beating little girls, cannot get away from Arya's wrath and gets murder brutally.

According to Freud, the obstacle raised against incest might be one of the historical achievements of humanity; however, Game of Thrones series disregards this achievement for the sake of rating. The series has characters who deactivate superego and only go after the desires of id. Lannister siblings are an example for this. The Lannister siblings grew up with a dominant and loveless father. One of the Lannister siblings is a dwarf; thus, he sharpened his intelligence just to spite his stagnant body. The other two siblings are pervert characters who are unable to repress their impulses and madly seek for pleasure.

Approaching incest as a normal phenomenon, twin siblings being in love are subjects that are not included in media content and regarded as too hazardous to approach. Two siblings having sex by the corpse of their son is one of the most contradictory scenes in the series. The female sibling, Cersei Lannister has remarkable dialogs on impulses. In one scene, Cersei says the following: "I do not care about restraining my bad impulses." And for her enemy Khaleesi, she says the following: "She chose a consultant who would restrain her worst impulses rather than feeding them. That is the difference between us." After Cersei becomes the queen and seized power, she does not care about other people. In the third episode of season seven, twin siblings do not find it necessary to hide their relationship. When Cersei becomes the queen, declares that her child to be born is from her brother stating that "Lion does not fester about the thoughts of sheep." A comment on this relationship made on a website is also remarkable; "They have the most accepted unsettling relationship. Maybe because of their narcissistic cuteness or maybe because they make right decision when needed, made this relationship accepted among the audience." (url6). This comment supports the fact that media is the most effective factor for making the society accept or reject something, thus, it is important to note that produced contents should be prepared in a very careful way. Contents that normalize and make people accept perverted, pedophilia, sadist, murderer etc. characters by attributing nice features to them and presenting them to be one of us should be watched out.

Another contradictory and unsettling subject in the series is the father who has sex with his own daughters and forms a clan with them. This primitive character named Craster does not let any other men to get close or talk to his daughters and female grandchildren from his daughters. He causes his sons from his daughters to die by handing them to dead. Craster lives in one of the stations on the Nightwatcher and cannot stand to any other men to look or touch to his daughters. This character reminds us Josef Fritzl who was defined as the “Monster of Century” on news in the real life. Josef Fritzl is a father from the city Amstetten, Austria who kept his daughter captive for 24 year in the basement and raped her, and had seven children from her. Narrating incest events which recently in Turkey, are brought to agenda with Palu family may damage the obstacle raised against incest and normalize perverted characters.

One of the most important characters in the series is the dwarf Tyrion Lannister. According to Freud, children who do not receive their mothers' compassionate care encounter mental health disorders (Fromm, 2004b: 52). Mother guarantees the lives of her children and her love forms a protection and safety feeling within children. (Fromm, 2004a: 90). Children cannot be certain that their needs will be met when a mother is not around and withholds her love, thus, making children feel anxious (Freud, 2017b: 115). When examining the Lannister family, all three children never met their mothers and grew up with a dominant father devoid of mother's love. The mother of the Lannister siblings died during the birth of Tyrion Lannister. Tyrion Lannister lived with the feeling of guilt and was excluded by his two siblings. The effects of living without love under a strict authority can be seen on Tyrion Lannister. Tyrion Lannister has a sad and alcoholic identity. The father Lannister symbolizes patriarchal life. He has a strict and authoritative character, and cares about success; thus, focuses on his children based on his expectations. What his children want does not matter. He ignores and humiliates Tyrion Lannister who does not meet his standards.

In patriarchal societies, sons surrender to the desires of their fathers. The destiny of sons who are regarded as the property of their fathers is also determined by their fathers. Children must comply with their father and put their fathers' desires over their own thoughts and desires to have a right on their father's heritage and replace him (which indicate success). Similar to any kind of repression, this kind of repression may turn into hatred and the desire to save oneself from the oppressor and in the end to kill them (Fromm, 2004b: 55). Tyrion Lannister shoots his father, who tyrannized and humiliated him for years and lastly slept with the women he loved, with an arrow and kills him while he is in toilet. Another instance of the transformation of the conflict between the father and son, and inheritance dispute into hatred is Ramsay Bolton. Ramsey Bolton, who is already a perverted character, congratulates his father when he learns that his father will have another son and then kills him by stabbing him on his abdomen.

The series also includes characters who presents excessive love and intimacy between mother and son. Lysa Arryn is mother who breastfeeds her 11-year-old son and who is excessively attached to him. Lysa Arryn is the unhealthy sister of Catelyn Stark and keeps her son close by thinking that in this way she can protect him. The bizarre relationship between Lysa Arryn and her son is ranked as one of the most shocking 20 scenes on a website (url7). According to Freud, narcissism dominates breastfeeding babies and these babies only care the satisfaction of their needs and desires. Towards the end of nutrition period, the second phase where babies develop sadistic or hostile attitudes towards objects follows up (Fromm, 2004a: 88). Robin Arryn, the son of Lysa Arryn, is an unhealthy, grouchy, spoiled and narcissist character with sadistic tendencies.

Sexuality element which Freud includes among life instincts is largely used in the series with the thought of “sex sells.” In addition to homosexual relationships, the series refers to sexuality instinct through various fantasies including groups and sadistic elements. In the fifth season, with spread of religion element among the society, we can see that people who do not comply with sexual prohibitions and rules are punished. In the seventh episode of season five, religionists attack to a brothel run by a powerful politician and burn it down. Owner of the brothel talks about his success on the generation of desire by stating the followings; “various desires and needs have been met in here. It was a place of desires which did not exist until we found them.”

Media contents change in this era where narcissism, speed, power and egocentrism dominate. While old films and series mostly used contents intended for superego, today's contents mostly prompt id and its desires. This does not only apply to series, but also apply to other media

contents such as digital games, advertisements. Superego has turned into an excessively domineering structure in some societies, thus, may affecting this situation. However, it is apparent that the main reason is the media producers who have discovered the power of subconscious on behaviors. Individuals who watch presentations intended for id and the needs and desires of id enjoy and prefer these contents without knowing.

## Conclusion

People turn to objects and people who satisfaction their abstinence, meet their need, satisfy their hunger and develop dependence on them. From the satisfaction of biological needs ranging from the need for food to psychological needs (the needs of the age such as entertainment, being liked, narcissism, instincts such as violence, sexuality, etc.), if something satisfies an abstinence or need, one will depend on it and maintain the relationship. Her/his interest in products that do not satisfy any need will be reduced. In Jim Carry's Kidding series, for example, there are numerous references to childhood traumas, and psychological content is widely used. Considering that everyone has childhood traumas, it attracts the attention of the audience and is likes because it provides identification.

In the series like Game of Thrones, the most hidden and inappropriate behaviors are revealed and people are satisfied by removing the inhibition, which in turn provides the producers with rating. But what effects will this content aimed at impulses will have? This needs to be considered. As in the theory of offensive examples or the increase in suicides after the publication of suicide news, will the audience actually try to implement these activities and bring them to real life? Or will it experience only a catharsis, as in the purification theory? Or will it become more and more connected to the virtual world by escaping from reality and believing that this world is very cruel and impossible to live in, as in mean world syndrome?

Just as neurosis is a monastery in which people who are disappointed and feel too weak for life are closed, the virtual world is a similar monastery for many people. We seek the repair or compensation of our frustrations in the means of communication and use fantasies in the virtual world to repair them. We find compensation by identifying with the powerful characters of the virtual world, and feel relieved by seeing the identical characters that experience what we experience, feel what we feel and do what we have to do.

According to Freud, "The person we call crazy is the one who dreams when she/he is awake" (Freud, 2017b: 7) however, today people prefer to have a "technological dream" instead of waking up due to difficult living conditions. In this age where virtual and reality are intertwined, people who are in digital ecstatic state, lingering with contemporary fantasies and daydreams are all around us, reality is influenced by the virtual and vice versa. We can see the effects and reflections of the virtual world in current events. Some digital games, such as the Blue Whale, do not remain only in the virtual world, they want to make the transition to reality and remind us of Baudrillard's hyperreality theory. According to Baudrillard, from now on, only a hyperreality which lacks any imaginary and real distinction and consists only of models with a repeatable trajectory and production of difference simulation can be discussed (Baudrillard, 1998a: 13). But will the images reflected from a terrorist's camera in the New Zealand mosque attack only remain as a portrayal of the "Call of Duty" game? Or will we see new hyperrealities that have sprung from the virtual world into the real world?

Especially in new media, which holds an important place in the self-construction of young people, will civilization not be sought in order to experience unlimited liberation and satisfaction in the virtual world? Will there be no ethical rules? Will we live an unrestricted wild life? Will people be free in the virtual world with their holograms or virtual personalities? But what effect will that world have on the real world? This is one of the issues that should be considered from a sociological perspective. Maybe they will come to the point of completely breaking away from the real world with the satisfaction they will find in that free world or they will try to carry what they have experienced in that world to this world.

Game of Thrones opens the doors to a free but non-civilized world where the promised freedom is endless and instincts are not repressed as in Freud's famous words "Freedom is not a gift of civilization to man. Humanity was much freer when there was no civilization." (url8) However, it

should not be forgotten that even the right to live, which is the most natural right, is not guaranteed in the wild life and a certain order and mechanism is necessary to live collectively. The obligation of obeying these rules to live together brings sacrifices from some freedoms, but it is necessary to obey the civilization contract for contemporary civilization.

It is seen that people are looking for satisfaction for their various instincts and hidden thoughts with new media. The givers/sources who are aware of this, know the target audience well and know/study their psychological characteristics are also able to reach their high audience affect the target audience spot-on by creating their messages based on these emotions and reach greater audiences. However, it should be remembered that the repression of instincts is important for civilization. They may provide individual relief but it should be remembered that in the long run, revealing these instincts will lead to undesirable consequences and shake the pillars of civilization and lead to conflicts. Revealing the emotions that need to be repressed for the sake of rating can unsettle the civilization contract of societies.

It is also not right to think that “this is in my instincts” or “this is natural”. And, it should not be seen as a justification for the violent events or perversion that we experience today. It is stated that it is necessary to overcome these instincts and energies by transferring them to other positive features as a necessity of living together. On the contrary, it is emphasized that it is necessary to think about the negative effects of discussing them and displaying them in media content.

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# Interpreting Gamification via Game Elements: Black Mirror

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## Abstract

Game, which takes place in humans' life from the beginning of their childhood, turns out to have less importance in daily life as humans get older. However, the need for game exists throughout every period of life. In line with this need, we come across with the gamification concept which is gained by adding game mechanics and dynamics to the non-game environments. Development of internet and digital technologies make it easier to use gamification in different fields. In this study; to what extend gamification will take place in our lives is going to be evaluated and, in this context, an interpretation about the future of gamification will be given. In addition, the game mechanics and dynamics used in the third season's first episode of "Black Mirror" series, which presents a futuristic point of view about how digitalization will affect our future, is going to be evaluated with content analysis technique.

Keywords: Game, Gamification, Game Elements, Black Mirror, Social Scoring.

## Introduction

Human is a social entity that lives as a member of a community. It is accepted that there are different reasons in this way of living style. When humans are in a society they are more successful at struggling with nature, the need for communicating is an indispensable part of life, internalizing the culture of one's own society and transferring this culture to new generations, satisfying the need for security is more easier when a human belongs to a community, can be indicated as some of the reasons which come into mind at first (Güngör, 2016: 17-40; Tutar and Yılmaz, 2010: 16-19; Çağlar and Kılıç, 2011: 4). New generations adopt themselves to their communities by observing adults and pretending their behaviours. In order to complete the adaptation period probably game is the most important tool that children can use. Game is a phenomenon which helps children to gain abilities they will possibly need in the future, explore their abilities and pursuits, and improve their communication skills. However, the thought of game notion belongs to children or childhood can be illusory. The main reason of this illusion is in the meaning of being serious which is matched with adulthood and business life. We also come across this perception in daily life with the saying '*we are not playing game here!*' This saying also highlights games cannot be serious. In contrary, thinkers and academicians explain that game is a phenomenon which is done in a serious manner (Adler, 2012: 83; And, 2012: 28; Erkek, 1999: 1; Huizinga, 2017; Oskay, 2014: 224). To relax or get away from the hustle and bustle of daily life, it is a fact that sometimes adults also play or watch some kind of games.

Johan Huizinga explained how games are important for humans in their daily life in his book "*Homo Ludens*" (2017). Huizinga searched the relations between games and many other fields of life ranging from culture to the religious ceremonies and in this context his work has become a mile stone for the field of game researches. Since recalling the importance of games in humans' life, some affordances have been done to use games in different fields like education, business, management, and health (Bayraktar, 2015; Yılmaz, 2018). In line with this, gamification is another notion which is discussed and thought about. Adding game mechanics, dynamics, and using game design techniques in non-game contents in order to solve problems or increase brand loyalty is called gamification (Deterding et al., 2011: 9; Yılmaz, 2017: 19). The purpose of gamification is to increase the humans'

participation level to an event or a subject. The main aim is to get the individuals participate in this process with their intrinsic motivation. After the term was first used in 2002, gamified applications became a current issue in 2010. It can be assumed that more researches will be done on the subject in the following years and gamification will be on the agenda more often. Today gamification notion is mostly seen in the fields like education, health, marketing, management, and brand loyalty.

The assumption of this study is gamification, which has been used in different fields, will be used more widely in daily life in the future. From this point of view, this study is limited with the third season's first episode of 'Black Mirror' series named as 'Nose Dive' and broadcasted digitally by Netflix. The episode is important for predicting the future of gamification notion as it gives a futuristic point of view on how game mechanics and dynamics can be used in ordinary course of life. The game components, mechanics, and dynamics which are used in the episode are going to be determined with content analysis method and a vision about the future of gamification is going to be stated at the end of this study.

## Game Notion and Its Definition

In the 21<sup>st</sup> century internet and digital technologies have been developed and they have turned out to be the indispensable parts of our lives. Being related to this transformation games have become digitalized. Especially for the new generations, who are also called as digital natives, the word 'game' is associated with games which can be played on computers or mobile devices. In this context, for digital natives' game is something which is mostly played digitally. However, every generation has its own popular games and some of them are still being played today. Different researches have proved that some games, which are still being played in today's time, have been existed for a long time. In picture 1, the board game called 'Senet' is being played by Queen Nefretiry (Juul, 2005:4).



**Picture 1. Queen Nefretiry is playing the board game "Senet".**  
Reference: (Juul, 2005:4)

Game is not an activity only played by children and it can be said that its history is as old as the human's history. *"In archaeological excavations held in Egypt and Iran toys were found, in ancient Cretan civilization ruins some baby dolls and domestic toy utensils were found"* (Akandere, 2013: 4). Game is an irresistible activity especially for the kids but at the same time it is also considered as a break from the daily life for the adults. As Metin and mentions; *"Game is a break in daily life, a rest, an ornament of daily life"* (2012: 28). It is necessary to mention the prominent features of this activity by giving the definitions of thinkers and academicians.

## Definition of Game within Its General Features

Different thinkers and academicians have done researches on game. The place of game in humans' life was stated with "Homo Ludens" by Johan Huizinga. According to him; humans are not "Homo Sapiens" which means wise beings or "Homo Faber" which means a tool maker, moreover human is a being who plays games. Huizinga defines game as "*an activity which occurs in certain place, time, and willpower borders, within apparent regular orders, obeying to the rules with free will, and belonging to a field out of financial benefits and necessities*" (2017:181). As it is understood from

the definition, game occurs in its own place and time circumscription. The individual participates in it with his/her freewill and obeys the rules of the game. The necessities of the real life stay out of the game zone.

Roger Caillois defines game with six features. These are being free, separate, uncertain, unproductive, governed by rules, and make-believe (Caillois, 2001: 9-10). Following Huizinga, Caillois added uncertainty and make-believe to his definition. Uncertainty explains that the result of the game keeps its mystery at the beginning. It highlights the thought that if the result is known from the beginning the activity is not considered as a game. Make-believe points out that the participants fulfil their activity faithfully.

Schiller states that "*humans play in where they exist and they will be complete humans when they play*" (Erkek, 1999: 1). In Schiller's statement it is clearly mentioned that games take an important place in human's life and it is one of the fundamentals of being a human. Even though Schiller places the game in the centre of human life when our environment is observed we can see behaviours which look similar to playing game among animal species. Especially while cubs are scuffling, they both gain the hunting abilities which they will need in the future and they also participate in some kind of a socialization process. The lion cubs we watched on documentaries or the kittens we can easily see in streets in our daily life are good examples of this kind of behaviours. Evaluating this kind of behaviour as a play among these cubs is because they do not hurt each other while they are scuffling. Also children socialize and get ready to learn the norms of their society while they are playing. Yalçınkaya states that the existing social relationships and also the community conscious are the notions which are reached as a result of humans' historical improvements (2004: 19). Throughout pre-school period game is a helpful activity which informs the child about the world s/he is living in, teaches the social relationships among his/her peers and makes the child recognize his/her limitations (Yalçınkaya, 2004:59).

In general game is defined as an activity which has uncertain result, the individual participates for pleasure more than an aim and it is maintained without a productive outcome by means of economy (Doğan, 2013: 20). Philosophers like Nietzsche, Heidegger, Gadamer etc. explain that game is consisted of repeated actions in a cyclic motion. Due to this cyclic motion game is sometimes thought as a circle, a wheel or a ring. It is seen that some efforts are done in different studies to classify games. Nevertheless, a uniform game classification has not been done.

## Caillois' Game Classification

Thinkers and academicians, who analyze or define game, have developed different approaches to the notion according to their perceptions. Generally, the descriptions complete each other or make some additions. In this context, although the common features are presented by different words, they do not separate from each other totally. But it is not possible to state the same comment about the classification of games. The main reason of these different classifications is it is possible to group games under more than one title and there is not a general classification which has been agreed on. While categorizing games, the perception and point of view of the researcher or thinker is effective. Caillois' classification is given as an example in this study due to its being a reference in the field of game research.

In his classification Caillois divided games into four main categories. They are determined as 'agôn' in means of competition, 'alea' represents chance, 'mimicry' defines simulation, and 'ilinx' states vertigo. Another two sub-categories are added to these four and they are named as 'paida' which describes spontaneous play and 'ludus' is used for describing controlled play (Caillois, 2001: 12-13).

	AGÔN (Competition)	ALEA (Chance)	MIMICRY (Simulation)	ILINX (Vertigo)
PAIDIA (Spontaneous Play)	Race Wrestling etc. Athletics	Counting-out rhymes Heads or tails	Children's initiations Games of illusion Tag, Arms Masks, Disguises	Children 'whirling' Horse riding Swinging Waltzing
Tumult Agitation Immoderate laughter				
Kite-flying solitaire Patience Crossword puzzles	Boxing, Billiards, Fencing, Checkers, Football, Chess Contests, Sports In general,	Betting Roulette Simple, complex and continuing lotteries*	Theatre Spectacles in general	Volador (Flying) Travelling carnivals Skiing Mountain climbing Tightrope walking
LUDUS (Controlled Play)				

**Table 1. Caillois' Classification of Games**  
(Caillois, 2001: 36)

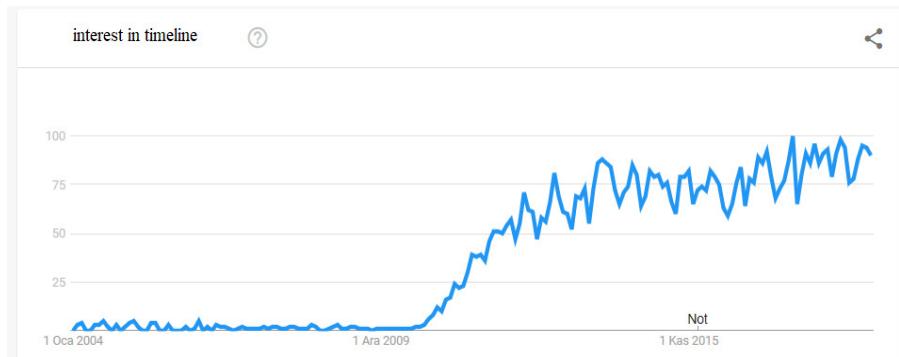
In Caillois' classification as seen in Table 1, the categories are classified as competition, chance, simulation, and vertigo. The games which are included in the classification are rated from spontaneous to the controlled ones. Paidia represents spontaneous fantasy games whereas ludus states games which have a winner and a loser at the end of each game (Yengin, 2012: 96). From paidia to ludus the games, which are irregular, noisy and improvised, are turned into more controlled ones and rules become dominant.

The difference between simple, complex and continuing lotteries is emphasized with the sign (\*) in the table and explained by Caillois as follows: Simple games of chance (alea) are resulted with only one draw. The complex ones are the draws which have many possible combinations. Continuing lotteries are consisted of two or more stages. The winner of the first stage is granted to enter the next stage. Both in definitions given in this study and in Caillois' classification, it is seen that the game notion takes place in human's life from the beginning of childhood with different formations. It is necessary for the individual to participate in the game activity, which has an important place in human's life, voluntarily obey the rules and continue the process while also having pleasure from the activity. In this context in order to engage individuals to non-game situations and environments with the same intrinsic motivation as in games, game mechanics and dynamics are added to have game

like features in non-game situations and environments. With this approach an individual, who does a duty or represents expected behaviours, participates in the process with his/her intrinsic motivation.

## Definition of Gamification Notion

Humans' interest in games from their childhood and some cub kinds showing playful behaviours has taken the attention of thinkers and researches who are interested in the subject. The thought of using game elements in different fields evoked due to game notion has an important place in humans' life and subjectively people show positive attitudes while they are playing. Gamification notion took the advantage of games having been developed in historical timeline process. (Bayraktar, 2015: 17). The advantages of digital communication and game industry play an important role in the development of gamification. *"Even though game is regarded as a humanistic instinct and one of the components of mankind, in different eras the definition of game has changed and game notion has taken different roles in our lives"* (Sezgin et.al., 2018: 170). Besides their important potentials, games' being digitalized has an effect on players' playing styles (Yilmaz, 2018: 20). In this context, to increase the participants' engagement and internalize the process is aimed by adding structure and design patterns like game mechanics, dynamics, and components to the non-game environments or situations. The word 'gamification' was first used by Nick Pelling, who is also a computer game designer; in 2002 therefore he is accepted as the name father of the notion (Burke, 2014: 5). The notion did not get enough attention at first but it was mentioned in Gartner Hype Cycle in 2009 and got a rise in Google Trend List in 2010.



**Figure 1. Result Graphic of the Word ‘Gamification’ in Google Trends**  
("Gamification," n.d.)

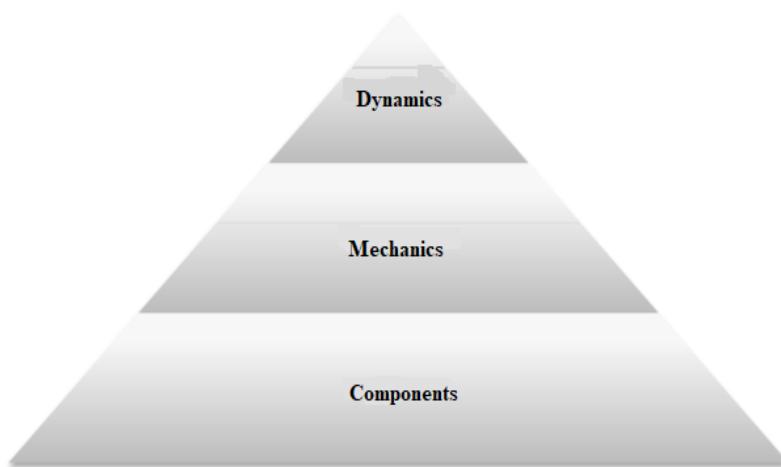
The internet site 'Gamified UK' explains gamification as making game like experiences in non-game contents and it also points out the word gamification is used as a noun ("Gamification," n.d.). According to Niels van der Linden; the approach which targets a long term behavioural changes in participants and tries to solve motivational problems in real life by using game design techniques, is called as gamification (Yilmaz, 2017: 19). The environments which are designed in line with the game thought will attract the users' attention and their intrinsic motivation will be increased is the assumption of gamification. In line with this assumption, it is said that the 75% of gamification is psychological and 25% of it is technological (Yilmaz, 2017: 22). Gamification is mostly related with human psychology thus it is necessary to behave proper to ethic rules during its design process. Since gamification is a powerful tool in changing human behaviours, it is regarded as some kind of a manipulation by most of the people (Marczewski, 2017: 56). A gamified system, like the 'Sesame Credit', which Chinese government is planning to make it mandatory in 2020, can affect the whole society and may turn the society into a mono-type society. Gamification is defined as using game elements in non-game contents to change people's behaviours therefore the notion of ethics becomes important in this context.

Burke states; to engage and motivate people, every activity which uses badges, points, levels, and leader boards is regarded as gamification (2014: 3). On the other hand a successful gamification does not occur only by adding mechanics and dynamics which are commonly used. According to some researches, adding these mechanics and dynamics do not bring an exact success furthermore it sometimes results in failure (Armstrong & Landers, 2018: 2). The elements proper to the target must

be identified and selected with care. There is not a unique gamification model which can be applied to all organizations (Kamasheva et.al, 2015: 79). In this context, game components, mechanics and dynamics need to be analyzed.

## Game Components, Mechanics, and Dynamics

When deciding which elements are going to be used in gamification, it is important to select the proper design and structure patterns suitable for the content and aim after the necessary analyzes done at the beginning of the process. Just adding patterns like points, avatars or badges etc. is not enough for a successful gamification. As many people think gamification is at least a kind of manipulation (Marczewski, 2017: 56). In gamification the aim is to engage the participant with his/her intrinsic motivation and due to this reality, it is related with human psychology. In order to clarify gamification; components, mechanics, and dynamics which constitute the notion needs to be explained. Werbach and Hunter modelled game elements with a three pieced pyramid (2012). In their model dynamics are shown at the top, mechanics are seen in the middle, and the components are placed at the bottom of the pyramid.



**Figure 2. Game Elements Hierarchy**  
(Werbach and Hunter, 2012)

In figure 2; the game elements are modelled by dynamics, mechanics, and components in a three sectional pyramid shape. The components placed at the bottom are formed by concrete elements; the dynamics at the top are regarded as notional. While gamifying a content and adding game elements to the process, starting from dynamics and going down to the components is advised. Selecting the appropriate mechanics for the desired dynamics is important for the gamification process. Otherwise the mechanics will lose their efficiency after awhile and the intrinsic motivation which is desired from the participant will fade away. In the literature it is observed that there is an agreement on dynamics but the distinction between mechanics and components is not clear. The working scheme of the system from dynamics to the components and how the distinction between components and mechanics is taken into consideration in this study is clarified according to the explanations given below.

**Components:** These are the concrete elements or the necessary software which are needed to start the process. Components are the bottom section of the pyramid and they are the fundamental materials for the continuation of the process. For an application which you can join via a mobile phone, a phone, internet connection, etc. are the examples of components. In a sense they can be named as the necessary materials needed for the construction. If cooking a meal is given as an example to clarify the distinction between components, mechanics, and dynamics; the ingredients which are needed for the meal can be called as components. To start cooking a meal first of all you need to have all the necessary ingredients.

**Mechanics:** They are the steps which provide you reach the dynamics. They are visual and predictable elements. Points, badges, avatars, leader boards, levels, progress bars, etc. are examples

which are used in many applications. For instance, in order to get the status dynamic, a certain amount of points or some badges must be collected. When cooking example given again, if the ingredients which are accepted as components are ready, the cooking process itself can be mentioned as the mechanics.

**Dynamics:** They are the final aim for a participant or a player and they cannot be seen during the process. The functionality of the mechanics serves reaching to the dynamics. The dynamics, which are placed at the top of the pyramid, are the source of motivation and they form the main key element of gamification process. Success, expressing oneself, status, cooperation, etc. can be given as examples of dynamics.

When we return back to the cooking example once more, for a delicious meal first of all the ingredients which are accepted as components must be consummate. If one of the ingredients is missing, the taste of the meal will not be good or it will totally be tasteless. The second stage is the cooking process. During cooking process, it is important to use the ingredients in the right order and obey the recipe. In gamification process the equivalent of cooking process is determining the right mechanics and serving them in the right circumstances to the participants. With consummate ingredients and obeying the recipe, the final result is the desired taste of the meal. If one of the components is missing, the player or participant cannot start or join the process. If the components are complete but the mechanics are chosen wrong or given to the player or participant in wrong circumstances, this time the participant or player will leave the process after some time. In this context, the formation of dynamics depends on consummate components, right chosen and motivating mechanics. With this given example, how the distinction between components and mechanics clarified in this study is explained.

## Findings

The universe of the study is chosen from 'Black Mirror' series which was on air in 2011 on a digital platform called Netflix. The main reason of the chosen universe is series' having a futuristic view and some of its episodes are related with the future of gamification. The universe is limited and exemplified with third season's first episode of the series titled as 'Nose Dive'. The episode's plot is about game mechanics and dynamics and how social life is gamified so these are the main reasons of choosing the episode as a sampling for this study. The study is going to be conducted with content analysis method. "*Content analysis is mainly analyzing the written, oral (film shootages or photo shootings), visual or recorded documents*" (Erdoğan, 2003: 197). Content analysis can also be used as conventional, descriptive (determining the existing) format (Atabek & Atabek, 2007: 22). In this context, game elements are going to be determined and classified in the aforementioned episode. In the conclusion part the future of gamification is going to be interpreted via analyzed episode. In line with this aim it is assumed that gamification can be used gradually widespread in social life.

Internet and digital platforms depending on it are changing humans' daily life experiences. "*New technologies, which have digitalization in the core, have eliminated the limitation of using communication technology for different purposes*" (Özel, & Sert, 2015: 7). The advantages of carrying communication devices in our pockets or bags easily and thanks to internet, these devices allow us use them for different purposes besides from communicating via speaking (Bayındır, 2017: 37). Technology has transformed the daily life by serving more and more opportunities to connect people (Chayko, 2017: 3-4). "*Especially the youth in rich countries cannot even imagine a world without mobile services, internet and Facebook or other social sites*" (Dijk, 2016: 12).

In the years before 2000's, the watching activity was accomplishable via television. The audience could only watch the series s/he wanted via television channel and generally once in a week. After movies and series have been broadcasted via digital platforms, the audience's behaviours have started to change. With the invention of every new communication device (media), the effect of the new device on society and individuals becomes a subject of different researches and interpretations (Oktay, 2002: 44). The audience got the advantage of watching the broadcast wherever, whenever and as much as they like. New concepts have existed in our lives with these digital platforms. 'Binge Watching', which means watching a lot of episodes at a time, is one of them.

Sampling of this study is limited with 'Black Mirror' series first episode of the third season titled as 'Nose Dive'. The study is going to be formed with categories of game elements hierarchy pyramid and the aforementioned episode is going to be analyzed and exemplified in accordance to these categories. When the literature is searched, it is understood that there is not a clear distinction between game components and mechanics. In this study the components are regarded as the necessary elements which let the participant use the application. On the other hand the mechanics are considered as the elements which engage the participant to the process and make him/her continue the process. As it is mentioned before, the ingredients are the necessary materials which means the components and the recipe and instructions of cooking process defines the mechanics. Also the final taste of the meal defines the dynamics which cannot be seen during the process. In this context, the following components, mechanics, and dynamics are determined in the Black Mirror's third season first episode titled as 'Nose Dive'.

Components	Mechanics	Dynamics
Lens	Stars Score Leader Board Discount Reward Punishment Limitation Interactivity Good manners Content sharing Joining the social network	
Mobile phone		Status
Computer		Privileged living
Social Network		
Internet connection		

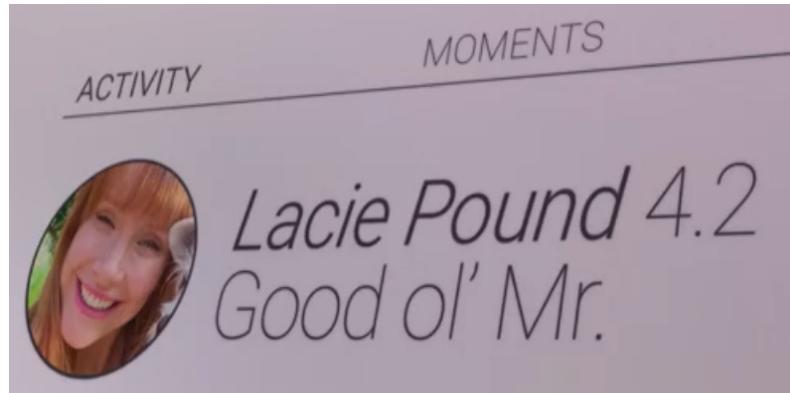
**Table 2. Analysis of Black Mirror's 'Nose Dive' Episode According to Game Elements Hierarchy**

Black Mirror series third season's first episode's plot is about events happening around Lacie Pound who is the main character. Lacie tries to increase her score, move to a better neighbourhood and reach the life which high graded people have. In this context, 'Nose Dive' episode looks similar to the gamified system which is being used as a pilot application in some regions of China. The YouTube video named as Propaganda Games: Sesame Credit draws attention to this system's drawbacks (Extra Credits, 2015). The social credit system is based on tracing how good Chinese are as citizens by evaluating their behaviours with points and it is predicted to be mandatory in 2020 (Marczewski, 2017: 58). Roger Creemer, who studies on Chinese law and media at Oxford University, states that in order to evaluate the citizens' behaviours from different perspectives the government wants to build a platform which supports big data, mobile internet and cloud informatics (Huang, 2015).

After content analyze, the elements gathered under three categories in table two. While deciding the distinction between game components and mechanics, the aforementioned explanation has taken into consideration. In 'Nose Dive' episode all the participants live in a fictionalized place and time and they all participate in a scoring system. Five components are determined in the system. The individuals are using lenses in order to get information about others they come across. Individuals score other people they interact with by using their mobile phones. Also they try to increase their own

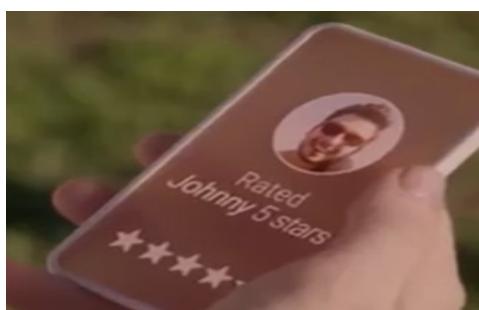
scores by sharing content via their mobile phones and computers. To carry out these actions the other two needed components are internet connection and social network access.

Eleven game mechanics are determined in the episode which is about the events happening in Lacie Pound's life. People score others with stars when they communicate or follow them and these stars are turned into points. The collected score gives some advantages to the individuals at all phases of life, like the house they can rent or the place where they can work. On the other side the lower scores cause a limitation on some social facilities or even worse because of low scores one cannot experience some them.



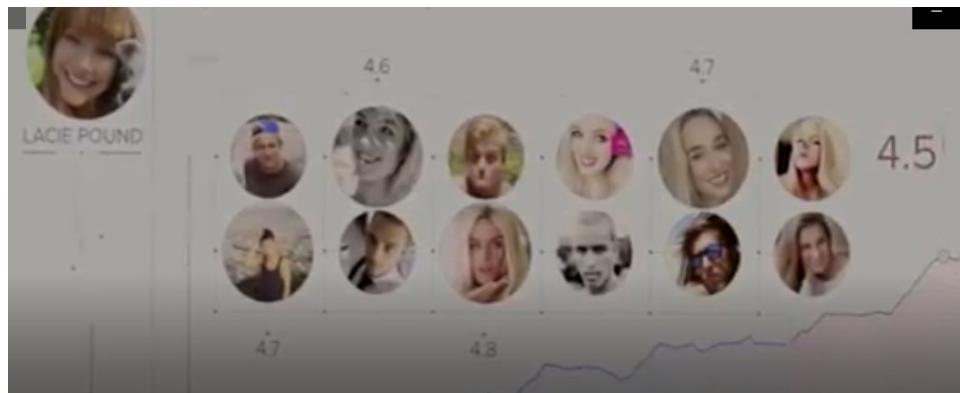
**Picture 2. A Sample Scene from Black Mirror's 'Nose Dive' Episode Showing Lacie Pound's Score**

In picture 2, it is seen that the scoring system works between points zero to five. In this system scores 4.5 or higher also represents a status and having high scores is a game mechanic which is desired by individuals. For instance, higher scores provide discount while renting a house but lower scores brings some restrictions from various social facilities as a kind of punishment. In this context, the scoring system in the episode looks similar to the 'Sesame Credit' which China wants to apply it in the whole country. Throughout the entire episode Lacie tries to share favourable content and have good relationship with the people she interacts to increase her score. By doing so she hopes to get the chance to rent a house in a province she wants to live in so that she would change her social environment. Privileged life style and status are the game dynamics determined in the episode 'Nose Dive'.



**Picture 3. A Scene from Black Mirror's 'Nose Dive' Episode about Scoring Social Media Shares**

In the episode the performers use a platform similar to the ones we are using as social media platforms today like Facebook, Instagram, and Twitter. They rate and score other people they interact with by using stars. "*Communication network is defined as; the communication devices making connections with each other or their providing cooperation or coordination*" (Parlatir et.al., 1988: 1068). In the same way we also share content on social media, send likes about shared contents which are uploaded by our friends or make comments on them. Communication networks are a very common way of communication because every individual in a society is connected to one of these networks physically (Mutlu, 1995:169).



**Picture 4. A Scene from Black Mirror's 'Nose Dive' Episode Displaying Scores in a Leader Board**

Lacie and others can see on the spot scores of people they are interested in. Leader boards are used as tool for intrinsic motivation and rate the desired targets' proximity. At the same time one can follow the shared content of the people s/he is interested in and can be informed about the hobbies and changes in their lives. While the social media networks serve a similar experience to us, they also collect information about people who share content and form the big data. We do not have the control of the digital data, which is about us and defines us and we do not also have the digital rights of the content we share (Chayko, 2018: 220).



**Picture 5. A Scene from Black Mirror's 'Nose Dive' Episode Displaying Getting Information via the Lens**

In the episode, the lenses used by the individuals are one of the components of gamification design. The lenses also interact with mobile phones and they can inform the users about instant scores and shared contents of people they interact with.



**Picture 6. A Scene from Black Mirror's 'Nose Dive' Episode Displaying People Checking Their Scores**

In picture 6, the scene displays people checking their scores from their mobile phones. Also in today's world, it is a general truth that mobile devices are indispensable parts of our daily lives and individuals spend some time with these devices. As it is stated in technology addiction process, the individuals become mono-types when the technology is used between 8 to 16 hours a day (Yengin & Bayındır, 2019: 106-108). It can be assumed that one of the results of a gamified society is transforming the individuals into mono-types. In the given scene it is seen that how the game mechanics have involved in people's lives and everybody does similar activities in order to reach the similar targets. Gamification is a powerful tool and it should be taken under control in a proper way to activate healthier and wiser behaviours or give more happiness (Alter, 2017: 267). Like every powerful tool also gamification may cause better or worse outcomes depending on the designer or the design group.

## Conclusion

In this study Black Mirror series third season's first episode titled as 'Nose Dive' which is broadcasted on Netflix digital platform is selected as a sample to evaluate gamification via game components, mechanics and dynamics. The futuristic point of view on how communication technologies will affect the social life in the future and the game elements used in the plot was effectual on choosing the episode. It also resembles that in some points gamification can be used as a tool for surveillance, governance and control of the society.

The analyzed subject is similar to the system called 'Sesame Credit', which China wants to make it mandatory and score all the citizens in 2020. In the Chinese system the individuals are rated according to their behaviours in real life in line with social rules and also with their social media activities. The gathered points provide individuals some advantages in their daily life or they come across with some restrictions due to their low scores. Similarly, in the Black Mirror episode, which is chosen as a sample, daily life is organized with game components, mechanics and dynamics. The plot of the episode is about a gamified community and Lacie Pound's daily life experiences in that fictional community. Lacie Pound, who is the main character, gives importance on behaving proper to game mechanics and tries to reach her desired score in order to get her desired dynamics like privileged life style and status. Adding game mechanics to a system is not enough for a participant to get involved in that process with an intrinsic motivation. The mechanics must be designed suitable to the dynamics. Similarly, after having been involved in unwanted situations, Lacie Pound realizes that she is getting away from her desired dynamics and her score is going down. As a result, she leaves the process due to seeing that her long-term effort is being wasted and at the end of the episode she is sent to a prison.

In Black Mirror series third season's first episode game components, mechanics and dynamics are determined and the episode displays a point of view on how gamification can be used to govern the society in the future. In the 'Nose Dive' episode, the mobile technologies we also use today are

fictionalized in a way that they will involve in our lives more often and will become an indispensable part of social life. Gamification, which was first used in the literature in 2002 but has become more popular since 2010, is being used in different fields like; education, health, marketing, and loyalty programmes thanks to improving technologies and digitalization. Since gamification notion is related with human psychology and wants the individual get involved into the process with intrinsic motivation, this makes it a powerful tool. Besides that while designing a gamified environment or event, it is necessary to behave within the framework of ethical rules. One of the main reasons of this truth is gamification is a kind of manipulation eventually. Questions like; to what extent it depends on individuals' will to live in a society which all the individuals have become mono-types and do they consciously approve this type of living style, etc. need to be discussed.

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# An Example of Pragmatic Analysis in Natural Language Processing: Sentimental Analysis of Movie Reviews

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## Abstract

Natural Language Processing (NLP) studies are one of the most exciting applications of artificial intelligence and it is foreseen that NLP will cause new and revolutionist changes in human-computer interaction. In this aspect, NLP is analyzed in five different segments: Phonology, Morphology, Syntax, Semantics, Pragmatics Analysis. In this paper, a sentimental analysis will be conducted using movie reviews left by users on beyazperde.com. The sentimental analysis allows to automatically draw conclusions about the mood from text data. Thus, numerous reviews left on a movie can be sorted as a positive or negative mood without the need of reading all of them one by one. The ability to sort the reviews automatically according to their mood is invaluable to those who are considering watching the said movie, actors\actresses, producers and advertisers. Such application arms media companies with new and improvable opportunities to create effective strategies. In this aspect, viewer expectations can be analyzed, and this information can be utilized for the upcoming program projects. Importance of communications and information technologies is undeniable. It is foreseen that this paper will aid the production of information processing in Turkish.

**Keywords:** Natural Language Processing, Artificial Intelligence, Sentimental Analysis, Movie Reviews.

## Introduction

Natural language processing is one of the main issues of artificial intelligence. Although it has shown an increasing trend around the world especially in the last three years (2016-2019), it can be said that its history is as old as the emergence of computers. Therefore, natural language processing studies have also been mentioned with different names in this historical process: Computational Language Science, Statistical Natural Language Processing and so on. The basis of these different nomenclatures lies in the diversification of the work that can be done through natural language processing over time. Today, these works are categorized in different ways as the field expands and natural language processing is further developed into sub-branches.

Language is the most basic means of reconciliation among living things. In this context, a classification related to communication types is examined within the framework of written language and oral language. According to Gleason; written language, verbal language, and associated components (source and receiver) are synergistic systems consisting of individual language domains that form a dynamic inclusive whole. These individual language domains can be studied at five levels: phonology, morphologic, syntactic, semantic and pragmatic. Pragmatic analysis refers to the rules of language for an interview (commentating/commenting) and wider social situations. It also includes on the listening side of the spoken language, "understanding of the social aspects of language" and on the speaking side "social use of language". In the written language, on the reading side, it includes "understanding the perspective, the needs of the user and so on" (Gleason, 2005). This study focuses on the written language of pragmatic analysis.

On the other hand, thanks to the interactive feature of the internet environment, users can express their opinions and make comments by taking part in the channels of interest. More importantly, since they are willing to take part in this environment, it is possible to easily reach clear and transparent views that are difficult to obtain in other ways. Therefore, the emotions in these written texts can be analyzed and the information obtained can be used according to the needs. However, considering the size of the data flowing in these environments, it becomes difficult or even impossible for emotion analysis to be performed by manpower. Therefore, the analysis should be done automatically with artificial intelligence methods. Sentimental analysis emerged from this requirement as one of the sub-fields of natural language processing related to written language.

Interpretations are at the center of almost all human activities because they are key elements of our behavior. Organizations and businesses always want to create public opinion about their products and services. In addition, individual consumers want to know the opinions of their current users and the opinions of others before purchasing a product or service. When an organization or business needs public or consumer views, it creates surveys and focus groups. Obtaining these views is a great business for marketing, public relations, and political campaign companies. This limitation of social networks, forums and so on. environments. Interpretations in these environments are now included in the decision-making processes of both the individual and the organizations and businesses. For individuals, the limitation of family and friend level has disappeared. An organization or business may not conduct surveys and focus group research. This is because there is an abundance of such data in order to collect public opinion (Liu, 2012, 8). The sentimental analysis assumes the task of extracting information from such data, enabling the automatic deduction of their emotions from user reviews.

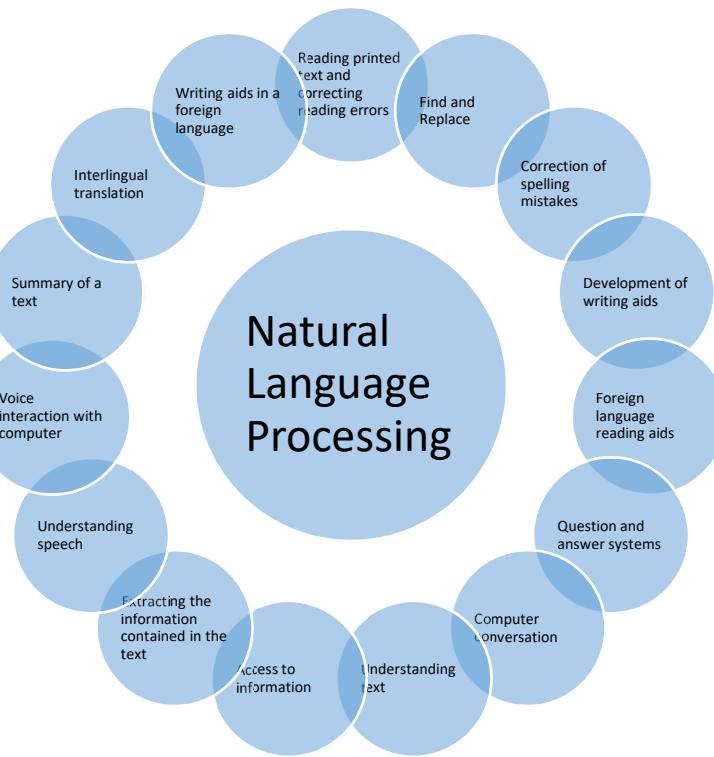
In this respect, in the study, a sentimental analysis of the user reviews shared on the movies on [beyazperde.com](http://beyazperde.com) website was made using a sample data and the results were evaluated with sensitivity measure.

## Literature Review

### Natural Language Processing Applications and Turkish Language

Natural language processing is an interdisciplinary field that is based on the processing of natural language with artificial intelligence technologies for an area to be benefited. It combines expertise in linguistics, design, communication science, software engineering, and data science. Apple's Siri for natural language processing applications, IBM's Watson, ChatBots developed for different sectors, search engine technologies that can be tailored to the needs of the user, robot journalism, and expressions in text with technologies using deep learning techniques. Popular examples include robot narrative and narrative verbal expressions on Instagram. Nowadays, natural language processing is expanding and developing with the rapid increase of big data which includes different forms of media such as text-sound-image. Figure 1 shows possible working topics in the field of natural language processing.

Natural language processing can be used as a useful area, for example for detecting false news in revealing fake news. One of the recent studies on this subject belongs to Traylor and Straub (Traylor & Straub, 2019: 445). Authors have tried to determine the possibility of fake news texts by using natural language processing methods, considering that deceptive content affects models such as idea formation, decision making, and voting and this creates a worldwide information accuracy and integrity problem. According to them, most of the fake news is primarily planted on social media channels such as Facebook and Twitter. From this point of view, they made a fake news identification study using Bayesian algorithm and evaluated their performance. The resulting transaction sensitivity is 63% effective in assessing the possibility that a news text is fraudulent.



**Figure 1: Natural Language Processing Topics** (Adalı, 2013: 4)

Withanage and colleagues developed a system based on the assumption that voice-based navigation systems play an important role in filling the gap between man and machine. They overcame the user's difficulty in receiving and understanding voice commands and proposed a mobile navigation application called "direct me", which mentions the main elements such as street names, landmarks, points of interest, intersections, and specifies the route on an interactive interface. Here, the approach of creating the user's preferred route is provided by first converting the audio streams to text and then using natural language processing to obtain navigation-related information. This system can be used as an effective approach to translate natural language instructions into a machine-understandable format (Withanage, Liyanage, Deeyakaduve, Dias, & Thelijagoda, 2018).

In another study, a natural language processing framework was proposed to create natural language interaction in Chinese. Syntax analysis, the proposed assessment method to understand the relationship of change between entity classes in the group, and Bayes-based verb classification are some of the elements of this framework. In addition, a semantic framework of verb types has been established in order to identify the necessary and unnecessary roles for each verb type. As a result, in order to help a robot to understand the instruction in summary terms, a semantic role-playing approach has been proposed with the human-computer interaction module. The method was confirmed by the relevant experiments. The research forms the basis of human-robot natural language interaction (Li, Xu, Qi, & Ding, 2018: 2171, 2176).

Robot journalism is another natural language processing application and is based on the writing of news by computer software. This requires generalized rules of language characteristics, and journalists should be able to produce the format of the news and words that can be the labels. Today, robot journalism studies are carried out with different perspectives. For example, one study is conducted to determine the attitudes of journalists to adopt robot journalism (Kim & Kim, 2018: 340), while another study is structured on the construction of text segmentation and custom labeling for natural language processing (Naeun, Kirak, & Yoon, 2017: 566).

On the other hand, Turkish has several features that present very interesting challenges in terms of natural language processing. Being additive morphology structured language, vowel harmony

and sentence elements being replaced freely are some of them (Oflazer, 2016: 1). Over the past two decades, a number of resources have been developed that can be used in Turkish natural language processing: Morphological Analysis, Morphological Unification, Statistical Dependency Analyzer, Lexical-Functional Grammar-Based Analyzer, Tree-Structured Corpus, Turkish WordNet, and Turkish Corpus are the most important ones (Oflazer, 2016: 9-10).

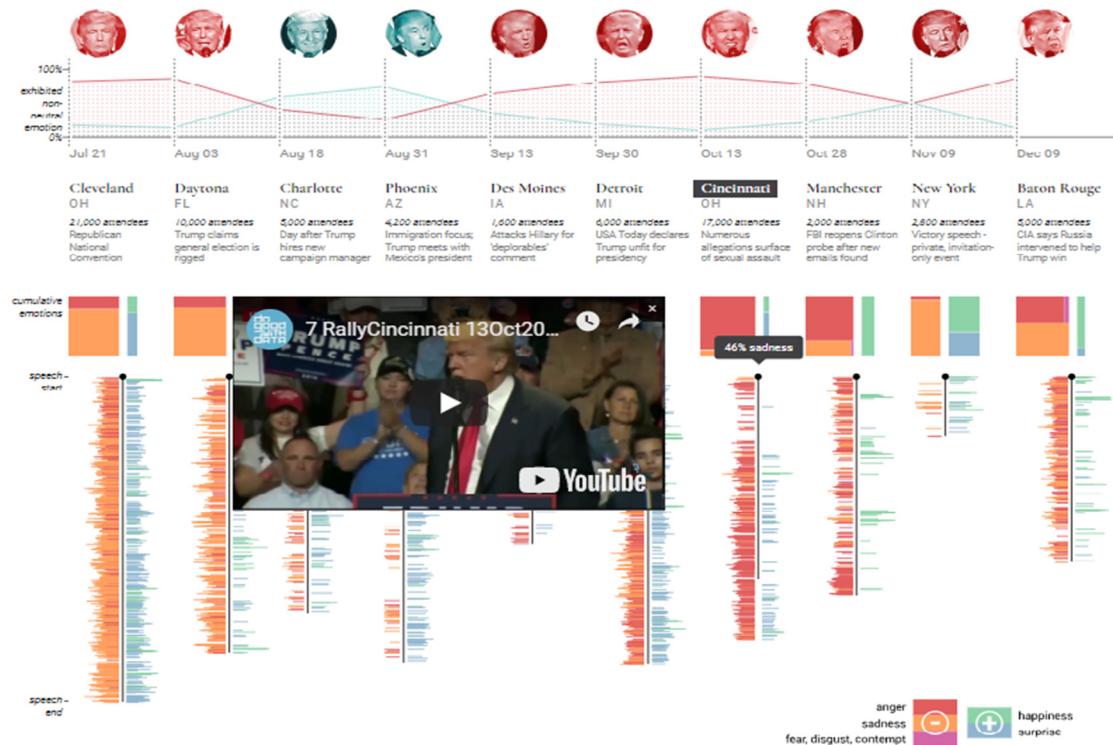
One of the biggest projects in Turkish natural language processing is the open-source Zemberek project. Text classification, spelling, orthography, syllabication, finding possible roots and attachments, word generation is some of the applications performed in the project. The first version of the spring was released in 2006. Finally, on 29.10.2018, “0.16.0 text normalization and gRPC (google Remote Procedure Call) server” version was released. The text normalization feature in this release attempts to correct errors in sentences used in social media, forums, and messaging software. For example, the phrase “tmm, yarin havuza giricem ve aksama kadar yaticam :) [ok, I'll enter the pool tomorrow and lay down till evening :)” can be converted to “tamam, yarin havuza gireceğim ve akşamaya kadar yatacağım :) [okay, I will enter the pool tomorrow and sleep until evening :)]. This process is important for the success of text analysis (Zemberek, 2019).

Gülşen Eryiğit presented the “Turkish Natural Language Processing Software Chain” platform of İstanbul Technical University at the 14th European Chapter of Computational Linguistics Conference. ITU Turkish Natural Language Processing Web Service (<http://tools.nlp.itu.edu.tr/>) provides users with automatic update and patch management, ease of communication, easier collaboration, and more. It also provides researchers and students with many levels of natural language processing tools such as preprocessing, morphology, syntax, and entity recognition. Users can communicate with the platform through three channels (Eryiğit, 2014: 1-4).

## Sentimental Analysis

Pragmatic analysis allows you to analyze what the given text basically means. The aim is to draw inferences from the given text. Sentimental analysis is one of the fields of study of pragmatic analysis and aims to reveal the emotions in the given text. Sentimental analysis is a field of study that analyzes users' views, feelings, assessments and attitudes towards entities such as products, services, organizations, individuals, topics, events and their characteristics. The term was first used in Nasukawa and Yi's 2003 study “Sentiment Analysis: Capturing Favorability Using Natural Language Processing” (Nasukawa & Yi, 2003) (Liu, 2012: 7). The main point of a sentimental analysis is to reveal the emotions contained in the text data. The analysis can be performed at three levels: Document-level, sentence-level, and precision level. All levels have their own procedures and functions. In the first level, the entire document is analyzed according to the general mood. At the second level, the detail data of the comments are expanded. For example, the interpretation of “the screen of this mobile phone is great” indicates a positive feeling for the mobile phone's “screen”. At the third level, problems grow, but they are more clearly revealed. Upon completion of all levels, user feedback is displayed (Solangi, et al., 2018: 3).

Sentimental analysis can be done in three ways: machine learning, dictionary-based technique of textual data and a mixed technique that combines machine learning and dictionary-based technical approaches (Rosa, Schwartz, Ruggiero, & Rodriguez, 2019: 2125). Although the dictionary-based technical form was predominantly used in the study of sentimental analysis, nowadays, studies on all three forms are increasingly continuing. Sentimental analysis is widely used in “voice of the customer” researches of organizations and businesses, measuring the effectiveness of marketing activities and online reputation management. However, there are also areas of use for different purposes. For example, the journalist Terena Bell posted on her Twitter account on 27.06.2017 that Periscope, a data visualization company developed “Trump Emoti-Coaster” application to measure the moods in Donald Trump's videos (Bell, 2017). Figure 2 illustrates this practice based on the facial expression visual recognition and natural language processing infrastructure. All emotions are derived from the standard video broadcasts using the Microsoft Emotion API. Here, the video is taken as an input and a description of the emotions detected at any given percentage over time. Perceived emotions are emotions that address universally specific facial expressions such as anger, contempt, disgust, fear, happiness, neutrality, sadness and surprises.



**Figure 2: Trump Emoti-Coaster Application**  
(Periscopic, 2019)

Another area of application of sentimental analysis is applications for monitoring and recommendation systems (RS). This is because social networks, which are widely used today, contain a number of useful data to provide users with a sense of mood for different themes. In their study, Rosa et al. Designed a Knowledge-Based Recommendation System (KBRS), which includes a health monitoring system to identify users with potential psychological disorders, especially depression and stress. According to monitoring results, based on ontologies and sentimental analysis, KBRS is enabled to send happy, calm, comforting or motivational messages to users with psychological disorders. In addition, if a depressive condition is detected by the monitoring system, a mechanism that sends warning messages to authorized persons is included in the system. The proposed method has achieved 89% and 90% success in detecting depressed and stressful users, respectively (Rosa, Schwartz, Ruggiero, & Rodriguez, 2019: 2124).

"On Left on Read" (<https://leptonread.me/>) is an application that presents users' moods in iMessage and was developed by two students, Teddy Ni and Alex Danilowicz, to monitor their message writing habits (later, seven more students have come to the team). With this application, users can see when they write messages, how they write and who they write. They can see the information and thus they can determine their own emotions depending on time. In other words, they can follow their own speaking habits. The developers of the application state that users can see their relations with their phones and thus feel better (Culver, 2019).

In their study, Ren et al. Started with the assumption that investor sentiment plays an important role in the stock market. Because user-generated text data on the Internet provides a valuable resource for reflecting investor psychology and predicts stock prices as complementary to stock market data. The study integrates sentimental analysis based on a support vector machine into a machine learning method. In addition, the "day of the week" effect was also considered, thus creating more reliable and realistic emotion indices. The findings also indicate that emotions probably contain valuable information about the core values of the entity and can be regarded as one of the leading indicators in the stock market. The model helps investors make smarter decisions (Ren, Wu, & Liu, 2019: 760). wefeelfine.org is a web-based emotion search engine. It was developed by Kamvar and Harris for dictionary purposes. We Feel Fine is based on a data collection engine. This engine automatically tracks many blocks that collect human emotions every 10 minutes. Blog data comes

from many online sources. We Feel Fine scans blog posts to collect data on "I'm feeling" or "I feel" expressions. This is an approach inspired by the techniques used in the project "message listening", a project developed by Mark Hansen and Ben Rubin. Most blogs are hosted by one of several large blogging companies. The URL format of many blog posts can be used to extract the author's name from the entry. Given the author's name, the zigzags can be drawn from the given blogging site to access that author's profile page. The profile page can extract information such as age, gender, country, state and blog author's city. Given the country, state and city, the weather conditions of that location can be subtracted from the time of writing, and most of this information and similar information is extracted. This process is automatically repeated every ten minutes. In general, identification and recording are around 15-20,000 emotions per day. The application panel allowing the viewer to control the sample population on the screen at any time can be used to arbitrarily sort the different populations into substances. The criteria that can be used by any combination are: Happy, sad, depressed, and so on moods, age, gender, weather, location and history (We Feel Fine, 2019).

Kamvar and Harris introduced the emotion search engine in their work titled "We Feel Fine and Searching the Emotional Web". The purpose of the search engine is to gather and reveal emotions at a world level to help people understand themselves and others better. Traditional motivating practices for sentimental analysis are included in consumer research and decision support system tools. However, data on moods can be used to support other research in the social sciences, such as creating scalable computing tools. Such tools have the potential to make a significant impact by allowing social science researchers to carry out cheap and large-scale studies in generating data-based hypotheses (Kamvar & Harris, 2011: 126). Figure 3 shows the sentimental diagram of the emotion search engine.

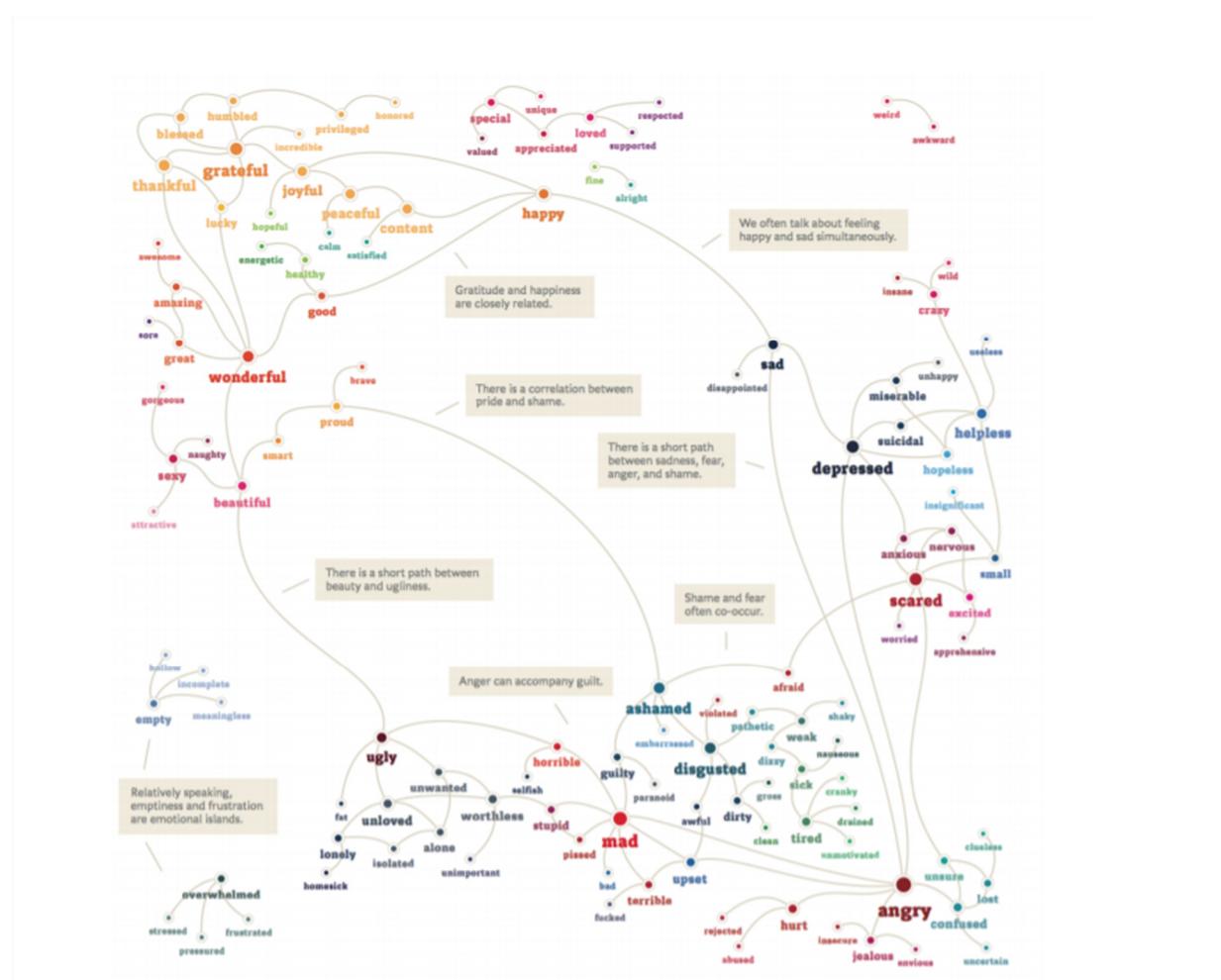


Figure 3: Sentimental Diagram (Kamvar & Harris, 2011: 127)

In the literature, there are many studies structured on different languages and methods for the sentimental analysis of movie reviews subject to this study. One of the recent studies is the Indonesian language study conducted by Permatasari et al. Here, both dictionary-based technique and machine learning methods are used for sentimental analysis. These techniques have f-measurement success values of 88% and 94%, respectively (Permatasari, Fauzi, Adikara, & Lukmana Sari, 2018: 92). The study of machine learning in Hindi language (Nanda, Dua, & Nanda, 2018) and a study of a lexical update algorithm in Chinese language (Song, Gu, Li, & Sun, 2017) are other recent language-based studies.

In the Turkish language, in the study titled "Performance Comparison of Text Representation Methods in the Classification of Turkish Texts", movie reviews were used as a data set such as "news" and "mood" (Amasyalı, Balci, Varlı, & Mete, 2012). In their study, Vural et al. Conducted a sentimental analysis of movie reviews in Turkish with uncontrolled learning (Vural, Cambazoğlu, Şenkul, & Tokgöz, 2013). Kaynar et al. made the sentimental analysis of movie reviews in Turkish using four different algorithms and observed that artificial neural networks and support vector machine algorithms gave better results than other methods (Kaynar, Yıldız, Görmez, & Albayrak, 2016).

## A Research on Sentimental Analysis of Movie Reviews

### a) Purpose and Importance of Research

This research focuses on the sentimental analysis of movie reviews as an example of pragmatic analysis in natural language processing. In this respect, a sentimental analysis of the shared user reviews about the movies on beyazperde.com was conducted in a sample. The sentimental analysis automatically extracts the results of emotions from text data. Thus, many interpretations can be assigned to one of the positive or negative moods by artificial intelligence methods without having to read them one by one. The success of the assignment includes a comparison of the results automatically obtained with the manually marked results of the sample set and evaluated by the precision measure.

The automatic structuring of feedback on movies through artificial intelligence methods is invaluable for the movie's actors, producers, and advertisers, especially those who intend to watch the movie. Such an application provides new and improved opportunities for media businesses to develop effective strategies. In this respect, audience expectations can be evaluated, and this information can be used as input for subsequent program projects. The importance of communication and information technologies is indisputable today. This study is expected to contribute to the production of information processing in the Turkish language.

### b) Sample of the Research

The sample of the research is a subset of the Turkish movie reviews which are collected randomly from [www.beyazperde.com](http://www.beyazperde.com). Data were obtained from <http://sentilab.sabanciuniv.edu/wp-content/uploads/2015/03/TurkishMovieReviews.txt>. This address belongs to Sabancı University. Sentiment Analysis Research Group is engaged in the fields of text mining, information acquisition and sentimental analysis research under the title of "Sentilab Project" at Sabancı University. The group draws synergies from expertise in different fields such as machine learning, data mining and natural language processing (Sentiment Analysis Research Group, 2019).

There are user reviews for the movies, 183 of which are negative, 822 of which are positive and 145 of which are objective. Within the scope of the research, only reviews that indicate positive and negative emotions were included. In this way, a database of 1005 reviews were created. This database will be referred to as "Movie Reviews Database-MRD" in the following sections.

Below are two examples of reviews in the MRD that indicate a positive mood:

*"I think he definitely deserved the score. I laughed so much, it was beautiful, Adam Sandler was great, again funny. I recommend you watch :)) [bence aldığı puanı kesinlikle hak etmiş o kadar güldüm ki çok güzeldi adam sandler harikaydı yine çok komik izlemenizi tavsiye ederim :))]"*

*"A quality spectacle that never bored, one of the best of its kind. [hiç sıkmayan kaliteli bir seyirlik türünün en iyilerinden.]"*

The following are two examples of reviews in the Movie Reviews Database that indicate a negative mood:

*"I couldn't understand how Janiston starred in such a ridiculous stage movie. I gave it five points for the sake of the beautiful face of Aniston. [janiston nasıl böyle saçma bir sahneli film de rol aldı anlayamadım. 5 puan verdim o da anistonun güzel yüzünün hatırlına.]"*

*"I can tell you that I have an extremely boring movie ... how did they make such an absurd topic, hullo. [son derece sıkıcı bir filim olduğunu söyleyebilirim... saçma bir konuyu nasılda filim yapmışlar maşallah.]"*

### c) Research Methodology

An application developed by Aytekin was utilized for automatic analysis of the reviews with artificial intelligence methods in the MRD (Aytekin, 2013). This application has been developed with uncontrolled learning techniques and classifies the text data according to the Naive Bayes Bit Weighting Algorithm rules which in most cases provide effective results. The assignment to emotion states was structured according to the probability values of 4744 adjectives/adverb-based words in the dictionary. The reason for choosing words based on adjective/adverb is since they can best convey the desired mood.

However, since this application was developed based on blog reviews, it was inadequate in evaluating movie reviews. For this reason, 183 negative emotion state reviews and 822 positive emotion state reviews were transferred to a separate database and frequency analyses were performed on word basis. The assumption is that, for example, if a word in the database of 183 negative emotion reviews is at the forefront in terms of frequency and is adjective/adverbial-based, then this word must be included in the dictionary with the corresponding probability value. The same applies to words in positive emotion reviews. In this way, new words were added to the dictionary and a new database was obtained. This database will now be referred to as the "Turkish Movie Reviews Emotion Dictionary-TMRED". In other words, it was envisaged that the words in this dictionary could now represent film interpretations.

What is important here is the probability value of the newly added words. As a result, there are many probability instances between 1-100. For example, will the newly added "even [hatta]" and "times [kez]" words in a positive mood receive the same positive probability values? Or is it not necessary to change the probability values to represent the movie reviews of the words in the old dictionary but not new ones? As the answer to the second question, let us immediately say that the probability values of 5 words had to change. We also discuss the answers to these questions under the heading "examples of erroneous results" of the research. Table 1 shows examples of the words added to the TMRED.

**Table 1: Examples of Words Added to Turkish Movie Reviews Emotion Database Glossary**

Positive Emotional Words	Negative Emotional Words
super [süper]	disgrace [rezalet]
funny [eğlenceli]	vote [oy]
exactly [kesinlikle]	Bayık [unconscious]
times [kez]	affect [etkileme]
times [kere]	exaggeration [abarti]
times [defa]	
quality [kaliteli]	
even [hatta]	
even [hele]	
advice [tavsiye]	
legend [efsane]	

### a. Research Findings and Evaluation

First of all, it is important to note that users use spoken language when writing "reviews" about the movie. Because these environments are what we call "informal" in communication. Therefore, norms such as spelling rules and grammar are often not paid attention. However, this situation causes some problems in the operation of the algorithm. For example, Table 2 shows the different spellings of the word "beautiful [güzel]" in social media (Sütcü & Aytekin, 2018). If the user chooses an incorrect spelling in the form of "quzel" instead of "güzel", the algorithm will not be able to find such a word in the Turkish Movie Reviews Emotion Dictionary and evaluate its probability value in the calculation. This may cause the review to be assigned a false mood. Different solutions are presented in the literature for this situation. One of them is using wildcards. In this method, often misspelled words are also included in the dictionary. The second and more important one is the spelling check. The Zemberek project, which has been developed in this regard, guides the researchers working in the field of Turkish natural language processing. In this research, the spellchecking of reviews was done manually. Yet, it is possible that the reviews presented to the algorithm are assigned to false emotions without spelling. This way has been taken in order not to compromise the sensitivity measure.

**Table 2: Different Spellings of the word Güzel [beautiful] in Social Media**

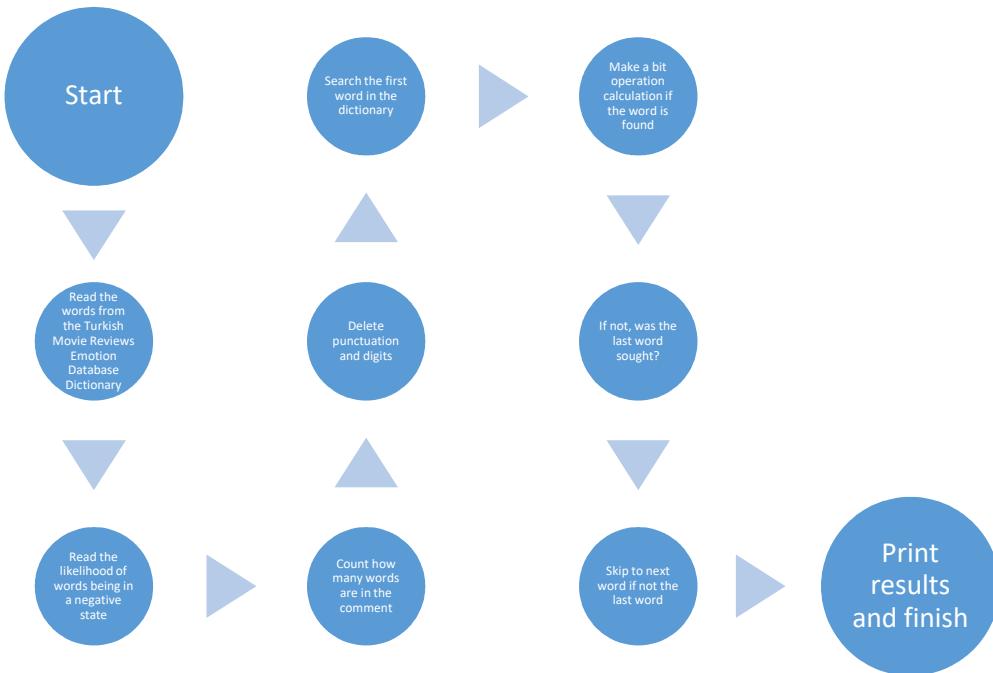
güzel	güzelll	guzel	güsel	güzeel	guselll
gzl	gsl	gsel	gzel	qüzel	qusel
gzel	quzel	güssel	quselll	qussel	qüsel

The Naive Bayes Bit Weighting Algorithm can be summarized as follows:

- As a first step, reviews are extracted from punctuation and numbers (because only text is required), all are converted to lower case.
- Each word in the review to be analyzed is compared with the words recorded in the Turkish Film Reviews Emotion Database dictionary and bit weighting is performed; 1 for those found, and 0 for those who do not. The number of repetitions in the review is ignored (algorithms using repetition numbers work on a different principle).

At this point, it would be appropriate to talk about the task of finding a root. Some words in the review, suffixes, etc. may not be included in the Turkish Movie Reviews Emotion Database dictionary. However, this disadvantage could be eliminated with an application to find the roots of words. Since the words in the dictionary are adjective and adverb-based words, they do not have roots. Because adjectives, when used alone are names. Therefore, they cannot take the suffixes (noun suffix, possessive suffix, plural suffix) when they are used as adjectives. Adverbs are non-affixed words; they do not take adjuncts. However, if they are used as names, they may receive adjunct. Therefore, no application has been developed for root discovery.

The flow diagram of the algorithm is shown in Figure 4. All stages are shown in a certain order with a focus on how to go to the solution.



**Figure 4: Algorithm Flow Diagram**

The algorithm works on the following basis (the larger of the two calculated results will give the emotion state of the review):

*Probability of review to be in positive emotion =  $\frac{1}{2} * (\text{the probability that each word/phrase in the TMRED dictionary will be in positive emotion})$ .*

*Probability of review to be in negative emotion =  $\frac{1}{2} * (\text{the probability that each word/phrase in the TMRED dictionary will be in negative emotion})$ .*

In the research, the success of assigning the manually marked reviews of the application to the related mood was evaluated with sensitivity measure. Sensitivity measure is one of the most commonly used methods for measuring text classification effectiveness. Table 3 and Table 4 show the results of the analysis of the assignment of reviews to the relevant emotional states with sensitivity measures.

Number of Reviews Assigned Correctly	Number of Reviews Incorrectly Assigned	Unassigned Reviews
658	142	22
<b>Sensitivity Measure = %80,04</b>		

**Table 3: 822 Appointment Results of Positive Emotional State Reviews**

Number of Reviews Assigned Correctly	Number of Reviews Incorrectly Assigned	Unassigned Reviews
119	58	6
<b>Sensitivity Measure = %65,02</b>		

**Table 4: 183 Appointment Results of Negative Emotional State Reviews**

On the other hand, Table 3 and Table 4 mention “unassignable” reviews. For example, “I said no more, what a trick [yok artık dedim, ne dümenler dönüyor ya]”, while the negative emotional state review was not made. Because no words in this review are included in the Turkish Film Reviews Emotion Dictionary. Because the dictionary consists of adjective/adverb-based words. Accordingly, the

dictionary needs to be expanded/improved. Reviews that cannot be assigned in the above tables are also considered in the wrong category.

When Table 3 and Table 4 are examined comparatively, it is seen that the success of the assignment is higher in positive mood reviews. One reason for this is that the number of samples of positive reviews is much higher than negative reviews. In other words, words capable of representing positive interpretations could thus be identified at a higher rate.

Another assessment can be based on the number of words of reviews. For example, the average number of correctly assigned negative mood reviews is 41, while the incorrectly assigned negative mood reviews are 36 words. Thus, short-written negative emotion state reviews may cause false assignments. So, if the review is longer, it can be said to be more accurately assigned to the negative emotional state.

#### b. Discussions on Examples of Incorrect Results

The following are examples of reviews that are assigned to the wrong mood in the TMRED for different reasons:

1. *"sometimes it was shown on TV often and I saw it as a very sympathetic movie. A film that needs to be watched or not. Meanwhile, Vanessa Paradis is the wife of the beloved pirate Johnny Depp and has two children. Wish them happiness [bi ara tvde sık sık verilen we çok sempatik bi film olarak gördüm izlenmesi gereken ya da gerkmeyen film bu arada u an vanessa paradis çok sevgili korsan johnny deppin eşi rolündedir we 2 adet çocukları vardır mutluluklar dileriz]"*.

The above review is marked manually as a positive emotion. However, the application assigned this review to a negative mood. In this review, the words in the dictionary and the probability values are as follows:

very [çok]	0,111991088
sympathetic [sempatik]	0,462799907
need [gereken]	0,606238745
beloved [sevgili]	0,718546845
often [sık sık]	0,735649124

In this analysis, words represent review, but the probability values need to be rearranged. This is a very challenging task, with a huge number of combinations. In addition, the new values should not change or decrease the calculated sensitivity measure for negative emotions.

2. *"As if Billy Bob Thornton, Nick Nolte, and Sean Penn names as the cast are not enough in a film, they do a swell job. The movie squeezed me yes but only psychologically. In short, a successful film noir, good work of Oliver Stone. [billy bob thornton nick nolte ve sean penn gibi isimlerin kadroda bulunması yetmiyormuş gibi bide döktürdükleri film film beni siki evet ama sadece psikolojik olarak kısacası başarılı bir kara film oliver stone un iyi işlerinden]"*.

The above review is marked manually as a positive emotion. However, the application assigned this review to a negative mood. In this review, the words in the dictionary and their probability values are as follows.:

good [iyi]	0,079452529
successful [başarılı]	0,220766411
psychological [psikolojik]	0,70862983
noir [kara]	0,798007993
but [ama]	0,839020825
only [sadece]	0,933505058

In this analysis, the words represent the review, but in part of the review, the user says "the movie squeezed me yes but only psychologically..." This indicates a negative mood. In other words, although the user indicates a positive state of emotion in the end, he also makes a negative discourse. Therefore, the algorithm will find the words "but", "only" and "psychological" and may consider their negative probability values and cause the result to be calculated negatively. To prevent this situation, transition-based sentence analysis is recommended.

3. “every movie is beautiful [her film güzeldir]”

The above review is marked manually in case of positive emotion. However, the application could not assign this review to any state of emotion, in other words, it could not classify it. However, it should have been appointed because of the word “beautiful”. At this point, it should be noted that the TMRED dictionary developed within the scope of the research consists of adjective/adverb-based words. Although the word "güzel" is included in this review, it also has the suffix “-dir; that is, the verb, or even the verb-noun. However, the word "güzel" [beautiful] is an adjective-based word when it is used without a suffix. For the reasons explained, an assignment to the interpretation could not be carried out. The situation needs to be examined within the framework of root-finding studies in sentimental analysis.

4. “Well, some movies start with such high score when newly added then fall to real score [ya bazı filmler yeni eklendiğinde böyle yüksek puanla başlıyor sonradan gerçek puanına düşer]”

The above review is marked manually as a negative emotion. However, the application assigned this review to positive emotion. The words “high”, “new” and “real” in the interpretation are in the positive group in the TMRED dictionary. In this interpretation, only the word "düşer [falls]" indicates negativity but could not be evaluated by the algorithm because of the verb structure. In this case, the dictionary structure needs to be rearranged to include verbs and body analysis.

5. “It's a terrible remake movie. There are excellent players, but they were wasted, never showed themselves because of the script. It certainly doesn't deserve 7 [berbat bir yeniden çevrim mükemmel oyuncular var ama harcanmışlar hiç kendilerini senaryo yüzünden gösterememişler 7 yi kesinlikle hak etmiyor]”

The above review is marked manually as a negative emotion. However, the application assigned this review to positive emotion. In this review, the words in the dictionary and the probability values are as follows:

certainly [kesinlikle]	0,0001
excellent [mükemmel]	0,111991088
there are [var]	0,172251443
terrible [berbat]	0,989842728
but [ama]	0,839020825
never [hic]	0,965074367

The first 3 of the above words are in positive and the last 3 are in negative group in the TMRED dictionary. However, the assignment was still incorrect with a small margin. This can be remedied by rearranging the probability values. More important is that the algorithm ignores the numerical data (7) in accordance with the rules of text mining. However, these data can significantly influence the assignment of interpretation to positive or negative mood. This can be prevented by formulas that convert numbers into text and the rules can be expanded in this direction.

## Conclusion

This study is based on pragmatic analysis which is one of the five dimensions of natural language processing. The pragmatic analysis approach is used here to reveal users' perspectives, assessments, attitudes, needs, and the message they want to give, and their written language is preferred. Because of the interactive feature of today's internet environment, users express their opinions by writing reviews in media they interested. These written statements of users' reviews on the internet provided significant data for the natural language processing field and triggered analyzes to extract information from these data. Sentimental analysis can be said to be the result of such a trend.

Sentimental analysis is now expanding as applicable to all media formats such as text-sound-image. The important thing is that the data contains a mood and the results that can be automatically detected from them benefit an area.

In this study, a sentimental analysis of the shared user reviews about films was done. The sensitivity measure obtained was 80,04% for positive emotion reviews and 65,02% for negative emotion reviews. The success of the assignment was higher in positive emotion reviews and the

negative number of samples was much less than positive reviews. From this point of view, it can be said that better results can be obtained by expanding the dictionary in studies based on the mixed approach of dictionary-based technique and machine learning.

Information about positive or negative moods obtained from user reviews on a film, for example, about 60% of users have negative emotions about a movie- can be used for different purposes. Although this information does not represent all audience views, it is still an idea for users who have the potential to watch the film on the individual side. In addition, film actors, producers, advertisers, critics and so on are a very important source of feedback. It provides them with new and expandable opportunities to develop more effective strategies and contributes to the limitation of feedback in the traditional mass media “cinema”.

Finally, the improper results of the developed application have been discussed together with the different reasons causing the error and suggestions have been made. Although the initial objective is largely achieved, it is useful to consider these recommendations for future studies. This application, which was developed based on unsupervised learning, is expected to contribute to the natural language processing literature in Turkish language.

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# Role of Credibility of Phenomena in Attitude toward Advertising

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## Abstract

Having a huge transformation in conjunction with transition from Web 1.0 to Web 2.0, the Internet gave rise to emergence of micro-celebrities called phenomena and led the concept of influencer marketing which uses these celebrities as the basic decision makers to gain popularity among today's marketing activities. Many studies reveal that the phenomena (influencers) acting as "senders" in online marketing activities influence their followers and activate them in desired direction. In the present study conducted in this direction, the impact of the credibility, attractiveness, expertise and trustworthiness of the phenomena on the attitude toward advertising was examined. The research was done on university students. The correlation analysis made in the study to reveal if there is a significant correlation between the credibility dimensions of attractiveness, expertise and trustworthiness of the phenomena and the attitude toward advertising shows that there are significant correlations between all three dimensions and attitude toward advertising ( $r=0.46$ ,  $p<0.01$  for attractiveness;  $r=0.26$ ;  $p<0.01$  for expertise;  $r=0.31$ ;  $p<0.01$  for trustworthiness). Furthermore, the results of the research show that only the attractiveness dimension of the phenomena among their credibility dimensions (attractiveness, expertise, trustworthiness) has a significant impact on the attitude toward advertising.

Keywords: Phenomenon, Social Media, Attitude toward Advertising.

## Introduction

Dating back to 1950s, the Internet has an indispensable place in our life every passing day with the changes it had. Generation of systems, which allow the users create contents in conjunction with transition to Web 2.0, has made the Internet open to interaction (Bilgici Oğuz and Atasoy Aktaş, 2018:83). This transformation of the Internet has made the users active and converted the face-to-face, word-of-mouth communication regarding a product or brand into online communication (Charlesworth, 2015:113). The word-of-mouth (WOM) which was defined as electronic word-of-mouth (e-WOM) in virtual reality environment can also be defined as positive or negative comments of current, past or potential customers about a product, brand or institution made via Internet (Cheung, Lee & Rabjohn, 2008:230-231).

In conjunction with emergence of social media, e-WOM has become a prevalent and effective source of information (Thoumrungroje, 2014:9), and it is now seen as a power influencing the purchasing decisions of individuals (Thurau, Gwinner & Gremler, 2002:232), as the personal sources composed of relatives, friends and acquaintances are regarded more trustworthy in contrast with impersonal sources such as television, magazines and so forth (Shimp, 2007:180). Individuals who want to experience the products but cannot find the opportunity to do so, would like to hear the advices of the individuals who have already experienced the products in question (Cakim, 2010:6). In this context, mouth-of-word communication has a great influence on formation of the judgment and attitude regarding a product and decision-making process (Brown, Broderick & Lee, 2007:15).

Social media is an electronic environment that enables the individuals share contents such as

information, opinions, personal messages, comments, videos and images, the social media (White, 2012:9) and also gives an opportunity to reach many people simultaneously as it is a platform that enables online communication as opposed to traditional ways of communication (Coles, 2015:4).

Composed by individuals having common fields of interest, similar perspectives and backgrounds, social networks are regarded as online platforms that support the communication between individuals who share their personal or professional interests, activities or experiences (Bregman, 2014: 6) and enable them to connect with each other to form a network. Subscribers of social networks like Instagram, Twitter, Facebook and LinkedIn under various names such as followers, friends and connections provide flow of information with their sharings (White, 2012:56).

The websites included in social networks enable the consumers to propagate information and opinions about the products they have used or experienced and provide opportunity to obtain valuable information with regard to marketing (Schindler & Bickart, 2005:35). Katz, Lazarsfeld et al. have shown that the communication in the websites included in social networks where consumers share information by interacting with each other is established in the form of two-step flow, where the information first flows from mass media to opinion leaders and then from opinion leaders to receivers (Nisbet & Kotcher, 2009:329).

## Literature

The influencer marketing, which is defined as an application to determine the primary decision-makers among the target audience and mostly preferred by the marketing performers of today refers to using the influence of these primary decision-makers on people and encourage them to perform WOM (Jaakonmäki, Müller & Brocke, 2017:1153). These primary decision-makers called the phenomena act as independent approvers who shape the attitudes of their followers by using the social media (Freberg, Graham, McGaughey & Freberg, 2011:90). They play an active role in marketing process by creating branded contents, promoting the brands and recommending them to their followers for a certain fee paid by the companies (Lou & Yuan, 2019:58).

The phenomena who act as opinion leaders in Internet environment where individuals have the opportunity to obtain various and intensive information about brands from other individuals with whom they have little or no previous relationship or have no mutual acquaintances (Schindler & Bickart, 2005:37) share information in social network sites by interacting with their followers (Lin, Bruning & Swarna, 2018: 432).

In his book titled “The Presentation of Self in Everyday Life” (1956) Goffman states that the identity of individuals is an “ongoing performance”, the life is a stage and the individuals present themselves and what they do differently as artists to manage the impressions of others about themselves. Marshall mentions the evolving of the performance referred by Goffman as presentation of identity and self in today’s online environment and argues that social networking sites are today’s “stages” and individuals deliver their performances with their profiles, the images they share and their messages (Marshall, 2010:40). On the other hand Giddens (1991) who defines the identity as a worked-on “project” related to life style (1991) states that routine practices of individuals like dressing styles, eating habits and so forth are not only related to meeting utilitarian needs but they are also used to materialize a certain narrative with regard to self-identity.

Individuals want to manage how others perceive them so they can be known the way they want to be known. Accordingly, the individuals share everything about them like the way they speak, their tone of voice, habits, fields of interest and so forth in line with the identity they wish to create, under their control and to the extent they want to present themselves to others (Deckers & Lacy, 2010:7). Thereby the online identity of individuals is built in line with what they share online and interpretation of these sharings by other individuals with whom they interact online (Good, 2012:560; Senft, 2013:348).

The personal branding that emerges as a result of the strategic creation process of the identity to be introduced to others (Marwick, 2013:166) includes the individuals who develop a dioristic public

image for gaining profit and/or a cultural capital (Khamis, Ang & Welling, 2017:191). In other words, a branded personality is the reflection of make-believe “realities” of an individual (Hearn & Schoenhoff, 2016:202) and a character generated for public consumption (Hearn, 2008:201).

Transition from publication to participatory media has enabled the individuals to create the identities they want through social media, develop personal branding, added a new dimension to the concept of fame (Marwick, 2016:333-334) and introduced the concept of micro-celebrity. Micro celebrities are also defined as digital celebrities or online social media phenomena (Mikuláš & Chalányová, 2017:68). The micro celebrities who are actually “ordinary persons” earned a reputation on the Internet due to their sharings on social media platforms like Instagram and Twitter (Driessens, 2016:378) form a new online performance style that includes increasing the popularity of some persons on the Web by way of using technologies such as video sharing sites, blogs and social networking sites (Sentf, 2008:25).

The number of likes, sharings, followers and comments determines success of a micro celebrity. For micro celebrities, larger audience means a more powerful brand. Micro celebrities have to establish a more real and warmer relationship with their followers than the mainstream media stars establish with their fans (Khamis, Ang & Welling, 2017:196-197).

As the persons who have gained reputation in traditional media can expand the awareness of consumers regarding the advertisement of a company and develop an attitude toward company's image and the brand (Solomon, Bamossy, Askegaard & Hogg, 2013:316), it can be said that the social media phenomena who are micro celebrities may similarly ensure the consumers to develop an attitude toward both the advertisement and the company.

The concept of attitude is defined as the assessments of people for objects and ideas. These assessments are learned over time and consequently, may vary from person to person (Jansson-Boyd, 2010:82). Formation of consumer attitude is influenced by their personal experiences, family and friends, direct marketing and mass media to a large extent. Formation of consumer attitude toward products and services is based on their trials and assessments of those products and services. When consumers try a product or brand and like it, they may develop a positive attitude toward the product or the brand and purchase it again later. Consequently, marketers try to make the consumer try and evaluate the products and brands. On the other hand, interaction of consumers with their families and close friends makes them develop some attitudes that may affect their lives (Schiffman, Kanuk & Hansen, 2011:244).

Attitude toward advertising, on the other hand, is defined as the tendency to respond positively or negatively to a certain advertising stimulus when the consumers are exposed to it for a certain period of time. Advertisements may arouse numerous emotional responses from disgust to happiness. Moreover, studies have revealed that emotional responses towards ads may vary from a group of consumers to another (Solomon, Bamossy, Askegaard & Hogg, 2013:298).

While the first studies conducted on advertising have addressed the favorability of ads, later studies have dealt with the relationship and connection of consumers' belief in ads with the attitude developed towards advertising. These studies reveal that consumers may develop different attitudes towards advertising such as doubt, accusation, fun and appreciation. While some people regard ads as sources of useful information and entertainment, some others qualify them as hidden sources of manipulation (Nelson, Keum & Yaros, 2004:4).

When it is considered that attitudes allow prediction of behaviors and even may direct them, attitude is the target of persuasion (Gao, 2005:828). “Source credibility” which is defined as “ethos” and argued by Aristotle as being the most powerful tool of persuasion still plays a vital role in the communication process (McCroskey & Young, 1981:24). Source credibility has a great influence on thoughts of individuals. The high credibility of a source makes the message more persuasive for the individual while the low credibility of the source reduces the persuasiveness of the message when the individual resists defending the message (Harmon & Coney, 1982:255).

When the literature is reviewed, there are many studies about the source credibility. While some studies address source credibility as perceived expertise and trustworthiness (Hovland, Janis &

Kelley, 1953:21), Ohanian (1990) has added attractiveness dimension to expertise and trustworthiness dimensions and addressed the source credibility under three dimensions. In his study, he defines the source credibility as a term used to imply the positive properties that influence acceptance of the conveyed message by the recipient.

Trustworthiness dimension of credibility is defined as the belief of people in the source in respect of providing the information in an objective, honest and sincere manner (La Ferle & Choi, 2005:70). While the trusted sources are perceived by individuals as honest and sincere, untrusted sources are the people about whom the individuals have doubts (Priester & Petty, 2003:408). Expertise of the source, the second dimension of credibility, is the ability of the celebrity to provide accurate and useful information to consumers (Pikas, Schied & Pikas, 2012:43). Attractiveness of the source, the third dimension of credibility refers to the perceived social value of the source. This quality may arise from the physical appearance, personality, social status of the person or resemblance of the source to recipient (Solomon, Bamossy, Askegaard & Hogg, 2013:316).

Sometimes consumers regard the person who delivers the message as the source of the message. As the source acting in the advertisement and conveying the message of the ads to consumers has a great effect on the credibility of the message, it is seen that many big companies use social media phenomena who create the form of "celebrity" capital due to their sharings through social networks as "ethos" to introduce their products and persuade the target audience (Hearn & Schoenhoff, 2016:194; Schiffman, Kanuk & Hansen, 2011:271).

## **Research**

The aim of this study is revealing whether the attractiveness, expertise and trustworthiness dimensions of the credibility of the phenomena<sup>1</sup> serving as sources on social media have an impact on the attitudes of individuals towards advertising or not.

In this context, the following hypotheses were developed to test within the scope of the research by benefiting from studies conducted on credibility of source and attitude toward advertising (Ameline & Zhu, 2016; Lee, Haley & Yang, 2013; Kim, Haley & Koo, 2009; Ohanian, 1990).

H1: (a) Attractiveness dimension, (b) expertise dimension, (c) trustworthiness dimension of finding the phenomena credible has an impact on individuals' attitudes towards advertising.

## **Participants**

Participants of the research were asked if there is a phenomenon on social media who they follow and if there are any, what are their fields. Answers of participants who do not follow any phenomenon were excluded from the scope of the research and not included in the analyses. The research was made on 345 students studying communication in Istanbul Kultur University and Nisantasi University in Istanbul province in November 2018. However, 27 students have stated that they don't follow any phenomenon and their questionnaires were excluded and the analyses were made in consideration of the answers of 318 participants.

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<sup>1</sup> Micro celebrities known as social media influencers are called phenomenon in Turkey. Therefore, the social media influencers are referred to as phenomena in the research section of this study.

54% of the participants were females and 39% were in 20-21 age range (Table 1).

Demographic Variables		Frequency	Percentage
Gender	Male	145	46
	Female	173	54
Age	18 – 19	86	27
	20 – 21	123	39
	22 – 23	98	31
	24 and above	11	3

**Table 1: Demographic Data**

### Data Collection Tool

Questionnaire method was used to collect data in the research. The questionnaire form used in the research includes three parts. The questions included in the first part of the questionnaire form were intended to understand if the participants have social media accounts, if they have Instagram accounts, how frequently they log in to social media, if they follow any phenomenon and if there is, the fields of the phenomena they follow. Then they were asked to answer other questions by considering their favorite phenomenon. In the second part of the questionnaire form a scale was used to measure the credibility of the phenomena for participants and another scale was used to measure their attitude toward advertising. The last part of the questionnaire included demographic questions.

The scale used in the research to measure the degree of the credibility of phenomena for participants was developed by Ohanian (1990). The scale was developed as a semantic differential scale to measure the attractiveness, expertise and trustworthiness dimensions and expressions in the study were arranged in the form of a five-point Likert scale. The scale includes 3 dimensions; (a) attractiveness dimension (b) expertise dimension, and (c) trustworthiness dimension. The scale includes 15 expressions in total, which are arranged in five-point Likert scale (5: strongly agree, 1: strongly disagree). There are 5 expressions under the attractiveness dimensions in the scale (sample expression: "I consider the phenomenon I follow attractive). The expertise dimension in the scale has five expressions (sample expression: I consider the phenomenon I follow as an expert in his/her field). The trustworthiness dimension also has 5 expressions (sample expression: I consider the phenomenon I follow as honest). Scoring high points in the scale indicates that the participant has made a positive assessment in the related dimension and scoring low points indicates the exact opposite. The result of the factor analysis made for the scale confirms that the scale is composed of three dimensions (Kaiser-Meyer-Olkin=0.87 Bartlett Test p<0.01). The Cronbach Alpha values calculated for the scale (varying between 0.89 and 0.92) indicates that the scale has internal consistency ( $\alpha>0.60$ ).

The scale developed by Lee (2000) and adapted by Kim, Haley & Koo (2009) was used in the research to assess the level of attitudes of the participants towards advertising. The scale was in the form of five-point Likert scale (5: strongly agree, 1: strongly disagree) and included 4 expressions (sample expressions: "The advertisement made by the phenomenon I follow is appealing to me", "I like the advertisement made by the phenomenon I follow"). Accordingly, scoring high points in the scale indicates that the person has developed an attitude toward the ad made by the phenomenon he/she follows and scoring low points indicates the exact opposite. The result of the factor analysis made for the scale confirms that the scale is composed of one dimension (Kaiser-Meyer-Olkin=0.83 Bartlett Test p<0.01). The Cronbach Alpha values calculated for the scale is 0.91 and it indicates that the scale has internal consistency.

## Statistical Analyses

Factor analysis was used in the research to determine the construct validity of the scales used to measure the participants' finding the phenomena credible and their attitudes towards advertising and Cronbach Alpha was used to determine their reliability.

As the data set should have a normal distribution to perform the parametric tests, the data were tested to see if they have a normal distribution or not. Skewness and kurtosis values were examined for normality test. If the skewness-kurtosis value is in the range of +3, -3, it indicates that the data are distributed normally (Kline, 2011:60-62). In this context, the skewness values of the observed variables of the research model tested in the study were found in the range of -1,194 - 0,84 and kurtosis value were found in the range of -1,155-1,234 and normality was determined. Accordingly, the analyses were made with parametric tests.

In the study, whether the results obtained from the attitude toward advertising showed differences according to the demographic characteristics of the participants was tested with z-test, which was used to determine the difference between the averages of the two groups in the two categorical variables. As the number of the analyzed data was more than 30, z-test was used instead of t-test (Bowen & Starr, 1994:372).

A correlation analysis was performed in the research to determine the relationship between finding the phenomena credible and level of attitude toward advertising. In addition, a multiple regression analysis was performed to determine which one or ones of the attractiveness, expertise and trustworthiness dimensions under the credibility of the phenomena is/are effective on participants' attitude toward advertising.

## Findings

The data regarding the fields of the phenomena followed by participants are given in the below table. However, the participants who follow more than one phenomenon have ticked more than one choice (Table 2).

Field	Frequency
Entertainment	152
Travel	94
Fashion	86
Arts	73
Beauty-Care	72
Life Style	71
Photography	63
Food-drink	59
Other	38

**Table 2: Fields of the Phenomena Followed by Participants**

According to the result obtained in the research with regard to assessment of the credibility of the phenomena by consumers (Table 3), it is seen that the consumers participated in the research evaluate the phenomena as somewhat positively in terms of attractiveness, expertise and trustworthiness dimensions (attractiveness dimension  $O= 3,10$ ; expertise dimension  $O = 3,71$ ; trustworthiness dimension  $O = 3,28$ ).

On the other hand, when the attitudes of the participants towards advertising are evaluated, it was determined that their attitude toward advertising ( $O=2,75$ ) was partially positive.

	O	SS	(1)	(2)	(3)	(4)
(1) Attitude toward Advertising	2,75	1,14	1			
(2) Attractiveness	3,10	1,10	0,46**	1		
(3) Expertise	3,71	0,96	0,26**	0,27**	1	
(4) Trustworthiness	3,28	0,99	0,31**	0,38**	0,60**	1

\*\*p<0,01

**Table 3: Average and Standard Deviation Values Obtained from the Scales and Results of the Correlation Analysis**

A correlation analysis was performed to examine the relationship between the credibility assessments of participants regarding the phenomena and their attitude toward the advertisement made by the phenomena they follow. According to the results of the correlation analysis (Table 3), it is seen that there is a significant relationship between attractiveness, expertise and trustworthiness dimensions used to measure the assessments regarding the credibility of the phenomena and the level of attitude of participants towards advertising. It is found out that there is a positive directional middle level relationship between the attitude toward advertising and attractiveness dimension of the credibility of the phenomena ( $0,40 < r < 0,70$ ), and a positive directional low level relationship with expertise and trustworthiness dimensions ( $r < 0,40$ ). Accordingly, as the credibility of the phenomena increases positively on attractiveness, expertise and trustworthiness dimensions for participants, their attitude toward advertising also increases positively. In other words, as the participants increasingly find the phenomena well-dressed, beautiful/handsome, sophisticated, experienced, talented and qualified and find them trustable, honest, credible, keeping their words, their attitude toward advertising also increases positively.

The approaches of participants to the credibility of the phenomena and their attitude toward advertising were analyzed to see if they differ by gender. As the gender variable has two categories, difference between the categories was analyzed with z-test (The value in z/F column of the table is the t-value). According to the results of the analysis (Table 4), the attractiveness dimension of the credibility of the phenomena shows a significant difference by gender, and expertise and trustworthiness dimensions of the credibility of the phenomena and attitude toward advertising do not show a significant difference by gender. Accordingly, it is seen that females assess the phenomena more positively than males on attractiveness dimension.

Demographic Variables		N	O	SS	z/F	p
Attractiveness	Male	145	2,76	1,12	-5,15	0,00**
	Female	173	3,38	1,00		
Expertise	Male	145	3,81	0,97	1,54	0,13
	Female	173	3,64	0,96		
Trustworthiness	Male	145	3,33	1,08	0,65	0,52
	Female	173	3,25	0,92		
Attitude toward Advertising	Male	145	2,56	1,12	-2,71	0,01
	Female	173	2,90	1,14		

\*\*p<0,01

**Table 4: Differences in the creditability of the phenomena for participants and their attitude toward advertising by gender**

On the other hand, whether the credibility of the phenomena for participants and their attitude toward advertising differ by age variable or not was not analyzed, as the age ranges in the research were so close to each other.

As a result of the regression analysis performed to determine the impact of finding the phenomena credible on the attitude toward advertising (Table 5), a significant model was obtained ( $R=0,49$   $R^2=0,24$   $F=32,53$   $p=0,00<0,01$ ). It is seen that the variables in the model explains 24% of the change in the attitude toward advertising. It was determined that the attractiveness dimension of the credibility of the phenomena in the model has a significant impact of the attitude toward advertising (Standard Beta=0,309  $p=0,00<0,01$ ). On the other hand, it is seen that expertise and trustworthiness dimensions of the credibility of the phenomena do not have a significant impact on the attitude toward advertising (hypothesis a is accepted, b and c are rejected). In this context, as the positive assessment by participants on attractiveness dimension increases, attitude toward advertising will also be more positive. In other words, finding the phenomena elegant, well-dressed, beautiful/handsome will increase their positive attitude toward advertising.

	B	Standard Error	Standard Beta	t	P
(Constant)	0,68	0,25		2,72	0,01**
Attractiveness	0,41	0,06	0,39	7,38	0,00**
Expertise	0,12	0,07	0,10	1,62	0,11
Trustworthiness	0,11	0,07	0,10	1,51	0,13

Dependent Variable: Attitude toward Advertising

$R=0,49$   $R^2=0,24$   $F=32,53$   $p=0,00<0,01$

\*\* $p<0,01$

**Table 5: Results of Regression Analysis Related to the Impact of Approaches to Credibility of the Phenomena on Attitudes toward Advertising**

## Conclusion

Rapid development of the Internet every passing day has made it inevitable for marketing performers to carry over their marketing activities to Internet environment. In conjunction with transition to Web 2.0, the Internet has activated the users by enabling them to write messages, make comments, share videos and images etc. The passive users of the past have become co-creators of contents today and begun playing an important role in the communication process on the Internet.

The users who become branded individuals due to their online identities created by their sharings in this new form of the Internet and perception of these sharings by other individuals may become Internet celebrities called micro celebrities. These micro celebrities called social media phenomena can reach numerous followers with their sharings and communicate with them.

Micro celebrities who have so many followers on the Internet are among the preferred "sources" in marketing industry today due to their large number of followers and being regarded as opinion leaders by their followers and are frequently used in online advertisements.

The analysis performed in the study to determine if there is a difference between the credibility of the phenomena for participants and their attitude toward advertising by gender, it is seen that only the attractiveness dimension shows a significant difference by gender. It is seen that females assess the phenomena more positively on attractiveness dimension as they assess them well-dressed, elegant, beautiful/handsome etc.

In addition, the analysis performed in the study on the impact of the approach of individuals to credibility of the phenomena on their attitude toward advertising has concluded that only the

attractiveness dimension of the credibility of the phenomena is influential on the attitude toward advertising. Accordingly, it can be said that the individuals who find the phenomena they follow on social media well-dressed, elegant, beautiful/handsome may have a more positive attitude toward advertising.

Therefore, it is important for the businesses, which work with the phenomena to introduce their products and brands to prefer those who give trust to target audiences and perceived as experts in their subjects and particularly the ones who would be regarded attractive.

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# Reflections of Digitalization on Painting

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## Abstract

New media has provided diversity in art in terms of medium and tools. Art has entered a new period with collective production processes and forms. Different techniques, applications, production and sharing forms have emerged with digitization in painting. With the multi-faceted structure of art in digital environment, painting has become more disciplinary compared to previous periods, and has become closer to different fields and branches of art. In addition to traditional painting practices, the ability to create digital images has brought a different perspective to the art of painting. On the other hand, digital artists that emerged in response to traditional artists have expanded their production methods to a wider range. In addition to the innovations in production, as new issues in the presentation methods have an impact on the arts, new discussion issues have risen. Furthermore, it can be thought that the definition of art creates confusion due to the diversity and intensity of production in the digital environment. Reproduction, duplication and modification of a work of art for different purposes bring the issues of quality, quantity and aesthetics into question. In this study, the state of the art of painting will be examined based on the production and presentation forms in digital media.

Keywords: Painting in New Media, Digital Painting, Digital Art, Technology and Art, Digitalization.

## Introduction

In today's world, where everyone with internet access is connected to each other via networks, technology is inevitably advancing at a great speed. Surrounded by digital networks, people are in an environment in which they can communicate, learn from each other, contribute to and improve their work without any problem of distance and space. With this ease of interaction, technology is progressing much faster than the past. Nowadays, changes and transformations are experienced in all areas that can establish a connection with technology. Branches of art are also affected by this situation. One of the areas affected by computer-based technology is painting. Painting is a field that emerged as a form of communication and transformed into an art form throughout history. The materials have diversified and different movements have emerged in time and paintings have been produced using different techniques. Today's creations in digital media are quite different in terms of the environment they have been created in, and the tools and techniques used in the process.

Produced in digital media with technological means, painting has become more interdisciplinary by establishing close connections with fields like graphic design and photography. In this context, painting produced in digital media opens up a new period for artists, which can be considered as an innovation. The artist can produce richer works compared to traditional painting within the extent of his or her imagination. This independent practice in painting that pushes the limits has changed the traditional understanding of painting. In this sense, it is clear that painting practices will lead to a great transformation, as the number of people born before the digital era in the future decreases and the people of the digital age increase. However, depending on how new technologies are used, this situation raises questions such as whether they will interrupt the progress of the art of painting, destroy it or provide a more unlimited space.

## Literature

The electronic revolution has radically changed all spheres of life and has made the term "digital" a hot topic. However, as explained by Yaylagül, the period from the development of language

and word in the history of humanity to the development of today's complex electronic and digital mass communication systems is not as straight and linear as the evolutionist approach claims. The history of humanity is a complex and dialectical process of leaps in which quantitative developments lead to qualitative transformations through social revolutions at certain points. (Yaylagül, 2013: 18) From this point of view, it can be said that the transformation of the digital process in the art world has brought some leaps and great innovations.

The Internet, which is developed by multiple computers connecting to each other to create an international communication network, is constantly changing and transforming "things", with its ever-expanding structure that feeds on people, societies and fields. In fact; summarized from a study; (Aydoğan, 2014: 48-49) the Internet, which dates back to the Cold War years between the US and the Soviet Union in the 1950s, was created with a unit called ARPA (Advanced Research Projects Agency) within the Ministry of Defense to make communication in military easier. ARPA was then transformed into DARPA (The Defense Advanced Research Project Agency) to develop systems against guided missiles during the Cold War. This unit made efforts to support military projects by connecting computers far from each other. In 1969, four computers transmitted information for the first time: three in California (Los Angeles-Santa Barbara-Stanford) and one in Utah (Salt Lake City). The next stage was the development of ARPANET, the first computer network. With this development, computers were able to communicate among themselves, and information could be exchanged between long distances with relatively high speed. Studies were conducted on new network systems that could work faster over time. "WWW" (World-Wide-Web) was developed and presented to the Internet users. It was now possible to navigate between pages and upload graphics. After serving the military, the Internet spread to the academic circles, then to the general public. Data transfer, sharing and access to data became easier and turned into a system that brings people together in a single global environment.

Computer systems and the Internet, which are now an indispensable part of everyday life, have incorporated creation and production areas into itself. Castells said, "Mass media is the expression of our culture, and our culture works through the materials provided by mass media." (Castells, 2008: 451). It can be seen that this new technology has a dominance on culture as a unifying and transforming structure today. The fact that it is unifying and transforming means that anyone can be anything. In this common system, the areas of expertise have faded, allowing everyone to be involved, and to be both producers and consumers. Baudrillard drew attention to the importance of responsibility by saying, "*We are both the audience, the transmission and the electricity network itself. Everyone has become an integral part of the same reality, the same wheel of responsibility and fate in this universe where there is no distinction between the actor and the audience.*" (Baudrillard, 2012:131). McLuhan and Powers drew attention to the importance of quality by saying, "As the rate of information exchange accelerates, we will all become more and more involved in the existence of the new robotic corporation, and get lost in it, deprived of the real expertise that has been the stamp of quality of the old private identities. The more information one evaluates, the less he knows. Expertise cannot exist at the speed of light." (McLuhan and Powers, 2001: 209) Gombrich stated that, "There is a reciprocal relationship between the spirit of the age and the art movements. Sometimes the era shapes the art of the time, and in other times art determines the quality of the era." which is quite significant for the relationship between the era and the art. (Gombrich, 1993: 3) Because no matter how the artwork is done, the tools are phenomena of that particular era. The defining effect of the element of art is the aesthetic value it offers.

Art is one of the important elements in the digital-global environment. However, from a more specific point of view, painting has gained a new form in this environment. The fact that almost all areas are a part of the Internet and benefit from computerization has been one of the common subjects in scientific research. According to research conducted with keywords, although art and digitization is a common research topic, it is observed that painting and digitization is a relatively limited research area. Production and consumption have been greatly influenced by speed and in addition to the practices of two-dimensional painting, the practices of three-dimensional painting have also been very popular. However, three-dimensional painting has been excluded from this study, in order to make the study more specific and to focus on the state of two-dimensional painting in more detail. Painting in digital media has been discussed in terms of quality.

## Digitization in Art

Art is shaped around the diversity of materials and creative environment with the effect of technical means that exist at the time. The creation and presentation of art become cultural phenomena. While social needs determine the development of technology, innovations and differences in production arise in all areas of life. With the emergence of the printing press, production and transmission in oral culture have diversified. It gained another momentum with electronic developments, and a revolutionary period began with the advance of computer and the Internet. Today, in terms of access and production, art has a closer and a faster relationship with the world. Each new communication technology has created a new communication environment. These new environments have diversified the production process. In a study emphasizing that technologies produce meaning regardless of the form and nature, like natural language, visual language, audio-visual language (Bourse and Yücel: 2012: 109), it is stated that technical regulations and frameworks of usage contributed to the creation of meaning and representations. Therefore, as the material and production environment are diversified in art, the meanings change and diversify as well. Art gains a wider form of expression in terms of its language.

Today's communication environment is defined as "new media". New media is a communication system connected to the computer and the Internet. This new communication system is identical to the concept of "multimedia". In general terms, the platform that contains a variety of elements of communication such as data, voice, text, pictures, movies and graphic images is called multimedia. This means that production and distribution can be done in a single medium through a variety of media, and that these media can be brought together. Therefore, more creative production processes can be experienced compared to the past. The most important feature of the new media is digitization. Yengin described digitization as the transfer of analog data to computer-based systems through coding, and explained that the data transferred from the analog system to the computer systems is called digital data. (Yengin, 2012:126) Various applications such as graphics and software have developed with the computer technology. These transformations are an important resource for art as it is now possible to produce artworks with the help of these innovations or using them directly.

Culture and art in the digital environment have started to acquire new forms and shapes. The definition of digital art has now found a clear expression in production, consumption, sharing and distribution channels. So much so that even software and animation are now included in the concept of digital art, and numbers, symbols, virtual forms, expressions and fictional works have been observed to increase in digital art in recent years. (Çokokumuş, 2012:52) Thus, as the area of expertise of the artist expands (as the knowledge of using these systems increases), production becomes more collective (in terms of the diversity of media). As Sağlamtimur explains, the fact that engineers, developers and artists have started to produce artworks by collaborating is an inevitable result of the development of digital technology and the adaptation of the history of contemporary art in the traditional sense to the context of digital art. (Sağlamtimur, 2010: 216) In addition to production, this collaboration affected and transformed distribution and sharing. With the possibilities of multimedia, the need for a physical space to display artworks has started to disappear. Problems like geographical distance and difficulty of access do not exist anymore. Site-specific artworks can only be seen during the opening hours of the venue, while the Internet as a place/environment is always open to visitors, except when a technical problem occurs. In today's world, which can be said to be under the influence of an intense consumer culture, production has to be as fast as possible in order to meet the demand. Nonetheless, the phenomenon of speed is constantly increasing with technological developments. The ability to connect to "anything" miles away in a time span of seconds leads to an excess of information for the human moving from the local to the universal dimension, and makes the issue of "influence" an obligation in terms of production. Consumers aren't influenced by everything they encounter in this dense pool of information, so one needs to be creative and original to be able to influence them.

The source of creativity is art. Fischer believes "art is necessary in order that man should be able to recognize and change the world. But art is also necessary by virtue of the magic inherent in it." (Fischer, 2017: 29) Art has been an important tool in understanding, interpreting and expressing the world in various ways. In the end, the creativity of man/artist could not be embodied without art. The power of art has also been used by sectors as a means for expressing themselves. Additionally, as Bolla emphasizes, "artworks have effects in the world at large, they encode or produce meanings, function as tokens or counters in an economics of exchange... These and other aspects of the objects

we call artworks will, at different times and for different purposes, be deemed to be as important as aesthetic responses." (Bolla, 2012: 23)

When it comes to new media, the first thing that comes to mind is a combination of artificial memories in a structure where different contents can be uploaded and transferred to different hardware (narrated by Aydin 2011: 105-106 from Törenli, 2005: 157-158). The revolutionary aspect is the fact that various data can now be transferred, processed and reproduced numerically. With the Internet, data transferred to a computer can now be stored without any restriction of time and space, accessed easily and transmitted quickly. Timelessness, placelessness, concurrency, multiple interaction, feedback, and interactivity are some of the important features of the digital system. A large number of people from all over the world can be interacted before, during and after the production and immediate feedback can be obtained. Participatory works can also be produced.

Castells says that the new communication system radically transforms the basic situations in human life in terms of space and time. (Castells, 2008: 501) According to him, local things are culturally, historically and geographically separated from their meaning and form functional networks or collages and reunite. The extent of streaming formats replaces the extent of spaces. The concept of time is erased when the past, the present and the future are programmed to interact with each other in the same message. Therefore, the extent of streams and "timeless time" form the material foundations of a new culture that encompasses and transcends the diversity of historically transmitted representation systems. In other words, according to Castells, a real culture of virtuality emerges where fiction becomes the belief in fiction.

This situation allows different societies to intermingle, learn from each other and introduce their own cultures. This way, the artist's vision is enriched, reflected in his works and he has the chance to introduce himself to different geographical areas more easily. The virtual culture mentioned by Castells can be considered as a common world culture. As a result, since all cultures and societies with Internet access can meet and share the same environment, it is possible to form a common language in terms of expression.

## **Digitization and Painting**

In the digital environment, art becomes multifaceted by covering various fields, creating a multidisciplinary structure and creating new forms of art. Nowadays digitization is present in almost all fields of art. Çuhacı stated that, from the first graphics using computer technologies to today's advanced virtual environments, all works created in this environment can be evaluated as digital artworks. She mentioned the scope of digital art by saying that "the expansion of the boundaries of digital technologies and traditional art forms (photography, sculpture, painting, etc.), their reproduction and duplication can also be considered digital art." (Çuhacı, 2007: 32) It is also possible to use an image created in a computer environment, for example in the art of ceramics, or to transfer the miniatures to a computer environment and to animate or change their effects. Aside from fields like photography, video and sculpture, it is also possible to use a computer-generated image in ceramics, animate miniature paintings with computer programs, or change their effects. Being able to merge different fields of art and to use digital and analogue in an intertwined fashion enables us to produce more creative and versatile works of art. For instance, it is possible to create new interpretations and effects in painting using photography and graphic design. It is also possible to create 3D or animated works using computer programs.

Samancı stated that the fact that new media is multi-layered carries it far beyond the fact that it is a type of art connected only to the computer system or the Internet. (Samancı, 2014: 52) She also stated that defining the new media in this way would limit it. Because digital production in art can take various forms: The work can be produced directly on the computer, an analogue work can be altered using a variety of digital techniques and applications after being digitized, or a digital work can be transferred to the analogue environment and be altered. As Bozkurt explains, "The image is not only a "reflection", but in the world of "produced-consumed-reproduced" virtual reality, it met with the artist in a new environment in the context of "record-unlimited reproduction-mentality". (Bozkurt, 2005: 29-30) In this respect, the production process has expanded, diversified and many technical possibilities have been available on the same work. In addition, the most important feature of digital media is the option to save and undo at every stage. In this case, the works can be reproduced countless times. The artist can create multi-layered works using the elements of multimedia. For instance, it is possible to create

a series or a collection, as a single artwork can be saved at different stages with different elements of multimedia and applications. The audience has also gained a more active role, they can alter a digital work online, reproduce and transform it. In this respect, it is remarkable that the digital culture in Samancı's work creates a social space that everyone can participate in by taking over the image production from competent eyes, and this situation brings up the perception that everyone can do everything and succeed. (Samancı, 2014: 49) However, at this point, the involvement of the audience in the art-artist relationship raises a number of discussion topics. There are many questions/problems such as whether the work that the audience intervenes still maintains the status of being a work of art, whether what matters most is the experience, and whether we can talk about the defeat of the work and the loss of its appeal. Or perhaps, as Söylemez emphasizes, the artist did not come up with anything new, and as a result of the contact of the object with the audience, a new type of observer emerged through the media to reproduce and replicate itself with the experiences of the viewer. (Söylemez, 2010: 142) With such an evaluation, it can be considered that it allows the audience to feel the art more deeply by increasing the observation of direct immersion in art.

The perception that new media, which directly addresses the culture of consumption, uses art as a commodity is also on the agenda. An optimistic perspective at this point; is that the buyer/consumer acquires awareness of art or a work of art, which he may not even have been aware of before, and that he may possibly be informed by doing a research. On the other hand, the main issue that has caused controversy is that this situation makes artworks "kitsch".

*Although the origin of the word "Kitsch" is uncertain, it is known to be widely used in Germany and Austria in the 19th century. There is an agreement that the word first appeared in the art market of Munich in the 1860s and 1870s and was used to describe cheap and highly sought-after paintings and sketches that were easily marketable. "(Scruton, act: E-skop [Accessed 19.05.2018])*

Şahin mentions that kitsch is aimed at general appreciation, it is not considered to have an artistic quality, and puts consumption culture at the axis, says that it is the result of mass production. (Şahin, 2016: 7) He adds that kitsch product is an extension of the capitalist order as a concept which verbalizes objects, and is made up according to the perception of general taste that can be bought cheaply. In this sense; the use of art as a new media object affects the attractiveness of the work. The work of art gains value in terms of its uniqueness. No matter how many copies are made; they cannot approach the value of the original. But they can contribute to the uplifting of the value of the original. On the other hand, as new media is also a creative field, when the producer presents the work differently from his perspective, the work becomes a popular cultural object, which may lead to the object being re-designed (reproduced), making it kitsch. Walter explained this with the loss of the aura:

*"(...) [What] withers in the age of mechanical reproduction is the aura of the work of art. (...) The technique of reproduction detaches the reproduced object from the domain of tradition. By making many reproductions it substitutes a plurality of copies for a unique existence. And in permitting the reproduction to meet the beholder or listener in his own particular situation, it reactivates the object reproduced." (Walter 2015: 15)*

Returning to the unlimited storage of digital media and the ability to store data forever; it is very easy to transfer the works to future generations as cultural heritage. When we look at the past, many works have survived, but it is clear that there are many works that have disappeared, and even those whose existence is unknown. Since it is difficult to transport a physical work between spaces, it is possible that it will be damaged during transport. Destruction over time is one of the inevitable problems even if museums have efficient conservation methods. However, this cannot be the case for virtual work.

The traditional understanding of painting; the scope of traditional materials such as canvas, brushes, paints have diversified and expanded with technological advances. These advances have opened up new modes of production and new opportunities for the artist, while creating a new area of creativity with a wider perspective, along with new areas of expertise. There is a struggle brought about by a production environment which is based on the specific touch, waiting and completion rules, in which technical and mathematical knowledge comes into prominence rather than the competence in art as stated by Çokokumuş. (Çokokumuş, 2012: 53) As a result, each new development brings new rules, uncertainties, question marks and struggles with the innovations and opportunities it brings. The development of technology, digital media and the Internet has brought applications and sharing

platforms that allow the production of unlimited copies of artworks, which can be easily redesigned in various ways. In fact, even users with very little technical knowledge can perform these operations. These situations can be thought to wear out the artworks in terms of meaning. Especially artworks with an iconic status encounter these situations more intensively.



Image 1: Wikimedia - URL 1

The painting in Image 1 is Leonardo da Vinci's world famous "Mona Lisa". Although the exact date of this 16th century work is not known, it is thought that it was painted around 1505. As a symbol of media of the 20th century, it has found itself in many platforms, from literature and music to advertising. Mona Lisa, one of the world's best-known works, has always influenced artists and still continues to do so. Starting from the painting on canvas, many artists have reproduced this image. Especially with the development of technology and computer systems, Mona Lisa has been redesigned many times for different purposes and subjects.

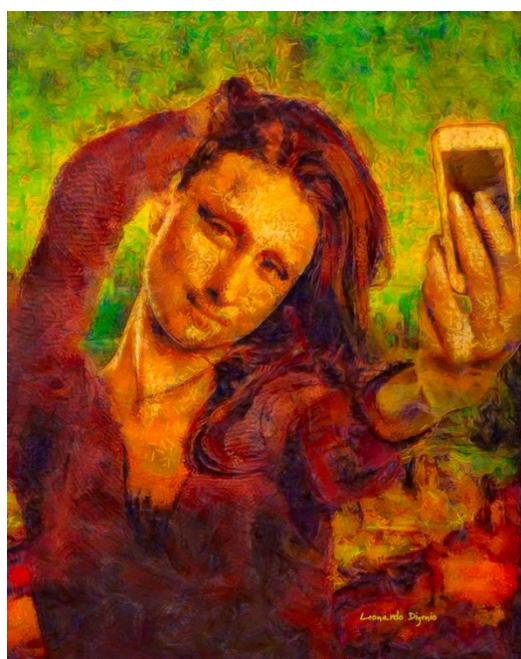


Image 2: Pixels - URL 2

Leonardo Digenio's "Mona Lisa Selfie" in Image 2 can be given as a very suitable example for both the new media and digital era, as well as the new producer and consumer structure.



Image 3: Pinterest - URL 3



Image 4: Pinterest - URL 4

On the other hand, the intervention of the user to the artworks for various purposes such as advertising, promotion and entertainment can turn the artwork into a kitsch object. Mona Lisa eating dessert and fast food in Images 3-4 may help the artwork to reach a wider audience, but also may lead it to lose its aura.



Image 5: Creativeoverflow - URL 5

The work in Image 5 is the work of a young digital artist named Richard Roberts. In an interview he gave to Creative Over Flow [Accessed 03.04.2019], the artist stated that he mostly produced his works in Photoshop and he benefited from photography and digital painting. Therefore,

when viewed from another point of view, new media opens up new opportunities to be creative, by allowing the producer to work directly within the digital media. The emergence of a different artistic production system and allowing an interdisciplinary diversity with multimedia elements expands the producer's boundaries.

## Conclusion

Painting, one of the oldest and most established branches of art, has interacted with various innovations, media, and technological possibilities of each period, therefore transformed and developed. Innovations have been made in various areas like materials, modes of production, socio-cultural environment and society. Computers and the Internet are today's most popular and most useful transfer-sharing environments. Almost all areas of life can now connect to the Internet. Artistic production and sharing has gained a unique momentum with various computer applications and the Internet. Like other branches of art, painting is influenced by this environment. Multimedia has also influenced painting and a multidisciplinary structure has emerged that changes traditional painting habits. In addition to the formation of a collective way of working with computer applications, new areas of expertise have opened up for the artists. Engineers, software developers, graphic designers, artists and experts from many other fields have started collaborating with each other and benefited from each other's fields, thus paving the way for new production and creation processes with a wider perspective for the artists. In general, by allowing users to intervene, digital media makes it possible for everyone to be content creators and be involved in each other's content. But the subject of discussion here is the positive/negative results that might arise from the user/audience intervening in the work (in terms of being closer to art, being more immersed in art, art/artwork losing its appeal, declining quality).

Advertisements in all media outlets are also promoting artworks. However, in addition to all these, it can be assumed that the artworks used in advertisements become objects of popular culture and their effectiveness may decrease. The artwork might become kitsch. On the other hand, with a creative touch, an advertisement can be designed as an artwork as well. Leader, who states that Mona Lisa is the most reproduced artwork in the history of painting, argues that the success of the reproduction of the painting gave the original an interesting status, because numerous copies and versions turned into a mythical, lost object. (Leader, 2018:14) In this respect, how the work is used is very important as it is the main determinant.

Apart from the diversification of production, digital media has other important advantages. By storing the work forever, it can be easily transferred to future generations. Unlimited storage and sharing is possible as a solution to the limitations of physical storage. Problems like time and geographical distance that exist in galleries and museums are eliminated. Certain boundaries between the producer and the consumer no longer exist, thanks to the structure that allows instant sharing, mutual interaction and feedback. The emergence of a new art world is inevitable, in the face of today's most popular medium of the Internet and a society that has an intertwined relationship with it. This situation provides a platform for cultural and inter-communal integration. As the artist and the audience can watch and share artworks all over the world, more investment is made into cultural enrichment. Perhaps this situation will provide a source for the formation of a general world culture/art, in the future without discrimination.

Painting in the context of art in the digital environment may be experiencing the greatest evolution of its history. How this evolution brings important innovations, how it is used, how it is produced and how it is shared can have good or bad outcomes. At the end of the day, technology is a field that can change direction according to its usage. Factors such as the competence of the user, the field of expertise(s), the worldview and the aesthetic view determine the quality of the work.

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# Online Cultural Transmission: A Memetic Approach to The Case of Tombili The Cat

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## Abstract

A meme is a unit of information that is capable of spreading from an individual's brain to another, and through this transmission the meme replicates itself. Richard Dawkins has introduced the meme in 1976 as "a unit of cultural transmission". After Dawkins, numerous scientists have taken an interest in the concept of meme. The definition of meme and its examples have been a much-debated topic. As interesting as the concept of meme is the process of how a meme replicates and leaps among people's memories. Memetic science aims to clarify these points and thus studies how memes replicate, spread, evolve, and how cultural transmission occurs. The introduction of memes and the development of memetics had arisen before the Internet became available in households and social media platforms turned into everyday practice. Today in the age of the digital transformation, the study of memes becomes more intriguing since the viral content and the Internet memes are among the most debated digital phenomena. This paper attempts to answer if Internet memes can be considered as units of cultural transmission. Are they a digital version of memes, or do they have distinct functions? I believe answering these questions will contribute to the studies of Internet memes and will provide an insight into how digital technologies impact cultural transmission processes. I am going to review the major theories and former studies on memes including the topics; the functions of meme replication, the survival value and the selection criteria of memes. Apply these theories to Internet memes in order to understand whether Internet memes can be considered as a digital version of memes or not. Analyze the Turkish Internet phenomenon Tombili the Cat as a case study.

Keywords: Meme, Memetics, Internet Meme, Cultural Transmission

## Introduction

This chubby cat lounging on the pavement as if sitting on a comfy chair is Tombili the Cat, with whom the active users of social media are closely acquainted. Tombili is a famous street cat whose fame has reached beyond national borders, who was in news coverage even after he died, in whose name a statue was built and whose statue has taken a place in İstanbul city guides (url1, 2019) And moreover he is a world-renowned Internet meme (url2, 2019). Although an internet meme is usually known as an image and text written over the image, it is a concept based on a complex literature. The origin of this entertaining, funny, popular cultural element is based on the concept of "meme" introduced to the scientific world by evolutionary biologist Richard Dawkins as a unit of cultural evolution. Meme and memetic science are a concept that concerns so many disciplines that numerous scientists from many different fields, such as cognitive science, psychology, sociology, cultural anthropology, biology and communication work on this concept. Despite the fact that the word meme has a very short history dating back to only 1976.



**Image 1. Tombili the Cat**

This research approaches the connection between the concept of meme -which is ambitious, not very easy to define and understand- and the Internet memes via the famous Tombili meme. As the name implies Internet memes are based on the concept of the meme. However, this study aims to clarify whether the Internet memes are only a digital version of memes or did digital transformation provide them new possibilities and functions?

To this end, we will first analyze the definition of meme, its decisive features and then examine theories regarding how and why memes replicate and continue with applying them on the case of Tombili the Cat.

## The Concept of Meme

Oxford Dictionary gives two definitions for the word “meme” whose name we come across more and more every day with an increased momentum in the last ten years: “1. An element of a culture or system behaviour passed from one individual to another by imitation or other non-genetic means. 2. An image, video, piece of text, etc., typically humorous in nature, that is copied and spread rapidly by Internet users, often with slight variations.” While the first definition shows affiliations with the meme definition introduced to the literature in 1976 by Dawkins, the second definition belongs to the Internet memes that we will be examining in detail below. In the last chapter of his significant work about genes *The Selfish Gene*, the renowned biologist introduced the concept of meme through an analogy with genes. He claimed that memes are the second replicator kind on our planet and advocated that just as the genes are the building blocks of evolution, memes carry out the cultural evolution (Dawkins, 1976). Dawkins combined the Greek words “mimeme” (imitation) and “gen” (gene) to form the English word “meme.” As it is quoted almost in every text regarding memes, the first examples Dawkins offered for memes were as follows: Tunes, ideas, catch-phrases, clothes fashions, ways of making pots or of building arches (Dawkins, 1976). However, in the year 1976 when Dawkins provided these examples, mass media was still continuing to dominate and digital communication had not yet become a part of our daily practice. In light of this information, it can be assumed that Dawkins would include Instagram influencers, selfie trends or the Kardashian family in these examples if he was to introduce the concept of meme in today’s world.

To comprehend Dawkins’ concept of meme, we need to look into the term “replicator” from the biology literature. Meme as a replicator means that they propagate from one individual’s mind to the other by means of multiplying and replication. One of the first examples of memes given by Dawkins is catch-phrases. When a catch-phrase is heard and repeated it sticks in someone else’s mind. By repeating it, the new host of the catch-phrase enables the circulation of the catch-phrase in the same way. In theory, the chain of propagation can continue until all the minds in the world have a copy of this meme (of the catch-phrase in this example). The crucial point that is of great importance in this overall chain is that every catch-phrase will not be repeated just as every encountered post on social media is

not shared with the followers. Dawkins states that competing memes are in an eternal race to take place in our minds and the memes with high “survival value” complete the race as winners (1976). Songs, phrases, ideas that have high survival value become parts of the culture by continuing to live in people’s minds while the others fade away.

Dawkins was not the only scientist who studied units such as memes that multiply by replication and enable cultural evolution. K. Eric Drexler’s term “mental replicator” and Lumsden and Wilson’s “culturgen” term have also taken their places in the literature, not dating far apart from each other (Moritz, 1990). By the 90s, memes had become a concept researched by numerous scientists. Francis Heylighen, who holds a prominent position in these researches, focused on the stages of meme replication and defined memes as units of information in an individual’s mind that can be replicated in another’s. According to Heylighen, anything that can be learned or remembered (ideas, knowledge, habits, skills, images) can be a meme (1999).

Another significant name that contributed the literature regarding memes is Susan Blackmore. In *The Meme Machine*, Susan Blackmore not only defines memes as new replicators following her pioneer Dawkins, but also claims that memes are responsible for a number of situations from our brains being larger than our far ancestors to the concept of family in modern times. Furthermore, she advocates that the function of language is to spread the memes (Blackmore, 2011). According to Blackmore memes are “regulations to conduct behaviors, they are preserved in minds (or in other objects) and they are transmitted by imitation.” While Plotkin defines this highly significant but challenging concept as “an internal representation of information” (Brodie, 2014:29) and Dennett defines it as “a complex thought that turns itself into a form of a memorable unit” (Brodie, 2014:31), Brodie states that “a meme is a unit of information in a mind whose existence influences events such that more copies of itself get created in other minds” and claims that the memetic science is such a significant development that it can even cause a paradigm shift in the science of thought (Brodie, 2014:34). The common feature of these definitions is that memes spread from one’s mind to the other and conduct a cultural communication in this process. This definition of meme sets the most efficient definition for this research as well.

## How Much Is a Meme Unit?

Among the difficult questions regarding memes, “What is the measure of a meme unit?” comes first. If we put this question in practice, one of the most helpful examples would be to ask how much of a song that is stuck in our minds can be considered as a meme by itself. Dawkins explains his approach to this subject via an analogy with genes and suggests that if a gene “is a length of chromosome with just sufficient copying-fidelity” then memes can be defined as such. Dawkins gives Beethoven’s Ninth Symphony as an example. “If a single phrase of Beethoven’s Ninth Symphony is sufficiently distinctive and memorable to be abstracted” then according to Dawkins “it deserves to be called one meme” (1976). Thus, the first phrase of the Ninth Symphony, which sounds familiar to everyone, can be defined as a meme. Dennett adapts a similar approach to Dawkins’ in defining meme units stating “memes are the smallest units that replicate themselves with reliability and fecundity” (Brodie, 2014). On the other hand, Blackmore suggests that a meme unit cannot have a precise definition, giving jingles and books as examples. She underlines that copyrights can be bought regardless of a unit criterion and any unit that can be considered original enough to have a copyright can be considered as a meme (Blackmore, 2011: 71).

## Survival Value of Memes

Certain information, thoughts, ideas and images become memes and some just fade away. What makes the difference between these two groups, why some of them “succeed” to take their places in minds and become part of the cultural milieu? What is referred to by the phrase successful meme-a phrase that we come across frequently in literature regarding memes-? There is one basic answer that can be given to these questions. The success criteria of a meme rely on the number of minds it spreads to. Memes that can reproduce by replicating themselves in a high number of minds have high survival values, meaning they are successful memes. While their competitors fade away, successful memes take their places in minds, get replicated rapidly and become a part of the culture. Dawkins draws attention to the fact that such as the successful genes, successful memes have three distinctive properties: Longevity, fecundity and copying fidelity (1976).

“Longevity” underlines the importance of the meme’s preservation in the mind for a long period and thus being able to have the opportunity to be replicated. For instance, the chances of a melody that can be forgotten in just minutes being spread to other minds will be lower compared to a memorable melody. In addition to this, if we consider that a meme has a lot of replications, the meme will be as long living as the number of copies it has. To be forgotten in one of the hosting minds, to come to its life’s end will not have such importance in the survival trial. In this context, the significance of the replication frequency of the meme, the second criteria deemed necessary by Dawkins for having a high survival value, becomes apparent. “Fecundity” means the ability of the meme to replicate itself. Any information that cannot be replicated will not be able to leap from one mind to another. “Copying fidelity” is about the error-free copying of the meme. Dawkins draws attention to copying fidelity as a debatable subject since certain memes go under changes when replicated. One of the most accurate examples of it would be the case of the urban legends. Urban legends, which go through minor changes every time they are told, still continue to spread to different minds despite these “copying errors” and Dawkins defines this situation as “perpetual mutation and blending” (1976). Therefore, the combination of these three properties -longevity, fecundity and copying fidelity- determine the meme’s success in replicating itself in one mind after another while others fade away. Below we will analyze which of these properties are present in the example of the Tombili the Cat.

## How Do Memes Reproduce?

Memes reproduce by replication but how does this process take place? Dawkins’ criteria of longevity, fecundity and copying fidelity explained the criteria that determine the memes’ survival values and which memes will be replicated and spread. Another prominent researcher in the memetic studies, Francis Heylighen’s model of four stages of meme replication analyzes the selection stages the meme goes through when being replicated: Assimilation, retention, expression and transmission. A meme that passes these four stages becomes successful (1999).

The first stage of meme replication is “assimilation.” If the meme is noticed, understood and offered a place successfully in an individual’s mind it gets assimilated. In order to be assimilated the meme has to attract attention. To be understood and offered a place in the host’s mind the meme has to enter the host’s cognitive system. At this stage, for a successful meme replication, the meme should be relatable to the information and other memes that are already available to the individual’s mind. For example, this stage assumes that if an urban legend regarding vampires is to draw attention and is to be accepted by the individual’s cognitive system, preliminary information about vampires should be present in the mind of the individual and the individual should have heard previous stories about vampires.

A meme that has passed the assimilation stage and got accepted to the mind should have a certain “retention” period in order to continue its replication journey in other minds. We cannot speak of a possible meme replication if the meme is immediately forgotten after the assimilation stage. In the retention stage, factors such as being interesting, arousing a feeling and being frequently repeated against being forgotten can be considered decisive. For example, we can assume that an exciting, moving catch-phrase will stay in the mind longer than a catch-phrase that doesn’t evoke any emotion. In addition to this, the longer a meme’s retention period in the mind without being forgotten the more chances it will have to move to the third stage, which is expression.

If the meme is deemed valuable enough by the host to transmit to others it will complete the third stage of replication, “the expression stage” successfully. While some memes can be interesting enough for assimilation and retention, the individual may shy away from sharing it; he/she may think it will not be interesting for others. In that case the meme will not be able to achieve the third stage of replication and its existence will come to an end when it is forgotten by the individual. A meme which is considered valuable enough by the host to be expressed moves to the last stop of the replication process: Transmission.

The transmission of a meme from one mind to another requires a sufficient meme medium. The number of examples such as of books, photographs and works of art have increased rapidly with the help of digital technologies. Heylighen states that there can be possible selection reasons for the message to get corrupted before reaching the receiver or for the losses that can occur during the transmission.

## Internet and Memes

Blackmore advocates that all communication tools help memes spread and they were produced with this purpose in the first place (2011). As communications tool developed and their meme transmission capacities increased, the dissemination of memes have also accelerated and expanded. Even this point of view is enough to clarify by itself how significant Internet technology is for memes. During the process that started with the invention of writing, communication tools had various impacts on the dissemination of knowledge and the circulation of memes.



Image 2. An Image Macro Example

If we compare the pre-printing era when the books were manually copied and today's world when digital publications can reach thousands of people in just seconds, we can assume how much speed meme transmission has gained through the history of communications. Although the invention of printing and mass media tools were important developments for memes, we have not come across concepts such as "TV meme" or "magazine meme", whereas the concept of "Internet meme" was introduced to our lives in 2000s and have become one of the trademarks of popular culture. Even this is enough to reveal the significance of digital transformation as a milestone for memes. In this part, first we will look into the definition of the Internet meme and then focus on analyzing meme theories via the Internet meme Tombili The Cat, to comprehend what types of transformation the Internet brought on to memes.

## Internet Meme

The definition of Internet meme given by the Oxford Dictionary: An image, video, piece of text, etc., typically humorous in nature, that is copied and spread rapidly by Internet users, often with slight variations. Consisting of an image and an accompanying text, known as image macro in English and "caps" in Turkish, such as the content we see in the images presented in this research, is the first format that comes to mind regarding Internet memes. However, anything that is transmitted on the Internet-from videos to lyrics and gifs-can be regarded as Internet memes.

It is important to note that there have been disagreements regarding its definition among the people studying Internet memes. In order to make the distinction between a viral content and an Internet meme, Börzsei underlines the susceptibility of the meme to alteration as stated by Dawkins under the subject of copying fidelity. While Börzsei includes YouTube videos, marketing contents and music videos that do not go through any changes in viral contents group, she claims that internet memes go under a change during every transmission and if not they cannot be defined as Internet memes (2013). With a similar approach Goriunova also distinguishes between organic memes and marketing memes, and argues that contents that naturally spread and go under a change or are mutated can be considered as Internet memes (2013). These claims conflict with the meme definition provided by Dawkins,

Blackmore and other pioneers of memetics but it is important to keep in mind that while these initial definitions were being made the Internet memes had not yet come to existence.

## The Case of Tombili The Cat



Image 3. The Statue of Tombili The Cat

Tombili The Cat is a stray cat born in a district alive with its street culture. Residents of this area do not talk about Tombili without mentioning especially how fat and cranky he is (url3, 2019). As it is the custom in street culture Tombili is an animal loved, adapted, fed and taken care of by all the residents of the neighborhood, not just one individual. One of Tombili's fans has photographed his peculiar sitting position and shared the photo on social media in a short time period, Tombili The Cat has turned into a social media phenomenon and became a cat with an international fame. In fact, Tombili The Cat, who lost his life after an illness, is so famous that his story has even appeared in foreign media. He also has a dedicated page on a meme platform known as Knowyourmeme (url4, 2019). Residents of the neighborhood submitted a petition to build his statue after his death and the municipality answered this request by getting his statue built and placed on the same spot his photo was taken – the photo that turned him into an Internet phenomenon. Tombili's statue also had broad media coverage on the Internet and many people shared the photo of the statue on social media. However, one night the statue was mysteriously stolen. This incident also had broad media coverage (url5, 2019) and had repercussions on social media. One morning the residents of the neighborhood saw that the statue of Tombili has come back yet again mysteriously. Tombili's story which has continued even after his death made him even more famous and as the image macros that have accompanied every stage of his story were shared on social media, his fame has reached all parts of the world.

## Dawkins' Survival Value and the Example of Tombili The Cat

Richard Dawkins mentioned that genes with high survival value have three common properties namely longevity, fecundity and copying fidelity. He claimed that these properties have not exact but similar functions in terms of memes as well. With the hypothesis that the properties that can vary between memes and genes can also vary in Internet memes, I will interpret the criteria of longevity, fecundity and copying fidelity via the example of Tombili The Cat.

### Longevity

The first property required for genes and memes to have a high survival value is longevity. This is based on the idea that the memes with the most longevity are more memorable, are expected to have more opportunities of replication. Dawkins also underlined that by longevity he refers to the total lifespan of all the copies as opposed to the lifespan of one particular copy. If we consider that every time an Internet meme is shared it takes place in a high number of feeds on social media plat-

forms, we can conclude that every share of the meme adds more to its lifespan. Every time a content about Tombili is shared, new copies are replicated and these copies, by recurring in high volume on people's social media feed, spread numerous copies of the meme that have the potential longevity provided by digital technology.

#### *Fecundity*

The second prerequisite of high survival value, fecundity, can also be regarded among the properties taking advantage of the benefits provided by digital communication. Social media platforms that enable the replication of contents with ease, even by just clicking on "share", are massive factors that increase the fecundity of the memes. A person who sees one of the contents about Tombili The Cat and who wants to share it with others can do so in a matter of seconds, without even having to leave his chair. Moreover, when sharing these contents on social media or transmitting them via e-mails, the person can add his own comments as well, and we may assume that this can trigger the desire to replicate the meme, thus increasing its fecundity.



**Image 4 Tombili the Cat**

#### *Copying Fidelity*

Dawkins stated that longevity, fecundity and copying-fidelity are the qualities which provide a meme high survival value. Dawkins mentioned in his early writings on memes, that copying fidelity could alter in the case of memes since these memes go through a mutation and change when being transmitted. As mentioned above, in the case of the Internet memes, mutation is considered as a prerequisite for a content to be defined as an Internet meme. The photograph that first introduced Tombili The Cat to us have spread on the Internet in the form of various different image macros that had been edited and re-edited numerous times. The dissemination of the meme occurred through these image macros.

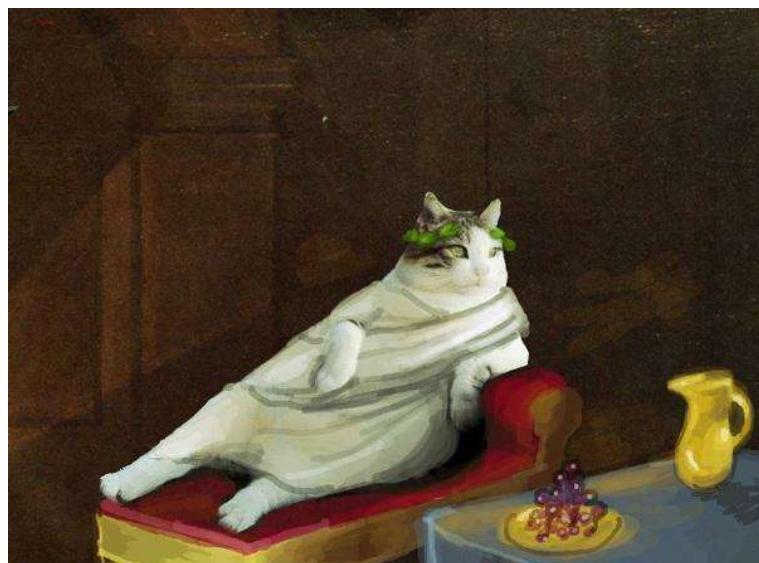
#### **Tombili The Cat and The Four Stages of Meme Replication**

For Tombili The Cat and all the other Internet memes, to be replicated means to be shared. All potential replication methods of memes are conducted by the developed opportunities digital communication offers. And without a doubt this situation causes alterations and transformations regarding Heylighen's meme replication processes.

### *Assimilation*

Many researches on the Internet culture agree that cat-related content has high viewing and high sharing ratios as well as receiving the most engagement (url6, 2019). This can be counted as a significant factor in the case of Tombili. In Tombili's case, the global love for cats is accompanied by a more local interest, the street culture. In the interviews done by the residents of the neighborhood, it is apparent that the street cat Tombili was regarded as an individual, an important character among the locals. (url7, 2019) It is possible to assume that the sympathy felt for Tombili had an influence on the replication process of the meme. Another point that should be considered while analyzing the reasons behind Tombili's success in assimilation i.e., being noticed, understood and accepted is Tombili's posing almost like a human being lounging on a chair. Various research has shown that anthropomorphism – attribution of human traits to non-human entities – have always been interesting for humans (Milner, 2012). It is also important to remember that Internet memes related to cats, especially the LOLCat phenomenon, have become such a dominant mainstream pop element in 2000's that it even created its own language (Tekrin, 2014). To sum up, in the process of meme replication Tombili survives the assimilation test successfully with the help of a mysterious, yet strong bond between street culture, cats and the Internet.

### *Retention*



**Image 5. Tombili the Cat**

Tombili's fate has an undeniable influence on the second stage of Heylighen's model, that is retention. His sudden death, the petition to build a statue in his name, the ceremony of placing the statue, the stealing of the statue were all newsworthy events which took place in digital press and social media. This in turn, can be seen as a factor that made it possible for the Tombili meme to remain in people's minds for a considerable length of time. The digital environment, especially social media in which the meme was shared also has a great role in the process of retention. Just as it is the case in Dawkins' longevity criteria, the meme takes place in many people's feed every time the copies of it are shared and this has a positive influence on its retention. While many people may be seeing the meme for the first time, those who have seen it before come across the meme again and again, its potential of retention increases.

### *Expression*

The third stage of replication, expression, requires the meme to be considered valuable enough to be transmitted to others. In this case, a cute and funny cat such as Tombili gains a major advantage. First of all, Tombili is a meme that can attract the attention of people from every segment of society; it will not be associated with any political view or sociocultural class, and the person will not receive any negative reaction upon sharing it. At the same time people who share an image macro of

Tombili end up sharing a meme which belongs to the amusing content category (see research showing that content with positive emotions has the potential to be shared more, Berger, J. and Milkman, K. 2012). Funny content receives a lot of interest on social media, that has big potential of being shared again and receiving positive engagement. However, may be of utmost importance, Internet memes provide an opportunity of expression which have never seen before. Contents in the form of image macros, including the examples of Tombili The Cat, can be edited in just seconds in the web platforms dedicated to internet memes such as Knowyourmeme and Memegenerator. This provides the user a chance of remixing and reproducing the content. A new text can be added to the image macro, the image can be edited or the background of the image can be altered completely. These practical editing opportunities are available for most digital Internet meme formats just as they are for image macros. Thus, individuals can express the memes in their own words.



**Image 6. Tombili the Cat**

#### *Transmission*

The last stage of the replication process involves having the proper medium and using it sufficiently in order to transmit the expressed meme. It should be underlined that the transmission of the Tombili The Cat meme was conducted more practically via digital communication channels as opposed to analogue meme tools. Even thinking about how much faster it would be to transmit a photo or a cartoon of Tombili on a social media account than to have it in the newspaper gives an idea about this practice. In addition, it is necessary to consider that the copy is transmitted faster on the internet, hence are fewer possibilities for corruption and failure to reach the receiver.

#### **Conclusion**

In addition to emotional, social and cultural influences, we have seen that digital communication and the possibilities of the Internet are important factors in the spread of Tombili The Cat meme. However, these possibilities not only enabled the copying and dissemination of memes more effectively, but also enabled a transformation in memes.

Internet memes are copied and transferred very quickly thanks to the fastest data transmission means seen in the history of communication, moreover, it has been possible to edit them when they are replicated by means of digital technologies. As in the case of Tombili The Cat image macros, the internet meme can be easily edit by individuals and expressed again in the individual's own words and visual language. This has led to a major transformation in the copying fidelity of memes that have already been questioned since Dawkins, because Internet memes will only be able to remain as Internet memes for as long as this mutation continues. The biggest difference between the definition of a meme and an Internet meme lies there.

Another major difference that has developed between memes and Internet memes is that social media platforms play an important role in the replication process of Internet memes. When Internet memes are shared- in other words replicated- on social media platforms, many potential hosts see the meme at the same time. Therefore, the first stage of the four stages of replication, the assimilation stage begins on numerous hosts simultaneously. Although a similar situation exists in mass media tools, there is no repetition factor in mass communication. On the other hand, as different people who are followed in a social media application share the same Internet meme, the potential host will encounter the same meme over and over again and this will increase the survival chance of the meme.

In light of all these findings, it is possible to argue that Internet memes are also memes, however they do not share the same properties with memes. Digital technologies have not only made memes spread more easily but also added new features to them. In this context it will be inadequate to claim that Internet memes are merely a digital version of memes. Internet memes are forms of memes that have gone under a digital transformation. Such as digital transformation means not only a digitalization of concepts and formats, but also a transformation, an alteration based on technology, the same can be argued for memes. Internet memes are a digital version of memes, however, digitalization has provided new tools and possibilities for memes and greatly accelerated the cultural evolution that was made by memes.

Every Internet meme can be considered as a meme but every meme cannot be considered as an Internet meme. Moreover, in some cases it may not be possible to say which memes are Internet memes and which are not. On one hand, the necessity and productivity of the Internet meme/meme distinction is debatable in current times where the world of the physical and online are becoming integrated every day. If the Internet didn't exist, Tombili The Cat could still be covered in foreign press, for example if he drew the attention of a foreign journalist. Maybe the residents of the neighborhood would again have a statue built for him, and if the statue were to be stolen it would still be newsworthy. However, none of these would have taken place with this speed, intensity and scale. Hundreds of people would not be able to edit the photo of Tombili and create their own versions to share with their friends. In short, Tombili could still be a meme but its influence and the scale of its dissemination would be greatly reduced. Memetic science states that memes are units that conduct cultural evolution. In this case, Internet memes have accelerated the cultural evolution and increased its influence.

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# An Evaluation on Forms of Movie Watching and Interactive Cinema in Digital Age: Bandersnatch Movie

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## Abstract

Cinema is one of the stories telling tools. As Lumière brothers invented the motion capturing camera called "cinematograph", cinema created a unique language. This language, called as cinematography, has evolved along with the production and watching rituals of visual stories. The audience watching movie in exchange for money is one of the main phenomena of this ritual. This situation also created the economy of motion picture production. The production companies were born and cinema became an industry. As a result of distribution and marketing systems and cinema halls becoming widespread, it has established a terrestrial watching network. While the terrestrial watching network is keeping its presence, along with the technological developments and new media, digital watching networks have also emerged. Digital networks influenced the narrative of cinema. With the introduction of the algorithmic language in the digital environment, the watching experiences have also changed. The audience has transformed from a passive position into an active position. The cinema industry is now in this process and faces a new audience profile. Digital network platforms are now a production company. There are films only produced for these platforms. The global circulation of the film takes place through these networks. Television, cinema and computer meet on this global roaming network and on digital platforms. So, after interactive television, interactive cinema has also entered our lives. The most typical example of this is the Bandersnatch movie aired in Netflix. The film presents a watching experience where the audience can manipulate the story just like a computer game and can change the flow of events. This is a new situation. The subject of this notice is the interactive cinema concept through the Bandersnatch film in which the audience plays an active role. In this study, the forms of manipulation of the audience and its effects on storytelling and plot will be examined.

Keywords: Cinematography, Terrestrial Network, Digital Networking, Netflix, Interactive Cinema, Bandersnatch.

## Introduction

History of stories is as old as the history of humanity. It is nourished by signs and myth and shaped by filtering from the mind of humankind. In this context, storytelling is humankind's way of understanding, interpreting and reading life. It is examining, interpreting events and transmitting reality by reproducing it within the historical context.

Storytelling started with cave pictures has proceeded with myths. Sign systems and myths have taken new shapes by feeding on religion and art until today. Carl Gustav Jung's notion of collective unconsciousness affected myths in becoming immortalized and handing down from generation to generation through new stories. Collective unconsciousness consists of images called reality and archetype, which correspond to typical events and phenomenon shared by all humanity. Universal signs that are as old as the history of humanity and have come through myths until today appear in modern narratives (Arslantepe, 2008:241). Functions creating the power of myths are also functions of modern narratives. Accordingly, myths have functions as telling, entertaining, explaining, effectiveness, and

providing validity (Alçora, 2015:48-49). Telling characteristics of stories are fed from these functions. They come together with individuals and masses in the environment determined by technology.

Humans are in every stage of the narration process. They are the creator, narrator, and consumer of the story. They exist as characters of narration within the story. Production and consumption process of the stories are shaped according to the characteristics of the tool, which is used for storytelling. Setting to which story is transmitted also state the type of consumption. At this point, technology, trading and market conditions get involved. Stories have a new appearance with technology's decisiveness. Reproducing unique work of art with the opportunities of technology determine the relationship of mass with art and type of consumption. Reproduction technique pulls the reproduced thing off the area of tradition. Reproducing the reproduced carries the mass existence of it instead of its one-off life (Benjamin, 2012:55). By reproducing work of art, it comes together with the masses everywhere and in every environment.

Cinema is also a storytelling tool. It benefited from all the previous storytelling tools and created a unique narrative structure. Cinema having an empirical appearance in its first years has become an industry having a global impact and circulation power. Cinema, with its popularity, mass interest, and artistic characteristics, continues its existence within this new relationship with communication tools and media emerged after itself. Television and the internet have also become relatively new communication media in which technical and narrative characteristics of cinema are used and adapted. Developments in the communication technology and opportunities brought by digital era affect storytelling in cinema in terms of producing and consumption forms. This effect also transformed the forms of audience's participation in the story. Interactive cinema, like interactive television, also carries the audience into a different dimension and position during the watching process. Now, cinema movies are available on digital platforms and the internet. Digital platforms have established a relationship with the cinema industry today and turned into production companies within the commercial competition environment.

The present study examined this new appearance of cinema in terms of storytelling and particularly, its forms of watching. This study aimed to evaluate and set forth the interaction forms of cinema, under the effect of new communication technologies, during storytelling and consumption of the story within the historical process. *Black Mirror: Bandersnatch* movie broadcasting on Netflix, a platform for watching tv series and cinema on the internet, was examined in this study in terms of the audience's participation in the story and intervention to the storyline in cinema. A literature review was conducted in terms of the history of cinema regarding forms of storytelling in cinema and the audience's experiences of movie watching. Innovations brought by digital platforms on the internet to watching experiences were researched, and interactive cinema was discussed within the frame of these innovations. *Black Mirror: Bandersnatch* movie broadcasting on Netflix and the subject of the study was analyzed in terms of forms of watching within the frame of interaction phenomenon. The study was technically limited with interactive forms and audience's experiences of interactive watching. For this reason, the following elements were out of the scope of the study: economic structure of cinema, new forms of operation of the cinema industry and content analysis of cinema text during the digital era. Character analysis, inter-characters relationships, inter-textual reading, and lexical structures in the story were not evaluated since they were also out of scope.

## **Cinema as a Tool of Storytelling and Types of Watching**

Stories present us the appearances of our lives. Images filtered from the mind of the narrator are shaped in the world of the people consuming the story. The mental set makes images apparent. John Berger expressed the functioning of the mental set through star cluster metaphor: "Those who first invented and then named the constellations were storytellers. Tracing an imaginary line between a cluster of stars gave them an image and an identity. The stars threaded on that line were like events threaded on a narrative" (Berger, 2012:15). While humans create and perceive a story, they fill in the blanks between images that created the story with an imaginary line illustrated by Berger. The narrative is formed with this functioning form of a mental set. Creation of narrative is a continuous and active process reproducing the reality.

Language of cinema is also similar to the functioning of the mental set. Consecutive film frames that are behind one another constitute a narrative. Fictional structure revealing the narrative of cinema plays with setting and presents a new play by feeding on instruction techniques of previous arts. One of the fundamental elements of transforming cinema into art is a montage. Montage, in the simplest terms, is putting the shots in order by arranging according to certain techniques and cinematic time to produce

specific content. This arranging is a semantic reproduction process (Toprak, 2013:14). Stanley Kubrick stated that every step taken during the production process aimed to montage the relevant movie. William Dieterle, a German film director, defines montage as directing the audience to see some specific things in addition to linking one plan to another (Küçükerdoğan, 2014:27). Krzysztof Kieslowski, a Polish director, states that the soul of the movie finds meaning in the cutting room. In this respect, montage creating the cinematic language has two areas of usage. The first one is a dialectic process in which a third content that is found from two contents of the two shots. The second one is bringing an array of shots together to transform information in a short time. (Monaco, 2001:208). This two-usage area of montage paves the way for the formation of two traditions that have come until today in the cinema in which images of reality are recorded and reproduced. Movies of Lumiere brother and Georges Melies are the first examples of these two traditions described as documentary and fiction (Armes, 2011:18). Cinema has become one of the most effective storytelling tools by involving many types through these two traditions in its early years.

Cinema is an experimental field improving on saving and presenting motion video (Güvemli, 1960:7-17). First cinema screening was made by Lumiere brothers at Grand Cafe De Paris in Paris in 1895 as a result of the consecutive and complementary inventions. Lumiere brothers 'movie screening done at public and with a device they called cinematograph is the beginning of the cinema. However, there were also individual screenings before this public screening. Kinetoscope named by Edison had the height of 120 cm, was operated with coin and based on a watching motion pictures of the person looking through the visor. The interest in this watching experience caused the production of many kinetoscopes and revealing of kinetoscope halls.



Picture-1: Kinetoscope (URL-1: Google)



Picture-2: Kinetoscope hall (URL-2: Google)

First kinetoscope hall opened in Broadway on April 14, 1894 (Armes, 2011: 101). Kinetoscope halls designed like game arcade were places where people inserted coins to devices like tokens and watched short stories. Since this watching place made lots of money, Edison did not think or want to screen the movies (Güvemli, 1960:7). Edison's kinetoscope was not suitable for reflecting the reality since the kinematograph camera was heavy and bulky. For this reason, Edison's short movies were shot at the studio and foreshadowed the system of Hollywood (Armes, 2011:102).

Individualistic movie watching experience on Kinetoscope turned into a public watching experience after Lumiere brothers screened the image of the cinematograph. At first, screenings were presented at places such as a cafe, fair, cathedral. Later, they were transmitted to special halls made for these screenings. Several movies were shot within this process and cinema turned into an industry. Movie production company established by Charles Pathe in 1900 was the first step of this industrialization. Industrialization shaped with its production and distribution organization gained speed with the opening of cinema halls (Betton, 1993:7). First cinema hall Omnia Pathe was opened in Paris in 1906. Steps were taken in Europe by Pathe who said that he could not discover the cinema, but industrialized it (Teksoy, 2009:42), paved the way for Hollywood movie industry in the United States of America. Cinema created its own industry presents the story within a ritual peculiar to the cinema. The magical world of cinema reveals within this ritual. Classical storytelling of fictional cinema provides the audience taking place in another reality. Magic of cinema pulls the audience in, make them forget reality and transmit them into another reality level during screen time. Watching experience of cinema has such atmosphere creating this effect. The audience goes to the cinema hall with this awareness. Gong

rings, screen starts, lights turn off and the story begins. The audience watches the story with the people in that society but also isolates themselves from them in a dark place. The audience lives a world apart from reality, is transmitted into another level of reality. The audience is within the world created in the movie and watch events and people without interfering the story flow. This reality reproduced by cinema makes them forget their own reality. Cinema's effect that pulls people toward itself and pulls them from their reality functions like otoscopy illusion defined in psychology as encountering of people with their similar ones ([www.psikiyattronline.com](http://www.psikiyatrimonline.com)). The audience watches the very image of life on the screen and is passive in this watching experience of cinema.

There are also trends that criticize the narration positioning the audience in a passive watching and that is in search of a new cinema. These new narrations present stories stopping the reality perception and make the audience feel the different and narrative reality created by the cinema. Jean Luc Godard's cinema is the most explicit example of this. These new narrations including Brecht's alienation effect have a technique that prevents the audience from getting lost in the story and turns the audience into a critical observer. Phenomenon aimed to be understood turns into surprising and unexpected from the familiar and known. Therefore, the audience understands that the thing on screen or scene is a play and they critically think about things explained in the story (Brecht, 1990: 216-217). Godard in the movie, Pierrot Le Fou, he shot in 1965 cut the objective with scissors and both made a reference to cinematic narration and showed the audience that it was a movie by interacting the characters with them. Godard changing the view of the cinema in 1960 and showing that there was another cinema apart from classical narration revealed what could be done by editing the images and voices. He proved that the audience might not be annoyed from open-ended finales and watch these by interpreting them within their mental narration process (Armes, 2011:249). Godard's narrations aim to suspend the audience from passivity. Position of the audience toward the narration on screen and their form of watching the movie does allow interfering with the movie and change the flow. Participation of the audience is on a mental level with new narrations started with Godard. The audience is asked not to see the virtual reality on the screen like their own reality, but to question the story and think about it.



Picture-3: Pierrot La Fou (1965) – Godard (URL-3: Google)

### Interaction Tests in Cinema and The Effects of Digital Technology

Cinema changed with Godard and went out of the halls with video art and experimental studies at the same time. Museums, showrooms, art galleries are the new screening places of this new art and experimental movies. Video art beginning with the studies of Nam June Paik in 1960s presents another watching experience by moving out of the traditional cinema.

This experimental and artistic studies meeting with the audience through video technology show a change based on the presentation form of the narration in terms of watching experience. Like in Edison's kinetoscope, the audience watches the narration, images, and voices in the video as an individualistic experience. They think about the story and interact with the work of art. An effective watching process is experienced. Each study develops with another watching experience particular to the study. This watching experience is related to the unique structure of the work of art. Presentation form and environment are arranged according to the design of the artist. The audience focuses on the narration by wandering around or sitting in the hall. Narration is watched with an effective watching process by thinking and interpreting. Place, time, light and voice status in the environment are parts of

the presentation method of work of art. Video art studies are open to an effective watching experience with the opportunities provided by the creativity of the artist and digital technology.

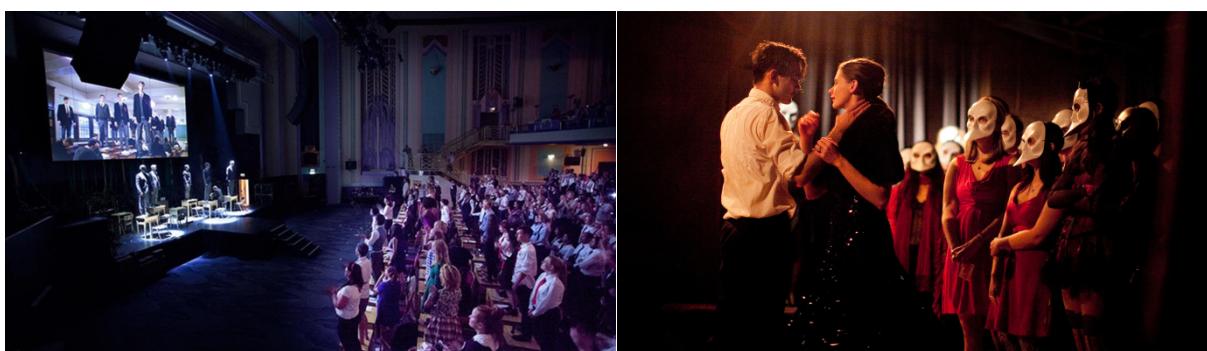


**Picture-4: Video art- Museum of Modern Art**  
**(URL-4: Google)**

**Picture-5: Expanded cinema- Doug Aitken**  
**(URL-5: Google)**

Experimental screening formats of the movie emerged with video art are accepted as a sample of expanded cinema. Gene Youngblood mentions that expanded cinema provides the audience's participation in cinema. To him, the audience wanders around image, voice and spatial structures and becomes a part of a creative mutual interaction ([www.artfulliving.com.tr](http://www.artfulliving.com.tr)). Movie's environment presented through video is a new situation in terms of positioning subject and object in the watching experience (Jameson, 1994: 117). Thus, limits of cinema are pushed, one-way relationship between audience and screen is refused and multimedia performance is experienced with different presentation forms of video. An art gallery or public sphere expands the physical space. When a movie is shot in these kinds of spaces, the narration of the story may become integrated with physical space narration. In some way, it integrates its story into the movie.

This interaction form in the expanded cinema created new tests such as Punchdrunk theatre where the real-life experiences were sustained in performing arts, as well.



**Picture-6: Secret Cinema**  
**(URL-6: Google)**

**Picture-7: Punchdrunk Theatre**  
**(URL-7: Google)**

The audience determines narration themselves by putting masks on and crossing from a room to another (Higgin,2017). Initiatives such as Secret Cinema include the audience into the story and create a new kind of interaction form by providing an atmosphere in which the audience takes place. The audience turns into a character with the costumes in the story of the movie. They experience the story as in theater stage or movie set by being part of it.

There are also books that readers create their own story by changing the story flow. For example, Choose Your Own Adventure book by Edward Packard presents two or more options for the reader. Readers continue to reading by picking one of the options such as "if you want women to enter her neighbor's home, go to page 10" or "if you do not want women to enter her neighbor's home, go to page 12". These books have different endings (Sezen, 2005:92).

The first example of the interactive cinema in which audience interfere with the story telling is Kinoautomat system developed by Radúz Činečera. The audience vote one of the two options by pressing the red and green buttons on their seats. Before voting, movie stops in nodal points of the story and attendants in the hall explain the options to the audiences. Then, the option determined by electronic voting is presented from one of the devices working simultaneously (Sezen, 2005:85-86).

These experimental studies aiming efficient and effective participation of the audience to the storytelling are independent and leading movies apart from commercial concerns. Cinema getting out of the hall with experimental studies created a new cinema form out of its own ritual with marketing movies with videotapes and presenting them on the TV.

Digital technology has brought new opportunities to forms of communication and watching experiences in the cinema. The atmosphere of cinematic narration is flourished with digital effects. Cinema is within the competition of commercial existence towards television and in the search of supremacy by developing watching diversity in this competition. Three dimensional (3D) and four-dimensional (4D) projections are cinema's initiatives for increasing its attraction and gaining supremacy in watching. Three-dimensional projection experienced in the 1920s at first is the center of interest with rich effects in certain periods. However, reality feeling experienced by the audience does not change their position towards narration. This reality feeling and passive watching have also experienced in specially designed watching places. Reality creation experiences such as mobile seats, scent, smoke, wind and lightning effect are conducted in these specially designed halls. This collective watching experience including three-dimensional reality perception was created as a personal watching experience with Sensorama cinema movie projector and Sensorama 3D cinema movie camera in 1962. As in Edison's kinetoscope, individual watch three-dimensional movie supported with mobile seat, scent, wind effect and stereo voice in a machine. Sensorama is a pioneering device of virtual reality and augmented reality applications ([www.mortonheilig.com](http://www.mortonheilig.com)).



**Picture-8: Sensorama machine**  
(URL-8:Google)



**Picture-9:Semsorama 3D camera**  
(URL-9:Google)

People experience a reality with voice, image and touching sensation in virtual reality applications regarding science fiction cinema. Virtual reality applications present an interactive watching in the environments related to various fields particularly the field of the game with a joystick or remote control.



**Picture-10 VR applications**  
(URL-10 Google)



**Picture-11 VR watching experience**  
(URL-11 Google)

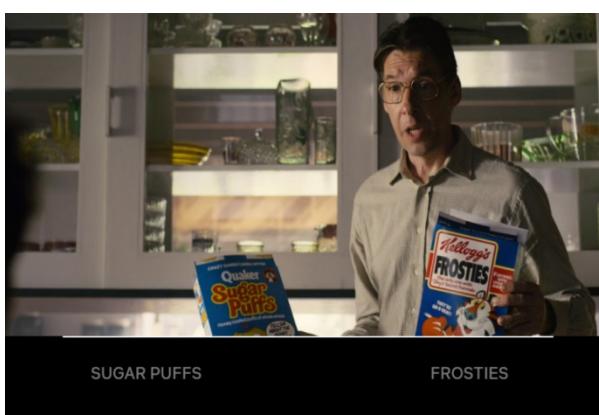
Digital technologies, developments in the world of internet and informatics bring innovation to the forms of television or cinema movie projection and watching. The notion of interactive television shaped with Internet Protocol television (IPTV), WEB TV (Internet Television) and other digital platforms change the forms of television watching. Now, the audience does not have to comply with the broadcast streaming. They can watch the program or movie they want whenever they want. TV audience has the opportunity to stop, take back, save the programs including live broadcasts (Kandemir, 2013:29). Digital platforms such as IPTV and OTT (Over the Top Tv) can carry the movie and series watching experience of the audience to an interaction form in which they can choose their own story. OTT technology is a technology used by digital movie projection platforms as well. OTT is transmitting the tv and video contents through devices that can connect to the internet on the web (Taşkın, 2017). One of the digital platforms using OTT technology is Netflix. Netflix is a new movie-watching platform including all watching experiences related to cinema, video-DVD, television and visual expressions on the computer. Netflix transforming into a production company and producing its own movies has become one of the most important actors of the cinema sector with its new watching forms. The first example of interaction movie of Netflix is the movie Black Mirror: Bandersnatch. Black Mirror: Bandersnatch includes a production and watching experience that the audience participates in the development of the story.

### **Black Mirror: Bandersnatch movie and Interactive Cinema**

Black Mirror is a science fiction movie broadcasting on Netflix. The fifth season of the production faced the audience with a cinema movie. The movie was uploaded on Netflix with the name of Black Mirror: Bandersnatch on December 28, 2018. The movie duration was explained as 90 minutes.

Black Mirror: Bandersnatch tells the story of a young person named Stefan Butler aiming to turn a book with the same name from the series of "choose your own story" into a computer game. The movie directed by David Slade has a flow making the audience to choose their own story like the book. With this characteristic, it may also be an example of algorithmic cinema in terms of scenario and production process. In line with the options presented to the audience, the scenario was written and shot according to different story flows. In the credits, the movie was asked to be watched as below: "Change your mind. Change your life. Choose wisely. You are not in control." These words invite the audience into an interactive watching experience even at the beginning of the movie.

Two options were presented to the audience on decision moments throughout the movie. The audience makes a choice using their mouse or keyboards between two options in certain parts of the movie. The audience determines and directs the decision and behaviors of Stefan Butler, the main character of the movie and storyline. When the audience does not make a choice, the system chooses on its own and the movie continues. The audience changes the direction of the story when they make a choice. There are 5 different endings in the movie. If the audience wants to see all of these endings, they can turn to decision moments in the story and go to different endings. In this way, the movie duration can lengthen to 5 hours 12 minutes.



**Picture-12: Cereal option**  
(URL-12: Google)



**Picture-13: Doctor-Colin option**  
(URL-13: Netflix)

There are numerous moments in which the audience choose one of two options in the decision moments of the main character, Stefan Butler. Some of the choices done by audience include trivia

choices that do not affect the story flow. For example, cereal choice in picture 12 is that kind of option. These choices reinforce the feeling of changing the story flow with the choices of the audience. The choice between visiting Dr. Haynes and watching Colin in picture 13 is one of the options that change the direction of the movie. Story fictionalized on creating computer game wants the audience to take continuous decisions like Stefan. A certain part of these choices comprises of dead ends that turn the story into decision moment again. When the audience encounter with a dead-end, they turn to decision moment and continue to story by choosing the other option.

Black Mirror: Bandersnatch has different endings that reached by several choices directing the decisions of a movie hero. However, the audience cannot rewrite the movie with their choices. They make choices from an algorithmic flow presented to them. They turn into a watching subject moving on prewritten endings with their choices. Audience act in a story universe with options created by the movie production team. They cross from one room to another, watch different versions of the story as in Punchdrunk theater. This watching experience resembles kinoautomat system in terms of interaction form. Interaction is formed with the choices of the audience. There are movies such as The Butterfly Effect (2004) and I Am Legend (2007) that presents alternative endings to the audience in the cinema. However, the audience does not interfere with story flow in these movies. The audience watches the movie with alternative endings within the normal time of the movie. The main difference between Black Mirror: Bandersnatch and these movies is the interactive watching experience.

Black Mirror: Bandersnatch has a narration including the Brecht's alienation effect. Interactive watching experience prevents the audience from being lost in the story of the movie and passing into another reality level. Audience consumes the story by interfering it and with the awareness of its being just a movie like in Godard movies.

## Conclusion

Watching experience of cinema also changes in this digital era. Future of cinema is open to new experiences. In this sense Black Mirror: Bandersnatch is one of the most typical examples of interactive cinema. Black Mirror: Bandersnatch has a distinct characteristic in terms of its algorithmic fiction, it's being shot based on this fiction, projection environment, interactive watching experience and passing between reality layers. This characteristic gives an appearance including signs peculiar to the future of cinema.

Cinema movies got out of the halls and could be able to watch on different platforms thanks to digital platforms and common use of these platforms on a global scale. There are also movies produced only for digital platforms. These opportunities provided by digital technology will also affect the production and consumption forms of the movies. Scenarios including alternatives and directed with the choices of audience and shooting of these scenarios means more expensive and complex production process.

Black Mirror: Bandersnatch produced with the thought of a production and watching experience similar to the computer games provide a personal watching experience. This is similar to the experience of watching required Edison's kinetoscope or sensorama machine which was used in later years. A person determines the options in the story of the movie, and it is watched with the form chosen by that person. A few people may be on the computer, but one person decides and apply the decision. Digital platforms broadcasting with OTT system through the web such as Netflix has made cinema movies watchable in every environment and time through mobile devices. Watching movies everywhere may bring the entertaining function of the cinema to the front. Cinema may turn into a dramatized art with watching type.

Virtual reality and augmented reality applications set into motion by digital technology can create new forms of interactive cinema. Artificial intelligence may also have a say in the future of the cinema and turn into the author of new stories. Movies having various versions changing according to brain signal may be shot as the British scientists in the Nottingham University tried. The question is: Will the audience be able to have the full control of the story in the forms of interactive cinema? Will the scenario be able to be rewritten while the movie continues?

All these development and interactive cinema experiences will carry the question of "who is in control?" placed in the subtext of the movie Black Mirror: Bandersnatch into the future of cinema.

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# The Usage of Green Gamification for Public Interest Function of Public Relations

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## Abstract

In recent years, rapidly developing communication technologies change the way of life, habits of the people, and also the structures, business processes and policies of the institutions. Public relations, which is considered as a management function in institutions, is constantly developing and changing its tools and methods accordingly. Public relations, which establishes a bridge of communication between the institution and its target audiences, also tries to fulfill the obligations of institutions to provide public interest. Public relations, which tries to integrate the opportunities and tools of the changing digital world into communication activities, has to renew its projects for public benefit within the scope of this integration in terms of form and tool. Green gamification is a field used in the public interest in the world, mobilizing target groups in social sense and creating social sensitivity. Throughout the history, although the purpose of the games remained similar, their forms and tools have changed. Today, games have become one of the major tools in the digital world. The games and gamification studies offered by the digital world for public relations appear as an important tool for ensuring the continuity, interaction and diversity of the relationship established while entertaining the target audiences. Today, institutions have to work with multiple channels in order to reach the individuals who are constantly changing and transforming their wishes, habits and expectations. Within the scope of 360-degree communication, public relations must integrate each work and each communication tool. In this regard, with the aim of creating attitudes and behavior change in the individuals within the frame of public interest, many examples from the world are encountered when the green gamification activities used in the digital world by public relations are examined. However, it is seen that the institutions in Turkey haven't developed themselves sufficiently in this respect. In this study, it is aimed to present a proposal for a model for Turkey by examining the green gamification studies which have started to spread around the world and found its area of execution in the frame of public interest.

Keywords: Public Relations, Public Interest, Green Gamification, Digital Public Relations.

## Introduction

Public relations profession has obtained new functions through its evolutionary process over the years. Public relations is one of the primary actors that will provide the basis of reconciliation, partnership and cooperation between digitalizing, multicultural and postmodern world's transforming organizations and their target audiences. While organizations expect responsibilities from public relations such as reputation, image management, crisis communication, media relations and brand communication, target audiences also have expectations from the organizations. Target audiences and social stakeholders also expect to be informed, to be participated in decision-making processes of the brand, and want their wishes and demands to be heard. Public relations, main responsibilities of which are to look out for the public interest and strengthen public trust, have to fulfill these duties and responsibilities in different ways and dimensions in the digital world due to changing technology. One

of them is gamification, which has started to lift its effectiveness in recent years. With its dynamics, mechanics and reward systems, gamification provides suitable environments for the socialization and social integration of the digitalized generations. Now that gamification, with its tactics and methods, has newly entered the studies of the organizations' marketing, human resources and public relations departments, it is attention-grabbing that, for instance, very few studies have been carried out in the field of public relations. Having been effective in warning and activating target groups in the presence of the changing and increasing problems of the world in recent years, green gamification is a current issue. Especially, linking green gamification and public relations and creating a model intended for the application, reveal the main purpose and importance of this study. It is thought that social responsibility-based green gamification applications will be used more intensively in public relations within the frame of sustainability projects.

## Literature

### Public Interest Function of Public Relations

Every organization has its main foundational purposes. Foremost among them are yielding and earning profits. After that, in line with their vision and mission, and pursuant to their sectors; organizations pursue to maintain their institutional entity with a range of business purposes such as growth, increasing market share, establishing new partnerships, extending to foreign markets, buying new businesses, entering new sectors, increasing the number of distributors, offering new products and brands to the market. In line with these goals, Bilgin (2010: 41) indicates the purposes of public relations in terms of organization as encouraging private entrepreneurship, protecting the business, empowering financially, earning reputation, developing relations, and also providing brand awareness, brand preference etc. Bilgin states that the social objectives of public relations are to enlighten the public, to ease the relations between public and administration, to provide cooperation with the public, to listen to the demands, complaints and requests of the public.

If organizations could keep their reality protecting public interest and are righteous in the activity that they are conducting, they can convince their target audience as well as easily refute the opposing campaigns that come from the rival organizations. The duty of a public relations specialist is not to do a campaign by any means, but to do what is right (Bilgin, 2010:201).

Interaction and communication works offered by public relations within the frame of public interest are also corporate social responsibility projects. Social responsibility activities are also considered as the projects that the organizations turn their faces to get rid of their target audiences' negative point of view as the harm they cause to the environment and nature increases and to meet the expectations of the target audiences expecting social awareness. According to Milton Friedman (1962), the only social responsibility of businesses is to increase profit. Nevertheless, organizations are expected to do more than just profit-making activities and have social awareness in today's competitive environment where the target audience becomes more selective. Today, businesses have to have the responsibility not only to their shareholders but also to society and all stakeholders. This necessitates more social awareness and related studies. As changing expectations of society play an important role in gaining new identity in terms of the organizations, public relations have the responsibility of responding to these social expectations (Göksel, 2013: 134; Maden, 2012: 172; L'Etang ve Pieczka, 2002: 160; Peltekoğlu, 2007: 187).

Sharpe, who says one of the ideal roles of public relations is mediation between the organization and the society, states that the purpose of public relations is harmonizing the social environment and the organization through constantly communicating to achieve mutual reliability, public trust, fair behavior, mutual understanding and respect. (Sharpe, 1990:23, as cited in L'etang and Pieczka, 2002:173)

One of the main goals of all these projects and activities on behalf of public interest and social responsibility is to raise awareness in the society, to evoke them, to create positive attitude and behavioral change, to establish an environment that is based on cooperation between the organization and the target audience in accordance with common interests.

Remarking that the value of public relations frequently discussed within the scope of social value, Ehling (2005: 644) states that varied theoreticians tend to attribute the social role of public relations to corporate social responsibility in particular, and to the public interest in general.

Although there are lots of discussions and conceptual confusions over public interest/public benefit, in reality, this concept continues to be involved in public policy and regulation process. Public interest/public benefit appears as a concept used in a wide range of fields and disciplines that mostly cross with public relations over the last decades. Public interest, including the media, became the heart of many fields such as laws, politics, politics and regulation, anthropology, accounting/finance, psychology, economics, healthcare.

According to the modern definition that Public Relations Society of America (PRSA) defined in 2012, public relations is a strategic communication process that establishes mutually beneficial relations between organizations and their community. According to the definition of Canadian Public Relations Society (CPRS), public relations is the strategic communication management used for the mutual usage of relations between an organization and various communities, achieving its organizational goals and serving the public interest. It is seen that, both definitions emphasize the mutual benefit function between the establishment and target audiences of public relations.

According to Bivins (1993: 126), public relations have no choice but to define public interest in a way society accepts. Otherwise, it will mean deceiving the people. Bivins suggests implementers act for the benefit of individual clients, to make public relations services accessible to all those in need, and to serve the public interest.

Stating that the aspect of prioritizing public interest should be at the center of ethical practices, Messina (2007) points out that acting for public interest has become one of the most explicit functions in the sector. Mechling (1975) indicates that public relations has a certain capacity to work on public interest and also has the ability to achieve this.

The concepts, which prepare a necessary foundation for the realization of public relations projects in accordance with public interest, are concepts such as participation, responsibility, transparency, reconciliation and sustainability. In addition to these concepts, public engagement also forms the basis in this process. Yıldırım and Karafes (2011: 19) define public engagement as the concept which brings social synergy in the long term, as organizations and the public mutually taking on an obligation, working and acting together from the period of building trust to making it consistent.

Considering the scope of definitions, functions, duties and responsibilities of public relations, it is observed that there has been an increase in expectations and projects in line with public interest over the years. Especially with the improvement of technology, there is an increase in the number of consumer and citizen-oriented services and product designs. Today's internet generation comprises of individuals who love and prefer interaction, sharing, participation, cooperation, following, information transfer. These individuals have similar expectations not only in their personal lives, but also in social relations and economic and political processes. This condition leads public relations -as many other structures- to digital so that it can be closer to the target audience. The structure that is called as digital public relations (Digital PR) has gained a new dimension especially with the existence of social media environments.

## Digital Public Relations and Gamification

Public relations having renewed itself as digital public relations in a world of digital media and information technologies, it appears in that world where people spending a long time in different roles and ways.

Digital-oriented integrated communication projects, such as social media management, social network labeling, dictionaries, blogs, forums, news sites, e-bulletins, e-mail marketing, search engine marketing (SEM), search engine optimization (SEO), corporate web design, news/ announcements/interviews/publicity bulletins published in digital newspapers and magazines, online reputation management, online crisis management, content marketing on social media, press rooms,

intranet/extranet applications, growth marketing etc., could be counted as the elements of digital public relations (Sözer, 2018; Kaygısız, 2016; Tezsezen, 2017).

Digital public relations have great importance with regards to organizations communicating the products and services to their potential buyers. Ensuring participation through platforms such as Ekşi Sözlük, personal blogs, şikayetvar, Trivago, Swarm, influencing consumer attitudes and thoughts through scoring, minimizing negative contents and conducting reputation management, reveal the importance of digital public relations. Besides, public relations have to be more active in managing today's crisis and conducting on social media and digital arena (Kaygısız, 2016). Making one-to-one communication with the target audience, showing active participation on social media in terms of brand image and continuity, and sharing regularly are important for digital public relations (Tezsezen, 2017).

Another digital means that provides one-to-one communication, interaction and feedback with the target audience is digital gamification. Game and playing game have been one of the keystones of our lives since the existence of humanity. One discovers sharing, learning, thinking, questioning, participation, and fun via games. Transferred from stones, bones, street to the digital, game has become one of the main activities of today's internet generation. Johan Huizinga (2018) underlines that the only thing as old as the history of mankind is the game.

Simon Sinek states that people satisfy their need for socialization—which is one of the main needs of them—through social media or games; even when at a meeting or at work time, they check on their e-mail, Whatsapp or social media accounts, and that there is a generation that gets what they want immediately, sees themselves at the heart of all processes and cannot focus on any subject fully. Sinek emphasizes the need for more innovative approaches such as feedback, target, intrinsic reward, appreciation, achievement and stories (cited by Yılmaz, 2018: 22-23).

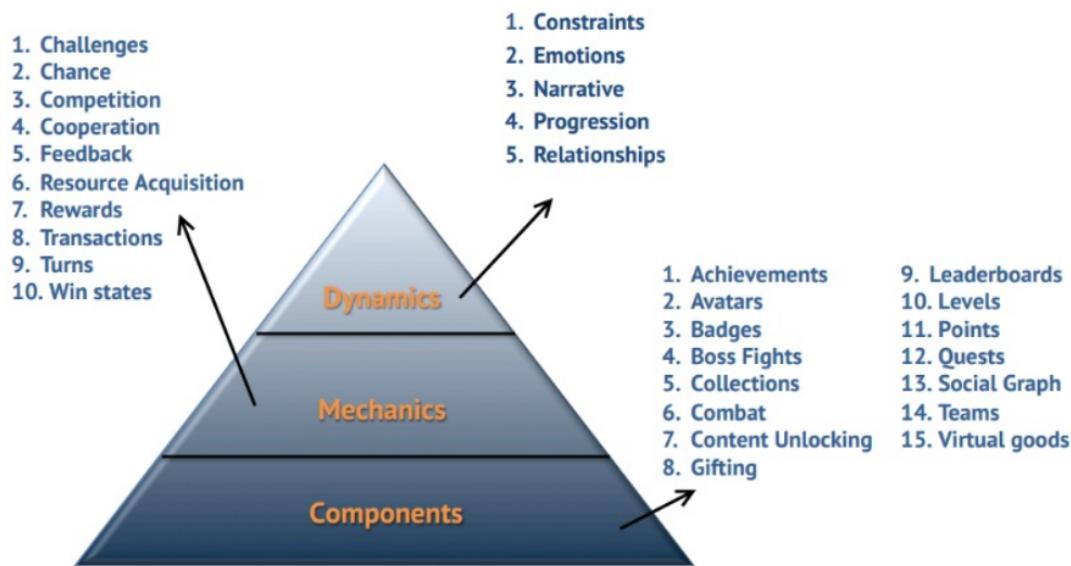
Gamification is that using the way of thinking in the game and game rules for the purpose of attracting user's attention and solving problems (Zichermann ve Cunningham, 2011). Gamification gives an opportunity to build game-based communication with the target audience by benefiting from the digital and traditional game methods (Akbulut, 2018: 98). Gamification is an approach that solves the motivational problems of real-life with game design techniques, targeting behavioral change in long-term on participants. Gamification is not about playing a game; it is about applying game design techniques into non-game fields. Gamification, which aims to the “feelings of playing game” rather than just playing game, has three parameters such as a *motivational problem*, a *game technique that one tries to solve*, and *directing one to behavioral change* (Yılmaz, 2018:28- 29).

Gamification is the process which including something (a website, an organization application, an online community) that already exists and inserting the game mechanics in it to motivate participation and commitment. Gamification, using data-driven techniques, applies them to non-game experiences to motivate actions that add value to the work of individuals.

According to McGonigal (2011), four main features defining games are goals, rules, feedback system and voluntary participation. While the goals define the reasons why the players are there, what they want to reach; the rules show the players how to achieve these goals, what to do and what not to do. The rules force the players' creativity and strategic thinking. While the feedback system shows players how close they are to their goals, what they need; voluntary participation means the independence of the players and shows that all the players accept the goals, the rules and the conditions of feedback knowingly and willfully.

Werbach and Hunter presented a hierarchical model of dynamics, mechanisms, and components for gamification. According to this model, while dynamics create the big picture of the gamification system; mechanisms are the fundamental process that improves movement and enables player participation. Components are specific samples of mechanics and dynamics. While *Dynamics* that form the construct of the game consist of the sub-factors that are constraints, emotions, narrative, progression, relationship; *Mechanics* consist of the factors such as challenges, chance, competition cooperation, feedback, rewards, transactions, resource acquisition, turns, win states. Gamification *Components* consist of the factors such as achievements, avatars, badges, leaderboards, levels,

virtual goods, etc. Sub-factors of dynamics, mechanisms and components consist of the following (Figure 1) (Werbach and Hunter, 2015):



**Figure 1: The Pyramid of Game Elements (Werbach ve Hunter, 2015)**

Dertling et al. (2011: 12), states that the game factors are not peculiar to the game as they can be found in non-game environments. Game factors are *characteristic of games*, and for this reason games can only be appropriately defined with their own factors.

The keynote speaker of TNW Conference 2012 and the founder of a gamification website called [www.gamification.co](http://www.gamification.co), Gabe Zichermann states that gamification does not mean to offer free things. Especially marketers and managers are trying to reward consumers and employees with something free. However, it is necessary to reward these people with status. People are emotional beings. Offering free products is a fast winning, but offering consumers status above their competitors has the potential to create longer-term brand loyalty (Zichermann, 2012).

Gamification strategy is based on motivation, game design and triggers. Everyone's motivation level may be different, as well as motivation tools. Unfortunately, it can be seen that, in most game models, internal rewards, where external rewards (money, fame, badges, compliment, etc.) are heavily used, are not adequate. It has been shown in many studies that external awards do not create permanent change (7summitsinc, 2013). Gamification is used to trigger emotions below motivation. When looking at the works of Harry Harlow (inner motivation) and Edward Deci and Richard Ryan (self-determination theory), it is seen that external motivation is a motivation form such as reward and feedback, which is not under our control and is formed by extrinsic direction. Intrinsic motivation is the motivation of an action we take with a decision coming from within us, which is the magic of gamification (cited in Yılmaz, 2018: 47-48). The main purpose of gamification is to provide the participants with the sense of game to exhibit the behaviors expected from them and to give internal and external rewards to motivate those who show these behaviors.

Marczewski (2019) reveals the factors of RAMP, relatedness, autonomy, mastery and purpose, which lead gamification based on the intrinsic motivation factors that Deci and Ryan position as autonomy, competency and relatedness. While relatedness means social and emotional bonding with other people, this desire is fulfilled by social status and networks in gamification. Autonomy is the need for freedom, self-expression, and creativity. Gamification allows users to make certain choices and express themselves. Mastery is the process of having skills in one field. In gamification, users are shown how close they are to the given target, what stage they are at and they are given various rewards at each stage. The goal is the desire to help others, is the want to know why what you do is

important. In gamification, users are also trained in their roles, but in the meantime, a way that they can give back to others can be provided.

Werbach and Hunter (2015) provide a 6-steps frame for a successful gamification model. The steps of this model expressed as D6 are defining business goals, delineating target behaviors, describing players, devising activity loops, deploying tools, and adding fun.



**Figure 2: Werbach D6 Gamification Framework (Werbach ve Hunter, 2015)**

The Octalysis gamification model developed by Yu-kai Chou identifies 8 Core Drives that motivate people to act (Yukaichou, 2014).

1. Meaning: This is the impulse that makes people motivated because they believe that they occupy with something bigger than themselves.
2. Accomplishment: Internal urge is needed in order to progress, develop skills and ultimately overcome the meaningful challenges.
3. Creativity: When a user enters into the process of creativity, he/she has to constantly try out different action combinations to solve the event and to continue.
4. Ownership: This is the drive that users are motivated because they feel they have something (fortune, properties, data, collections, etc.).
5. Social influence: All social factors that guide people; mentoring, acceptance, social reactions, friendship, competition, and envy.
6. Scarcity: This is the driving force of desiring something you can't have because it's a scarce source or you're denied access.
7. Unpredictability: The desire of those who want to know what is going to happen in the next step, such as watching a movie or gambling.
8. Avoidance: This core drive relies on avoiding anything negative.

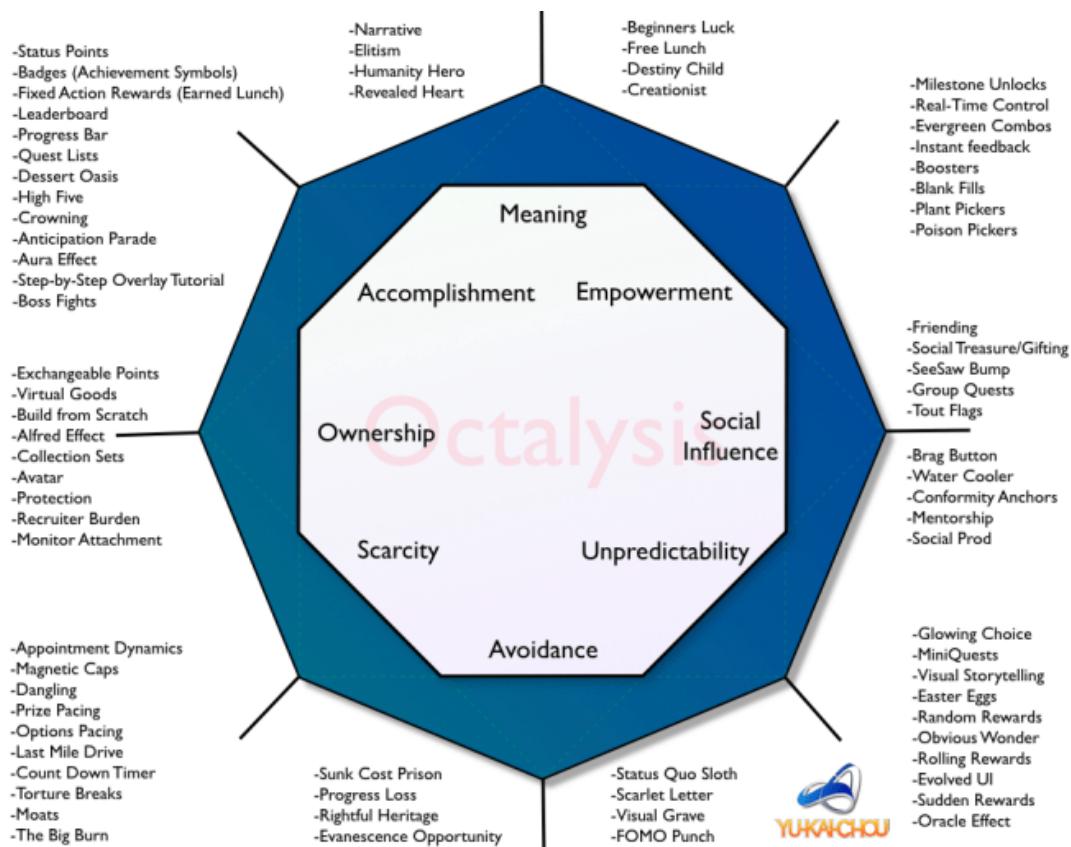


Figure 3: “Octalysis -The 8 Core Drives of Gamification (Yukaicho, 2014)

## Green Gamification as part of Public Interest Function of Public Relations

Considering the social responsibility function of public relations, the concept of sustainability emerges. Lubin and Esty (2010) define the concept of sustainability as a developing megatrend that would touch every function, every line of business, every employee. Today, especially all organizations that aiming at sustainability are paying regard to social responsibility in their activities and in all relations with their target audiences. This responsibility could be expanded as in the form of all target audiences that organizations have the responsibility of which such as their employees, their consumers, nature and environment, government, society, etc.

In recent years, using game design factors in non-game content (gamification of content) has become an important trend in the industry. Game developer Jane McGonigal expresses in her book she wrote in 2011 called *Reality Is Broken: Why Games Make Us Better and How They Can Change the World*, that gamification has the power to save the world due to its potential to encouraging desired behaviors (Fors & Lennerfors, 2016: 164). Software companies discovering this potential have launched many applications since 2010 to today that encourage energy-saving behavior, make recycling fun, and help the user to travel more environmentally friendly.

When we analyze the social responsibility applications in the international field, a new concept called green gamification appears. Green gamification has been started to use densely to increase and sustain user interest, and to promote specific behaviors, especially in environmental sustainability (Joy and Chiramel, 2017: 83). Gamification is a rapidly growing industry with the potential to help solve global climate and environmental challenges. With an application that is designed as using game design techniques and game mechanics in line with a certain ecological purpose, reaching the large masses and making the people act is possible. Based on the development of technology and the increasing usage of smartphones, organizations, non-governmental organizations and other social organizations use gamification techniques by creating various applications about this issue to raise awareness, and in some cases, to collect donations.

There are many successful applications operating internationally in the fields such as energy saving, recycling, waste reduction and etc. International examples selected from these applications that motivate people to behave responsibly in protecting the environment, evaluate people's activities in this field, enable them to share and compete in social environments, promise them to have fun and save the planet with green gamification are explained in details below:

**Opower:** Opower is an American software company. The company, which signed an agreement with Facebook in 2012 in cooperation with the Natural Resources Defense Council on the issue of energy saving, has launched an application which internet users can compare their electricity expenditures with other users. Recording the electric expenditure information written by users on a daily basis, the application aims to raise awareness in limiting expenditures and energy consumption through the warning signals sending to users (Radikal, 2010). Besides, users can announce their progress in energy saving on their Facebook accounts and compare them with their friends. In addition, users have the opportunity to participate in competitions about decreasing energy use in households.

The company which aims to change people's attitudes and behaviors in energy saving, enables users to compare electricity consumption with similar houses in their neighborhood (such as the best neighbor, the average neighbor), with tools such as a mobile application and a manageable thermostat. The company also warns its users about saving, and with the words of Laskey, carries out "the world's largest behavioral science experiment" (Laskey, 2013). Aiming to change attitude and behavior, one of the main purposes of public relations, the company expressed that people who experienced Opower had decreased their energy consumption by 2% (1-terawatt energy saving per year) and saved 120 million dollars. Providing a powerful combination of behavioral science, data analytics and marketing techniques, the company had made energy saving fun by using the power of gamification and had used the basic factors of gamification such as rewards, badges and contests in its practices by using competition. More than 75 public institutions, which had seen how effective Opower is, had become partners with the company.

**SAP:** German software giant SAP uses gamification for reducing car emissions and the amount of money and fuel spent on company cars. The company developed an application called "TwoGo" that businesses can use to encourage their employees to make a saving. Created as a car information sharing system, TwoGo allows employees that use the application in Germany to connect and match their routes to each other (Weinreb, 2011). Thanks to this application, users can earn points, follow keep up with their friends and donate their money to charity organizations. There are also social factors in the application used by 20,000 registered employees. Users are matched in line with their common interests and have the opportunity to socialize, make friends and interact. Linking social aid to financial and environmental benefits through such applications not only enables users to save money and reduce fuel consumption but also ensures employees to participate in and persist their gaming efforts.

**Joulebug:** Joulebug, having the slogan "Play, Save and Share", is an application designed for iOS users to make their daily habits at home, work and game sustainable. The application gives users clues with the intent of reducing energy. Users compete with their friends for competitive energy saving, and the users who perform the most tasks receive various rewards. In the application that has sections such as simple actions, impact statistics, bonuses, "how-to-do" videos, helpful links, clues, leadership rankings, badges, latest sustainability news, local communities, users can share how they make a difference in energy usage and encourage their friends. In addition, the application promises to saving money, having fun and protecting the planet (joulebug, 2019). Supported by organizations such as Siemens, City of Austin, IKEA, Michael Baker International, Bose and Colorado State University, the application is available in free, paid standard and paid premium versions.

**PracticallyGreen (WeSpire):** The company, operating in the field of digital sustainability, helps global organizations and their employees adopt healthier and sustainable choices at work, at home and in social life. The company's cloud-based web and mobile applications provide the tools to raise awareness of sustainable applications, strengthen actions, and measure environmental, social and financial impact. For this purpose, the application uses social networks and gamification mechanics. The application was chosen as one of the great green ideas by Fortune Brainstorm GREEN in 2012. The company's cloud-based platform uses social networks and game mechanics to raise awareness of sustainable applications, strengthen actions, and measure impact. The company,

having Unilever, CA Technologies, Sony Electronics, NBC Universal, Sony Pictures, and Caesars Entertainment among its clients, integrates with the organization's intranet, e-mail, and corporate index systems to enhance and monitor employee engagement initiatives. It can also be used on mobile devices. Features of the platform are Themed Projects (employees can work together on certain themed projects such as zero waste in the workspace), Repeatable Operations (certain repeatable actions on employee habits – such as using public transportation vehicles, turning off computer, using LED lamp), Advanced Social Features (in addition to commenting and liking, users can post photos and tag friends after completing an action).

**RecycleBank:** RecycleBank was established in New York in 2004 and aims to promote recycling, waste reduction and environmentally friendly habits. With its mobile applications, RecycleBank rewards people in order to make them show daily green actions by offering discounts from local and national businesses. With this application, when users recycle, they earn points and rewards from the contracted local and international companies (coupons, discounts, etc.). For instance, Footlocker and Dunkin Donuts are members of this program. With various reminders, user can follow daily recycling and garbage collection processes and share their savings (Recyclebank, 2019).

RecycleBank also works with municipalities and when it increases recycling, the company takes a fee from municipalities for saving. The company, rewarding households for the amount they recycle, helps them increase recycling by providing a recycling container to every house. In this system, the user is rewarded, municipality allocates less budget for garbage collection, investor and solution partners reach the users with various advertisements, so everyone wins. In addition to these, recycling companies have an increasing material acquisition thanks to RecycleBank, and some companies, such as Coca-Cola, recycle some materials like plastics, aluminum and cardboard and return them to the manufacturing supply chain (Zhao, 2008).

The application which allows the users to share their personal stories to encourage them and make them act also uses behavioral science to make people feel part of a team or society. Acting with the gamification strategy, the application uses the reward system for motivation. The user earns points for each friend he/she invites. RecycleBank has also established the One Twine site, which sells products in a variety of categories to attract consumers who want to buy environmentally responsible products. Users can earn discounts with their points here (Recyclebank, 2019). With this initiative, the company attracted the attention of the capital owners and investors, and the investors such as Kleiner, Perkins, Caulfield and Byers invested about 30 million dollars to the company. As a result, the recycling rate in societies using the RecycleBank program has doubled.

**Oroeco (Gamified Climate App):** Established in 2011 and has a slogan “A fun, easy and rewarding way for everyone to help solve climate change!”, Oroeco is an application designed for carbon footprint tracking. It allows the user to monitor the impact he/she creates on the climate by automatically placing a carbon value on everything he/she buys, everything he/she eats, the energy he/she uses. Working together with University of California, Berkeley’s CoolClimate research group and the US Environmental Protection Agency, the company compares the users’ usage data as using scientific data.

The company, which has a mission to utilize technology to solve some of the world's biggest problems, states that people's daily choices (organic, fair trade, low-carbon, non-GMO, zero trans-fat, safe, biodegradable, non-toxic, cruelty-free, natural or local, etc.) are very important. With personalized tips, the company informs the user which saving will be beneficial for climate change. The application shows the users the effects on climate change at every stage of their lives from transportation to energy, diet, shopping and entertainment choices. With its carbon footprint calculator, it gives users the chance to challenge and compare their friends via Facebook on various subjects such as personalized tips on how to reduce the impact on the environment, savings tips on the spending issue, a reward-winning clean cook/kitchen project. The application that uses gamification technique has badges, rewards, status (such as climate champion status), scoreboard and level rankings (Oroeco, 2019).

**Commute Greener:** Designed by Volvo in 2009 to reduce the carbon footprint of its employees, this application was selected as an environmentally friendly project in 2011 by the technology magazine CIO that is published in Sweden. Using a personal carbon dioxide consumption

calculator, the application has been able to reduce the environmental impact of its users by up to two times and has been brought into the use of society by being combined with a strong social user network. With this application, users can make choices to find the most environmentally friendly and efficient way to travel and can monitor the environmental impact of their choices. It was first used in Gothenburg, Sweden and later spread to the America continent. In addition to civilian users, city planners can use the data collected through this application to enhance traffic management, increase information on public transport usage, and public institutions can provide economic and social benefits.

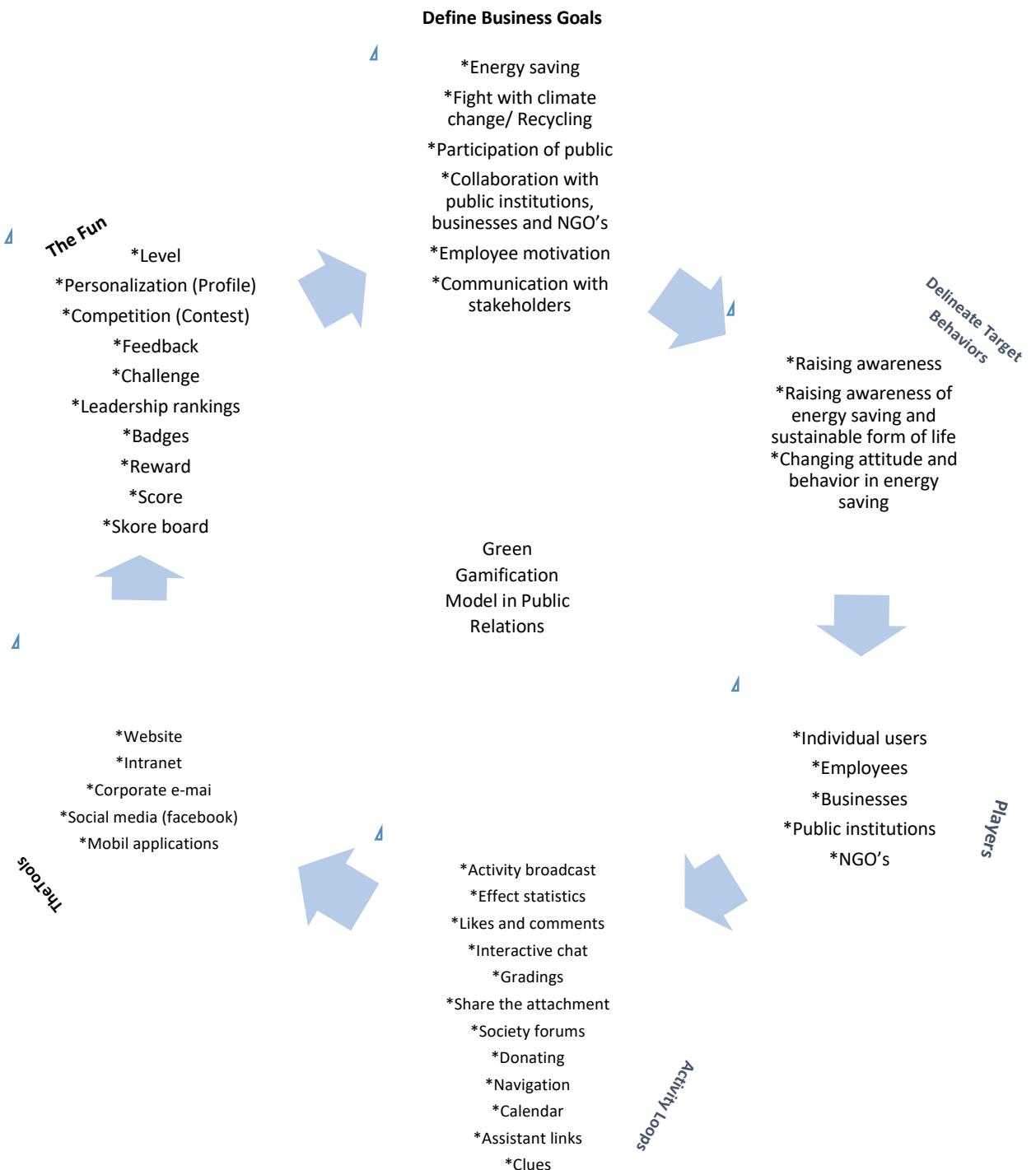
Commute Greener is an application that can be used by an urban administration, by an organization or by individuals. Public institutions (municipalities, etc.) use Commute Greener to achieve measurable results of more sustainable daily trips (reducing carbon dioxide, improving health), to create new ways for urban travel (improve the citizens quality of life), to ensure action management and public participation. Organizations can use this application to increase employee engagement in order to achieve business goals, to obtain measurable results that contribute to sustainable development, to reduce carbon dioxide emissions, to decrease costs and to ensure social responsibility of the company. The application can be accessed via web, smartphone and Facebook. There are many sections in the application such as comparison and sharing of results with other users, reward (for instance a user who prefers public transportation can be rewarded with a free coffee by the application), challenge, badges, levels and socialization. It promises the individual user entertainment, miles and money saving, benefits for the environment, a better route to travel and a healthier life (Commutegreenerinfo, 2019).

### **Green Gamification Model in Public Relations**

These mobile applications, which were taken as samples in order to form a model on green gamification and explained in details above, were examined in pursuant of Werbach and Hunter's D6 model and tabulated as follows.

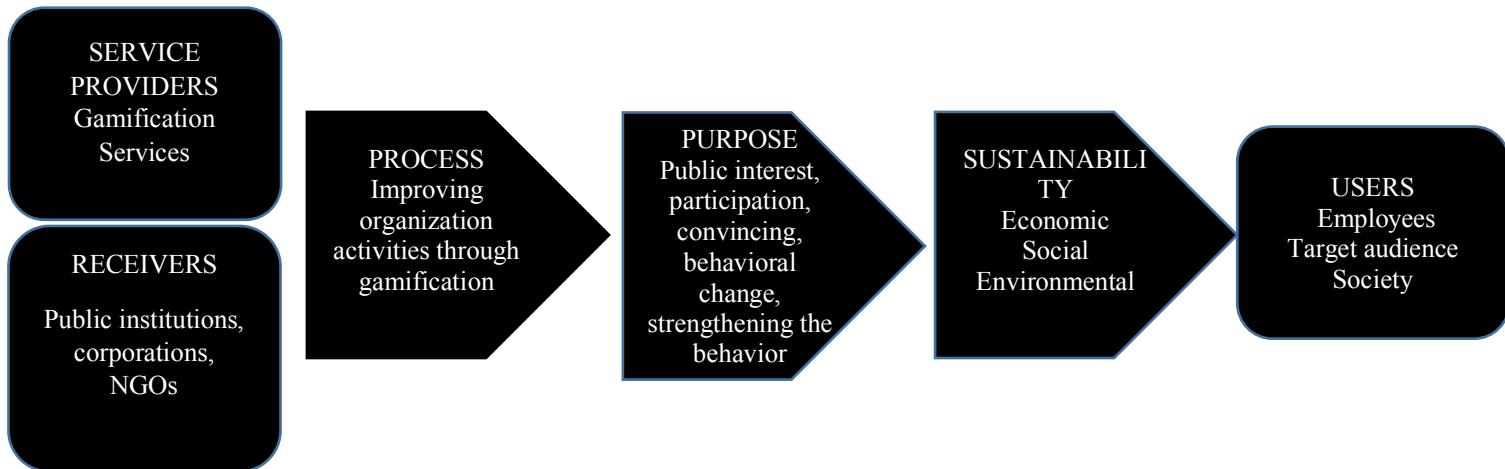
Applications and common specifications	Business Goals	Target Behaviors	Players	Activity loops	Gamification Techniques	Used Tools
<b>Opower</b>	Energy saving	Raising awareness	Individual users	Activity broadcast	Personalization (Profile)	Website
<b>SAP (Two Go)</b>	Fight with climate change/ Recycling	Raising awareness of energy saving and sustainable form of life	Employees	Effect statistics	Competition (Contest)	Intranet
<b>Joule Bug</b>	Participation of public	Changing attitude and behavior in energy saving	Businesses	Likes and comments	Feedback	Corporate e-mail
<b>Practically Green</b>	Collaboration with public institutions, businesses and NGO's		Public institutions	Interactive chat	Level	Social media (Facebook)
<b>RecycleBank</b>			NGO's	Gradings	Challenge	Mobile application
<b>Oroeco</b>	Employee motivation			Share the attachment	Leadership rankings	
<b>Commute Greener</b>	Communication with stakeholders			Society forums	Badges	
				Donating	Reward	
				Navigation	Score	
				Calendar	Scoreboard	
				Assistant links		
				Clues		

**Table 1. Examination of green gamification applications in pursuant of Werbach and Hunter's D6 model**



**Figure 4: Green gamification model in public relations**

As can be seen in Table 1 and Figure 4, the main goal of green gamification applications is to provide public participation as a business objective and to establish interactive communication with the target audience within the scope of public interest and social responsibility activities of the organization. In addition to the cooperation of public institutions and businesses, these applications, which can be opened to the usage of large target groups intended for NGOs and individual users, benefit from all public relations tools offered by digital media for interactive communication as activity loops. Using all the factors of gamification, many different incentives such as competition-based level, assignment, leadership rankings, badges, reward, score and contest are used in these applications. Alongside the mobile versions of all applications installed on smartphones, the collaborations with especially Facebook, which is one of the social media channels, attract attention.



**Figure 5: A Sustainable Gamification Process Model In Public Relations (Reinterpreted based on the mind map model of a sustainable gamification process model in tourism, in Negrușa et al., 2015: 11164)**

In the light of all these data, the model in Figure 4 and Figure 5 comes in sight for a sustainable gamification process based on social responsibility within the frame of public interest function of public relations. The process that started with the cooperation of the companies that provide gamification service, and the organizations that benefit from them-as service provider and receiver- should base upon the main functions of public relations such as developing the aims and activities of the organization through gamification, to realize the public interest, public participation, persuasion, attitude and behavioral change and to realize the existing behavior within the scope of the organization's social responsibility. These goals should be formed and presented to the target audience in a way to provide economic, social and environmental saving/benefit to the organization in line with sustainability.

## Conclusion

Today, it is known that the usage of digital media in the field of public relations provides organizations budget and time saving compared to traditional methods and offers an environment that they can communicate more effectively and ease of measurement. And therefore, gamification appears as a powerful tool in public relations practices aimed at creating attitude and behavioral change in the target audience. Gamification strategies enable game-based communication with the target audience. With an application that is designed using game mechanics and dynamics in line with a specific purpose, especially in sustainability, it is possible to make people act, to raise awareness and to create change in attitude and behavior. Gamification can also be used as an effective tool for socializing and public participation.

Public relations, which is an essential management mission for organizations, by its nature, must protect the public interest. One of the main goals of public relations is making the organizations and stakeholders adopt the social responsibility approach and integrating it into the corporate culture. Besides, the public relations executive who plans and implements the strategic communication processes should be aware of the social responsibility areas of the organization he/she represents and develop these works by considering all target audiences of the organization within the scope of sustainability. Especially in terms of sustainability, organizations need to be involved in activities in all areas that concern all the world such as energy saving, carbon footprint, and climate change. When we look at the activities of international organizations, we can see that many organizations commissioned the service providers to create green gamification applications or supported these applications within the scope of their social responsibility purposes. The research did not find this type of application in our country. It is seen that there is no study in the literature about the concept of green gamification either. Although there are very few studies of the subject of the group, process, activity or situation that are wanted to be examined in the scientific literature, such studies are defined as exploratory studies. That's why this study is an exploratory study for guiding the interested researchers and proposes a sustainable gamification process model for public relations.

According to this model, organizations can improve their works by integrating their activity loops (event broadcast, effect statistics, likes and comments, interactive chat, grading, sharing the attachment, participating societies, donating) and gamification techniques especially to mobile application, website, social media channels in line with their business goals and target behaviors. In our country, within the scope of sustainability works, public institutions, businesses, and NGOs can have green gamification designs suitable for their own purposes similar to the sample applications discussed in the research in order to both fulfill their social responsibilities and increase their social stakeholders and establish interactive communication. Or they can support these types of applications by making collaborations such as sponsorship. These kinds of applications will increase the organization's interaction and bond with the target audience, strengthen the public image and reputation, as well as enhance the support and loyalty to the organization.

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# Social Media Comments in Triangle of Belonging, Ignorance of Narcissism

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## Abstract

As a situation on Social media that is frequently encountered in recent times, comments, which whether or not knowledge about matter of any share/posts on social media that contain criticism, humiliating, judging, lynch are drawn reaction by users. Behind these interpretations there are reasons such as feeling important, feeling unique, being part of a group, narcissism, creating false self, Dunning-Kruger syndrome and the important reason is shifting authority on social media. Users have begun to be more visible and to feel free and the possibility of accessing to everything and everyone easily by means of social media. In this context, the prominent comments on the social media will be selected by using methods of participation and unattended netnography and Vandijk's critical discourse analysis will be examined.

Keywords: Social Media, Narcissism, Belonging, Identity, Ignorant Courage.

## Introduction

In the recent period, comments which contain criticizing, judging, lynch even if it has not been knowledge about the matter to every share is made on social media (Twitter, Instagram or Facebook shares, etc.) come to the fore. Social media makes everyone equal. So, people can easily come together in the same place and environment in the virtual world with the people they cannot reach in the physical world. This convenience allows users to easily communicate and interact with people who do not dare to communicate in the physical world, as well as it makes them feel unique, special and a part of the group because of narcissism, false self-creation,

Individuals who are uniformed by modernism and lose their singularity can express their opinions even if they do not have knowledge in response to a question on social media through motivations such as re-feeling, value-seeing (Türk, 2018). Sometimes, as a social entity in social media to enter into a group that he sees itself close to, makes comments in order to belong to that group (Türk, 2017). Because of narcissism some people make these comments to aim to feed and aggrandize own ego by making comment by humiliating and mocking shares by other users.

Social media provides users with access to all types of information, regardless of their socioeconomic status. this shifting authority causes if user has false self and narcissistic tendency judging, lynching without evaluating subject in all its parts. Especially social media gives users anonymously multiple identities. this situation causes users can behave nonethically and immoral. Users can troll for enjoying and start lynch.

In this context, the prominent comments on the social media will be selected by using methods of participation and unattended netnography and Vandijk's critical discourse analysis will be examined. Under theories of Hegel's master-slave dialectic and Dunning-Kruger syndrome, narcissism, self-psychology.

## Literature

The self encompasses the essence, personality and ego. Every human being is born with certain characteristics and potentials, which could particularly be benevolent (libido) or malevolent (aggression). From the moment a baby is born, it actualizes an epigenetic epiphany based on its developmental experiences and puts its characteristics into operation. During this physiological and psychological development, its neck muscles become strong enough to hold up its head, and then, it starts to move, crawl and walk. From the sixth month on, it starts to talk, move and break away from its mother's control, allowing it to begin forming the nuclei of the self, resulting in the development of nerve cells and formation of mental records. It interprets the experiences that it records in its mind and makes sense of them and forms subconscious codes.

The baby depends on its mother from the moment it is born until the sixth month, after which, it gains its autonomy and forms its own self. Its desire to use its own will is especially manifested during the complementary food period. It refuses to eat or makes a hand sign to indicate that it wants food or wants to use the spoon itself, which is the sign of its nuclei of the self. If the mother is mentally well, the separation process goes as smoothly as possible and the baby becomes a healthy individual. If the mother is mentally unwell, she does not want to separate from her baby and develops a dependent relationship.

The baby wants act of its own free will as it gains autonomy. From the age of one and a half, it gains individuality both mentally and spiritually. Until this period, it perceives itself as a part of its mother or the mother as its own. It becomes aware of itself from the age of one and a half years. With weaning and toilet training, it becomes fully autonomous and recognizes its own individuality. Thus, the period of personality development, which is referred to by Freud as ego, begins. This period encompasses the construction of the self, involving both the ego (consciousness) and the id (subconscious). The first 18 months are critical for personality development. The ego process triggers the baby' desire to use its own will. If the baby is allowed to act of its own free will, then it can complete the development of self in a healthy way.

The baby's whole life and its relationships with people are affected by this process experienced by it and its mother because the effect of the mother on the baby is 70%, while that of the father and the environment is only 20% and 10%, respectively. Therefore, the relationship between mother and baby plays a key role in the personal development of latter. The baby's records and subconscious codes make up its character. If this character is in harmony with the baby's innate characteristics, then it can develop its true self. However, if given codes cause it to develop a character that is incompatible with its innate characteristics, then it ends up developing a false self.

If parents provide their children with education that matches their will, they can develop a healthy self and healthy relationships. Dependent mothers who say such manipulative things as "I'm not talking to you because you didn't do this and that" or "what would others say?" prevent their children from becoming independent individuals who make autonomous decisions. Forcing a child who likes doing sports to take an interest in arts or forcing a child who wants to be a lawyer to go to medical school cause them to develop a personality, that is, a false self, that does not match their innate characteristics. The false self leads to an unhappy and unsatisfied life and unhealthy relationships.

Those who develop false selves do not take risks, do not say no and do not like themselves. They are afraid that if they say "no," they will be abandoned, which relates to the relationship between mother and baby. Using the right brain lobe, the baby adopts its mother's gestures. If a baby perceives from its mother's gestures that she is dissatisfied or angry with the way it uses its will, then it will have a fear of abandonment. It will think "I will not be loved if I become myself and act of my own free will," which has a negative effect on its relationships throughout its life.

## False Self and Narcissism

Self-psychology is a psychoanalytic theory developed by Heinz Kohut in 1971. He first addressed the self within ego and developed a theory that explored how one perceived oneself and how one

developed images of oneself. In 1977, he removed his theory from the self and defined a superstructure as a “core of personality, perceptions and initiatives of the center,” which also encompassed the self and ego.

Masterson defines the “true self” as one’s self-perception in adulthood in relation to other people that develops in early adolescence when one is psychologically separated from one’s parents (2016: 17). According to him, the search for meaning is the expression of one’s true self. If one does not develop a healthy self that adapts to social contexts, then one develops a false self, in which one takes refuge to protect oneself instead of experiencing destructive behaviors that lead to feelings of failure, lost hopes, unfulfilled dreams and sorrow and to avoid feeling bad and inadequate and overcoming difficulties. Defined by psychoanalytic theorists as personality disorders, these behavioral patterns prevent people from establishing healthy relationships with oneself and others, resulting in such disorders as narcissism and borderline (Masterson, 2012).

People who cannot form healthy bonds with their parents in early childhood feel neglected, abandoned, unpopular, undesirable, unworthy and inadequate. They develop false selves to avoid confronting those feelings but end up experiencing inner ruptures that result in psychological disorders. Babies whose needs are not met by their parents during the early childhood (0-3 years) learn how to self-sustain (Ozan et al., 2008), and neglect and lack of secure attachment causes disappointment and negative feelings in them leading to the feelings of loneliness, neglect, worthlessness and inadequacy.

One tends to behave differently when one feels anxiety resulting from the conception that “If I become myself, I will be abandoned and If I do what I want to do, others will make me feel worthless and inadequate.” Masterson argues that people tend to attribute the feelings of unhappiness and inadequacy to external factors and others but that they are actually caused by internal issues. He also argues that indecisiveness, irrationality and self-righteousness are caused by this behavior disorder (2012 / a: 11). While people with true selves create their own meanings by experiencing them, those with false selves accept what is given to them and use it as a defense against experience (Masterson, 2012 / b: 12). They think that if they develop true selves, they will have to deal with the deep fears that they had at the age of 0-3 years. Therefore, they believe that false selves protect them and help them feel safe.

Kohut divides the development of the self into three stages and argues that narcissism is mainly due to the feeling of inadequacy in early childhood (1971). To him, insecure mother-child attachment in the first stage (0 to 3 years of age) and mother’s failure to meet her baby’s physiological and psychological needs hurt the self and lay the foundations of narcissism. In the second stage, if the baby is unable to establish a healthy attachment with the mother in the first stage, then it turns to the father to feel excellent, competent and worthy. If the baby manages to establish a healthy relationship with the father, then its self that had been hurt by the mother heals. However, if the baby is unable to establish a healthy relationship with the father and lacks the positive feelings that it needs, it can then use its innate skills to save itself from growing up in an underdeveloped spiritual structure and achieves to develop a true sense of self in the third stage. But (Kohut, 1977) states that at this stage most children hide behind their own personalities and give the impression that they are smarter and more talented than they really are. However, they actually feel inadequate but wear masks to see themselves successful in the world of dreams. However, they do not really want to compete and succeed. They avoid the feelings of jealousy by demeaning the efforts of people who call them for competition or try to prove them unqualified with a destructive fury (Kernberg, 2012). Kohut argues that the main reason for narcissism is parents who fail to satisfy their children’s spiritual needs.

Narcissism is a personality disorder. Due to the feelings of inadequacy and weak self, narcissists feel the need to be perceived by others as perfect, unique and indispensable. They develop false selves that they believe everybody finds admirable to suppress the feelings of inadequacy and weak self. Masterson (2006) defines the main characteristics of narcissism as grandiosity, extreme self-involvement, lack of empathy, sensitivity to criticism, sense of self-righteousness and an overwhelming need for the admiration and approval of others. Narcissism is the libidinal self-regulation of one’s capacity to develop personal standards, ideals and ambitions in order to develop self-esteem, to defend oneself and to perceive oneself as unique due to negative records in early childhood.

Kohut (1977) states that narcissistic personality disorder is caused by “defects in the structure of the self.” There are two types of narcissism: normal and pathological. Normal narcissists feel that they can meet their own and others’ expectations and are not affected by criticism because they have high self-confidence and self-worth and focus on views of themselves and uphold and satisfy their self-confidence (Akhtar, 1989; Rozenblatt, 2002). Narcissists exert constant effort to continue to be praised and admired, otherwise, they experience a rupture in their false selves and a narcissistic injury. Pathologic narcissists have deeper feelings and more exaggerated behaviors and reactions than normal narcissists. Although they appear not to care about others’ thoughts and criticism, they are in fact entirely vulnerable to them (Karaaziz and Atak, 2013). While normal narcissists respond more superficially to criticisms, pathological narcissists feed off of and base their worth on external reactions and criticisms (Rozenblatt, 2002). When normal narcissists cannot get the positive reactions they expect, they feel low, however, it is deeper and more shocking for pathological narcissists. They react more aggressively to conceal their self-perceived weaknesses and negative aspects.

## Courage of Ignorance

Dunning-Kruger syndrome, known as Cahil Cesareti (Courage of Ignorance) in Turkish, is a type of cognitive bias in which people mistakenly assess their cognitive ability as greater than it is. People with this syndrome have become more visible thanks to social media which has provided a sense of freedom and easy access to everything and everyone. These people are made a mockery of or lynched on social media.

Dunning-Kruger Effect was coined in 1999 by then-Cornell psychologists David Dunning and Justin Kruger as a result of a series of experiments on perception bias. They argue that Dunning-Kruger Effect is a delusional sense of superiority and a perceptual illusion by which incompetent people regard themselves as all-knowing about any given subject, even though they have little or no knowledge about it (Dunning & Kruger, 1999; Schlosser et al., 2013). Those people fail to recognize their inadequacy and lack of knowledge and declare their opinions and even have the courage and confidence to blame the true authorities for lack of knowledge.

David Dunning and Justin Kruger conducted a series of experiments on Cornell University students in 1999 to show how the syndrome emerged and spread. They applied a test to participants to examine self-assessment of logical reasoning skills, grammatical skills and humor. The incompetent participants grossly overestimated their test performance and ability and commented on the test and questions with high self-confidence, and although their scores put them in the 12th percentile, they estimated themselves to be in the 62nd, showing that the higher the success rate, the lower the self-confidence. This result indicates that people with Dunning-Kruger syndrome lack the capacity to self-assess.

When people with Dunning-Kruger syndrome have little knowledge about a subject they feel self-confident and have less self-confidence when they have no knowledge or when their knowledge increases (Poundstone, 2017).

The study shows that people with Dunning-Kruger syndrome fail to recognize their ignorance. However, after some training, they recognize their ignorance and lack of quality. According to Dunning and Kruger, knowledge capacity plays a key role in assessing thirst for knowledge, success and satisfaction, and in determining which rules and strategies to follow. Knowledge capacity also plays an important role not only in social and intellectual fields, but also in many areas ranging from raising children to developing lessons and creating logical arguments in these areas. Developing different solutions and strategies depends on the diversity and foundations of knowledge. If one is ignorant, one makes wrong decisions and acts with great motivation and courage to execute them (Dunning & Kruger, 1999: 1121). Cognitive psychologists argue that incompetent people lack the ability to know, assess, perceive and control themselves. Dunning and Kruger argue that people who fail to master the rules of grammar lack the ability to construct meaningful and correct sentences and that if they have no knowledge of any subject, they lack the ability to make the right judgments (Dunning & Kruger, 1999: 1122). Charles Darwin, an evolutionary theorist, argues that ignorance is more reassuring than knowledge and causes people to act with unfounded self-confidence instead of pursuing knowledge

(1871: 3). Many philosophers also agree that the ignorant assert their claim more courageously, ardently and confidently than the wise.

People with a false perception of superiority ignore their shortcomings, imperfections and negative characteristics and see themselves above average. Since they cannot criticize themselves, they see themselves perfect and judge other people and events very harshly. Similar to Dunning-Kruger syndrome, people who consider themselves superior to others think that they have the right to judge things and others. Incompetent people suffer from a cognitive awareness of themselves, and therefore, exaggerate their own knowledge and skills to judge people and things instead of verifying their own opinions. They are, however, reluctant to assess themselves and to see their shortcomings. Nietzsche uses the term “bildungphilister” to describe people who read newspapers and imagine themselves to be cultured and educated but lack original instincts and approach events in a dogmatic and cliché manner and are prone to false reactions. While ignorant people tend to see themselves superior, knowledgeable and equipped people are more aware of their shortcomings and imperfections, and therefore, are less self-confident and more questioning and criticize themselves more harshly. This is because they take into account external factors when judging others but take into account their own desires, intentions and efforts when judging themselves. Doing this, they aim to feel special by making themselves that have been standardized and banalized by modernism unique again.

### **The Shifting Authority on Social Media**

According to Hegel, human desires and social relations clash since the beginning of humanity and when two people want the same thing, they want their power to be recognized by the other. To him, the fundamental desire of people is to be recognized. Therefore, one wants others to give one a value that distinguishes one from them. In this context, when one is recognized by others as an autonomous individual, one gains personal awareness. Hegel defines this autonomy process with the master-slave dialectic, in which the latter recognizes former for fear of harm or death. The slave recognizes himself as a slave because he recognizes the other as his master (Nietzsche, 1997: 169). Contrary to the master, the slave does not develop personal awareness, and therefore, he cares about what his master thinks and depends on him. This is the basis of the master - slave dialectic (Kojeve, 2000). The slave has no autonomy and allows his master to mold him. The slave evaluates himself from the eyes of the master.

The desire for recognition and dependency defined by Hegel is the fundamental dynamic of the master-slave dialectic. A consciousness is in a game of constant exchange with other consciousnesses. It first gives itself to the other consciousness and waits to take it back. This game turns into a constant exchange, where the consciousness first becomes the other and then becomes identical to it by eliminating the other. However, the consciousness is transformed into the other consciousness, and therefore, it becomes objectified by losing its subjectivity. In order to regain its uniqueness, the consciousness seeks to find a way to be subjective again by eliminating the consciousness objected by the other. Independent and integral, consciousness seeks ways to reach a certain point of peace. Hegel argues that some consciousness do not like this uncertainty, and therefore, tend to risk their lives by avoiding this equal and mutual relationship to expose themselves as they know it. This point, where consciousness runs the risk of extinction by revealing everything that it has, is the point where it will be confident and find peace. Hegel states that the consciousness that shows this courage to be recognized belongs to the master while the other which withdraws out of fear belongs to the slave (Kojeve, 2000).

According to Hegel, the master ignores the slave and does not even regard him as an enemy, and therefore, the latter is filled with resentment against the former (Nietzsche, 1998: 40-43; Deluze, 1989: 117). This resentment creates a sense of enmity in the slave against the master who defines himself as a noble, good and moral, and the slave as bad and immoral. This enmity allows the slave to rise up against the master and seize the authority and good morals from him.

With social media, the influential masters (artists, athletes, scientists etc.) who had previously been inaccessible have now become accessible. The public, that had been turned into passive slaves by the mainstream media, have now become active users and pursued the desire to regain authority. This has given the people that have been standardized and banalized by modernism the opportunity

to take back autonomy and feel worthy of themselves. However, this does not work out the same for everybody and leads to the emergence of unfavorable situations such as ignorance and lynching.

## Narcissism in Social Media

Users have become more visible thanks to social media which has provided a sense of freedom and easy access to everything and everyone. They feel the need to thrust themselves to the forefront with the content they share and comments they make. Users with narcissistic tendencies who have little knowledge about any subject feed their false selves by criticizing experts and trying to humiliate them and even lynching them. They demonstrate this behavioral disorder in order to receive praise and support from other users, to belong to a group and to have followers and to see themselves unique, important and valuable.

Since Twitter is a social platform which is mostly used to share textual information rather than visuals, this study examined some popular Twitter comments using nonparticipant netnography methods and Vandijk's critical discourse analysis.

- Ali Türkşen, who was the Marine Staff Colonel that planted a Turkish flag on one of Kardak islets during the Imia-Kardak crisis of 1996, made a comment on Twitter on the photo of a soldier. However, a user insulted him and told him that he was a good-for-nothing who bought out his military service and knew nothing about military service. This user exhibited an example of a Dunning-Kruger syndrome because he/she did not do any research on who he/she was addressing and made use of the power of social media which makes everyone and everything accessible because of shifting authority. In psychical world, person couldn't dare to speak to a commander this way. At the same time social media makes users feel unreachable, untraceable and untouchable because of anonymous identities.
- Engin Alan, who was a Lieutenant general that served in the Turkish Cyprus Peace Operation of 1974, made a comment on the military operation against Syria. A user exhibited narcissistic behavior and told Engin Alan that he was an ignorant lieutenant general who knew nothing about psychological military operations.
- Bilge Demirköz, a CERN physicist and Associate Professor, made a comment about his field. A user suffering from Dunning-Kruger syndrome said to her "I think you'd better check your facts there." This user judges a scientist who studies at prestigious science center without getting enough knowledge about the issue. the situation makes the user ridiculed. And other users mock him. False self causes this situation. The user tries to feel important and to seem he is like intellectual person. And he wants to be appreciated by twitter users and a part of the prominent group. Because twitter users generally are consisted intellectual, well educated person who contains such as journalist, academician, writer, politician, artist
- Mahfi Eğilmez gave lectures on political economy at university, worked as a Finance Inspector for many years, as the Chairman of the Board of Directors of Garanti Bank and as an Undersecretariat of foreign trade. He shared something about economic indicators on Twitter. The comment of a user was also an example of narcissistic behavior that manifested itself as Dunning-Kruger syndrome.
- Professor Dr. Gaye Usluer shared something on Twitter concerning her discomfort about the university she worked for. A user said, "you are just a worker, do you think they would bother to consult you for things?" This is also an example to the courage of ignorance.
- Posts and comments containing insults and cusswords about such valuable scientists as İlber Ortaylı, Halil İnalçık and Oktay Sinanoğlu are also a sign of narcissism.

We see above samples that users can easily reach to, criticize, question and call person who is authority of specific issue to account without has enough knowledge because of shifting authority on social media. This disdain and cynical attitude is towards all kinds of professions.

- The comment "What a stitch! You'd think he saved the world!" to a post about a doctor's medical intervention
- The comment "All it takes is 100 drugs to memorize, then I can do this job without having to go to med school for 6 years" to a news piece about doctors' field selection

With the spread of social media, there is a serious increase in violence to the doctor, the teacher and the academician. Users encourage each other and hate speech reaches large masses through social media. The anger that develops and feeds as a result of unhealthy evaluations with ignorant courage, false self, narcissism and half-negative information causes the hatred, humiliation, humiliation and violence against certain individuals, groups or professions. Such comments disclose the narcissistic symptoms of the courage of ignorance. Encouraging such comments sometimes cause the transfer of acts of humiliation and violence from social media to the real world.

## Conclusion

In the physical world, it is not to reach celebrities such as politicians, sportsmen, singer, actors. But social media makes possible to reach and interfere every people by providing communicate people who even if you live on the other side of the world. In the physical world, people who feel ordinary, worthless and unimportant make comments to every share especially celebrities post to feel special for belonging their group.

In the context of Hegel's dialectic of master-slave, this accessibility and accountability offered by social media also causes the displacement of the authority. however, this change in authority may cause humiliation and even lynch. because the shifting authority is not healthy.

User don't need to research or question any information they learn from social media or their social circle. They judge anyone even who authority of the subject with enough knowledge because of Dunning-Kruger syndrome. Mostly narcissism underlies this syndrome. Mostly narcissism underlies this syndrome. Narcissism occurs first stage of childhood. if parents don't let child creates your real self, child behave with false self. False self turns to narcissism in following time. Narcissist person has extreme manner, attitude and behaviors. Especially social media feeds narcissism.

People who have narcissism because of the false self are not always make a fool of oneself. The people feel themselves authority about any issue without get enough information and they drive their selves making comment and criticism even judging any person on social media. Sometimes they cause to the lynch trigger and mobilize the masses with the ignorant courage on social media.

Mental health impaired individuals not only disrupt their lives and relationships, but they also affect the whole society through their bad behavior towards healthy individuals. In order to establish healthy personal and social relations, the state needs to be provided through trainings prepared for parents. At this point, it is necessary to teach social media literacy to children from primary school, who not accept the truth every information from social media without questioning and to be informed about the people who are subject to lynch before making any criticism. However, the most important point is the education that should be given to parents in raising children. The training of parents to provide adequate physiological and psychological support to the child in the first three stages of self-development will ensure the development of healthy individuals.

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# To Examine the Transformation of Personal Image Management in The Context of Bourdieu on Social Media

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## Abstract

Human beings have a tendency to adapt to the society in which they live. The manifestation of this adaptation is explained by social psychology over the concepts of compliance, identification and internalization. Through this adaptation, human beings “be in harmony” with other people in their lives. However, they also need to “differentiate” themselves in order to exist freely. The purpose of this “differentiation” is to gain a higher rank in one’s society and demonstrate personal roles. In his “field theory” Pierre Bourdieu refers to the structures wherein economic, social and symbolic capital, which create this distinction, are comprised. According to Bourdieu, the concept of capital is “a tool or an instrument of social distinction”. And field is what structures “habitus”. Bourdieu describes habitus as “the whole of permanent tendencies/conveniences wherein socialized past experiences are merged together”. Bourdieu suggests that a person assumes their role within the context of the factors included in their field on the “stage”. This is also not a representation; this is the person’s position. The person fulfils their role as much as their human capital and tendencies allow within the context of “field”. As far as the study’s context is concerned, social media is a stage and people are actors who play the roles assigned to them. And the actors demonstrate and fulfil their roles on the stage. Social media is a stage which enables people to express their personalities and also helps form, develop and feed those personalities. People desire to “differentiate”, “become famous”, “obtain high social ranks”, “earn money using social ranks” and separate themselves from those “they are in harmony with”. In order to gain the desired, ideal and desirable image, the person should use the technology provided by Smart Mobile Phone, Applications and social media. Using these technologies, the person also employs personal image management to have an ideal and a generally desired image. With the concept of “habits”, Bourdieu refers to an earned position, how one gets there, who gets there, habits and processes. The paper aims to investigate the properties of new and social media. In addition, it aims to investigate the change, development and transformation of these characteristics into the life practices of people, through the context of Bourdieu’s “field theory” and “habitus” context. The article is written in İstanbul Aydin University under the dissertation titled “Transformation of Personal and Brand Image Management in Social Media”. In this research, descriptive research, focus group method and survey technics are used which are the research methods and applications of communication science.

Keywords: Bourdieu, Habitus, Field Theory, Social Media, Image, Self, Image Management.

## Introduction

Since established social sciences have been concerned with concepts such as division of labour, role, status, position and disintegration. What is prominent in Herbert Spencer is “organism”, in Durkheim it’s anomie, division of labour, social substructures and superstructures and the transitions between them, in Talcott Parsons its the concepts of actor, roles, information and cybernetics and the abbreviation of AGIL (Tan, 2019a; 191). The abbreviation AGIL consists of the first letters of the concepts of “adaptation”, “goal attainment”, “integration” and “latency” (Mattelart, 2004; Güngör, 2013). According to Parsons, a person is an actor who plays their roles and pursues goals within society. In the works of Pierre Bourdieu, the theories and concepts of “field theory” and “habitus” stand out and Bourdieu agrees with the opinions of Durkheim and Parsons. Bourdieu also contributes to these views. For instance, Bourdieu wants to add “positioning” to prominent concepts in Durkheim’s works. Bourdieu, with the concept of positioning, says that “... *by understanding the life practices of people according to their occupied position in social space, we can demonstrate how they are classified and*

*what kind of a ‘class’ they are members of”* (2016b: 93). Bourdieu stresses that if we investigate how people get to positions in their lives, how they move between positions and the effects of their position on life practices, then we can find the meaning of people’s transitions between social substructures and superstructures and their spatial practices. “*Talcott Parsons iterates that a social action is a behaviour which “aims for a purpose”, “includes adaptation”, “is motivated” and “directed by symbolic processes (...) that is, it gains meaning when we admit that the social actor is in a behavioural tendency, and that “meaning” is an indispensable category for sociology”* (Reynaud and Bourdieu, 2014: 141). Bourdieu accepts the person as a social actor. And according to him there is an orientation behind one’s behaviour. He explains that the “meaning” behind this orientation occurs in the relationship between the person’s purpose, adaptation, motivation and symbolic processes.

Bourdieu says that a person has a position in society and explains the formation of this position by the “field theory”. At the centre of the field theory lies the concept of capital. According to Bourdieu, “the concept of capital is the tool or instrument of social distinction” (Yarci, 2014: 130). And Bourdieu says that “*the field configures the habitus*” (Bourdieu and Wacquant, 2016: 118). *Habitus is explained as “A whole of (a person’s) permanent tendencies /conveniences in which a person’s past socialized experiences are merged into one another”* (Bourdieu, 2015: 234). Bourdieu refers to the structures in which economic, social, cultural and symbolic capital are formed in field theory. With its habitus concept, Bourdieu refers to past experiences, knowledge stock and past traditions that shape the present in the society of the individual, and the permanent tendencies associated with integration. Bourdieu suggests that a person assumes their role within the context of the factors included in their field on the “stage”. This is also not a representation; this is the person’s position. The person represents the role of the person in the concept of space and the position they acquired within the framework of the sum of the capitals in the concept of space. Social media is a stage in the context of research.

A person’s desire to socialize, supported by technology, acknowledged McLuhan’s “global village” concept and therefore went on to create social media platforms. Penetration to social media is increasing rapidly. People who were in reader, listener and watcher positions in the traditional media now can take place in media that is the stage, thanks to the interactive properties of the new and social media by participating and sharing. Communication in social media is transitioning from a mediated type of communication into an unmediated type. Thus, the definition and characteristics of communication take place in social media. The fact that communication is defined in social media platforms leads us to consider the concepts of self and image by studying just how the self is presented or demonstrated or acknowledged in a fashion very similar to unmediated communication. Image is the imagination that occurs as a result of the interaction and life practices between the person and others and between people and objects. The self is formed as a result of the interaction of the individual with the others and the objects in the social structure and the presentation of the self is accepted as the image of the person. As a result of people’s perception and acceptance of communication in social media as face-to-face communication, communication on the social media stage is transformed into an unmediated type of interaction. This transforms the presentation of self (image), the relationship of self with others, impression management and personal image management. Social media is a stage in the context of research. People are actors who play their roles. And the actors demonstrate and fulfil their roles on the stage. Social media is a stage which enables people to express their personalities and also helps form, develop and feed those personalities. People enter the social media stage because social media helps people to express their selves, help the self to form and develop and interact with others.

The first scientific work on image management is Erving Goffman’s “The Presentation of Self in Everyday Life”. Moving on from William Shakespeare’s saying “the world is a theatre”, Goffman approaches the presentation of self, in other words, image, by conceptualizing it as a dramaturgical stage play. In his work titled “The Presentation of Self in Everyday Life” (1978, 2014), Goffman accepts persons as actors in daily life and explains that very similar to a theatre, people assume their roles in a stage which likewise consists of a set, showcase and decor, carrying out an impression and image management. According to Bourdieu, the person is positioned and classified by the social, cultural, economic and symbolic capital they possess or produce. Referring to Goffman, Bourdieu explains that the capital factors within the field concept “*directly or indirectly manages representations, and as worded by Goffman, ‘self-representation’ strategies, that is the projection of position onto the stage, of each actor, using the position advantage granted by the class structure which can be read*

through various material indicators, and using the position granted by collective classification" (2014a: 196). On the other hand, Bourdieu states that all forms of recognition and perception that make up the symbolic capital take place in a field of struggle. And according to Bourdieu "This struggle cannot be reduced to the Goffmanian struggle, which is the struggle to present one's own advantageous representation" (2016: 286). Bourdieu explains that a person struggles in a field of power and gains position with the symbolic capital that they produce; "**The symbolic capital saves the person from insignificance - which both expresses the lack of importance and meaning**" (2016: 287). Persons do not want to present their self with the sum of the symbolic capitals they produce. People desire to "differentiate", "become famous", "obtain high social ranks", "earn money using social ranks" and separate themselves from those "they are in harmony with". In other words, they want to "exist". According to Bourdieu "they exist, and will continue to exist, because they occupy relative positions in a space of relations which is the real source of individual and group behaviour" (2015: 49). And the reason why people join the symbolic power game is explained as follows: "In short, they accept this game due to a somewhat important claim of 'existing'" (Bourdieu, 2015: 67). According to Bourdieu position equals to existence and existence equals to position. In this case, if the person has no position, there is no presence of them. In Bourdieu's words, the symbolic power that people want to achieve is; *The power on others -which power is rooted in others, the looks, perceptions and appreciations of others* " (Bourdieu, 2016a: 287). Bourdieu emphasizes the images and content a person shares on their social media platform, and the importance of admiration, positive comments, the number of likes from other people on these images and content, as well as having a large number of followers on the person's page. In order to gain the desired, ideal and desirable image, the person should use the technology provided by Smart Mobile Phone, Applications and social media. Once the person has the desired, ideal and desirable image, he expects other people to appreciate and positively comment on the images and contents he shares. In the event that this happens, people can obtain a symbolic power with the spreading power of social media. People do personal image management in the social media stage.

## Image Concept and Management

Image has communicative, auditory, conceptual, visual, mythological, historical, cultural, social and religious dimensions. For example, historical people, events and places can be transformed into images with paintings, sculptures and designs. Culture consists of images. Although visual image is mentioned in the concept of image, eye, vision and visuality are more prominent aspects. In his work titled "Visual Thinking", Arnheim emphasizes the fact that "*visual perception is the same as visual thinking*" (2015: 28). For example, Gombrich explains the place of the power of the visual image in the history through the words of Pope Gregory the Great, "What letters are to the literate, pictures are that to the illiterate" (2015: 154). Pope Gregorius the Great emphasizes that people can understand the contents of the transponder / sender / encoder with the visual image. Images, symbols and indicators facilitate the process of communication and learning. In addition, the biggest difference between human beings and animals is to possess the ability to produce, understand and use symbols. And as technology evolves and the use of technological tools increases, so do that of images, symbols and indicators. Today, whether they are of mechanical, analogue, digital (analogue or digital photograph, video) or natural (body, nature) character, visual images are the daily life source of ideas, feelings, excitements, information and the power of stimulation.

Image is a representation of an externally perceived object, reflected on consciousness. According to the Turkish Language Institution, image is appearance and impression. In his work titled "Iconology: Image, Text, Ideology", American researcher W.J. Thomas Mitchel evaluates and classifies image/images under five categories: "a) Graphic, b) Optic, c) Perceptual, d) Mental, e) Verbal" (2005: 12) According to Mitchel, people visualize objects through graphic images (painting / sculpture / design) and symbols; explain the reflections of people on mirrors and cameras using optical images; and from perceptual images, they evaluate and classify the images that one obtains, through the sensory organs, about himself, other people and the objects. In addition, Mitchell describes the cognitive visuals which instantaneously form in the layers of self perception during dreams at night or when we are awake, while touching upon verbal images in terms of the appearances of mental images formed by acoustic images in our personality and consciousness. According to Mitchel, images are not just symbols, indicators and signs. *Images have visuals that turn into an independent existence in the historical process and vital practices for individuals*. In other words, the relationships between image, graphical, optical, perceptual, mental and oral images and historical, religious, mythical, social and

cultural processes, and the relationships between the person and other persons and between the person and objects, form within the domain of interaction, meaning, interpretation and experience. "For example, apple is a word (mental and auditory image). It also refers to an object. If we draw an icon it becomes a symbol, but in our mind, the apple as an image now becomes different. The reality ends, it detects its place, and then gets replaced with images, interpretations, associations, myths and meanings. Apple is green, yellow and red. Even these colours throw us from here to there. Apple is sweet, sour and juicy. Apple is hard and sometimes soft. It is small and large. It is the forbidden fruit because it caused Adam and Eve to be cast away from Eden. It is historical, religious, mythological. Has it not scientifically caused the presence of gravity? On the other hand, Apple is a brand. "Apple" in our language. Give me an Apple? It is a fruit or brand according to its context in America. In Turkey, it is a brand. Aren't the first things that come to our minds, the above associations, images and myths? Apple's icon, the logo, is a bitten apple (same as apples in heaven). When we say Apple, associations, perceptions and images such as Steve Jobs, technology, communication, the most valuable, most admired, most technological brand come to mind (Tan, 2017a). Thus, image is the imagination that occurs as a result of the historical process, interaction and life practices between the person and others and between people and objects. According to thinkers "image is a set of meanings defined, remembered and associated with the target audience about a concept, object or person. It is the imagination resulting from the interaction between an individual's observations, experiences, beliefs, feelings and ideas" (Dowling, 1986: 109, quoted by Bulduklu, 2015: 22). According to C.G. Jung "image is a thought on object" (Okay, 2012: 211). Dowling and C.G. Jung explain that the image is formed in historical, religious, mythical, social, intellectual, cultural meaning and interpretation, and personal and social interactions and experiences.

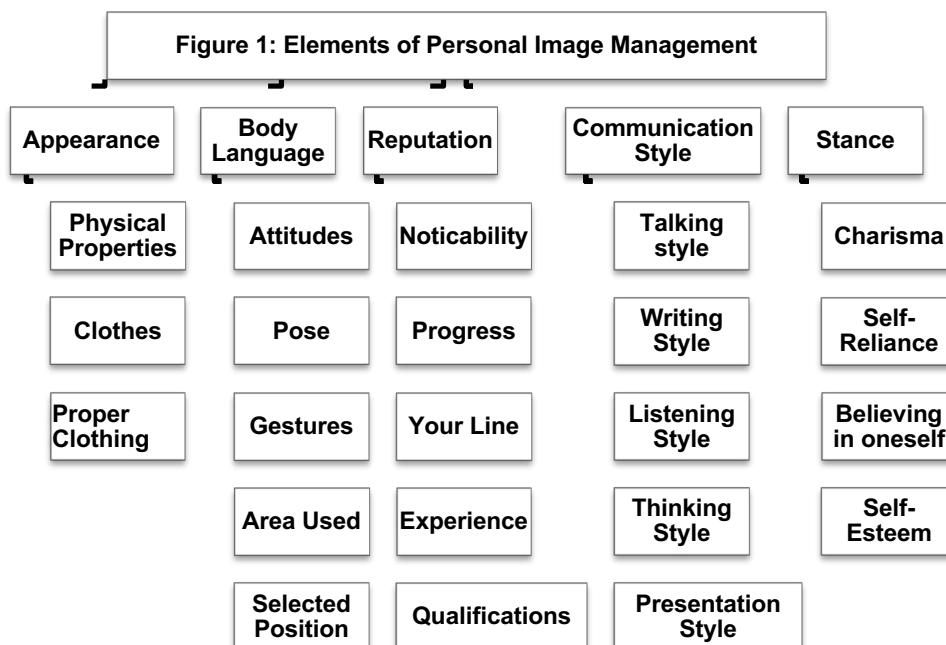
According to literature researches on image management, the first image management study is the "Fugger Letters" which belongs to the Fugger family. The Fugger family created the symbols and images specific to the Fugger family using "Fugger Letters" and thus possessed symbols and images of their own, published a newspaper bearing their own symbols and images, and wanted to create an international communication system with newspapers and letters. Since then, communication applications and tools (media) have been transforming society, economy, culture and image management. Image management, according to Akgöz, "aims to create a positive image, to reinforce and improve the image of individuals and masses who do not have the idea or idea about a subject" (2014: 19). Bulduklu describes image management as "expresses the behavioural strategies used by individuals to create desirable social images or identities, and aims to achieve success by creating an impression in favour of one person or another over others." Thus, it aims to control the behaviours of others" (2015: 37). Özdemirci says, "The concept of image management is directly related to consumer psychology. Being different and expressing oneself is one of the most basic needs of a human being" (2014: 2). Using image management, both individuals and brands apply strategies aimed at directing, classifying and limiting the thoughts and behaviours of people in order to attain the ideal positive image in the eyes of their target audience.

## Personal Image Management

In the past, personal image was perceived, seen, interpreted and implemented by individuals and administrations as a valuable method. For example, according to Dincer "image and noticability in career development now works nine times more than skill" (2001: 5). Criticising this, Fromm suggests that people value the concepts of personality/self that become special and ideal to the society they identify with, saying "People no more work for their own lives and happiness, they work to market themselves in the best way. (...) The main principle is the promise which is 'I am exactly like how you want to own me' (2015:186). Barthes supports Fromm with the following sentences: "The Western show is humanly shaped (...) A sound here, a look there, a stance over there were all eroticized as parts of the body, as fetishes" (2016: 63). On the other hand, in today's business life and management, it can be observed that the image and personal image are very important in social media and daily life practices we present ourselves. Polat and Arslan, for example, referred to Ker-Dincer (2001), citing the importance of personal image: "makes people feel good; increases self-confidence of the person and thus increases his performance." It also motivates the person to be better; the person is more effective and successful; the person communicates more effectively and improves the relationship of the person with others" (2015: 29). Three elements stand out in the personal image: "a) self image: how we see ourselves, b) the perceived image: how others see us, c) the desired / ideal image: how we want to see ourselves show ourselves to others" (Çakır, 2015: 19;

Dinçer, 2001: 5). Personal image consists of who a person is, who they want to be, what treats they possess, what treats they want to possess and how they desire to perceive themselves within a scale that goes from their present image to their ideal image, and a person's desire to showcase this to themselves and other people to create impressions. According to Kabadayı, communication is in fact personal image management. Kabadayı suggests that the colours, fabrics, accessories, sounds, body language, gestures, mimics and visuals in communication, in other words, a person's outlook, communication style, communicative behaviours and stance are all aspects of a personal image management that is aimed at manipulating how a person would like themselves to be perceived by others (2011). Sampson says "*the first visual we notice is the image*" and referring to the research of Albert Mehrabian, social psychologist, reiterates that 55% of the first impression consists of appearance, 38% consists of sounds/voice and only 7% consists of content, therefore supporting Mehrabian's views" (1995: 17-27). Çakır explains the reason of visual aspects "*dominance in the personal image with the fact that the nerves between the eyes and the brain are about 20 times stronger than the nerves between the ears and the brain*" (2015: 23). Eyes, seeing, visual images, visual indicators and visuality, the attributes of a person's body can allow easier perception of visual images and indicators and therefore lead for these visual images to be more important for people.

Sampson describes the elements of personal image management as: "appearance", "body language", "reputation", "communication style" and "stance" as in Figure 1. The physical features of the person, appearance of clothing and clothing are prominent. Body language gesture, mimics, used set, decor, stage; communication practices and means of communication; the person's identity, personality, character and self in terms of stance; in the case of reputation, whether one's experiences are easily recognized by others and their qualities. Using new media tools, people can showcase in social media platforms their physical attributes, clothes, the locations they experience, the activities they participate, body language which is an aspect of personal image, communication style, stance and convey the impression they desire to get across, in attempts to gain reputation. Personal image management is the efforts of a person to present, to themselves and to other people, an ideal image of themselves which they attempt to create in the stage they realize their life practices, using the tools, social media platforms and technical means provided by software applications as part of a strategy and impression management in terms of personal image management. In addition to these, personal image is to know and develop one's personality, including life images into one's personality and the efforts to present one's personality.



(Source: Sampson, 1995: 21)

## Social Media, Self Concepts and Their Relationship

People's desire to socialize and technology allowing it gave way to McLuhan's concept of "global village", therefore creating social media platforms. "Social media can have distinctive features such as bi-directional, interactive, participatory and sharing. The characteristics that distinguish social media from traditional media are being bi-directional, interactive, participatory and allowing for sharing. Thus, the definition and characteristics of communication take place in social media" (Tan, 2017d). According to thinkers "Social media is an expandable media and it creates a participatory culture too" (Jenkins, Ford and Green, 2013); "Social media and Web 2.0 is users' ability to produce content in media" (Kaplan and Haenlein, 2009: 60); "Social media is explained as the online sources of information that require memberships, which sources consist of words-of-mouth about topics created by users, as well as personalities, services, products and brands" (Mangold and Faulds, 2009: 358); "Social media is targeted, personal, interactive, participant, direct, timely, content produced, can be contacted with the consumer, has the capacity to share socially" (Kotler and Armstrong, 2016: 545-546). According to thinkers' definitions, social media "is a media where people and brands can produce content; people can interact with and respond to other people and the content produced by other people, share this content and therefore where people can be active contrary to traditional media, and in a general sense where people can be both encoders and decoders. Also, according to thinkers, social media is a stage where communication productions can spread, a collaborative and participatory culture is created and people's life practices come to life. According to O'Reilly (2005), "Web 2.0 is not technology, Web 2.0 is an attitude" (Hinton and Hjorth, 2013: 16). According to social psychology, elements of attitude are cognitive, emotional and behavioural; "a tendency of the individual to organize a response based on his / her experience, knowledge, emotions and motivation against any object, or any subject or event around him / her" (Inceoglu, 2011: 22-23). With the cognitive, emotional and behavioural dimensions of Web 2.0, Tim O'Reilly draws attention to the relationship that person has with himself and his relationship with the tool and his experiences in this relationship with Web 2.0. The article examines how the tendencies in the stage presented by the presentation of the self when they are the subject in their experiences, and the relationship between the individuals' self and the stage are examined.

Social media is also a stage. Readers, listeners and watchers in traditional media can now take their own places in the new media (stage), thanks to new and social media's interactive, participatory and sharing attributes. It is as if mediated communication (media) transforms into an unmediated communication thanks to technology. According to Dijk, one of the most striking features of social media is "*the obscure distinction between interpersonal and mass communication*" (2016: 253). "*If in a media platform the sender and the receiver can communicate in the same channel (media) in a participant and interactive way and both can either be in active or passive roles, that media is social media*" (Tan, 2017c; Tan, 2017d). Interest in social media can be observed and measured in use and penetration. "*According to We Are Social, 3,196 billion people are active social media users. In addition, 2,167 billion people use Facebook and 800 million people use Instagram globally. In Turkey, 51 million people use Facebook and 33 million people use Instagram*" (URL-1). Additionally, "*In terms of participation to Instagram Turkey holds the second place in the world in terms of the ratio of users to country population, with 33 million users and most users of Instagram are in the 18-29 years interval*" (URL-4). This rapid increase in participation in social media results from the fact that social media has interactive, participatory and sharing characteristics, and that people can freely exhibit their selves in social media.

The concept of self is associated with the science of social psychology. Social psychology examines behavioural, emotional and cognitive dimensions of interaction between person and environment, and explains the effects of dimensions with obedience, identification and adoption (Tan, 2019a). Personality is formed through a process which includes a person's sensory organs, the senses they receive through them, the person's process of getting to know, understand and explore self, the person's ideas about their body, how much a person values themselves, how and through what behaviours a person expresses themselves in their communications with themselves and others. Personality is the ability of a person to objectively accept themselves as an object and to look at themselves from the outside. The objective feature is explained objectively as the phenomenon and the ability to look at the events from the outside. Comments and attitude of others come to the fore for the formation of self. It can be observed that people share their own visual images on social media and have access to comments under their shares. The self also wishes to be realized by other selves

and to dominate them, and to have the upper self. Here, for example, it is not about the capacity of the person to have more image management than others, but rather to the fact that it turns into action and the person wants to gain a superiority over others. Those who know the applications of Instagram that can make changes on the visual and which can make changes on the visual, and who can make design changes on the visuals, gain a superiority to other people about image management. This way it is possible to understand the importance of likes as well as the numerical importance of them. Therefore, the self must exist not only in thought but also in action.

The concept of self is explained as "a person's knowledge, belief and ideas about who and what they are and what traits they possess". Our efforts to create and present self are impression management and self-presentation strategies. These endeavours are characterized as "a war of being myself" (Kağıtçıbaşı and Cemalcilar, 2015: 248; Baron and Byrne, 1997: 152; Baron, 1992: 496; Erturk, 2011: 74; Erturk, 2017: 122). The self is related to social structure, social behaviour and social experience. In this way, the self is formed by the process of common attitudes and the person becomes self. Mead, Adler, Maslow, Fromm and Rogers are referred to via their theories on self. According to Rogers (1959) "the self is formed by the thoughts, perceptions and convictions of the individual and the dimensions of the self explain as self image, self-esteem and ideal self" (Güney, 2012: 83; Eroğlu, 2015: 244). When deciding who and what they are, persons they take their decisions both on their own and on the opinions of others. In other words, the person describes their physical, psychographic, social and psychological characteristics. In order to express who and what they are (their own image), the person realizes strategies of impression management and self-presentation in social relations. Symbols, gestures, experiences, subject, our body extensions, other people, objects, memories, awareness and superiority are important for formation, development and nutrition of self. Therefore, the formation of self occurs through the processes of and/or with help of personal adaptation to society, symbols which help the society to form, social experience, others' attitudes towards the person, interaction of the person with the objects in their life and communication.

People satisfy some of their needs with their social relations. Erturk explains this in the following words: "Conditions such as attachment, affection, concern, and uncertainty reduction are a result of this requirement." (...) "The possible consequences of satisfying social relations include satisfying the needs of love and attention, developing the self-concept, approving the image of the self, reducing uncertainty and creating an impression" (2010: 111-240). By joining the social media stage, interacting and sharing, the people both meet the need, develop and present their selves, as well as manage their impressions. Social media is at the same time "a medium/environment where people can portray a more impressing, larger-than-life image of themselves and their lives in an attempt to construct their images" (Çizmeci, 2014; Boyd, 2014). Boyd emphasizes that "people form imagined communities among themselves with their life practices in a space, stage and environment included in networked technologies, which is the core aspect of the concept of 'networked publics'" (2014: 8). In his work titled "It's Complicated", Boyd refers to Goffman, stating that people manage their impressions by presenting their selves. Kaplan and Haenlein (2009) emphasize that social media creates a visual social world, which in turn increases the presentation of self. In other words, people make image management on social media platforms.

Social media is also a stage and people present their selves in this stage. The relationship between social media, self and image can be explained in the steps of a) stage, b) merging images, c) creating self and winning d) managing, e) gaining superiority f) liberation, g) satisfying requirements, h) creating similarity, i) the myth of pleasure and i) the demonstration of cynicism. The demonstration of cynicism in social media is being investigated in the article titled "digital cynicism" (Tan, 2019a). Social media is a stage that allows people to express their selves, the formation, development and nourishment of the self, and ensures that the self becomes a member of a group to interact with others. In addition, if the ancient Greek theatre combines poetry, music and dance, then social media combines visuals, texts, images (objects), sounds and music in a stage. Using social media people can become aware of, demonstrate, form, gain their selves, see other people's views on them, identify with other people's attributes, go through processes of obedience, identification and adoption in order to communicate with the social structure and the generalized "others", and do image management in order to have superiority over other people.

## Field Theory and Habitus Concept of Pierre Bourdieu

In his work, Pierre Bourdieu criticizes the dichotomy between phenomenology (subjectivism) and constructivism (objectivism), and Bourdieu wants to synthesize these two approaches, conceptualized in his work, in 'field theory' and 'habitus'. For instance, according to Wacquant, Bourdieu integrates the dichotomy between the two opposing structures and actors in a coherence of economic political, phenomenological approach and structuralist approach. (Bourdieu and Wacquant, 2016: 15). Bourdieu examines the concepts of Habitus and Field, the distinctions between people, positions, practices of positions, and how people are categorized by the struggle in their interaction with others and structures in the social structure. According to Bourdieu, one is neither rational nor mechanically governed. In addition, the person makes strategies with intuition practices. "The education system, the state, the church, the political parties or the unions are not devices but the field" (Bourdieu, 2016: 87). In the context of this research, social media is a microcosm for the person and a macrocosm for power relations. Bourdieu explains the notion of structural conception by explaining that its structuralism is not only within the symbolic system, language and myth emphasized by Levis-Strauss and Saussure. According to him "social world itself has objective structures that are capable of guiding and shaping their practices and imaginations independently of their consciousness and will" (Bourdieu, 2016b: 189). According to Bourdieu, the field theory and concept consists of a) social, b) cultural, c) economic, d) symbolic constituents. In the centre of the field there is the concept of "capital". According to Bourdieu, the concept of capital "**is a tool or instrument of social distinction**" (Yarci, 2014: 130). Bourdieu explains economic capital as wealth and income; cultural capital as collectible and diploma; social capital with social ties and useful relations; the symbolic capital with prestige, recognition, reputation, knowledge and honour. (Etil and Demir, 2014: 336; Wacquant, 2014a: 447). According to Bourdieu, people are actors and the person is positioned and classified on stage with the social, cultural, economic and symbolic capital that he owns and produces. According to him, "Actors who are classified according to the volume of capital they possess" (...) Social actors define their positions in the structure based on positions which depend on their capitals" (Bourdieu, 2018a: 66-70). Because the research is based on personal image management, Bourdieu's social and symbolic capital concepts are described in the study.

The concept of social capital refers to networks of communication, participation in networks, trust, mutuality, social networks, norms, sense of belonging, mutual recognition and connections. "According to Bourdieu, social capital, social affiliation of social actors, social and cultural codes facilitate social life with the help of facts such as habitus, but on the other hand, they have a function that creates inequalities" (Yarci, 2014: 125). Social media, where people become members of, do their impression management and present their selves, both facilitates the relations of a person with other people and the structures which contain power relations, and enable individuals to have the ideal, desired self which they desire to impose upon others, therefore creating inequality. In addition, social media is a node of the network society, it is a part of the plane of flows and produces norms of people and power relations with social media. An example of these norms is selfie. Nowadays, it is very popular for people to see themselves and the objects and images they want to identify with. The displayed selfies (the presentation of the self / images) are on the social media pages of the people. Therefore, individuals produce social and symbolic capital by using their social relations, communication networks, smart mobile phones and social media features in social media. According to Bourdieu, "Symbolic capital is the form when any one of the economic, cultural or social capital types pass through the category of perception" (Bourdieu and Wacquant, 2016: 25). In another definition, Bourdieu explains symbolic capital as follows: "it not only consists of social recognition forms and types of perception which constitute known, visible, famous, admired, mentioned, lovable etc. social entities, collectively titled 'theory of privileges', but also of tens of manifestations of charisma which grants the theodicy of existences" (2016a:285). Bourdieu states that the concept of capital is not only of economic nature, "but also it should be expanded to every meta which are deemed rare and worth looking for in a specific social formation, without discriminating between symbolic and material" (2018: 232). And Bourdieu emphasizes that there might be nice words, likes, body language, mimics, gestures, challenges, gossip and dissociation involved. According to Bourdieu, the accumulation of symbolic capital, coding of image (words, text and visuals), symbol and indicators and gathering of these in one tool is possible through manipulation and personal interpretation of coded content by the audience (2018: 196). "Every difference which is recognized and regarded as legitimate works as a symbolic capital which is useful in terms of differentiation" (Bourdieu, 2014a: 198). Bourdieu emphasizes the world of images, creating impression and image

management. And according to Bourdieu, the symbolic capital “saves the individual -from insignificance, which includes the lack of importance and meaning-” (2016a: 287).

According to Bourdieu, field structures “habitus”. “As a system of suitabilities working in practice, habitus is an objective foundation of regular behaviours, that is, the regularity of behaviours” (Bourdieu, 2016b: 127). “To talk about habitus is to demonstrate that what is individual, or even personal and subjective, is of social and collective nature. Habitus is a system of permanent and transferable tendencies/suitabilities in which socialized past experiences are integrated” (Bourdieu, 2015: 234; Bourdieu, 2018: 161). “Habitus gives birth to separate and discriminatory practices (...) Being in a space means being a point, an individual in a space, that is, being different...” (Bourdieu, 2015: 22-23). According to Bourdieu, the language created by the habituses and the indicators created by this language serve as a differentiating function. The person fulfils their role as much as their human capital and tendencies allow within the context of “field”. In addition, this representation is also the person's position. As Bourdieu emphasizes, meaning is formed within a holistic structure. Naturally “According to Bourdieu (1997: 104), for the operation of an area, there must be people ready for the game, which people should also possess habitus that requires that the game must have inherent rules, targets etc. that should be known beforehand, and these people must have a motive” (Etil and Demir, 2014: 339). In the context of the research, the aim of the young generation and the digital natives to play this game is to create a good impression, a positive and desirable personal image. The person carries out impression and image management using the permanent suitabilities they gained through their past experiences, therefore experiencing the past and the present together. If the subject of the image management is another person, then the individual experiences the present; when the subject utilizes the conditions of the present in tandem with the image management skills they learned from that individual, then they would be living the possible future of a third person who will receive the impression they've created. There are three factors in this stage, namely a) the past, b) the present, and c) the future. In the process of impression and image management, a person experiences the historical nature of social structures, the stock of historical knowledge and re-lives past experiences. Schütz explains this situation within the context of one's daily life; “**the person lives within the stock of knowledge they gain from their experiences**” (2018: 87); and Marx remarks as follows: “**Men make the history, but they cannot make it exactly as they want, they cannot make it in the conditions they would like, but in those which are encountered first hand, known from and rooted in the past. The tradition of all dead generations collapses like a nightmare on living brains**” (Ritzer and Stepnisky, 2014: 47). Schütz and Marx refer to social structures, habitus and the system of suitabilities just like Bourdieu. However, Schütz and Marx also refer to the fact that social structures, habitus and the system of suitabilities form within a historical process. Bourdieu acknowledges that space and habitus are formed in a historical process. But Bourdieu explains that the structure, the field and the habitus are not unchangeable and that they are an open system; “*Habitus is not a fate as it is sometimes thought. Since it is the product of history, it is a system of open suitabilities which constantly faces new experiences and are constantly affected by them*” (Bourdieu and Wacquant, 2016: 125). Dilthey explains the way out of this as follows; “**Here the human being transcends the empty and desolate repetition of nature through consciousness**” (2017: 25). In context of the study, new media, communication networks, smart mobile telephones, applications and social media are the stage of new experiences. For people to get past, in Dilthey's words, the empty and desolate repetition, they will need to become aware of the potential to affect-motivate behaviours, form attributes, develop and establish norms, form new lifestyles and do impression and image management, of other people and power relations and they will need to utilize their consciousness for this.

According to Bourdieu, the motives behind a person's formation of capital and gaining a position with it, within the context of the field, are their purposes of “differentiation”, “ownership” and “existence”. “*Existence, which is reduced to ownership, a happening or realization of a possibility, together with habitus, is a requirement for re-creating objective structures, which are outcomes of a collective history, under the forms of permanent suitabilities, and is a product of the seizing work*” (Bourdieu, 2018: 176). Bourdieu agrees with Durkheim, saying “**Society is God**” (Bourdieu, 2016a: 290). Bourdieu describes people as a product of social structures and refers to the creativity of society.

## Method and Research

The article is written in İstanbul Aydin University under the dissertation titled “Transformation of Personal and Brand Image Management in Social Media”. The thesis focuses on transformation of personal and brand image management within the context of personality theory with an extended meaning, which is what is installed in a smartphone by a person to access social media. With the concept of “habits”, Bourdieu refers to an earned position, how one gets there, who gets there, habits and processes. In this context, the thesis sets out from the concept of “habitus” in an attempt to explain the relationship between the tool (smartphone) which is used to access social media, social media (the place of settling down) and university students who use social media (settlers), the process which is the outcome of this relationship, and the transformation of the habits which occur as a result of this process in terms of personal and brand image. The thesis employs known communication science methods and applications such as descriptive research, focus group method, survey technic and semiotic analysis. In this article, hypothesis related to transformation of personal image management of research and survey data, findings and results are given.

Hypothesis 1: *University students aim to protect and strengthen their self-image and university students want to have the image they desire (self). University students use their social relations to realize this goal.*

Hypothesis 2: *University students make image management through dramaturgy and impression management in social media channels.*

Hypothesis 3: *Whether the student's university is a state university or a foundation university is a determinant for how the student uses the social media.*

Hypothesis 4: *University students use social media because it strengthens their image.*

The universe of the research is the university students who are in contact with smartphones that are used to reach social media platforms (Facebook, Instagram). The limitation of the research is the undergraduate, graduate and doctorate students studying communication science in state and foundation universities in İstanbul. The samples of the study are undergraduate, post-graduate and doctorate students at the state universities of Galatasaray University, İstanbul University and Marmara University, and at the foundation universities of İstanbul Aydin University, İstanbul Bahçeşehir University and İstanbul Commerce University. The scale used in the survey of the research belongs to the author of the article, except the questions in the extended self-theory section. While the independent variable of the research is social media usage, dependent variable is personal image management.

The questions in the individual self section aim to analyse a) the impression and image management the person aims to create in the social media page, b) whether the person themselves and other people are aware of the impression and image management that the person is intending to create, c) the person's Smart Mobile Phone which occurs when they edit or add to the visuals which they create during individual image management, as well as whether they make use of social media platforms and applications. In addition, d) the impact of generalized “others” in social media on the person; whether the sets, showcases and decors on the social media stage are made use of, e) the values and achievements the person intends to gain through individual image management in social media are also studied. Research findings were obtained by processing the data acquired from university students in SPSS v25.0 and Amos v23.0 package software programs. The survey data were analysed over the responses received from 845 people. The data acquired was evaluated using percentage and frequency methods. Beside difference analysis, the study also focused on cause-effect relationships. When evaluating research data, in the first stage an explanatory factor analysis regarding scales was carried out in the SPSS program, and then a confirmatory analysis was carried out in the AMOS program. Reliability and difference analyses were implemented according the analysis results acquired. Hierarchical regression analysis was used to study the cause and effect relationship among the variables. Table 1 shows the findings of 845 participants. Among the participants of the survey, 54.4% of the students were female, 45.6% were male; 50.5% were in state universities; 96.1% of them are undergraduate students in communication faculties.

Groups	Frequency	Percent
<b>Gender</b>		
Woman	460	54.4
Male	385	45.6
<b>University</b>		
Galatasaray University	62	7.3
Istanbul University	231	27.3
Marmara University	134	15.9
Istanbul Technical University	151	17.9
Bahçeşehir University	116	13.7
Istanbul Commerce University	151	17.9
<b>University Type</b>		
State University	427	50.5
Foundation University	418	49.5

**Table 1. Characteristics of Research Participants (n = 845)**

Findings regarding internet use of the participant students are demonstrated in Table 2. 25.8% of the students stated that they spent 3-4 hours daily on the Internet; 24% stated that they spent 1-2 hours daily in social media; 54.7% stated that they frequently use their social media accounts; 39.5% stated that they publish one post in a month on social media.

*The questions, of which the sample size sufficiency were below 0.50, which were the only questions under factors and of which the factor weight was below 0.50 were removed from the analysis. Then the analysis carried out yielded four factors with a proper value of 1 or more. These factors were signified as follows; “brand image”, “personal image in social media”, “extended self theory” and “the impact of social media shares”. The article demonstrates the outcomes of the factors “personal image in social media” and “the impact of social media shares”.*

Factor Name	Question Expression	Factor Weights
Social Media Personal Image	I create a positive image on social media against my friends by sharing visual images (photo / video / story) about myself on social media.	0.801
	I think that I am influencing my friends in social media with my social media shares.	0.760
	The comments from the content I share with social media are important to me.	0.670
	Thanks to social media, my social relations are developing and strengthening.	0.627
	Before sharing the images on social media, I edit images and share them later by taking advantage of Facebook, Instagram and other applications.	0.540
Impact of Social Media Shares	I see people use social media to impress others.	0.795
	By sharing content from entertainment, holidays, meals, overseas trips, luxury venues and purchased products, people intend to send implied messages of superiority to the others.	0.766
	I see that on social media, people share their posts in an attempt to direct and manage the behaviours of other people.	0.611

**Table 2. Aspects of Internet Use (n = 845)**

Groups	Frequency	Percent
<b>Daily Average Internet Usage</b>		
None	16	1.9
0-1 hours	27	3.2
1-2 hours	103	12.2
2-3 hours	194	23.0
3-4 hours	218	25.8
4-6 hours	206	24.4
8 hours and above	81	9.6
<b>Daily Average Social Media Usage</b>		
None	40	4.7
0-1 hours	106	12.5
1-2 hours	203	24.0
2-3 hours	165	19.5
3-4 hours	155	18.3
4-6 hours	127	15.0
8 hours and above	49	5.8
<b>Daily Use of Social Media Accounts</b>		
Very intensely	141	16.7
Often	462	54.7
Sometimes	152	18.0
Rarely	35	4.1
I don't use it every day	55	6.5
<b>Sharing from Social Media Accounts</b>		
5 every day	16	1.9
3 every day	32	3.8
1 every day	50	5.9
3 per week	72	8.5
1 weekly	230	27.2
1 monthly	334	39.5
Never	111	13.1

**Table 3. Explanatory Factor Analysis**

According to the results obtained as per personal image on social media, presented in Table 3, university students share positive images in social media platforms in order to create positive images and in doing so, they believe that they impress their friends. The gestures, gestures, body language, likes and rumours in the images can be deemed as a meta production in terms of Bourdieu's view, which is in other words, a production of symbolic capital. In addition, the young generation is using symbolic capital while also employing their social capital.

One is motivated by a goal in the production of symbolic capital, and the purpose of the person is to differentiate themselves by having a positive image by influencing the behaviour of others through the social media stage. And people are positioned according to the images they share in the social media, the number of friends they have and the numerical magnitude of the likes. In order to enhance their position, people need to produce more symbolic capital, have others in the social media stage like the images of them and follow their page. This refers to Bourdieu's concept of symbolic power that is "*The power over others, which is drawn from the existence, views, perceptions and appreciations of others*". In order for the person to increase their capital, they need to increase the number of their followers and the likes coming in on the images that they share. To achieve this, the person needs the social media stage, social media applications, as well as the features of the smartphone which they use to access social media. According to the results of the research, before sharing the images on social media, people edit their images by making use of Facebook, Instagram and other applications and then share their images. *University students accept that they do impression and image management in the social media stage*. The personal impression and image management, which is the knowledge stock from the past, as iterated in the descriptive section of the research, is

utilized by people in the social media stage. But this knowledge stock is transformed by the habitus, technology, new media, social media and digital code, in the words of Bourdieu. Thanks to the capabilities of the digital code, university students can change their images, as well as edit and transform the images they want to share. In addition, according to the findings of the research, the young generation states that "their social relationships are developing and strengthening thanks to social media". The young generation is also referring to the fact that social media increases their social capital by emphasizing their social ties through social media. According to the findings and interpretations of the study, the first and second hypotheses are verified.

According to the results of the explanatory factor analysis for the impact of social media shares in Table 3, university students are aware that people aim to manage other people using their social media shares; people use social media to impress other people; and people aim to gain superiority over others using denotations and connotations in the images in their social media posts. As emphasized in the descriptive part of this study, people can make choices with the consciousness they have and can combine, interpret, compare and evaluate the meanings of images, symbols and indicators. While the self makes the impression and image management in order to gain the image it desires, the consciousness can realize the practices of impression and image management of both itself and the other and combines, interprets, compares and evaluates these practices, events and phenomena. Through the consciousness of the person, one realizes the difference between impression and image management of others and also understands, evaluates and interprets how he can increase social capital and symbolic in the social media stage. Thus, as Bourdieu emphasized in his words "*Being in a space, a point in a space, being an individual means differentiation*" a person also learns how to position themselves, differentiate and exist in the stage (space) of social media.

Variables	Gender	N	$\bar{X}$	Std. Dev.	F	t	P
Social Media Personal Image	Female	460	3.3422	0.77446	8.919	2.830	0.005
	Male	385	3.1756	0.91226			
Impact of Social Media Shares	Female	460	3.9319	0.71108	6.438	1.506	0.132
	Male	385	3.8528	0.79875			

**Table 4. Gender Analysis (n = 845)**

When the research findings in Table 4 are examined, *it was determined that social media personal image levels of women are higher than men.*

According to Table 5, there is a statistically significant difference between the impact of social media personal image and social media share and university type ( $p < 0.05$ ). When the findings are examined, *it is determined that the foundation university students' levels of personal image of social media are higher than those of the students of the state university. In addition, the impact of social media shares of students in public universities is higher than that of the students studying at foundation universities.* According to the results of the study, the third hypothesis of research, which is "*being a student at a state or a foundation university affects the use of the student's social media use*" is confirmed.

Variables	Uni. Type.	N	$\bar{X}$	Std. Dev.	F	t	P
Social Media Personal Image	State	427	3.1813	0.86791	1.200	-2.974	0.003
	Foundation	418	3.3531	0.80995			
Impact of Social Media Shares	State	427	3.9672	0.75920	0.383	2.796	0.005
	Foundation	418	3.8230	0.74017			

**Table 5. Differential Analysis by University Type (n = 845)**

According to the results of the analysis in Table 6:

- a) Social media personal image levels of the students who daily use internet between 3 and 4 hours on average are higher than those of the students who do for 1 to 2 hours ( $p < 0.05$ ).
- b) Social media personal image levels of the students who daily use internet between 3 and 4 hours on average are higher than those of the students who do for 2 to 3 hours ( $p < 0.05$ ).
- c) Social media personal image levels of the students who daily use internet between 4 and 6 hours on average are higher than those of the students who do for 1 to 2 hours ( $p < 0.05$ ).

According to Table 6, there is a positive relationship between personal image levels and how much more people use the Internet.

Variable	G. Int. (I)	G. Int. (J)	Average Difference (I-J)	Standard Error	Significance Level
Social Media Personal Image	3-4	1-2	0.38948*	0.09763	0.002
		2-3	0.25292*	0.07763	0.025
	4-6	1-2	0.36990*	0.09984	0.006
Impact of Social Media Shares	None	1-2	-0.68507*	0.19912	0.011
		2-3	-0.86362*	0.19274	.000
		3-4	-0.88704*	0.19193	0.000
		4-6	-0.89381*	0.19231	0.000
		8+	-0.92104*	0.20273	0.000

Table 6. Tukey and Tamhane T2 Test Results for Daily Internet Use Times

Variable	Sos. Med. (I)	Sos. Med. (J)	Average Difference (I-J)	Standard Error	Significance Level
Social Media Personal Image	None	2-3	-0.71182*	0.16520	0.002
		3-4	-0.74161*	0.16607	0.001
		4-6	-0.92150*	0.17203	0.000
		8+	-0.77163*	0.20537	0.007
	0-1	2-3	-0.64635*	0.10374	0.000
		3-4	-0.67614*	0.10513	0.000
		4-6	-0.85602*	0.11430	0.000
		8+	-0.70616*	0.16016	0.001
	1-2	2-3	-0.33807*	0.07711	0.000
		3-4	-0.36787*	0.07897	0.000
		4-6	-0.54775*	0.09082	0.000
Social Media Shares' Impact	None	0-1	-0.43899*	0.13867	0.027
		2-3	-0.47677*	0.13170	0.006
		3-4	-0.50968*	0.13253	0.002
		4-6	-0.50446*	0.13549	0.004

Table 7. Tukey and Tamhane T2 Test Results for Daily Social Media Use Times

According to the results of the analysis in Table 7:

- a) The social media personal image levels of the students who are not present in social media are lower than those who use social media for 2-3, 3-4, 4-6 and 8 hours ( $p < 0.05$ ).
- b) The social media personal image levels of the students who are present in social media for 0-1 hours daily are lower than those who use social media for 2-3, 3-4, 4-6 and 8 hours ( $p < 0.05$ ).
- c) The social media personal image levels of the students who are present in social media for 1-2 hours daily are lower than those who use social media for 2-3, 3-4 and 4-6 hours ( $p < 0.05$ ).

According to the results of the analysis, using social media more affects the personal image level of the individuals. By using social media, the younger generation desires to increase both their social and symbolic capitals.

According to Table 8, the results of the analysis, the following findings were obtained:

- Social media personal image levels of *the students who very intensively use social media* are higher than those of the students who frequently, sometimes, rarely or very rarely use social media ( $p<0.05$ ).
- The impact levels of social media shares of *the students who very intensively use social media* are higher than those of the students who frequently, sometimes or very rarely use social media ( $p<0.05$ ).
- Social media personal image levels of *the students who frequently use social media* are higher than those of the students who rarely or very rarely use social media ( $p<0.05$ ).
- Social media personal image levels of *the students who frequently use social media* are higher than those of the students who sometimes use social media ( $p<0.05$ ).

Variable	S. Med. (I)	S. Med. (J)	Average Difference (I-J)	Standard Error	Significance Level
Social Media Personal Image	Very Intensively	Often	0.39975*	0.07176	0.000
		Sometimes	0.80866*	0.09288	0.000
		Rarely	1.27603*	0.16760	0.000
		I don't use it every day	1.11966*	0.14146	0.000
	Often	Sometimes	0.40891*	0.07588	0.000
		Rarely	0.87628*	0.15881	0.000
		I don't use it every day	0.71991*	0.13093	0.000
		Often	0.21028*	0.06453	0.013
Impact of Social Media Shares	Very Intensively	Sometimes	0.31691*	0.08402	0.002
		I don't use it every day	0.44578*	0.14636	0.032

**Table 8. Tukey and Tamhane T2 Test Results for Using Social Media**

According to Table 8, there is a positive relationship between the intense social media use and personal image levels of the younger generation. In addition, there is a positive relationship between the younger generation's use of social media and the impact level of their social media shares. The young generation, in other words, digital natives, both increase their social and symbolic capital in the social media stage, while increasing awareness of others about behaviours, sharing and social and symbolic capital production. According to the results of the research on younger generations, these individuals edit their visuals before sharing them, using the features provided by Facebook and Instagram. Visual, auditory and conceptual images, which exist thanks to digital code, which combines, and at the same time converges, communication networks, media and information technologies, may cease to exist due to the activities of gatekeepers. In this case, the extent of reality in the shared images will inevitably reduce. The younger generation can also have a virtual image in the online space (stage).

## Conclusion

Social media is a stage in the context of this research, and the younger generation produces both social and symbolic capitals in this stage, which positions them in this space according to the capital they are able to produce. People use stock of past knowledge to produce meta (images and content) to share on the social media stage. People utilize the historical stock of knowledge for their

personal image management, apply this knowledge in the present and by doing this, they shape the future personalities and images of the others, whom they share the social media stage with. *There is also a temporal association in this relationship. In fact, past, present and future are all happening at the same time.* Social media is a stage which enables people to form, develop, nurture their personalities, and gain awareness and establish superiority to other people. The data, findings and comments of this research also confirm this information. According to the results of the research, people desire to become noticed on the social media stage so they do personal impression management; attempt to establish superiority over other people by altering, transforming and adding to their visuals; and therefore, gain an upper self in this stage. Also, the other people's comments, attributes, stances, gestures and mimics of other people towards them is important for social media users. In addition, people need the views, comments, attributes and likes of other people in the social media stage so they can gain symbolic power in the social media stage. A person's attachment to and dependence on the persons and groups also vary according to their ideas about social media use, the length of their history of social media use and their purpose of using social media. Additionally, social media helps its users to form, gain, develop and present their personalities.

In a system of suitabilities which form on the stage of social media, people carry out personal impression and image management which they naturally practice in their daily lives. This impression and image management is different from the personal impression and image management that is also present in everyday life practices, in that it happens online (space and stage). By using the features of social media tools and their smartphones, which they use to access social media, people are able to extract images from and add images to their own images. Underlying this effort of people is people's desires to increase the levels of their social and symbolic capitals, and therefore gain a positive, appealing and ideal image online. According to Bourdieu, therefore, the person wants to "differentiate", "own" and "exist". One needs to produce symbolic capital in order to "differentiate", "own" and "exist". Because "**symbolic capital saves the person from insignificance - which both expresses the lack of importance and meaning**". A person is a "being" which is rooted on the constituents of space and is reduced to the capitals they have. A person struggles to obtain a position within a system of suitabilities which form in the stock of historical knowledge, experience, tradition and norms. The system of suitabilities, which is connected to personal image management and presentation of self in social media, is being transformed today by technology. Thanks to this transformation of the habitus, people can more easily produce and increase their social and symbolic capitals. People can be positioned on the social media stage according to their social and symbolic capital. The people who are followed by millions of people in the social media stage, receive many likes and much interaction to the content that they share are named "influences", "icons" and "famous". Using their social and symbolic capitals that they produce on the stage of social media, people can exist both in the microcosm and the macrocosm. In other words, striving in the fields and habituses in the societies they live, people can exist both at national and global scales. When saying **Society is God**, Bourdieu underlines that people can only exist based on the constituents of their social field and as long as they utilize habituses. A suggestion with the research is to study the relationship between social media and economic and cultural capitals.

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# Technology and Accreditation Process in Education of Communication

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## Abstract

Technological development has been a profound effect on the communication field. Global mass media and electronic mass media has undergone a radical change. Global technological development has included terms such as new media, digital media, social media in our lives. Besides, media and content of it have had a transformation. This transformation changes our social and individual lifestyles and our communication habits. Technological development in the field of mass communication also changes the education of communication in higher education. Education of communication aims to educate well-equipped graduates who can be positioned according to new professions emerged in the communication sector. This change occurs within the frame of quality in the education of communication and accreditation. Quality and accreditation studies conducted at an international level are also adopted in Turkey, and thus transformation process has started. Opportunities brought by technological development are used in higher education within the context of student, academic member, and sector. Student profile and communication skills in the education of communication are changing. Universities raising scientists in higher education are carrying on their studies regarding forming an academic member profile adopting and using the opportunities of technology. Higher education works with harmony with communication sector to produce equipped graduates in line with the development of technology. Updating schedules using technological innovations, adding new courses, preparing new contents for course contents, using new tools for courses with technological opportunities are discussed in the education of communication. Each transformation's beginning, adopting, experiencing, and concluding become possible in a particular process by overcoming the featured problems. This study investigates quality and accreditation studies within the context of changes brought by technological development in the education of communication.

Keywords: Technology, Education of Communication, Accreditation, Quality, Globalization.

## Introduction

Globalization constitutes a global culture with the global economy and new mass media of technology worldwide. Technological determinism approach by Marshall McLuhan forms a basis for "mainstream" approaches in which the world has turned into a village. Walter Ong emphasizes that history of humanity included oral culture and written culture, respectively, and now we are living in the second oral culture period. In this context, the sovereignty of audiovisual communication emerges. English is the universal language in the new media. A new lifestyle, new habits brought by global culture is forming.

The globalization process has accelerated from the 1980s in Turkey. In particular, change is observed in the education of communication within the frame of adaptation to the European Union. This study approaches the education of communication as an independent variable, and technology, economy, new media, education policies as a dependent variable within the historical context. (Tokgöz: 2003:13).

Education of communication started with the establishment of the two-year Institute of Journalism at Istanbul University in 1950. Four-year license education started with the establishment of The School of Press and Broadcasting within the Faculty of Political Science at Ankara University in 1965. These schools or institutes of Ankara University, Gazi University, İstanbul University, Marmara University, and Ege University took the name of School of Press and Publication in 1982.

Eskişehir Academy of Economic and Commercial Sciences attempted to establish a television station since the beginning of the 1970s, and in 1972, television education institute, which was affiliated with the academy institutionalized after the television use. The institute transformed into College of Cinema and Television in 1975 and renamed as Faculty of Education and Teaching with Television in 1979. Then Press Department was added in the Faculty, which was renamed as Faculty of Communication Sciences in 1980.

Higher education law no 2547 enacted in 1982, resettling of all education and teaching in all current state universities and academies was brought to agenda. With the decree no 41, Ankara University Faculty of Political Science School of Press and Broadcasting, and Istanbul University Faculty of Economics Institute of Journalism and Public Relations were incorporated into rectorates of Ankara and Istanbul University, respectively as The School of Press and Broadcasting. Schools of Journalism and Public Relations affiliated to academies in Ankara, Istanbul and Izmir were incorporated into the rectorates of Gazi, Marmara and Ege University as The School of Press and Broadcasting.

With the law, no 3837 enacted in 1992, five Schools of Press and Broadcasting transformed into faculties of communication. With this law, Faculty of Communication affiliated to Selçuk University was established in Konya, and Faculty of Communication Sciences affiliated to Anadolu University was established in Eskisehir. This transformation continued with İstanbul Galatasaray University Faculty of Communication in 1994, Erzurum Atatürk University Faculty of Communication in 1997, Elazığ Fırat University Faculty of Communication in 1997, Kocaeli University Faculty of Communication in 1998 and Akdeniz University Faculty of Communication in 1999.

The number of faculties of communication increases in state universities and license programs regarding communication in faculty of fine arts, communication, public relations, radio and television broadcasting, photography departments in vocational schools and institutions providing special education of communication involved in state universities. Besides, after allowing to establish foundation universities in 1997, Faculties of Communication in Yeditepe, Maltepe and Bilgi Universities were established in 1997, Faculty of Communication in Bahçeşehir University was established in 2000, and İstanbul Ticaret University Faculty of Communication was established in 2001 in İstanbul. In Ankara, Baskent University Faculty of Communication was established in 1997. İstanbul Aydin University Faculty of Communication was established in 2008, Faculties and Departments of communication were established in Turkish Republic of Northern Cyprus Eastern Mediterranean University, Cyprus International University, Near East University and European University of Lefke. In 2019, there are 67 faculties of communication in total.

Since 1992, changes have been done in the Faculties of Communication in Turkey within the process of adaptation to the European Union. The syllabus was arranged as semi-annual within the scope of Bologna process studies and studies regarding course contents, and stylistic background has been conducted until now. Turkish Qualifications Framework was created based on the European Qualifications Framework. Style and content adopted in accreditation studies set forth by Europe.

For the accreditation studies in education of communication, Education of Communication Assessment Accreditation Council (ILEDAK) was established with the approval of the Communication Research Association (ILAD) in the meeting of Deans of the Faculties of Communication. Higher Education Quality Council of Turkey accredited ILEDAK in January 2018.

ILAD/ILEDAK started to conduct accreditation studies in the departments of faculties of communication from this date on. ILEDAK aims to \*enhance the quality of education-training and improve education with a systematical approach,

\*assure the quality of education-training,

\*reassure the people they provide service (student, parent, sharer sector) about conducting the quality of education-training based on specific standards

for the accreditation of the universities in Turkey, TRNC and Turkish republics.

Similar institutions in Europe and the US (ACA and ACEJMC) were researched. European Standards and Guidelines for Quality Assurance in the European Higher Education Area and principles and standards of National Qualifications Framework for Higher Education in Turkey were investigated. Learning outcomes regarding the education of communication were created as a draft

based on these principles. Learning outcomes of ILEDAK general communication program and seven different programs were prepared to apply in the accreditation process of education of communication program. These are;

\*General outcomes of education of communication

\*Field of Journalism and New Media

\*Field of Visual Communication Design

\*Department of Public Relations and Publicity

\*Field of Communication Sciences

\*Field of Radio and Television and Cinema

\*Field of Advertising

\*Field of New Media and Digital Media (Aziz:2016)

The extent education programs met the requirements of today, and the extent the technological developments adapted to these programs have always been a discussion topic (Topuz:2003:378).

Employment of graduates is also a problem within the frame of the relationship between the academy and communication sector. Besides, the high number of faculties of communication also bears an employment problem.

Development of technology and its effect on the field of communication makes the education of communication to be in a dynamic structure. Communication is an interdisciplinary field that benefits from each discipline of social sciences. Technological innovations necessitate the change of target masses in the education of communication. Students, academicians, and communication sector comprise these main target masses. Harmony is aimed among each of these three targets for their social, economic, and cultural completion by technological development in the global world.

At first, student-centered instruction is adopted in the education of communication. Technological infrastructure, classrooms enhanced with software and communication facilities make the communication between student and academic easier. Elements such as recording, course selection, approving courses and announcing the test scores are necessary infrastructure studies conducted to adapt to technological innovation and change.

Each university, faculty or department can create new education process infrastructure according to their vision, mission, and culture. Today, e-transformation and e-learning are discussed in education-training. New teaching methods take shape within the frame of synchronous processes, lecturing independently from time and space. These are instant processes. Digital transformation makes the infrastructure of education technology. Smartphones are used more than computers as training technologies. Primarily, the internet access problem should be solved.

Education-training environment includes flexibility. The learning process is moving outside of the campus. Time and space notions are transforming for education. Preparing the content of instructional materials is a significant subject apart from infrastructure. For special course design, academicians who are experts on their fields need to devote themselves to study regarding this subject and adopt the transformation. Copyrights, institutional core curriculum instructions and methods of fundamental principles should be shaped and guaranteed by the universities. This type of education-training processes provides flexibility, awareness to learn to be able to choose what, where and when and taking responsibility.

This approach that requires working coordinated within the university units foresees developing new online courses and programs creating new value, experience, product service transformation, and mobile application.

This type of “special course designs” also transform researching, planning, application, and evaluation processes. They include audiovisual-based, short, comprehensible, clear, competition and rewarding with gamified content. Micro-learning is aimed through virtualization elements. Education of communication is a field in which theoretical and practical studies are within one another. Syllabus

studies conducted in compliance with the technological innovations make the backbone of the accreditation studies. Following the international studies within the context of adaptation, updating, innovation, creating, globalization makes syllabus studies possible. Course names become in conformity with the course contents, the way of teaching and sector using the technology. Therefore, communication interacts with social, economic and cultural change within the globalization. Changing and transformation are sustainable. New programs are created, and new courses are added to the syllabus. External stakeholders' meetings are set to communicate with the sector, and a student profile in compliance with the sector is created. Target mass making these innovations, changes, and transformations is academicians. Not only do universities' missions include graduating students from 4-year license programs, but it also includes raising scientists. Postgraduate and doctorate programs also need constant improvement works such as license programs. In this context, all academicians need to be a part of the process and need to be efficiently raised for teamwork, strong leadership, pedagogical performances.

The student is the focal point in the education of communication. A student who knows his/her mother tongue, has the mathematical knowledge, can think analytically in primary, middle and high school is the student who is ready for the education of communication. If s/he can learn a foreign language effortlessly, s/he can benefit from "Erasmus" student exchange program brought by Bologna and can be educated in a European country for at least a semester, which is a significant experience. The syllabus includes social sciences core courses, core courses regarding general communication field, and courses and elective courses of the program. Students undergo internship in the sector and graduate with a capstone project within the frame of these lessons. A graduate student has the following characteristics: able to think critically, in compliance with teamwork, able to solve a problem in a crisis, has ethical values, leader, creative and able to think analytically.

## **Accreditation in Higher Education**

### **Accreditation Description**

According to 3rd article of Higher Education Quality Assurance Regulation published in the Official Gazette no: 29423 of 23 July 2015, accreditation is the quality assurance and evaluation process measuring whether a higher education program meets the academic and field standards, determined by an accreditation agency in a specific field.

Higher Education Quality Council of Turkey (HEQC) is responsible for authorization and recognition of accreditation agencies in Turkey. The processes of authorization of national accreditation agencies and recognition of international accreditation agencies are conducted within the scope of principles and standards determined by HEQC.

The 6th article of Higher Education Quality Assurance and Higher Education Quality Council of Turkey published in the Official Gazette no: 30604 of 23 November 2018 states the tasks of Higher Education Quality Council of Turkey as below:

- a) Determining the national policies and strategies regarding the quality assurance in higher education, and releasing these to the public,
- b) Being engaged in activities to develop and popularize the quality culture in higher education,
- c) Encouraging the establishment of internal quality assurance systems, and guiding higher education institutions in this subject,
- d) Following the studies regarding quality assurance systems in higher education on a national and international level, and conducting joint studies on a national and international level,
- e) Determining principles, quality indicators and rules that will be performed in external evaluation and accreditation process,
- f) Carrying out an external evaluation of higher education institutions regarding education and training, research and development, quality levels of social contribution and administrative services at least once in every five years and evaluating the higher education programs if necessary.

- g) Evaluating and following the activities of higher education institutions within the scope of mission differentiation and specialization program, and presenting the results to the Council of Higher Education,
- h) Conducting activities and broadcasting to inform higher education institutions regarding external evaluation and accreditation processes,
- i) Preparing, publishing Higher Education Quality Status Report including advice regarding quality improvements by evaluating institutional feedback reports every year after the external evaluation process of Higher Education institutions, and submitting them for stakeholders' information,
- i) Deciding by evaluating the letter of registration of private persons/entities applying to register within the scope of principles and rules to conduct activities in external evaluation and accreditation areas, following the activities of these institutions and being informed, warning or canceling their registrations if necessary,
- j) Representing Turkey regarding quality assurance in higher education in the presence of international institutions,
- k) Cooperating with the Council of Turkey Qualifications Framework regarding higher education quality assurance system,
- l) Evaluating the implementation level of qualifications, provisions in the Rules and Procedures regarding the Quality Assurance within the scope of Turkey Qualifications Framework.

The Authorization and Recognition of Accreditation Agencies process section in the 6th section of the Council of Higher Education Quality Regulation is as below:

Article 27: National, independent accreditation agencies shall be authorized and given Quality Assessment Registration Certificate by the Council, and international accreditation agencies shall be recognized by the Council.

HEQC (Higher Education Quality Council) implements The Authorization and Recognition of Accreditation Agencies by the below principles.

- 1)The agency should have predetermined and predeclared missions and goals, should maintain its activities in the direction with these goals, should ensure broad stakeholder participation in management processes and implementations, and should prove that outcome-oriented applications regarding program accreditation and the standards are reliable and suitable for national and international standards (particularly ESG), and the right decisions are made.
- 2)The agency's corporate and financial structure should be suitable for regulation and field of activity and should be firm and sustainable.
- 3)The agency should independently move in terms of organizational structuring, operational processes, and formal results' responsibility.
- 4)The agency should regularly publish general assessment reports analyzing the results of program accreditation activities.
- 5)The agency should have enough and suitable human and financial resources to conduct the program accreditation activities.
- 6)The agency should participate in suitable internal quality assurance processes to follow, assess and assure the activity outcomes, and conduct constant improvement studies.
- 7)The agency should participate in external assessment processes for the constant improvement of the quality assurance system and to assess whether its activities are suitable for the national and international standards (particularly ESG).

HEQC recognizes accreditation agencies according to below standards.

- 1)The agency should prove that implementations and standards regarding program accreditation are trustworthy and suitable for national and international standards (particularly ESG).

2)The agency should prove that they embrace the outcome-oriented (learning outcomes, following the student success, assessment and evaluation approaches, graduate opinions, etc.) accreditation approach.

Besides, Higher Education Quality of Turkey was accepted as a member of the European Association for Quality Assurance in Higher Education (ENQA) from March 2019.

ENQA, established in 2000, is one of the leading associations representing quality assurance organizations in Higher Education in Europe. It aims to encourage European cooperation in quality assurance in higher education and developing and sharing implementations. It also aims to share its knowledge and specialty with its members and stakeholders to improve quality assurance dimension.

### **Quality Assurance In Education**

A program should have mission, stakeholders' views, and loud and clear education purposes both for accreditation studies and for Bologna process in the frame of education-training quality assurance. Besides, the European Qualifications Framework and National Qualifications Framework should be taken into consideration. Basic field competencies, program outcomes and course contents should be compatible with learning outcomes. The correlation matrix is formed between program education purposes and program outcomes. Measurable learning outcomes related to program qualifications and that will determine the program competencies are written for each course.

A student passing the course gain measurable knowledge, skills, and abilities from this course. Program qualification correlation matrix is formed in the courses. Required workload and the European Credit Transfer System (ECTS) credits are calculated without breaking the 30 ECTS/term rule to reach course learning outcomes.

Program quality assurance system should be established and operated for the conformity between course learning outcomes and program learning outcomes. Quality assurance should include planning, implementation, assessment, reporting, and quality improvement activities providing that qualifications are met the predetermined quality standard and principles. Course learning outcomes and measurement results should be evaluated, proofs regarding program outcomes should be investigated, the achievement of program education goals and the results should be evaluated in the meetings conducted with stakeholders.

### **Conclusion**

Technological opportunities transform the education of communication in the globalizing world. Outcome-oriented education of communication includes quality and accreditation studies. Accreditation includes the plan-do-check-act study as a whole. In this context, Quality Assurance Guidelines, Quality Council and National Accreditation Body aim to generalize quality culture with quality and accreditation studies.

ILEDAK taking the Quality Registration Certificate in 2008 use syllabus as a base in accreditation. The syllabus should be updated constantly with interaction with the sector and external stakeholders. Accreditation aims constant, outcome-oriented, student-oriented, project-based education. Graduates are desired to have the following characteristics: able to express themselves, creative, able to produce and able to create awareness. Achievement of education goals is proved. Simplicity and accuracy are sought.

Behavioral dimension is significant in the evaluator educations of accreditation. It should ethically be strengthened. Reports with loud and clear standards written for field-specific improvement provide quality assurance. Technology changes features of program and syllabus. Transivity is obligatory in terms of interdepartmental harmony.

Technological development sets forth computer-based, dynamic, flexible and interactive syllabus. Required updates should be done for sustainable changes. In this context, the foundation of quality and accreditation standards is laid down with university-sector cooperation. The fundamental things are departments, in other words, programs.

The syllabus includes compulsory and selective courses consisting of core lessons of social sciences, general communication lessons. Elective courses consist of university, department and faculty courses. Contents of core lessons create the infrastructure of accreditation standards.

Communication, which is an interdisciplinary field, benefits from other social sciences. The balanced syllabus includes theoretical and practical lessons. Knowledge, skill, and competence harmonize with each other by putting the knowledge gained in the lessons into practice.

Theories and models produced with studies and reviews conducted within the frame of description, function and communication studies benefit from various social science disciplines. It is approached on a broad technological, social, economic and cultural dimension. It is significant to understand the connection between education and social life.

Technology brings new technologies such as gaining adaptability with fast learning, smart management. "Core Education of Communication Program" includes sustainable development, preserving humanitarian and moral values. It also includes gaining oral, written, visual and audio competences, analytical critical thinking, knowledge-based agile leadership, and problem-solving ability. All studies state that quality and accreditation studies will continue in the education of communication and should be updated within the frame of technological development.

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# The Effect of Social Media Advertisements on Consumption Perception of Adolescents

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## Abstract

The advantages of technology in many areas are also reflected in the advertising and marketing sectors. The interaction provided by the technology is also positively reflected in the buying behavior of consumers. Especially in recent years, social networks have been one of the leading channels where both the environment and the interaction of the users are at the highest level. Networks such as Facebook, Twitter and Instagram, where individuals spend most of their time, affect users in every way. The most important one of these effects is the effect of social media advertisements on individuals' perception of consumption. This forms the focus of the study. Adolescents who are one of those use social networks the most and who are most affected by this use constitute the sample of the study. In this context, it has been tried to determine whether high school adolescents are affected by advertisements in social media usage by using focus group method in Bakırköy in İstanbul. The findings of the study revealed that social media advertising has a significant effect on directing individuals to consumption.

Keywords: Social Media, Social Media Advertisements, Adolescents' Perception.

## Introduction

With the developing technology in recent years, the use of internet and, as a result of it, the use of social media networks have become quite widespread. These changes and developments, as they did in the world, also affected Turkey greatly. In the early 2000s, the use of social media networks, which reached large audiences with Facebook, began to take up more space in our lives with the addition of new social media applications.

Unlike mass media such as newspapers, radio and television, social media networks are immediately accepted by the masses due to the reasons such as individuals can establish mutual communication and realize this communication within seconds. Now official agreements, friendships, relationships with the opposite sex, and shopping can be realized through social media networks. The masses have adopted this innovation, which is both fun and facilitates their work to a high degree, and immediately made it a big part of their lives. In fact, the importance of social media networks in individuals' lives has increased so much that individuals have begun to think that they will not live without these applications.

In the early days when we met social media applications, these networks had effects such as making our lives easier and making our daily lives more fun. But recently, both in the universal dimension and when looked at the situation in Turkey; it is seen that social media networks produce not only positive but also negative results in individuals. Social media networks are now making it difficult for individuals instead of making their lives easier. These channels, too, began to be plundered by humans and became available in different ways than the first time they were used.

Because of their social media practices, individuals have used social media with the intention of reflecting themselves differently than they are and trying to present their lives by decorating them. While the effects of social media networks can be observed very clearly even for adults, it is not overlooked that it has many effects on adolescents trying to complete one of the most critical periods of development. In this period, individuals in adolescence are trying to complete important developmental characteristics such as identity formation, self-perception development and ultimately self-esteem creation. Adolescents who try to complete these tasks are at risk of being affected by all negative content on social media networks. In this period, adolescents may experience problems such as identity crisis, depression, anxiety disorders, sleep disorders and eating disorders. As adolescents can experience these problems by being influenced by many content, they are also affected by advertisements in social media networks. It is seen that as there are adults who buy products, which they do not even need, because of the advertisements in social media networks, adolescents in critical development period can exhibit such purchasing behaviours. In this study, called "The Effect of Social Media Advertisements on Consumption Perception of Adolescents", it is aimed to reveal the effects of social media advertisements on adolescents' perception of consumption.

## A General Overview on Adolescence

Human beings go through different stages of development from birth to death. During these periods, they experience psychological and physiological differences. The periods of human development are generally classified as childhood, adolescence, young adulthood, adulthood and old age. Looking at these developmental periods, adolescence has always been the most noticeable development period due to emotional and psychological tremors (Koç, 2004). In this period, besides sexual and biological developments, changes such as psychological, social, moral and identity development occur in adolescents. In fact, some theorists who think that adolescence cannot be described as a single period have also divided adolescence into sections. "Social scientists who work adolescence often distinguish between early adolescence from 10 to 13 years, middle adolescence from 14 to 17 years and advanced adolescence from 18 to 22 years" (Steinberg, 2017). In another distinction, it also meets the individuals for three terms. It is expressed as the beginning of adolescence in girls between 11-14 and 13-15 years in boys, the middle of adolescence in girls between 15-16 and 15-21 in girls, and the ends of adolescence 17-21 years in boys and 16-21 in girls (Koç, 2004). "Adolescence is a period of transition from a life lived as a child to a life lived by an adult" (Smith, 2017). Beginning with the physiological development of the genital organs, the period between the reaching puberty and adulthood is the new age of adolescence. Adolescence is an intermediate period between childhood and adulthood. The word youth can also be used instead of adolescence. Puberty is the period of biological-sexual development in early adolescence (Kulaksızoğlu, 2018).

What makes adolescence remarkable, indeed, is that children are expected by the society to make decisions that affect all subsequent periods, even though they have not yet completed childhood. During this period, children are expected to perform difficult tasks such as determining their occupations that they will lead throughout their lives. Familial and social pressures begin on the child who has difficulty in performing these tasks. Because of its being an emotionally sensitive period, the child, who has difficulty in fulfilling his/her difficult duties, makes his/her period even more painful. Therefore, these and similar situations lead to consequences such as addiction, aggression and depression in children (Cloutier, 1997). Children, who tend to contradict home and family life, front to the outside world in this period. He/she establishes new friendships, participates in new environments and forms his/her identity. Social media is one of the most effective environments for the socialization and identity formation of adolescents. Adolescents frequently use these environments and shape their environment according to these environments. In this context, it would be appropriate to have a look at the social media usage attitudes of adolescents before looking at the effects of advertisements published in these environments on individuals' perception of consumption.

## Attitudes of Adolescents on Social Media

Turkey's introduction of the Internet dates back to 1990s. The first internet connection was made at Middle East Technical University (METU). In 1997, the National Academic Network (ULAKNET), which provides the internet connection of academic institutions, started to work and universities started to use the internet faster than the first years. In 1999, TTnet emerged. With the emergence of TTnet, the internet has started to spread and be used more rapidly (Arısoy, 2009). With the increase in the prevalence of the Internet, individuals have started to spend more time in these

environments. Blogs, chat rooms and social networks have become important environments that connect the masses to themselves. Especially in recent years, social networks that have influenced the whole world have become an indispensable part of daily life.

Social media, which has become a medium in itself, is a social internet network established to facilitate people to communicate with each other. While it was a platform that people were not very involved in when it first emerged, now social media has become a platform that is used by almost everyone and even its usage has decreased to a very young age. The purpose of the use of social networks has ceased to be just communication, it has become an area where people manage their lives, allow them to do all their work quickly, determine a social status and even make money (Sarıkaya, 2016). This is because the number of users using the Internet and browsing the social networks accordingly increases day by day.

The number of the Internet users is increasing every year. Conducted researches show that more than one million people are online every day since January 2018. Data from the analyzes show that there are 5.11 billion unique mobile users. In 2019, there is a significant increase compared to the data in January 2018. In January 2019, 3.26 billion people used social media with mobile devices, and it represents an increase of more than 10 percent annually as approximately 297 million new users (We Are Social, 2019). Undoubtedly, there are different reasons for individuals' desire to be more and more in these environments.

When we look at the use of social media, it is seen that there is an effort to prove one's self. Reaching a very high number of followers and being called as "phenomenon" is very common in today's children. For this, they share almost everything they do in these environments. Shares made to become popular often bring along being imitated. The cities they visit, the clothes they wear and even the food they eat are beginning to be imitated. This causes individuals to transform their self with the artificial popular identities imposed here. With this opportunity, users with high numbers of followers began to monetize this activity in the media by being in contact with advertisers.

Today, social media's being on the everyone's lips from seven to seventy, makes these channels a part of our lives. This situation led to the increase in the attitudes and tendencies of adolescents towards social media, too. It was determined in the researches that children and adolescents between the ages of 8 and 18 spend an average of 8 hours a day on technological devices (Cömert, 2010). The fact that young people in the age of upbringing spends time in a virtual environment in the center of their lives brings many negativities. Parents should overdo and spend time for adolescents who do not yet have personality and behavioral patterns. Because in this period, children are curious by nature and desire to belong to a community. Therefore, when the child realizes that there is a community in the world in which he/she dives, wondering what is in this curious situation, he/she wants to enter this world more. When these situations occur, it becomes impossible to keep the child out of it. If the correct communication with the child is not established and there is not enough time for this situation, it is difficult to prevent the 'addiction' situation which is the first in the damages of social media (Downshire, 2018).

Another of the most important effects of adolescence is to try to be included in the perception of beauty in social media, which develops with the desire to get away from the family and to be included in peer groups. Children, who do not use social media and cannot be included in the popular culture and beauty concept of that period, are excluded by peer groups and this may form the basis of various psychological concussions in children. The most prominent of these concussions is 'social anxiety' that develops with peer bullying (Çivilidağ, 2013). Social anxiety is also one of the damages of social media. Under the influence of social media, the child rejects a face-to-face communication. The child, who sees that he/she can easily communicate without being face to face on the Internet, will want to be in this situation even further. This virtual communication weakens the child's ability to communicate and detaches the child from social life. This situation triggers social anxiety in the child (Zorbaz, 2013) and disrupts his personality and makes him addicted to social media.

## Social Media Addiction in Adolescents

Addiction can be defined as the uncontrollable desire for an object, person or an asset or the state of being under the control of another will (Korkmaz, 2017). Addiction is actually substance addiction that comes to our mind first. Substance addiction is the use of substances derived from mostly from plants to stimulate the consciousness of the human brain. These substances send stimulating signals to the brain at high frequency. When one first experiences this state, he/she tries to experience the pleasure, and thus dependence arises. Addiction is actually a situation in which a person is not satisfied with his/her situation but feels a desire that he/she cannot resist (Gürcan, 2010). Addiction was first included in the DSM-II under the title "Personality disorders and psychotic disorders" as alcoholism and substance addiction. Addiction was first included solo in a single classification in DSM-III (Kring, 2017). In today's addiction types, there is an extremely broad categorization. Substance addiction, alcohol addiction, internet addiction, speed-adrenaline addiction, gambling addiction are some of the common mental and psychological addictions.

As seen above, there are many biological, psychological and physiological types of addiction. In people who are addicted to anything, attitudes and behaviour follow the same patterns. The first option is 'If I want to leave, I will leave' stereotype sentence. They always console themselves in this way even though they know they can't. The second one is 'I cannot stop myself from doing this'. The addicted person cannot live his/her satisfaction against what he/she is addicted after a while. However, they cannot prevent the effort to reach saturation (Korkmaz, 2017). This turns individuals from a healthy personality into diseased individuals.

The fact that technological tools testify to every stage of the life of individuals and reach everything and everywhere, so to speak, with internet connection reveals the internet addiction which is described as the plague of the age. Internet addiction can be described as, in general, not being able to prevent the excessive use of the Internet, the time's which is spent without being connected to the Internet losing its importance, excessive lack of nervousness and aggression when deprived of the person's work, and deterioration of the individual's social and familial life (Arisoy, 2009). The environment and interactions provided by the Internet ties individuals to itself away from real life.

While peer acceptance and social approval stand out in adolescence, the internet offers adolescents the opportunity to meet these expectations through communication applications such as e-mail, instant messaging, logging and chat rooms. Adolescents can easily obtain approval and acceptance in their communication over the internet. Satisfaction from communication via the Internet has been found to increase the susceptibility to the Internet addiction (Kaygusuz, 2013). In their screening study on adolescents between the ages of 10 and 17, 25% of internet users developed friendships over the internet and 14% found close friendships or romantic relationships (Esen, 2010). The fact that the Internet gives freedom to conceal their real identities allows adolescents to reveal the identity they want to be. This is seen as an important reason for adolescents to use the internet extensively (Alican, 2013). Adolescents' sense of identity, resulting from more satisfaction in the virtual world than in the real world, gives adolescents the opportunity to recognize their characteristics. However, it is not always possible to transfer these experiences to the real world. If this situation is determined by peer groups, they expose each other to ruthless and strict criticism (Esen, 2010). The results of this effect may result in even greater negativities especially in the use up to the addiction level.

Social networking sites, which are the most important components of social media, are defined as virtual communities where users can create individual profiles, interact with their friends and meet other people (Kuss and Griffiths, 2011: 3529). The fact that individuals have a pleasant time during this togetherness increases the time spent on social networks. The advanced dimension of this process is expressed as social media addiction (Aktan, 2018). Social media addiction psikolojik is a psychological problem that develops through cognitive, affective and behavioral processes and causes problems such as occupation, mood regulation, repetition and conflict in many areas of the daily life such as private, business / academic and social life" (Tutgun-Ünal, 2015: 93). Social media addiction has created symptoms where reality and fiction are replaced, virtual world is preferred to real world, real friendships are overshadowed by social friendships, social media communication is preferred to face-to-face communication, and consumer society is triggered.

Just like substance addiction, social media addiction includes experience of mood modification, specificity (behavioral, cognitive and emotional occupation) classic" symptoms of addiction, which involves the intervention of social networking sites in a positive change of emotional states (Kuss and Griffiths, 2011: 3530). The most important result of social media addiction, which has many negative effects, is that it triggers the consumption habits that constitute the main theme of the study. Social networks, which have left the population of many countries behind, have turned into channels that increase the appetite of advertisers. In this context, most of the advertising budgets are now spent on social media. Because now it is the time of individual marketing and individual advertising. One of the most effective channels for these activities is social networks.

## **Effects of Social Media Usage on Purchasing**

Today, rapidly developing internet networks and social media managed to influence significantly the personal and psychological fields as well as the sales and marketing areas. With the development of social media, digital advertising and marketing have increased the importance given to social media advertising to a large extent (Çelik, 2014). Messages on social media are multi-faceted and they are created by people such as marketing employees, influencers, individuals, consumers, and so on. Social media is not the unilateral spread of messages to the masses, but the realization of mutual dialogue between individuals (Barutçu, 2013). This is the way that brands follow in the context of sales and marketing, especially through social media. Increasing customer loyalty by interacting with the consumer has become an important criterion of social media marketing. Children and adolescents are the groups most affected by social media, where almost every segment is a densely virtual resident.

The rate of 0-14 age group defined as child population was determined as 23.5% in 2018. (Nüfus Projeksiyonları 2018-2080, 2018). The trends of the young population, which affect a significant portion of the population, affect the course of the whole country and their influence in the family. Social media, which is one of the most important tendencies of the young population, has affected adolescents in every area and has managed to determine purchasing tendencies significantly. The adolescents most exposed to social media advertisements have also increased their awareness. Today's children have more personal power than any generation has ever had (Lindsrom, 2003). This power does not always breed positive effects. The process that deals with the acquisition of children as consumers is called 'consumer socialization' (Südaş, 2015). Consumer socialization refers to the process by which people communicate with other consumers and learn knowledge, skills and attitudes (Südaş, 2015). This process has become a rapidly growing medium for the sales and marketing sector.

Under the influence of popular culture, they intervene beyond the needs of the family, the needs of the house and even the car they want to have. Realizing this power, it has directed the advertising and marketing activities towards this field and applied various methods to increase its effect. Today, it is seen that children adolescents aged 3-17 spend more than \$ 50 billion annually for their personal needs and entertainment. In addition, it was found that consumption rates of children in this age group were estimated to be 340 billion dollars when they go out with their families ([www.mediafamily.org](http://www.mediafamily.org), 2019). According to the definition of Marketing Institute; "It is the management process responsible for defining, identifying and profitably predicting consumer needs" (Terkan, 2014). The sellers, who see the effect of children in the market, take this into consideration and try to attract the child into the market with various methods. One of the most important impacts is to increase the consumption rates of adolescents by advertising to famous people whom they take role models (Sarıkaya, 2016). Role models are 'individuals with admiration and imitation of the individual, who have individual success and characteristics' (Sarıkaya, 2016). These people can be popular in the arts, sports and politics, as well as in social media. These individuals' lifestyles, clothing styles, nutrition, entertainment culture cause their followers to identify by affecting them. After a certain point, this identification reaches the point where it will serve the consumption culture such as eating what they eat, wearing what they wear, and being in the places they go. The research part of the study focuses on the dimensions of this interaction.

## Findings of the Research

The method used in the study was focus group interview. For focus group interviews, structured questions were used. Eleven questions prepared to examine the effect of social media use on product purchase in adolescents were asked to students in adolescence selected according to the suitability which is one of the non-probability sampling methods.

In this study, the data obtained from the students in the focus group discussions were recorded by taking notes. The focus group consists of the tenth and eleventh grade students of a high school in Bakırköy, İstanbul. The sample group of the study consisted of three female groups consisting of seven people, three male groups of seven people and mixed groups of seven people. The following questions were directed to these groups as structured in the focus group discussion.

- 1) What is your purpose of using social media?
- 2) Which social media network do you use more?
- 3) What do you think about social media advertisements?
- 4) Do social media advertisements lead you to buy products?
- 5) Does seeing the same advertisement on all social media platforms affect you to buy that product?
- 6) Does introducing /using that product by a famous/famous person on social media affect you to buy that product?
- 7) Do the application buttons in the social media under the advertisements such as 'Shop now' affect you to buy that product?
- 8) Does the excess number of likes of the product advertised on social media affect you to buy that product?
- 9) Do the comments made to the product advertised on social media affect you to buy that product?
- 10) Does advertising on social media make you buy the product even if you don't need it?
- 11) Does coming across the advertisement of a product you have previously examined on social media affect you to buy that product?

Female students were coded with 'K' code while male students were coded with 'E' code. In the focus group discussions, students were first asked about their aim at using the social media. Other than one out of sixty-three students who participated in the focus group discussions, they stated that they used social media for entertainment, spending leisure time, watching videos about lessons. Only K5 stated that she used social media to shop because of advertising on social media. The second question asked in focus group discussion is which social media networks students use more often. Instagram is the social media network that students use the most. However, E3, E27, E30, E33, E27, E62 stated that they did not have an Instagram account and instead of Instagram they use social networks such as YouTube. E28 expressed 'I used Instagram in the past, but I turned it off because the content was too meaningless for me'. According to the answers, it is seen that all the participants who do not have an Instagram account are 'males'.

As the third question, students were asked about their thoughts about social media advertisements. Among the participating students K19 commented 'I find it unnecessary except for the help', E34 'those who give these advertisements are wasting money', E35 and K61 'advertisements about my interest attract my attention'. K49 expressed her thoughts as 'I think advertisements sometimes work'. All participants, except those who expressed these ideas, said 'I find it unnecessary, absurd and frustrating', and thus revealed the general response of the groups.

When asked about the effects of social media advertising on product purchase, the participants K45 and E27 replied, 'If products are related to my interest, they affect me'. E23 replied, 'I'm starting to look at the product I see in advertising with a negative bias'. It was observed that all the participant students, except these three different participant interpretations, answered the question fifty-fifty.

Another question posed to the students during the focus group interviews was whether or not the advertisements they saw on social media networks frequently appeared and their shopping were directly proportionate. The students' answers to this question are that encountering the same advertisement often is 'boring and uncomfortable' and it even creates an effect that distances the

product further. Among the answers obtained from the groups consisting of sixty-three participant students, different answers were obtained from only two participant students. E10 said, 'I wonder and have a look at it now that it is always in front of me'; K14 said 'If it's a product I want, I'm impressed'. When the question 'Does introducing /using that product by a famous/famous person on social media affect you to buy that product?' were asked to the high school students in adolescence, most of the students answered the question that they were affected. One of the participating students, E46, said 'I bought the product that a celebrity had previously promoted'. K48, and E26 summarize the general opinion of the groups with the answers 'I think that if this man uses this it, he knows something, I can get that product'. But K17 and K57 expressed their thoughts as 'It does not sound convincing, I really do not think that celebrities use those products'.

Students were also asked whether the 'shop now' button on social media networks is effective; they expressed their general opinion that it is positive to have easy access to products with this button. E31 of the students summarized the general view of the participating students by saying 'I think this option is a good idea because it makes things easier for me'.

Another question posed to the students during the interviews is whether the number of likes under advertisements on social media networks affects them in shopping. The opinion of all six-three students who participated in the focus group discussions was that the high number of likes did not lead them to purchase products. While even the K60 said, 'I don't want to buy a product that most people like', E25 reflected the general opinion of the participants with the reply that 'advertisements on social media networks usually have fake followers with false ratings and therefore I think they are not reliable'.

Students have different opinions about advertising on social media networks and comments on products. While E24 says, 'If the comments are good, I get affected and get the product, but if there are bad comments, I stop buying the product', K55 answered the question 'In order that there are a lot of positive comments, I do not buy something that I do not want, but if there are negative comments on a product that I want to buy, it dissuades me from buying it'. With the answers given to this question, it was seen that these participants in adolescence were closer to the situation of giving up a product they wanted to buy because of negative comments'.

The students answered the question 'Does advertising on social media make you buy the product even if you don't need it?' with almost half the opposite answers. While Among the groups in this study, only the female students had a higher rate of 'take' answers to this question; only in groups of male students and mixed groups, the answer 'advertising does not affect me if I do not need' was observed to be more intense. K53, one of the participating students, replied, 'advertising puts the product in my mind and may cause me to buy it in the future'. It was observed that in the group of mixed participants, thereby female students were affected by the male students, they replied the question that they were less affected by the social media advertisements.

In the focus group discussions, the students were lastly asked the question 'Does coming across the advertisement of a product you have previously examined on social media affect you to buy that product?'. Although K63 replied the question as 'Coming across the advertisement everywhere affects me negatively against the product', the majority of the participants stated that coming across the product, which they searched on the Internet before, on social media advertisements is a convincing way to make them buy the product. K44 said, 'If I see the product I have researched before constantly, I will always have the opportunity to examine it, at the end I will be convinced and buy'. E21 gave the answer, 'Because it always comes across me, I feel like I need to buy it eventually and I buy it'.

## Conclusion

Nowadays there are a lot of factors affecting people's consumption expenses and one of these factors is social media network. The main reason why social media networks become effective in consumption is the increase in the number of users every day (Çakır, Abacı & Ağır, 2016: 1288). Adolescents are the largest representatives of this number. In this research, in the focus group discussions conducted with sixty-three students, it was tried to find out how high school students in adolescence were affected by advertisements on social media networks and whether or not their shopping behaviors changed. The first of the results obtained from the eleven questions asked to the

participating students is the most popular social media network that students use is 'Instagram'. Of the sixty-three students, only five do not have an Instagram account, and all of them are male. No significant difference was found in the answers given to the questions asked during the interviews in the male or female groups. Only in the answers to the question 'Does advertising on social media make you buy the product even if you don't need it?' different answers were obtained due to gender differences. In the group consisting only of female students, positive answers were given to the question, and in mixed groups and male groups, there was the opinion that an unnecessary product was not purchased due to advertisements on social media'.

It was seen that the number of likes in the advertisements in social media networks did not cause a product buying behavior on the students because they were not found reliable by the adolescent students.

As a result of the interviews, in the first questions, students stated that they found social media advertisements generally unnecessary. Even in some of them, responses gathered that advertisements are rather repulsive. But as the questions progressed, without having any difference between males and females; adolescents turn towards shopping being influenced by famous people, comments made on the product advertisement, coming across a product they searched on the Internet before.

As we have seen in previous researches, in the purchasing behaviors of the adolescents; it is concluded that the advertisements played by famous people and the comments made by other social media users to the products are quite effective. It is seen that adolescents tend to buy the products exhibited in the social media advertisements by celebrities, who adolescents take as role models, regardless of how expensive they are (Sarıkaya & Barutçu, 2016: 61). The impact of social media networks in the purchasing process has become considerable and users are searching for products or services to be purchased and reviewing the comments of previous users (Battallar & Cömert, 2015: 46). The comments made on the product advertised on social media do not only have a positive effect. The comments here may cause them to create a negative brand perception about the advertised product (Aytaç & Telci, 2014: 14). As a matter of fact, in this research, the responses received from the participant students in the focus group interviews support previous research results.

As a result of literature review and focus group interviews, it was revealed that social media, which affects individuals in many aspects today, also affects students in adolescence due to advertisements and that it changes the purchasing behavior of these individuals and directs them to purchase products.

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# New Media and Digital Surveillance Reflections

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## Abstract

The self-renewing structure of the technology has enabled various transformations to change the existing order. This new technological structure, based on the digitalization of the individual and the society has created differences in the structure. A number of new surveillance practices have emerged in order to provide control in the digital society and to prevent possible problems. In the light of literature review, the results of the digital developments as a result of the rapid changes in human life are examined. In the study, a group of 10 subjects, aged between 18 and 23 years, focused on a group of seven subjects prepared with the data obtained from literature reviews. The questions asked in focus group work have been prepared by compiling the data on new media applications in social, economic and state dimensions. According to the results of the analysis obtained with the data obtained from the study, it was recorded that the focus group participants expressed their beliefs about the state, the economic and the social dimension of the surveillance and that even the developments were facilitated. In this context, it is seen that the criticism of the new media technologies and the new media users' satisfaction with the concept of oversight have an inverse proportion.

Keywords: Digital Surveillance, Digital Economy, Virtual Identity, New Media.

## Introduction

The global environment brought by today's world has enabled the transactions to be transformed accordingly. This new environment has made its impact felt in many fields such as economy, law and communication and has been the initiator of a transformation. This global world has become like a village that McLuhan depicts, a place where people can easily achieve everything. This platform of convenience has also enabled individuals to be followed, and individuals have left behind each of their activities in this global environment as a trace. New forms of technology allow power to be retained while at the same time realizing different individual configurations on this power axis. Today, in any case, the identity is always online (Cover, 2016: 5). The situation with the new media becomes clear at this point. The institutions that take the most place in the lives of the people we will define as state, society and economy have made new transformations with the new media in order to protect their power and maintain their stability. In addition to these new transformations, new practices, new applications have been introduced and while the lives of users seem to be easier, the gates of making them live in a different world have been opened. These new control mechanisms have also brought the monitoring of individuals to a digital media, and individuals with digital identities have entered into a digital surveillance. From the point of view of the world with the new media, the individual becomes followable, recordable and measurable, in other words, they become observable and society in the context of the individual gains a new quality. While this gain can be transformed into an advantage for economic and ideological forces, there are ongoing discussions and investigations on whether this gain is a surveillance and disadvantage for the individual / society. In the light of this study, it is aimed to reveal the reflections of digital development with new media technologies on individual / community life. In this context, the evaluations will be carried out with a focus group that will be formed by considering the social, economic and governmental aspects. Detailed information on the focus group interview is given in the following sections.

## On New Media And Surveillance

According to TDK (Turkish Language Association), the Turkish word *medya*, which is defined as means of communication or communication mediums, is adapted from the English word 'media'. The word media is the plural form of the Latin word *medium* meaning means/medium. Psychics are those who communicate with a metaphysical world and think that they are different from other people. The fact that individuals do not usually see the source and that there is no intermediary object or person among the information conveyed by the psychic has made this concept different from what it is. When the media is viewed from this perspective, it is seen that it performs similar works with the psychics. Media provides audiences with the opportunity to communicate in a manner where the source is often unclear, invisible, and no feedback can be provided with incoming messages. In this context, the media, like the psychics, mediates the access to information, and at the same time, with the power to influence, impresses the masses with the information transfers from it. According to Fuchs, media are information and communication technologies, techno-social systems that enable and restrict human activities that create information, where dynamic and transformational processes linking technological structures and human perpetrators with the help of technology are produced, distributed and consumed (Fuchs, 2016). Although the sources mention that the media began to be talked about in the 1920s, the interest in the means of communication is much older. Although the sources mention that the media began to be talked about in the 1920s, the interest in the means of communication is much older. Barbier and Lavenir describe the media as, "*all communication systems in a society that provide the ability to fully or partially fulfill the three basic functions of storing, transmitting messages and information remotely and updating cultural and political practices,*" (Barbier and Lavenir, as cited in Mora, 2008: 5). According to McQuail, the media is a source of power as potential tools of influence, control and innovation in society; it is the source of information and the means of transfer for the work of most social institutions (Türkoğlu, 2010: 70). McLuhan, on the other hand, stated that media is in fact a tool with his 'medium is the message' words and pointed out that the important power is on the media. He explained that the media should draw attention to what and how they say it rather than what it says.

Unlike what was known in the traditional era, the new media brought about a holistic change. The new media, based on computer-based technologies, paved the way for users to create their own tools rather than providing them with a tool. With the new media, the concepts of digitality, interactivity, hypertextiveness and modularity have come to the fore. Since traditional media products transfer themselves to the electronic environment through codes, a transformation called digitalization has taken place. "*Digitality is the expression of data according to binary number system. In the digital environment, objects are represented by codes consisting of the numbers zero and one*" (Yengin, 2012: 50). In this digital world, products have communicated with their users in a network that is different from the known types of communication. Especially in Web 1.0, the user who cannot intervene in the content is involved in the content with Web 2.0 and a user-based interaction environment is created from an electronic screen. In this interaction environment, users had the opportunity to intervene in the content, wrote comments to the published content and kept the opportunity to change the form according to their wishes. The user, who is passive in the traditional media, has activated this situation with the new media and positioned himself in the middle of the content presented by the media. With the possibility of moving media content from one text to another, the journey between the contents started and this resulted in hyper-textuality. "*The audience who gives instant feedback to every message coming from the media thanks to the possibilities of the computer-mediated communication environment, on the one hand, should be described as the consumer but also the producer of the media*" (Güngör, 2016:141). While each user creates their own images as a content producer at the moment they are connected, it would be appropriate to say that they, on the other hand, are the consumers of the other content in the new media. In other words, the new media can give the individual both the freedom to produce and the pleasure of consumption from the same screen.

The concept of surveillance is much older than the new media because in the early ages people considered the eye as one of the most important sensory organs and tried to place the eye as a figure in all the works. It was also thought that the eye figures used to be an efficacy against superstitions would be a tool for protection from evil eye. In Egypt, the eye figure placed on top of the pyramids symbolized inequality and hierarchical relations in society. This eye figure, which is frequently used by the rulers of the society, gave the message "I am everywhere and watching you". The governments also carried out surveillance activities in order to show their power and to keep

individuals under control. “*Surveillance function; It is one of the social functions of communication and expresses the collection and dissemination of information about the events taking place both inside and outside a certain society*” (Mutlu, 2008:119). Over time, surveillance has been the subject of many theories and books. In George Orwell's 1984 novel, it's been constantly repeated that Big Brother meets with people through tele-screens, people think that they are being watched even in front of the television, and whatever they do, Big Brother is watching them and society is confined to surveillance. This was mainly due to the fact that Foucault replaced Panopticon with his own idea, which could be called a modern prison, based on the idea that the prisoners feared and restrained themselves from a higher authority, which they could not see the source of, but knew that existed. “*Panopticon is a machine for separating the pair to see and be seen. Those under surveillance are seen but not able to see*” (Foucault, 1992: 252-25). Individuals in the panopticon limit themselves to the fact that they are under surveillance even if they are not supervised, thus experiencing some kind of limitation.

In addition to the conditions of society, the increase in opportunities as time goes on has differentiated the function of surveillance, and instead of the products put forward as a figure, a surveillance system that follows individuals in the digital world like a shadow has entered our lives with the new media. “*Together with technology, the more easily monitored, controllable and manageable situation of communities and individuals reinforces the phenomenon of surveillance*” (Tingoy, 2009, p.33). In today's surveillance system, individuals, whether they want to or not, fall under some surveillance activities and feel compelled to do so. “*The panoptic society, which Bentham dreamed of, Foucault theorized in the academic field, and Orwell called dystopia, became possible with electronic networks*” (Dolgun, 2005: 10). As soon as individuals leave their homes, they have agreed to monitor, starting from apartment cameras, the time they leave the house, boarding the bus, which stores they enter in the shopping malls, and how many hours they stay outside. With the development and digitalization of surveillance, individuals transferred their entities to a digital environment and consented to the processing of their personal data with various digital codes and numbers and became the object of surveillance from their home computers to the telephones they carried in their pockets. Surveillance directs and influences individuals and groups by focusing on the social and economic categories of people or on their computers where personal data are collected. “*Surveillance is always ambiguous*” (Lyon 1994: 219; Newburn and Hayman 2002: 167-168, cited in Lyon 2003: 13). Today's most recent method of surveillance is access to databases containing the information of personal data for various purposes. Biometric, fingerprinting, handprinting, eye scanning, DNA sampling have also been associated with abstract identities and are other applications that increase the speed of surveillance.

While all of this was happening, society had a culture of surveillance. “*The phenomenon of surveillance culture has also come to the fore with the ‘synopticon’ concept developed by Thomas Mathiesen, a Norwegian sociologist. Here, there is a process of surveillance where people sit and watch the lives of others by not being detached from the locality, being drawn to cyber space. Today, with the widespread use of the internet, the transition from synoptic to ‘omnipiticon’ has taken place. There is now a surveillance process in which the majority observes each other. It is seen that people keep each other's lives under surveillance via social sharing networks such as Facebook and Twitter*” (Binark, Dikmen, Fidaner et al, 2012: 33). Surveillance is not only limited to social life, but also manifests itself in all practices in individuals' lives. Surveillance makes itself felt in many areas of commerce, health, social and economic.

When the existing forms of surveillance in the digital world are examined, the following table is created in terms of economy, society and state practices. As can be seen in the table, Apple PAY Payment System, credit cards, tokenization, internet banking and virtual piggy bank applications are listed under the economy heading. When the applications in terms of society are considered, the places that are entered by using fingerprints, city surveillance cameras, systems where internet data is recorded and IP numbers of the computer can be seen. Under the title of state practices, there are applications such as e-government application and the storage of fingerprints of citizens. Each application functions as an surveillance mechanism when it is examined in terms of its functioning.

SURVEILLANCE METHODS		
ECONOMY	SOCIETY	STATE
Apple PAY / BKM Express Payment System	Places entered using fingerprint	E-Government application
Credit cards	City surveillance cameras (MOBESE)	Storing fingerprints of citizens
Tokenization System	Security cameras	
Internet banking	Internet data storage systems	
Virtual piggy bank applications	IP numbers of computers	

**Table 1: Application areas of surveillance in terms of "Economy, Society and State"**

When the reflections of this transfer on the economy, society and the state are examined, it is seen that the trade, which was first made by exchanging goods and then formed by purchasing power of money, has transformed into an activity carried out through chip systems with globalization and digitalization. In view of this transformation of trade, many ideas and practices have been put forward. Bill Gates explained that, at this point, capitalism has gone beyond the known meaning and that this new situation is called frictionless capitalism with these words, "*The information highway will extend the electronic marketplace and make it the ultimate go-between, the universal middleman. All the goods for sale in the world will be available for you to examine, compare, and, often, customize. Information about vendors and their products will be available to any computer connected to the highway. Servers distributed worldwide will accept bids, resolve offers into completed transactions, control authentication and security, and handle all other aspects of the marketplace, including the transfer of funds. This will carry us into a new world of low-friction, low-overhead capitalism, in which market information will be plentiful and transaction costs low*" (Davutoğlu, 1999: 176). Accordingly, it is seen that the boundaries of capitalism have expanded and diversified their spheres, and consequently the abandonment of the understanding of industrial era has started. The digital economy also led to the emergence of a system called tokenization. In order to ensure the completion of the shopping and to minimize the return of the products from the basket, payment systems providing tokenization services have started to be established. With this system, users enter their credit card and address information into the system once and they do not need credit card information every time they shop. In this payment system, a token is given in return for credit card information, thus preventing users' personal information from being shared with other sites. In addition, diversification has started in digital payment systems. Apple Pay, BKM Express applications also offer users different options for payment. In Apple Pay and BKM Express, where tokenization system is used, the information of the users is transmitted to the bank and passed to the bank approval and then a number is assigned to the users for their purchases. With these applications, which can also be defined as digital wallets, users can make credit or debit card identifications and pay with their codes during their payment. This system, which saves time, even if it is 3-5 seconds, and saves users from carrying their credit cards with them, shows how much users spend on which website, what time they shop and what they buy, and makes it easier to audit. An example of the activities carried out within the scope of digital surveillance was the cameras placed throughout the country for the purpose of providing security and public order of the state. *This system, which provides visual surveillance, is called Close Circuit Television (CCTV) in the world and Mobile Electronic System Integration (MOBESE) or Urban Security and Management System (KGYS) in our country (Derdiman and Tataroglu, 2016: 255).* Besides, the fact that various cameras have night vision, the zoom function and the ability to record audio in addition to the image have been used to indicate that another dimension to digital surveillance has been added. In this way, individuals share their data of from where they head away, where they will go, who is with them and how fast they go with the cameras lined up along the way. "*With virtual surveillance, electronic language and discourse has started to identify and control people (Güçüyener, 2011: 71-72).*" Applications also provide users with the information they need to survive. One of these applications, the E-government portal, which was opened for use in 2008, is an area where individuals can access their ID numbers and passwords they have received and have the opportunity to monitor their real-life identities on the internet. Many data that citizens do not know that they have been registered from the moment they were born until now are shared with the citizens through the E-government. From a different viewpoint, it is clear that this surveillance tool may also be seen as a model in which "the quality / price performance" criteria are applied, in which citizens are seen as "customers" and public administration activities as "services" (Uckan, 2003: 44-45). Individuals have been able to access a lot of information from their title deed information to when they will retire, from their own debts to criminal records. However, the electronic storage of citizens' fingerprints is another point that encodes individuals into the digital world. Citizens who have strengthened their digital identities with their

fingerprints have also become easier to follow and identify. Nowadays, many companies make their own records by asking their customers for their ID number during their sales transactions or for membership cards, discount cards or similar applications. This becomes even more important when certain services are purchased. *"In addition to commercial registrants, many institutions and organizations (political parties, NGOs, municipalities, universities, pharmacies, hospitals, shops) also require identification numbers for many transactions"* (Binark et al., 2012: 85). Therefore, it can be said that digital identities have a great place in the life of individuals. When these surveillance practices, which are sometimes informed or sometimes unannounced, are examined, it is seen that their numbers are very high. It can be said that surveillance is found in many places in our lives when individuals are set out to maintain their virtual identities in an environment where their data is continuously recorded on the internet and being watched with cameras from the moment they leave their homes until they come to their homes.

## Research Methodology

In this study, focus group study method was used in addition to literature scanning. The main starting point is the focus group interviews, which are basic psychology, social psychology and communication theories, and qualitative data collection method which is frequently used in action research. This method, which forms the basis for one-on-one interviews and surveys in the social sciences, is in fact one of the most systematic data collection methods (Kitzinger, 1995). Focus group interviews have an important function in qualitative data collection. Qualitative research designs and methods focused on a defined topic and group interviews discussion technique can be expressed as focus group interview (Yıldırım & Şimşek, 2008). Although there are different views on the number of participants, these studies usually require a small number of participants. This number usually varies between 4 and 10 people. Based on these points, the study sample consisted of 10 people aged between 18-23. All participants are educated in higher education institutions. The questions asked to the focus group participants determined by the conformity sampling method (Aziz, 2014) were pre-tested on a group of 8 people before the study. The interview took place on 2 April 2019 and the meeting room was prepared according to the U-table layout before the participants came to the hall. During the interview, the second author moderated the group and recorded digital audio in the hall. The voice recording of the focus group study took a total of 1 hour and 24 minutes. Demographic details of the group are given in the research findings section. The questions were asked to the group by considering the social, economic and state dimension of the concept of surveillance, and the sound recording taken during the study was then transferred to frequency tables and also the opinions of the participants were included under each table. The aim of the research is to reveal what the participants think about the concept of digital surveillance on the new media axis.

## Research Findings

Of the 10 focus group participants aged 18-23, 6 are male and 4 are female participants. The cities of the participants are Çanakkale, Ankara, Balıkesir, Batman, Van, Gaziantep, İstanbul and Kütahya. All participants are students of higher education institutions. The demographic table of the participants is as follows.

Code	Gender	Age	Registered Province
P1	M	22	Canakkale
P2	F	23	Ankara
P3	F	18	Balikesir
P4	M	21	Canakkale
P5	M	19	Kutahya
P6	F	19	Canakkale
P7	M	23	Konya
P8	F	21	Gaziantep
P9	M	22	Van
P10	M	21	İstanbul

**Table 1: Demographic definitions of the group in which the focus group study was conducted**

In the following section, the data obtained during the focus group interview are first presented with tables. At the bottom of each table, the participants' discourses on the focus group question are compiled.

The participants were asked whether they had given fingerprints in hospitals or police departments before and what they thought about these practices. Nine of the participants stated that they did not mind taking fingerprints and one of the participants stated that they were uncomfortable with the fingerprint. The statements of some of the participants are given at the bottom of the table.

QUESTION 1	Frequency	Percent (%)
I don't mind if government agencies get my fingerprints.	9	90
I find it inconvenient that government organs get my fingerprint.	1	10

**Table 2: Focus group first question**

The P1 coded participant stated that he was uncomfortable with the state registering himself with his fingerprint, saying, "I think it's a bad thing that fingerprints are taken since it will appear legally in all transactions."

On the other hand, it was recorded that the P2 coded participant said that she saved time thanks to the fingerprint application and that this was a convenience in her life, saying, "I gave my fingerprint in a private hospital in Besiktas, Istanbul. Now every time I go, they find my ID with my fingerprint, which I think is very convenient."

The P3 coded participant expressed her opinion saying, "As an example, the phone we use now also opens itself with the fingerprint application. So this is the current technology, the eye recognition feature will be fully used soon, this is a convenience. The state can record us under any circumstance, I think the important thing is not to use these records for bad purposes."

A significant number of the participants stated that they were not disturbed by the government's fingerprint applications. From this point of view, it should be noted that the participants also state that the government provides convenience with fingerprint applications. The focus group participants are satisfied with the government's fingerprint application.

The participants were asked what they think about the MOBESE systems established by the state in order to provide security and public service. Ten of the participants stated that they were satisfied with this situation and did not feel uncomfortable about being recorded.

QUESTION 2	Frequency	Percent (%)
I think MOBESE systems are beneficial to our lives.	10	100
I'm annoyed at being constantly watched with MOBESE.	0	0

**Table 3: Focus group second question**

The P4 coded participant thought that MOBESE systems were beneficial and stated, "I think MOBESE systems are very useful. Because supposing that someone hit me, I can use the security footage while I claim my rights."

It was recorded that the P7 coded participant mentioned about the limitation of the areas where the security cameras could record with these words, "I think MOBESE cameras are beneficial as long as they respect for my private life."

It was noted that the participants stated that they were generally satisfied with the government's MOBESE applications and that they were beneficial in terms of security.

As the third question, participants were asked what they think about e-government applications. While 3 of the participants were disturbed by the fact that every information was recorded due to the application, 7 of them stated that they were pleased with the use of e-government and that their records were kept and even they thought that e-government applications provided an advantage.

QUESTION 3	Frequency	Percent (%)
I think that e-government application is beneficial for our lives.	8	80
Keeping records of me in the e-government application annoys me.	2	20

**Table 4: Focus group third question**

The P8 coded participant stated that she thought the application was beneficial to her life, saying, "Compared to previous periods, like 10 years ago, doctors were telling us to bring our X-rays. Now everything's on their screens. This is a great convenience."

The P10 coded participant, from a critical point of view, said, "I think it's harmful because the scammers have a new opportunity. They can defraud you when your information is reached, but I did not fall into this situation at the last moment. So I think it's a disadvantage because I think it can be deciphered. I think there is a disadvantage in everything that provides convenience." He stated that he believes that e-government applications can turn into disadvantages.

Participants' perspectives on e-government applications are generally positive. Two of the participants expressed concern about the damage that could arise if the information in e-government applications were reached by other people.

Participants are asked the following questions: "Do you know that your searches as an Internet user are recorded or what music you're listening to or which movie you're downloading is known or recorded? What do you think of this?" 7 of the participants stated that there was no problem in recording the internet searches or activities and 3 of them stated that they were uncomfortable with the recording.

QUESTION 4	Frequency	Percent (%)
The fact that the activities I perform online are recorded doesn't bother me.	7	70
The fact that the activities I perform online are recorded bothers me.	3	30

**Table 5: Focus group fourth question**

The P6 coded participant expressed her discomfort with being recorded and said, "There's nothing called private life now. Everyone's private lives are particular to them, but not anymore." The P5 coded participant, with a different point of view, stated that he was not disturbed by the recording of his activities on the internet, saying, "For example, when I go somewhere and don't share it, it's like I'm doing something secret. I even share stories to show that I'm not doing anything secretly. Therefore, I am recording myself anyway, so it does not bother me to be recorded." The participants stated that they were not generally disturbed by the registration of internet activities. They also stated that they did not conduct any confidential transactions on the Internet and therefore they did not mind if they were recorded by any authority. On the other hand, it is necessary to mention the presence of participants who stated that they were disturbed by the recording of their private lives. Participants were asked whether they viewed increased traceability over IP addresses as an advantage or a disadvantage. All participants considered the traceability of IP addresses as an advantage. Discourses of the participants are given at the bottom of the table.

QUESTION 5	Frequency	Percent (%)
The easy tracking of IP addresses is an advantage.	10	0
The easy tracking of IP addresses is a disadvantage.	0	0

**Table 6: Focus group fifth question**

The P3 coded participant stated that it is an advantage to be able to track IP addresses, saying, "I think they should be trackable. Thus, fake accounts can be revealed."

The P9 coded participant thought that it is useful to have easy tracking over IPs and said, "It is a good thing that IP addresses can be tracked and monitored."

Participants don't view the traceability of IP addresses as a means of surveillance, in other words, they think that this is an advantage.

Participants were asked what they think of being traceable to banks as they use their bank cards. While 8 of the participants did not see any harm in this, 2 of them stated that they were uncomfortable that their every purchase are recorded.

QUESTION 6	Frequency	Percent (%)
I think it's okay to be recorded with our bank cards.	8	80
I think it's not okay to be recorded with our bank cards.	2	20

**Table 7: Focus group sixth question**

The P8 coded participant expressed her discomfort saying, "I don't think it should be recorded. It's pointless."

On the other hand, the P6 coded participant expressed her opinion as she did not feel any disturbance from the records made by the banks, saying, "I don't think it matters. Every person goes to a cafe, every person goes shopping. So?"

The P3 coded participant said, "Let's say there are large inflows of money, for example, if it is irregular process, it'll be known immediately, or let's say you have rent income, the state can follow up and get the tax from you. I think the fact that the records are being kept is an advantage." It was recorded that the participants were not disturbed by the records kept on their bank cards in general.

Participants were asked what they think of uploading their identification numbers to the system when shopping online. While 9 of the participants did not mind that they recorded their identification numbers, only one participant expressed his discomfort about it.

QUESTION 7	Frequency	Percent (%)
I'm not content with giving my identification number when shopping.	1	10
I don't mind giving my identification number when shopping.	9	90

**Table 8: Focus group seventh question**

The participant P6 stated that she was not bothered to give her identification number when shopping and said, "I don't mind giving my ID number to the sites I trust." On the other hand, The P4 coded participant expressed his discomfort, saying, "The ID number is important, they can even set up a company with your ID number."

Participants state that they do not feel uncomfortable using their identity number in e-commerce applications.

## Conclusion

Although a significant part of the new media theories record that digital developments increase the concept of surveillance and spread to every area of life and criticize a significant part of the developments, users are pleased with the applications that make life easier. The data of this study is carried out on a focus group of 10 people (6 male and 4 female) aging between 18-23. The focus group studies aim at revealing the opinions and thoughts of the group participants rather than aiming

to reach generalizations. In this context, when the views of the participants are elaborated, it is possible to say that each participant is not critical of the concept of surveillance emerging with new media technologies, albeit with different ways of thinking. On the other hand, it should be noted that while the participants affirm the concept of surveillance, they also want their boundaries to be drawn. As an example, participants think that it is convenient to give their ID numbers to the e-commerce site, but they can only apply it to the sites they trust. Another new media user states that MOBESE cameras meet the security needs and must be in their lives, while at the same time, he will not be pleased to be recorded in his private life. In short, while participants are satisfied with the world of surveillance of new media technologies, they also think that the limits of surveillance should be drawn relatively. However, it should be noted at this point that each participant's "limitation" approach differs from each other.

Although the data obtained as a result of the focus group study shows that the users are satisfied with the developments, it is a fact that digital surveillance surrounds our lives with many applications. Within the scope of surveillance, recording the time when individuals make online searches, how long they stay on the websites they have entered as a result of the search, and what they download or save as a result of these search results, and where they are when they make the search has become the cornerstone of digital surveillance. From this point of view, the institution / person / organization conducting the surveillance has the ability to take all the data belonging to the individual they observe and use them in their own way. In this plane, which is called a kind of virtual panopticon, individuals know that every movement they make on the internet is recorded in some way, but they do not know who does this and for what purpose. In such an environment, individuals pay more attention to their movements in the digital environment and enter into a state of self-control. Individuals have withdrawn themselves thinking that they will face the results of this if they do something bad and have tried to use their identities in the virtual environment more simply. This is because individuals who know that they are not being monitored only by cameras, approach everything they hold as a potential surveillance tool. The closure of computer cameras with tape and the unreal information given when subscribing to any site has become a set of actions internalized by individuals to escape surveillance.

Digital developments surrounding the world have enabled the society to be observed at the same speed. Although these rapid developments seem to protect the user with the consent of the user, they have initiated a digital surveillance. In this context, while the citizen can be recorded at every step, every movement, every shopping or every transaction, his traceability increases and on the other hand he feels protected by these surveillance techniques. At this point, it should be said that digital surveillance will show itself more as new media applications increase. The user will knowingly continue to be recorded, in other words, to use new media applications. In addition, the so-called cookie software in the Internet browser allows users to control their virtual identity from anywhere. People voluntarily share information such as what they eat and drink in the cafes they go to, who they sit at the same table with, what work they do, where and with whom they live and in doing so, they make a contribution to this by accepting surveillance. In addition, information such as which sites he entered and what time, what he looked at, which photographs he searched are added on the person's virtual identities on the Internet. This virtual identity, combined with the "personalization" policy of the internet, leads to the creation of a world that is specific to the individual. The products that will attract the attention of the individual in this world are offered to him and individuals can make friends suitable for all kinds of political, economic and social views of his. Initially beautiful and thought to provide convenience to individuals, this idea is essentially equivalent to closing a person in a mirrored room. In this world where the same things are constantly spoken, the same things are hated or loved and there is a common single voice, the individual comes to the point of having difficulty in accepting it when he encounters other thoughts outside his own thought.

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# New Privacy Concept in Social Media in Digital Surveillance Society

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## Abstract

One of the changing phenomena in the globalized world is privacy. The right to privacy has been central to the democratic society since its inception. In the post-modern world, some of the concepts considered as privacy in the past are shared by a wide network. Technology has increased the surveillance potential of an average citizen, along with laws allowing extended government control over the lives of the people. Rapidly evolving information and communication technologies take place at every moment of our lives. While individuals' lives go towards digital life, this brings about many changes. While privacy in real life is the one-sided areas digital privacy is a very different matter. When we write our feelings on a piece of paper and share it with the people we want, we can save it from what we want and when we share them in digital media, these thoughts that are converted into digital data are not so easily erased. Social media also makes us think about the concept of privacy, and the shares made by individuals force the limits of privacy. In this virtual medium, individuals share their private spaces more freely, while individuals share videos and photos of their private spaces without being bold and limiting. For this purpose, the social media tool of the individuals who stand out as prominent in the society on Instagram has been analyzed. The aim of the article. Digital Surveillance and New Intimacy lend is to reveal how we are being watched in the digital age without changing our knowledge in the changing conditions of life with new technologies. It is another aim of the study to reveal how the perception of privacy has changed with the emergence of different surveillance methods. For this purpose, the contents of Instagram accounts of selected celebrities have been analyzed and it is investigated whether there is a confidentiality phenomenon.

Keywords: Digital Age, Surveillance, Digital Media, Social Media, Privacy.

## Introduction

The digital world is the best creation of modern technology. Digital networks have brought people closer and gave them the opportunity to interact with people all over the world. The digital world is a kind of social structure consisting of dual connections such as individuals and organizations. There are many privacy issues in digital media network services, a subset of data privacy that allows people to store, reassign, share with third parties, and provide personal data for information exchange over the Internet.

The Internet is a global computer network covering the entire world. Previously, the network was used only as a tool for transferring files and e-mail, but today more complex tasks of distributed access to resources are solved. In fact, the Internet is made up of several local and global networks that belong to different companies and enterprises, connected by various communication lines. The Internet offers unmatched for cheap, reliable and confidential global communications around the world.

Internet and information security are incompatible with the nature of the Internet. Social networks and social apps have attractive features that fascinate users about messaging, sharing

photos, and sharing personal information in open platform applications. These privacy concerns about the digital world often cause great problems for the whole community. WhatsApp, Facebook, tinder, Line, Hike and many other social sites and apps capture the user's personal information.

Today, one of the most urgent problems in the field of information and computer systems is the protection of information on the Internet. Few people live without an electronic global network. People conduct various financial transactions on the Internet, order goods, services, use credit cards, make payments, speak and write, take many actions that require privacy and protection.

The aim of the article "Digital Surveillance and New Privacy" is to reveal how we are being watched in the digital age with new technologies in changing life conditions without our knowledge. It is another aim of this study to reveal how the understanding of privacy changes with the emergence of different surveillance methods. For this purpose, the contents of the Instagram accounts of selected celebrities were analyzed and the presence of privacy was investigated.

From the beginning of history, we have to talk about a force that has been constantly changing, that we are all together, sometimes harm and sometimes benefit. This power is "power. Although this concept changes in form, it is a reality that will never disappear. Although invisible today, power is stronger than before. This power is aware of the developments taking place in the world and is also the observer and creator of these developments. Foucault, one of the sociologists of the 20th century, combined Panopticon metaphor with the understanding of power and made studies on the invisibility of modern powers.

Nowadays, individuals want to be appreciated in digital environment just as they expect their speech in the community to be appreciated and applauded. These efforts to be liked, the content being shared is becoming more and more interesting, especially the sharing of private life is increasing. The fact that these special moments, which are defined as intimate in traditional societies, are made open to the public as a result of the desire to be appreciated, suggested that the limits of the concept of privacy should be revised. We need to know the rules we need to follow while we are in the digital environment, the subjects about how and with whom we share the information. Digital natives born with technology should know digital life and real-life rules, and parents should be informed about digital privacy. The fact that individuals share their problems, secrets and special situations with individuals or groups from psychological and sociological needs is a violation of privacy (Kuruoğlu, 2016: 257).

The concept of social media, which emerged with technological developments, is rapidly spreading to all segments of society and this situation becomes important in consumption culture. The functionality of social media imposing unilateral thinking in order to serve the consumption culture coincides with the op panopticon" approach based on the concept of surveillance. While Panopticon is seen as power over the human mind, it has kept human behavior under control with the development of technology and aimed at the formation of individuals who do not oppose social control (Demir, 2017: 57). Individuals are subject to surveillance with the information technologies they use every day. With this surveillance, personal information of individuals is recorded, and individuals become the voluntary distributor of this information.

## Literature Review

The concepts of digital surveillance and the concept of privacy in the digital environment have emerged with the development of the digital age. No extensive research has been conducted on these concepts of the new era. The reason for this situation is the recent inclusion of these concepts in our lives. Çetin and Asıl (2017) examined the emerging surveillance society. According to them, digital surveillance is the collection of personal information through technological means. They stated that this concept is now included in all areas of life with the help of technology. In this study, it has been stated that changes in the lives of individuals and some cultural values have disappeared with the introduction of new technologies into the lives of individuals. According to them, in this recent situation, people now want to show the situations that they were uncomfortable to show before. This leads to the fact that even the privacy of individuals is monitored by everyone and this is not always safe.

Yanık (2017) examined the new media as a superpanopticon. He criticized surveillance through new media. According to him, it is important to use the concept of superpanopticon to describe the newly emerged phenomenon of surveillance. The aim of this study is to explain the role of new media in surveillance systems that have changed from panopticon to superpanopticon. He

concluded that private and social information of individuals was collected as a result of the services provided through surveillance systems. This led to unaware of the great powers to learn about them.

Sunal (2018) examined the relationship between body and privacy in a supervised society. In the study, it was stated that Facebook's public areas, social identities and body were publicized, and surveillance was accepted by the supervisor; It is stated that the internet phenomenon is both voyeur, exhibitionist and informant, and presents us as an area where so-called free time can be used freely. Ultimately, as Foucault puts it, the dominance of the observer in the panoptic society has indicated that individuals have subtly penetrated into their daily lives and bodies.

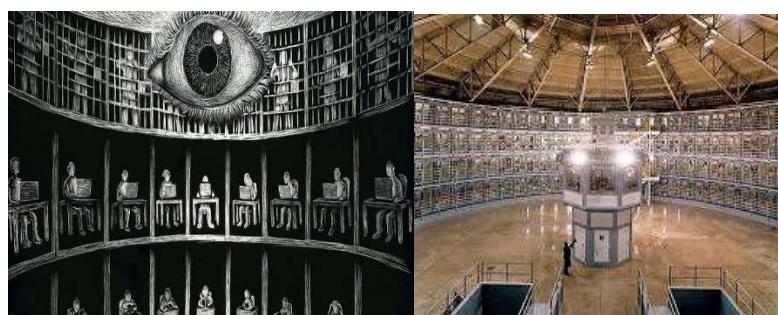
Kalaman (2017) examined the transformation of New Media and Privacy through the case of Facebook. In the study, Facebook users use the internet and new media practice in Turkey, be aware that they observed a violation of privacy and confidentiality levels and the sharing levels were investigated. The purpose of the study, individuals living in Turkey but also in the privacy be included in the new media together with the perception of life is to uncover differences occurred.

## Panopticon Concept

The empires, which were periodically mixed, were trying to establish authoritarian control systems in the 18th century in order to control their own people. It was during this period that a new type of structure emerged.

In 1785, Samuel Bentham was asked to design a building. Samuel Bentham is an architect and collaborates with his brother Jeremy Bentham. While many sources provide information about the design of the structure, he spends Jeremy Bentham as a designer. However, when a detailed examination is made, it is understood that the design of the building belongs to Samuel Bentham and the ideas based on the systems within the design belong to Jeremy Benhtam. This building was designed in 1785 and is called Panopticon. Panopticon, which consists of two different words as pan and opticon, means "pan" in whole, while "opticon" is defined as observing. Therefore, as to pry the concept of the panopticon is encountered (Foucault, 1992: 157).

Figure 1. Panopticon Design



(url1)

Throughout history, human beings have gone through different periods and sometimes have a more limited life by transferring their freedom, and sometimes they have been able to live freely. With the establishment of modern states, the formation of crowded societies has been the factors affecting the individual and society. The power owners who controlled the individual wanted to use the management effectively. Hence, mass administration has become a priority of states throughout history. The establishment of mental hospitals, the emergence of prisons, while aiming to prevent the chaos in society, on the other hand, confined individuals by confining society into a single mold.

The French philosopher Michel Foucault stated that the surveillance tools on this subject are used as the basic instruments in modern societies to manage people. Foucault evaluated the prison model designed by the philosopher Jeremy Bentham. Bentham was a philosopher who put social institutions into his works. According to his design, which he called the op panopticon, many prisoners could be traced through a supervisory house consisting of a small number of guards. With a bill in the middle of the inspection house, guards can easily monitor prisoners. He is aware of the fact that prisoners are being monitored because the cells are clearly visible from the tower and he acts

accordingly. This Bentham's "panopticon project impressed Michel Foucault. In Foucault's conception of power, there is self-control that belongs to the panopticon system (Foucault, 1992: 117).

Jeremy Bentham, in a letter he wrote to his friend in 1787, described the idea behind the structure as follows:" The basic thought in Bentham's design is the philosophy of controlling large masses. He states that authority is focused on the main theme of the structure, and that power will be the discipline of authority as the provider of authority. Bentham states that there are two important points in ensuring control, the first of which is the essence of the plan, and that there is surveillance at the core of the plan. The main purpose of using invisible surveillance in this plan is that even when the observer is not there and cannot observe it, the person has the feeling that he / she is being supervised and has to constantly control himself / herself in the way that an authority may want. At this point, power makes the authority it wants continuous (Watkin, Pentham, 2008: 91).

Within the panopticon, which Bentham planned as a control mechanism, individuals were the objects of factors such as closure, loneliness and safe detention. The Internet detaches and isolates people from the real world in a virtual environment, and at the same time detects them securely with the possibility of instant access to information about individuals. Together with the information it provides, it directs individuals as they wish. In panopticon, the aim is to make individuals something they do not think or become individuals they are not. In the Internet, with the unlimited alternatives it offers people will voluntarily, with the information it creates after a while turns individuals into personalities they do not aim to be (Dolgun, 2008: 105).

Mobese and street cameras are the main tools that provide supervision in societies. Anyone who has acted illegally through cameras can easily be found or can be counted as evidence. The cameras also have a deterrent side. It is easier to control and control a person who thinks they are being watched every moment on the street. Drivers on the street with Mobese cameras are unlikely to break the rules. In short, illegal movements can easily be detected through such surveillance tools, while the rules that make up the order continue. Foucault mentioned the negative aspects of these audits. The fact that people are aware of the fact that they are being observed restrict their movements due to pressure leads to uniformization in society. Foucault states that societies that cannot think differently, cannot act differently and that are similar to each other will emerge and can be excluded by the society as soon as people who are afraid of being caught and punished are declared to be contrary. Foucault, dynamic normalization yak to act like a very different person than with fear of being punished and caught (Althusser, 2008: 113).

Foucault explained the metaphor of Panopticon by establishing a relationship between the prison and the factory and pointed out how people are being supervised at every moment of their lives. Foucault explains that individuals who are being watched cannot see them when they are seen, and in this way, they are the objects of knowledge, but they cannot be a subject in the communication process in any way. This is the main feature of the concept of panopticon. Panoptic society is based on continuous supervision and is defined as a form of power which is directly applied to individuals, aiming to transform individuals based on a certain rule by means of punishment and reward". (Foucault, 2007: 296-297). It doesn't matter who the surveillance person is anymore, the important thing here is that the system becomes continuous. Banks, hospitals, universities, schools, tax offices and many other institutions have special files about us. We forget these files or accept that these files are inevitable in organizations.

## Digital Surveillance Concept

Today, surveillance has emerged as a key technique in systematic and routine attention focused on personal details for influencing, managing, protecting or directing government authorities, companies and individuals (Lyon, 2007: 14). The lack of a serious response to these activities shows that the political will seems to be an unbroken tendency to apply technologies to digital surveillance. Furthermore, the collection and processing of digital data is not limited to confidential programs. For some time, and in particular within the framework of the War against Terror", public authorities, governments and supranational institutions have openly advocated the need to use surveillance technologies for security purposes (Amoore and De Goede, 2005: 150).

The privacy of individuals is a private area that belongs to him / her and that he / she can only wish to share with his / her relatives and who holds this right. Privacy is defined as "confidentiality da

in the Turkic Language Institution (Turkish Language Institution, 2018). Mass media, which have the power to direct societies, have a great importance in the transformation of privacy. Although technology makes people dependent on itself, this is defined as the determinism of technology and technological determinism. The dependence on technology also imposes on the user the way he wants to behave. With technological determinism, the limits of privacy are being reshaped. When they talk within the community, they want their words to be liked by the audience, and the users want their shares to be appreciated and appreciated by the followers. Shares made for the sake of liking are mostly related to private life.

The control of the information or society has led to the strengthening of the powers and has brought the paranoia of the citizens to a higher level. Therefore, the problem is no longer a technology but a problem of power and management. The centers of power are anxious to direct the information together with the society in order to maintain the power they have. With the development of technology, "transparency" and "secrecy" have been connected to power relations. People's actions, thoughts and preferences, all the information that belongs to them becomes transparent, while the existence of power is hidden by technology. Therefore, it is possible to say that the internet is becoming a panoptic device. Today, with the developing technology, the society structure, which is defined as information society, has become a surveillance society. As a result of information technology, information is at our fingertips and every day everything is carried to virtual environment. The desire to keep people under my eyes by imprisoning them in a closed space with their own will is one of the situations especially demanded by the governments (Dolgun, 2008: 134).

The phenomenon of surveillance appears in many different ways and somehow takes its place in our lives, and the recording of everything we do in social life has naturally started to be met. This situation is so natural that the state that wants to register its citizens does not make a special effort for this, and citizens themselves are registered in this system in some way. Social scientist Anthony Giddens states that surveillance and surveillance have two meanings. The first is the accumulation of encrypted knowledge and the other is that those who establish authority follow the movements of others (Giddens, 1998: 71).

According to McLuhan's technological determinism, the means of communication in which the recorded information is transferred and the developments in communication technology are effective in the communication processes of individuals. Societies are shaped more by the nature of the tools used during communication than by the content of communication (McLuhan, 2005: 8). Advances in technology in technological determinism is a process that changes and affects people's behaviors and lifestyles. Technology is increasingly influencing individuals, putting individuals aside and pushing everyone into a standardized life.

When the criminals caught with cameras placed on the outer walls of shopping malls and prevented crimes are examined, the concept of digital surveillance provides security and deterrence. While technological developments such as mobile phones, computers and the Internet make life easier, they also have the ability to keep people under surveillance. Individuals are recorded in a very large database at every moment of daily life. In this way, all things are taken under control and the situations that will prepare the ground for behaviors that can be considered as crime are intervened. However, because of this intervention, private and ordinary information of individuals is in the hands of the state and private companies. In the 1980s, security policy became more popular due to neoliberal policies. Therefore, the concepts of crime and security are among the basic concepts of neoliberal (Omkoydan Bitirim, 2017: 99).

Surveillance is a control mechanism that the power has frequently resorted to. Today, the concept of surveillance has come to the fore with the phenomenon of e-government, which is positioned by communication and information technologies, e-democracy and e-governance. The aim is to provide a process of democratic participation to the public and to allow them to participate in all kinds of practices. In our country, many personal information is collected and recorded for various purposes. Individuals are not aware of many of these and cannot interfere with the information collected. The fact that the legal regulations related to the protection of personal data is not sufficient reinforces this situation. For example, the Republic of Turkey ID number used in the process not only individuals linked to government agencies, while shopping on the internet, and related operations are secure membership in the registration process in many applications using the credentials.

Nowadays, some popular sites reveal people's private spaces and perceive private life as peeking shows us how important the situation has become. The Internet functions in the private sphere, in the public sphere, for privacy rules. In this way, people living at home through the glass and the concept of surveillance was perceived and accepted as popular culture and the public space began to shrink, causing this space to gradually disappear. An example of the control mechanism of Panopticon is the employees (supervisors) and their bosses (supervisors). As slaves are kept under control in the times of slavery system, the performances of the employees are monitored by hidden cameras (Dolgun, 2008: 77). The concept of surveillance has always been associated with power. Today, in this period defined as information society, surveillance, again in connection with the power, has become a characteristic depending on the possibilities of technology (Dolgun, 2008: 37).

We are in an oversight process where the majority follow each other continuously. Along with electronic networks, we can say that life continues in cyberspace. Two elements come to the fore here. One of them is asymmetric communication and the other is digital divide. Asymmetric communication cannot participate much in the process by making people become objects. Digital divide is the inequality of people in accessing communication technologies (Bauman & Lyon, 2013: 15). Today, all kinds of information about our personal life are recorded. Inspection and surveillance mechanisms, which are connected to power by many means, from credit cards to police cameras, are increasing. In many places, from private to public, information about the daily life of people is monitored through electronic eyes. While these eyes control people's lives, they become even more alienated from themselves.

The light reception and window systems of the cells have been designed entirely for the strengthening of the observer. While the outer windows of the cells are used only for receiving light, the windows facing the inner courtyard are designed to increase the visibility of the person inside the cell on behalf of the observer. The windows in the watcher's tower are a special design. In this design, inmates who will look through the windows cannot see if the observer is there or if he is observing. So, they feel like they're being watched all the time. When the observer looks at the cells, he takes on the role of an invisible power against the prisoners in addition to finding a clear surveillance opportunity. Individuals now think that the more they are followed and, in the position, they are observed, the more they are approved and liked, and this situation seems very normal for the observers and becomes a habit (Giddens, 2010: 17).

### **Investigation of Instagram Accounts as An Example Of Digital Privacy Concept**

Foucault's question "Is seen is power, is not seen or is seeing without being seen?" forms the basis of panoptic civilization. We live in a world called "surveillance society". According to the panopticon system, the observer is hidden and is a virtual product. Actually, there's always an observer. His presence is felt by those who are spied on. Here, the power of vision is the dominant power. What is essential in invisible surveillance is that even when the observer is not there, he or she has the feeling that he or she is being observed and continues to maintain his authority. Foucault thinks that "individuality is controlled by power and we are individualized by power and according to him, power is afraid of the violence and power of the groups (Foucault, 2007: 75).

There are those who feel they are being watched by a force while spending time on social media. Both the paranoid behavior and the obvious imposition of this authority increase the tension between the observer and the observed. In the virtual environment everyone is involved in the arena, but in fact they are under constant surveillance here. This arena is such a place that it has billions of windows and everyone can see the windows of others from their own window. The world is a gigantic scene and we are actors here. We allow ourselves to be spied on everything used from mobile phones to ATM machines. The store owner who has a camera in the workplace to monitor his customers, the employer who uses a camera to supervise his employees, the mother and father who supervise his children, and many more examples can be seen. They describe their actions as taking precautions against risks rather than observing others". The phenomenon of surveillance is now being met so naturally that the recording of every stage of our lives does not disturb us most of the time.

It is no longer necessary to be behind bars, as in Panopticon, to be observed today. People who escaped surveillance are now able to share their private lives in private spaces without the need for cameras. While individuals allow themselves to be supervised, they also monitor other people. In

social networks, individuals' renouncement of their privacy rights in line with their own wishes implies the transformation of privacy, and at the same time leads to social classification of individuals.

In modern societies, people's movements take place in places with clearer borders (prisons, factories, offices). In this way, the dominant groups had the opportunity to clearly monitor the movements of others. The concept of surveillance has been applied more effectively in modern societies than non-modern societies (Giddens, 2010: 71). With the development of technology, the volume of those who are supervised is gradually expanding, and private information of individuals is recorded by both state and non-state organs. Many technologies, from fingerprint readings to chip or biometric cards, make people's record and surveillance of every moment. Although these technologies aim to control the safety of society, they are mostly used for risk management. Nowadays, with the dimension reached by technology, people do not have protection from being observed. So much so that even people who did not go out of their house were caught in the surveillance network somehow. Thanks to the heat-sensitive tracking systems, even in a closed environment, all movements of people are observed (Toprak and at all., 2009: 146).

The concept of "panopticon" an, defined as "seeing everywhere", represents the prison model designed by Jeremy Bentham in 1975. In this model, the building is ring-shaped, and the sentry and the outside light in the tower can be traced to prisoners placed in the cells. With this structure, the aim is to create an ambiguity such that the prisoners are sure that every moment is monitored or not (Bauman & Lyon, 2013: 187). The prisoner, who is aware of the fact that he will face a penalty after misconduct as a result of continuous monitoring, will tend to act in accordance with his consent. The concept of "Synopticon", which is described as the majority surveillance of the minority against the panopticon, appears. The difference from Panopticon is that monitoring is replaced by peeking, a concept where there is no pressure, and people allow surveillance. This concept, which is defined with examples such as magazine programs and marriage programs, is defined as peeking culture (Toktaş et al., 2012: 32).

Users in social media are pushing the limits of privacy with their shares. Users feel quite free and share in these channels. Individuals share videos and photos they prefer not to share with many people in their daily lives. 7 people were chosen from the famous media. Information of photos, number of followers and how to share were given from Instagram accounts of these 7 celebrities between 28.02.2019-30.03.2019. Even if celebrities are in front of the public, these people have their own private lives. The limits of the concept of privacy are differentiated with social networks and in return, money is tried to be gained. In order to be on the agenda, sharing every moment of their private lives with their followers causes their own private spaces to be destroyed.

Instagram accounts of famous people were taken into consideration in the research. In this context, the photographs shared by the celebrities in their private properties, which are designated as private areas, were evaluated. In this research, celebrities with more followers were preferred. 7 celebrities were selected in the research. Considering the 1-week sharing of the celebrities who make up the sample, the shares of the private areas are also shown in the table. With the advances in communication technologies, the limits of privacy are redrawn, and the limits of privacy are becoming more and more uncertain. In this study, with the development of technology, it is possible to reveal that individuals make their private areas unclear by sharing their social networks.

The concept of privacy is defined as the confidentiality of individuals that belong to individuals as well as being a phenomenon that shows differences from society to society and from person to person (Budak, 2018: 147). In this context, celebrities whose Instagram accounts are examined have photographs taken in their private living spaces. 2 of the 7 celebrities sharing 5 male and 5 females. In the Instagram accounts examined, women share more photos than men. Especially female celebrities share their private lives more than family photographs. In addition to the photos of the men's family, they also share their own photographs. Male and female celebrities share photographs of their children or their spouses with their spouses, while male celebrities share only their own photographs at regular intervals. This situation is less common in women. The photos shared by male and female celebrities are examined between Table 3 and Table 8. When the photographs in the tables are examined, the photographs in which the natural state of home life is shared are taken into consideration. One of the most special areas of private life, defined as privacy, is undoubtedly family members. Celebrities also often include family photographs on their pages.

**Table 2: List of Celebrities Instagram Share**

<b>Instagram Account</b>	<b>Sharing</b>	<b>Followers</b>
Doğa Rutkay Kamal	7162	1,4 m
Ceyda Duvenci	3454	2 m
Enis Arıkan	799	1,8 m
Eylül Öztürk Özkan	2188	2 m
Alp Kırşan	782	826k
Pelin Akil Altan	2732	1,6 m
Uraz Kaygilaroğlu	358	671k

**Table 3: Eylül Öztürk Özkan Shares**

				
Number of likes: 165,118  Number of Views: 2,408,999	Number of likes: 252,201	Number of likes: 281.792	Number of Views: 1,398,286  Number of likes: 229.605	Number of likes: 150,560

Celebrities do not hesitate to share family photos in private areas. Because of the social media, these shares of celebrities are sometimes met naturally. Eylül Öztürk has recently made a name for himself in social media. The fact that she shared her moments with her followers during the prenatal period and especially the moments she experienced during her birth caused us to hear her name frequently. There are few celebrities who share their moments before birth so clearly and momentarily. Although he has recently shared photos with his son and wife, which we would describe as rem intimate, he has shared his videos with his followers about his pre-natal suffering. While celebrities especially shared their babies' birth, postpartum photos with their spouses, their babies' videos and photos with their followers, especially because of the high number of likes of celebrities who are mothers, it was seen that they did not go out of these photographs very much and did not share their own shares much more than before.

**Tablo 4: Pelin Akil Altan Shares**

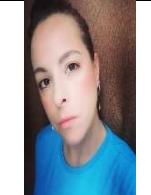
				
Number of likes: 200,561	Number of likes: 116.914	Number of likes: 95.817	Number of likes: 76.190	Number of likes: 202.349

Pelin Akil Altan, together with her husband Anıl Altan, was one of the couples who shared their most special moments on social media. He has also increased the number of followers by sharing his prenatal moments day by day. He also shares his private photos taken with his wife on social media and makes video and photo sharing about his preparations for his twins to be born. The fact that the player, who also has dogs in the house, will feed the dogs in the same house as the children to be born, is also followed with interest by animal lovers. Celebrities show the importance they attach to their families with their sharing with their families and it can be seen as actions taken in order to increase the number of followers or not to lose followers and to get good comments considering the concept of family is important in the society.

**Table 5: Ceyda Düvenci Shares**

				
Number of likes: 107,076	Video Views: 2.162.839  Number of likes: 222.954	Number of likes: 80.745	Number of likes: 126.527	Number of likes: 73.097

**Table 6: Doğa Rutkay Kamal Shares**

				
Number of likes: 60.136	Video Views: 603.776  Number of likes: 63.059	Number of likes: 24.295	Number of likes: 77.725	Number of likes :41.156

Celebrities, especially mothers, share every moment of their children and attract the attention of their mothers or prospective followers. When we look at the photographs of the female celebrities in the tables, we can see that they mostly share the development of their children, especially the moment of birth and postnatal children with their followers. Ceyda Düvenci uses social media every day with the videos and photos she shares. The player who does not hesitate to share his moments with his wife in his house, which we do not know as intimate space, without make-up and who shares his moments with his children in his natural home state, is especially appreciated by the mothers with his appreciation and comments. How much interest is followed by Düvenci's is also clearly seen when viewed the videos of the videos he shot.

Actress Doğa Rutkay is one of the celebrities who share her videos and photos with her husband and newborn twins in the area which is defined as intimate space, as well as with the dogs she feeds in her house and shows every moment to her followers especially the growth of her children day by day. The player, who uses social media effectively by sharing photos almost every day, increased the number of followers especially with the photos he shared after his newborn babies. The actress shares her thoughts clearly on the days defined as special days (Women's Day, Dow Syndrome, Theater Day) and shares the photos of her husband and children at home. Even

though there are celebrities who want to look more well-groomed on social media, many famous women share their natural, housework, make-up, or new awakening. With these photos, celebrities tell their followers that they are one of them, that they do housework, they can share their own photos without make-up.

**Table 7: Enis Arıkan Shares**

				
Number of likes: 203.644	Video Views: 921.355  Number of likes: 122.700	Number of likes: 179.141	Number of likes: 178.574	Number of likes 178.669

The photographs shared by some celebrities in the table with the pets show the followers of the celebrities that they are an animal lover and thus support their followers. While millions of videos are shared about the private spaces of celebrities, it turns out that the photos do not receive much attention. Enis Arıkan is one of the celebrities who have been sharing a lot of photos with her cat especially at home. In the period that followed, the celebrity who shared his own photo with his sister and finally presented his special moments to his followers and received appreciation.

**Table 8: Uraz Kaygılaroğlu Shares**

				
Number of likes: 59.783	Views: 600.642  Number of likes: 63.024	Number of likes: 24.273	Number of likes: 77.473	Number of likes :40.911

Actress Uraz Kaygılaroğlu was one of the celebrities who filled social media especially with the photographs he shared with his wife and child. Kaygılaroğlu, who does not hesitate to share her most special moments while having dinner or sleeping with her child at home, has increased the number of followers recently. In particular, celebrities who prefer to share their family environment, their spouse and moments with their children receive more admiration and comments and increase the number of followers. Some of the photographs, formerly known as special moments are now shared in this medium very easily, and as the player has shared, these moments are presented to followers without any hesitation.

**Tablo 9: Alp Kırşan Shares**

				
Number of likes: 13.965	Number of likes: 26.175	Number of likes: 29.844	Number of likes: 16.261	Number of likes: 24.703

Alp Kırşan was one of the celebrities who preferred to share his family photos and the time he spent with his family. He presents his moments with his father, mother, spouse and children at home and his moments as intimate places to his followers and he is liked. It is seen that Kırşan, who has very few photographs of hers, shares photos and videos with her children, and shares photos with the games she plays when she spends with them. The photographs he spent during his stay in the house with his guests, especially his mother and father, were mostly shared with his wife and two children.

## Conclusion

In the process up to the present, the concept called power has been with people. The change of power that began with Jeremy Bentham and continued with Althusser and Foucault has so far. Now people are in a stronger and more conscious society. However, it is the existence of power that does not change during this time. Power, regardless of opinion, sees the individuals involved in society as a threat. Today's technology focuses on monitoring and observing the private lives of people, leading not only the powers but also the individuals oriented to surveillance. When we go to a shopping center, we are watched by a couple of eyes belonging to an official that we do not know at every point and this shows us the concepts of power and surveillance in our lives. Now we are talking about a culture called social media, and although it is one of the most terrible addictions of the period, it has become a medium where we know that we are being watched in this environment. Although Foucault and Bentham have the same fear of surveillance, the observer follows us in the form of invisible surveillance, as Bentham points out, which makes us feel constantly under pressure.

Today, one of the most vulnerable areas of privacy has been social networks. The social media that makes people feel free to share their views or situations as they wish, and the fact that followers realize and interpret these shares adds an interactive feature to this medium. This medium is as real as people can express their thoughts in any way they want, but also as virtual as they cannot take responsibility for what they say. The space and time limitation of these sites is gradually disappearing and the real and the virtual are intertwined. In the digital age, what individuals say is not there, they are recorded and appear when they never expect it.

Against the concept of panopticon is the concept of "synopticon, which means that the majority watches the minority. In Panopticon, instead of viewing, peeking took place. The pressure in Panopticon is not present in Synopticon. People want to be voluntarily monitored. Marriage programs, magazine programs, or contests about the regular surveillance of ordinary people in a home are examples of this. With the television being a part of separation, the majority had a minority. In this era, the shared video is socialized in connection with the number of photographs, messages or followers.

Developments in communication technologies are manifested in all areas of life. In the past years, it is a shame to share with other people, everything is easily shared today. Surveillance is a must in every consumption. Consumer surveillance has discipline as in panopticon, but it is not as compelling, incarcerated surveillance as in panopticon. Panopticon continues to exist with the concepts of superpanopticon and synopticon. While transparent barriers and cameras in the workplace are panopticon, developments in information technologies are seen as superpanopticon. It is also synoptic programs where the majority of the majority have been watching entertainment, or people are forced to become customers of similar products in order to make more profits.

As a result of capitalism and modernization, individuals become more and more lonely and individuality becomes more prominent in this way. Individuals who are not able to meet their needs such as attention, consideration and sharing by their environment, meet this situation by social networks, and need to convey their success, love, drinking, thoughts or rebellion. The underlying reason for this is seen as the longing of modern man for publicity in traditional societies. Modern man wants to continue the spiritual ties that bring people together. These people long for collective living, but they also do not want to obey the rules of this life. People who want to be able to see others at any time, enjoy the observation of others. People who want to be watched and followed at any moment share their privacy without any doubt to be liked more in social networks. The desire of people to be admired, admired and followed makes it natural for them to reveal their private lives and the perception of privacy is also collapsing.

Social media are the media where individuals willingly expose themselves, share many contents such as photography and video, and help to publicize the perception of the society against privacy for surveillance and control purposes. In social networks, people make their own advertisements, try to show how they dress, who have fun with, where they go. Today, there are systems that monitor individuals at anytime, anywhere. Surveillance television that Orwell has mentioned is taking place in our lives today. Surveillance is made everywhere from Mobese cameras, internet, security cameras, credit cards, control and satellite signals. Privacy is one's own secret space. The concept of privacy, which constantly changes depending on society and culture, has started to be shaped by the technological, economic and social characteristics of societies. Public disclosure of special situations means extending the boundaries of the public sphere and crossing the line of the private sphere. Social media sharing is the private spaces taking place in public. In particular, the sharing of celebrities in these channels attracts thousands of followers and is followed. The fact that famous people exhibit their private spaces in public places leads to differentiation of the perception of privacy in the society.

In today's surveillance society and consumer society, privacy has become an easily accessible object. When this situation is evaluated from the social point of view, the display of privacy in this way without obeying the rules of ethics has revealed different results. In the flexible life provided by digital technology, digital privacy is a matter to be considered. In this environment, every information we share is within the scope of digital privacy and this information is stolen, shared, changed.

Social media also has positive aspects such as eliminating the distances between space, time and people and increasing personal communication. However, it is possible to say that the negative sides are more dominant. In addition to increasing their communication with their followers and people who follow them, there are celebrities who use social media frequently with their promotional and advertising activities. However, social media is also a medium where celebrities have been abused in this regard, sharing information about the worlds of celebrities that are seen as private outside their own boundaries. Today, the limits of privacy have narrowed and there are risks that endanger the lives of individuals using this medium. With technological advances, the virtual world has become a part of separation in our lives. With the social media, the immunity of the private life living behind the doors has disappeared. The public display was a giant screen, and on this screen special circumstances were revealed to be approved and watched by others. Therefore, in today's surveillance and consumption society, privacy has become an object that can be easily reached by everyone.

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# Robot Journalist or Human Journalist?: An Analysis is Over News Articles

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## Abstract

Technology and humans have been in constant interaction in the historical process. So much so that with every technological progress, mankind has entered a new revolutionary era; first the Agricultural Revolution, then the Industrial Revolution and finally the Information Revolution. Thanks to information technologies, society is connected with information networks. The information society demands the continuous production of information with an insatiable appetite. The media, which has been undertaking the responsibility of enlightening the public for hundreds of years, is experiencing a transformation with technology and as a result, practices in journalism are constantly changing. The profession of journalism has a convergent relationship with computer engineering. "Robot journalists" can now produce the news that were made by humans for hundreds of years. The "Algorithms" which were previously used to edit/arrange the news, can now be used in writing the news. Thousands of news from the world's most important agencies and newspapers, such as Associated Press, Reuters, and The Washington Post, are now being written by robot journalists. With the developed software, these robots can organize financial data, write news about sports and even election results, and provide information to the public in just a few minutes after an earthquake. The Los Angeles Times was able to write news about all the homocides in the California area without any delay, with the use of A.I. journalism. In short, "robot Journalism" revoked the previous argument that "robots can only be manual labour workers" and this argument is now replaced by; "robots are capable of intellectual work." The development of "robot journalism" that marked the first quarter of the 21st century scares human journalists day after day; for many remark that they will face the risk of losing their jobs in the near future. This study comprises the comparison of the news sample written by robot journalists with the news written by human journalists and its analysis by a group of journalist candidates.

Keywords: Robot Journalist, Artificial Intelligence, News, Information, Technology.

## Introduction

With industrialization, the bourgeoisie aspired to establish its own sovereignty and in order to achieve this, they aimed to abolish the imperial structures under the rule of the aristocracy. However, the nation-states established during this period could not keep up with the growing structure of capitalism. In the last quarter of the 20th century, liberal policies and technological developments in the field of communication paved the way for capitalism. Advancements in new communication technologies have opened the door to a new era in journalism. Man has now transferred his speed to the machine, and the urge for fast access to information has compelled him to a full cooperation with machines.

Traditional media has transformed with the speed of technology. When the messages produced by new technologies reach the masses, a dynamic interaction occurs. It can be summarized as follows: "Internet technology is radically different from traditional communication tools. Traditional communication tools are based on a vertical structure. Produced messages are transmitted in a linear way from a particular center to heterogeneous social segments, defined as public. Neither this public has any effect on message production nor the traditional transmission offers any possibility for feedback. The public feedback to any communication channel still needs another communication channel. The Internet has increased the possibilities of intervention/interference between message production and message reception (Timisi, 2003: 124).

With the help of internet technology, news reach its readers faster, cheaper, easier and in a medium where the perception of time and space changed. The fact that the target readers are shifting from passive to active, and that the news is available at any time and anywhere, journalism has reached a whole new level.

Castells calls this new phase "information age" based on information channels and evolving networks through information and communication technologies. Castells says that in the information age, with the presence of networks, society transformed into a network society (Özçetin, 2018: 262). This context; "the addition of robot journalism to newsroom practices as a non-human actor" is also a comprehensive and important tool in explaining the transformation of journalistic practices and in understanding the new generation of news production processes (Akyazi, 2018: 17 ). Castells says that "news feeds are information flows between nodes/knots and these circulate in the connection channels between nodes/knots" (akt. Özçetin, 2018:262). In the "information age" that Castells draws attention to, the birth of a huge "information industry" is underlined. "With the new information technologies humanity is now under siege by the information industry. After Frankfurt School's "culture industry" concept, we can define the period we are in, as the "information industry" concept. A huge industry has emerged with the opportunities that information technologies offer for the production and distribution of information (Güngör, 2011: 323). "In the traditional journalism concept, actors are separated into following categories: Resources, journalists and readers-viewers. But all three of these actors are human. "Advances in new communication technologies reveal the inadequacy of traditional readings/perceptions based on these rigid analytical categories."

With regards to journalistic practices and digital technologies, traditional approach sees mass media as tools for distribution of information". Actor network theory refers to the collaboration of robots and people who use them in the newsroom, and in this new dimension the production process of the news reaches a new phase (Narin, 2017). Digital journalism began in the world in 1995, when the Washington Times and the New York Times, and in continental Europe, when Herald Tribune and Daily Mirror, released the news as is, in the Internet. Aktüel magazine set the beginning of this phase in Turkey in 1995, followed by Leman magazine, Zaman, Milliyet, Hurriyet and Sabah newspapers (Fırlar & Deniz, 2010:315). Networking between algorithms and data sources is important in robot journalism. Robot journalism prepares the news by going through several stages: In the first stage, data is drawn, location and historical information are added, in the second stage, interesting events are determined and statistical data is activated, in the third stage, news value criteria are transferred, that is, whether if news is of significance, in the fourth stage, news is written, and its accordance to news principles is overseen, in the fifth stage, if required, editorial screening is carried out and news is published.

Today, in 5 countries which develop content management system for robot journalism, there is a total of 11 companies 5 in Germany (AX Semantics, Text-On, 2 txt NLG, Retresco, Textomatic), 2 in the USA (Automated Insights, Narrative Science), 2 in France (Syllabs, Labsense), 1 in the UK (Arria), 1 (Tencent) in China. Eight can produce content in one language and others also in different languages. However, none of these companies solely produce journalistic content, but simultaneously serve various sectors with their technologies such as; portfolio analysis in the financial sector, product promotions, patient follow-up charts for use in the health sector.

Artificial intelligence analyzes and transforms statistical data into news more accurately than humans. (Steiner 26, gmail) Following up on this fact, Narrative Science and Automated Insights, which develop content management systems in the United States, produce media texts from sports and financial data. Each of these two companies produced original software for this conversion (124, page 26 gmail).

While Statsheet produced sports-based texts in 2007, it went beyond sports news in 2010 and found a new name to highlight this expansion: Automated Insights. (107, page 26 gmail) Automated Insights not only produces content for the media, but also prepares financial statements and balance sheets. Automated Insights produced 1 billion texts at a rate of 2000 text per second with the Wordsmith program developed in 2014 (Dierickx, 2015). Associated Press also uses news produced by Automated Insights.

Narrative Science was founded in 2010 by Northwestern University and La Medill School of Journalism. Larry Birnbaum and Kris Hammard, the leading researchers of the company, expressed

that they believe a robot will receive the Pulitzer Prize in the near future (Dierickx, 2015). Narrative Science has a wide range of important media clients, including Forbes, Fox, Associated Press, Propublica, Los Angeles Times and Yahoo.

The Washington Post used the robot "Heliograph" at the 2016 Summer Olympics in Rio and the 2016 US Elections, and the Washington Post was awarded for its election work.

In China, a robot, wrote the news about "Spring Festival," comprising of 300 characters, in one second. Although in terms of speed, the robot's superiority as compared to humans is undoubtedly (Dierickx, 2015), the subject of speed has been criticised in every period in history. Kafka said "The masses rush, run, trot through the age they live. They are delusional about moving forward, but they don't do anything but walk the same pace and fall into the void (akt. Virilio, 2003:40). The French thinker Paul Virilio, who is interested in new communication technologies, draws attention to information abundance and speed with these words: "With the introduction of information highways, the number of passengers traveling alone in their own rooms increased. The distant descendants of the silent reader, these travelers will alone suffer the consequences of all communication disorders that have arisen during the last few centuries." (Virilio, 2003: 40).

Professor Wan Xiaojun of Beijing University emphasized that speed is not everything. Professor Wan Xiaojun acknowledges the robots' superiority in analysis, but whether robots are able to reflect on people's views is a crucial shortcoming, hence, robots cannot replace journalists, he declared) (Dierickx, 2015).

However, despite these criticisms, it is an undeniable fact that today many media organizations benefit from robot journalists especially in certain branches. The Washington Post uses journalist robots for high school football games, similarly The Associated Press for baseball games. In fact, it was argued that one of the professions that robots could not take on until recently was journalism, whereas developments in recent years suggest that this may not be the case. Kristian Hammond, co-founder of Narrative Science, said that in 15 years, ninety percent of the news will be written by computers (Hürriyet gazetesi, 2015).

The ease of use of robot journalism in sports news is explained as follows: for example, it is stated that it is easy for robot journalists to reach information such as the frequency of the match between two teams in a football match, who scored in which match, how many goals they scored, and how many red or yellow cards they received. When artificial intelligence combines these statistical results with stereotypical indexes, the robot journalism texts are produced (Narin, 2016). In general, if we look at the negative impact of robots on world employment, we can see that there are reports saying 60 thousand people have been sacked in China, and the number of employees at Foxconn, which supplies electronic materials to Apple and Samsung, has dropped from 110,000 to 50,000. Regarding the expulsion of 60,000 people working at Foxconn, Chinese government official Xu Yulion said that they have achieved such savings because they have increased the number of robots in the manufacturing department. It is argued that other companies will execute the same practice eventually.

According to a study conducted in 15 countries with 65 percent of the world's workforce, 5 million people will be unemployed until 2020 with the increase in the use of robots. (Digitalage, 2016). Actually, robot journalism does not aim at large masses, on the contrary, the intention is to reach smaller crowds with numerous amount of news. Contrary to traditional journalists' who target large masses with fewer news based on long and time consuming researches, robot journalism does not aim masses. This argument is supported by the Reporters and Data and Robots (RADAR) project, funded by Google and run by the UK-based PA news agency; artificial intelligence can produce 30,000 news per month, managed by a team of 5 people, and the team's news is divided into health, economy, police- courthouse. (Hürriyet gazetesi, 2017). Los Angeles Times journalist Ken Schwencke woke up in March 2014 with a 4.7-magnitude earthquake. He found the news written on his computer and announced it to the public well before other news organizations, and when he explained this, he said, "It all happened in three minutes." (Oremus, 2014). It was an artificial intelligence text, written by an algorithm called Quakebot. Because artificial intelligence took this information from the earthquake warning system of the US Geological Research Center and placed it in a pre-prepared template when the earthquake is over a certain magnitude.

Although journalist Ken Schwenke says that the purpose of the algorithm is to give basic information about an event, and from this information, it will convey the details of the earthquake to other journalists, still it cannot eliminate the questions in mind: "Will artificial intelligence replace human journalists?" (Bramlett, 2014). Nowadays, The Los Angeles Times' news robot "Quake Bot" still tweets about earthquakes of magnitude 3 or more in 3 minutes and delivers them to readers. "Bot" receives the news from the US Geological Survey Earthquake Warning System.

Another medium where artificial intelligence journalism is used is forensic reports. With the data received from the Los Angeles Forensic Medicine authorities since 2010, the location of the murder, the victim's gender, race and criminal record can be accessed. Robot journalism is used most commonly in news about finance, sports, weather and elections.

## Research

The research problem in this study is the comparison between 2 news articles on the same subject; one of which was written by a robot journalist used by the Los Angeles Times and the other was written by a human journalist, and to define the differences of these 2 articles. The study focused on objectivity, clarity and the differences. Whether the journalist candidates see these algorithms as a threat to their jobs was questioned as well. 12 Communication Faculty students participated in this focus group study. The age of the participants varied between 21-24; 4 of which were women and 8 were men. The focus interview lasted about 1 hour.

The reason 4th grade Communication Faculty students were selected, is that they have learned the criterion of journalism, they know the techniques of article-writing, and that they will probably start working in the sector in the near future. The reason focus group study is chosen is to allow the research subject to analyze the views, attitudes and trends of the targeted public. In focus group work, group members influence each other's thoughts in the natural environment, so that group members can present a variety of ideas (Akşit, 1992). Group study was done with a moderator. Opinions/ideas were recorded during the study to allow for more detailed analysis.

## Findings

In the focus group study participants were shown two articles and were asked to answer related questions. One of these were written by a human journalist the day of the earthquake, the other one, on the same subject, was written by a robot journalist.

The human journalist's article is as follows:

A 4.4-magnitude earthquake shook the Los Angeles area on Monday morning, tremor caused people to wake up just before sunrise but no immediate reports of serious damage was received.

The earthquake, centered about 6 miles north-northwest of Westwood and about 15 miles northwest of downtown Los Angeles, happened at 6:25 a.m. the U.S. Geological Survey said.

"I sat up in bed, waited a second, then put my head down again and that was it. I wasn't really worried," a man walking his dog in downtown Los Angeles less than an hour after the quake told CNN affiliate KTLA. He didn't provide his name. CNN's Alan Duke said he was half awake in his Hollywood Hills home when he felt a tremor that lasted a few seconds.

"It was just a rude wakening," Duke said. "The sliding-glass doors were just rattling like somebody had slammed into them. Nothing fell off the walls". The USGS's online ShakeMap showed that strong to moderate tremors would have been felt near the epicenter, with lighter vibrations felt in Los Angeles proper.

Geophysicist Paul Caruso said that generally, significant damage nor casualties are not to be expected with earthquakes weaker than a 5.5 magnitude, though results vary by region, often depending on construction techniques and various rock formations underground.

"At least six aftershocks followed the quake Monday morning, the strongest of which was a magnitude 2.7", said Egill Hauksson, a California Institute of Technology seismologist (CNN, 2014)

The second article of the same subject which was written by an algorithm is as follows:

"A shallow magnitude 4.7 earthquake was reported monday morning five miles from westwood, california, according to the u.s. geological survey. the tremor occurred at 6:25 a.m. pacific time at a depth of 5.0 miles.

According to the usgs, the epicenter was six miles from beverly hills, california, seven miles from universal city, california, seven miles from santa monica, california and 348 miles from sacramento, california. in the past ten days, there have been no earthquakes magnitude 3.0 and greater centered nearby."

This information comes from the usgs earthquake notification service and this post was created by an algorithm programmed by an author" (Bramlett, 2014).

İstanbul Aydin University Faculty of Communication Grade 4 journalist candidates, 4 women and 8 men, ages ranging between 21 and 24 were asked research questions related to these two texts:

- 1- Which article was written by a robot?
- 2- Which article did you find more clear and comprehensible?
- 3- Which article is more enjoyable to read?
- 4- Which article is more objective?
- 5- Do you think robot journalists can take the place of human journalists and if they can pose a threat to your career?
- 6- Do you think robot journalists have shortcomings, if so, what are they? Do you think they have superior qualities, if so, what are they?

Initially, participants were not informed by whom the news was written and were asked to make a guess. 10 people answered the question "Which was written by a robot?" correctly and 2 people gave the wrong answer. The participants' explanations who have the right answer were as follows;

- "I recognized the robot journalism because it was short, with precise information and exact results" (Abdulkadir).
- "The robot journalist is sharper and unfeeling/insensitive. In the death and massacre news, the robot journalist will only tell us that there is death, whereas the emotion is important and must pass on to the reader" (Zeynep).
- "I understood from the phrase "it was a rude wakening" that the news was written by a human being because it's a feeling" (Samet).
- "I understood from the numbers, there are too many numbers, ...conclusions based on precise information. This could only be written by a robot" (Erdinç)
- "Earthquake shook the Los Angeles area and tremor caused people to wake up just before sunrise"; this sentence describes imagery, therefore cannot be written by a robot" (Yiğit).

To the question "Which article did you find clearer and more comprehensible?" ; 10 people found the robot article more comprehensible, while 2 people found the human article clearer and more comprehensible. The reasonings of the students who found the robot journalists' article more comprehensible are as follows:

- "When I get to the end of a long text, I forget its beginning, I think the long texts are more complex, the robot's news is short and concise so it is more comprehensible" (Gökhan).
- "To better understand the contents of the article, I would prefer the one written by the robot journalist" (Abdulkadir).
- "The article written by the human has more interviews, it's ok if I don't read interviews, what matters is that I get to the essence of the article" (Yiğit).

To the question "Which article is more enjoyable to read?" 11 of the participants said that reading the article written by the robot was more enjoyable because it was short and to the core and that it didn't exhaust the reader. The only person that said that the humans' article was more enjoyable said that the reason is because it was descriptive and included interviews.

To the question “Which article is more objective?” all the participants said that the robot journalists’ article is more objective. They said that the reason of their choice is that the robot journalists’ article was void of subjective descriptions. Furthermore they stated that feelings cloud humans’ objectivity.

To the question “Do you think that robot journalists can take the place of human journalists someday, do you think that it is a threat for your profession?” 10 people said that even though there might be a threat in some journalism branches, but not in all. However, 2 people said that robot journalism is a threat to all human journalists.

- “Robots may be used in some news. There will always be a need for an element of conscience, emotion and a human in journalism. That’s why I think it won’t pose a threat” (Yiğit).
- “I think it’s definitely a threat in some branches. I think they will replace journalists in sports, economy, technology, breaking news, weather and crime news.” (Eray).
- “Robot journalists cannot completely replace people because robots cannot give the desired emotion completely, robots can only report on data, therefore, they’re not a threat to human journalists” (İsmail).
- “It poses a great threat to my profession, there will be nothing we can do, robots will do all the work” (Merve).

To the question “Do you think robot journalists have shortcomings, if so, what are they? Do you think there are superior aspects of robot journalism, if so what are they?” participants stated their reasons;

- “It has shortcomings because it cannot convey feelings and thoughts. This is their deficiency and their most distinctive difference from the human journalist. Their superiority is that its data is clear. Its short and concise. Its objective. Its fast information is an advantage. Also people of power can use them for their own benefit” (Samet).
- “Deficiencies of robot journalists; they cannot describe a story like a human journalist, but only gives data, there is no feeling, resource usage is limited, can be exploited through manipulation. Their superiorities are; news are short and concise, most importantly, the news come out fast” (Yiğit).
- “Robot journalist has shortcomings. Firstly, it can not incorporate feelings of conscience in its news, It can’t describe its story like journalists. The news needs to be checked on because the robot cannot fully investigate the news. Their superiorities are; possibility of instant sharing by writing short news. Speed is important in the news industry” (Eray).
- “Its drawback is that it is not capable of emotion and it can not describe as well as humans. In the future it can be abused with the input of some people. Also it can not check on its article. Its advantage is that it has the capability to be objective and impartial. And fast. (Abdulkadir).
- “Its downsides are that it is far from carrying any emotion, it is monotonous, and it is not descriptive. In the future, it can be wrongly manipulated and can be exploited by the power groups as a propaganda tool. Its advantage is that it provides instant information quickly. It is also far from bias in the news. No editor is required” (İsmail).
- “Robots only work on data. There is no emotion and it gives clear information, it reflects the truth rather than telling a story. They can work 24 hours as working hours. They may be far superior to man, but the lack of emotion can be a downside. The speed of the robot can eliminate the need for humans. The news needs to be checked. Robots getting information from different sources will be worse than people. Robots have limited use of resources. In the future robots can be manipulated for making biased news” (Erdinç).
- “The shortcomings of the robot journalist come from the lack of storytelling. On the other hand, its superiority lies in giving the news objectively, obtaining a plain and precise result and its speed. The robot may not be able to check the news from several sources. Can be abused with negative manipulation in the future” (Samet).
- “The advantage of robot journalism is that there is minuscule space for error but definitely lacking values of conscience” (Dilara).
- “Shorter narrative, information utilizing direct data; so it’s fine but it never gives the feeling that a normal human gives, and this doesn’t attract me. Robot Journalism is less likely to make mistakes. Its speed is also an advantage. The robot journalist cannot check the news from several sources. After a short time the robots can be used as per the governments’ benefits” (Zeynep).
- “Speed is a plus. But it can never give the sentiment a human does” (İrem).

"It has its flaws. Even though you should be as objective as possible, a news article should include some feelings. Its advantage is that it's cheap and fast. News should pass an "editorial" process" (Merve).

- "No matter how technology advances robot journalism can never relay an emotion. It cannot evaluate on a conscientious level. Its advantage is that it's cheap and it can stay objective. But it can also be exploited in the interests of power" (Gökhan).

## Conclusion

The media industry is undergoing a major transformation with the digital age. Algorithms transform huge amounts of data into new information and deliver it to readers without human touch. Will these computer softwares cooperate with real journalists, or will the journalism profession be turned over to robots and become impossible to be done by people over time?

In our study, the difference between robot journalism and human journalists was examined; robot journalism is evaluated in a structure which is faster, more economical, based on short-objective-precise results, open to manipulation of certain authorities, eliminating the editorial process, and does not incorporate feelings and thoughts such as interviews. The participants stated that they evaluated human journalists in a form that is marked by elements such as emotion-thought and conscience, full knowledge of the editorial process and ability to follow up the intellectual aspect of the news.

It was observed that journalist candidates, who are the last representatives of Generation Y, who participated in the study, are in an endeavour to reach new information and be aware of multiplicity of things happening in the world-probably because of their age. Therefore, they find it unnecessary and boring to read news texts which are long, containing emotion and idea, therefore, they prefer to access the actual information in short, clear sentences.

It is worth remembering the findings of the French thinker Paul Virilio who observed the matter of speed with criticism; In his book "Speed and Politics", Paul Virilio mentions that as soon as the Nazi government seized power and provided sports and transport services to the German proletariat, the goal of the authority was to evacuate the streets without the need for suppression. To this end, Hitler persuaded 170,000 Germans to buy a German Volkswagen where there was no single vehicle around. In the USA, Ford's serial car production started in 1914 and the country was reshaped and it was enough to change the life style of the Americans. According to Virilio, commodities that promise speed have been used by the authorities as an indirect means of oppression on peoples and have diverted man from his real goal. Of course, the importance of speed in modernity cannot be denied. In today's world, speed is the factor that makes robot journalism stand out. However, speed is extremely open to manipulation as it can bring unsupervised journalism and eliminate the editorial process.

Although digital technology regulates how news is written, how fast it is produced and consumed, journalism is a process that requires different elements. In addition to speed, creativity, ethics and legal responsibility in news texts are open to discussions and should be seriously studied. While the press should be accountable for the news it makes for the public, in the event of a misinformation in the news; "who will be the responsible party in terms of legal and public accountability", is an issue that should be discussed.

The journalist not only transmits the tangible, but there are also the immaterial issues that the public needs to know; this requires serious, systematic research. How far can robot journalists reach in this expertise of human journalists? This question has not yet been answered.

The participants in the study did not see robot journalism as a serious threat to their profession and the reason for this was based on the fact that the robot journalist did not have conscience and emotion and was not competent in the stages of news follow-up; but their personal choice of reading robot-produced articles creates a paradox.

Most of the participants said that the article written by the algorithm was more objective and more enjoyable to read. However, the fact that the sample news took place in Los Angeles, far from their own geography, makes them to remain insensitive even in a disaster such as an earthquake. Therefore, in the opposite situation, with the occurrence of the disaster in their own geography, it is

probable that journalist candidates will want to reach more into emotion-thoughts and more detailed journalism information through interviews.

Although it is one of the most important tools supporting the information society as it is stated in the Unesco Mass Communication Declarations, internet does not contribute much in conveying the vital problems faced by humanity.

Therefore, in the declaration; education to aspire after a conscious society is recommended, rather than an information society. Moreover, another matter that comes to mind is that the algorithms can be programmed according to who owns them and they are susceptible for abuse. As a conclusion, it is clear that the replacement of human journalists by algorithms can cause enormous problems, hence, in the future of journalism, it appears that the best way to follow for human journalists is to produce news by collaborating with algorithms.

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# Photolurking, An Example of Digital Disorder Within the Context of Digital Privacy Phenomenon in Turkey

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## Abstract

The increase of social media addiction causes problems in using these platforms especially for the teenager. By Web 3.0, social media platforms, having been used without the restrictions of time and space, has changed the definition and shape of "privacy" phenomenon in Turkey. Not only the teenagers but also all the age groups of internet users are concerned by the exposure of privacy consent phenomenon. Like Thomas Moore's "Utopia", social media platforms promise their users an everlasting spectacular world, free from responsibilities, sorrow, negativeness and disappointment of life. Without time constraints, the users in this spectacular world, experiencing the culmination of the illusion of happiness, determine the privacy limits of them within the boundaries of social media platforms, making them exist in its principles. This study aims to analyze the digital disorder, photo lurking, as a consequence of unlimited privacy exposure, within the context of privacy phenomenon, shaped by social media platforms; furthermore, what kind of photos the users share on this platform, the frequency of photo sharing and lurking of other users' photos and as a result of these, the effects of digital addiction among the users are going to be examined in this research by survey technic.

Keywords: Social Media Platforms, Privacy Exposure, Digital Addictions, Photolurking.

## Introduction

In the twenty first century, people maintain their lives as a community member of digital media. Having been involved with Web 3.0 technology, crucial changes in socio- economic lives of people have occurred and communication becomes easier, faster and more interactive than old times. By these developments, especially by the easy connection of internet on mobile phones, totally changed the perspectives of people; moreover, a new culture on social media platforms has been created. Internet becomes the most powerful tool for globalization, converting people to be identical. Free from the boundaries of time and space limits, the participants on these platforms become the medium of this digital culture, leading mass media nowadays.

By their shares, comments, likes, posts and even lurking on social media platforms, the participants, not only serve that platform by creating content in it with their own consent, but also, they become the advertisement themselves. Based on McLuhan's statement "Medium is the message" (1964:112), medium is not a message transfer tool anymore, when considered that the content of the message is the participant him/herself, it turns into a mechanism that shapes the participant's perception. By social media platforms, people are able to involve in other participants' private lives, as much as they wish and wherever they are. The more the privacy is interfered, the less vulnerable it becomes; yet it is not understandable by the participants, because people feel themselves more independent, interactive, social and limitless within the boundaries of these platforms.

Digital media platforms especially social media, have converted people's perception of communication and socialization into its own culture; therefore, digital communities and identities have occurred. Having its own rules, perception of privacy has changed, too. Yet, capitalism has never been affected by this invention; on the contrary, it has turned into a huge industrialized and digitalized communication tool that mechanizes people's perceptions and turns people into obedient and dependent participants, consented to do whatever this community leads them to do. People are willing

to be a community member of this global village, but this time being global is not enough; it is also a digital (cyber) village (McLuhan, 1989:18).

When digitalized communities are concerned, people are believed to be socialized on social media platforms. The participants of these platforms open accounts for themselves, interact with other participants online and the most important key point that gathers people united is, they accept and are being accepted by the communities that they might never been involved in their real social lives. Digital platforms, having created its own reality, shape and recreate everything in digital space according to its own rules. How these rules are created is the crucial question to be asked. The rapidness and convenience of digital media platforms are the biggest factors to be used and new digital culture is created by huge amounts of people. What are the platforms that keep these people occupied?

New media platforms, covering both digital and social networks, consist of computers, computer networks, computer-based communication, Internet, web 2.0, web 3.0, online journalism, online chat, wiki, e-trade, e-signature, digital visualization, cyber space, virtual space, digital media, digital games, digital culture, avatar and virtual reality. The social, cultural and economic phenomena that these concepts define, have become part of our daily speeches (Binark and Löker, 2011:9). According to Leah A. Lievrouw and Sonia Livingstone, “new media” involves information and communication technologies and social contexts related to them, devices that enhance communication skills, communication activities developed using these devices, and social arrangements and organizations shaped around these practices (Lievrouw, 2011:5). “New Media platforms are the artifacts and practices that enable people to communicate or share meaning in a large social and organizational arrangement (Lievrouw & Livingstone, 2006:5). Both Livingstone and Lievrouw in their book *New Media Handbook* state that, the concept of new media shall avoid logic of unilinear, single causation, based on technological, social, economic or psychological reductionism, or on voluntarism (positioning the user and his or her will as the central point of the theory) (Lievrouw and Livingstone, 2006). Moreover, social media, a part of new media, is the common name given to websites that allow users to share online news, photos, videos, text, content with other participants. Participation and sharing constitute the mainstay of the social media, a tool for people to communicate and interact with each other. It is the medium; people produce and consume content (Fuchs, 2014:15). These platforms create new cyber communities, enlarging people’s communication network, enabling people to create and manage their own cyber identities, increasing the speed and dissemination of information exchange, making people interactive. On the other hand, false and fake information, irrelevant details, hate speeches; dichotomies can also be served easily on these platforms in seconds. The reason why these social media platforms are spread all around the world so active and rapidly is because hidden identities and anti-social people can easily get rid of their spiral of silence mode by them. The participants can impersonate any character they wish to and share any photos to use them as their own profiles; furthermore, they can lurk any profile they want in seconds.

Social media, as the new actor of surveillance society, plays an important role for data-mining. In these platforms, while people are taking other people under supervision, they also lurk and serve their and other people’s privacy to new media industry. On one hand, new communication and surveillance technologies commodify and circulate all the details of people’s privacy except their consent without awareness of the individual and, on the other hand, they publicize people’s privacy by creating the consent of the individual with the promise of popularization (Smythe, 2006:128-132). With or without the consent of the individual, people are being objectified; moreover, this situation recreates the industry by violating the privacy of them. In this article, a dijital disorder example “photolurking” is going to be analysed within the concept of privacy phenomenon.

## New Media and Privacy Concept

Effective range of our actions, being carried out as mediated by new media in everyday life is expanding every day. In parallel to this situation, effect created by the actions can reflected to large masses and processes. Therefore, it is difficult to trace the results of these actions perceptibly. On the other hand, cyber space, where new media environments are operated, creates a unique culture, new types of relationships specific to individuals and communities. All of these bring the obligation to address actions mediated by new media and their consequences into question in the context of privacy concept.

Many concepts such as computer, computer networks, communication with computer hardware, Internet, web 2.0, web 3.0, online journalism, online chat, wikis, e-trade, e-signature, digital media, digital game, digital culture, digital imaging, avatar, cyber space, virtual space, virtual reality and social, cultural and economic facts identified, described by them became a natural part of our everyday life. The term, which covers and unites all these terms, is "new media" (Binark and Löker, 2011:9).

Leah A. Lievrouw and Sonia Livingstone refer to the information and technologies and social contexts in connection with them, devices that increase communication capabilities, communication activities and practices developed by using these devices and social regulation and organizations formed around these devices and practices with the concept of new media (2007:23).

In both definitions, the role and importance of the culture and social organization practices emerged in this process together with the tools and environments come to the forefront in the new media.

The characteristics that distinguish new media from traditional media can be listed as digitality, interactionism, multimedia style, hypermetality, user-derived content production, propagation and the feeling of presence in the virtuality/interface. Lievrouw stated that the biggest feature that differentiates the new media from the traditional media is fact that it is ready everywhere and interactivity. (2011:5). Interaction comes to the forefront as an indispensable daily need of life especially for the Z generation when it comes together with the speeding feature. This feature also allows different users to communicate with each other at an interface. Another participant may comment any content in an online site; a comment can be added to a video or visual material uploaded on the wall of a social sharing network. These comments are instant and interactive.

Coleman emphasized that the digital transformation is realized in human to human relation, not human to computer relation in his work named "Avatar" (2012:46). Multimedia style also defines the coexistence of different data types such as image, sound, text and digital data. Multimedia style feeds on the digitality of new media environments and supports user-derived content production (Binark and Löker, 2011:11). Hypertextuality is easy access to other alternative media/texts through an interface or network. This feature allows easy movement from one text to the other, access and movement in and between the texts through the interface (Aktaş, 1995:22).

Digitality and hypertextuality with interactive and multimedia style support the propagation of new media environments. A text on an interface can be propagated by transmitting them to links in social networks and from them to others by both new media professionals and the user. Widely propagated network can extend to all directions from nodes in contrast to a hierarchical order. (Coleman, 2012:26). It even continues to exist as a digital trace in cyberspace, even if a record that enters the circulation in its interface is deleted.

Virtuality is one of the most impressive features of the new media. It gives the user a feeling of existing in digital. In the 1990s, the image of virtuality is defined as they belong to the equipment used by the user, not the user himself/herself. (Lister, 2009:35). In the 21st century, virtual presence, in other words the sense of being somewhere through mediation is directly connected to the sense of being with others through mediation (Coleman, 2012: 144). According to Ralph Schroeder, if existing is the sense of being there, existing together is the feeling of being there together (147).

Another important feature of the new media is the production of user-derived content. New media presents new tools and technologies in which media content can be archived, commented on, customized and put to propagation again by the consumers and these tools reveals many subcultures, which propagates Do-It-Yourself (DIY) media production. According to Jenkins, the trends of users' which moves between mash ups (online assemblies), movies, and computer games are transforming the relationship of new media consumers with each other, media texts, and media producers. (2002). Now, communication between the attendants, which became producer/consumer through the network results in common production in addition to common consumption. Users can change the content they follow individually or collectively or create content directly (Çomu, 2010: 31). furthermore, user-derived content generation transforms the consumer into prosumer, as mentioned by Laughey (2010:66). A pro-consumer user can upload an amateur or semi-amateur video he/she

shot to a sharing network, this visual narrative can be propagated in any social sharing network, welcomed by "like" or "dislike" feedback by other users, this way the user both get in contact with other users and the content (text and visual) is shared and propagated. User-derived content production, interactivity and virtuality/existence sense problems have occurred in terms of privacy due to unlimited share and production of the user in new media environments.

The ambiguity and uncertainty of privacy also make it difficult for them to define it. This concept, whose scope and meaning and its limits are very hard to define, means the "confidentiality and being secret" according to the Turkish Language Society. This concept, required to be examined with sociological, psychological, political and legal dimensions must have a practical quality and becomes a concept, representing a condition that expresses separations or variances and has integrated and divisive quality (Fischer and Hubner, 1998: 422-423).

Accordingly, privacy must have consistency in three different contexts:

- a) Having a neutral privacy concept is necessary in terms of identifying privacy loss that may occur in individual and social life. This is also important in terms of understanding the claims and discussions regarding privacy.
- b) Privacy must present a consistent or coherent integrity as a value. Therefore, it should be possible to see what is desired about privacy and whether a legal arrangement is appropriate or not.
- c) Only when privacy gains the practical concept qualification in the context of law, events or conditions that require legal protection can be determined. Because law does not act to protect it against each event or situation, regardless of its value or importance in terms of person and social life. In other words, there must be a relative agreement about what is the value and the interest to be legally protected. In short, privacy must be consistent and objective as value and must be practical as a legal concept and within this frame, it must obtain a scope that will express or represent the privacy losses, attacks against privacy and actual privacy violations (Fischer and Hubner 1998:426).

Generally, privacy includes the right to draw the lines regarding being alone, freely selected thoughts and actions, attending the social life and interact with it. It states the right of free living and the independence on the existence form of a person to the extent that they will not get involved in the life of others. Privacy is a fundamental human right in modern societies and frames the freedom of human not to share him/herself with society and community. People should be able to determine the level of their share about themselves and this area of freedom should be minimized from all effects of the public (Arik, 2018:19).

Privacy can be studied in three basic features according to Fischer: spatial privacy, personal privacy and information privacy. The first one requires the protection of one's physical space, especially the house, the second one requires protection of one's body against unjust interventions and the third one requires controlling how will personal data be or won't be collected, stored, processed and distributed (1998:422). And according to Lokke, privacy is the freedom of doing anything as far from the observation of the community and self-judging, without hesitation for reactions of others, and those who are allowed to be involved in our private space, and being alone, not sharing anything when necessary (2018:22). Self-realization is a prerequisite for privacy. It covers 'private' area exempted from public in public space. Giddens highlights that the right of privacy is irreplaceable for democracy, a person is free to open his/her emotions, thoughts and actions that he/she will not open to public when he/she is alone (1992:54).

When privacy sense is handled via public space, private space and public space are implicit with each other. Public space is stated as a place as an area for emancipation, self expression, representation, sensing others, placed between the economy and the state (Habermas, 1989:17). The attendant whose privacy sense is reformed with attractive structure of new media authorities carries out disclosure of the privacy in public space sometimes willingly and regardless of his/her approval at other times.

Sense of privacy originating in the relation of personal life with social area and marking the domination of an individual on the form of existence has been formed in the axis of socio-economic changes within historic process and gained a different form with new media.

Self-expression of an individual is also the history of gaining dominance challenge of the dominant on this area against the will of the individual. Thus, while internal or external threats to the private life of a person continue to exist in every period, the violations of privacy have evolved from traditional infiltration methods to technological infiltration methods.

While capitalist production relations which commoditize, all social processes impose a culture which is more individualist, more materialist, more competitive, based on money and under the determination of dominant environments, privacy is harmonized with the capitalization effect of life as an inevitable requirement of this modernization process. The urbanization, which has contributed to the acceleration of the process of capitalism, points to the social reality behind the changing sense of privacy. While the transformation of the community life to society life in the city culture brings private area into the forefront, taking the lid off from the private life destroys the holiness of privacy. The blurring of the distinction between the private area and the public area led to the fact that the space which was once the private space became part of the public sphere. In cities that alienate humans to their own existence, fetishist meanings are given to commoditization, and differentiation by consuming is the main determinant of search for identity (Toprak at all., 2014:25).

Along with postmodernism, consumption culture is completely integrated and individual identity search has been designed on consumption values, privacy becomes public as expression or reflection of life style more than ever before. Privacy presentation in this period, social benefit provided by the body, identity exposure caused ignoring traditional rules by many people, while individualism is being developed, private worlds of people entered into orbit of the market. While private life is being released under the control of public continuously, many power device, especially mass media tools reinforced seizure of privacy and produced a power strategy from this (Gürbilek, 1992:58).

In the big transformation from newspapers to new media, media and privacy relation is a much-debated field, while private life is exposed frequently via mass media tools, during the commodification process of privacy, TV, radio and cinema undertook very important roles. With the development of the new media, serious changes occurred socially and economically before both the individual and the community, internet, which triggers an important industry, made communication and interaction easier than ever before. The nature of the internet, which gave the control to the receiver during mass communication process, enabled other people to get involved in private and secret lives and at the same time made them vulnerable against the interventions, which may come from other people (Postman, 1994:37).

Social media, the most important actor of the surveillance society and new media, is one of the most active fields of data mining. In this environment, users are observed while other users are being observed, and their privacy is allocated to the use of the industry. While new communication and monitoring technologies commoditize and circulate all details of a person's private life without the awareness of him/her and without his/her consent, it also depravities his/her privacy by fabricating consent of the individual with its awesome popularization promise. Industry offers domain of sovereignty to the user especially through social networking platforms, the individual who wants to shout his/her existence to the masses, in fact, gifts his/her privacy to the sovereignty of the industry. Digital technologies that objectify the individual, whether with or without consent, are fed from personal data and reproduces the industry by violating the privacy of the individual (Binark, 2007:22).

## **Modern Era and Privacy:**

According to Allen Westlin, the sources of the threats against privacy are self-revelation, curiosity and surveillance (1970:52). The privacy that expresses the right of the individual to exist on the public space is a social phenomenon and at least two people must be available in order it to be in an environment. It varies from person to person and from society to society. The feeling and the view that the person does not share with the public is his/her privacy.

In the Fordist period which creates standardization and collective consciousness in consumption, everyday life practices are similar and most of the differences are being rasped in society. In the 70s, the saturation in production could not be achieved in consumption due to the lack of sufficient demand, and the decrease in the demand for mass goods caused production surplus. Fordism, which completed its efficiency, became barren, and after the petroleum crisis, a new regulation on production

and consumption was needed. Strict principles of Fordism was flexed and Post-Fordism period which foreseen mass production and consumption transitivity was started. In this way, capitalism has become dominant again and effectively (Yörük, 2008, 129-180).

The origin of post-fordism is more consumption. In this context, especially through mass communication tools, it softens the resistance against commodity by directing to individual consumption and promises 'peace' to the individuals thanks to 'identities on sale', which they consider they can only obtain through commodities. The individual, who interiorizes the culture of consumption, arranges the lifestyle according to the needs of this culture and acts according to the requirements of the consumer culture when choosing their clothes, practices, experiences and opinions. In this period, morality is replaced by hedonist consumption (Zeldin, 2014:133). Image is everything according to the new orientation. The individual, who is guided by the consumer society, thinks that he can get rid of troubles with commodification, and that he will have happiness, status and peace with consumption in the fast wheel of capitalist life. This way it gains a new identity with the purchased products. The individual who identifies his social existence with consumption thinks that he will be unhappy when he loses this situation and he accepts this illusion of happiness without question (Baudrillard, 1998:97).

Consumption has become more effective not only in purchasing activities but also in leisure activities by reaching a wider mass with the introduction of new media to our lives. While the individual is pushed to the direction of the industry with the purchased identities thanks to the new media platforms in which we can interiorize the show business, privacy concept is commoditized with this and reproduced by the consumption culture, which can keep freedom under control.

The actors of consumption culture lead to the commodification of consumption not only with consumption products but also with their own selves in the culture created by the social movement. In other words, they commoditize with their own consent or involuntarily through their own bodies and individualities (Featherstone, 1991:146). This situation is also settled by the triggering of globalization. The search for identity, status, consumption, and the effort to exist in the consumer society as an individual have extended the limits of privacy and caused the boundaries of the public space and the private space to be intertwined. Many individuals who prefer capitalized identities do not hesitate to present their privacy to the public during this period and they actually give up their privacy when they reveal their lifestyle.

Media authorities, who direct individual to consumption through mass media, lead to the commodification of the individual in every aspect and internalization of the thought dynamics of the consumer society with the reality offered by the media. As it was specified in *Manufacturing Consent: The Political Economy of the Mass Media* book of Edward Herman and Noam Chomsky, commodification phenomenon with mass media tools are possible with the production of consent. Like in the film "Rambo" given as an example by Chomsky, Rambo becomes an important figure in Vietnam War as an American soldier rather than Vietnamese people in the film. By perception operation, the audiences are thought to be in the place of Rambo rather than Vietnamese people, because he is the hero and the survivor of the war as an American soldier. Nobody questions the role of Rambo there as an American in Vietnam (Herman&Chomsky, 1988:70).

## **Surveillance Society and Privacy**

Photolurking Disease and Digital Privacy Phenomenon

Social Media Platforms

Social media platforms discussed in this study through Facebook and Instagram have occupied not only American and European users but also Turkish ones with their interactive usage, data sharing of multimedia content and system that is available to create content fast and easily. Turkey, which we used to seeing at the bottom of any European and American lists, is well up on the list of use of social media platforms. While users who want to escape from the intensity of daily life, heavy responsibilities and fast, pace of this century we live in try to blow off their momentary steam and relax in these near hand platforms, which have curiosity impulse removal, and socializing features, in the meantime they contract digital diseases without noticing. These platforms cause several psychopathological and sociological problems, especially when being used unconsciously symptoms of cigarette; alcohol and drug use is seen on users. Along with the early diagnosis of

symptoms originating from this addiction, newly defined in Turkey, actions taken to make provision against these symptoms and to create conscious users beforehand have a huge importance.

The first two of the most widely used social media platforms in Turkey are undoubtedly Facebook and Instagram. Exemplifications are given on these applications because of the abundance and variety of their users and exorbitance of photo sharing were taken into consideration.

Facebook was founded on 4 February 2004 by a Harvard student, Mark Zuckerberg, and it was originally called “The Facebook”. In the beginning Facebook was a free application, developed to make Harvard students communicate with each other. However, Facebook won recognition of its users and became popular outside Harvard University at short notice. Facebook’s primary aim is to enable people communicate with their friends. In order to communicate with their friends, Facebook users use features such as note, status update, photograph, video etc. This led to the birth of a concept called “social network website”. In the light of these developments the number of Facebook members surpassed 5.5 million. In the year, 2008 in addition to many services it offers Facebook managed to preserve its popularity with games such as “Farm Ville”. The same year people began to invite their friends to join Facebook, in the way Facebook doubled its number of members and reached 10 million. In 2009 Facebook, introduced “like” feature/concept. In the meantime, concept of “like” has become a stubborn fact in today’s pop culture. By 2013, an important part of world population had already begun to use Facebook. Facebook became a focal point for not only ordinary users, but also publicists and firms that want to increase their brand value. As of 2010, Facebook became 2<sup>nd</sup> most visited website in the world. Mark Zuckerberg whose global success increased incrementally, was chosen “person of the year” by Time Magazine. What is worth noticing in here is that other than its social usage such as communication, photo sharing, information transfer, Facebook turned into a suitable channel for firms that want to reap profit in terms of economy. Facebook keeps renewing itself by adding features such as creating activity, live streaming, story sharing and in 2019 it reached approximately 2,13 billion users ([url1](#)).

Instagram was founded on March 2010 by Kevin Systrom and Mike Krieger under the name of Burbn. In its first week, Instagram met 200.000 users. This number reached 1.75 million in two months and then to 4 million in three months. An infographic group called Visually, published an infographic which shows that Instagram’s net worth went from 0 to 1 billion dollars in 17 months. In January 2011 by creating their own hashtags Instagram, put a feature, which helps users to find other people or photographs easily into use. In March 2011, Instagram reached 5 million users. In August 2011, it reached 150 billion photographs. In September 2011, Instagram 2.0 was launched. In this new version, different filters and livelier image quality were added. Thus, Instagram reached 10 million users. In April 2012, Instagram had reached 30 million users and launched its Android based application. The application was downloaded 1 million times in a day. Facebook bought Instagram, which received a 50-million-dollar investment, for 1 billion dollars, which doubled the value of Instagram in one week. Today it has 37 million users with a net worth jumped to 500 thousand dollars from 50 thousand dollars. Instagram and Facebook that are very popular in Turkey became the most popular applications with their quality, easy usage of photo sharing and filtering features. Application, which became prominent with its tagging/tagged feature is commonly preferred by young people because of other features such as short videos and live streaming. In two applications which private, friends only and public options are available to its users’ participants can continue their existence both with their real or fake identity ([url2](#)).

### **Why do we want to share photos on social media platforms?**

One of the two main reasons for that is the desire to be recognized and considered important. Today, almost everyone shares photos on social media platforms for several reasons. Business or entertainment driven shares can be viewed by limited followers or everyone, copied and shared by other users without permission. This issue addressed as both morality problem and violation of privacy is an indication of that every step taken in our consumption-oriented world is realized for the purpose of presentation to the industry. If the most important reason behind the widespread use of consumption is globalization then the most important factor that makes globalization affective is social media platforms. In the 21<sup>st</sup> century, which we live in as digital media actors of show business, any kind of private information is turned into a data used by media authorities and private information of individuals made available for dominant powers via social media platforms especially Facebook and Instagram. Moreover, since it is not even possible to know who watches us in modern surveillance

systems, all the confidential information of participants whose data and preferences are stored via a panoptic system that constantly watches them is served as a public domain. It is observed that the balance that Foucault explained in the context of power and competence was established on social media platforms. In the applications where the participants share their privacy with consent through creating content, the distribution of information can be easily spread from private to general, and the media authorities reinforce their power with this interactive production / consumption relationship. When content becomes an advertisement, other participants who consume it interact in the direction of their daily practices which liking a content becomes a natural part of it and applying the same thing for themselves then they motivate themselves to this desire of sharing (Foucault, 1977:45-87).

On the other hand, participants desire to exist on Facebook and Instagram is shaped on reflecting our emotional world on these platforms, increase popularity and some relational, personal identity factors. Received and given responses, communities that formed in social, political, emotional and religious respect make both original contents producing and re-sharing of a liked content essentials of these applications. Moreover, mostly in these applications funny, specific shares without heavy information content are created. Participants share their happy moments in general and serve Debord's show business that he foresaw. According to Debord, every content produced in the media is a showoff and these showoffs reproduce the competence of the media every time, making its continuity irrevocable. The participant who tries to exist with the identity s/he created in the show business, becomes the first one to believe the reality of digital world that s/he created then comes other participants who are sheltering to cyber world from cruelty of the real world (Debord, 1994:56).

In a world where media reality becomes digital media reality, participants who see happiness form of creating a status on social media platforms want to reinforce this situation of being considered important by sharing everything they do in these platforms. While reinforcing that they become goods. Every content produced, every photo shared brings that person into existence in these platforms and these people turn into advertisement themselves.

It is scientifically proven that the illusion of happiness also occurs in brain perceptions. By triggering brain's reward system, social media platforms ensure the sense of acceptance to be met in digital reality and address the participants' perception of satisfaction. Since positive emotional reactions received on these platforms stimulate brain's nucleus accumbency (satisfaction area), the positive mobility towards the brain increases as positive affirmation increases. When the number of likes received on applications such as Facebook and Instagram are increased, participants go through flow state (growth in pupils) condition (Köse, 2010:8).

On the other hand, the need of the like / dislike button on these platforms is not different from the bond established in the real world. It is mutual. While likes and comments left for the purpose of entertainment, self-identification, strengthening relations, supporting and establishing oneself provide happiness in individual sense, it also ensures the continuity of these platforms in terms of media authorities.

In today's world where the positive aspects of social media platforms are at the forefront, we came to a position where we do not care about the importance of digital traces we left in these platforms in terms of disclosure and violation of our privacy. Each social media account is an identity work the participant created for oneself and is shown only as much as the participant allows. During the construction of this identity, individuals can draw a line between real life and themselves by not revealing any information or image they do not like concerning their lives. These platforms have the power to turn people into a news, an advertisement and media itself with only one smartphone which has the enough equipment to reach a wide range audience easily and that is the reason of why the whole world is gathered around them.

For example, the song of a Korean band called Blackpink, received 63 million views with the help of social media platforms in two hours. Before that a Korean singer, Psy, influenced the whole music market in the world with his song Gangnam Style. These types of shares which suggests that users of these platforms can be famous any time, rule out the fact that users turn themselves into goods and increases these platforms' marketing value. In the focus of the desire to be liked there is nothing left from neither privacy fact nor Marx's vision of surplus value. In these platforms where every step we take can be spied out through digital marks we left and every participants' information is open

to circulation through data mining, it is improper to mention privacy. In this study, the transformation of concept of privacy into digital and its final form in Turkey is aimed to be unfolded.

In this digital age that the concept of privacy is ignored, digital diseases that are constantly added new definitions such as fomo (fear of missing out), cyberchondriac, cheesepodding, Facebook depression, phubbing, histrionic personality disorder, internet rage, nomophobia, egosurfing, google tracking, stalking, photolurking started to be discussed and taken part in literature in Turkey. These digital diseases, defined to raise social awareness, causes the reason of participants' who were proven to spend approximately 6 hours on digital platforms every day to question themselves. Living a life that does not include digital platforms is of course against the necessities of our time but both in terms of defining borders of privacy and participants who manage to control the condition of being attached to digital world without turning it into addiction will continue to remain as users not slaves of digital platforms.

In this study, photo lurking digital disorder, directly proportionate to the concept of privacy is discussed. When the high rate on public photo sharing on Facebook and Instagram, phenomenon of existing of desire to be liked and triggering factors of being recognized is combined, rules set by society were changed. Just as cultural phenomenon changed on conventional media platforms via tv shows, cultures formed in digital platforms also underwent some changes in this age. In the course of this change, addictions that were ignored, came to the surface.

### **Camera**

The word "photograph" is a compound word based on the Greek words photo, meaning "light," and graph meaning "drawing, writing," together meaning "drawing with light." Photograph is created by the gathering of electromagnetic radiation reflected from objects. The most commonly encountered photographs are the ones that created with wavelengths that create permanent images visible to human eye. Johann Zahn designed the camera in 1685. In his book, there are sketches of a camera called camera obscura, very similar to today's. However, Johann Zahn's idea of camera did not/could not go beyond sketches. The first photograph was taken by Nicéphore Niépce in 1814. Thousand years before the first design of camera an Iraqi scientist, Ibn Al-Haytham, discovered that silver nitrate tarnishes on sunlight. In his book *The Optics* which was written in 1021 he mentioned a kind of device similar to camera. In 15<sup>th</sup> century Leonardo da Vinci managed to reflect images of outer world from a little hole in the dark room and that became one of the most important beginnings of the history of photography. It is impossible to save images with first cameras and they are very large. The first banalistic photograph was taken by Louis Daguerre in 1829 however, the production of an effective technique called daguerreotype took nearly 10 years. Louis Daguerre and Niepce did joint work. They explained the process of obtaining a photograph on a copper panel covered with silver in a booklet. Louis and Niepce's children sold the rights of process of photograph taking to French government(url3).

Many people tried to develop this technology later on. The inventor who invented salt print and clotype processes is one of the pioneers of photographic processes of 19<sup>th</sup> and 20<sup>th</sup> centuries. Hamilton Smith obtained the patent of tintypes in 1856. In 1856, Frederick Scott Archer had developed wet plate negatives then discovered dry plate negatives in 1879.

In 1888 George Eastman produced first portable cameras. He launched Kodak cameras which had gelatin film rolls covered with bromide that can take 10 exposures in Kodak cameras. That invention gave photographers chance to move easily. After photograph was taken camera was being sent to factory, there gelatin film roll was sorted from paper then replaced on a glass, after that camera was filled with film again and returned to the owner. George Eastman, flexible roll film in 1889. Color photograph was started in 1940 on trading level. That became the beginning of photography and taking photos easily with a handy camera (Berger, 2015:45-75).

The age of digital camera began with Eugene F. Lally. The year was 1961 when he suggested the idea and his aim was to taking photographs of stars and planets to give information about astronauts' location. A Texas Instruments employee Willis Adcock obtained patent for digital cameras but could not actualize it. Steven Sasson, an engineer worked at Kodak, invented the first digital camera in 1975.

After the invention of digital camera with the help of algorithms and artificial intelligence taking photographs with smartphones, circulation and sharing of them on social media were provided. Since the first day of its invention photograph, became one of the most important inventions of humanity and satisfied individuals' desire to be liked and exposure. Platforms, which its printing became useless and insufficient that allow multiple exposures quickly, transferred to virtual platform with the help of smart phones. Photographs which addresses individual's side of sharing, to be liked and exposure used to be printed in a dark room but today this habit is moved to digital media platforms more easily and quickly. Since social media platforms moved its participant masses to smart phones participants whom all digital habits have changed digitalized their habits such as taking photographs with smart phones which became an inseparable part of their life, sharing and checking on others' photos (Berger, 2015:80).

Because smart phones are not used to recreation or make waiting time bearable and smart phones are always connected to internet and work fast with the help of social media platforms that are with us anytime, anywhere, we began to spend time checking not only our photos but also others'. Especially young generation make their continuity permanent through smart phones, they prefer digital sociality by staying away from real life and its sociality. As a result of digital sociality one of the addictions we face are constant sharing photos (phubbing) and tracking photos (photo lurking).

When being searched on the internet the word photo lurking means tracking somebody's photos for hours (url4). The word lurks (url5) contains secrecy which means that it is the act of tracking somebody's photos secretly.

According to Nietzviecki, the desire of sharing on social media platforms is a way of declaring our individualism and now 'peeping culture' is formed (2010:15). In this digitalizing world, peeping and to be peeped became a need. Impulse of being liked and appreciated hindered private life and blurred the line between privacy and publicity. The feeling of wondering others and to be wondered about led to the ignorance of violation of privacy. Users, who focused on exposing the identity they built on social media platforms, began to both share their own photos and wonder about others' instant shares and exposure of their private life in the fast flow of life. Individual's need of peeping, which is reinforced with the reality of television and tried to be given by conventional media through reality shows, became faster and more intense with social media. The fact that both famous and ordinary people share photos on applications such as Facebook and Instagram that show a sequence from their life made both identities the same. This concept of becoming the same causes ordinary people to think that one day they can also be famous. Your tubers, artists and singers who became famous via social media platforms were liked because of what they shared on these applications and everything they did was approved. For instance; Turkish your tubers Danla Biliç, Orkun İşitmak and Enes Batur. In this case the exposure of identity with consent and the change in the perception of privacy became inevitable.

In these platforms, while fluid, unmediated, fast moving and unsupervised information are added every second the participant who miss them out naturally feels deprived. Tracking of social media platforms on smart phones sits in natural flow of life. While working, listening the lecture, being busy, having 5 minutes of spare time or having trouble with something this is the first thing that comes to people's mind to do, it's the most common way of recreation. People do not wait to go home or find a place to be by themselves to get away from boring environments anymore. In fact, they do not even realize these boring environments.

While social media equals to satisfaction and desire to be visible to users' who have the desire to peep, socialize and become popular; people began to live in the public eye like they never did before and this situation is quickly becoming ordinary. While digitalized lives under the domination of peeping culture become permanent, all these contents have a meaning in utterly different places and contexts. In such environment where everything related to individuals become goods, our happiest moment can make someone unhappy, most shameful moments can turn into somebody else's entertainment and there is no way back from the digital traces we live behind whether it's good or bad.

When the participants who turn their privacy into an advertisement with a share button, cannot both track profiles and actualize their desire to exist fall into an emotional void, feel anxious and

deprived. Because of this feeling of deprivation, psychopathological and sociological diseases began to manifest itself. Especially young people have hard time to concentrate, make an eye contact with others (because their eye is on smart phones), understanding and they shut oneself down to the environment completely. It is known that in further levels such symptoms as hand tremors, which is also seen in substance users', dyspnea (shortness of breath), and dizziness is observed. This situation will be discussed in detail in the findings part of the study.

### **Method and Purpose of The Study**

The purpose of this study is to research the perception of privacy with a focus on digitalization in social media, which is the most active use of new media platforms, becoming a necessity of technological age. They become the reasons and factors of the change in this perception of privacy between Z and Y generations, the reasons behind liked, disliked and shared photographs on social media and awareness and extensity level of photo lurking disease in Turkey and revelation of symptoms of this disease. In this study, questionnaire technique is used in order to acquire data. For the questions which questionnaire technique was inadequate, face-to-face meeting technique is utilized.

### **Population and Sample of the Study**

Study population is constituted by students of İstanbul Aydin University School of Foreign Languages Translation and Interpreting (English) department. The sample of the study is formed of İstanbul Aydin University School of Foreign Languages Translating and Interpreting (English) department 2018-2019 academic year spring term 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> grade randomly selected students who are in the 18-35 age range. Departments within sample and number of students who participated to the study from these departments are determined as 100. Questionnaire was applied between the dates 26.03.2019- 29.03.2019 in İstanbul Aydin University School of Foreign Languages Translation and Interpreting (English) to 100 students in total who were randomly selected.

### **Limitations of the Study**

The form of questionnaire is limited to 100 students of İstanbul Aydin University School of Foreign Languages Translating and Interpreting (English) who create and share contents on social media also active users of Instagram and Facebook. Questionnaire is prepared to set boundaries of digital privacy phenomenon created in these platforms, display how digital disease called photolurking is shaped amongst people in the 18-35 range in Turkey and make provisions for this subject.

### **Data Collection Method**

In the study, data is collected through face to face meeting technique. Questionnaire, which consists fifteen questions, is applied to 100 students of İstanbul Aydin University School of Foreign Languages Translating and Interpreting (English) in total. While some of the questions on the questionnaire were asked to determine socio-demographic characteristics such as gender, age and income status, the remaining questions were: the frequency of sharing photos on Facebook and Instagram, the privacy limits of participants' profiles, the frequency and habits of following other participants' profiles; as well as psychological and physical responses to deprivation of platforms, as well as the phenomenon of privacy and digital illness called photolurking. Questions which were in form of questionnaire were answered individually by participants and confidentiality of name is taken as basis on forms.

### **Findings and Interpretation**

Under this title, the answers given by sample group which the questionnaire was applied and findings concerning these answers are stated. A research group of 100 people participated in the study. All members of research group are Instagram and Facebook users. The findings of questionnaire which was made to determine social media users' opinions about social media, digital privacy and photo lurking disease is shown at the tables below. In this respect while first four tables are related to demographic characteristics of participants others are made to measure how photo lurking disease is shaped in Turkey and participants' attitude regarding social media.

Valid	Frequency	Percentage
Under 20	38	38
20-25 age range	55	55
25-35 age range	12	12
Total	100	100

**Table 1. Participants' age distribution in the 18-35 ran**

Table 1 demonstrates age distribution of participants who are in the 18-35 age range. 38 % of participants are under 20, 55 % are in the 20-25 age range and 12 % were 26 and over. The reason behind participants who are in the 20-25 age range are predominate that they are undergraduates.

Valid	Frequency	Percentage
Women	61	61
Men	39	39
Total	100	100

**Table 2. Participants' gender distribution**

Table 2 demonstrates gender distribution of participants who answered social media questionnaire. While 61 % of participants are women, 39% of them are men.

Valid	Frequency	Percentage
High school	92	92
University	8	8
Total	100	100

**Table 3. Participants' Educational Background**

Information concerning participants' educational background is shared on table 3. 92 % of participants are active university students who are high school graduate. 8% of participants are already undergraduates who became active university students again.

Valid	Frequency	Percentage
0-2 hours	5	5
2-4 hours	28	28
4-6 hours	37	37
6 and above	30	30
Total	100	100

**Table 4. Amount of time participants spend on Facebook and Instagram**

In table 4, participants were asked about how much time they spend on the internet during the day. Thus, 5% of participants chose 0-2 hours, 28% of participants chose 2-4 hours, 37% of participants chose 4-6 hours, 30% of participants chose 6 hours and above option. Thus, with the highest rate of 37%, 4-6 hours option was chosen. Based on these answers it is understood that participants are active internet users.

Valid	Frequency	Percentage
100-150	8	8
150-250	24	24
250-300	39	39
300-420	29	29
Total	100	100

**Table 5. The Number of Friends Facebook Users Have**

Table 5 classifies Facebook application users inside the research group according to number of friends they have. Since there was a limitation on being a Facebook and Instagram user, there is no participant not using Facebook. It is observed that there is no user of Facebook application inside the

research group who has less than 150 friends. 8% of the participants have Facebook friends between 100-150 people, 24% have 150-250, 39% have 250-300 and 29% have 300-420 friends. Based on these data questionnaire was made with participants who have approximately 300 friends on Facebook.

<b>Valid</b>	<b>Frequency</b>	<b>Percentage</b>
<b>100-185</b>	<b>5</b>	<b>5</b>
<b>185-256</b>	<b>20</b>	<b>20</b>
<b>256-350</b>	<b>30</b>	<b>30</b>
<b>350-443</b>	<b>45</b>	<b>45</b>
<b>Total</b>	<b>100</b>	<b>100</b>

**Table 6. Number of Friends Instagram Users Have**

In table 6, Instagram's participant rate is shown. According to the table, 5% of users have the lowest rate of 100-185 friends, while the highest rate of 45% have between 350 and 443 friends. In accordance with the questionnaire made, when compared to Instagram number of friend's people have in the age range 18-35 is higher than Facebook.

<b>Valid</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Following Facebook agenda</b>	<b>85</b>	<b>85</b>
<b>Spending time</b>	<b>92</b>	<b>92</b>
<b>Entertainment</b>	<b>83</b>	<b>83</b>
<b>Online shopping</b>	<b>15</b>	<b>15</b>
<b>Checking their own photos</b>	<b>76</b>	<b>76</b>
<b>Checking others' photos</b>	<b>88</b>	<b>88</b>
<b>Other</b>	<b>7</b>	<b>7</b>
<b>Total</b>	<b>446</b>	<b>100</b>

**Table 7. Participants' Purpose of Facebook Usage**

For the questions asked in table 7, participants were given the right to give multiple answers. When evaluating the questionnaire, it is seen that with the highest rate of 92%, participants use Facebook to spend time. The closest to that with a rate of 88% of participants who use Facebook to check other people's photos. Then comes following of Facebook agenda with a rate of 85%. Agenda following and the desire to check other participants' profiles are directly proportionate with each other. While 83% of participants are entertainment oriented, 7% of them check photos of their own. When other reasons are ruled out participants who are in the 18-35 age range use Facebook for online shopping with the lowest rate of 15%.

<b>Valid</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Following Instagram's agenda</b>	<b>90</b>	<b>90</b>
<b>Spending time</b>	<b>93</b>	<b>93</b>
<b>Entertainment</b>	<b>91</b>	<b>91</b>
<b>Online shopping</b>	<b>92</b>	<b>92</b>
<b>Checking their own photos</b>	<b>85</b>	<b>78</b>
<b>Checking others' photos</b>	<b>96</b>	<b>96</b>
<b>Other</b>	<b>3</b>	<b>3</b>
<b>Total</b>	<b>550</b>	<b>100</b>

**Table 8. Participants' Purpose of Using Instagram**

For the questions asked for table 8, participants were given the right to give multiple answers. According to questionnaire, when the usage of Instagram is examined, it is observed that participants with a rate of 96% use this application to lurk other people's photos. When other reasons are ruled out, participants with the highest rate of 85% prefer this application to check their own photos. When compared to Facebook, Instagram by a long way (92% to 15%) is a platform for online shopping for participants who are in the 18-35 age range.

<b>Valid</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Every 4 hours</b>	<b>33</b>	<b>33</b>
<b>Once a day</b>	<b>45</b>	<b>45</b>
<b>On a specific day of the week</b>	<b>15</b>	<b>15</b>
<b>When something important occurs</b>	<b>7</b>	<b>7</b>
<b>Total</b>	<b>100</b>	<b>100</b>

**Table 9. To determine how often participants', share photos on Facebook and Instagram**

In response to the question asked in table 9, 45% of users share photos from Facebook and Instagram once a day. 33% of them share photos every 4 hours, and 7% of participants share photos only when something important occurs.

<b>Valid</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Family photographs</b>	<b>10</b>	<b>10</b>
<b>Newborn photographs</b>	<b>30</b>	<b>30</b>
<b>Sexually explicit photographs</b>	<b>35</b>	<b>35</b>
<b>Violent photographs</b>	<b>40</b>	<b>40</b>
<b>Any photograph can be shared</b>	<b>15</b>	<b>15</b>
<b>Total</b>	<b>130</b>	<b>100</b>

**Table 10. To determine what type of photos participants, see as private and will not/cannot share them on Facebook and Instagram**

In table 10, participants were given the right to give multiple answers. According to the questionnaire data, 40% of the users stated that they did not approve sharing of violent photos, 35% of sexual photos, 30% of newborn photos, and 10% of family photos on Facebook and Instagram applications and did not share such photos before. However, 15% of participants indicated that any photograph can be shared and were shared by them on these applications.

Valid	Frequency	Percentage
<b>My profile is only open to family members</b>	<b>5</b>	<b>5</b>
<b>My profile is only open to my friends.</b>	<b>22</b>	<b>22</b>
<b>My profile is open to everyone except a few people I blocked</b>	<b>30</b>	<b>30</b>
<b>My profile is public</b>	<b>43</b>	<b>43</b>
<b>Total</b>	<b>100</b>	<b>100</b>

**Table 11. To determine privacy limits of participants' Facebook and Instagram profiles**

In table 11 participants' limits on Facebook and Instagram applications is questioned. Participants use public profile with the highest rate of 43%, while the lowest is 5% including people who use their profile only open to their family members. Amongst 100 participants, there is no user having their profile in dedicated mode.

Valid	Frequency	Percentage
I use my real identity on Facebook and Instagram	79	79
I don't use it	21	21
I also have a fake account	25	25
<b>Total</b>	<b>125</b>	<b>125</b>

**Table 12. To Determine Whether Shares on Facebook and Instagram Reflects Real Personality or Not**

Questions asked for table 12 participants were given the right to give multiple answers except I use it/I do not use it options. While 79% of participants stated that they use Facebook and Instagram with their real identity, 21% stated that they exist on these applications without using their real identity. Furthermore, 25% of them indicated that they have both personal and fake accounts.

Valid	Frequency	Percentage
<b>Strongly agree</b>	<b>14</b>	<b>14</b>
<b>Agree</b>	<b>13</b>	<b>18</b>
<b>Neutral</b>	<b>7</b>	<b>11</b>
<b>Disagree</b>	<b>50</b>	<b>50</b>
<b>Strongly disagree</b>	<b>16</b>	<b>7</b>
<b>Total</b>	<b>100</b>	<b>100</b>

**Table 13. Violation of Privacy on Facebook and Instagram**

For this question, the definition of privacy was available in the forms. In table 13, 50% of participants disagree and 16% strongly disagree with the idea of privacy is being violated on Facebook and Instagram applications. It is stated that 14% of participants strongly agree, 13% of participants agree and %7 of participants is neutral with this idea.

Valid	Frequency	Percentage
<b>Strongly agree</b>	<b>45</b>	<b>45</b>
<b>Agree</b>	<b>32</b>	<b>30</b>
<b>Neutral</b>	<b>9</b>	<b>9</b>
<b>Disagree</b>	<b>11</b>	<b>11</b>
<b>Strongly disagree</b>	<b>3</b>	<b>3</b>
<b>Total</b>	<b>100</b>	<b>100</b>

**Table 14. To measure the sense of deprivation when they stay away from Facebook and Instagram**

In table 14, participants stated that when they stay away from Facebook and Instagram applications, 45% of them definitely feel sense of deprivation while 32% feel sense of deprivation, 9% is neutral, 11% do not feel sense of deprivation and 3% definitely do not feel sense of deprivation. According to table, 77% of participants stated clearly that when they do not use Facebook and Instagram applications, they feel sense of deprivation.

Valid	Frequency	Percentage
<b>I feel anxious</b>	<b>30</b>	<b>30</b>
<b>I feel very anxious</b>	<b>18</b>	<b>18</b>
<b>I feel restless</b>	<b>60</b>	<b>60</b>
<b>I feel very restless</b>	<b>22</b>	<b>22</b>
<b>I feel left out</b>	<b>41</b>	<b>41</b>
<b>I feel out of touch</b>	<b>37</b>	<b>37</b>
<b>I suffer from physical ailment (shaking hands, dizziness/shortness of breath etc.)</b>	<b>17</b>	<b>17</b>
<b>Total</b>	<b>225</b>	<b>100</b>

**Table 15. To measure feelings when participants stay away/deprived from Facebook and Instagram**

For table 15, participants were given the right to give multiple answers. When being deprived from Facebook and Instagram applications, 60% of participants stated that they feel restless, 41% feel left out, 37% feel anxious about being out of touch with social media platforms, 30% feel anxious, 22% feel very restless, 18% feel very anxious and 17% suffer from physical ailment. Since participants were given the right to choose multiple answers, it is observed that when being deprived from Facebook and Instagram, participants are affected from almost every hitch in the questionnaire.

## Results and Recommendations

55% of participants are in the 20-25 age range. While women constitute 61% of participants, men constitute 39% of them. Since participants are university students; 92% of them are high school graduate and still university students. When the time participants spend on Facebook and Instagram is examined, it is seen that 37% of them spend 4-6 hours, 30% of them spend 6 or more hours, 28% of them spend 2-4 hours on social media platforms. This proves that participants are in the 19-25 age range 4.5-5 hours of a day on social media platforms. When number of friends that the participants have is examined, it is seen that with the highest rate of 39% people have 250-300 friends on Facebook, while this rate is 45% on Instagram, which equals to 350-443 friends.

According to data, friends' rate of people who are in the 18-35 age range have more friends on Instagram than Facebook. This also shows that Instagram is preferred compared to Facebook by people of that age range. When being asked about the purpose of usage of Facebook application, 92% of them gave the answer of spending time, while 88% of them said that their purpose was to check other people's photos. 85 % of participants stated that they log in to the application to follow

Facebook agenda. 96% of Instagram users stated that they use this application to check others' photos, 93% of them use it to spend time, 92% for online shopping. According to findings collected from two data, 96% of Instagram users and 88% of Facebook users use these applications to check other people's photos. Instagram is accepted as a widely used application.

When being asked about how frequently they share photos on these platforms, 45% of participants replied as once in the morning, 33% replied as every 4 hours. According to that, photos they check is more important than their own photos. The rate of photograph sharing in both of these applications is very high.

For the questions about perception of privacy on Facebook and Instagram applications, they were asked about type of photographs that they will not/cannot share on these platforms. 40% of the participants stated that they will not share violent photographs, 35% stated that they will not share sexually explicit photographs, 30% newborn photographs and 15% of them stated that anything could be shared. 10% of participants indicated that they would not share family photographs.

When privacy of profiles is taken into consideration, it was seen that 43% of them use public profiles. This condition shows that revelation of privacy with consent and desire to exist on social media platforms is more important than the boundaries of privacy for the people who are in the 18-35 age range.

79% of Facebook and Instagram applications users stated that use real identity. While 25% of them said that they have fake accounts in addition to their real ones, 21% of them said that they did not use their real identity. The fact that real identity usage is high in these applications proves that these applications are used as "existence indicators".

50% of participants think that violation of privacy does not occur on Facebook and Instagram applications. In addition to that, 16% of participants stated that they never joined to the violation of privacy on these platforms. When being deprived from social media platforms, 45% of participants indicated that they "definitely feel deprivation", while 32% of them indicated that "they feel deprivation". Contrary to that 14% of participants said that they did not feel the sense of deprivation.

When staying away from these applications, 60% feel restless, 41% feel ruled out, 37% feel out of touch, 30% feel anxious, 22% feel very restless, 18% feel very anxious and 17% suffer from physical ailment according to participants' answers. In this part of the research, it is confirmed that there is no one who did not suffer from anxiety, exclusion, restlessness and physical ailment. Participants are in the 18-35 age range; clearly feel sense of deprivation of social media platforms.

## Conclusion

With the transition of digital addiction from desktop to smart phones, new media platforms that wraps up the people of 21<sup>st</sup> century have become more effective and widespread. User who got used to have connection with the internet in every second of their lives, facing both positive and negative sides of this technology in a time where they are wrapped up with smart phones, they must cope up with digital diseases that are newly defined.

As a necessity of technological age, the internet has become an indispensable part of life and created an order that generations grow up to become more and more distant from life yet users' interacting via internet. User profile that develops a lifestyle disconnected from interpersonal communication cares more about digital socializing than being social on real life and creating new commune systems. This digital culture, creating its own culture and terminology is affecting masses day by day and inholding more and more users regardless of an age range. For a while, we have been taking part in this culture vulnerably and without thinking about its negative sides, amongst these platforms the ones we became most attached/dependent on are social media platforms. Just like in the 1980's when usage of cigarette was encouraged and used in every media platforms without considering harms of smoking, social media platforms have also been available for vulnerable users' for a long time.

With the help of new media, manufacturing consent project reached to large masses more easily and effectively. As of post-Fordism period with the rediscovery of the body, it has turned into goods faster and more effectively because of physically liberating societies. Transition of concept of privacy became visible with the exposure of the body and perfection of the body began to take place of ideological functions. (Baudrillard, 2004: 163). Body stopped being a personal property and became a consumption item designed to leave a consumption effect on commonwealth and to turn others on. With the reduction of the body to a consumption and status symbol on societal level, boundaries of privacy began to be specified by the market. (Ritzer, 1998:112). With the presentation of privacy and the societal benefits of both body and identity, exposure came with the ignorance of traditional rules for many people. During this period, individualism came to forefront and individuals' private lives went into orbit of the market. While private life is being served to the market increasingly under the control of Commonwealth Day by day, many devices of power supported the exposure of privacy and finally developed a power strategy. Exposure of the body is a power project that fastens consumption is turned into a project where social missions are being produced. Perception of privacy has changed, and boundaries became blurry with the figural designing of the body. (Köse, 2011:164). During this period body reduced to an object presented to society and turned into an identity, having been redesigned through consumption. Boundaries of privacy is not being defined by traditions and the culture of the society but from the market itself.

As a result, just like in the Cave Allegory of Plato's *The Republic*, we accept everything presented to us without questioning and reject the rest of the reality. We do not live attached to the digital cave we live in; we are dependent to that. In this cave, which we assume that we are freer, we need to learn not to see reality as an illusion like the shadows of a puppeteer projecting on the wall. Here, in a place where virtually and reality intertwined we need to retain reality in order to stay away from the factors of social media platforms that enslaves us so that this new technology we use a means does not enslave us. It is just like what Dom Cobb said in the movie "Inception": "Dreams feel real while we are in them. It is only when we wake up that we realize something was actually strange."

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# Online Film Platforms and the Future of the Cinema

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## Abstract

Today technology has dominated almost all facets of the life and being no longer a luxury, it has become an ordinary component of everyday life. In addition to indispensable functions in such fields as healthcare, industry and education, it is becoming more and more important in arts and entertainment. While art branches are transforming and preserving their essence, they should be open to innovations. Technologic screens are now being used in theatre plays, museums and exhibitions and movies can simultaneously be broadcasted alive in cinema halls at different countries of the world. Cinema halls are no longer places where only movies are shown. Having a past dating back to over 120 years, the works of the art of the cinema were watched on the silver, television, computer and mobile phone screens respectively. As television and then video cassette, DVD, pay TV, digital movie and online series streaming platforms became sophisticated, it revealed that there should be some kind of screening calendar among all. This can vary from country to country and sometimes it can be subject to written rules. Today video cassettes almost completely disappeared and DVDs are not as popular as they used to be. For this reason, today mediums of movie screening apart from the cinema are classical television channels, digital platforms, IPTVs and online streaming movie and series platforms. The greatest competition takes place when the time, conditions and place of the first run of high quality and popular movies and series are concerned. As the number of competitors increase, income and profit pie shrink, traditional approaches and rules wear off, change and sometimes disappear. The main purpose of this study is to argue Netflix, a US-originated entity having emerged in this competitive environment and gained worldwide popularity, its position at both television and cinema industry, its current and future implications. While Netflix, founded in 1997, was previously a company selling and renting video cassettes and DVDs turned out to be a movie and series giant having 130 million subscribers in 190 countries today. Providing viewers with special individual displays and recording theirs likes and preferences in numbers, Netflix produces and presents their own original movies and series to its subscribers. Sending film to Cannes Film Festival in 2017, simultaneous distribution of the movie "Roma" in both its own platform and at cinemas, its success at Emmy awards and its participation in Oscar awards are the outcomes of Netflix's efforts of prestige and leadership in global television and film industry. These achievements and goals are deemed aggressive and dangerous by some cinema and television milieus and it is claimed that they will hurt the cinema and cinema halls. In this qualitative study, starting from the tension between Netflix and festival management at Cannes Film Festival in 2017, the future of the cinema through success / failure of Netflix at last Oscar ceremony will be analyzed.

Keywords: Digitalization, Online, Netflix, Cannes Film Festival.

## Introduction

Initially, technology was mostly one of the key subjects of future insights, science-fiction literature and movies and studies related to the space. After Industrial Revolution, age of communication and age of computer, today such phenomena as Industry 4.0 and Web 3.0 as well as 5G technologies are being mentioned and discussed. Computer and internet infrastructure, software and hardware quickly develop and get stronger thanks to technology. Digital devices and mediums are no longer relatively expensive or inaccessible and getting more prevalent. From time to time, various scientific and industry-specific studies in this field share statistical data with the public. According to these data, now a lot of people are connecting to the internet through computers or mobile phones in an online way (Şakiroğlu-Akyol, 2018). While some of the internet activities are mailing, playing games

and reading news, the majority of internet users are spending time at social media and watch series or movies.

The number of subscribers to digital platforms which are mostly paid are gradually increasing both in Turkey and abroad. Subscribers can watch the movies, series and similar contents they wish regardless of time and place. Studies conducted in the field emphasize that ways of watching and viewer habits are changing. Movies or series are now being watched on mobile phones and computers rather than traditional televisions. Moreover, people binge-watch the seasons of series in a couple of days. In this context, some series are being shot with big budgets, episode numbers are kept in minimum and new seasons are being released later. These kinds of approaches also reflect to the quality of series. Series produced by the various film companies can be broadcasted in a lot of countries and can reach millions of people. While the most known digital platforms having the highest number of subscribers abroad are Netflix, Amazon Prime and Hulu etc., TV+, Blu TV, Puhu TV and Tivibu are the first examples that come to mind in Turkey.

Netflix, the leading and pioneering digital platform in its area, will be predominantly focused and analyzed in this study. Founded as a DVD renting company during 1990s in the USA, Netflix is now a digital platform presenting hundred-thousand hours of series and movie content to near 130 million subscribers in 190 countries. The platform which is using the 20% of world's internet traffic has recently more focused on producing their own series and movies. It is also supporting local series and films in some countries at Europe. In 2017 Netflix attended Cannes Film Festival with two movies and withdrew from the festival when the festival committee mandated these two movies to be shown at cinema halls in France because the movies shown in France can't be shown online and in digital platforms until 36 months after their cinematic release. Netflix, having considered that it would incur commercial loss, withdrew these movies from the festival. Although two years passed over the tension in 2017, debates are still going on. When the old and traditional one confronts to the new and groundbreaking, the future of cinema has been included among the mostly debated issues. After Cannes Film Festival, the position of Netflix in Oscar Awards was started to be discussed before the Oscar ceremony and went on until the award ceremony. In this study, the present and near-future impacts of technology and being online on cinema will be argued by reviewing the related studies and opinions published in written, digital, daily, weekly or monthly periods within the last 2 years.

## Literature

In May 2017, Cannes Film Festival witnessed a big crisis between online entertainment platform Netflix and festival committee about whether Netflix movies could be shown in France without being shown in French movie theatres. Debates are still going on in spite of 2 years passed. This crisis frequently brought up in written or electronical mediums at various places on the world. The crisis in 2017 was in fact the struggle between the old and the new, the traditional (analogue) and the future (digital). Viewing culture and viewer habits subject to change and transformation from time to time depending on the technological advances.

In this study, actual cinema and television magazines and internet sources was mostly benefited in line with the technological advances and the speed of digitalization. Written sources were also taken into consideration as a reference point. Besides resources in Turkish, resources in English and German were also benefited. One of the names making researches on viewer habits is Francesco Casetti. Professor Casetti is teaching lessons in cinema and media at Yale University. In his book titled as "The Lumiere Galaxy- 7 Keys Words for the Cinema to Come", he provides insights on the present and future of the cinema. Casetti's opinions will be referred in this study as well.

## Research

Viewing pleasure and culture have become one of the integral parts of almost all societies for thousands of years. Billions of eyes have witnessed art on cave walls, theatre, opera and ballet stages, silver screen and television screens. At the end of 19th century and the beginning 20th century, various technological and artistic developments took place. In 1895, for the first time in history, commercial screening of a movie was made in France. The phenomenon of radio emerged in 1920s and quickly spread to the world. In many developed Western societies, television broadcasts started in later 1930s and earlier 1940s. In this way, the television living its golden age in the USA in 1940s and 1950s started to be active in many countries of the world as of 1960s. Each newly emerged technology was considered as a potential competitor to the previous one. In this context, cinema was

considered as a competitor for both radio and television. At that time, some circles claimed that the end of the cinema arrived and it could not resist especially against the television. However, the art of the cinema resisted against its competitors and could survive till today by using the advantages of three-dimension, color and audio.

Starting to become popular in 1990s and be used by the billions of people today, internet is recently shown as one of the biggest competitors of the cinema. Before mobile phones became popular, people started to watch series and movies on desktop PCs and then notebooks. Through strengthening of internet infrastructure and especially increasing of mobile phone production and sales, millions of people watch series and movies on their mobile phones. By this way, people obtained the freedom of watching series and movies in a mobile way as much as they want wherever and whenever they want. This is the most important point which is focused in this study and thought about by the researchers working in this field. Subsequent to these advances, will people give up to go to the cinema? Departing from the sources mentioned in the literature part and the crisis specific to Netflix, an important online series and movie platform, in 2017 at Cannes Film Festival, the future of the cinema and cinema halls will be argued in this article.

Franseco Casetti, American movie theorist teaching and writing books about the issues and subjects referred in this study, published a book titled as “The Lumière Galaxy - 7 Key Words for the Cinema to Come” in 2015. Casetti emphasizes the position and importance of the viewer in the future of the art of the cinema. Casetti gives places 7 key words in 7 parts of his book.

In the first key word which is “relocation”, he refers to the transition of watching cinema films from cinema halls to other devices (mobile phones, computers etc.), namely, changing mediums. The second key word, which is “relic / icon”, similar to the first one, focuses on the cinematic experiences apart from the cinema halls. Films are broken into pieces, which means they are watched in pieces at different places, and they almost become historical relics. For example, they revive in the living room of the home. Despite being copies, they revive again and become icons. In this context, we can talk about a substitute bringing the model to the life again. Replacing cinema turns into a relic or icon and achieves to preserve its authenticity in both ways.

Casetti describes the third key word, which is “assembly-montage”, as written visual posts of the viewers on the movie in various watching platforms. The other key word, which is “expansion” refers to broadcasting, discussing and consumption of movies in multimedia as DVDs, computers, websites, trailers, comments. The other two key words, “hypertopia” and “display”, have similar meanings. “Hypertopia” which does not have an exact Turkish equivalent means analyzing the substitution of traditional screen by alternative screens, walls and installations in museums. “Display” is described as the places and screens where cinema films lose meaning. In this context, the screens of new devices turn into an area of exposure. Many images flow and go, cease for a second and expose themselves to the users.

Seventh and the last key word is “performance”. According to Casetti, when cinema is transferred to new devices, images become more inconsistent. The narrative part diminishes and becomes open to different meanings. The viewer profile is gradually changing as well. Now viewers are intertwined with not only one film but with many films. For this reason, they cannot be focused and lose concentration. The viewers cannot immerse themselves in movies and they only wander on the surface. In short, they cannot stick to the enclosed space and they become more interested in the realities of the potential world rather than those of the real one. As in the contemporary art, the viewer becomes more active and watching movie turns into a performance (Casetti, 2015:8-13).

In addition to Casetti, another scholar states the following: “In addition to all points touched in this study related to the cinema-viewing culture and the changing position of the viewer, what should not be forgotten is that cinema is an area of art rather than a technology and viewing experiences will not go beyond a technologic experience unless they do not include the distinctive practices of this art” (Taş Öz, 2012: 72).

Short history of Netflix and various articles and opinions on the company within last 2 years after Cannes Film Festival will be covered in this part of the study. For sure, in a study on how technological advances will affect and change cinema, Netflix is not the only actor, but one of the most important actors. As company grows, it gets more attention and reaction. In the context of limitations and flow of the study, only some of the reviewed and researched articles and opinions are selected. Selected articles and quotations are tried to be connected with Casetti’s opinions and 7 key words.

Netflix was founded by Reed Hastings in 1997 in the USA and shortly it turned into a 100-billion-dollar company. It started first as a DVD sale and rental system. It initiated online sales and renting initiatives in 2000s. It started to match the content and the customer via an algorithm called "Cinematch". Viewer preferences and habits were categorized and filtered. Preferences of cinephiles provided new ideas to Netflix and thus, viewer interest emerged against the '70s cinema. In mid-2000s, 60% of the orders were placed as per the algorithm program called "Cinematch". Thanks to internet facilities and Netflix's effective strategies, Netflix made up 25% of internet data usage of North America in 2013 (Rolf, 2017:8).

After the tension and debate between Netflix and the festival committee of Cannes Film Festival in 2017, both parties made statements to several media organs. In this context, Ted Sarandos, one of the prominent executives of the company, gained a position as the spokesperson of Netflix. One of his statements, Sarandos stated that they had 50 movies in the making process across the world, besides 65 documentaries, they supported series productions in 19 countries in local languages. In this context, he expressed that they took the risk of production, but the studios in Hollywood were gradually taking less risk. He also said that they had spent 1,75 billion dollars to production and licensing of European movies since 2012. He added that more than half of the people watching these contents were non-Europeans and thus they were the biggest exporter of European content. According to Sarandos, only criteria which Netflix considered when producing the project is the personal ratings received by the viewers. In each movie, there are options of "like" and "dislike" on the screen. As per these options, the service decides on the next projects. Related to habits of going to cinema and tendency of watching movies out of cinema halls, Sarandos states that in the past he binge-watched 3 movies, but now the pleasure and environment of watching movie in the cinema hall has changed. Sarandos says now people look at their mobile phones and chat in cinema halls when the movie starts and even, they bring their dogs to cinema halls. For this reason, according to him, Netflix is not a competitor to be worried about losing viewer. He points that studio and cinema hall owners have their own home cinema systems. "Cinema lovers go to the cinema because they love films. Netflix cannot stop the ones who want to go to the cinema on Friday evenings. If you want to stay at home, even the most spectacular movie cannot get you out of home" says Sarandos (Colin, 2017).

In fact, what Sarandos points is that film production and the produced film reach to the viewers even in different mediums. For him, cinema love and viewing pleasure form the common ground. In this context, relocation, one of Casetti's 7 keywords, which means the changed viewing medium coincides with Netflix and similar platforms.

In an article titled as "Netflix isn't Killing Movies, Hollywood Studios and Theatres Are" by Jordan Zakarin", there are opinions on advantages or positive-negative aspects of Netflix and Amazon. While Amazon is supporting independent cinema, it also arises the question of how realistic to expect Amazon to embrace the art considering it is place where everything is sold and marketed apart from the cinema. There are also several opinions as "Netflix has so many films that it is like a person hoarding them, it hides the viewing rates of the movies and it embeds its best movies in its menus." In the article, it is also stated that important independent studio movies enter into pay and watch system when they could not find studio or internet showing support, so it is hard to blame Netflix and Amazon. Zakarin also claims that Hollywood studios which approaches only to profit-making movies rather than the innovative and risky productions are the real actors hurting the cinema. Additionally, he also points that expensive cinema tickets especially in USA put the viewers in a difficult situation (Zakarin, 2017).

After Cannes Film Festival in May 2017, many articles related to the subject were published in several cinema magazines in Turkey as well. In a cinema magazine named "Hayalperdesi", questions about the impacts of YouTube and Netflix on cinema were asked to some actors in the cinema industry. The article emphasizes the emergence of a new viewer generation which finds film festivals boring, rarely goes to the cinema, but strictly follows the movies and series. The number of viewers who are much more interested in and interactively related to the series are getting increased. Investors like Amazon shoots pilot episodes and leaves the decision to the viewers. The habit of watching movie or film online attracts the investors to this area. In this context, there is potential viewer which cannot be reached via television and cinema thanks to much more independent production (Yeni Mecra, 2017:43).

Above mentioned concepts and opinions remind the key words of Casetti, which are "expansion" and "display". Now, YouTube and similar mediums are the places where films are

broadcasted, discussed and consumed at such multimedia environments as DVD, computer and websites. That kind of an expansion can be described as a “positive” development. However, when we take display on a background where the screens of new devices turn into an area of exposure and many images flow and go, the risk of content depreciation emerges in time, which can be deemed as a negative development.

Viewing habits data published by Netflix in 2017 support Casetti's views and insights. According to data, when subscribers themselves can decide what and when to watch, Netflix watching peaks at 5 AM and 10 PM. In short, stereotyped TV realities in traditional TV channels become reversed. It is also globally claimed that TV watching rules are being rewritten. Commenting on research results of changed TV viewing habits, Cindy Holland, Vice-President of Original Content at Netflix says, “Within last 4 years when the consumers spend without being obliged to plan their day as per the streams of classical TV channels, TV watching habits changed drastically across the world. As Netflix, we delivered consumers the control of what to watch at all hours of the day and we observed how TV watching routines changed when they were provided with the freedom of going out of a fixed stream. This change is observed in millions of viewers across the world” (Netflix, 2017).

When Cannes-Netflix debates were new, an article titled as “Is this the end of cinema halls?” by Jak Şalom (one of the important names of Sinematek founded in 1965 in İstanbul and made important contributions to cinema culture) was published in Altyazı magazine. In the article referring to the worldwide success of Netflix, states that there are 60 million subscribers of Amazon, the biggest competitor of Netflix. The article also covers the point of new rules imposed in Cannes due to Netflix movies, reminds the statements of Ted Sarandos about the lack of any obligation in Netflix to show movies at theatres. According to Sarandos, showtimes restrict viewers and sometimes some viewers disturb others. In this context, what matters is to watch movie regardless of the medium. Jak Şalom, one of the most important names of fist Sinematek founded in Turkey in 1965, regards Netflix and similar platforms as a threat to movie theatres. According to Şalom, film libraries, museums and clubs should assume an important mission. In this context, it is required to create art movie network. In this way, cinema halls can show both examples of mainstream and independent cinema (Şalom, 2017:85-87).

At the begining of 2019, Sila Şahingöz talks about a new development on the conflict between Netflix and Cannes. After this tensed process, the movies of “22 July” and “Roma” premiered in Venice Film Festival. Especially “Rome” attracted the attentions by winning the Golden Bear Award of the festival. However, all the positive criticism “Rome” has received all year long, its return home with an award from the Golden Globe and being described as one of the favorites of Oscar Awards raise the question of whether Cannes committee will adopt a different strategy on Netflix next year. As per the new proposal on the agenda, if a Netflix movie wins an award in Cannes, it will be required to be shown at movie theatres in France (Şahingöz, 2019).

After the efforts and initiatives at Cannes Festival, Netflix is insisted on showing their films on movie theatres and in their own platform at the same time. It tries to break the monopoly of online showing after movie theatre showing which prevails for a long time. These efforts of Netflix on movie production and distribution which is far from commercial concerns and close to art cinema are recognized as the efforts of gaining prestige in the eye of Hollywood and joining Oscar race. Netflix is also assertive and established itself in television and series. It disturbs its competitors in Emmy Awards with 112 nominations it had. Despite not being as prestigious as in television, the company aims to be a candidate to Oscar and win a prize (Vena, 2018). Meanwhile, Netflix movie “Rome”, won three Oscars including the Best Director, Best Foreign Film and Best Cinematography in 2019 Oscar ceremony.

Another example of Netflix's efforts to be active and effective outside the USA is the efforts of the company to produce European movies 33% more and show them in traditional television. These initiatives and plans directly concern the European broadcasters and the actors in the same industry in the USA. Netflix and its competitors Hulu and Amazon Prime Video plan to triple their investments by spending 10 million dollars annually (Ness, 2018).

An article bearing the signature of Brogan Morris claims that Netflix does not have any feature threatening the cinema. According to Morris, change is always troublesome. The distributors have also applied various distribution strategies for years. Netflix has reached 100 million subscribers. This did not much detract the cinema viewers from the cinema. The number of viewers partially decreased in

the USA and increased in the Europe. Netflix supports the low-budgeted projects that are not supported in Hollywood. According to the author, Netflix's popular cinema approach and perception of high-budgeted films differentiate from Hollywood's views. While studios are continuing with the common and high-yield projects without taking any risks, Netflix goes on spending big budgets on interesting and original ideas. Trying to produce and show various kinds of movies, Netflix presents an alternative to film watching at the cinema and thus results in a healthy and needed competition (Morris, 2018).

One of the highly debated demands of Netflix similar online movie and series streaming companies is the demand of showing cinema films in their own platforms shortly after their show at the movie theatres. Netflix is insisted that this period should be 4 weeks. A hot debate occurred related to this subject in February in Turkey. Turkish movie titled "Organize İşler-Sazan Sarmalı" was broadcasted in Netflix after 15 days of its release on February 1 in movie theatres. This situation is a first for the industry and led to hot debates. The columnist Cengiz Semercioğlu wrote several articles in his column at the newspaper. According to the columnist, after its show in Netflix, weekend box office return of "Organize İşler" decreased 5%. This means a loss which is only 5% below its normal show. In his article, Semercioğlu claims that Digiturk, the oldest platform having the highest number of subscribers in Turkey, will be affected from the mentioned film's being shown in Netflix in a very short time after its show at movie theatres. Because Netflix directly interfered in the food chain progressing as "vision-encrypted channel-DVD-unencrypted channel". Such platforms as Netflix, Apple TV, Hulu and Prime are called as "cord cutters" in the world. These digital platforms are the greatest nightmares of channels operating via subscription system known as cabled channels (Semercioğlu, 2019).

Cannes Film Festival-Netflix debate is actually the debate of "all movies shot are cinema films?" It has made questions and debates like "Is it possible to regard a movie not shown at the cinema as a cinema film?" more visible. In this context, there are two different styles and approaches. While the USA, namely the Hollywood adopts mostly the understanding of commercial cinema, French, namely the Cannes supports more the arthouse, elite art-independent cinema. According to one approach, films should be watched at the cinema, and for the other, they can be watched anywhere. In another article on Netflix, it is emphasized that these are actually ongoing debates. What is suggested in the article is that the ones at the position of manager and decision-makers often do not care about the viewer opinion and give the viewers any right to speak (Braun, 2018:20).

In this context, it seems the market share of the online series and film platforms which take the viewer expectations into consideration, asses their opinions, provide affordable and qualified service will increase. Movie theatres will continue to survive by developing their strategies against their current competitors as well.

## Conclusion

Recently, some of subjects in the field of cinema and communication studies have come into prominence than before. "Digitalization" is one of the subjects in question. Apart from development and changes of electronic devices, digitalization, which progresses in parallel with the technological developments, also performs as driving force for change and transformation taking or to take place in the society. Technological development for cinema indicates milestone with regard to style and content more than the developments on mobile phone models and internet infrastructure. The written or unwritten rules and unspoken habits which have been standardized, settled, unquestioned and taken for granted for nearly 100 years have become controversial topic

Although Netflix participated in the Cannes Film Festival in May 2017, Netflix's films were disqualified from the competition over decision not to be played any Netflix film in French cinemas, there is still ongoing debate about the issue. In many news and articles about Netflix, it has been referred to the company's situation at Cannes Film Festival and the nomination for an Oscar with "Roma" which won several. In this study, the articles published as printed or in the digital environment after the event over a 2-year period have been analyzed. The situation of the company in Cannes Film Festival and has been reported and several awards after being nominated for Oscar have been referred in various article or news regarding Netflix reported.

Numerous articles analyzed or discussed shows that there are different approaches about situation-position of Netflix. There are negative approaches, as well as positive ones. It can be said

that there is no consensus. There are changes and developments in the field of production distribution. While there is positive progress towards the field of production, independency and creativity, there is huge discussion about where, when and how long the films will be shown. Commercial cinema is also troublesome. "Arthouse", namely "Independent Cinema", struggles for existence. In this field, there are several problems in production and distribution area. Audience and viewing pleasure constitute common ground. The competition can pave the way for More qualified movies and series. Movies should be given a chance in accordance with different viewing pleasure. The opportunity of movie experience should be provided not according to specific income groups but according to various income groups. The open-closed competition, difference of notion between Europe Cinema and Hollywood have been become the current issue again with the influence of Netflix. What digitalization brought is to question various approaches and rules as well as technological development. Difference of understanding between digital native generation Z and digital immigrant generation X has been getting more and more clear in some areas. Transformation of technological devices into watching displays ever increasingly give rise to questioning "A movie should be watched at the cinema" approach which is indispensable part of persons. Neither audience nor cinemas should be prominent here. Both of them should complete each other. Rapid growth of Netflix and aggressive advertisement and distribution policy have drawn negative reaction of many film production companies and movie theater owners in the Europe, particularly in America. 130 million subscribers in 190 countries that make Netflix leader in the field prompt rival film companies and television networks to take precautions.

In addition, regardless spoken or unspoken, the challenges of the industry constantly become a matter of debate after Netflix-Cannes Film Festival polemic taking place in 2017. There have been panel and forums in written and digital environment for 2 years thanks to film websites, articles in many countries in the world. In the study, some of them have been chosen and scrutinized. Due to the fact that the topic is ongoing and hot and at the same time topic itself is online and digital, most of the references are the internet references. Francesco Casetti's opinions and study, prominent and well-respected academician in the field, have been taken as reference to contribute the study and developments. Casetti scrutinizes the change and transformation of film production, distribution and viewing environment with 7 keywords. As analyzing the change and transformation over the audiences and their preferences and emphasizing that some habits will eventually change, he claims the cinema will become adjusted to the process.

Within the scope of the study, it has become clear that the ones taken as reference discuss the current problems. Rather than cause the problems, Netflix, as an important actor, makes the problems in film industry evident and makes efforts to have its own position. Netflix paved the way for questioning of centenarian cinema and 70-year television approach.

In reality, the cinema is a technological product and its development arose from technological advances. Social, economic and psychological changes and issues resulted from technology directly have an effect on cinema, presence of the branch of art mostly depends on the audience and more audience if possible.

Netflix and most of its rival companies have the USA and Hollywood origin. Within this framework, cinema is indispensable source of income for the individuals who buy and hire its product in the USA. Independent cinema, that is, arthouse cinema, try to have its own position in such atmosphere where billions of dollars box office gross takes place. Some of movie makers who could not take enough financial support from Hollywood are in cooperation with Netflix. As a result, the influence and power of movie theaters will decrease as well as that creative and qualified movies will be produced and independent cinema will reach more advantageous position than it used to.

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# Protecting the Rights in WEB 2.0 with WEB 1.0 Instruments or Self-Defense

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## Abstract

The instruments used by law for the detection of the violations of the intranet and internet and the detection of the violators are insufficient. The instruments used by law to detect IP's for he violations made from cross border are insufficient. The verification of the digital evidences may not be made at most cases. There is a big discrepancy among the applications of the family law, penal code and civil law on the validations of the digital evidences. On the network-based user interfaces, it is quite easy to manipulate the content even without violating intellectual property rights. The hosting providers have a power to manipulate digital evidences. It is possible to record the communications without identified through some hardware's. The data transactions are about to start via blockchain infrastructure in which it is impossible to record the communication, so it will be easy to hide the evidences of the violations and the crimes. The personal data is in a great danger on the web-based applications. In addition to this "take it or leave it" type contracts are tending to eliminate all the rights on such data. User generated, participate web sites prefer to acquire IP rights of the content created by the users without intervening the disputes and the violations made by a third party. The regulations which covers the rights of the individuals are far to protect legal persons rights. The right of reply may not be granted in the event of the social manipulations and/or lynch. Internet service providers and publishers are not obliged to intervene to the violations unlike the hosting service providers, this passive attitude facilitate DDOS and similar attacks. In the extent of this facts, the legal instruments may be easily manipulated.

Keywords: Law, IP, Network Based User Interfaces, Self-Defense.

## Introduction

To prevent irreversible damages, maybe we have to discuss the extent and/or the borders of the self-defense, the interference of and/or the diligence and the measures of the third parties to not be accepted as liable for the violations of any kind. In theory self-defenses is examined in two main topic such as active self-defenses and passive self-defenses. The acts such as hiding IP's is accepted as passive self-defenses. Intervening to another person and/or system dominated by another person and similar acts is accepted as active self-defenses. As per Turkish Penal Code the use of the active self-defenses right against cyber-crimes is not granted. therefore on this essay we emphasize on the passive self- defense. We have to mention that public recognition of methods (such as alteration of DNS or VPN etc.) may increase the rate of cyber-crimes. To overcome such "hiding" acts, an international collaboration is needed. But the countries generally are not willing to give IP's and/or digital evidences to the countries in which the freedom of the speech and/or the protection of the personal data are not in same level with themselves. From this point of view, we may claim the regulations aimed the protection of the personal data as well as the freedom of the speech actually will be served to the public security and the stability of the nation with some parts.

## The Problematics:

### 1- Identification of the Breach or the Violation

It is quite difficult to identify an online violation due to the volatility of the content such as the graphics on the public user interface as well as the data. For example, A person who insults to another, may delete the content after sight. To avoid such situations, as a solution Turkish notary association put out into a service, an application called "e-tespit". In order prove the content of the web sites, the users may obtain a legally valid screenshot of any website through a personal computer, regardless of its location on due time before the delete of the content. Such screenshot captures are deemed to accepted as an admissible evidence. The person who wishes to captures any admissible screenshots shall reach to the website contents via e-tespit portal page. The information and the details of such operation is recorded to the information systems of the Turkish notary association. After the fulfillment of this phase with an application number, the applicant may receive the documents including form any public notary. The applicants may prove the violation even after the removal of the content (url1).

"E-tespit" based on KVM technology. KVM works by reaching to a remote server via IP address by your mouse, and keyboard. In fact, this system proves whether the content really exists on your screen, by accessing your devices to the notary's computer. As this system shall be considered as a milestone comparing with the soft copies delivered to the prosecutors as a digital evidence; yet it has few weaknesses:

Firstly, there is no certainty whether which visual has been captured by the device of the notary association, the visual may be belonged to the website cached in the memory, secondly the name servers of the notary association shall be manipulated, once name server has cloned, the hacker may broadcast pretending to this server.

for the validity of the notarization on similar transactions, China highest court is seeking that the notary shall access from his computer after the delete of all the related data from his computers cache memory. According to the court the record may just be about the access of the recorded interface cached in the device's memory. In some scenarios a visitor may reach to a recorded page of the notary's computer rather than website itself (url2).

We may also add that this system may not working properly on the platforms in which a server of a website shall be reached through another process such as log-in. Therefore "e-tespit" still a bit is far to achieve its goal.

There are also legal problems about the right holders and the owners of the websites and their legal limits. In the event of a dispute, the court shall settle to which person the conflict shall be addressed. Therefore, primary the court shall investigate the holders of the IP rights of a website. After web 2.0; websites are accepted as a multimedia product which is not indicated in our copyright law. Multimedia is a content that uses a combination of different content forms such as text, audio, images, animations, video and interactive content. Multimedia contrasts with media that use only rudimentary computer displays such as text-only or traditional forms of printed or hand-produced material (url3). So, each element of a website shall be separately belonged to a one person. In Turkish law multimedia products is not accepted as a branch of a copyright. According to Turkish law, software producers shall have a copyright on the software, graphic designers on the interfaces etc. In addition to that the protection limit of the software which is the most important element of the online environment, is narrow scoped, covers just the front-end works. Despite of their commercial value, the computer software's are not able to be patented. Algorisms as a crucial element of a software, is not protected even as a copyright due to their structure. yet an algorithm shall be diverted from a software; may be used and put in the commercial area.

### 2- Identification of the transactions via electronic signature

Electronic signature is a form of a hand-written signature with a similar function, used on the telecommunication networks and the internet. It is an instrument created to achieve same legal

results with the handwritten signatures. But in the online environment, not just the individuals but also the servers, platforms and intranets also use the electronic signatures. Electronic signatures may be used by the subjects who owns a certificate, which is a digital ID card showing its qualifications and/or compliance (Keser, 2002:148).

Yet electronic signatures have some weakness. Firstly, digital signatures used by the individuals still activated by a pin. In the event of the leaking of a pin code it shall be used unauthorized. Due to practical reasons, in some sectors few digital signatures owned by one person are often used by a multiple person, therefore digital signatures shall be supported by a biometrical application.

Also, if a name server has implemented to the recipient router, the settings shall be manipulated and therefore, a message which is sent shall be seen as not received or vice versa. This kind of manipulation shall be made with the help of the hosting provider which is generally paid by the recipient.

### **3- Collection of the digital evidence**

Digital evidences are the admissible materials for the trials and/or investigations aiming to establish a relation among all kind of digital value and material; established, transferred, shared, sanded, recorded, loaded and processed by the cyber systems and kept in the cyber systems such as networks and clouds or data storages located in the electronic devices capable of processing data and smart devices, mobile devices, computers capable of processing data's (Yetim, 2016).

#### **a- Collection of the digital evidence on civil jurisdiction**

For civil jurisdiction is enacted a special rule and the restrictions for the admissibility of the evidence. As per the article 200 of the code of civil procedure, legal acts performed in order to originate, assign, modify, renew, postpone, confess and redeem a right shall be proven by documentation if their value at the time they were performed exceeds two thousand five Turkish liras. Such legal acts cannot be proven by other means than documentation even if their amount or value falls under two thousand five hundred Turkish liras by payment or quittance (url4).

According to article 205/2 of civil code of civil procedure, the electronic data's originated by a secured digital signature have a power of a documentation. In the ground of this article, the goal of this regulation is indicated; the aim attributed to this article, is to terminate the uncertainty about their power as an evidence. In our opinion apart from this kind of evidences, all other electronic evidences shall be a subject of an inspection of a judge or/and expert examination

The problems about the admissibility of an evidence in the civil law jurisdiction intensifies on the methods used to detect a violation of a software copyrights: the software companies use DRM methods: DRM divided in a two branch such as accessing control and copy controls: Accessing controls are based on passwords, copying controls means the mechanisms which prevents to record and copying of an accessed content. DRM includes, authentication and identification systems, meta-data systems, payment systems, systems related to the right of privacy, cryptography (Bayamlioğlu, 2008: 303).

Legal problematics of DRM system arises from its on-line control mechanism. In that mechanism like off-line control system a file whether the permissions is not submitted to the users before; yet access to the device via network and receives permission for every use. Apart from other electronic commerce transactions, users are followed to control their compliance to the license agreement at every access. This method actually is a crime according to Turkish penal code unless the users is inquired detailly about this situation.

#### **b- Collection of the digital evidence on criminal trials**

On the investigation phase of the criminal jurisdiction, and the collection of evidence of the Cybercrimes and the crimes in which its evidences may be found in the data processing systems; a special process has been enacted:

Search of computers, computer programs and transcripts, copying and provisional seizure.

Article 134 – (1) Upon the motion of the public prosecutor during an investigation with respect to a crime, the judge shall issue a decision on the search of computers and computer programs and records used by the suspect, the copying, analyzing, and textualization of those records, if it is not possible to obtain the evidence by other means.

(2) If computers, computer programs and computer records are inaccessible, as the passwords are not known, or if the hidden information is unreachable, then the computer and equipment that are deemed necessary may be provisionally seized in order to retrieve and to make the necessary copies. Seized devices shall be returned without delay in cases where the password has been solved and the necessary copies are produced

(3) While enforcing the seizure of computers or computer records, all data included in the system shall be copied.

(4) In cases where the suspect or his representative makes a request, a copy of this copied data shall be produced and given to him or to his representative and this exchange shall be recorded and signed.

(5) It is also permissible to produce a copy of the entire data or some of the data included in the system, without seizing the computer or the computer records. Copied data shall be printed on paper and this situation shall be recorded and signed by their last persons.

This disposition has been criticized basically on two grounds. Primary the seizure process is banded to the disability of the decrypted. Nevertheless, in some situations when there was a need of the detailed examinations, a lab process is required. As well as this, in the article, after the examination, the return of the hard disc to the suspect is indicated. It shall not mention about the return of a device in which there is a likelihood of the evidence and/or element of the crime. It is also indicated that the copied data shall be printed on paper; but in a hard disc it can be found a data which is equal and more to billions of pages, so practically it is impossible (url5).

On the interception of correspondence through telecommunication Location, listening and recording of correspondence Article 135 is enacted:

– (1) The judge or, in cases of peril in delay, the public prosecutor, may decide to locate, listen to or record the correspondence through telecommunication or to evaluate the information about the signals of the suspect or the accused, if during an investigation or prosecution conducted in relation to a crime there are strong grounds of suspicion indicating that the crime has been committed and there is no other possibility to obtain evidence. The public prosecutor shall submit his decision immediately to the judge for his approval and the judge shall decide within 24 hours. In cases where he duration expires or the judge decides the opposite way, the measure shall be lifted by the public prosecutor immediately. (2) The correspondence of the suspect or the accused with individuals who enjoy the privilege of refraining from testimony as a witness shall not be recorded. In cases where this circumstance has been revealed after the recording has been conducted, the conducted recordings shall be destroyed immediately. (3) The decision that shall be rendered according to the provisions of subparagraph 1 shall include the nature of the charged crime, the identity of the individual, upon whom the measure is going to be applied, the nature of the tool of communication, the number of the telephone, or the code that makes it possible to identify the connection of the communication, the nature of the measure, its extent and its duration. The decision of the measure may be given for maximum duration of 3 months; this duration may be extended one more time. However, for crimes committed within the activities of a crime organization, the judge may decide to extend the duration several times, each time for no longer than one month, if deemed necessary. (4) The location of the mobile phone may be established upon the decision of the judge, or in cases of peril in delay, by the decision of the public prosecutor, in order to be able to apprehend the suspect or the accused. The decision related to this matter shall include the number of the mobile phone and the duration of the interaction of locating (the establishment). The interaction of locating shall be conducted for maximum of three months; this duration may be extended one more time. (5) Decisions rendered and interactions conducted according to the provisions of this article shall be kept confidential while the measure is pending. (6) The provisions contained in this article related to listening, recording a

devaluating the information about the signals shall only be applicable for the crimes as listed below: a) The following crimes in the Turkish Criminal Code; 1. Smuggling with migrants and human traffic king (Arts. 79, 80), 2. Killing with intent (Arts. 81, 82, 83), 3. Torture (Arts. 94, 95), 4. Sexual asault (Art. 102, except for subsection 1), 5. Sexual abuse of children (Art. 103), 6. Producing and trading with narcotic or stimulating substances (Art. 188), 7. Forgery in money (Art. 197), 8. Forming an organization in order to commit crimes (Art. 220, except for subsections 2, 7 and 8), 9. Prostitution (Art. 227, subparagraph 3), 10. Cheating in bidding (Art. 235), 11. Bribery (Art. 252), 12. Laundering of assets emanating from crime (Art. 282), 13. Armed criminal organization (Art. 314) or supplying such organizations with weapons (Art. 315), 14. Crimes against the secrets of the state and spying (Arts. 328, 329, 330, 331, 333, 334, 335, 336, 337). b) Smuggling with guns, as defined in Act on Guns and Knives and other Tools (Art. 12), c) The crime of embezzlement as defined in Act on Banks, Art. 22, subparagraphs (3) and (4), d) Crimes as defined in Combating Smuggling Act, which carry imprisonment as punishment, e) Crimes as defined in Act on Protection of Cultural and Natural Substances, Art. 68 and 74. (7) No one may listen and record the communication through telecommunication of another person except under the principles and procedures as determined in this Article (url6).

At article 135 of the Criminal Procedure Code, the measures and the methods of the recording is not detailedly indicated. In the mentioned article it is indicated just the decisions shall be sent to the presidency of telecommunication to be executed.

The communication of the suspect or the accused can be recorded provided to not be able to achieve to an evidence as well as the existence of solid grounds for the crime, in the event of investigation and prosecution. For the crimes indicated in the article 135/6 of Criminal Procedure Code, the signals may be recorded and evaluated.

Recording and listening of the correspondence means obtain the inquiry about the correspondence and record such correspondence through a device about the communication made by telecommunication devices by a suspect or a accused. But apart from the correspondence with other parties, recording and listening through a device as a sensor is a technical surveillance indicated in article 140 of Criminal Procedure Code (Özbek, 2005: 564).

The record of correspondence is historical traffic search, listening and recording is not included. The assessment of the information about signals means to receive a results by evaluating and assessing the traces of the recorded signals without intercepting and intervening to the content of the correspondence and information about signals means all kinds of data processed on a network for invoicing and for the transmission.

Telecommunication means, is the transmission, sent and received by wire, optical, electrical, electromagnetically, electrochemical, electromechanical and other transmissions systems of all kind of mark, symbol, voice and the visuals and all kind of data transformable to the electrical signals. So, this article covers recordable all kind of correspondence.

According to article 135/4; The location of the mobile phone may be established upon the decision of the judge, or in cases of peril in delay, by the decision of the public prosecutor, in order to be able to apprehend the suspect or the accused. The decision related to this matter shall include the number of the mobile phone and the duration of the interaction of locating (the establishment) (url7). So, this is differing from article 135/1 who aim to acquire evidences, this article aims to detain the accused or the suspect, so its applicable to all kind of crimes.

But we shall note that in practice the experts obtain main evidences by a technical surveillance according to article 140, technically officials hack the operator devices close to possible location of the suspect and the accused, this method is called "hooking".

The court of cassation in one verdict try to fill the gaps of the article 134, added some details for the collection and the examination of the data: Firstly the examination shall be made immediately, unless otherwise such computer is not be used until the examination, as a first phase the files shall be backed up sector by sector and after that backed up the data shall be hashed and the integrity of the data shall be maintained. By this the experts in the trial shall investigate whether the backup data is the real copy of the file or not.

### c- Identification of the IP Address

In the event of any conflict, traffic records demanded from third parties. According to law 5651 Regulation of Publications on the Internet and Suppression of Crimes Committed by means of Such Publication; The hosting provider shall be responsible for retaining traffic information concerning services it provides, as shall be specified by a regulation, for a period of at least one year and not more than two years, and shall be responsible for ensuring the accuracy, integrity and confidentiality of that information.

Traffic information are the information such as parties' IP address, the start and finish time of service provided, type of service used, quantity of data transferred, and subscriber identification details, if available, included the IP address of the parts, the start and the finish of the service, the type of the service, source IP address, target IP, the hour and the date information of the access, the webpage requested, transmission information. The identification of the IP address is important for the disposition but for the hosting providers there is not a standardization about recording and they are generally paid by one part of the conflict.

### 4- Manipulability nature of the digital evidence

As a mentioned above, the manipulation of the digital evidences is easy, even on the identification of the violation phase the manipulation is possible in addition third parties who are obliged to record the traffic information, are generally are paid by one of the parts of the dispute. It is not easily claimed their impartiality. It shall be added that, especially in the b2c web sites, on the user inter-faces was a dialog box to receive the messages. To prove whether the message is sent, consumers shall rely on the bona fide of this website's admins.

### 5- Cross-border Access to the Digital evidence

In practice bilateral and unilateral agreements has been in force, apart from this agreements, Turkish penal code article 11-19 some regulations and process has been set forth. For the cybercrimes Judicial assistance has been made according to European cybercrimes convention where the judicial assistance has been detailly regulated (Dülger, 2015).

The centers/servers/hosts of the social media platforms which cybercrimes is actually committed are in USA California, according to USA law the states shall refuse the judicial assistance demands according to their domestic disposition. The grounds of such refusals intensify on the personal data and the individual rights. But sometimes social media platforms shall provide evidences. Despite of not received from the official state body, the courts grounded their decisions according to these platforms' declaration. But the problem is these media platforms shall be the part or related to the part of this disputes, it won't be reasonable to wait an impartial evidence from such platforms as well as this we shall not able to control whether such evidences is manipulated or not.

### 6- Computer forensic analysis versus Tech

Developing techs brings some methods which disfunctions the instruments mentioned above. For example, not just the payments but every kind of data transactions and transmissions such as file, text, visual and voice transmissions from now on shall be made by a blockchain infrastructure. Even with this infrastructure the broadcasting shall be made. In this infrastructure the data is been transmitted deciphered, therefore it is literally impossible to detect, identify or investigate without a detailed international cooperation. Computer forensic experts achieve the results about blockchain infrastructure through the wallets and/or tokens whether their content is made publicly accessible by their owners or creators.

On cloud computing any kind of computer forensic has been developed yet, the service models of the cloud computing mainly vary as, serves as an infrastructure, service as a platform, service as a software. In addition to this; an instant visual, voice and voice transmission through the

switchboards is considered in a cloud computing. In a service as an infrastructure the data belonging to one person scattered to a different hard discs philocally, it is possible to disintegrate a data and, scatter to the discs located in different countries. Therefore, we shall not obtain an admissible digital evidence without international cooperation (Topaloğlu, 2017: 28-34).

Speaking of cloud computing we shall mention of the VoIP. The numbers which begins by 0850 is a good example. VoIP, voice over internet protocol actually based on open source software, the parties may message instantly, may send a file voice or visuals. WhatsApp, facetime and the similar applications based on this technology. the companies used this technology due to its cheapness and its security. Some switchboards used for this service do not log and/or not capable to log the traffic information therefore if there was not an instant recording or collecting of digital evidence, it is impossible to obtain a digital evidence. In most cases IPs has been hidden to avoid DDOS attracts through vpn. The VoIP services doesn't record the content and due to technological reasons, they can't manage to log the traffic information properly. So, it is really hard to acquire an admissible evidence in VoIP services. In some scenarios the evidences related to VoIP systems can bug found through the investigation of the devices, but the company's product new devices and software's which prevents the examination of the deleted files and which deletes a file in an irreversible way.

## 7- Appraisal

In the extent of the mentioned as above, due to multiple reasons; including but not limited to the manipulated characteristic of the digital evidences, the failures on the detection, examination of the violation of the instruments, Current situation urge the real and legal persons to act beyond the courts, so we may argue the methods of the self-defense in all meanings and its extent.

## Conclusion

### Online Use of The Self Defense Right and Similar Instruments

To mention about self-defense and similar instruments we must indicate their legal definitions and its limits:

#### a- Self-Defense

On article 25 /1 No punishment is given to an offender who acts with immediate necessity, according to the prevailing conditions, to repulse or eliminate an unjust assault against his or another person's rights, of which the recurrence is highly expected (url8).

Existence of aggression is prerequisite for acting in self-defense, aggression shall be unlawful and shall address to a right, Aggression shall be still present, there shall be an imminent necessity of defense and the defense shall be proportionate with the attack.

#### b- State of Necessity

On article 25/2 No punishment is given to the offender for an act executed to protect himself from a severe and definite danger or an assault against his or another person's rights, where he has no other choice to eliminate this danger. However, there should be proportional relation between the imminent necessity to protect oneself and the seriousness of danger, and the means used to eliminate this danger (url9).

The defense of necessity may apply when an individual commits a criminal act during an emergency situation in order to prevent a greater harm from happening. In such circumstances, our legal system typically excuses the individual's criminal act because it was justified, or finds that no criminal act has occurred. Although necessity may seem like a defense that would be commonly invoked by defendants seeking to avoid criminal charges, its application is limited by several important requirements: The defendant must reasonably have believed that there was an actual and specific threat that required immediate action. The defendant must have had no realistic alternative to

completing the criminal act. The harm caused by the criminal act must not be greater than the harm avoided. The defendant did not himself contribute to or cause the threat (url10).

## 2- Self Defense on Cyber Crimes

The availability of the self-defense shall be argued in the event of the cybercrimes , for example in the event of a DDOS attack, it shall be argued whether self –defense is possible, it is deemed to be accepted possible in one scenario; firstly to use self-defense, the person who wishes to use self-defense right, shall take all the measures to protect his system, after that he shall be identify the attacker and his IP address. But it shall not be possible, the attack shall be made form a zombie device or the IP shall be manipulated, therefore in order to defend, a cybercrime may be committed to an innocent. We may claim that self-defense is not possible for cybercrimes.

## 3- Self-Defense Applications in The World

The Active Cyber Defense Certainty Act was introduced to Congress as legislation that would give companies and individuals the right to strike back after a "persistent unauthorized intrusion." The legislation is designed to extend the powers of cyber attract victims beyond the limits imposed by the CFAA.

At its core, the CFAA prohibits the intentional accessing of a computer without authorization and obtaining information from a protected computer involving interstate or foreign communications. As such, any "hack back" by a corporate victim of a cyberattack is prohibited under the CFAA. But the Active Cyber Defense Certainty Act would lift this restriction, allowing a company to implement active cyber defense measures to not only identify the attackers, but even destroy information originally stolen from their network.

Specifically, under the Active Cyber Defense Certainty Act, a cyberattack victim (or "defender", to use the bill's terminology) would be able to access "without authorization the computer of the attacker to the defender's own network to gather information in order to": Establish attribution (i.e. the nature, cause and source) of criminal activity to share with law enforcement and other US Government agencies responsible for cybersecurity; Disrupt continued unauthorized activity against the defender's own network (though without damaging the computer systems of the presumed attacker or anyone else), Retrieve and destroy any stolen data, Monitor the behavior of an attacker to assist in developing future cyber defense techniques, Use beaconing technology, a beacon is a piece of software or a link that has been hidden in a file and can send information back to a defender with details about the structure and location of the attacker's computer system. Essentially, within this framework, companies and individuals will be authorized to take a more active role in cyber defense by using and developing tools which are currently restricted under the CFAA. That specific law is allowed a DRM method which shall be a cybercrime as itself.

## 4- Online Self-Defense

Specially after the visibility of the personal data, a tendency is developed for keeping an individual and his actions: Technology has answered very fast to this demand and create a secured infrastructure. For example, opera browser has developed its VPN system, satellite services is chosen to prevent hooking, more and more people has used "tor" browser. Apart from this DDOS attracts which are still a great thread for the companies and will be aggravated with the similar momentum of the bandwidth. DDOS is a denial-of-service attack is a cyber-attack in which the perpetrator seeks to make a machine or network resource unavailable to its intended users by temporarily or indefinitely disrupting services of a host connected to the Internet (url11). Only way to stop this attact is to counter attack to the attacker IP address, but in this scenario, the line may be loaded so much; related to the qualification and the capacity of the lines, different systems may be damaged. The reasonable measure may to give authorization the ISP to prevent such IP (url12).

## 5- What shall be the approach of The State

Despite the aggressive attitude of the companies and the states about the data, we have indicated that the measures easily dysfunctioned by the duly informed educated people. New developing technologies always defeat the old measures. From this point of view, instead of wasting the public sources to the ineffective measures, the state may cooperate with other subjects. that cooperation will be also a good base to develop effective legal measures. The measures like the control of the internet or all the transmissions are not just expensive but also ineffective. For example, a considerable amount of the users in China uses VPN. Russia which the data is distributed from one point by a mirror data, is a source of a DDOS attacks. Blockchain infrastructure is used for broadcast or instant messaging, there is no technical measure to record of the correspondence, listening or interception through hooking or other measures, also this service does not record the content nor the log. Without an international cooperation it is nearly impossible to obtain an admissible device.

In this point we have to mention that after GDPR, the nations of the EU have not given the logs or other evidences due to reason whether Turkey has not signed and/or implemented GDPR. To obtain an admissible digital evidence from Europe or USA, turkey shall meet their standards on individual rights. To this extent, the public security of Turkey relies on the democratization.

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# Contribution of Digitalization to the Brand Registry Applications in the Context of Globalization

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## Abstract

Public authorities, which are part of the state, are opening up institutions for citizens. Nowadays, when the transition to the digital age, which is a part of globalization, is taking place, the Internet has to be a dynamic structure that can adapt to the changing conditions. Considering these, public institutions of the states can deliver their services to citizens in innovative ways. Thus, the public authorities now utilize technological services in public offering of public services and electronicize these services. In this way, it is aimed to provide the highest quality service to the citizens with the least cost and labor. These technological breakthroughs in the process of globalization accelerate and facilitate information sharing by integrating the convenience of technology with e-transformation and e-government concepts. This study is related to the regulation on access through e-government, which is widespread in our country, and to apply to online applications made by Turkish Patent and Trademark Authority. In particular, opinions and observations on trademark registration applications and post-registration services were made and opinions were taken on the sustainability/ accessibility of transactions from the corporate experts.

Keywords: Globalization, Digitization, Trademark, Trademark Registered, e-Government.

## Introduction

Recently, one of the most talked about subjects is globalization, and technology, especially digital technologies. The globalization of all over the world with the boundaries of everything to achieve instant access to digitalization takes place. For this reason, globalization and technology have affected all our habits. This has also changed the traditional ways of public service delivery, and states have become aware of the need to modernize their service delivery in order to strengthen and maintain their positions in global competition. Digitalization with globalization has significantly affected the public sector. In this transformation in the concept of public service delivery, electronic state (e-government) applications emerged with the use of information and communication technologies. With this application, the procedures resulting from the excess of bureaucratic procedures have been reduced and significant time and financial gain has been achieved.

The other part of the study is the important element of the marketing activities that provide the communication between the consumer and the product that distinguishes the goods and / or services from the other enterprises that promote the goods and / or services. In the legal context, a brand is any sign that can distinguish the goods or services of a business from other businesses. The brand is an immaterial right and the acquisition of this right is only through the registration of the trademark. The trademark is registered with the Turkish Patent and Trademark Authority.

In this study, the integration of public services into digital environment and the contribution of globalization and digitalization to trademark registration applications were examined. In this context, physical brand registration application and post-registration processes, online trademark registration and post-registration procedures, weaknesses and strengths of online transactions, online and physical brand registration application numbers per year and the issues related to the comparison of these numbers are examined.

## Literature

The phenomenon of globalization is one of the issues that are written and discussed today. The word "globalization" derived from the English word "globe" meaning the world it means all spheres or worlds, global or worldly. As McLuhan (1962), a local distant settlement, which is the main member of a global village, is formed by the events of miles of local, local formations, or vice versa, in order to intensify the unity of the world-wide associations that connect them in this way. (Giddens, 2004: 69). Thanks to globalization, mutual interaction has increased and this interaction has led to the formation of new formations.

With globalization, there are dramatic changes in almost every field and the necessity to live in a complex environment. (Akin, 2001: 77). Bauman stated that globalization affects societies in economic, political, cultural and technological contexts. In short, globalization as we call it today; It has gained importance as a result of modernization (Bauman, 2017: 8). In globalization, it is a necessity for the societies to take into account the competition in the global arena in order to keep up with the developments.

Globalization makes itself felt through the transmission of digitalized objects through a series of networks. The most effective of these networks is information and communication technologies and the accompanying internet. Globalization is gaining a historical momentum especially with the spread of technology of information and communication, and the technologies leading to this spread may be irreversible in our lives. Globalization, a process involving development and change, has developed economic, social and political relations between countries through information and communication technologies. Globalization may also include interrelated issues such as better recognition of the beliefs and expectations of different societies and cultures, and the intensification of international relations. As a result of the developments at the global level, the concept of "digital society" son made itself felt instead of "transformation into an information society Küresel".

In digitalization, which triggers digital society, data transferred from computer to computer are digitally expressed. Digital is a process of getting to work. In this context digitality; Analog data is encoded and transferred to computer-based systems. Digitality feature brings easy and fast access to data (Yengin, 2012: 126). However, with the spread of computers and the Internet over time, beyond the digitalization of the data, the processes have also been digitized. Thanks to these developments, the digital revolution has changed the world we live in with the use of fiber optic cables everywhere. The digital term which comes into our lives with the concept of digitalization, the meaning of the dictionary is to show numerical data on the screen. According to Gartner, digitization (digitizing) is the process of transition from analog to digital form.

Digital technologies are technologies that lead to innovations in all transmission and recording processes, replacing analogue technologies. Digitalization, which offers important possibilities in terms of transmission and recording processes, ensures that once digitalized data can be transmitted, stored and stored easily (Hepkon, 2011: 15). Thus, digitalization is becoming more and more important in our daily lives. It seems to have changed everything quite quickly and has become everywhere for everyone. It is also considered that all these changes and all aspects of life are based on modernization.

Digitalization is the use of digital technologies to change a business model and provide new revenue and value generation opportunities. Digitalization is the use of digital technologies and the information used to transform business operations (Yankin, 2019: 9). Digitalization has become an important force that regulates and changes human relations, consumer behavior, and marketing channels of businesses in the current time period and social life. With the digitalization, existing products or services have been restructured with information technologies. Thus, services and products with features that can be programmed, addressable, sensitive, communication-based, intelligent, traceable and able to connect with other devices and systems have become a closer part of life.

Today, with the widespread use of the Internet, public institutions tend to approach the concept of governance in the digital age. The public sector, which is considered to be heavy-handed bulky bureaucratic structures, is transformed into effective structures by the use of information technologies (Sönmez, 2016: 153). The use of information and communication technologies in public administration is often associated with reform programs aimed at reducing inefficiency caused by unnecessary bureaucratic procedures.

Digitalization has significantly affected the public sector. Information and communication technologies are thought to have a central role in this transformation of public service provision. In this respect, public institutions' approach to providing services to citizens is approaching private sector enterprises. In this context, public institutions tend to be transformed into digital institutions with partial or complete digitalization of their administrative processes and their interaction with citizens (Buffat, 2015: 150). In this sense, information technology in public administration is used in the public sector in line with the point of view that approaches to the private sector should be applied in the public sector in order to reduce the bureaucracy (Cordella and Tempini, 2015: 279). Information and communication technologies are thought to have a central role in this transformation of public service provision.

In the public sector, electronic state (e-government) applications have emerged with the use of information and communication technologies. With this application, the procedures resulting from the excess of bureaucratic procedures have been reduced and significant time and financial gain has been achieved. With the use of digital technologies, analog recordings were first processed in a digital environment (automation) and processes were digitized (e-service). This digital transformation process affected all institutions as well as public institutions. New ways of public service delivery are now being sought and e-government applications have emerged as a result of these searches.

Internet (online/online) which is at the center of information and communication technologies and which manipulates globalization, the technological revolution which has started in the last thirty years, has led to a rapid and large transformation in the functions of the state as it is possible to provide services over the internet. Although these developments are important, concrete steps have been taken in the 2000s to present public services in electronic environment. Online transactions refer to the stage in which public institutions connect to each other over a general network, create a structure that allows integrated, uninterrupted and uninterrupted service delivery, and that citizens can easily access all services through a single address (Çarıkçı, 2010: 103). The advantages of online transactions, in terms of public institutions, are easily ensured through access.

The e-Europe Action Plan, e-Turkey initiative was launched in 2001, to be adapted to Turkey. In 2003 by Prime Minister Circular until then different organizations and carried out by the organizations the knowledge and the State Planning Organization of the work on communications technology (DPT) liability in the e-transformation Turkey project, it was decided to combine under the name (Ulaştırma, Denizcilik ve Haberleşme Bakanlığı, 2017: 2, 2017: 2). In addition, sharing of information and documents between public institutions can also be made through e-government. In line with all the preparation and work performed, [www.turkiye.gov.tr](http://www.turkiye.gov.tr) the portal has moved to the digital platform of public services was implemented in 2008 and has continued until today expands its presence. In addition to this portal, there are different sites that different public institutions have created to provide services.

Online transactions, thanks to the advantages and opportunities provided for both undertakings and public institutions, are now becoming widespread in our lives. The e-government, which is an important potential for many different sectors, constitutes the perception of trust among citizens. The concept of e-government, ie electronic state, is defined as the use of information technologies in the internal functioning of the state and the services it provides. The use of the concept in English (e-government) is used as electronic government and management (Özcivelek, 2003: 1). The concept of the electronic state (e-government) was first mentioned in the US in 1993 in a report on national performance evaluation. According to the definition of Aydin (2013: 505); e-government; the duties and services that the state is obliged to fulfill against the citizens and the duties and services of the citizens against the state in mutual electronic communication and transaction environments. In general, e-government means that public services can be made electronically through networks that can be accessed by open or limited users without the need for direct connection or physical exchange.

With the globalization, traditional forms of public service delivery have changed and governments have become aware of the need to modernize their service delivery in order to strengthen and maintain their positions in global competition. In the 1980s, e-transformation started to happen. As a continuation of this process, the policies in the field of science and technology started to be reshaped between the years 1990-2000 and significant progress was made in realizing the transition process to e-government applications. (Çarıkçı, 2010: 102). The increasing trend towards digitalization has made it necessary to adjust the content of the transactions in the publics. With the emergence of digitalization, new e-transformation in public institutions brought along e-government or e-signature strategies

Today, information services through e-government web sites in Turkey, integrated electronic services, such as payment processing services and institutions of access to short cuts are available. The e-government, which is said to be the public administration system of the information society, is considered as an indispensable application of public administrations, who are aware that they offer services to the information society or the postmodern society (Aydin, 2013: 263). In general, the e-government provides mutual interaction between public administration and citizens through the internet. This interaction is aimed at reducing time consuming and unnecessary bureaucratic processes.

Public institutions are expected to serve equally to all citizens. The e-government used in public service delivery can be expressed as an online site that provides a single point of access to all public services. The aim of this application is to provide public services in an efficient and efficient way by using information and communication technologies to citizens, enterprises and public institutions (url1). Web Accessibility is important in e-government applications. Web Accessibility is the ability for all users (including people with disabilities and older people) to access, use and understand interfaces in e-government structure. At the core of accessibility there is information and guidance (Ertürk, Şimşek, Songür, Şengül 2014: 386-387). Therefore, public websites should be accessible and available to citizens from all walks of society. Public websites will be accessible to all users, and citizens or disabled users who are unable to go to the institution will benefit from the services provided and facilitate their lives.

Another concept of the study is the trademark. Trademark, as the word meaning Turkish Language Institution in the Dictionary of Economic Terms; a registered name, abbreviation, or sign, used to promote a good, service or service. Legally, the trademark is called trademark or alamet-i farika (url2). According to Article 4 of the Industrial Property Law No. 6769, words, figures, colors, letters, including person names, should be provided to distinguish the goods or services of an undertaking from the goods or services of other undertakings, provided that the subject matter of the protection provided to the trademark owner is clearly and precisely understood in the register. It can be defined as any type of markings, numbers, sounds and the format of goods or packages (url3).

Kotler and Armstrong (2004) trademark; the name, symbol, design (design), shape, color or various combinations of them are defined as the name, symbol (symbol), design, design and differentiation of the goods and services of one or a group of producers and / or sellers. Kapferer is a different definition in the context of trademark marketing; that trademarks have meanings far beyond the naming of goods and / or services of businesses; It is stated that trademarks are an important part of a strategy in which the differentiation of supply and the division of the market is aimed (Kapferer, 1992: 10). In short, it creates competitive added value by creating added value for the company.

Alica (Alica, 2008: 37) trademark in the legal context; One of the most important indicators of the knowledge-based economy is the increase of goods with symbolic or intellectual property. At this point, the integration of globalization and world economy has made the trademark important. In a globalized economy, it is a symbol that guarantees the quality or sought after standard that provides the identity of the products and services that distinguish the goods and services of an enterprise from the goods and services of thousands of companies around the world.

The World Intellectual Property Organization (WIPO-OMPI) is a trademark that is able to distinguish the trademark from a business, goods or services of a business from other businesses. Trademarks are protected by intellectual property rights. (url4). According to the American Marketing Association (url5); It is a name, concept, design, symbol, or a combination of all of which identifies the goods and / or services of a vendor or vendor group and distinguishes them from competitors. In the light of these definitions; to identify and differentiate the goods and / or services purchased by consumers and to differentiate them from the goods and / or services of other enterprises; to create an identity or image; By means of the values it adds to the product, such as providing communication, we can define it as a strategically important element in the focus of marketing activities.

Within the scope of the above explanations; two elements emerge. The first one is the evaluation of the trademark in the context of marketing and the other is legally defined. The trademark is used to achieve a specific marketing purpose. Trademark, The most important element that adds power and value to companies. It is stated that the trademark has more meaning than the name or symbolization of products and services in terms of business. The trademark is the communication between the consumer and the product by adding value and value to the trademark. For this reason, it is the key that allows consumers to choose among similar products or services on the market.

The trademark has a feature that goes from the registration process to the value process. Kotler has defined the trademark as a name, term, sign, symbol or design, or a combination thereof, which enables the identification of the goods and services of a firm or a group of companies and distinguishing them from their goods and services. (Kotler, 1997: 789). In other words, the trademark; a name, term, sign, symbol, or design, or a combination of these, designed to separate a business or business group from its competitors to identify its goods and services.

Trademark is an immaterial right. Just like a house of people can be thought of as a car. For this reason, the trademark can be sold as rent (licensing) as it can be sold. The most important issue during trademark registration is the selection of the trademark and the determination of the goods or services to be covered by the trademark registration. The trademark must be differentiated in such a way that it can be distinguished from the trademarks that are not registered or used by others. After the trademark selection is made, the first job is to investigate whether the trademark is registered or not. After the trademark has been determined that it is not registered in the name of someone else, it is necessary to apply for trademark registration. In case the application is made without research about whether the trademark is registered in the name of someone else, the investment can be wasted if the trademark is registered in the name of someone else.

According to Turkish Patent Standards, 45 different class registrations are foreseen. There are sectors within each class. If the trademark is registered in which classes, the trademark is protected only in those areas of activity. Other areas cannot be claimed. According to the Turkish Patent and Trademark Authority (Turkish Patent) applications, trademark registration procedures are completed within an average of 6-7 months. After the application for trademark registration, the period of the research and investigation period by the Turkish Patent and Trademark Authority for absolute reasons lasts 2-3 months on average. If there is no obstacle related to the application in question, the trademark is announced in the Official Trademark Bulletin. The reasons for the rejection of the trademark application include the presence of the same or similar trademark and non-distinctive trademark.

The legal notice period is 2 months in the Trademark Bulletin. If there is no objection, the registration process is in progress. In case of objection, the applicant can give an opinion against this objection at this stage. The experts in the Department of Trademarks Department make the decision by evaluating the relevant objection and if any, the counter opinion. Against one of the parties, this decision makes another appeal to the Re-examination and Evaluation Board (BOT), which is the top authority of Turkish Patent within two months following the notification of the decision. The verdict of the BOT is final and at this stage it is possible to file a lawsuit against the final decision against the parties before the Ankara Intellectual Property Court for a period of 2 months from the date of notification of the decision. (Gümüş and Algül, 2018: 187-188). In case of no objection and within the legal period granted by Turkish Patent, wage deficiencies are completed. After the completion of all these transactions, within 1 month, the "TRADEMARK REGISTRATION CERTIFICATE" is received

According to the Industrial Property Law, the protection period can be extended for an unlimited period if the trademark protection period is renewed for 10 years only after 10 years from the date of application. For the extension of the protection period, the Turkish Patent and Trademark Authority should be renewed (6769 Sayılı Sınai Mülkiyet Kanunu, 2017: 20). In addition, it should be considered that the trademark must be used in the goods list in the goods list within five years from the date of registration and that the trademark can be canceled by the court upon request for the goods that are not used.

## Research

In this study, the contribution of globalization and digitalization to brand registration applications has been evaluated in integrating public services into digital environment. In this context, physical brand registration application and post-registration processes, online trademark registration and post-registration procedures, weaknesses and strengths of online transactions, online and physical brand registration application numbers per year and the issues related to the comparison of these numbers are examined.

In this study, a semi-structured interview which is one of the qualitative data collection methods as a method of application in e-government trademark registration procedures related to the

integration of public services into digital environment has been realized. In practice, the Turkish Patent and Trademark Authority President Mustafa Kubilay GÜZEL was interviewed. Study; On January 1, 2008, it was determined that the Turkish Patent and Trademark Authority started to receive applications via the online system. In this respect, between January 1, 2008 and December 31, 2015 between the number of trademark application and the 10-year period specified by the process of making comparisons between the established criteria and interpreted by commentary and this interpretation was supported by a semi-structured interview.

The findings as a result of the research and examination and the findings obtained as a result of the interview are listed below.

Applications to Turkish Patent were made physically before 01.01.2008. The physical application was communicated to the institution directly or by mail / cargo by filling the forms determined by the institution appropriately by adding the bank receipt. After the receipt of the paper from the general paperwork unit, the documents consisting of the paper rolls are sent to the documents within 3-4 days after the screening. This application is registered in the trademark register 6 to 10 days after the completion of the screening process. However, on January 1, 2008, Turkish Patent and Trademark Authority started to take applications from online with the online system. Before the trademark registration application and other transactions, the trademark application has been activated with mobile signature and e-signature. The online system is a process that allows applicants, patent attorneys, and trademark agents to make all requests for industrial property rights through e-government. It is ensured that transactions related to all requests related to trademarks, patent / utility model, Design and Integrated Circuit Topographies can be obtained online. The aim here is to fill in all the processes in a way that makes them more efficient and without causing any confusion.

Online system; instead of applying directly to the Turkish Patent by mail or by applying directly to the Turkish Patent, it allows access to the applications via e-government via the web portal. Trademark application or other transactions with the e-government who want to password Republic of Turkey ID number and password to the process by providing input to the portal is carried out. Before May 2018, the connection to the portal could be done by e-signature or mobile signature. Those who do not have an e-signature or mobile signature will be able to start the application process by logging in again with the system on the website. These persons will log into the online paper system on the website of the Turkish Patent and Trademark Agency. In this way, it is important to note that the application form must be delivered by hand or by mail to the documents department within 30 days. In other words, in order to complete your application, in addition to entering the system, it must be submitted to the Authority in the form. The application date for the applications with reservation will be the date of delivery of the form to the institution, not the date it was created.

It works on all browsers (Chrome, Firefox, Explorer) for trademark registration applications or other transactions via the online system. However, it is also possible to use Firefox, Chrome browsers There is a problem related with 32 bit–64 bit uyumsuzluğu in IE) in order to make the system more comfortable to use and to avoid possible configuration problems. In order for the required applications to be installed to install the necessary plugins for browsers, it will be healthy for web browsers to be closed (url6).

The images to be used in the application must be in RGB mode with 300 DPI resolution and jpeg extension 5x5cm or 7x7cm. Otherwise, the system gives an error and the message of these features is displayed on the screen. Necessary Applications works in all versions of Java, Acrobat Reader works in all versions (url7)

Thanks to the internet, which is able to convert the world into a market that can be reached by foot, the citizens can make their transactions more comfortable with the online application system. Although digitalization is seen as a process that causes people to get out of their homes less frequently, everything has been done on a keyboard by eliminating the problem of waiting to get more information than before. The transactions can be done in a short time without having physical contact with leaving the place, waiting or spending time. On the other hand, the online system, which is part of the digitalization, enables the development of business processes and the ability of the institutions to increase.

All transactions related to the trademark registration application, which is the subject of our study, are the transactions carried out by the owner of the right for the purpose of registering the trademark with the special registry held by Turkish Patent and Trademark Authority. In online applications, trademark applications or other transactions are commonly performed digitally, since the government grants a significant advantage. Applications made through this system provide economic advantages to the applicants as well as time.

The Turkish Patent aims to use the technology in the meeting of citizens with the services through e-government application. Trademark registration application or other transactions with this technology by reducing the need for public employees and wasted time. With the on-line (online) system, the cost of mail and stationery processing is reduced. One of the most frequent transactions, the process of trademark registration applications, which lasted for an average of 10-15 days, was registered with the online system and it was recorded in the trademark registry in a short time such as 8 minutes. The process of scanning the application documents in physically registered trademark registration applications has also disappeared.

In the online system of the Turkish Patent, there are 5 main headings in the application process, post-application processes, customer transactions, other transactions and document display. The requested transactions are carried out with the help of these main headings. The document viewing process is an archive of the system. The Customer Transactions menu changes the name, address, contact, tax information of the applicant. In the post-application transactions menu, there are 33 items related to the trademark registration application or registration.

Due to the digital storage of documents, the online system also facilitates access to documents. The time elapsed for searching the documents in the archives and the time required for the arrival of these documents has disappeared. Because the requested documents are stored in the document viewing section of the online system, it enables access to the documents without any download restrictions. In addition, the cost of archiving and the easing of control are among the most important advantages of the system.

With the on-line (online) system, reliability, convenience and ease-of-use have been provided for the citizens to be more passive. The main objectives of the online system applications are to enable individuals to make their transactions in a shorter time, to reduce costs, to reduce bureaucracy by making transactions without going to institutions, to eliminate bureaucratic cumbersome, to keep up with the requirements of the era, to establish accountability and transparency. functions such as alleviate. In short, the main aim of the online system is to produce the highest quality service in return for minimum cost and labor.

In addition to the advantages of the online system, the disadvantage is that the money transfer transactions carried out in the electronic environment cannot create a sense of security (copying, stolen, sold, etc.) of the individuals due to the security and confidentiality issues and the digital money transfer of the individuals due to the lack of 100% security. He is frightened.

**Table-1 Summary Table for Comparison of Physical and Online Transactions**

NAME OF OPERATION	PHYSICAL	ONLINE
Time	Long	Short
Cost	Increasing	Decreasing
Labor	Increasing	Decreasing
Bureaucracy	Increasing	Decreasing
Processing Time	Long	Short
Arschive Cost	There is	There is not
Documentation	Long	Short

In order to support the findings of the study, a face-to-face meeting was held with the Head of Trademark at the Turkish Patent and Trademark Agency Mustafa Kubilay Güzel. Online applications and applications were put into service in 2008 and they have been expanding their scope since then and have taken their place among the indispensables. Considering the period in which it was put into service, TURKPATENT carried its transactions to the online platform and underlined that it was the first public institutions to accept applications with e-signature application. In addition, when compared with the Intellectual Property and Intellectual Property Offices abroad, TURKPATENT has emphasized that it has taken its place among the first offices that provide electronic application and electronic service. Although it is an assertive aspect of calling online operations as revolution, it has been said that it provides a historical transformation in the work and operations of both internal and external users. Mr. Güzel stated that online transactions provided the concept of predictability especially in terms of trademark registration processes besides operational facilities and advantages. The opening of the trademark database to the research has made it possible for a trademark to present information about the likelihood of a trademark in terms of its likelihood, thus allowing the applicant or proxies to identify similar trademarks and to manage their applications in a healthier way. He stated that there are two basic issues about the disadvantages of online transactions. The first of these is the existence of the limits of being able to load / download documents in the digital environment (limited to 50 MB) and the necessity to present the documents in the physical environment more easily and possible. It is stated that this situation constitutes a problem in terms of evidence which is not possible to be transferred to catalog or digital environment in such operations as objection.

Considering the problems in the following, it is possible to list the following:

- a. Non-user-friendly interfaces,
- b. Short-term and long-term unplanned outages
- c. Instant online application errors
- d. Failure to solve errors encountered due to limited human resources

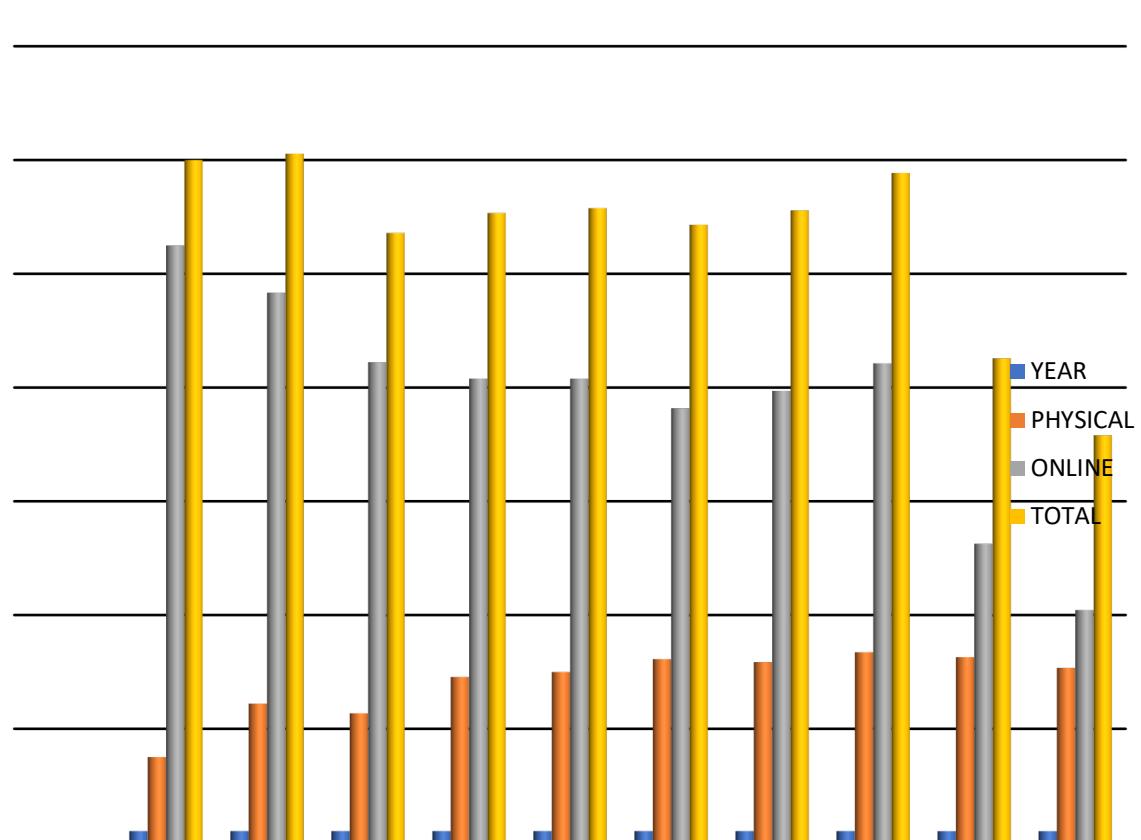
In addition, the management of problems in an office where electronic application systems are used so heavily, and in the sense of the lawfulness of the solutions found, may lead to a problem in the absence of an “Regulation on Online Implementation”. It can be clarified what will be done with a Regulation that will be made on issues such as the fact that the transaction cannot be carried out for a period of time due to the online application of the Institution.

Considering that online transactions are done on the internet, the issue of “Cyber Attack” has been highlighted from time to time. Mr. Guzel stated that such problems as the Turkish Patent and Trademark Authority have not been encountered so far, and that access studies of 27001 standards have been carried out actively in order to prevent such initiatives and provide information security.

The information in the table below is taken from the official website of the Turkish Patent and Trademark Authority and is generally evaluated without considering the class number or category (NICE classification) of the trademark applications.

**Table-2: Online and Physical Trademark Registration Application by Years Investigation of numbers**

YEAR	PHYSICAL	ONLINE	TOTAL	ONLINE PERCENT	PHYSICAL PERCENT
2018	15038	104970	120008	% 87	% 13
2017	24433	96675	121108	% 80	% 20
2016	22722	84454	107176	% 79	% 21
2015	29113	81566	110679	% 74	% 26
2014	29975	81569	111544	% 73	% 27
2013	32251	76357	108608	% 70	% 30
2012	31732	79411	111143	% 71	% 29
2011	33466	84257	117723	% 72	% 28
2010	32595	52533	85128	% 62	% 38
2009	30719	40885	71604	% 57	% 43
2008	46767	28224	74991	% 38	% 62

**Chart 1. Distribution of Online Trademark Numbers by Years**

As can be seen from the table above, the online applications of the Turkish Patent Institute to the internet have increased significantly from 2008 to 2011, while a decrease of 2% has been detected between 2012 and 2013, and after 2013, until the increase was observed. In 2008, only 38% of all applications included online applications, and by 2018, this figure increased to 87%. It was found

that there was an almost 2.7 fold increase in online applications over a period of 10 years. Taking into account the decrease in online applications in 2011 and 2012, the percentage of online applications in 2018 increased from 70% to 87%. It is believed that the biggest share in this increase is due to the noticeable low-price difference from the fees paid in accordance with the physical applications and the fees in the trademark registration application and other transactions.

Head of Trademark Department at the Turkish Patent and Trademark Authority Mustafa Kubilay Güzel stated that, two main reasons, the increase in the predisposition to the Internet environment and the advantages of the electronic application system is to become more wide-reaching experiences, in addition to the e-signature instead of e-signature on a micro scale, the encouragement of the use of these systems in corporate information and the promotion of electronic application by differentiation in the charge notification.

However, the application or other process in all the borders of Turkey, any mail of citizens considering that even made the international area / cargo operations to the operation from his seat of requirements is a reference number by making a practical way. In addition, the fact that the applications that are delivered to the cargo / mail to reach the institution is also a minor factor. In summary, by utilizing the technology of public services, the electronicization of these services by the internet can be expressed as the increase of demands by citizens for lower costs and technical convenience.

## Conclusion

In recent years, Globalization and digitalization (digital technologies), which are two of the most frequently felt phenomena have led to developments or changes in our behavior patterns and economy as in culture. Thanks to these developments, globalization has become an increasingly small living space for societies. As a result of globalization as a natural consequence of the developments in communication, it has initiated a new process that involves the digitalization and digitization of analog material or information flows and the use of new business strategies. Technological developments have been a catalyst for the success of these efforts in a short time.

These changes created by digitalization in many disciplines are clearly seen to play an important role in the development of information technologies. The increasing use of the Internet, as a technological extension of people no longer only with muscle power; With the power of mind has become all the operations. This digital transformation has been a close-up of everything by dramatically changing the access and sharing of information. With the digitalization, the methods of companies, individuals or institutions are no longer local.

The rapid developments in information and communication technologies, which are now accelerated by globalization, vary considerably according to public institutions, changing conditions and needs of today. It has also caused changes in all parameters of the local and globalization processes of the enterprises. Almost everything can be measured in the era of digital transformation, and every important decision about institutions can be supported by data and analytical implementation (Ohlhorst, 2013: 32). Thus, with globalization, transactions have to be made quickly and reliably from a single portal.

With the impact of globalization, the trademark has moved to a different dimension. This situation was realized both in the context of marketing and in the legal context. The trademark which has become a necessity, has made its importance felt with the advantages and benefits of its use and the advantages it brings to the parties. Trademarks a product that performs functions such as distinguishing products from their competitors and emphasizing their quality, created a value independently from the products that they introduced, and were among the material assets of the companies. In this respect, the importance of the trademark in legal sense is only possible with the registration of the trademark. Because the trademark is an informal right.

This is presented in Turkey work done on the platform for online and digital media with e-government through the post-processing trademark applications and the application and dissemination of these practices, development will make contributions to the country, is considered our country has can be led to the development of secure private infrastructure. Because the documents to be signed

mutually and the copies in the paper environment will not need to be physically carried between the parties. Information and documents can be transported online in electronic form on the basis of users' permission, thus saving paper. Since the transportation of these information and documents between the parties will be made in electronic environment, time and service saving will be provided.

The proliferation of e-government services will undoubtedly reduce resource and time wastage, and increase productivity will lead to the aim of achieving economic recovery and a welfare-level society. Due to the security of these transactions made over the internet, it can be observed more frequently that the application on the internet after trademark application and application is made. Thus, it will affect the increase of safe online applications.

In other words, it will play an important role in social change and transformation by means of online applications and it will have positive results in terms of economic, technical, legal and social developments and will make a great contribution to its spread.

The effect of the digitization process on working life or the digitization of working life has played an important role in the work of a public institution, Turkish Patent and Trademark Authority. Although Turkish Patent has a number of technical and social infrastructure deficiencies, these shortcomings are at the minor level and do not hinder the processing of citizens or proxies. The solution of minor problems is not a problem that requires long term but it is envisaged that it can be solved in a shorter time by a planned study.

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# Comparison of the Online Education Platforms, and Innovative Solution Proposals

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## Abstract

The traditional education methods may remain incapable to meet the today's rising education demands by reason of the fact that it depends on a time, a place, and a person. On the other hand, the training programs in the online learning environments offer important advantages for meeting the rising education demands, and have become more popular. However, the online education programs that have become more and more popular have disadvantages such as the limitation of instructor control, the boringness due to monotony and the lack of experiential learning. These disadvantages caused by the lack of platforms where online education programs are available, are being minimized by the help technological developments. In this regard, it has been needed to research what kind of disadvantages may arise based on the lack of platforms, and to create innovative solutions in the light of developing technology against these disadvantages.

In line with this requirement, under the scope of this study, a comparative content analyze is performed on the most popular platforms (*synchronous and asynchronous and blended*) that are preferred by universities in Turkey, and it has also been examined that how these online educations can be transformed into a more effective structure with the help of developing technologies. As a result of this study it has been determined that innovative technologies such as Augmented Reality and Virtual Reality make significant contributions to the instructor control, interaction and the experiential learning (transforming theory into practice) in online educations.

Keywords: Online Education, e-Learning, Webinar, e-Learning Platforms.

## Introduction

All research of human history showing us; humans are living small groups for protecting them self to external threats. Another human kind attribute is educational activities for educational requirement to young people as a requirement of collective life. In old communities these educational activities are on the just fundamentals of life. But in the historical development; education activities changed to interdisciplinary structure and divided into several subjects.

The historical evolution of educational activities continues with communication technologies. In this evolution process; most visible attribute is providing of individuals can take any education at any place by remote access to education institutions. As a though; the first distance education examples were found in the 1700s with letters, magazines and books. But multimedia based and interactive distance learning Works coincide of early days of 21st century. Distance learning Works of 21st century is opportunity for growing human population educational demands. With this development and success of distance education, caused at increasing distance education and traditional education comparison discussions. But despite long time discussions; in the close history, distance education works are spread rapidly. For example; in the USA only in 2011, more than 100 distance education institutions are accredited and 2 million individuals receive education. Other way; more than 40 distance undergraduate level education programs are approved (Engin, 2013).

Today; because of opportunities of the distance educations and rapid developments in communication technologies and especially the use of online technologies like internet for the distance learning; many respected educational institutions are started own distance learning systems and off course this situation has led to the emergence of a competitive environment. In this competitive environment; naturally, many of online distance education platforms developed. With this reality; how to serve online distance education programs more effective and which platforms more useful for this objective question are born. As a result of all these; on the one hand continuation of discussions and the other hand rapid spread of the educational activities with this style; revealed the need for research in this field.

In this context; comparing distance online education platforms and revealing their disadvantages; provides important contributions to the positive impact of the educations provided by this method and distance online education field. With this research; most preferred distance online education platforms content analysis of universities of Turkey and answering how to turn more effective structure with today's emerging technologies question.

## Literature

In early days of history; humans are created natural information stream with between individuals due to human's community life requirement. Believed to be as old as humanity education activities, systematically stream process of this information. We don't know what is the time of starting these activities. But after the invention of writing, all this information accessible (Arslan, 2009: 28). The invention of the writing is a most important milestone for education activities off course below other effects of culture, geography and prosperity. The simplest form; defined as process of behavior change education (Şişman, 2007:7) has evolved, changed and improved itself over the ages (Arslan, 2009: 27). Last one of the education activities historical development, connected with development of communication technologies in the 21st century; development of communication technologies that causes radical changes in every part of life, providing us communications with audio and video (İşman, 2011: 2). But; distance learning activities discussions based on improve or worse learning have been going on for a long time (Beynon, 2007; Clark, 2001). From the first years of distance education to the present day, based on communication technologies with these discussions, distance education effectiveness has been questioned (Şimşek, 2012).

As a concept, research of distance education some sources based on 1700s (İşman, 2011: 14) other sources based on 1800st (Saba, 2003: 3); can be summarized shortly. From a wide angle of distance education; researcher of working this field adopt two different approach (Schlosser, Anderson, 1994: 7). Börje Holmberg, Charles A. Wedemeyer and Michael G. Moore are known as pioneering theorists of conceptual approach. In this approach, student and student interactive education process are center and this situation is distinguishing feature of distance educations. On the other hand; Desmong Keegan, Otto Peters, Randy Garrison and John Anderson are known as pioneering theorists of structural approach. With this approach focusing, industrialism issues and effect on education process of these issues without losing student centrality (Saba, 2003: 4). From historical development of distance learning, then four different classification revealed. In this classification, first stage is **learning model** using letters. Second stage is called **multi-media model**. In this model, pressed materials and electronic communication devices like radio and television used for education. Third stage a synchronous model called by **tel-learning**. Fourth stage of distance learning is **flexible learning model**. With this model, using of internet comes to the fore (Aşkar, 2003).

Fourth stage of distance education that became spread in the late of 20th century, observed essential changes of distance learning tools, distribution and methods with spread of computers and internet technologies (Epignosis LLC, 2014: 8). In this development process; individuals gained access for many information and learning opportunities with virtual learning environments (Preece, vd 2003). Final of these development; at the present day, online education activities giving communication capability for learner and teachers. A student in a country of the world can learn from another teacher of another country of the world via audio, video communication network and some universities giving educations to students from different countries of the world with called by "open

university" structures. Today; increasing education demands, diversification of educational needs, individualization of education and become many educational applications feasible through distance education comes to fore as determining factors off course in the light of technological development. (İşman, 2011: 4) There are some issues to be considered for complex teaching and learning processes through online systems because of includes individuals of different skills, expectations and demands (Campanella, et al., 2008). Each of these issues should be considered as a separate research topic. But in this research; based on surveying technological issues because of comparing online education platforms.

Learning Management Systems and E-Learning Author Tools are technological issues to be considered. (Aşkar, 2003; Watson & Watson, 2007). Learning Management Systems (LMS) are computer softwares for publishing content at the same time education recording and managing, skill tracking, analysing and reporting (Watson & Watson, 2007). Other hand, E- Learning Author Tools are advanced softwares for creating e learning content like contentinteractive presentations, educational presentations. (Özkeskin, 2007)

LMS and e-learning author tools software's must be including some parameters for technological issues. We can classify these parameters as follows (Campanella, et al., 2008; Aslan, 2013; Bayram, vd. 2009; Growth Engineering; E-Learning Industry; Trivantis; Uzaktan Eğitim, Öğrenme Yönetim Sistemi (LMS); Edutechnica); **System Parameters:** Authentication and security, gamification, support of power point, availability of storyboard, conference manager, content library, content manager, data import and export, data manager, document manager, installation of system (hosted, cloud or local installation), licensing (free, trial, paid), maintenance and backup, availability of API (Application Programming Interface), mobile application, user interface with multiple language support, education system with multiple language support, live streaming capabilities, multimedia environment, multiple export formats, platform independence, notifications with e-mail, notifications with sms, podcast manager, education content manager system – LCMS, interactive lessons. **Interface Parameters:** Mobile friendly interface, customizable interface, user friendly interface. **Educational and Administrative:** Reporting tools, rating tools, certificate manager, virtual class manager, cooperation manager, lecturer's planner, user access controllers, course system, simulations, curriculum management, lesson ratings, availability of the glossary of terms, development monitoring, activity manager, quiz manager, education criterion and outputs, wish lists, support of webinar. **Harmony Parameters:** Third party authoring tools, third party teleconference tools, availability of Tin Can Api, AICC, SCORM. **Customizable Parameters:** Customizable fields, customizable functions, customizable reporting's. **Student Parameters:** Lesson register system, self-controlled education, social learning, student manager, student register system, student portal. **E-Learning Types:** Offline learning, online learning. **Learning Models:** Synchronous learning, asynchronous learning, blended learning.

## Research

Flexible learning model, the fourth stage of distance education and starting with the use of the internet allows giving more effective distance learning and rapid spreading together with development of communication technologies. With these improvements, distance education can be online and used as a preferred method by reputable educational institutions. This situation increasing platforms of online education systems and creating competition environment between platforms and education institutions. At the final, created research fields for how to transferring information more effective with online education programs and identification of advantages and disadvantages provide by or produce educational content platforms. In this context; disadvantages of the lack of online education platforms and what need to produce innovative solutions in the light of developing technologies revealed. With this research to this requirement, performed comparative analysis of online education platforms and researching these online educations how to turn more effective structure with emerging technologies. The scope of this research, universities of Turkey's most preferred LMS platforms Moodle, Canvas, Blackboard and Sakai determined in order. At the research; developing their own platforms or unknown LMS platforms were excluded from the scope because of content analysis is not possible. In the scope of the research, surveyed LMS platforms can obtain e-Learning Author tools contents and produce own contents. In the content analysis Articulate Storyline because of global market share and Adobe Captivate E-Learning Author Tool due to support of virtual reality has been examined with all

other criteria (Market Insight Reports). The following hypotheses were developed within the scope of the research;

Hypotheses 1: Platforms of using online education programs have similar features and capabilities.

Hypotheses 2: Platforms of using online education programs have innovative media technologies like virtual reality, augmented reality, mixed reality.

Hypotheses 3: Platforms of using online education programs have limitations of live streaming like webinar.

Hypotheses 4: Platforms of using online education programs have limitations of mobile applications.

Hypotheses 5: Authoring tools softwares for produce online education programs have not innovative media technologies like virtual reality, augmented reality, mixed reality.

Hypotheses 6: Authoring tools softwares for produce online education programs have similar features and capabilities.

Hypotheses 7: Authoring tools softwares for produce online education programs have not compatibility issues.

Hypotheses 8: Authoring tools softwares for produce online education programs and platforms of using online education programs; compatible with online education standards like SCORM and AICC.

System Parameters		Learning Management Systems				E – Learning Author Tools	
		Moodle	Canvas	Blackboard	Sakai	Adobe Captivate	Articulate Storyline
Authentication and Security		✓	✓	✓	✓	✓	✓
Gamification		✓	✓	✓	x	✓	✓
Support of Powerpoint		✓	✓	✓	x	✓	✓
Availability of Storyboard		x	x	x	x	✓	✓
Conference Manager		x	✓	✓	x	✓	x
Content Library		x	x	✓	x	✓	✓
Content Manager		✓	✓	✓	✓	✓	✓
Data Import and Export		✓	✓	✓	✓	✓	✓
Data Manager		✓	✓	✓	✓	✓	✓
Document Manager		✓	✓	✓	✓	✓	✓
Installation of System(Hosted, cloud, local installation)	Hosted, Cloud	Hosted, Cloud	Hosted, Cloud	Hosted, Cloud	Local installation	Local installation	
Licensing (free, trial, open source, paid)	Paid	free up to a certain number of users			Paid/ Trial	Paid/ Trial	
Maintenance & Backup	Manual	Manual	Manual	Manual	Manual/ Automatic	Manual/ Automatic	
Availability of API	✓	✓	✓	✓	✓	✓	

	Mobile Application	✓	x	✓	x	x	x
	User Interface With Multiple Language Support	✓	✓	✓	✓	✓	✓
	Education System With Multiple Language Support	✓	x	✓	x	✓	✓
	Live Streaming Capabilities	x	x	✓	x	x	x
	Multimedia Environment	✓	✓	✓	✓	✓	✓
	Multiple Export Formats	x	x	x	x	✓	✓
	Platform Independence	✓	✓	✓	✓	x	x
	Notifications – Email	✓	✓	✓	✓	✓	✓
	Notifications - SMS	x	x	✓	x	x	x
	Podcast Manager	x	✓	x	✓	x	✓
	Education Content Manager System - LCMS	✓	✓	✓	✓	✓	✓
	Interactive Lessons	x	x	x	✓	✓	✓

**Table 1: LMS and E - Learning Author Tools System Parameters Comparison**

Content analysis conducted within the scope of system parameters; LMS platforms of Moodle, Canvas, Blackboard and Sakai has the parameters of authentication and security, content manager, data import and export, data manager, document manager, installation of system, maintenance and backup, availability of api, user interface with language support, multimedia environment, platform independence, notifications -email and education content manager system – lcms. Adobe Captivate and Articulate Storyline has differences with podcast manager and conference manager other parameters showing us these platforms are carrying similar features.

		Learning Management Systems				E – Learning Author Tools	
		Moodle	Canvas	Blackboard	Sakai	Adobe Captivate	Articulate Storyline
Interface Parameters	Mobile Friendly Interface	✓	✓	✓	✓	✓	✓
	Customizable Interface	✓	✓	x	x	✓	✓
	User Friendly Interface	x	✓	x	x	x	✓

**Table 2: LMS and E – Learning Author Tools Interface Parameters Comparison**

For 4 LMS platforms have mobile friendly interface. Adobe Captivate and Articulate Storyline comparisons are revealed they haven't got user friendly interface. LMS and Authoring Tools comparisons are showing us only mobile friendly interface is common feature.

		Learning Management Systems				E – Learning Author Tools	
		Moodle	Canvas	Blackboard	Sakai	Adobe Captivate	Articulate Storyline
<b>Educational and Administrative Parameters</b>	Reporting Tools	✓	✓	✓	x	✓	✓
	Rating Tools	x	✓	✓	x	✓	✓
	Certificate Manager	✓	✓	✓	x	✓	✓
	Virtual Class Manager	✓	✓	✓	✓	x	x
	Cooperation Manager	✓	✓	✓	✓	✓	✓
	Lecturers Planner	✓	✓	✓	✓	x	x
	User Access Controllers	✓	✓	✓	✓	✓	✓
	Course System	✓	✓	✓	✓	✓	✓
	Simulations	x	x	x	x	✓	✓
	Curriculum Management	✓	✓	✓	✓	✓	✓
	Lesson Ratings	✓	✓	✓	✓	x	x
	Availability of the Glossary of Terms	x	x	x	✓	x	x
	Development Monitoring	x	✓	✓	x	x	x
	Activity Manager	✓	✓	✓	✓	x	x
	Quiz Manager	✓	✓	✓	✓	✓	✓
	Education criterion And Outputs	x	✓	x	✓	x	x
	Wishlists	x	✓	x	x	x	x
	Support Of Webinar	x	x	x	x	x	x

**Table 3: LMS and E – Learning Author Tools Educational and Administrative Parameters Comparison**

For 4 LMS platforms have virtual class manager, cooperation manager, lecturer's planner, user Access controllers, course system, simulations, curriculum management, lessons ratings, activity manager, quiz manager, parameters. Adobe Captivate and Articulate Storyline have got all parameters. In LMS and E - Learning Author Tools comparisons, collaboration management, user access, course system, curriculum management, quiz and test management and webinar support are common features.

		Learning Management Systems				E – Learning Author Tools	
		Moodle	Canvas	Blackboard	Sakai	Adobe Captivate	Articulate Storyline
<b>Compatibility Parameters</b>	Third Party Authoring Tools	✓	✓	✓	✓	x	x
	Third Party Teleconference Tools	✓	x	x	✓	x	x
	Tin Can API	✓	x	✓	x	✓	✓
	AICC	✓	x	✓	x	✓	✓
	SCORM	✓	✓	✓	✓	✓	✓

**Table 4: LMS and E – Learning Author Tools Compatibility Parameters Comparison**

Within the scope of the research, third party author tools and SCORM parameters are similar in 4 LMS platforms. Adobe Captivate and Articulate Storyline comparisons, all parameters are similar. Only SCORM parameters similar for LMS and Author Tools comparisons.

		Learning Management Systems				E – Learning Author Tools	
		Moodle	Canvas	Blackboard	Sakai	Adobe Captivate	Articulate Storyline
<b>Customizable Parameters</b>	Customizable Fields	✓	✓	✓	x	✓	✓
	Customizable Functions	x	x	x	✓	✓	✓
	Customizable Reportings	x	✓	x	x	x	x

**Table 5: LMS ve E – Learning Author Tools Customizable Parameters Comparison**

There are no similarities in the comparison of the 4 LMS platforms, Adobe Captivate and Articulate Storyline, and LMS and E - Learning Author Tools comparisons.

		Learning Management Systems				E – Learning Author Tools	
		Moodle	Canvas	Blackboard	Sakai	Adobe Captivate	Articulate Storyline
<b>Student Parameters</b>	Lesson Register System	✓	✓	✓	✓	x	x
	Self Controlled Education	✓	✓	✓	x	x	x
	Social Learning	✓	✓	✓	✓	x	x
	Student Manager	✓	✓	✓	✓	x	x
	Student Register System	✓	✓	✓	✓	x	x
	Student Portal	✓	✓	✓	✓	x	x

**Table 6: LMS and E – Learning Author Tools Student Parameters Comparison**

In the comparison of student parameters, only self-controlled education differs in Sakai. Adobe Captivate and Articulate Storyline comparisons show that all parameters are similar. The differences between LMS and E - Learning Author Tools are only significant.

		Learning Management Systems				E – Learning Author Tools	
		Moodle	Canvas	Blackboard	Sakai	Adobe Captivate	Articulate Storyline
E-Learning Types	Offline Learning	x	x	x	x	x	x
	Online Learning	✓	✓	✓	✓	✓	✓

**Tablo 7: LMS and E – Learning Author Tools E-Learning Types Comparison**

All of comparisons have same similarities for about LMS and author tools. With this context; there are differences for only main parameters of E-Learning and customizable.

		Learning Management Systems				E – Learning Author Tools	
		Moodle	Canvas	Blackboard	Sakai	Adobe Captivate	Articulate Storyline
Learning Model	Synchronous Learning	x	x	✓	✓	x	x
	Asynchronous Learning	✓	✓	✓	✓	✓	✓
	Blended Learning	Optional	Optional	Optional	Optional	Optional	Optional

**Tablo 8: LMS ve E – Learning Author Tools Learning Model Comparison**

In the comparison of learning model parameters, asynchronous learning and blended learning are similar in both 4 LMS platforms and Adobe Captivate and Articulate Storyline comparisons.

## Conclusion

In this study, the extent to which the platforms and tools that online education programs are offered in the context of the problems experienced in the online education programs which are preferred by the elite educational institutions nowadays cover the developing technologies and what kind of solutions can be produced for these platforms and tools have been surveyed. Comparative content analysis was used as a method in this research identified 8 main parameters and 66 sub parameters with online education platforms and tools literature survey. With the identified parameters, reached the following findings have been reached.

The content analysis of Moodle, Canvas, Blacboard and Sakai LMS platforms showed similarity with 58%. Adobe Captivate and Articulate similarities of Storyline E - Learning Author Tools are examined, it is seen that this rate is much higher as 95%. Similarity rate was 79% for Moodle - Canvas comparison, 83% for Moodle - Blacboard comparison, 74% for Moodle - Sakai comparison, 76% for Canvas - Blacboard comparison, 71% for Cnavas - Sakai comparison and finally for Blackboard - Sakai. It is seen that the similarity rate is 68%. In this context, the first hypothesis "Platforms of using online education programs have similar features and capabilities" and the sixth hypothesis "Authoring tools software's for produce online education programs have similar features and capabilities" confirmed.

There is no evidence that LMS platforms support innovative media approaches such as virtual reality, augmented reality, blended reality. Therefore, second hypothesis “Platforms of using online education programs have innovative media technologies like virtual reality, augmented reality, mixed reality” and fifth hypothesis “Authoring tools software’s for produce online education programs have not innovative media technologies like virtual reality, augmented reality, mixed reality” confirmed.

Support of webinar parameters is not containing LMS or Author Tools. This situation confirming third hypothesis of “Platforms of using online education programs have limitations of live streaming like webinar”.

In the LMS platforms and E - Learning Author Tools, mobile application is only available on Moodle and Blackboard platforms. With this finding fourth hypothesis “Platforms of using online education programs have limitations of mobile applications” partially confirmed.

As regards the e-learning standards, only the content produced in Tin Can API, AICC and Scorm standards were found to be compatible. With this finding seventh hypothesis “Authoring tools software’s for produce online education programs have not compatibility issues” partially unconfirmed. In this context eighth hypothesis of research “Authoring tools software’s for produce online education programs and platforms of using online education programs; compatible with online education standards like SCORM and AICC” confirmed.

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# The Innovation in The Form of Crowd-Sourcing That Modern Communication Technologies and The Online Individual Brought to Journalism Practices

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## Abstract

The internet brought along a lot of innovations by entering our lives and bringing the social networks into use for the people. Newspapers and journalists are obliged to update themselves through change and transformation appropriate to these new environments. These innovations introduced the concept of networked journalism. The journalism that is trying to integrate itself into these areas found a field where it interacts with the reader/user. Users who benefit from the new communication technologies' opportunity are no longer only consuming the information but are also producing them at the same time. User generated contents shows us that these people who are connected to the networks play a more active role. At the same time with crowd-sourcing this activity has brought participation and cooperation in news production processes. The aim of this study is to present the characteristics of the terms networked journalism, user generated content and crowd-sourcing, which were introduced to us by the internet and social media, with a literature survey and is to discuss its effects on journalism via the example of The Guardian.

Keywords: Internet, Social Media, Networked Journalism, User Generated Contents, Crowd-Sourcing

## Introduction

Advances in the field of communication have led to innovations in the self-expression of individuals and in the interaction with other people. The introduction of the Internet into the use of ordinary citizens, then Web 2.0, followed by the establishment of the sites so-called social media, a significant part of the world's population has been included in these networks. Any place which provides internet connection through a fixed computer or smartphones, people have the opportunity to see and comment on events online whenever or whatever they want. At home, at work, or on the streets, in all areas that people spend their lives, they have found the opportunity to be able to transfer their ideas, feelings, what they saw or experienced through these devices to others.

These developments have resulted in important changes in many occupational groups as well as in the field of journalism. Internet-based technology innovations have pushed organizations such as newspaper, television, radio which are located on the mainstream media to make themselves a place on web. Thus, traditional media devices, which have to change and transform themselves according to these channels, have begun to be reshaped under the inclusion of the Internet which is a new communication tool.

As we look in terms of journalistic practices, it can be seen that many new formats and new approaches are being implemented. Beside continuing publication in print, they began to reach their readers via their websites, not only through text but also through the opportunity to add supplementary elements for news such as audio, video and graphics. Nevertheless, the space limit on the paper, the fast consumption and aging of the news are now history. Newspapers have made it possible to update the news instantly along with their websites, to add new news, and allow readers to participate in the news with comments, information and documents online.

Also, in social media, news and information are provided to readers / users via their own accounts. The way in which the traditional media uses social media is usually by transmitting news from their accounts and by having people's attention to their websites through links to transfer the news. Here, people have also the chance to comment on the news and provide an interactive environment with instant feedback.

## A Brief Look at Internet and Social Media

Internet is a global network system which uses protocols such as TCP/IP to transmit data through a variety of media types. Internet and World Wide Web terms are often used interchangeably, but they are not exactly the same thing. Because while the internet is referring to the global communication system including hardware and infrastructure, the web is one of the services transmitted through the internet (url1).

For Web 1.0 we can say that it represents the beginning period of internet. On Web 1.0 a small number of authors, would create web pages for many readers. The usage structure provided an opportunity for people to obtain information directly from a source (Naik and Shivalingaiah, 2009: 2). So, the possibilities of the web's first usage opportunities only allowed us to search and read information. User interaction or content contribution was minimal (url2). That is why Web 1.0 is described only as reading (read-only). The Internet has exceedingly presented a new world to people and attracted lots of attention. As interest increased, Web 1.0 failed to meet the demands, was seen to be inadequate and its flaws began to emerge. The fact that the sites could only be viewed by the users and that it is not open to any intervention has revealed that it remained very static.

Web 2.0 is the ability to contribute to the content and interact with other web users. The appearance of web has significantly changed in a short time with the ability to interfere to content by user and the ability to interact with other subscribers (url2). It even brought up another way of connecting the world with one another, allowing information to be gathered and shared effectively. In fact, Web 2.0 is an idea of the reciprocity between the user and the provider that is highlighted (Naik and Shivalingaiah, 2009: 3). Here, the usage of read-only definition for Web 1.0 is replaced as self-reading and writing (read-write). From the unidirectional period of Web 1.0, where people had the access to the web sites to read a text which is fixed and unchangeable, we switched to the Web 2.0 period where updates are often done and a interactive and participatory environment is created. Through social media tools like social networks, blogs and wiki offered to us it provided millions of people to get in contact with each other. An environment open to people's feedback is created on the networks where all the visual, auditory and written materials are used at the same time.

Social media can be explained as online communities that allow users to connect and communicate with others, to share personal content as well as building up a network for their own. (Kara, 2012: 115). Social media, is a type of media determining its own agenda, having its own rules and communication style and being more participatory and more active. (Gündüz and Pembeçioğlu, 2013: 321).

Özçağlayan and Uyanık state that social media can be defined as "*the platforms and social environments formed by people for sharing, reading and exploring news, information and content through the interactive communication process from one person to more as well as from more people to more people.*" Noting that the important point is the "interaction" and "sharing", in this case, they state: "*Traditional mass communication tools, intended to the mass of audience are quite different from the one-sided flow of communication, indicates a new process which consists of the active participation of an user*" (2010: 2).

Danah Boyd and Nicole Ellison describe social networking sites as web-based services which allow the individuals; (1) to create a profile, public or semi-public inclusive of a limited system, (2) to list other users' profiles which they are connected in this system (3) to look at the lists of links created by their own or other users in the system and to follow them (2008: 221). Many sites are included in the networks we define as social media and these sites provide users on the one hand the opportunity to search for the content they want to reach, on the other hand it provides sharing opportunities within the interaction. However, people who have been stripped of time and space limitations have been able to communicate with each other very easily through networks.

Social networks allow the users to share photo, video, music and text, to save and like other users' posts, to follow users included in the network, and to communicate with them. These kinds of sharing enable people to express themselves, to learn different subjects from others and to give other users and friends advices.

## **Networked Journalism and User Generated Content as Supporters of Crowd-Sourcing**

It is said that the emergence of new tools and practices have led to the redefinition of both journalism professionalism and the path of knowledge production in this new information system.

In the digital environment where journalists work, the integration of more mass feedback, the hearing of more sound, the presenting of more different perspectives on same news, the archive for longer periods and the availability of more searchable stories, the dealing of the world's changes more actively by more people by taking photographs or videos of the important moments, commenting on blogs or sharing important stories associated with them is revealing new facts (Haake, Parks and Castells, 2012: 2923). Thus, Networked Journalism is a concept that has emerged because journalists using these new tools to do their jobs. Interaction with other people in the networks, the help received from them, brings a great difference in terms of obtaining the knowledge and conveying it.

Networked journalism is based on the capacity to disseminate, share and save the information. Today the quality of journalism being often in cooperation with people of various professions and citizens, includes the validation of knowledge and finally, the networks that reveal the essence of the story. (Haak, Parks and Castells, 2012: 2927). While some old-fashioned journalism perceptions are left behind within this period, collecting information via networks and presenting it after making it meaningful is gaining more importance.

Today, journalists have left behind the period of completing their works by transforming the information on hand into news. The news in the main stream which received no feedback and static news flows which were not updated have entered a new era through networks. In this new era, journalists are free to contact with people directly and use them as a resource, being able to follow their news by interacting with the reader and often being able to share an information.

Charlie Beckett, on the other hand, says that what he means by networked journalism is the synthesis of traditional news journalism with the new forms of participatory media such as mobile phones, e-mails, web sites, blogs, micro blogs and social networks brought by Web 2.0 technology. Networked journalism enables people to be involved in all areas of journalism through crowd-sourcing, interaction, hyperlinks, user-generated content, and forums. It transforms the creation of news into a top-down collaborative process. Networked journalism creates a new relationship between the journalist, the story and the community. The news is no longer a product that is being left on the doormats or is being activated from the remote control. Because it changed from being a linear process into a versatile interaction. Thus, news today has become a service industry which forms the flow, analyse and interpretation of information (2010: 1-3). In other words, journalism is becoming a reconstructed process on the basis of interaction. This structure supported by technology and individuals constitutes the main structure of the networked journalism approach.

Web 2.0 technologies provide the opportunity for reporters via networks to do many things they could not do before. These can be summarized as follows:

- a) Provides much greater content potential.
- b) It allows non-linear narratives that can exceed the limits of time and editorial space.
- c) It provides interaction with the audience before, during and after production.
- d) It allows journalist to work in complex versatile flow network (Beckett, 2010: 5).

With the development of social networks, changes and transformations have taken place in traditional journalism practices. Now, journalists are taking advantage from social networks and ordinary people have become resources. The users as content producers are playing the role of journalists who give information and instruct others. People, in this case which is called as citizen journalism, participated in the news production processes and placed themselves in their place in areas where professionals could not involve in.

When Web 2.0 represents an ideological and technological foundation, the user-generated content can be seen as the sum of all the ways in which people benefit from social media. This concept, which increased its popularity in 2005, is often used to describe the various media content and formats created by public users and end users of something. User-generated content has three basic requirements. The first is that it has to be published on a public website or on a social networking site accessible to people. The other is to show a creative effort to a certain extent. Finally, it has to be created outside of professional routines and applications (Kaplan and Haenlein, 2010: 61). The most important point that allows the user to become a content producer is Web 2.0 and the social networks and portable devices it brings along. Together with these components, previously passive and consumer situated individuals have carried themselves to the position of agent and producer.

User-generated content comes from users who voluntarily distribute information or contribute to existing media, usually on the Web, such as restaurant ratings, wikis, and videos that may be a data useful to others. The use of this kind of content has been rapidly growing due to the fact that it has been relatively inexpensive to obtain partially in recent years. This process can also create the result of recognition of the content producer due to his/her contributions. (Krumm, Davies and Narayanaswami, 2008: 10)

User-generated Content, ignored by the foundations of the mainstream media or without their intervention, offers an overview to the real data coming from other people. Therefore, the feature of mainstream media which is being the only platform taken news and information from results in sharing it with social networks. While previously, media organizations sent their data to their target audiences the way they want, individuals who are strengthened with technology started to play an active role in determining the agenda and in evaluating right and wrong.

Social networking sites provide platforms for user-generated content, where citizens can publish their comments, photos, videos and more, online (Hermina and Thurman, 2008: 344). Diversification of these platforms causes varieties of user-generated content according to the specific area. The users are in constant production with tweets on Twitter, status updates for Facebook, sharing photos on Instagram and publishing videos for YouTube. The advice of a friend, the experience of an individual who has experienced any event, or the feedback of an individual who consumes a product, takes an important place in the point of guiding us. The existence of such a reference can be a reference center in terms of individual attitudes and behaviors. The existence of social networks has provided a basis for such production and sharing it with others. New digital technologies made users stronger and by doing so they provided the contents produced by them for the usage of other people.

Because users produce content they are now also called citizen journalists. The idea behind the citizen journalism is that people who have no professional journalism education create or reproduce media on their own or in collaboration with others or being able to use the modern technology devices and global distribution of the internet to control the authenticity (url3).

Previously, ordinary people being witnesses of the incidents, would tell the professionals who came to the scene what they saw. Nowadays due to phones that became smaller and portable enough to fit into our pocket, taking and sharing photos or videos with them, they are no longer only witnesses but became "journalists" who are transferring to broad masses. With the observations done by people being recorded and work which is done by broadcasting these began to overlap with journalistic activities.

For example, in an election period, a citizen with a smart phone and internet access, does not only vote but also tries to provide the security for the votes by observing the ballot box. Sharing situations which give an image of irregularities with a photograph or a video via networks, gives an opportunity to other people to know about the situation. This and situations similar to this are possible to reproduce. Because since smartphones and the internet have become parts of daily life, we have seen examples of many events. In Saddam Hussein's execution, the terrorist attacks in London, the events called Arab Spring, actions of İstanbul Gezi Park, sharing the content with others saved by the people who were there, show the point how an ordinary person let people know about the situation who are not there.

Jose van Dijck is pointing out that the Time Magazine referred to millions of anonymous internet users on its 2006 cover by showing "You" as the person of the year. Thus, it emphasizes to herald

many volunteers who fill the platforms for user-generated content. Besides, it shows the uncertainty of who this participant from the digital environment is that the press shows respect to or who the "you" in the social networks are. The users ask the question of "is it a collective power to change the changing way of earth" that the magazine really wants to make us believe (2009:41).

## Crowd-Sourcing

As a word Crowd-sourcing has been formed by combining the words "crowd" and "outsourcing". The aim of Crowd-sourcing is to bring people together from large masses and make a common business. The basis of this practice lies in a collective work of solidarity (Altunbaş, 2014: 50).

Use of mass resource extends beyond citizen journalism and encompasses a wide range of applications that use collective intelligence to make a choice in making news or to produce news, to control, to gather information. The information revealed by citizen journalists, increases the ability to know multiple dimensions of reality. However, all these pieces of knowledge require real-control, filtering and, above all, interpretation and analysis to create meaning. In these moments within an infinite flow of information, the added value capacity of professional journalists, to integrate information, to provide context and the capacity of inference by gathering information become part of the activity. (Haak, Parks ve Castells, 2012: 2928).

This case can provide to organizations, access to new ideas and solutions, deeper consumer engagement, creating together opportunities, optimization of tasks and lower costs. The Internet and social media brought organizations closer to their stakeholders, paved the way for new ways of collaborating and creating value as never before (url4). The basic concept behind this term is to use a large group of people for their ability, ideas, and participation to create content or help in the creation of content or products (url5).

In crowd-sourcing applications, mass is called for completing the online task by sending information related to research about a newspaper or a journalist. In mass-based journalism, people are invited to participate in various forms of journalism such as sending information, sharing ideas, and sending photographs (Aitamurto, 2016: 281). If we look at it this way, crowd-sourcing for journalism tells us the cooperation of media organizations, with an individual who becomes an user-generator with technology, in producing news.

The basis for the current point is to provide interactive communication via digital platforms. By this means mutuality has been created, the way for data exchange has been paved and the basis for instant and quick transfers has been formed. Media organs have opened themselves to citizens and began to receive help from them. Crowd-sourcing provides transparency in news production while providing public involvement. However, as Aitamurto points out, the ones who are called "crowd-sourcer" decide when, where and how the process will take place and how to use the input (2016: 283).

With crowd-sourcing, journalists have expanded their ways of accessing information. More documents were provided to send them. It has also brought advantages in terms of making comparisons and confirming the accuracy, showing the different aspects of events within a large number of information and documents. The dispatches of individuals, paved the way for journalists to measure which subjects that people are sensitive about, which subjects they are interested in.

## The Sample of Guardian's Crowd-Sourcing

In 2019, the government in power and some MPs from opposition had the government pay their personal expenses and due to the emergence of this event caused big problems. After the emergence of this news by The Daily Telegraph newspaper, the file which contains these expenses, made public by the parliament.

The British Guardian newspaper shared the documents about the MPs' expenses with their readers on their website and asked them to help them analyze these documents. The shared data contained 700,000 documents in 5500 files, belonging to 646 MPs. This large set of information was both open and equally close. While documents which everyone can reach and shared in a transparent way show openness, because of the security, the censorship of MPs' addresses and correspondence

with some public officials show privacy. This situation, which is not enable a single person or an institution to be lifted, led the Guardian newspaper to receive direct support from its readers. Developed a special application for this topic and by using the website, citizens will be able to look directly at the records of their MPs or any member and will be able to share their opinions. This is exactly what the newspaper asked for help. He asked his readers to comment on the MPs' expenses, to highlight their interests and to share posts about the interestingness of receipts they search (url6). June 18, 2009 after the requested information, document and analysis comments from the Thursday readers, on the period until the date of September 18, 2019 the 500,000 documents have been uploaded to the Guardian newspaper's website. After analyzing these documents, the newspaper again presented the documents to their readers by dividing categories as in the names of MPs, parties, how many forms are sent and the expenses on their website. It again showed that the convenience to interact by asking a question like "What else do you want to know?" (url7).

	<b>Traditional News Production</b>	<b>News Production with Crowd-Sourcing</b>
News Producer	Journalists	Journalists + Related Individuals
Access to News' Source	Limited	Broad
News Perspective	Approaching at certain angles	See different perspectives
Time spent gathering news	Much	Little
Content production cost	Much	Little
Devices to take information from readers	Phone, Letter, Fax	Websites, applications, social media shares and feedbacks, mails
The position of the reader	Passive	Active
The relationship between the reader and journalist	One-sided	Interactive

**Table 1: Comparison of traditional news production to news production with crowd-sourcing**

Simon Rogers, a former news and data editor at The Guardian, says in an interview that they sometimes received too many files, reports, and statistics, and also received some documents that are inaccessible and in poor format, but none of them could be helpful.

Therefore, at this point, it is stated that crowd-sourcing may help. They also have many documents about the MPs' expenses but at the same time they have many readers and for this reason, it is stated that it means lots of people. He therefore said that they could not find a better way other than to open the task to readers and share with them. It is pointed out to the importance of the issue which we need people's help in this kind of tasks, it is because of that they are into the subjects that people are really interested in, they want to take their time to be with them, and it says that it causes the important data traffic which is sent to themselves. (Bouchart, 2012: 137-138).

As can be seen from this example, news production has been continuously updated by the networks that are not one-sided and stagnant, fed by the user-generated content, at the same time masses have been used as the source and the framework of the news has been formed by getting help in cooperation with them.

## Conclusion

The Internet and the innovations it have brought have been the herald of a new world for people. In particular, Web 2.0 and following the social media, united with user-friendly devices, have completed the establishment of "global village" where millions of people come together. This new era has provided significant support for the construction of structures that are rising through networks.

The fact that the Internet, television, radio and many other features of the newspaper are inclusive, has enabled individuals to access news, entertainment and information from one source

without using different tools. Newspapers have also taken their place with their web sites and social media accounts. With enriched content, instant updates, commentary, sharing and liking possibilities users have become more attractive to users. The position of a one-sided news has been moved to the point, a more active role and a producer at the same time where information flow exists and the position of the reader as a passive consumer and where there is an interaction.

In addition to traditional media, the emergence of network-based journalism in the light of technological developments seems to be a normal result. Since humanity has existed, every production has produced its own consequences. In this regard, it is necessary to look at the network journalism formed by today's conditions. It is useful to re-read and review the practices of journalism that have been applied before. Because the job is journalism, but it is necessary to add new features, to update existing ones, and to remove applications that are not functional. For example, the news format for a television or newspaper varies when presented from networks to the user. The space and time limit in traditional media organs have been eliminated, allowing for the simultaneous use of many contents. It is even easier to update news and deliver new news to the user in the fastest way. However, this issue has caused new problems in terms of verification.

Yet another issue is the point where journalists will take part in their own or corporate identity. It allows journalists to share their news to their followers through networks, to measure responses, to interact with them, to receive feedback and to share information at the same time. On the other hand, they have to pay attention to the issue of not to affect negatively the image of the places where they are affiliated with the salary. Doing business under the roof of an institution may cause certain limits to the sharings in their individual accounts.

The implementation of network-based journalism activities on web sites, blogs and social media has paved the way for the active participation of users in these processes. Not only did they follow the news, but also started to produce their own content by adding photos or videos they took. User-generated content is created not only in terms of contribution to the news but also in the places where the professionals cannot enter or reach. In this way, users contribute to the news production by benefiting from the technology and by determining the agenda in digital media and feeding the main stream with their production.

Another consequence of the user generated content is that it enables to get information from the source which is given different ways or the main stream ignores. The supervisory and observer role of the media is sometimes unable to be the fourth force by its patronage structure, sometimes by political will and sometimes by different kind of interests. Individuals at these points are being a source for news production and producing their own content will remove the barriers to other people getting the right information. Thus, the hegemony of traditional media in news production and distribution was broken by the emergence of these alternative events. Traditional media tools have now to be shared with ordinary citizens.

The emergence of the concept of "citizen journalist" where came to the point of today's technologies shows us the power of ordinary people. Media organizations use the user-generated content in the form of crowd-sourcing and use it in news production for network-based or mainstream. People began to contribute to the organizations by sending information and documents. Press organizations can get support and interaction by opening the issue to their readers at points that they think they cannot be overcome by themselves. In other words, ordinary people and newspapers cooperated to create the process of forming the news together.

As seen in The Guardian example, the editors in the channels broadcasting from networks had to fulfill the requirements of the platforms they were reporting. The news has been actively updated since it is not a constant information transfer, and the changes are immediately transferred and open to feedback. Journalists started to use these places as resources and interacted with readers / users and started to integrate the content which they produced. The size of the incident on the issue of MPs' expenses has led to the development of cooperation among those who produce and read the news and with the help of people, the newspaper had the opportunity to handle the event in a broader context.

In the cases where the consequences of a large number of the citizens of the country will affect a significant number of citizens, newspapers, will have positive results when they are in cooperation with individuals. The hardships of newspaper and journalists about not be able to obtain any information and not reaching every point will be ensured to open. Detecting points that can be overlooked will bring new perspectives to the news. It will enable the event to be presented close to all

available details. It will also increase its belonging to the news source followed by the reader and will strengthen the link between the reader and the newspaper.

Although the changes and transformations that have occurred have differences in access to news and information, people has not changed in terms of the need of knowing. The history of mankind has always maintained the desire to learn by means of different tools and the different means offered by those vehicles. Today, this situation has been moved to the virtual environment via the internet and networks have created their own parameters. These parameters cause the media to share the power in the news production with the society.

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# The Transformation of Marriage Relationship: Digital Sexuality

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## Abstract

The technology, which begins to reshape almost every phase of fields such as industry, agriculture, health, economy, defense, has also started to affect the human and social life and to take a significant role in the decision processes with digitalizing. The most explicit feature which we encounter within the new digital world in which the needs have been changing with the social platforms is the fact that the digital interactions have gradually substituted for the face-to-face human connections worldwide. Now, socializing has formed a digital identity in the digital platform where it has been thought that more free space has been provided within the context of human and society relations. New technological tendencies and social cases have started to emerge with this identity. Digital identity has been reaching up to a point where it affects and guides real life in the meantime. This process which is affected by choices and lifestyles leads to the emergence of the concept of digital sexuality based on sexual tendencies. With the rapid development of artificial intelligence, the fact that people make a relationship with smart devices as they do with people and the admiration for digital/anime characters have been bringing out this situation up to the marriage point. Digital sexuality/marriage within the context of digital characters-human relations, its causes, and future, and the effect of technology on collective life have been approached in this article with the fact that digitalizing has gained huge ground in our lives. The case analysis has been done with an individual, who executed a digital marriage, with a qualitative research approach and by the usage of semi-structured interview style.

Keywords: Digitalizing, Digital Culture, Artificial Intelligence, Digital Marriage, Digital Sexuality.

## Introduction

Seeing the internet and technology as achieving the pure knowledge and spreading it in today, is against the nature of this big world. Since we have left behind web 1.0, which is a pile of static web sites in our lives, and web 2.0, which provides the interaction between pages and bringing the user to a more active position on the internet. Now we are face-to-face with a web 3.0 revolution, which manages the content control software and that recognizes us due to date base systems. The artificial intelligence technology, which works like a human brain, and is capable of programming, meets the needs by recognizing them in its own system, has been improving each passing day, and starting to spread into every field. This is one of the most important improvements in the technology world, even the pioneer.

Digitalizing, which we can also refer to as digitizing of the objects or the things, has been spreading to all the layers of human and society dynamics. It is a visible reality that the most of the processes, which have been done through muscle and mind power in the fields such as industry, agriculture, defense, health, have now been started to be substituted by the digital systems. Constraining the digitalizing process with only the tools used leads to lacking the power and the nature that the technology holds. Since as a social entity, the human nature, which has enhanced the communication because of the communication needs from the cave drawings in the first ages to the fingers touches on the phone, has also been affected by the digitalizing. With a clearer expression, humankind has been acting into executing the existence in the digital world along with existing in the real world.

One of the incomes of the technology that affects human and social life and that provides the transformation of some social processes into different dimensions is the digital platforms. Digital platforms include such many transformations as gaining information, giving information, speaking,

moving, having something moved, interacting, connecting, which are the parts of communication. Here, social media platforms play a dominant role. These platforms have started to substitute for the interaction of people one-to-one. The logins being opened in these courses, has the potential to share the individual's own feelings and thoughts, comments, likes as in the forms message, picture, and video in the case of being signed up with ad username and also in the case of being not locked up of the accounts, they have the potential to share them with both the other users on the social media and with the whole world. It is also the target group of the other users. The communication of the people with the others, socializing process, interaction have been executed on the social platforms, which we refer to them as new media. A lifestyle based on the sharing of what is being lived in real life has considerably started to be common among particularly the digital natives and the hybrids. The gathering of people, events, and being in face-to-face interaction that exists in real life in this process, with a clearer expression socializing has begun the digitalize in the new media extension. We can claim that now a digital culture fulfills the norms for that an individual exists in a digital world as in the real world to sustain the existence in this whole process.

The fact that digitalizing has taken its place in the humankind's life that much and even many transactions and steps have been sustained with the possibilities that the digital provides has been executed through artificial intelligence technology. In this information society in which now we live this era, the technology of gaining meaningful integrity of the data which is produced more than already existing information, contents and using them in case of being in need has been executed through artificial intelligence. Artificializing software of intelligence, which is an abstract concept, and transformation into a concrete form with programming and have them gain the specialty of being "smart" with this transformation can be defined as artificial intelligence. The artificial intelligence technology that exists in each phase of digitalizing is the main factor of digital platforms. Since, the main structure of digital platforms has a neural network that follows the pieces of information, data, the related areas, demographical features, likes and hates of all the users who have a digital identity. Artificial intelligence is trying to reach the human brain's complicated structure that has not been solved entirely yet, at this point. And through using the same language it has been responding to millions of user's needs in the digital platforms and offering interaction and communication.

Now, artificial intelligence has been sustaining what people need in smartphones beside social media platforms that are a part of digital culture, which is the transformed shape of socializing. Accordingly, digital assistants programmed for both telephones and for a separate device in special, are one of the most significant examples of artificial intelligence improvement. The remarkable point here is that the technology has the will to provide almost all the needs of the individual in the case where he/she needs for communication through digital means in the personal and social process. Only the good will of fulfilling one's need is not contained here for certain, because with cookies technology, collecting the data of the existing identities in the digital, storage, and servicing them excluding the will of the individual to another entity or institution are also being executed with artificial intelligence and through digital platforms that it sustains its existence.

Humankind, as Maslow also puts it in the "Hierarchy of Needs", feels the physiological, safety, love and belonging, esteem and self-actualizing needs. The necessity of fulfillment of these needs has always been felt. And the tools and causes in the fulfilling process have changed through history with technical information. And here the topics are the change in, especially love, belonging, self-actualizing, esteem, forming a place where he/she will love and feel comfortable and offering the sustainability of these places in the fulfillment of these needs with the improvement of technical information. Besides being the subject of the article, when we approach the subject from the digital sexuality perspective, the individual's willingness of sharing the feelings with an opposite sex, loving him/her, desiring to be loved, respecting, desiring to be respected, and the need to be happy with all these has been encountered newly and that it is the question of being popular is a remarkable topic.

Lifestyle, preferences, and attitudes of an individual who has a digital identity, have started to differentiate in the digital culture where he/she belongs differentiating from what is in real life. Both relations between friends and information gaining-giving, communication process, information/content process, speaking, behavior process, and relationships and marriage process also have started to show differences in the digital world. Here, one of the most important points what needs to be argued and evaluated under a scientific infrastructure is the relationships and the marriage extension. The situation of Akihiko Kondo who married a hologram structure of Hatsune Miku, to whom Akihiko admires as a cartoon character in November 2018, Japan, made a tremendous impact worldwide. The fact that the

institution of marriage that owns a spiritual system including such feeling and thoughts as physical contact, loving and being loved, esteem, is done digitally shows us that digitalizing technology has such transformation. This situation of Akihiko Kondo also referred to as digital sexuality, forms the research topic of the study. In this article, with digitalizing taking its place in our lives in a big amount, digital sexuality, the causes of effects, its future and its effects on collective life have been approached within the context of digital character-human relations. The case analysis has been done with Akihiko Kondo, who executed a digital marriage, with a qualitative research approach and by the usage of semi-structured interview style.

## The Development of Artificial Intelligence

The will of humankind to have the life of his own continue in physical and spiritual safety throughout history has led to many innovations, improvements, and inventions. Since people have a will to shape and change the nature in which they exist. And when they do this change, they invent tools and use them. The aim in this struggle and development process which dates back to more than 4000 years, is the desire to facilitate the life and to travel to the utmost point that science can take and the desire to explore. This motivation, on the other hand, has formed the technical information out of the most meaningful and useful knowledge throughout history. Technical information derives from the Greek word "techne"(tekne) which means skill. The activity to turn the objects in nature into pieces of equipment useful to people is called technical while the knowledge of how to do these pieces of equipment is called technical information (rehberlik.biz.tr, 2012). We can exemplify this type of information resulted from the daily and scientific information being adapted into daily life with the invention of fire, Wheel, printing-press, the telephone. The whole fact made out of all this technical information formation is called technology. According to TDK (Turkish Language Association), technology is handled with two different meanings. First of these; "*The applied information which covers the methods of formation of an industry branch, the equipments and tools used, and usage styles of these, technology*", while the other meaning is; "*the whole information related to the equipment that people invent in order to check and change the material environment of people*" take place as its meanings in TDK (TDK, 2019). Technical information; "*It is neither a solution to achieve some ideal targets as Spiritualist philosophers put forward or an information type transferred into practice as Positivist philosophers put forward. It is an information variation that individuals use to take control over the world and that can be transformed into technological production*" (Engin, 2005).

Technical information is divided into different subtitles in itself. This type of information that also defines the concrete entity field, is examined under three titles which are tool technology, machine technology and automation technology (Yıldırım, 2018). These three titles are under the heel of a timetable that shows the progress of technology in the historical process. The tool technology developed to adapt to nature and to provide the needs in the first age has left its place to machine technology in this process where the control of nature has increased. Manpower that takes an active role in the tool technology has withdrawn itself in this process and with the machines developed it has come to a place where he controls this technology. In the third phase, on the other hand, automation technology has come into prominence. Here, machines have got automatized and they have come to a place where they can do anything through time. Thus, manpower has only a mission to plan, control and check in this phase.

The automation which means that works have been done with machines moving automatically without the human labor in the industry, agriculture, health, technical works in the industry and management but under the man control, is the instrument of the biggest power and control of the developed societies in our era. Here, the important nuance is that science and technic are an inseparable whole. The power-information relation that Michael Foucault (Kılıç, 2014), one of the most influential philosophers of the 21st century, has led its emergence, is eligible to describe this topic. Information that is the most valuable entity throughout history, has made the individual, nation, society, state who owns it powerful and acceptable. Repeatedly, a technology that is also a product of information in our era is keen on to make the community who owns it the power.

The non-stop progress of technical information throughout history owes this situation to the previous knowledge accumulation and experiences of every new invention in a way. This situation called as data in a scientific aspect is a necessary information type to achieve the result based on the previous experiences by reasoning. The chip technology that we have today from the first animal figures that

mankind drew on the cave walls to this point is essentially a data processing operation (Ergezer et al., 2003).

The point that automation technology has come so far, has been the medium of technology and the changes connected to this. The development of computers, that internet network has covered the whole world, the possibility of an individual to keep in touch not only with the environment of his own but also with the whole world and besides, the fact of digitalizing in every field has made the technology an indivisible part of us. The statement of Steve Jobs, CEO at Apple Computer Inc, that he says as in "*A personal computer is a device that supports us as an inseparable part of our intelligence.*" has shown this situation and the adventure of future. Thus, this adventure has been this fast, dynamic and applicable has been executed due to artificial intelligence.

To develop the artificial intelligence, which is the biggest dream of mankind, and the other machines and devices related to it is a severe investment where it is important and it is a topic of millions of dollars today. The fact that computers that have been the indispensable part of our daily life are able to learn and decide as people do, has enlarged its usage areas. The fact that the problems which are hard to solve by people and cannot be showed with a mathematical formula can be solved by computers with artificial intelligence methods has become a necessity in every area of the automation process. (Çevik & Dandil, 2012).

Artificial intelligence is also named as artificial neural networks. Because artificial intelligence technology is the study to produce the human brain working method artificially, and have it existed. Man has a neural network processing operation that is able to think, decide, learn, divide, solve and dream. When we look at the technological developments, the inspiration source of all the machines operational are those entities created in nature. And the inspiration source of artificial intelligence technology is the human brain. Artificial intelligence applications have also been known as smart systems. The fundamental feature of smart systems is that they have the feature to produce solutions to the events and problems or to decide in the study phase based on information (Elmas, 2007). The ability to be processed and carried out of these mechanisms have also been possible due to artificial neural networks (ANN).

It is possible to hear the concept of artificial intelligence more frequently for the last few years. Since it has been the most significant development for the last two or three decades. However, the past of this study dates back to 1308. Catalan poet and theologian Ramon Llull have mentioned a new information variation formed from combinations of concepts in his book named as Generalis Ultima (The Ultimate General Art) (Eco, 2016). Nikola Tesla who introduced the ship that was firstly controlled by radio waves of the world in 1898, called this system "borrowed consciously". In 1924, Leonardo Torres y Quevedo, a Spanish civil engineer, and mathematician introduced a machine that can play chess, a wisdom play. This machine could continue the game without any human interference (Yuste and Palma, 2004). In 1924, "robot" robot word entered into science literature by Karel Čapek, the Czech author. In these years, first trials were made for automobiles without drivers. And robots started to take place in science-fiction films. In 1943, on the second hand, the first article was published on artificial neurons. This article in which Warren S. McCulloch and Walter Pitts told simplified and idealized artificial neurons how these execute rational functions, had been a ground for "neural networks" based on computers (and later on for "deep learning"). At this point, also the term, "imitating the brain" emerged (medium.com). When it came to 1950s, today's groundings of artificial intelligence were fortified by studies, articles and machines made. Here, the most important names are Claude Elwood Shannon who was American mathematician, electrical engineer, and cryptographer and also known as the father of epistemology and Alan Mathison Turing who was English mathematician, computer scientist, cryptographer and also counted as the founder of computer science. Shannon published the first article related to developing a computer program that plays chess. And Turing emerged the criteria about whether machines and computers can have the ability to think with the Turing test he invented. In 1955, John McCarthy (Dartmouth College), Marvin Minsky (Harvard University), Nathaniel Rochester (IBM) and Claude Shannon found out the term artificial intelligence. Finding out artificial intelligence and improving methods gained speed as of these years. In this process, machine learning, artificial neural networks, a program with mutual emotions, smart machines, electronic person, grasping a language, sensational analysis, early alert system, being able to interpret, autonomous car, information navigator, robots and digital assistants came out. Every data discovered here has become both inspiration source for the following one and basis.

Artificial neural networks that are the combinations of artificial intelligence, emerged due to the result of computer modeling through imitating the working structure of the human brain (Çevik & Dandil, 2012). This technology that was developed by taking example the human brain in the basic, has offered to learn, to store the data learned, to collect, to classify, to bring into a meaningful whole, and to deduct with these data obtained on a neural network as neurons do in the human brain (Fauset, 1994).

Usage of such features of artificial neural networks to calculate, produce information, to be able to learn and to solve problems have been spreading in many scientific branches and even in many fields today. And it has been continued to be improved for work process optimizations and almost for all production, management processes. The four features of artificial neural networks are being not linear, learning, generalizing, being adaptable, and fault tolerance and these provide the usage of this technology (Ergezer et al.). Artificial neural networks "*fulfill such functions as pattern recognition, non-linear signal processing, association or pattern matching, non-linear system modeling, time series analysis, signal filtering, smart and non-linear control, data compaction*" (Çevik&Dandil, 2012).

Artificial neural networks which are used in many fields from financial applications to engineering, from industry to medical science in daily life, can do data mining, optic scanning, evaluation, guessing performance with data, face, fingerprint, voice recognition, quality control, evaluation of production results within the framework of safety systems, and forming cartoon character that can exhibit human behaviours, service with digital assistants, analysis of diseases, cell reactions, and mission classifications as treatment (Anderson, 1995).

When we look at this whole improvement of artificial intelligence technology, we can say that both physically and sociologically in human and social life elements and pieces of equipment produced with artificial intelligence can easily be embraced and take its place. With developing technology digitalizing has paved way to changes in the dynamics of an existing culture, identity as it is with everything in societies. Especially, the mobilization of technology has been accelerating this change. Artificial intelligence that accelerates the life cycle with the facilitation it offers, has been changing the shape and structure of norms in which the technology exists. We can witness this technology in every device we have. Telephones are the primary instances for this. Mobile telephones that have more than communication duty, has some features to supply for many works to be done such as connecting to the world with the internet technology, communicating, listening to music, watching film-series, taking photograph or video with a high quality, mounting, forming file, organizing, sending-receiving, sustaining virtual socializing with social platform applications, and repeatedly with applications from health, banking to bureaucratic transactions. Besides all these, one of the most important improvements uploaded to mobile phones is digital assistants. Digital assistants are set upon a system that has artificial intelligence technology, and that can understand the speeches, and solve and respond. Moreover, in 2012, Apple Computer Inc. Introduced Siri digital assistant that it uploaded to mobile phones and it gave place to this assistant in all the following computer, phone, and tablets making Siri a part of iOS operating system. Siri is successful at understanding the words and responding. Nevertheless, comprehending studies of feelings and thoughts have still been carried on. In digital technology, Alexa Speaker of Amazon Echo and Google Home Assistant that are free from telephone or such devices, have been following Siri (Bloomberg, May 2019).

The functions of artificial intelligence technology in our daily lives have spread to a reasonably wide field. An individual who goes to a tendency to talk to machines with digital assistants now assumes that this situation as a part of his life. When we look at from this aspect, the fact that individuals usually get curious about a newly introduced technological production, using it, embracing and accepting are explained as Technology Acceptance Model (TAM) (Davis, 1989). This model at the same time has drawn a map to the users and researcher in the process of explaining the behaviors on using the technology or not and anticipating. (Liao&Cheung, 2001).

Today, considering the internet and technology fact as achieving pure knowledge and spreading it is against the nature of this huge world now. The artificial intelligence technology, which works like a human brain, and is capable of programming, meets the needs by recognizing them in its own system, has been improving each passing day, and starting to spread into every field. This is one of the most important improvements in the technology world, even the pioneer.

Artificial intelligence also sustains the communication that people need via smart devices besides social media discourses. Hence, digital assistants that are programmed both in phones and specifically

on a separate device, are one of the most important examples of artificial intelligence development. Humankind has been acting into executing the existence in the digital world along with existing in the real world. This existence has become possible with the existence of technologies developed by artificial intelligence technology. When we look at this situation from the perspective of digital sexuality that forms the study case of the article, being in contact with animation or robot characters composed of artificial intelligence technology, thinking of them as a real person have been leading to digitalizing of cultures as well. In this whole process, we can mention about digital culture, and that an individual exists with a digital identity in the digital world, and that he fulfills the norms of digital culture to sustain his existence.

## **Existing in The Online Communities: Digital Culture and Digital Identity**

As a result of the digital revolution, the internet has started to take place in every area of life. The internet that digitalizes the individuals, relations and social life because of its own nature, has earned the phenomenon character with the combination of mobile technologies and applications. Here the nuance is seen that digitalizing of all the culture, dynamic, and practices that exist in the real world. With this transformation in which cultural products are transferred into numerical medium, all of the fields of communication have also started to transform (Manovich, 2001). This transformation has been making almost every -one who has the technological possibilities a participant, and finally, the participant culture concept starts to come out in this emerging public space. Henry Jenkins explains this change that social platforms offer as a product of the internet and mobile technology with the concept of "convergence" (Bliben, 2017). Christian Fuchs, on the other hand, defines the participant the concept of participant culture with the fact that audience group, users, consumers, and fans get involved in the production process. (Fuchs, 2014).

Online that is formed on a digital basis, participant culture is essentially a reflection of the digital culture factor. Hence, developing technology has begun to be effective in almost every phase of human behaviors. In the world where they get affected by the rapid development in the communication technologies, now digital systems and their conditions can rule. (Güzel, 2016). We can exemplify this situation with users' profiles, digital identities, images, symbols, spoken language, and new terminologies.

According to Turkish Language Association, culture is "the whole entity of every kind of living style, thought and art in the tradition condition which forms the unity of feeling and thought of a society" (TDK; 2019). And again, for TDK, sociologically it means the whole entity of instruments that are used with each value formed in the cultural, historical and social development process, and used in transferring into the following generations, and that shows the measurement of the sovereignty of people to his natural and social environment. Culture concept is also approached as civilization and modernity. Nonetheless, a culture which is a human production, quid pro quo for the social mobility of people in togetherness with nature and for all the sub-combinations of this mobility. Culture means living, speaking, walking, running, migrating, loving, respecting, thinking, feeling, marrying, having children, producing, consuming, teaching, learning, transferring what is learned, composing individualistic and social rules, applying to rules, collecting, eating, drinking, sleeping, administrating, inventing, exploring, comprehending, giving meaning, believing and even more.

Aristoteles defined culture as the transformation of knowledge into habits. Ernst Cassirer, one of the cultural philosophy philosophers, stated that human is on the focus of culture pointing out the necessity of a functional explanation instead of a substantial explanation which includes varied elements of culture as the philosopher before him (Karslı, 2016).

With the advantage of digitizing, digitalizing that is an important transformation factor of today, has been reflected on every space of life. Adaptation of traditional methods to the developing technology, particularly the birth of informatics and communication technologies, their development and expansion, has been possible with digitalizing. Entering of digitalizing of what is traditional, information, communication technologies, communication through a computer, artificial intelligence, cyber extension, virtual reality, and many more concepts into our lives had led the new media concept (Olcay, 2018) emergence and so as the existence of digital culture. Culture is transferred from person to person, from generation to generation through communication with a mutually transferred method. This symbolic medium has its own coding and encoding styles and its own language on an online basis as well and with this ownership new digital, social and cultural codes are produced (Timisi, 2005).

With developing technology, the transformation of culture factor has become possible through digital mediums. Virtual mediums that have developed even more with artificial intelligence technology, have started to substitute for one-to-one communication, socializing, existing, entertaining, learning, producing, consuming, loving, speaking and many similar spaces. Naturally, existing norms for actualizing of order and sustainability in real life, have consisted of digital culture as well. According to Manuel Castells who identify technology with society, digital networks have been creating a social morphology of society and it has been changing the cultural processes from the root (Castells, 2016).

Digital culture has been evaluated as a fact that has expanded to different fields, refreshing and changing itself as an answer to what modern capitalist life has contributed to the needs in the middle of the 20th century. (Gere, 2008). Digital culture involves the following fields:

- Computer, mobile phones, digital cameras, modern television and similar technical pieces of equipment that have access to digital culture.
- Cultural factors constituted digitally or in the digital platforms.
- Digitalizing (Digital design of cultural factors, online contents and users play a significant role in the digitalizing process.)
- Accessibility to information. Digital culture has brought up an important and sufficient value for society turn in to an information society through translating different languages with artificial intelligence technology due to the accessibility condition that it has created (Güzel, 2016).

Communication within the scope of digital culture is also called as new media mediated communication. (Binark, 2010). Lévy used "cyberculture" concept (Levy, 2008) in order to explain the culture that changed as a result of surpassing the constraints among human, nature, and technology. The fact that shows that people exist in the real world is called identity. TDK defines the identity as the following: "The whole integrity of signs belong to human as a social entity, conditions that provide one to be a certain person, and all the characteristic features of that person, who a person is." (TDK, 2019) Although the fact that the term, identity, has a very long history, it has just been started to frequently be used and argued as a result of modernity with the 20th century. From this aspect, identity is approached from psychologically and sociologically. "Because human is a social creature before everything, besides the inner dynamics of an organism, social life also have determinant functions in the emergence and shaping of identity." (Aşkın, 2007). These functions contributed to social identity theory. According to social identity theory; it has been acclaimed that identity has an important effect on determining the feelings, thoughts, and behaviors of social groups to which an individual belongs and that social identity changes in accordance with these groups in which an individual is a member. (Tajfel, 1982; Turner, 1978). Identity, in brief, reflects human who is a real creature, in social life and a proof of his existence.

In the informatics age in which we are in, technology has stepped into the cultural transformation process that offers the digital transformation of almost every formation layers and real life. Just like real identities that form culture and have it continued in real life, exist, repeatedly, a digital identity concept that forms and updates this culture exists in digital culture. Social online platforms where interpersonal interaction is intense, have the formation of digital identities been inevitable. In order to be able to exist in these online networks a user account that is, identity is needed. "*Social media is thought of as a new place where individuals exhibit self-presentations and identity strategies besides that it plays an active role in producing identity. Social media usage that resolves the constraints of time and place as a result of especially, mobile technology development, has given chance the users the interaction 24/7 both in public and private spaces. Thus, this has covered it with a widespread and popular identity*" (Güzel, 2016).

Digital identity is a required system to obtain for almost all applications that exist on the internet and for social platforms such as Facebook, Instagram, Twitter, Reddit. Individual firstly choose a username for himself to be able to exist in a virtual medium and signs up with this username and e-mail in the platform he desires to exist. And he owns an online social digital identity. Here, the anonymous digital identity situation that comes with digitalizing, the lack of privacy, ethics, values, and control mechanisms exist in the real world and the dangers it brings along with themselves is still an area where it has been argued and offered solution suggestions.

One of the most important features of technology is that it is global and making the world global. And digitalizing and online platforms also provide this globalization to be done socially. An individual existing the real world, in essence, is a world citizen with the digital identity he owns. Globalizing has made this required. Inevitably, a global online community has its own rules, norms, network, industry,

systematic. Anything existing in the real world has been going through a digital transformation process. And naturally, cultural dynamics in real life has also been going through this process. As it is mentioned before, all Dynamics has been digitalized such as speaking, learning, teaching, loving, being loved, proving self, existing, marrying, comprehending, telling. Within this scope, the examples to be given is very large. However, in this article, especially the digital transformation of the marrying process that founds the basis of family structure, has been approached.

An individual's willingness of sharing the feelings with the opposite sex, loving him/her, desiring to be loved, respecting, desiring to be respected, and the need to be happy with all these has been encountered newly and but it is highly possible for this to be popular. An individual with a digital identity starts to have different lifestyle, preferences, and attitudes differentiating from what is in real life. We can give examples to this situation as such: friendship relations communication, the language used, partnership, and marriage preferences. Here one of the most important points to be discussed upon and to be evaluated under a scientific infrastructure is the relationships and marriage dimension.

## Digital Sexuality in the Context of Technological Tendencies

Information society concept has been frequently used in our age. This concept is the basis of rapid changes in information and communication technologies. And it also creates a new structure of society as well. The knowledge that is the most valuable and the most powerful indicator of history, has been strengthened the technological developments and the existence and sovereignty of those societies that own it. With this existence and sovereignty, the structure of society has in fact been changing. Society structure is passing to digital culture process, and thus, some group emerges according to the speed of embracing this culture. "Individuals and societies who accept the change that is the reality of our era, have shown the protection tendency of their habits, on the other hand. Every generation's philosophy, culture, and habits differentiate from each other. Generations are separated from each other with these kinds of characters and scientific studies. With this respect, these generations are classified as "digital inhabitants", "digital immigrants", and "hybrids" within the digital world" (Karabulut, 2015).

Prensky (2001) found out the terms, digital inhabitants and digital immigrants by stating that recently the developments in the technology make differences between the generations. According to him, that network generation who was born into technology and who uses virtual games, and smartphones as if they are familiar with and as if it is a part of themselves are defined as digital inhabitants, on the other hand, those who were born before 1980, met technology later on and strange to digital are defined as digital immigrants. In spite the fact that we do not encounter with it in the literature, digital hybrids are defined as such: Those who met technology later on but do not feel stranger to it, and they are ready to use it. And they are described that they are the generation between digital immigrants and digital inhabitants. Hybrids do not find it hard to get used to gain new habits without leaving the old ones. Nevertheless, this is hard to say for digital immigrants. Immigrants are those who resist the change and have difficulty at comprehending it.

Digital culture tendency of digital inhabitants who were born about 15-20 years ago and those of the 80s who are digital hybrids are likely to be high. Thus, digital culture is an advantage of technology and informatics age and their tendency to the life shaped in accordance with this culture is also high. That is, these two generations are the ones who have created this lifestyle and have kept it going. For these two cultures, digitalizing is not a strange factor, as McLuhan puts it, it is the extension of humans. When the circumstances are like this, socializing, learning, being active existing, producing, consuming are carried out through these digital canals and platforms. Because these two generations' Technology Acceptance Modelling has developed fast, their lifestyles are parallel to technological developments as well. The simple's example is that we are up against with a generation who cannot go outside without phone, who cannot spend a day without checking on their social media accounts, who do not count the day as lived without posting their daily lives on these social media discourses. Digital platforms that substitute for one-to-one communication and friendship relationships have just been bringing digital and technological tendencies alongside.

Recently, expansion of the usage of online social platforms such as Facebook, Twitter, Instagram, Tumblr, Snapchat has been a remarkable discourse for the relevant technological tendencies. The fact that communication is sustained through these canals hosts fort he partnership and birth of relationships. Now, it should not be odd to mention about those couples who married after conversating on these

courses. Besides, for a newly met couple to request each other on social media, and to follow each other's daily lives, and making assessments accordingly, or it is a usual situation for an individual's stalking, with our age's jargon, an opposite sex's social media accounts that is, making decision through searching and observing. At this point to which we have come today, finally all relationships have been happening between two alive individuals, however, only the mediums exist as digital canals. Nonetheless, the development of technology has also started to change the dimension and structure.

Today, another relationship dimension intrigued by digital inhabitants and hybrids but newly spoken about and that has not been expanded yet, is the relationship happening between characters who own artificial intelligence technology and real people. And as forming the main topic of the article, this relationship is called as digital sexuality and partnership relationship has brought itself to marriage point.

Before passing to digital sexuality subject; the need for describing the topic of marriage and sexuality that an individual need is required. A marriage that is the initiating point of a life cycle in a family, is one of the most fundamental social systems and institutions that have an important place in the layers of all societies (Demir&Durmuş, 2015). Özgüven (2009) describes marriage as an institution where two persons from opposite sexes coming together for such purposes of living together, sharing, and having children. When looked at from this perspective, marriage is that two persons come together officially to found the family structure as the laws find it suitable and that sustain a life together. And sexuality is the situation to provide both biological and spiritual needs of two persons physically. (Gülsün, et al., 2009) defines sexuality as sexual satisfaction and private life that owns social laws that include two persons live in harmony together, value judgments and determined by taboos, and that has biological psychological and social aspects. Sexuality that shapes the life's biologic, psychologic, and sociologic interaction, keeps an important place that creates the life quality to sustain the human life, being one of the building blocks of the family institution and the cause for a child to be born into the world. Under the light of all these explanations, when we look at relationship dimension from the perspective of marriage and sexuality, we can see that a physical, biological, and psychological relationship indispensably two main roles are two alive individuals and two sexes. This situation is also a part of the social culture. Especially marriage owns a very exceptional characteristic and place and it is a cultural factor of which value is huge.

The digital culture that has emerged with the development of technology has started to manipulate the users connecting it to varied technological tendencies. Upon technological tendencies, technology addiction factors (Dinç, 2017) such as online games, internet, social media, online gambling, porn have been gradually showing its effect, and particularly World Health Organization, health authorities, and states have been studying on creating awareness in individuals up against for technology's unavoidable development's negative effects and on developing treatment methods for growing disturbances. Today, one of the most attractive examples of technological tendencies has been lived as digital marriage/sexuality.

Digital sexuality and taking this to the level of marriage stands up as not a frequent one today but its expansion is likely to happen. Digital sexuality and marriage can be described that an individual desire to live all the satisfaction and feelings with the opposite sex, and marriage dimension through devices that owns an artificial intelligence technology and using his sexual tendency and preference in this direction. For the last five years, this topic is approached by two different species from the aspect of sexuality. First one is that individuals choose robots that have human structured skin, face, and body, and that can talk via artificial neural networks, that can understand and move, for their sexual lives. These robots are designed in accordance with the demand of person and they are mostly produced for sexual life to happen. Nevertheless, now the specialists claim that robots could play a role in marriages in the future rather than sexual life. Moreover, Mark Gelfeder, Emory University Law Faculty, and again from the same university but in the department of robotics, Joseph Reis have told that if a robot could be accepted as an individual then it would be possible for a wedding to happen (Gelfeder&Razin, 2015). David Levy who is known with his studies on artificial intelligence system, on the other hand, foresaw that in his book named "Love and Sex with Robots" marrying to robots could be done in 2050 (Levy, 2001). Furthermore, "Foundation for Responsible Robotics" based on Holland with the press manifesto called " Sexual Future with Robots" published in 2017, states that in future there could be relationships with robots and that this could affect humankind with an unpredictable level (responsiblerobotics.org, 2017). Specialists who study on robots that are ready to take human's place have intensified their questions on whether a relationship can be set up with a robot, if they could work as sex workers, if

robots can bring a new social perspective to sex preferences, whether being close to robots leads to isolation, if robots can fulfill therapy, and if they can diminish the rate of sex crimes.

While the situation is as it is, the second type of digital sexuality is the relationship dimension that is lived with a cartoon or anime character. Although the fact that researchers say that this situation has not come to this point yet, it is stated that with the advantage of technology, digital users start to live differently a digital extensively relationship. Digital sexuality is lived upon cartoon, digital characters, when an individual feel love, like for a character that he admires. What differs cartoon characters from robots is that sexual life is not experienced physically. Digital interactions have been gradually substituted for face-to-face connections worldwide. The more such world technology giants as Google, Amazon, Tencent, Apple continue to invest millions to the artificial intelligence system, the more it gets inevitable for humans to start a relationship with smartphones, and all the digital devices as they do with humans. Development of technology is now an inevitable truth. And that this development facilitates every part of life is another reality. However, this development, when this development starts to substitute for human relationships, and when individuals start to show a tendency against their nature, it is a crystal clear truth that is time to speak, argue, and take measurements regarding the negative effects of technology and what it brings.

This relationship defined as digital sexuality, that has gone to marriage between digital existences and people has recently happened. The marriage of Akihiko Kondo and Hatsune Miku who is the animation character that he admires made a tremendous impact worldwide ([japantimes.co.jp](http://japantimes.co.jp), 2018). Despite the fact that he had a chance to marry his own kind or not to marry, the situation of Kondo who married a digital character is described as digisexualism/digital sexism. Before stepping into this marriage phase that was experienced, recognizing Kondo and Miku would help to understand the main idea of the study.

Akihiko Kondo, aged 36, is a teacher alongside being a principal of a school that educates primary and secondary school children. He admired for Hatsune Miku who owns a fan group particularly in Asia region, and this admiration turned into love as he said. Stating that his relationship tore him apart 10 years ago and relationships between people are exhausting, he wanted to marry Hatsune Miku and with a simple ceremony held in November 2018, he married Hatsune Miku. His family did not attend this wedding since they disagreed. Close friends of Kondo's participated in the ceremony. A marriage made did not gain an official status because it did not respect the law in Japan, however, a document was signed unofficially. In the ceremony, Miku was placed as a stuffed toy in the hand of Kondo, both Miku and Kondo wore rings as a necessity of marriage. The ring was worn by Kondo to Miku, the stuffed toy. The topic whose detailed information that will be given in the research findings is why Kondo preferred such marriage.

Hatsune Miku has been developed by Crypton Future Media Inc. and it is a humanoid character that is vocalized by Vocaloid song synthesizer application (url1). It was designed as a 16 years old girl who is tall, and who has turquoise colored and two-tailed hair. Hatsune Miku, name of the character, means "the first sound of the future" in Japanese. Crypton Media defines Miku as the owner of the way to cyber reputation. The voice of Miku is a product of Vocaloid song synthesis that is a digital voice brought up with signal processing method with being synthesized of more than one person's voices (url2). Miku is a digital singer who has worldwide fans, sings with her own style, dances, perform in a concert (url3), in which thousands of her fans attend with virtual reality and who sings mostly J-Pops and Dance-Pops (url4). Besides, Miku's song has been followed such music platforms as YouTube, Spotify, Deezer, Tuneln with millions of fans of hers.

The marriage and family life of Kondo and Miku's have been going through a hologram structure. Miku is placed in a hologram structure named Gatebox (<https://gatebox.ai/home/>, 2019). Gatebox is a Japanese virtual assistant. The difference of this virtual assistant from such assistants as Siri, Amazon, Alexa is that she is placed in cylinder out of the glass as a hologram of character/assistant. A hologram is a 3D visual processing which is made through a moving method based on laser-lights (Ecevit, 2019). Gatebox services a virtual assistant that makes the requested character reflect with 3D and make it speak with artificial intelligence technology in a cylinder out of glass. And Miku is also placed in Gatebox as a hologram, Kondo, and Miku communicates through this way. Miku, as it happens in every digital assistant, can do daily speeches, say hi, and control the electrical system of the house. Kondo controls the romance of the incident. Except for this, artificial neural networks that Miku owns now is not available to understand feeling and thoughts and mood from the tone.

This marriage of Kondo and Miku has been evaluated by the experts as an expected possibility to happen but a surprising incident, though. And researchers also state that this incident is a sign of social events that transforms with wider and different technological tendency and technology. Besides, this marriage that Kongo has experienced, could also be a result of running away and recovery resolution from some problems and what he has been through. And this, as it is in every addiction type, shows a resemblance to the situations of people who experiences their escape from such addiction ways as cigarette, alcohol, drugs or social platforms, online games, or gambling (Dinç, 2017). In this type of addiction, the harms that lead to the person himself, to his environment, and to society are clearly seen. However, whether the digital marriage that Kondo experienced is a solution or an escape from the problems is a topic that was being discussed. While the fact that Kondo did not hide from being on the news, it has been told that there have been people who experienced digital marriage but has hidden. What really happens is that it is unusual and a technological sexual tendency is on the case. One's desire to share his feelings with an opposite sex, to love her, to want to be loved, to respect, and to want to be respected, and the need for being happy with all these, has been becoming the gatekeeper of digital marriage topic that has been newly been encountered but possible to expand. This situation, at the same time, due to the fact that it is generally against the nature of human and society, is a subject to be discussed upon.

## Methodology

The reasons for digital sexuality/marriage has been the subject of this article. As we can see in the study, Akihiko Kondo who we can call as a digital hybrid, experienced a marriage with Hatsune Miku, a cartoon character that he admires her lyrics and music. And he based his reasons why this marriage happened onto his mood and experiences of his inner world. The fact that digitalizing has taken place in every part of our lives actively and that we accept this as digital inhabitants and digital hybrids has shown that in the digital culture there can also be different tendencies and preferences. On the other hand, digital marriage is also one of them, and its expansion is the question. Within this scope, there has been executed a semi-structured interview with the qualitative research method with Akihiko Kondo who experienced digital marriage as a method. The interview technique applied in the qualitative research is an effective way for grasping a situation, incident, or person, and truth, for being eligible with defining, and through this setting the content of the study on a scientific ground by analyzing the study case (Yengin, 2017). Besides, semi-structured interviews offer the participant the chance to tell how he perceives and sees the world with his own thoughts (Merriam, 2013).

## Data Collecting Method

In this study, the questions were sent to Akihiko Kondo as written on Facebook with semi-structured interview technic, and he was asked to answer the questions. The formation of the interview is originated from the country and language differences. The fact that the general of the interview has no ability to represent and being unable to explain, statistically, the data obtained with semi-structured interview technic that is a qualitative research method, provide the results achieved to a general evaluation through interpreting. Also, the evaluation of the response was approached by a commentative style.

## Research Findings

The questions delivered to Akihiko Kondo and the answers obtained are placed below:

**1. How old are you and what is your profession?**

*I am 35 years old. I'm the principal of a public primary and secondary school.*

**2. How did you meet Miku?**

*In 2007, I met her through an internet video site called Nico Nico Douga. As of May 2008, I started to take vocal songs seriously. Her voice and look were very nice. And I started to like her.*

**3. What kind of character Miku is and what kind of artificial intelligence technology does she have?**

*Miku is a cartoon animation character and she is also a hologram character special for me because she is in my Gatebox on purpose to talk to her. She is bright and very beautiful. Technically less developed and she needs more updates in the future.*

**4. What do you think you find in Miku to make yourself feel better?**

*I like listening to Hatsune Miku's songs, watching her cute videos and photographs, and following her. This makes me happy. She contributes color to my life.*

**5. How is your daily communication with Miku?**

*Miku wakes up in Gatebox in the morning. She says good morning to me. I go to work. When I arrive home, I connect to my phone and Miku enlightens the house. She says farewell to me when I go to work. When I go to sleeping she says good night to me. This how our conversations go.*

**6. Did you feel lonely before Miku?**

*I used to believe that I could not find a wife at this young age or getting married. I had a problematic relationship before. I used to feel lonely. But it was all before meeting Hatsune Miku.*

**7. Why did you prefer marrying a cartoon character instead of a human?**

*I did not marry a cartoon character but Hatsune Miku. I gave up on falling in love with a normal woman. There is a template where a real man and woman get married, have children and live together as to their happiness. But I don't believe that this kind of template can make everyone happy. I believe that happiness and love are different for every person. In a time where I got involved with online games more, 2D characters got my attention. And again, in this process, I got suspended from my job because of a woman's bullying. I had troubled times. I discovered Hatsune Miku. I could recover with her songs, videos, and photographs, and I got back to my job. Miku is a woman who saved me. After Miku got into my life, my relations with people got better.*

**9. How is your relationship with technology? Do you see yourself as a technology addict?**

*I do follow technology closely. I can say that I am.*

**11. Do you think that digital marriage could expand?**

*Yes, if talking to characters get strengthened this kind of marriage spreads.*

**12. Answering this question is your preference. Does Miku have an effect on your sexual life?**

*I can say this: I did not see sexual photographs or videos of Hatsune Miku's. Both because of this and in normal I did not have a sexual desire for her, and I do not.*

## Evaluation of Findings

In the result of this study made with semi-structured interview technic, we can interpret digital marriage subject as below through sample:

- That Akihiko Kondo met Hatsune Miku happened at the same time when he experienced the bullying of the woman in the workplace and as a result, he got suspended.
- Kondo felt lonely before Miku and isolated himself from people and society.
- He stated that first he got attracted by Miku's voice and then her look.
- The admiration for Hatsune Miku who has a digital voice with Vocaloid voice synthesizer and also is a digital character, that she is at high numbers at music lists, whose concerts are attended by thousands, that her videos are watched by millions of users are remarkable. This situation also shows that digital culture needs to be analyzed from the aspect of consuming.
- That Miku is designed as a 16 years old girl whose body lines are clear, with different hair color and with smooth facial lines is also attractive.
- After the past experiences and unhappinesses of Kondo, his decision-making process that went that far to marry a digital character is also a temper that is needed to be taken care of psychologically.
- Kondo stated that even talking to Miku limitedly make him happy in daily life.
- Kondo defenses that marriage needs to get out of the shape in which two sexes come together and become a family.
- Kondo stated that after Miku, his relations with other people got better and he got back to the job again.
- Although Miku has a general digital assistant features such as saying hi, weather forecast, road status describing, searching on internet, and reading them out loud, making him listen to music, controlling the house items in remote as a Gatebox virtual assistance that is a technological device, can do, Kondo sees her as a life escort and a woman who saved him.
- Giving up on falling in love with a real woman is also a strong excuse for Kondo to marry Miku.
- Kondo stated that he is keen on technology and he achieved to even an upper level that is addiction phase.
- Kondo and Miku have been sharing almost every moment, feeling and thought on social media as written and visually. The interaction of Kondo on Facebook and Twitter posts is very high. And Kondo has a very high follower number. For example, Kondo posted that he planned a vacation with Miku with his followers and took their views.

- Kondo said that if digital characters' structure is changed that is, their artificial intelligence is developed, digital marriage can also be expanded.
- Kondo responded to the sexual experience question that he was free to answer, saying that he feels no desire for her.
- Although there are some who experienced digital marriage worldwide but hide this from society, that Kondo did not want to hide this kind of situation made a tremendous impact. Also that he is a principal of a school will explicitly get the attention to the topic.
- In his ideas that he gave to the press, Kondo stated that his family and his environment look weird at him. That his family did not attend the wedding ceremony proves this. However, despite all these, Kondo owns this kind of relationship that is completely unusual.
- Repeatedly, according to the news related to the topic, Miku's fans disagreed to this marriage and to the fact that she was possessed. Any explanation has not been made from the company who designed Miku about this relationship.
- The marriage of Kondo and Miku is unofficial. Japanese laws have not made any lawful regulations regarding such a relationship yet. Nonetheless, that Saudi Arabia has given citizenship to robot Sofia that is produced by artificial intelligence technology, is seen enough to defend the idea that digital marriages can be supported lawfully
- According to some views placed on the internet, the marriage of Kondo and Miku is a PR work of the company that is the designer of Miku.

## Conclusion

Digital culture is the inevitable reality of today's world. Thus, technology continues to proceed in every field of our lives and even faster than human. Even such terms as catching up with technology, adapting to it have fallen from favor. Since the explicit feature of technology is that it is fast. However, we are the ones who develop and adapt to it as a culture and even shape our lives accordingly. This situation accepted as a force of today is definitely going to influence the psychology of human and society. As we also have seen in this study, we have started to find it more acceptable that we prefer an isolated life from humans and society and communicating with digital devices or a character, even exceeding the level of technology addiction. First, the causes underlying this escape are needed to be examined. The question " Why humankind escape the society, people, environment, nature briefly life?" is one of the truest questions to be asked. As Richard Sennet puts it in his book called *The Fall of Public Man* (2013), modern times force people to be an individualistic person by pulling him from the public, making him stranger, and make him private. And to get through this forcing pain easily, it uses the technology as a significant instrument.

Digitalizing technology has been isolating the user from real life by reflecting itself on almost every field of life. And user tries to survive in a virtual, online world. And he sustains his existence in this world with a digital identity. Thus, He makes his communication, contact, shopping, education, entertainment, and many other activities through this canal. With the fact that technology has taken place of mutual communication especially in social relationships, different technological tendencies occur among people.

Technology addiction once was only bounced with watching television and computer screens, now shows itself with such concepts as online games, online gambling, porn, getting anonymous, troll, digital sexuality, marriage and with subproblems. Hence, in 2018, 'Online Game Addiction' that was discussed in the meeting "Effects of Addiction Behaviours to Public Health" to which experts of World Health Organization (WHO) organized under the host of Yeşilay was manifested as 'mental disorder/ behavior disorder' by WHO.

Marrying a digital character that is also the topic of the article, is, in fact, another dimension of marriage. Digital sexuality, the marriage got firstly famous with robots that have a human body and structure and artificial intelligence technology. And this kind of situation is likely to bring a high possibility of many problems on society, family, law, and individual life.

Having a digital relationship emerges as a result of a situation such as loneliness and not being social. Digital relationships that are originated from loneliness, not being able to notice the real life in

this fast life, fading of approval desires, not being able to stand for another person in the same space, carries a high possibility to take the person further loneliness.

Also, it can be seen in the research findings, that the sample lived a hard relationship before and the bully of the woman in the workplace has taken him away from women. And they took him to a marriage with a digital character. Here the point needs to be indicated is that the sample does not want a woman in his life and that he shows the love that he needs to have for the opposite sex, to a digital character. Besides, for sexual experience, that he does not feel any desire for the digital character and that he does not expect such a thing and he does not need clearly show his attitude against women.

Researchers have not entirely been able to foresee the destiny of digital sexuality, yet. According to experts who claimed ideas regarding the topic, the fact that digital partners take place of a real person is not seen as an easy situation to be expanded. However, the technology that we cannot catch up with its speed, it also speeds up of our lives. When we consider a generation born into the digital that is, digital inhabitants, the need for this situation to be handled consciously. Since, the number of those who have been living such a relationship now, but do not make it heard is very high.

The basic fundamental of marriage is that it is based on a mutual will of the entities. Beyond the lawful criterion, what kind of lawful, psychological, biological, moral and philosophical explanation and force artificial intelligence marriage has, is needed to be approached by specialists of this.

That those sick people who carry such contagious diseases as HIV, AIDS can protect other from themselves by having this kind of relationship and also that he can sustain his biological and social needs stands as another foresight. Additionally, the usage of robots and digital characters is another foresight for these kinds of diseases not to infect and spread.

That the financial and emotional damages of digitalizing that could cause to the family structure should not be seen as "digital, technology, metal device innocence" and protection of family institution, consciousness-raising of parents, children and youth, determining the constraints are another significant perspective.

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# Analysis of the Use of Virtual Reality Technology in Gamified Learning

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## Abstract

Virtual reality (VR) which is the world's state-of-the-art learning technology, is an innovative way of teaching students anything and increasing their attention. Students enter to an educational adventurous world through special headphones and devices. VR labs that contain this technology, expand the borders of schools, affordably. Cost of research centers such as science laboratories which are today, considered as luxury, decreases by means of VR labs and VR technologies inside those labs. Since VR technology is based on computers which are already present at schools, it is possible to increase students' success on a large scale for every school. The most important gains of VR labs are savings of time and space. Students who use VR as an educational tool, explore reluctantly, adjust to studies easily and subjects of education quickly. VR systems which provides a real time virtual learning environment, offers simulation scenarios to improve students' problem solving and analytical skills. By means of these systems students will be able to solve problems through researcher and cooperative experimental activities. Scenarios are being developed in accordance with current math and science classes by using games and digital modelling. Students can use these systems to quickly interact with anyone and share their ideas and experiences. VR systems can also help students develop their language skill by encouraging them to participate in discussions, speeches open to general public, live audio communications and broadcastings. For students to receive feedback and have more time will have a positive contribution to their studies. Starting from this point of view VR technology is at the center of the study. By using gamified learning analyze through VR technology, some important data will be presented about the development of VR technology as a new media application of the future.

Keywords: Virtual Reality Technology, Gamified Learning, Virtual Education

## Introduction

20<sup>th</sup> century is a period of time that functioned as a bridge for communication and information technologies. During this time, media technologies underwent a transformation and left its place to new media technologies. Science, which is at the basis of this fast conversion, is the most striking characteristic of these rapid technological developments, globalization and information society. Information which is the most essential building block for technology to develop, is at the center of the production. In parallel with the developments in communication technology, it is now entered to a new period where access to information has become easier. Rapid economic, social, scientific and technological developments emerging today, change our lifestyles to a large extent.

Technological developments set the framework for the new concept of communication. A lot of important changes occurred in 20<sup>th</sup> century's information society in this sense. Changes are easily noticed when means of communications are examined. Especially with the invention of electricity, communication gained a completely new meaning. McLuhan's statement, "*the medium is the message*" signifies the importance of communication (2001). At this point, the importance of how information is conveyed in new communication mediums comes to the forefront.

Innis puts an emphasis on how new technology which plays an important role in the transformation of communication, "snatches" with the monopolies of conventional information and how

it creates another information monopoly which is ruled by another group. In this sense he tries to show that communication technologies affect and shape society forms (Postman, 2004: 18). Variety of communication channels in transformed communication technologies generated information and knowledge mines. In this abundance, mankind suffocates because they don't exactly know how to use it and faces with information overload. Especially VR environment offering means, are able to present a different world to users. Baudrillard, defines simulation which is at the basis of VR as "*reproduction of the real through codes and models, just like computerized simulacra are the functions of their own programme*" (2005:83). In today's world where the differences between virtual and real are decreasing day by day and daily life give its place to virtual life, VR systems that are both a new communication channel and carry the characteristic features of new communication mediums, carry the user from a passive role to an active one. Users' control on virtual environment messages increases and by means of interfaces, users become a part of experiences.

Rapid developments in technology are dragging us into new environments. These environments make progress depending on time and developments in technology. Developed systems undergo a process and appear in a different form. In order to explain this change of form we need to know what transformation is. Change is an act or process through which something becomes different. It also has several meanings such as; act, translocation or transition from one situation to another, development, growth and development, alienation from conventional thoughts and stereotypes, develop a method which will provide higher efficiency and effectiveness. All of these meanings indicate a transition from a negative case to a better one. In addition to that change is also the action or process of replacing someone or something with a new one.

When we look at today, the word transformation may not be understood comprehensively. It's when historical development of a phenomenon is looked at, the meaning of the word transformation is perceived properly. In this historical process that we mentioned above, communication has transformed from individual into mass. If the aim is basically taken as conveying a message from source to recipient; it becomes clear that the essence didn't change. However, it is a big fact that form has changed through thousands of years long process. In the communicative plane where the process works this naturally, completion of a transformation triggers another.

Combination of communication and technology made the transformation inevitable. One of the most important products of this transformation is VR technology. Virtuality which is the base of the technology, is a means, machine, system, examination of functioning of a specific phenomenon, a mockup made in order to show or explain, an artificial reproduction via a computer program. Baudrillard defines simulation as "*The simulacrum has no chance of hiding the truth- since it is truth that hides the fact that there is none.*" (2005). Procedural reality which is the image of the reality comes to forefront.

## Concept of Game

Game is defined as a recreational activity that has specific rules, gambling, a skill cause astonishment, a form of interpretation of an actor's role in cinema or theatre, overall acts performed accompanied by music, a form of literature written in order to be performed on stage or dubbed, show, spectacle, any kind of competition done to improve both psychical and mental skills, a kind of competition base on agility, any kind of unexpected move done to beat opponent in wrestling, result of a tennis match or backgammon played and ended by scoring certain points, cheat, deception, wile and scheme (Turkish Language Dictionary 2019) The concept of game is a way of thinking and movement, that is suitable for different movement and thinking systems in every aspect and it is designed according to the behavior of others and the conditions of the situation, contrary to the conventional behavior patterns.

Game is based on psychical, cognitive, linguistic, emotional and social development and directed or not directed to a goal, played with or without rules but individuals always with willingness and enjoyment of individuals and a part of the real world and the most affective learning process for individuals. Huizinga who has studies about game, defines it as an activity that proceeds within its own proper boundaries of time and space according to fixed rules. According to Huizinga, game is older than culture and is not a serious activity. Primarily, every game is a voluntary activity at the basis. Game creates an order and it is also the order itself. Every game has its own rules. There is no value of daily life's rules and customs inside the playground. We are different and act *in a different way*. Temporary cancelation of this "*Ordinary World*" is seen even in the childhood. This, also seen in adults who participated in liturgical games towards worshipping in primitive societies. Game is a battle for something

or qualify something in a representative manner (Huizinga, 1995). In sum, game is a free activity. It is consciously kept out of daily life and not adopted as a serious job. Player devotes oneself to game intensely and utterly. In this activity player doesn't expect a financial gain, profit or benefit. Its formation is in its own time and space boundaries with fixed rules and order. There are several studies done on game in the litterateur.

Berne defines game as "*an ongoing series of complementary ulterior transactions progressing to a well-defined, predictable outcome.*" in his book "*Games People Play*". Berne classifies game into six categories. These are; number of players, currency used, clinical types, zonal, psychodynamic and instinctual (2019:44). Different characteristic features of games make it harder to collect them under a single title. Various resemblances such as height, face structure, eye color, gait and temperament are found in games as well (Wittgenstein; 2007:52). Because of that, instead of looking at common features of games it is more useful to examine them in terms of resemblance or affinity.

Huizinga defines game as "*a thing which does not exist actually, but which fatally absorbs the players from top to toe while the freedom of working is going on outside consciously and while the "accustomed life", that is the existing life, is going on as it is*". It is an activity connected with no material interest, and no profit can be gained by it. It proceeds within its own proper boundaries of time and space according to fixed rules and in an orderly manner (1995: 13). Caillois defines game as "*activities with the characteristics of being free, separate, uncertain, unproductive, rule-bound, and make-believe*" (2011: 10-11). Avedon and Sutton define game as "*at its most elementary level then an exercise of voluntary control systems in which there is an opposition between forces, confined by a procedure and rules in order to produce a disequilibrium outcome.*" (1971: 7). Salen and Zimmerman define game as "*a system in which players engage in an artificial conflict, defined by rules, that results in a quantifiable outcome*" (2004: 96). While Juul's definition of game is "*a rule-based formal system with a variable and quantifiable outcome, where different outcomes are assigned different values, the player exerts effort in order to influence the outcome, the player feels attached to the outcome, and the consequences of the activity are optional and negotiable.*" (2005: 36). Game is an entertaining, optional, indefinite activity which is usually out of real world and has its own distinctive rules and culture. In general, game compels attention with features such as boundedness, having rules and not being serious.

Huizinga who puts emphasis on boundaries of game, states that game has a "*Magic Circle*". Magic circle represents a world with boundaries that can be both entered and exited, includes rules related to game and a certain result. According to this theory every game has a magic circle. Players must enter to this invisible Magic Circle to play. In this circle, games are played in line with fixed or known rules. One of the most prominent examples can be given to this magic circle concept are wrestling and Japanese sumo.

In the direction of these approaches game is a not serious phenomenon which has rules, boundaries limited with entrance and exit and not real although it makes people feel like it is by drawing people into an activity. Features such as boundedness, having rules and not being serious are transferred into new mediums labeled as new. In this context, new media concept gains importance.

## **Gamified Learning in Virtual Reality as New Media**

The term "media" has a quite disputable definition. When defined as communication between people; communication methods that people who lived million years ago used must be examined as well. In this sense, new media, might not be an ideal term to use for classification of technologies. However, this term came to forefront as a term linked with technological transformations happened in near time in the context of communication and gained recognition internationally. New communication concept is in a fast evolution process. McLuhan's "*Global Village*" concept, still continues through effects of technological changes.

Manovich analyzes new media mediums under five principles. These are; numerical representation, modularity, automation, variability and transcoding (2001: 27-48). These principles shed the light on transformation of new media mediums.

*Numerical representation* is formed of media codes. Objects of new communication medium are communication sources created in computer or transferred to computer from an analog system. Data are countable and consist of digital codes.

*Modularity* is a feature that allows making changes on any component while it gathers different components under a single roof. Different components are able to come together in order to create one item in a different form. Macromedia Director software which allows multimedia writing can be given as an example to that. We can upload different and independent items in this software. Uploaded items are used, interpreted and reproduced into single item by users.

*Automation* is the system which is produced by media without a user. Numerical representation and modularity need a system to build a structure. This system mostly enables operations that user contribution is small, to be done automatically

*Variability* is a principle that enables an item to appear in more than one form. Item, which is the production of numerical representation and modularity, doesn't have a fixed form and can transform into different forms.

*Transcoding* includes structures' that consisted from codes to transform between each other. Transformation between formats are emphasized in the new communication medium language. In the conventional communication medium, a flexible structure is out of question. In the new communication medium, a flexible structure and transformation between different formats corresponding with this structure are enabled. This occurs through intersection of numerical representation, modularity, automation, variability and transcoding principles.

Lister examined characteristic features of new communication mediums under the “*technological obligation*” roof. These are; digitality, interactivity, hyper textuality, dispersal and virtuality (Lister, vd., 2003: 9-44). Just like Manovich's principles, these principles also make clear transformation of new communication mediums. According to that;

*Digitality*; is the expression of data according to binary system. It's a digital or digital number-based phenomenon. While physical items are used in analog environment, items in digital environment are signified with codes consist of only numbers zero and one. It enables data to transform from analog to digital and creates new data by using digital environment. It's easier to process digital data than the analog data. Access to data in digital system occurs fast.

*Interactivity* is the case of user's ability to interfere with content of data. Users can direct the new communication medium in the direction of their aim. User's ability to direct data content in the direction of their personal aim through interaction is an important characteristics of new communication medium. Interaction phenomenon turns user into active role from a passive one in the communication process. User is able attach anything to the content. Interaction feature and personalization of the content increases both the attendance and options of the user.

*Hyper textuality* is the case of which texts are interrelated. Hyper means, above or beyond. The prefix hyper, is used for its “beyond” meaning in order to indicate difference and innovation between digital and analog. Hypertext is the networking of texts within itself. In this context, text is able to reach texts above itself through created network. Hypertext mediums attract attention with limitless data acquisition, sharing and updating features. According to Lister who benefited from Vannevar Bush's study “*As We May Think*”, in the formation of hypertext concept, Bush's explanation on operation logic of human mind through relations had an influence on it. While Lister explains hypertext as a feature of new communication medium; Manovich explains it under the hypermedia roof. Hypermedia is a medium type made of different components such as image, audio, video and text. At this point hypertext is a subcategory that hypermedia created, and it only consists text.

*Dispersal* is the case of which information is conveyed by being customized and without using the host system. In the understanding of conventional media, there is production and distribution process subject to a central structure. In the new communication medium, there is no homogenous receiver group who will receive messages. Relationship between sender and picky receiver, is increasing. In order to keep up with the developments in network technologies, media companies are driven to a new understanding from the conventional one. According to Lister, differences between consumer and producer are decreasing due to dispersal feature. This feature of new communication media is able to switch consumers' position into producers.

*Virtuality*, is the presentation of the copy of reality. Virtuality which means not real, is the most important characteristic of the new communication medium. Virtuality brings the concept of virtual reality along with itself. In these mediums the copy of the reality is served to users in the prepared reality environment. The important thing in here is that how much of a person is isolated from the real world. Users are able to assume different personalities. At this point, new communication medium creates a virtual world by effectively simulating an event that might occur daily.

Common point of these principles is digitalization. A digital universe is being mentioned here. The items exist in new communication mediums are expressed in numbers. Items that are switched to *digital* from analog or the ones produced in digital in a different form, can be *variable* by *transcoding* through *automation* with *modular* structure feature.

When new communication medium features are examined, digitality appears as a main feature. Digital universe is completely expressed with numbers and digitality feature is added to communication medium. Interaction has an important place in the new communication medium. During the communication process, for receiver to become sender or source's ability to control over the message is interaction (Geray, 2003: 18). In the recent period in which interaction is at forefront we come across to expressions such as information society, knowledge society, technology society or network society. While Yoneji Masuda emphasizes information society; Manuel Castells emphasizes the network society (2005). There are common intersections in today's communication medium where conflicts between concepts created. Digital mediums and users are at the common point of this intersection.

Users define their identification completely through digital medium channels into this medium and save them. In binary system mediums, users get digitalized and transform into 0 and 1's. This transformation is also stated as "Byte Society". Accelerated data exchange via information technologies, actualizes Marshall McLuhan's concept of "*Global Village*". Extensiveness of information technologies and internet's participation into this facilitates free circulation of information.

For the media, which has a wide range and includes all these definitions, what is new isn't the opposite of old. The new is built on the basis of the old. The new also consists the old. The old transforms into the new. Mediums which were defined as new, are recognized through the examination of different features, independent from time. For new to take the concept of old, depends on the technology it has. New communication mediums, an extension of digitality, represents mediums that prevents data loss.

**Table 1.** Principles of New Media

Roger Fidler	Lev Manovich	Martin Lister	Dennis McQuail
Coexistence and Coevolution	Numerical representation	Digitality	Interactivity
Metamorphosis	Modularity	Interactivity	Socialization
Propagation	Automation	Hypertextuality	Media Richness
Survival	Variability	Dispersal	Automation
Merit and Need	Transcoding	Virtuality	Happiness
Delayed Adoption			Privacy
			Individualization

(Source: Yengin, 2012: 53)

In this context, the communication environment is at the position of one of the basic fields where the human thought is shaped. This field is updated by mass communication means which are shaped by the technological developments. This state of being updated makes it obligatory to add the word '*new*' to it. The communication environment adds reflections of today's developments into its discoveries without losing its essence, transforming through structuring and actualizing a new communication process. In short, the new communication medium is a communication area with a structure built upon the digital coding system, where interaction occurs at high speeds in parts distinct from one another.

New media, defined as information technologies that typically uses microprocessor and computer competences, gives "*interaction*" opportunity between users, and information and user or make this, obligatory (Timisi, 2003: 81). In the light of these definitions new communication medium is defined as a new, different area where individuals practice the communication process and it ensures

transformation of the technique that individual obtained. New communication medium transforms education which plays an important role for individuals to become a socialized being just like in every field. Education which changed its form with the developments on technology, ensures individuals adaptation of information society easily. Especially, VR technology which appears as a result of rapid development of computer technology and integrates individuals to new communication medium, caused re-configuration of known education methods. Just as this technology directly affected production and consumption it has also affected education and as a result of that new education models which is defined as virtual education where realistic visuality is at front, appeared.

Before stating the origins of the virtual education which appeared as a result of global technological changes, it will be useful to define the concept of “virtual” briefly. In English the word “virtual” is used to define events that do not exist physically but only exist depending on the effect that is produced. Virtual concept is very broad in terms of meaning and is used worldwide and in many cases, it is frequently mentioned without distinction between concepts such as open and distance learning. In this sense, virtual concept is used to refer convergent systems such as interactive remote conference technologies and transmission via such fields as distributed learning, e-learning, network-based learning, web-based learning and computerized learning. In a virtual education provided in any field, how the information and technologies are applied must the focus in order to determine the purpose of usage of virtual concept. Some people claim that the era defined as revolutionary in communication technologies was 1960's, while other people claim that it was 1980's. The difference of VR technology, which has emerged in this period, where new communication technologies were developed, is that conventional technologies are limited to usage width, served contents and abilities technology supplied. When we classify this boundedness while radio and television considered as conventional media, technologies such as video, video text, teletext, cable and satellite broadcasting are placed in the new media category. However, today's technology also includes a constantly expanding communication technology network such as microprocessors, cabled tv, fiber optic, satellite broadcasting, word processor, e-mail, internet and video conference.

“Virtual Reality” concept is a three-dimensional simulation model created by computers that makes participants feel as if it's real and enables mutual communication with a dynamic environment. Up till today from show business to complex science experiments conducted in the field of medicine, VR has found several implementation areas. In this sense media which is simulated by computers is called virtual reality. Most of the VR environments consist of visual experiences obtained from a computer screen. Virtuality which comes from the term in Latin “*virtualis*”, is used related with objects or places that do not physically exist but thought to be exist by illusions. Actually, the term comes from the verb “*imagine*”. In this respect, what is virtual isn't an object that is real or exist. On the other hand, virtual doesn't mean the opposite of what is real or wrong. Thus, it can be thought that concept of VR is any form of life that is not real.

**Table 2.** Features of Conventional and Virtual Education

Factors	Conventional Education	Virtual Education
<b>Time</b>	Dependent, time application	Independent, continuous
<b>Place</b>	Dependent, limited	Independent, limitless
<b>Transfer</b>	Based on technology	Not based on technology
<b>Speed</b>	Slow	Fast
<b>Educational Broadcast</b>	Controlled, systematic, face to face, limited time	Uncontrolled, unsystematic, distance learning, unlimited time
<b>Skill - Quality</b>	Depends on teachers' skills, depends on students' processes.	Independent from education, commonly employability
<b>Flexibility</b>	Non-flexible and re-configured	Flexible and re-configured
<b>Competence</b>	Depends on the situation	Depends on the situation
<b>Benefit</b>	Limited	Unlimited, common
<b>Investment</b>	High cost	Low cost
<b>Operation</b>	High cost	Low cost

(Source: Cebeci, 2004)

Education isn't associated with only classrooms anymore. At home and game learning methods, has become as important as conventional education methods. In this context, along with the

globalization of information and access to it; having the understanding of how such access is enabled has gained more importance than the information itself. What is important in a world where everyone has immediate access to information, is to know the access to any information, synthesize from these information and also implementing them. Along with being a means used in this transformation, it is also seen as an element which can digitize data and turn it into electronic environment. While the internet world fastens privatization of life, it also explores the difference between real and virtual (Davies, 1998; Schank, 2000). The gap between the ones who have information and communication technologies and the ones who don't use it, is expanding. Economical outcomes accompanied by cases stated above causes information rich or information poor individuals, groups and dipole societies. This power which is defined as digital discrimination forces education to change.

Virtual education is a product of new world order fundamentally produced through communication technologies; a system developed which education alternatives offered to "*interactive*" student "*without any limitation of time or space*" (Karasar, 2004). As can be understood from this definition virtual education is any kind of education applied in electronic environment and several classification methods are adopted in this field based on the technology used. In Turkey, virtual education practices were started under the name of METU Certificate of Information Institute in 1997 and these practices has been developed up to today (Onay and Yalabık, 1998). Along with this, one of the most crucial attempt made was the establishment of Directive of Distance Education Based on Interuniversity Information and Communication Technologies by The Council of Higher Education on 14<sup>th</sup> December 1999. Activities of distance education began to be conducted in Turkey after the studies of National Information Committee. In addition to that, with the accreditation of some of the web-based classes in virtual medium, it was also ensured that universities requested same contents received them.

For education, which is an important necessity for modern societies, some affective methods were formed. One of these methods which makes education of people easier, is gamification. Today, people play games to have a good time, move away from their mental problems or solve problems by gamifying them. Contrary to an ancient concept of game; gamifying is a new phenomenon. In gamification where a way of thinking and rules pertained to game applied in order to attract users' attention and solve their problems (Zicherman and Cunningham, 2011) meaning of the concept and how it can be used in education gained importance. For a very important field such as education to have rules and components pertained to game, leaves a positive effect on individuals.

## **Findings**

In the context of utilization and effects approach, a research has been conducted with a group formed of 50 students of İstanbul Aydin University Faculty of Communication between the dates April 1, 2019 - May 1, 2019 who were randomly chosen to deduce the negative effects related to experiences on utilization of VR devices and to bring out the relationship between demographic characteristics and/or factors. For findings obtained from the research VR tools have been used to students, and reactions they gave before and after watching and experiencing utilization of gamified learning device were analyzed and evaluated in the scope of gamified learning in virtual reality which is a new concept in terms of communication. Primarily, a questionnaire consists 36 questions concerning their demographical information were asked from participants to fill it out. After the questionnaire was filled out VR headsets have been worn to participants. During user experience, it was observed to determine whether experience has any effects, questions concerning negative effect felt during the experience were asked between every game and it was requested from participants to rate it from 1 to 5.

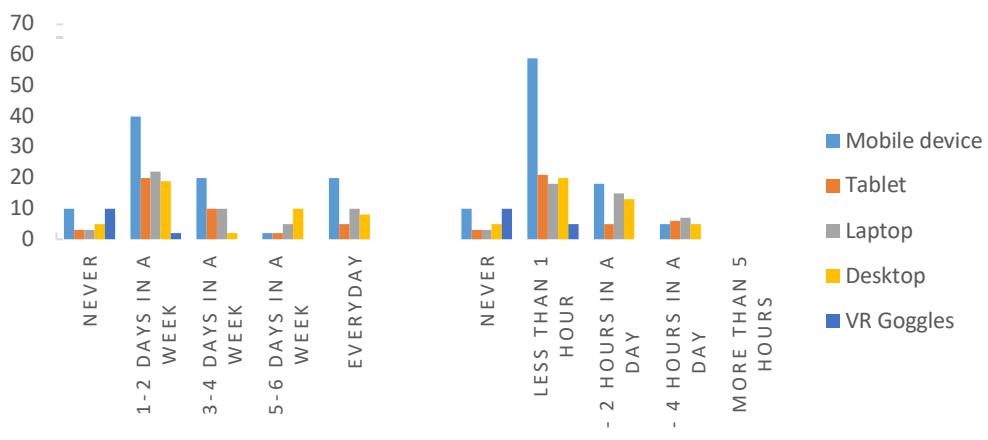
Also, video of participants' utilization experience is recorded. Participants were informed before the experience about what kind of a research they will be participating and what they need to do, and a letter of consent was signed by participants. After the VR headset experience participants were asked to fill out a questionnaire consists 52 questions concerning gamified learning in VR.

First of all, participants' time and frequency of technology usage was determined in the questionnaire. This determination is important for the understanding of prone to computer-based technologies such as VR. The main reason for this is that individuals used VR technology, can use such technologies for a long-term to the extent of their proneness. For instance, participants who wore VR goggles, started to feel dizzy and nauseous after 20 minutes. However, the time of usage of these technologies is extended on people who are prone to these technologies by other means (Algül and at all, 2018). This situation ensures high level of concentration on individuals who use VR technology.

According to data received from the research; the most frequently used technological device is mobile device. Mobile devices which have a pretty rich digital content, offers convenience to users in terms of portability. Because of that, users are able to use these devices anytime, anywhere. In the ranking laptops, tablet computers, desktop computers and VR goggles follow mobile devices in that order. Primary reason behind the less usage of VR goggles compared to others is that this technology is expensive and causes cable problems. In this respect, technology's expensiveness and symptoms seen in participants after 20 minutes of experience poses an obstacle in front of spreading of user-based VR technology.

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## DURATION AND FREQUENCY OF TECHNOLOGY USAGE



**Diagram 1.** Comparison of Technology Usage Frequency.

During the observation, a monitoring key was used in scope of litterateur in order to prevent missing any observation data, this way user's reaction given during the experience of VR goggles performance is observed easily. Reactions given during the research but didn't appear on monitoring key also recorded on monitoring key. In this scope, participants' subjective reporting became important. As a result of observations made, data were gathered, and it was determined that how effective gamified learning is. Recorded observation data is included to scope of analysis by turning into numerical expression.

Research part of the study divided into 3 days of time period. Tilt Brush which is a part of world's greatest digital game platform Steam, is chosen to determine differences between VR gamification learning and classical learning and difference of learning in virtual reality. The most important reason behind this choice is that, this program gives the opportunity to learn virtual drawing in gamified form. In this context, study is performed with one of the most important means of virtual reality technology, HTC Vive.

The study which its first period was designed on classical learning, was divided into three periods and lasted three day. On the first day, 60 minutes of classical learning practice was applied in the morning, afternoon and evening with 20 minutes long sessions. In this practice, lessons are given in classical way and students were asked to make same drawing of a virtual drawing done in Tilt Brush, classically with hand. A test was done after every 20 minutes long practices and participants' motivations were determined. According to that, after the morning practice of 20 minutes long classical training, no motivation loss was observed. In the second session which was held in the afternoon, after the 20 minutes long classical training and practice a partial loss of motivation was observed. In the evening session after 20 minutes long classical training and practice motivation loss was observed in the whole group.

On the second day, 60 minutes of digital environment learning practice was applied in the morning, afternoon and evening with 20 minutes long sessions. In this practice, lessons were given digitally in a computer environment, participants were requested to draw a virtual drawing which was drawn in Tilt Brush, in a programme similar to Tilt Brush. A test was done after every 20 minutes long practice and participants' motivations were determined. According to that, after the morning practice of 20 minutes long classical training, no motivation loss was observed. In the second session which was held in the afternoon, after the 20 minutes long classical training and practice no motivation loss was observed. In the evening session after 20 minutes long classical training and practice a partial motivation loss was observed.

On the third day, 60 minutes of gamified learning in virtual reality practice was applied in the morning, afternoon and evening with 20 minutes long sessions. In this practice, lessons were given through virtual reality technology HTC Vive and participants were asked to draw a virtual drawing using Tilt Brush. A test was performed after every 20 minutes long practice and participants' motivations were determined. According to that, after the morning practice of 20 minutes long classical training, no motivation loss was observed. In the second session which was held in the afternoon, after the 20 minutes long classical training and practice no motivation loss was observed. In the evening session after 20 minutes long classical training and practice no motivation loss was observed.

**Table 3.** Features of Classical Learning, Learning in Digital Environment and Gamified Learning in Virtual Reality

Duration	Classical Learning	Learning in Digital Environment	Gamified Learning in Virtual Reality
20 minutes	High Motivation	High Motivation	High Motivation
40 minutes	Partially High Motivation	High Motivation	High Motivation
60 minutes	Motivation Loss	Partially High Motivation	High Motivation

According to data obtained from pretests, practices and posttests; there are differences between classical learning, digital learning and gamified learning in virtual reality in the context of motivation. In students who participated in 60 minutes long pretest, practice and posttest research processes for 3 days, a noticeable loss of motivation is observed in classical learning after 20 minutes. Students who were partially motivated lost all of their motivation after 40 minutes. It is observed that students are more motivated in digital learning compared to classical learning however they lost their motivation partially after 40 minutes. Based on the data gathered from pretest, it is understood that non-stationarity image transfers that digital environment offers has a profound effect on that. Lastly, it is observed that in pretest, practice and posttest, gamified learning in virtual reality doesn't cause any motivation loss. In this context, it is seen that virtual reality has a huge advantage compared to classical and digital environment learning., removed it is a fact that people will be benefiting more from virtual reality which transcludes user to a new environment as if it is real, especially, when symptoms seen in new users of VR goggles after 20 minutes of using it.

## Conclusions

Virtual reality is a reality established through benefits from technology's facilities with the help of tools compiled from the nature. Even though used tools and adopted methods don't fit to the reality in nature; it arouses a feeling of reality in terms of outcome and so brings out the created reality with the help of incorrect images. Illusion of reality is effectively developed in the designed image, by means of computer technology. Digital technology allows objects to be turned into pixels by effect specialists. In this sense, it is a fact that we will be living in a world full of visual and audial messages in the future.

*Mimesis*, which means impersonation in Greek, is emphasized as representation of art and literature's based on impersonation. Human beings' desire of purgation by escaping from their own reality is originated from Aristoteles's "catharsis" concept which changing its shape with the development of mass media technology. In the scope of "uses and gratifications theory" grounds on

several escapes of people via mass communication means. At this point, VR games appear as an important communication means.

Desire of role playing, which is done by new generation using VR environments, is gradually increasing. VR games are used as a new communication environment by a certain mass. VR games which are seen as a hobby these days, maybe will be the only source of entertainment or only communication environment in the future.

As Oskay stated, game, which today has turned into a fantasy, is a kind of entertainment against cruel real life for classes and segments which is commodified or sees commodification as a duty; a type of means that helps people see this crucial reality with semi consciousness in order to arrive to “*a form of perceiving and interpreting life in an image that it doesn't express its reality*”. VR games form a more complex completeness. Integration of users develop fast. There is no standard in the VR games. Games that have a dynamic structure, requires users' to learn interface again. Every new technology carries marks of the one before. According to Binark and Bayraktutan Sütcü, digital games consist, atari, computer, console, mobile and all the different types of games. In this context, VR games are personal communication environments that consist digitality, interactivity, virtuality, variability, modularity features of new communication environment and incorporate these features to the act of playing games. These environments can hide and keep concepts and features which are described as old or conventional.

Game is a life laboratory. Game is a means of conveying emotions for the individual; in the games which make connections between imaginary and real world more meaningful, individuals get to know their life, themselves and their surroundings that are full of unknowns, through game filter. With this feature, VR games become an important communication medium. Today, the best example can be given to new communication mediums are VR games. VR games are popular personal communication means. VR games that are different from one another are being sold in stores and consumed by users. There are several reasons behind popularity of VR games. The main reason is, individual's inability to reach to a certain level or have the characteristic features they aimed at. Individuals who gravitate to different pursuits, fulfill this need via VR games. In this sense, VR games become a new communication means opted for its unlimited features that it offers to users.

Digital games generally gain acceptance by students. At this point game is used as an important means. VR games in education draw attention of students. In this direction, examples and visual transfers via VR games on classes gain importance. Information transferred to students via VR games must come into action through practice or implementation. Through reinforcement of these information with practical works, a faster and more permanent learning is achieved. As a result of this transformation, the information presented to students both become more permanent and learned faster by students. In conclusion, VR games must be used as an important means of communication with characteristics that can direct students' education life.

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# The Effect of Social Media Marketing Activities of E-Commerce Companies on Vocational School of Higher Education Students

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## Abstract

Having a substantial role in our lives thanks to the developments in communication technologies, the concept of social media ranks among the marketing strategies that businesses cannot give up. Social media platforms, playing a large part in institutions' communication and interactions with the target groups, give firms a lot of opportunities to achieve many marketing goals like increasing brand awareness or providing commitment of the target group. Furthermore, the widespread use of the internet has enabled e-commerce sites to be preferred more and the environment provided by social media marketing to e-commerce sites has allowed more transparent mutual communication opportunity in the dialogues between the institution and its target groups. Thanks to these opportunities, target groups have had amenities such as asking questions and giving positive or negative feedback, which cannot be supplied by many other marketing activities. Therefore, the aim of this study is to reveal how the university students, as being young consumers using e-commerce sites, are affected by the marketing activities of these sites on social media.

Keywords: Social Media, Social Media Marketing, Integrated Marketing Communication.

## Introduction

Today, along with the changes and transformations in the fields of technology and communication in the global markets, differences in the knowledge of individuals have started to take place. As the diversity of the products and services produced by enterprises increase, consumers become more conscious in response to this, and consequently, there have been differences in the purchasing decision processes of individuals who can obtain information from many places and whose demands, needs and expectations increase in parallel. Besides, instead of traditional marketing strategies, consumers find marketing strategies more attractive in new communication environments and are moving towards these strategies. Because new marketing communication elements make consumers feel special and businesses connect consumers with the specific strategies they offer.

The proliferation of communication channels has forced businesses to adapt their marketing strategies according to these new communication environments. Because the advances in technology have made communication environments that are bi-directional and interactive in the sense of communication indispensable and consumers have now opted out of the passive role in their purchasing decisions, choosing applications where they can express themselves, interact, share ideas, thoughts, wishes and experiences. Social media, which is one of these new communication environments, not only changed the way businesses communicate with their target audiences, but also created significant changes in their marketing strategies. Because social media platforms are more cost-effective than traditional marketing tools and allow businesses to communicate directly with their loyal customers and potential consumers without any time constraints.

The existence of social media in our lives in such a large scale has revealed the necessity of the electronic commerce sites, which carry out marketing strategies on online platforms, to involve themselves in this process. Mostly based on visuals, electronic commerce sites combine social media and e-commerce with ads, campaigns, and carefully managed accounts. On the other hand, it is a fact that e-commerce sites that do not use these platforms, which are highly effective in terms of reaching broad target audiences, increasing brand, product and service recognition, providing consumer support services and interacting with users more by sharing content, will decline in the long term.

## Literature

Owing to the continuous technological developments in the globalizing world, enterprises have entered into a rivalry competition with each other, and with the development and rapid expansion of technological opportunities, the world has become a global market. In parallel, all commercial activities are also changing. The rapid spread of the internet all over the world has brought about the concept of e-commerce.

As it is known, the word trade is conceptually the name given to process of "buying and selling of goods, services etc." (url 1, tdk.gov.tr). The fact that these transactions are carried out in electronic environment, on the internet, has led to the emergence of the concept of e-commerce. According to the World Trade Organization (WTO), e-commerce is production, advertising, sales and distribution of goods and services through telecommunication networks (url 2, wto.org), and according to the definition of Organization for Economic Cooperation and Development (OECD), an e-commerce is the operation of all kinds of transactions related to commercial activities that concern both enterprises and individuals through computer networks (url 3, oecd.org). In general, electronic commerce is the process of purchasing and selling information, products or services through computer networks, as well as creating demand (marketing), providing customer support (at all stages of sales) for the information, product or service offered, and providing commercial and logistic communication between commercial institutions and their customers through global computer networks (Elibol & Kesici, 2004: 4).

In order for a commercial activity to be considered as electronic commerce, it is to be conducted in electronic environment, the purchase and sale of products and services must be made between two or more parties, there must be processing and storage of digital information such as text, voice or visual, it must have an economic value and be a commercial transaction and/or support a commercial transaction (Zerenler, 2013: 62). In this context, e-commerce has four perspectives as follows (İyiler, 2015: 87):

*Communication Perspective:* Delivery of information, products, services and payments via electronic means,

*Business Process Perspective:* Usage of technology for automation of business transactions and workflow,

*Service Perspective:* Cutting costs by increasing the speed and quality of service delivery,

*Online Perspective:* Online buying and selling of products and information.

E-commerce, which enables the sale, payment, advertisement, customer support and delivery processes of all kinds of products and services securely over the internet, connects vendors, suppliers, dealers and customers with internet and web channels wherever they are in the world.

Electronic commerce tools which are considered as all kinds of technological products that facilitate the commercial activities of enterprises and individuals who trade with each other are computer, internet, mobile phones, telephone, electronic data interchange (EDI), television, electronic payment systems, extranet, intranet and fax. Some of these tools were used for making e-commerce in the periods when technology was not developed (Doganlar, 2016: 4).

E-commerce is not actually a new concept. However, with the development of technology and the widespread use of the internet, it has become one of the most important actors in commercial life. The widespread and professional use of e-commerce began in 1995, and in its early years, it was mainly used in internet-related activities, information technology businesses, and online transactions between large companies, banks and other financial institutions. This period, which is also known as the first period of electronic commerce where web pages are advertised intensively, ends with the decrease in the stock market values of dot-com companies in March 2000, and the second period starts with the re-evaluation of electronic commerce companies in January 2001 (Pırnar, 2005: 32-33). Nowadays, with the widespread use of internet owing to its favorable price, the increase in credit card usage and the innovations in the banking system, all businesses are trying to reduce their costs by spreading e-commerce.

E-commerce, which brings buyers and sellers together electronically and increases the limits of electronic commerce from national level to international level, is divided into six different groups, considering only the participants (Kalayci, 2008: 142):

- E-commerce between businesses (Business to Business-B2B)
- E-commerce between businesses and consumers (Business to Consumer-B2C)
- E-commerce between businesses and public administration (Business to Government-B2G)
- E-commerce between consumers and public administration (Consumer to Government-C2G)
- E-commerce between consumers (Consumer to Consumer-C2C)
- E-commerce between governments (Government to Government-G2G)

Among these groups, the most commonly used are; e-commerce between businesses (B2B), e-commerce between businesses and consumers (B2C), and e-commerce between consumers (C2C).

*E-commerce between businesses (B2B):* The e-commerce model where business is conducted between companies. In this model, both parties sell products and services to one another as businesses. In other words, the companies place orders and make sales in electronic environment to the supplier/manufacturer. Ex: Alibaba.com.

*E-commerce between businesses and consumers (B2C):* It is the most common and used form of e-commerce in the world. Businesses sell products and services directly to consumers. Thus, there is an opportunity to reach a wide customer base. In this model, businesses can sell a wide range of products and services such as computer, car, book, food and beverage, banking, insurance and stock exchange directly to their customers through virtual store applications. Ex: Amazon.com, hepsiburada.com, n11.com, ebebek.com, idefix.com.

*E-commerce between consumers (C2C):* This includes the purchases made through the websites with the membership systems where consumers can trade with each other. Ex: ebay.com, gittigidiyor.com, letgo, dolap, gardrops, modacruz.

Internet is now considered to be the most effective tool for e-commerce and internet-based marketing activities have been used extensively in the last 10-15 years. Therefore, it is almost impossible to find a process that cannot be done over the internet. The Internet includes a wide range of activities such as banking transactions, shopping, ordering food, selling second-hand products. For this reason, many businesses engaged in traditional trade have also started to move towards e-commerce activities, and e-commerce, which started with websites, is now being made through these channels due to the inaccessible power of social media channels. Social media, which has become the focal point of our lives with the developing technology with each passing day, is being used effectively by many people and institutions as an online network where the user publishes and shares the content produced individually. In this way, quick access is facilitated and users can view contents, products and services, news, thoughts, daily events and photos through social media and share their views with these social networking platforms.

As one of the most important formations of the 21st century, social media, as a term, represents the whole of tools, services and applications that enable users to interact using network technologies (Boyd, 2008: 92). Social media platforms are online platforms that provide a natural, intimate conversation environment based on the common interests of the participants based on their ideas and experiences. Its basis is the sharing and integration of the participants at a common point, and often allowing more information to make better choices (Evans, 2008: 31). While, according to Kalafatoglu, social media is an online communication channel in which people participate, which can be developed and which allows interaction; according to Weber, they're online tools in which people of common interest share their thoughts, comments and ideas; and according to Goeldner and Ritchie, social media platforms are online content areas created by internet users and accessible to other users through interactive technology, and according to Hatipoğlu, it is defined as internet platforms where people carry out their communication activities through text, picture, video and audio files (Buluk & Eşitti & Boz, 2017: 220-221). When the definitions of social media, which have many definitions from their tools to functions, content to technological infrastructure, are examined in the literature, it is seen that essentially the interaction and functional characteristics of social media in general are discussed.

Social media combines technology, social entrepreneurship with words, pictures, videos and audio files, and while the meaning and scope of social media tools change from person to person, the main elements supported by tools such as computers or mobile phones are encountered in various formats such as blogs, microblogs, online chat, RSS feeds, social networks, social bookmarking sites, forums, podcasts, video sharing sites, virtual worlds (Demir, 2016: 28). In this context, in order for an application or website to be suitable for this definition, it must have users independent of the publisher, have content prepared by the users, be unlimited in terms of time and space and users must interact with each other (Erkul, 2009: 3).

According to the We Are Social 2018 report published by We Are Social and Hootsuite, which includes internet usage and social media statistics in the world, when the global internet usage statistics are analysed, the total number of users is 4.02 billion and the number of mobile internet users is 3.72 billion. This ratio shows that almost half of the world's internet users are mobile users. According to the 2017 social media statistics data, there are 3.02 billion social media users in the world, and this number has reached 3.2 billion in the 2018 social media statistics and 42% of the world's population is social media users and the number of mobile social media users has reached 2.9 billion ([url 4, dijilopedi.com](#)). Social media, which is a new form of media that allows the sharing and access of information generated by individuals in a simple, instant and bilateral way, continues to develop rapidly and spreads rapidly by adding new features to itself. Through many platforms such as Instagram, Facebook and Twitter, individuals communicate worldwide and have a strong and effective position when used correctly because there is no boundary and every individual has a voice. With the increasing number of users on social media platforms, the harmonious use of all branches in integrated marketing communication and social media, which is almost a 'hybrid' along with four basic promotion tools, are truly important. Because of this importance, businesses have adapted their marketing strategies to social media usage (Çifci & Sözen, 2017: 506). Social media tools, which allow individuals freedom and domination compared to traditional media tools, have become an indispensable part of marketing communication today and these platforms, where consumers share their experiences and ideas about the products and services they buy, the brands they prefer and interact with each other, have enabled businesses and brands to communicate more effectively with their target audiences with smaller budgets.

Businesses aim to derive a significant profit by using social media tools in their marketing strategies. These targeted profits include increasing brand awareness and creating positive perceptions, identifying and hiring talented employees, increasing customer satisfaction and customer loyalty, and receiving customer insights in product development and innovation processes (Scott and Jacka, 2011: 36). It is seen that users who devote a large portion of their time to social media platforms, which are rapidly increasing in number every day, collect information about the products and services they are interested in from these platforms, learn and evaluate positive and negative thoughts about brands, and use this information in the purchasing decision processes. Increasing importance of these platforms' day by day for brands and serious investments in these platforms led to the emergence of the concept of marketing through social media.

Social media marketing, which is defined as increasing visibility and promoting goods and services by using social media tools (Güçdemir, 2017: 107), is the process of introducing the pages, products or services created by corporations or consumers on the internet through online channels and interacting with many consumers which are very difficult to reach by traditional advertising methods (Tütün, 2008: 19-20). One of the most important reasons why brands prefer this marketing method is not being able to reach the target audience with traditional marketing strategies or it creates much more cost. However, in social marketing activities, it is possible to reach the right target audience and more people with less budget. Another important reason is that bilateral interaction takes place in a very short time. For example, in case of a negative situation related to a product or service, the consumer conveys this complaint through the brand's social media accounts and the brand resolves the complaint in a short period of time, as well as protecting it from a possible disaster, it also provides convenience and time savings for both parties ([url 5, pazarlamaturkiye.com](#)). In order for a marketing activity to be a social media marketing activity, it must have precise and measurable targets, use online social media platforms, and interaction and communication must be bilateral.

The fact that social media marketing has so many alternatives and it has many positive benefits such as facilitating reaching the target audience, causes e-commerce sites to use social media as a marketing tool. Electronic commerce sites are now directing their marketing strategies such as

communicating and interacting with consumers, observing demands for products and services, creating brand and product awareness through social media platforms.

## Research

Nowadays, social media applications are particularly used by university students who are young individuals. In this context, investigating to what extent the new media channels have gained a place in marketing communication for the students and to what extent university students attach importance to the marketing activities they face while using the internet and social media channels play an important role for businesses in reaching out to young individuals that make up a large part of their target audience and determining their marketing strategies.

The research is important for determining the extent to which the university students, who are a major part of the target audience of e-commerce sites, are affected by the marketing activities of the social media channels of e-commerce sites. Within this scope, the main purpose of the research is to investigate the importance the students studying in public relations and publicity departments of vocational schools of higher education in foundation universities attach to marketing activities of e-commerce sites on social media. In this context, four basic hypotheses were determined to be tested in accordance with the aim of the research and developed as follows:

Hypothesis 1. There are significant differences between the genders in terms of marketing activities of e-commerce sites on social media.

H1 (a): There are significant differences between the genders in terms of the activity aspect of the marketing activities of e-commerce sites on social media.

H1 (b): There are significant differences between the genders in terms of the like aspect of the marketing activities of e-commerce sites on social media.

Hypothesis 2. There are significant differences between ages in terms of marketing activities of e-commerce sites on social media.

H2 (a) There are significant differences between the ages in terms of the activity aspect of the marketing activities of e-commerce sites on social media.

H2 (b) There are significant differences between ages in terms of the like aspect of the marketing activities of e-commerce sites on social media.

Hypothesis 3. There is a relationship between the marketing activities of e-commerce sites on social media and the time spent on social media.

H3 (a) There is a relationship between the time spent on social media in terms of the activity aspect of the marketing activities of e-commerce sites on social media.

H3 (b) There is a relationship between the time spent on social media in terms of the like aspect of the marketing activities of e-commerce sites on social media.

Hypothesis 4. There are significant differences between the activity and like aspects of marketing activities of the e-commerce website, which is the mostly / most often preferred for shopping, on social media.

Quantitative research method is used in order to reach the findings. Data collection is performed by face to face questionnaire. There are 29 expressions in total together with demographic questions and the survey consists of three main sections. In the first section, four questions measuring demographic data related to the participants, in the second section, 10 expressions designed to examine the participants' internet and social media usage, and in the third section, social media marketing activities (SMMA) scale adapted to Turkish by Yuksekibilgili (2018) in order to measure the marketing activities of e-commerce sites on social media and 15 expressions in this scale and also 7-point Likert-type scale are preferred. (1- Strongly Disagree, 2- Disagree, 3- More or Less Disagree, 4- Undecided, 5- More or Less Agree, 6- Agree, 7- Strongly Agree). In addition, the names of the 13 e-commerce sites included in the statements in the second section are taken from the research carried out with the participation of 2085 people prepared by Twentify (2018) (url 6, Twentify).

The general population of the study consists of university students. However, due to the difficulty of reaching the entire research population and the time and budget limitations, the study is limited to the sample. Accordingly, the sample of the study consists of a total of 226 associate degree

students, in formal and evening educations, studying in public relations and publicity programs of vocational schools of higher education in three foundation universities in Istanbul which are determined by convenience sampling method. Descriptive statistics (mean, standard deviation, minimum, median, maximum) are used to define continuous variables. Comparison of the two variables that are not compatible with independent and normal distribution is made by the Mann-Whitney U test, and the comparison of more than two variables which are not compatible with independent and normal distribution is made by the Kruskal-Wallis Test, and the comparison of categorical variables is made by the Chi-Square Test. Correlations between two continuous variables that are not suitable for normal distribution are examined by Spearman's Rho Correlation Analysis and analyzed using IBM SPSS Statistics Version 25.0.

As a result of the analysis of the data collected through face-to-face questionnaires among the vocational school students participating in the study, when the distribution of the students studying in the associate degree of public relations and publicity program according to their gender (Table 1) is examined, the majority of the participants are women with 67.7%. When the marital status is examined, it is observed that the majority of the students (92.5%) are single and when it is considered in terms of age group, it is observed that 85.8% of the students are in the 18-24 age group. When the total monthly income of the participants is examined, TL 0-1000 is the income group with the highest number of participants (48.7%).

		Frequency	Percent (%)
<b>Gender</b>	Female	153	67.7
	Male	73	32.3
<b>Marital Status</b>	Married	17	7.5
	Single	209	92.5
<b>Age</b>	18-24	194	85.8
	25-34	23	10.2
	35-44	8	3.5
	45 and over	1	0.5
<b>Monthly Total Income</b>	TL 0-1,000	110	48.7
	TL 1,001-2,000	44	19.5
	TL 2,001-3,000	26	11.5
	TL 3,001-4,000	21	9.3
	TL 4,001-5,000	9	4.0
	TL 5,000 and over	16	7.1

**Table 1. Demographic Features**

In Table 2, it is stated whether the students studying in the public relations and publicity associate degree program use internet and social media applications and if so, how many hours they spend on the internet and social media applications per day. In this context, it is seen that all the students who participated in the research use internet and 43.4% spend time on the internet for 4-7 hours. In addition, it is identified that all but one of the students use social media applications and more than half of the participants (54.9%) spend at least 3 hours in these mediums. In this context, it is observed that the students spend most of their time on social media applications.

		Frequency	Percent (%)
<b>Using Internet</b>	Yes	226	100
	No	0	0
<b>Daily Internet Usage Times</b>	Any	0	0
	0-3 hours	89	39.4
	4-7 hours	98	43.4
	8-11 hours	26	11.5
	More than 12 hours	13	5.8
<b>Use of Social Media Applications</b>	Yes	225	99.6
	No	1	0.4
<b>Daily Social Media Usage Times</b>	Any	0	0
	0-3 hours	124	54.9
	4-7 hours	74	32.7
	8-11 hours	22	9.7
	More than 12 hours	6	2.7

**Table 2. Daily Internet and Social Media Usage Status**

The students who are studying in the public relations and publicity associate degree program were asked which social media application they use most and the distribution of the students' answers to this question is given in Table 3. Among the most preferred social media tools; Instagram, which is used frequently by brands due to its high level of interaction and enabling trade, appears to be in the first place among young people. Brands provide information about their products to consumers through Instagram accounts, make sales, and listen to suggestions and complaints.

	Frequency	Percent (%)
Facebook	19	8.4
Twitter	46	20.4
Instagram	212	93.8
Other	32	14.2

**Table 3. Most Used Social Media Application**

The students in the study were asked whether they shop online or not, it was identified that 100% of the students ( $n = 226$ ) shop online. In addition, the students were asked how often they shop online and the distribution of the answers to this question is given in Table 4. According to Table 4, more than half (66.4%) of the participants shop online.

	Frequency	Percent (%)
Everyday	0	0
Once a week	10	4.4
2-3 Times per Week	8	3.5
Once in a month	150	66.4
2-3 Times per Month	58	25.7

**Table 4. Frequency of Online Shopping**

In order to determine whether the surveyed students follow the social media accounts of e-commerce sites, they were asked whether they follow Facebook / Twitter / Instagram and other social media accounts of e-commerce sites, and 58% ( $n = 131$ ) of the participants responded positively and 42% ( $n = 95$ ) responded negatively.

	Frequency	Percent (%)		Frequency	Percent (%)
n11.com	29	12.8	Aliexpress	7	3.1
Markafoni	4	1.8	ePttAVM	0	0
morhipo	5	2.2	Migros Sanal Market	6	2.7
trendyol	131	58.0	Özdilekteyim	0	0
Lidyana	2	0.9	Boynar	4	1.8
hepsiburada.com	18	8.0	sahibinden.com	11	4.9
gittigidiyor.com	9	4.0			

**Table 5. Distribution of Most Preferred E-Commerce Sites for Shopping**

When the e-commerce sites where the students prefer to shop most are analysed, it is observed that more than half (58%) of the participants prefer trendyol and n11.com (12.8%). When the data in Table 5 is examined, it is seen that the participants are mostly concentrated in a single e-commerce site. Again in Table 6, it is seen that the students who participated in the survey mostly see the ads of trendyol (52.7%) e-commerce website in their social media applications.

	<b>Frequency</b>	<b>Percent (%)</b>		<b>Frequency</b>	<b>Percent (%)</b>
n11.com	27	11.9	Aliexpress	9	4.0
Markafoni	8	3.5	ePttAVM	0	0
morhipo	6	2.7	Migros Sanal Market	4	1.8
trendyol	119	52.7	Özdilektem	0	0
Lidyana	1	0.4	Boynar	2	0.9
hepsiburada.com	25	11.1	sahibinden.com	11	4.9
gittigidiyor.com	14	6.2			

**Table 6. Distribution of E-Commerce Sites with Most Advertisements in Social Media Applications**

According to both Tables (Table 5 and Table 6), the participants do not see the advertisements of ePttAVM and Ozdilektem e-commerce sites in social media applications and prefer not to shop from these sites. The data of the first hypothesis, which is one of the hypotheses based on the research, "There are significant differences between the genders in terms of marketing activities of e-commerce sites on social media," (H1) are shown in Table 7.

	<b>Activity</b>		<b>Like</b>	
	<b>Mean</b>	<b>Std. Deviation</b>	<b>Mean</b>	<b>Std. Deviation</b>
Female	41.6	9.6	27.7	7.5
Male	41.9	10.3	27.5	8.4
P*	0.846		0.767	

\*Mann-Whitney U (0.05 significance level, p<0.05)

**Table 7. Gender Distribution of E-Commerce Sites in Terms of Marketing Activities in Social Media**

When Table 7 is examined, it is found that there is no statistically significant difference in terms of the activity aspect ( $p = 0.846 > 0.05$ ) and like aspect ( $p = 0.767 > 0.05$ ) of the marketing activities of e-commerce sites on social media in terms of gender. Hypothesis 1 is rejected according to the conclusion that there is no significant difference in terms of the marketing activities of these sites on social media to reach both male and female students. Considering the relationship between the age of the students in the sample group and the marketing activities of the e-commerce sites on social media, the results of the analysis regarding the hypothesis H2, "There are significant differences between ages in terms of marketing activities of e-commerce sites on social media," are given in Table 8.

	<b>Activity</b>		<b>Like</b>	
	<b>Mean</b>	<b>Std. Deviation</b>	<b>Mean</b>	<b>Std. Deviation</b>
18-24	41.5	9.8	27.7	7.6
25-34	43.7	10.7	27.8	8.8
35-44	43.4	8.5	27.4	10.1
45 and over	32	-	19	-
P*	0.540		0.984	

\* Kruskal-Wallis p <0.05

**Table 8. Age Distribution of E-Commerce Sites in Terms of Marketing Activities in Social Media**

Accordingly, it is seen that there is no statistically significant difference in terms of the age of the students participating in the study in terms of the activity aspect ( $p = 0.540 > 0.05$ ) and like aspect ( $p = 0.984 > 0.05$ ) of the marketing activities on social media of e-commerce sites and hypothesis 2 is rejected. According to the analysis made in Table 9 on whether there is a relationship between the time spent on social media and the marketing activities of e-commerce sites in the social media, it is observed that although there is no significant difference in terms of the time the students spend on social media in terms of the activity aspect of the marketing activities of e-commerce sites, there is a statistically significant relationship between the like aspect and the time spent on social media.

	Activity		Like	
	Mean	Std. Deviation	Ort.	Std. Deviation
Any	-	-	-	-
0-3 hours	41	9.6	26.2	7.9
4-7 hours	42.6	9.3	29	6.6
8-11 hours	41.4	11.6	23.9	9.4
more than 12 hours	48.8	10.5	34	7.3
P*	0.388		0.015	

**Table 9. The Relationship between Marketing Activities of E-Commerce Sites in Social Media and Time Spent on Social Media**

\*Kruskal-Wallis p <0.05 \*\* Comparisons were made between 0-3 hours, 4-7 hours and 8-11 hours. Since there were six people in the group with more than 12 hours, they were not included in the comparison.

The most frequently preferred e-commerce site for the students in the study and the marketing activities of these sites on social media are examined and the results of the analysis are shown in Table 10. According to the table, it is identified that there is a high and statistically significant correlation between activity and like aspect in N11 users, there is a good and statistically significant correlation between activity and like aspect in Trendyol users and moderate and statistically significant correlation in Hepsiburada.com users. In this context, it is seen that there are significant differences between the activity and like aspects of the marketing activities of the most preferred e-commerce site for shopping on social media, and Hypothesis 4 is accepted.

	r*	p
n11.com	0.826	<0.001
Trendyol	0.666	<0.001
hepsiburada.com	0.587	0.010

\*Spearman's Rho Correlation Coefficient

**Table 10. Relationship between E-Commerce Sites' Marketing Activities in Social Media and Most / Most Frequently Preferred E-Commerce Sites for Shopping**

## Conclusion

With the development and widespread use of the internet all over the world and in our country, the increasing use of new media shows us that the Internet will take more place in every area of our lives. Developing and changing marketing strategies thanks to social media channels enable all businesses to sell their products and services on social media, and through these channels, businesses interact more quickly with their target audiences. In parallel with this interaction, they have the opportunity to change the perception existing in their target groups about their products and services in a positive or negative way. Therefore, with the feedback they receive from their target groups, businesses can benefit when they correctly understand and direct their consumer's wishes, needs and thoughts about their products and services. In this context, it is essential to ensure that consumers talk and share their products and services in social media.

The fact that consumers share their experiences about a product or service in these channels affects the purchasing decision processes of other consumers. Because the consumer who will buy products or services for the first time now chooses to get information through social media channels. In particular, these social media channels, which are used extensively by young people, are important in terms of marketing strategies of businesses that target young people in these days, where they establish social relations, acquire information, share ideas, thoughts, feelings and wishes, are influenced by the shares made and manage their lives with mobile devices always in their hands. In this respect, it is an undeniable fact that the social media platforms actively used by university students, called young consumers, are also effective in terms of integrated marketing strategies of electronic commerce sites. The study is prepared to measure these effects. Within the scope of the research, it is attempted to determine the perspectives of university students about the marketing activities in the social media channels of the e-commerce sites that they prefer frequently and to what extent these activities affect the students. Accordingly, more than half of the students participating in the study are found to be women. In addition, it is identified that the majority of the students participating in the study are single and between the ages of 18-24 and all of them use the internet. It

has been observed that all of these individuals who spend at least seven hours a day on the internet use social media applications and spend at least three hours a day on these channels and among the social media channels, young consumers use Instagram the most, which is one of the social sharing sites. Consequently, for e-commerce sites that want to include young consumers who use social media extensively in their marketing strategies, having an Instagram account or advertising this application will lead to positive feedback.

Today, shopping preferences are made over the internet and university students, who are young consumers, use the internet for shopping, which provides a competitive advantage for businesses. Looking at the shopping preferences of the students participating in the study, it is concluded that all of them choose the internet and they shop online at least once a month. These individuals who decide to purchase over the internet often follow the social media accounts of e-commerce sites. In this context, e-commerce sites operating in social media channels should constantly update their accounts and return effectively to their customers' wishes, needs, suggestions and complaints.

According to the study, students generally prefer trendyol and n11.com e-commerce sites while shopping on the internet and they encounter the advertisements of these two e-commerce companies in social media most. Another result of the research is that the students do not see the ads of ePttAVM and Ozdilekteyim sites which are among the e-commerce businesses in social media applications and they do not prefer to shop from these sites. It is found out that the marketing activities of e-commerce sites designed in the scope of the research do not create a change in terms of age and gender, and that the activity part of the marketing activities of e-commerce sites on social media is not effective but the students like these activities. It is studied whether there is a relationship between the e-commerce site that the students in the study prefer most / most frequently for shopping and the marketing activities of these sites on social media, and among the 13 e-commerce sites included in the study, it is seen that n11.com website is in demand for marketing activities in the social media channels. Accordingly, businesses should choose the social media platform appropriate for their target audiences for their marketing strategies to be established in social media channels, and they should decide which targets they will focus on, such as brand awareness, selling, reselling to old customers, using social media channels only as a communication channel between the brand and the customer, increasing website traffic or increasing their business potential. Also, producing content aimed at the target audience and the brand, and planning content such as publishing at the most active hours of the target audience is important for creating an effective social media marketing strategy.

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