NEW COMMUNICATION APPROACHES IN THE DIGITALIZED WORLD

EDITED BY

MEHMET SERDAR ERCIŞ

AND **ENES EMRE BAŞAR**

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PREFACE

Terminologically, 'the digitalized world' refers to an electronic environment which visually mimics physical spaces where people can interact with digital actors and objects. The digitalized world is a kind of digital reality, i.e., a way of using technology to create environments designed expressly for human communication. The realities of the digitalized world can be designed precisely for human interaction, for very specific reasons, to create experiences not otherwise possible. Then it can be said that the digitalized world can do, and deliver, everything that is impossible in the real world.

This book's main scope is to get a deep insight into the digitalized world and communication association, or synergy. Digitalization is the center of all kinds of communication. Here, the thirty two chapters are presented to capture a different view of the digitalized world and its relationship with communication.

The aim of this collection is to provide a readable, non-technical publication which provides a comprehensive presentation of communication issues, trends, and data.

The Editors

DIGITAL ADDICTION

FATMA GEÇİKLİ

Introduction

Digital devices, such as social media, the internet, and smartphones, are interactive and fast, with no borders, making geographical distances no obstacle, accelerating and corroborating communication. In addition, they are considered as a medium used by individuals for socializing. They are popular, due to making communication and coordination easier, interrelating people with their environment, helping them to socialize and spread the effects easily. While they do not create problems under controlled usage, they lead to various problems when they become an addiction.

Digital addiction, considered to be among the most important current addictions, has become a big danger, and is especially a problem for teenagers, in addition to children, the middle-aged, and adults. According to the results of surveys related to this issue, digitally-addicted individuals, whose number is ever increasing, have become the fastest spreading addict group in the world. Youngsters and adults feel themselves incomplete during the hours they aren't using their phones, looking at their mail, or sharing something on social media.

Psychology Professor Larry Rosen from California University (2009, cited in Taylan and Işık 2015), indicated in his research that every individual in his 100-person sample group, independent of age, looked at their smartphone every 15 minutes, or more frequently, and if this was not allowed, they felt themselves in trouble, and worried that they couldn't be reached, or thought that they had lost the opportunity to hear from acquaintances.

Lee and Chae (2007) evaluate digital addiction in the following context:

> "If you take a photograph of a meal, and share it on the internet every day, want to share everything you do via social media, and believe that you have the opportunity to learn more about people you scarcely know, thanks to social media, then you are digitally addicted. Furthermore, if holidays, gifts, or surprises, shared on social media, lead to feelings of jealousy without

> your being aware of it, then it means that your digital addiction has reached serious levels."

Laura and Richard (2004) aimed to investigate the internet addiction levels of adolescents and adults, within the context of different demographic variables. In line with the research, they determined that not only adolescents, but also adults, felt themselves incomplete when they didn't share on social media.

Kuss and Griffiths, known for their surveys related to social media addiction in 2012, suggested that individuals use social media intensively because they want to make use of the professional and academic opportunities offered by social networking applications. They also claimed that another reason for individuals to use social media excessively might be that, as well as social networking, relationships started face-to-face could continue despite distance, or the fast pace of life. In contrast to these reasons, it was indicated in the research that individuals using social media as 'addicts' instead of 'users', come across with negative results, such as lessening of involvement in groups which already exist, worsening of academic performance, and relationship problems (Kruss & Griffiths 2012).

Facebook, because it was the first social media means, and has the most users in the world, has been investigated intensively in research carried out to define social media addiction. The research has attempted to define social media-addicted individuals. In one piece of research, it was put forward that narcissistic individuals (having too great love for the self) might have a tendency towards being Facebook-addicted (Buffardi & Campbell 2008, Mehdizadeh 2010).

Digital addiction makes the cyber world a current issue which causes the user to lose track of time, instead of living a biological life determined according to a 24-hour basis. Digital devices users may share on Twitter at midnight, send SMS even when in the toilet, or control their smartphones squinty-eyed, while chatting to another friend. Digital addiction is shown in literature as the internet, social media, smartphones, digital games, and television addiction.

It is a known reality that using digital media devices in unreasonable ratios, and outside safe usage conditions, leads to lots of problems, mainly physical ones, especially in childhood and youth, and causes lack of communication and socializing. Restricting the use of digital media devices, and making reasonable use a discipline of life, are considered to be within a safe usage context. Safe use entails keeping children and youngsters away from the problems caused by dangerous users, preventing abuse, and informing and raising awareness in children and youngsters about the need to maintain the right of privacy.

It is seen that digital devices, tools, and applications, with various types, scopes, and efficacies are produced and used day-by-day. Uncontrolled use of digital devices leads to digital addiction. Within this context, the concepts of digital media, digital media devices, addiction, the concept of digital addiction, and, within the concepts of digital, internet, social media, smart phone, digital game, and television addiction, will be dwelt on.

Digital media and digital media devices

Digital media involves texts, videos, photographs, advertisements, newspapers, magazines, books, recorded music, computer games, programs, films, images, websites, etc., which are transferable and transmittable via various communication forms. Since all this multitasking has become a part of our lives, using digital media is taking all the free time of children and youngsters, and has gone further for evaluating their free time. However, some researchers indicate that the use of digital media has taken the place of family and school, and is accepted by today's societies to be the means of basic socializing. As a result, digital media has started to assume a more complicated architecture, with a nest-integrated context which should be given importance in the context of its negative and positive effects. Though digital media use brings with it many positive advances, it causes equally negative experiences, and these affect children and teens the most. In this sense, the context of digital media broadens day-by-day, in line with developments both in the means of social media, and the transformation of them in general and specific senses. In this process, the contents of media devices and their usage, user habits and consumption, also show a change, in an age called the 'transformation age of digital media'.

Using digital media frequently may lead to changes in the psychological mood of individuals, and they may feel anxious more frequently, due to the labile affect. For example, digital natives in particular, may experience short-time relief thanks to digital media, although this condition gives way, contrarily, to anxiousness.

The negativity caused by the uncontrolled use of digital media can be outlined as follows:

1. The information and documents obtained through digital media may not be always true, and thus, users may access misinformation, or may be misdirected.
2. Overuse of digital media, and spending long hours using digital media, may cause users to have difficulty keeping away from it.
3. Frequent use of digital media may cause individuals to become sociopaths, and, especially in the case of digital natives using these

media more than digital immigrants, become people who cannot express themselves correctly.

4. Overuse and spending long hours on digital media may lead users to see other users as a means of oppression.
5. Since digital media involves ever-changing stimuli, frequent digital media users may experience impulse control disorders, such as controlling behaviour, avoiding establishing social relations, poor anger management, negative behaviours, and feeling guilty (Young & Rogers 1998).
6. Overuse and spending long hours on digital media may cause users to lose control of time.

The concept of addiction

Addiction can be defined as an unavoidable desire for an object, person, or entity, and/or being under the domination of another will. It is a condition of people to feel an unavoidable desire to repeat and continue a certain obsession, even though it is affecting their psychological and physical health or sociological lives.

Three main elements of addiction are:

1. Existence of an unavoidable desire or wish to obtain the substance, whatever the situation or condition is;
2. As days pass, there is a necessity to increase the dose used, due to the inadequacy of the dose taken;
3. There is an increasing need for the substance the person uses psychologically and physiologically, or the effects it creates increase.

As a result of a review of literature about addiction types, it can be seen that addiction is generally studied under two main headings; substance addiction, and behavioural addiction. Addiction to tea, coffee, smoking, narcotics, and alcohol, are generally handled under the title of substance addiction. Behavioural addiction, on the other hand, is defined where a certain behaviour is displayed in an abnormal and continuous manner, in which a person cannot achieve a balance in physical, psychological, or social environment and relations, or get organized, and may struggle to adjust to social surroundings. In order to observe whether a person is addicted to a substance or behaviour, some criteria, as DSM-IV (1994), acclaimed worldwide, should be taken as reference.

Griffiths (1999) suggested the diagnosis criteria for behavioural addiction as follows:

1. Salience appears in cases in which an action the person wants to realize becomes the only action that matters. The individual's thoughts, emotions, and behaviours, are dominated by the action in such a case, for example, the wish to deal with technological devices by the people using these devices frequently, even when there is no need.
2. Mood modification. Emotional state change is related to personal experiences declared by the individual as a result of involvement in an activity, and which can be seen as a coping strategy.
3. Tolerance is the time passed for increasing the quantity of a certain activity in order to create effects similar to previous ones. For example, an individual using a smartphone frequently, may feel the necessity to lengthen the time spent on technological devices in order to reach the level of satisfaction experienced formerly over a shorter time.
4. Withdrawal symptoms are undesirable effects or bad feelings emerging when a desired behaviour can't be maintained, or when a substance desired can't be obtained, or is stopped abruptly. For example, shivering, moodiness, and irritability, which sets in when a computer gamer is prevented from playing.
5. A conflicting state involves conflicts related to work life, social life, and hobbies, which occur between addicted people and the individuals in their social environment.
6. Relapse is the recurrence of a certain activity as a result of experience, and addiction reaching a peak after long years of avoidance or control.

Griffiths (1997) established ten articles in his research intended for diagnosing internet and computer addiction:

1. If you notice that you spend hours on the computer, although your intention is to spend a few minutes;
2. If you feel yourself obligated to tell lies to your spouse, private friends, and workmates about the time you spend on the computer and the internet;
3. If you think that you experience psychological problems resulting from spending long hours at the computer or on the internet;
4. If you are always making plans, thinking about the time you are going to spend on the internet, and you cannot help doing this;
5. If it takes a long time to reach the information you want, and if you always have an excuse to put an end to your work;
6. If you conceal your real name and character in the cyber world, if it excites you to be a wholly different person, and if you would

rather speak in a cyber world than speak face-to-face with people, and feel more comfortable this way;

7. If you feel an unavoidable desire to look at your personal accounts and control your e-mail every minute;
8. If you break your eating and drinking habits, do not fulfil your duties and responsibilities; or cannot keep your word, for the sake of staying on the computer or the internet for long hours;
9. If you feel guilty on the one hand, and get pleasure out of the situation on the other, because you dabble in the computer and internet for such long hours;
10. If you are in a hurry to reach your computer when you should keep away from it.

The concept of digital addiction

Digital addiction can be defined as suffering from the negative effects of an interaction as a result of being in a perpetual interaction with technology (Arısoy 2009). Being familiar with digital media also affects the level of addiction. Those who are familiar, or not, with these means are divided into two groups; 'digital natives', and 'digital immigrants'. According to Prensky (2001), digital natives are the generation born after 1980. This generation can also be described as the internet generation, cyber children, the new generation, grasshopper-minded, and so on. On the other hand, digital immigrants consist of the generation born before 1980. This generation, besides being unfamiliar with cyber reality, appears to be the generation trying to adapt itself to technology, later.

The factors affecting digital addiction are digital acculturation, digital socialization, digital communication, digital citizenship, digital family, and digital accession.

Digital acculturation refers to the use of digital media by people in every aspect of their lives, getting benefit from the new technological values and products, and to the process of synchronizing knowledge and skills to this new cultural structure (Gülnar & Balcı 2011).

Digital socialization can be defined as the process of adjusting to the digital period leading to the emergence of new cultural values, and starting to be socialized through the use of digital media.

Within the concept of communication, digital communication is the transfer of information or meaning to another person, or other people, via new communication means, such as faxes, televisions, satellites, fiber optic cables, computers, mobile phones, beepers, etc. (Sütçü 2012).

Digital citizenship refers to those who can adopt behaviour norms regarding the use of technological or digital media. In addition, digital citizenship involves displaying ethical and appropriate conduct, and having a necessary level of knowledge on the subject. Therefore, the use of digital technologies in many parts of the world makes it necessary to evaluate all global citizens as digital citizens, having equal rights and freedoms.

The digital family can be described as a family having knowledge of digital acculturation, socialization, communication, citizenship, and accession, and directing their children correctly in this context.

Digital accession is defined as accessing digital technology from everywhere, at high speed and with quality. Digital communication and content sharing technologies, such as computer technologies, formation of digital content, processing, reproduction, reading and translation tools, the internet, Web 1.0, Web 2.0 and the semantic web (Web 3.0) have a determining role in the digital accession process (Semiz 2015).

Types of digital addiction

Digital addiction is classified as internet, social media, smartphone, digital gaming, and television, addiction.

Internet Addiction

Internet addiction is a technological addiction type having the indicators of being unable to place a restriction on the use of the internet, continuing to use it despite social and academic harm, and feeling anxious when access is restricted. Young (1999) also uses other terms such as 'excessive internet usage', 'inappropriate internet usage', and 'pathological internet usage', to refer to internet addiction. Internet addiction, considered to be a different aspect of digital addiction, may result from spending long hours on the internet, and may also be the result of wishing to spend long hours. The studies on the subject suggest that people having an internet addiction spend longer hours on the internet than other people, and have a desire to increase this time day-by-day.

Young (2004) states the indicators of internet addiction as:

- The unavoidability of the desire to use the internet excessively;
- Increasing tolerance of the time spent on the internet and spending more time day-by-day;
- Finding time not spent on the internet meaningless;
- The appearance of excessive irritability, stress, and restless moods;
- Worsening of business, social, academic, and family life.

Beard and Wolf (2001) found the criteria that Young (1999) developed for the definition of internet addiction inadequate, and stated that the following five states should be observed for the diagnosis of internet addiction:

1. Preoccupation with the internet;
2. Increasing the time spent to get satisfaction;
3. Failure in controlling the time spent;
4. Feeling unrest, anger or moodiness in the attempts to control the time spent;
5. Spending more time than allocated while supposedly avoiding use of the internet.

According to the related literature, people experiencing internet addiction are interested in the computer for about 40-80 hours a week, and access the computer for up to 20 hours in one sitting, without a break. This immobility leads to the emergence of physical problems. Moods, anxiety, psychosis, obsessive-compulsive disorders, depression, and psychological problems begin to appear. In addition, sleep disorders, excessive fatigue, deterioration in family and friend relationships, and worsening of academic or business performances, can also be experienced by people having internet addiction.

Social Media Addiction

Social media, in its simplest terms, can be defined as social networking sites based on activities like content sharing and personal interpretations, which give internet users the opportunity to communicate with each other online. According to another definition, social media is a common term used for the online means and websites which create mutual interaction, giving users the opportunity to share information, interest, and knowledge.

"Social media addiction is a psychological disorder leading to problems like preoccupation, mood regulation, iteration and conflict, in every aspect of a person's private, business/academic and social life, developing with cognitive, emotional and behavioral processes" (Tutgun & Ünal 2015).

Social networking sites like Facebook, Twitter, Instagram, Periscope, LinkedIn, and Pinterest, are seen as popular and important, both in Turkey and around the world, and thousands of new people become members of these sites all the time. Related research reports the general characteristics of millions of members with social media addiction throughout the world, as failures at face-to-face communication, who spend less time with family, friends, acquaintances, and/or their immediate vicinity, have communication problems, and experience mood disorders, such as dissatisfaction, unrest, restlessness, and stress.

Smartphone Addiction

Smartphone addiction can be defined as a type of digital addiction which shows itself in young people not wishing to be without a smartphone, having phones with them at all times, never putting their phones down, and/or using them at any moment. Smartphones, the use of which has become a passion for the youth, are, of course, an indispensable means of communication. However, they should also be seen as a problem which needs to be solved, especially for students, since they always want to look or glance at their phones, or direct attention to them. The use of smartphones by students in this way affects their patterns of behaviour and training activities negatively, and causes a decrease in their academic performance.

Digital Game Addiction

Digital game addiction is specified in psychiatry literature as an impulse control disorder showing symptoms such as ‘inability to control the amount of time spent playing’, ‘loss of attention towards other activities’, ‘going on playing despite negative effects’, and ‘feeling psychological withdrawal when not playing’. In other words, it is a state which results in individuals’ playing for long hours without giving up, associating the game with the real world, neglecting duties due to playing games, and preferring playing to other activities.

Having such a broad impact area, digital game addiction may lead to the appearance of problems such as attention deficit and hyperactivity disorder (ADHD), depression, obesity, emotional loneliness, increase in states of anxiety, social adaptation and social isolation problems, and atrophy in communication skills (Şahin &Tuğrul 2012).

Television Addiction

Television addiction is the type in which television takes a place in one’s life beyond what is necessary, and beyond its functions of entertaining and learning while having fun, when it makes people internalize the messages transmitted in serials and films via television, or evaluate them as if true, causes people to experience psychological problems when not having the opportunity to watch, and to have physical and psychological disorders due to long hours of watching (Koolstra et al. 1997).

Conclusion

Digital technologies were perceived as promising and revolutionary ideas. In the beginning, they were thought to facilitate many activities, without creating any negative effects and results. The world has been sharing unprecedented, clear, and equal, information. The users have taken over the content management. Digital identities have replaced real identities in this process. However, when not used under control, this pleasure has brought disadvantages together with advantages. Owing to using digital media with impunity, people have come face-to-face with fear of missing out, disinformation or information redundancy, cyber relation addiction, computer and internet addiction; in short, digital addiction. Although these means seem to support learning, entertaining, and personal development, they have raised the need for families to protect their children from the effects of pornography, violence, and cyber bullying. Therefore, the problems that digital technologies contain in themselves are awaiting immediate solutions.

Digital addiction is an important responsibility to be dwelt on. In order to take precautions in this matter, research with broad participation and full scale measurements by psychologists, sociologists, psychiatrists, and other specialists should be carried out. Parents should be trained on the subject, precautions should be taken for children when they are young, and controlled use of digital tools should be ensured. Every section of society should be made aware about the use and the applications of digital tools. School managers and teachers must be informed, and their awareness about the matter should be raised.

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Creating Experience in the Digital World: A Conceptual Study on Gamification as a Medium to Reach the New Generation Consumer

Sİnem Yeygel Çakir and Işil Aktuğlu

Introduction

The basis of much innovation, change, and conversion, in the world was established by means of the Industrial Revolution, which affected social and economic structures. Industrial revolutions, causing socio-economic and cultural changes in the world, have been experienced in particular periods for a long time. Nevertheless, the new period in which we now live is recognized as Industry 4.0, and has been experienced much more quickly, and been more effective, than previous ones. Its effects on market expectations have been felt in a much deeper way. The competition between enterprises to reach consumers and fulfil their expectations and requirements, in order to keep in step with accelerating life, has been increasing, especially with the effect of technology. The global effects of competition necessitate the development of new business models and marketing strategies which can keep step with the digital era.

Products which are suitable for the digital world are released into markets, and the harmonization process of consumers to such products is restructured. Besides this, the buying decision processes of generations have been affected due to changes in consumer groups from the point of view of demography. New marketing strategies have been considered for consumption habits which are differentiated with the new generation, after 2000. Experiential marketing applications, being developed in order to comply with the products of digital world, have recently been quite effective in reaching new generation consumers.

New generation consumers in changing conceptions of marketing

In the period from traditional marketing conception up until now, many opinions and theories have been discussed to direct marketing applications towards understanding consumers and fulfilling their expectations. By virtue of the development of internet technology in the 2000s, we entered into a period affecting consumer behaviours radically. Within this period, not only marketing actions and implementations, but also consumer segments, changed significantly. In addition, the world population underwent distinct changes. While the numbers of baby-boomers were decreasing, the 'X' generation came close to retirement from business life, and the 'Y' generation started to take their place. Changes in the population, and especially the 'Z' generation and following, stand for determinants of consumer behaviour in the future. In this regard, the new digital era and the new generation of consumers have taken their place as the focal point of marketing world.

Millions of people around the world use internet-based technologies in their daily lives, and convert these technologies into new experience fields. Therefore these technologies reconstruct the behaviours of consumers. Rapid transformation of information accelerates the development of new trends, and directs change. The most exciting point of the new digital era is that consumers can interact directly with each other, and with the producers of the products which they use. Hence, the meaning of consumer society is redefined in a radical way. Consumers not only interact with each other about products, but also share their opinions (Solomon 2007).

The most outstanding factor of developments in the marketing world, from the point of consumer behaviour, is the necessity to enable applications providing interaction to become functional, because new generation consumers, who have full knowledge of digital technologies based on changes in demographic data around the world, have come in sight. In this regard, the buying decision processes of new generation consumer groups in the digital world, and understanding the patterns of consumption in this process, have gained importance.

The decision process of new generation consumers

Today, the field of consumer behaviour examines not only the conditions during purchasing, but also situations before and after the buying stage experiences in relation to this situation, and various further factors. In the past, scientists who were interested in consumption, focused only on the buying bases. At that time, consumer behaviour was examined in a narrow-scoped way, or rather, buyer behaviour was examined (Koç 2012). In changing marketing conceptions, consumer behaviours have become more complex, due to new technologies and the increased sub-consumer groups having different consumption behaviour. It is necessary to act with a systematic approach, by foreseeing changes in the market. Therefore, all enterprises prepare new strategies in order to provide a competitive advantage and develop brand performance. As is known, consumers do not make rational decisions when buying, but they do make emotional selections with various motivations. So, maybe the most significant factor at this stage is understanding the new generation consumer, and the nature of the decision process.

In traditional marketing, if consumers are open to it, the marketing strategies search suitable fields for contact points. These suitable fields or contact points are dealt with by means of a funnel metaphor in marketing literature. So, consumers have some potential brands in their mind (the large section of the funnel), and these brands decrease, and regular instructions are realized in the mind (the funnel) so as to evoke consumers, and get goods purchased by virtue of marketing applications. However, today, the funnel concept is unsuccessful in capturing the key buying factors, due to the increased number of digital channels, and product variety, together with the many contact points which depend on consumers who are well-informed and have strong instincts. At the present time, a less linear and more complex approach than the traditional funnel is required, in order to enable the marketing staff to manage this environment. This new approach has been named the "consumer decision journey" (Court et al. 2009).

According to the consumer decision journey approach, the decision-making process is a more cyclical route. There are four main stages, representing the potential battlefields on which marketing staff can win or lose: initial consideration; active evaluation (the process of researching potential purchases); closure (when consumers buy brands); and post-purchase (when consumers experience them). In the first stage of the decision journey, in other words, in the first evaluation, the consumer considers primarily the brand set, based on brand perceptions and exposure to final contact points. Then, the consumer performs an active evaluation by adding or removing brands while assessing what he/she wants. In the third stage, called closure, the consumer makes a decision by selecting a brand at the time of buying. After buying the product or service, the consumer creates an expectation *as per* the experience, to use on the next decision journey. However, the consumer tends towards the primary brand list, due to a lot of brands, and related message diversity, in the market. The funnel metaphor, for example, helps to understand the process by providing a way to perceive the power of a brand in different stages compared with competitors, or by emphasizing the obstacles hardening the acceptance of the brand, or allowing focus on different aspects of marketing (Court et al. 2009).

The decision process of the consumer takes up the incentive to develop new techniques in marketing strategies. Moreover, consumer pressures, which require better product performance in the process, including feedback at post-purchase evaluation, constantly cause enterprises to gain qualified and sufficient experience. In this regard, enterprises are expected to develop four skills: automation, proactive personalization, contextual interaction, and journey innovation. In addition, competitive advantages can be obtained by creating values attracting the consumer, and further activating the decision process of the consumer (Edelman et al. 2015). Furthermore, significant changes have occurred recently in the information gathering and decision process of consumers, and accordingly, their reactions against the marketing communication activities of enterprises. Consumers are affected by sensory/emotional stimulus, rather than cognitive and rational stimulus based on cognitive learning (Vogt & Fesenmair 1998, cited by Koç 2012). As a result, consumers react more strongly against aesthetic-hedonistic-emotional necessities, rather than pragmatist-functional necessities, and against visual, rather than verbal, communication (Bilim 2010, cited by Koç 2012).

Being aware of changes in product preferences and buying behaviours of consumers, marketing managers have perceived the significance of market segmentation by determining the factors causing this change. In the new conception, the daily habits and long-term lifestyles of consumers are effective, as well as demographic data such as consumers' age, gender, and income, etc.

Lifestyles and new generation consumer groups

Brand awareness and brand loyalty are prioritized, and communication types to direct the consumer are preferred in traditional marketing perceptions. However, consumer groups in the post-2000s, which we can define as the new generation, differ from previous generations. Being in the right place at the right time, and the utilization of new marketing strategies by providing required information, have gained importance in maintaining the power of brand in the buying decisions of consumers. As mentioned before, marketing applications, including many emotional messages and visual items, enable us to reach the new generation consumer. Lifestyle is also quite efficient in determining consumption preferences.

A person's desired lifestyle affects his/her needs and attitudes, and attitudes affect behaviour. When making a purchasing decision, a person does not always consciously consider how this decision is suitable for his/her lifestyle. Therefore, the reflection of lifestyle in purchasing decisions is mostly covert, or indirect. By the way, the relationship between lifestyle and the purchasing behaviour of the person should be carefully discussed (İslamoğlu & Altunışık 2008). Lifestyles have wide usage, such as market segmentation, new product launch, brand positioning, and brand communication decisions.

Lifestyle is an important factor in the matter of a person's spending of time and money. Lifestyles are affected by previous experiences, demographic features, beliefs and attitudes, and personality. Individuals who have the same income and education level, and are raised in the same culture, may have different lifestyles. For this reason, lifestyle helps to determine group characteristics, because the attitudes, beliefs, lifestyles, life views, needs, and wishes, of individuals in the same lifestyle group are similar (Erciş et al. 2007).

Observing changes in the world is important in terms of foreseeing trends that will dominate the market and affect consumer preferences. Consumer trends show significant differences between regions and countries. However, these trends, which affect marketing strategies, with the rapid movement of technology which started with globalization, have gained generalizable characteristics all over the world. Brands which analyse trends as determining factors of consumer lifestyles, easily adopt themselves to the change process. Thus, companies can develop innovative production processes, and proactive competition strategies, by looking at their sectors from the outside. For example, it is seen that some American marketing directors reserve a great part of their applications for lifestyles of health and sustainability (LOHAS). Individuals who prefer products that are environmentally-friendly and aim at the principle of sustainability, and who can spend money to increase their personal potential and development, are included in this group. This consumer group represents a large market, which includes products such as organic food, energy-saving electrical appliances, hybrid cars, alternative medicine, yoga videos, and eco-tourism. According to the research, this group, which constitutes 1/3 of the population of the USA, spends about $230 million on consumption of these products, and companies shape their marketing actions in line with these figures (Solomon 2007, Başar 2018).

According to the Post-demographic Consumerism Report of the TrendWatching research agency, which analyses trends in consumer behaviour, the process of building their own identities, and their interactions with individuals with other identities, completely change the behaviors of consumers. As before, it is no longer possible to segment consumers based on categories such as women/men, young/old, educated/uneducated and then to determine the target group accordingly. Today, it is necessary to take into account gained and personalized identities, such as environmentalist, activist, feminist, conservative, and civil society volunteer, but without ignoring the traditional categories, while doing marketing. In this process, it is stated in the report that the points of view of consumers about adulthood have changed, and age limits have become blurred. In addition, changing social behaviours, increasing economic pressures, and unlimited options in the world have caused millions of people to think about traditional adulthood indicators and to abstain from these in such cases (Yalçın http://www.readypens.com/2018-global-tuketici-egilimleri/).

New generation consumers expect brands to bring them life skills, facilitate everyday work, and help them achieve their life goals. Euromonitor International, a research institution that is prominent in the research of new consumer trends, presents important data on the consumer research carried out on a global scale every year, and understanding the consumption patterns of the new generation. In this research, conducted regularly since 2011, changes in consumer behavior have been observed. In the research, global consumer trends are presented within the scope of some criteria, such as personality, shopping preferences, technology usage, environment, eating-drinking habits, and media usage decisions. There are ten consumer groups, according to the report, which was prepared as an answer to the question, "Which consumer trends will reign around the world in 2018?" According to this report, these groups are: clean lifers; barrowers; callout culture; 'it's in the DNA -I'm so special'; adaptive entrepreneurs; 'view in my roomers'; sleuth shoppers; i-designers; co-living; and the survivors. In addition, it is stated in the report that awareness of global issues has increased, and consumers have begun to take more social responsibility. It is specified that these young consumers, who are connected to new generation consumer groups listed above, choose clean life, aim at decreasing the damage to themselves, others, and the environment, and plan to be aware of, and improve, it. In the last decade, not only technological developments, but also financial crises and political issues in the world, as well as many other factors, have restructured consumer behaviour. New generation consumer groups have characteristics focused on realizing themselves, such as being 'in life', pursuing strong beliefs, and ideals, directing their desires and actions for a better world, and postponing traditional life cycles, such as marriage and having children, due to the fact that they do not demand nine-to-five work (Angus 2018). As specified above, individuals of all ages in new generation consumer groups want less, but their needs are increasing. New generation consumers care less about materialistic concepts in many areas, such as clothing, home appliances, cars, and real estate, and the minimalist life has become popular. These groups desire genuineness, authenticity, and originality, bringing personalization to the fore, and thus encouraging creativity. In this respect, a new marketing approach has begun to develop, in which consumers start to become involved in the design and production processes of the products, and where brand-customer experience points, and hedonistic needs, become important.

Experiential marketing: The effect of experience on consumer-brand interaction

Experiences arise in response to stimuli, and they are usually based on direct observation and/or participation in events, whether they are real or virtual (Tsaur et al. 2006). When brands combine their products or services as a fiction, to include and influence their customers individually, experience exists. At this point, properties are efficient, goods are concrete, services are abstract, and experiences are unforgettable (Pine & Gilmore 1998). Experience can also be defined as an emotional experience that can lead to emotional and personal change, or as emotional events that have a strong impact on the person. Experience is a factor that affects the way of feeling, acquiring knowledge, or exercising the skills of seeing, and experiential marketing is much less interested in cognitive processes, focusing instead on the consumer-brand relationship (Same & Larimo 2012). Experiential marketing is about understanding the essence of a product, and creating concrete, physical, and interactive, experiences that strengthen the marketing offer (Williams 2006).

Experiences are personal by nature, and interact in the mental structure of the person in emotional, physical, mental, and spiritual, aspects. Experience is the interaction between the situation and the mental process of the person in it, and has a personal qualification (Pine & Gilmore 1998). Marketing experience should be within the personal interest area of the customer, be new, offer a surprise, be informative, and attract the customer's attention (Same & Larimo 2012).

In experiential marketing, an innovative and creative approach from stimulant to response is accepted, contrary to the stimulus-response approach of traditional marketing (Same & Larimo 2012, Grundey 2008). While the competition advantage of a brand, through a traditional marketing approach, comes from product innovation, pricing strategy, and a strong marketing channel, the competition advantage of experiential marketing is unforgettable experiences. Imitation and substitution of competition advantages obtained from experiences are more difficult (Tsaur et al. 2006). Experiential marketing is based on determining and meeting customer needs and demands profitably, and it is a type of marketing that makes brand personalities real, enables people to participate in brands, products, and services in sensorial ways, and interacts with them (Same & Larimo 2012). The power of customer participation causes experiential marketing to yield results faster than traditional marketing methods, therefore customers may tend toward positive purchase decisions, faster (Williams 2006). In this new paradigm, companies continuously try to add experiential benefits to traditional offers, and promise to provide joyful, unique, and unforgettable customer experiences, instead of superior product/service features as a basis (Shobeiri et al. 2013). In experiential marketing, brands tend towards approaches which involve experience for customers by quitting the 'features-and-benefits' approach of traditional marketing. The basic reasons for this tendency are availability of information communication technologies everywhere, superiority of the brand, availability of communication, and fun as a whole. At the present time, branding results in communication and a 'fun' form of everything; facilitation of communication, and proliferation of experiences based on fun (Schmitt 1999). The brand-target audience interactions which were created by gamification strategy can be also evaluated within this scope.

Aspects of experiential marketing

Experiential marketing provides attractive, interactive and entertaining brand experiences. Subjective internal consumer responses (emotions, senses, and cognitions) include brand experience and behavioral responses aroused by brand-related stimuli, which are part of the brand's identity, communication, and environments (Same & Larimo 2012), and contribute positively to the perceived quality of products/services, brand identity, and brand loyalty (Shobeiri et al. 2013). Experience permits customers to participate in the consumption of products or services which actualize interaction with the brand, physically or mentally, emotionally, socially, and psychologically (Grundey 2008). According to Pine & Gilmore (1998), one level is customer participation (in the experience process, customers play a key role in active participation - the audience in the experience process of customers, i.e., the passive attendants, do not affect the experience), the other level is the level of connection or environmental relationship, which brings customers together with activity or performance. The level of connection is comprised of absorption and all immersion sub-levels.

Experiential marketing is based on the consumer's direct personal participation, or her/his observation (Same & Larimo 2012) and the 21st century consumer also expects to be entertained, encouraged, and questioned, emotionally and in a creative way, while asking for educational and valuable experience in the process of consumption (Leighton 2007).

In the decision process of purchasing, although consumers are still seeking functional features, advantages, product quality, and a positive brand image, they are mostly affected by the products, communication, and marketing campaigns which affect their senses, influence them deeply and prompt their minds (Tsaur et al. 2006). Within this framework, Schmitt (1999) claims that experiential marketing has four characteristic elements. The first of these characteristic elements is experiential marketing's focus on consumer experience (sensual, emotional, cognitive, behavioral, relational), the second element is the focus on consumption as a whole experience (the conformity of the product with a consumption situation, how packaging, advertising, etc., will affect the consumption process), the third is customers' being both rational and emotional beings (consumption experience is formed with fantasies, emotions, and entertainment), and the fourth is the methods and tools used in experiential marketing, which are eclectic (the combination of qualitative, quantitative and verbal methods).

The experiential view in the consumer decision process describes where less concrete, hedonistic, variables may be significant behavior determinants (Leighton 2007). Experiential marketing gives more objective meaning to the experience, and it confirms that the experience can definitely be an important and unforgettable thing for the consumer (Grundey 2008). The typology of consumer values in experiential marketing can be classified as extrinsic vs. intrinsic value, self-oriented vs. other-oriented value, and active vs. reactive value (Österler et al. 2018). Pine & Gilmore (1998) also classify the concept of experience into four categories; entertainment, educational, aesthetic, and escapist.

The answer to the question of what the most effective and specific experience a brand can offer its target audience is, is crucial, and needs to be answered strategically. Experiences such as goods and services must meet customers' needs, and they must also be offerable. As the goods and services appear, the consequence of the processes of research, design, and development, have continuance, and the experiences, which are also developed by finding a source from the processes of discovery, coding, and presentation, also have continuance. In this context, the five key principles which need to be considered in experience design, are: theming the experience; harmonizing impressions with positive cues; eliminating negative cues; mixing in memorabilia; and engaging all five senses (Pine & Gilmore 1998). In addition to the experience design principles that Petkus Jr. (2004) Pine and Gilmore revealed, the principle of soliciting feedback has been added in at the last stage, where the result of the experiential marketing process is measured with the feedback obtained from the audience included in the process. Audience surveys, and evaluation of feedback in the experience process, are within this scope.

Besides the consequence of interaction between the brand, the experience provider, and the customer, the value of experience consists of jointly formed experiences which may be described as relationships with all companies' networks, employees, brands, specialists, or opinion leaders (Österle et al. 2018). The application tools of experiential marketing are communication, visual and verbal identity, product presence, co-branding, environment, and electronic media and people (Schmitt 1999). Within this framework, the brand lands, brand museums, and customer experience centers are described by Österler et al. (2018) as the summit of branding, and as experiential marketing tools, defined within the main concept of brand worlds. Brand worlds are directly based on high interactive consumer-brand encounters, and experiential marketing techniques, and they offer much more powerful brand experiences than normal advertising.

New technologies such as interactive games, internet chat rooms, multiple player-games, gesture-based simulators, and virtual reality, which may be evaluated as experiential marketing tools, promote brand new experience types. As far as new technologies disseminate information, they also offer real interactive experiences (Pine & Gilmore 1998). In order to provide a good experience, marketing is continuously required to use application tools consistently, in other words integratedly, in time, at the highest performance level, by paying attention to the details of each tool (Schmitt 1999).

Gamification as a way to provide experience

The concept of gaming in providing customer experiences is a new paradigm used in marketing. With gamification strategy, a game involving internal and external motives, such as fun, fantasy, and escape from reality, curiosity, achievement, and recognition, is included in the marketing process. As McLean et al. (2018) have revealed, while customers are using online media, they cannot be satisfied without the hedonic aspects of fun. It is observed in the research that if customers do not take pleasure in activities within the processes of online marketing, they cannot have the best experience. These kinds of experiences in the formation of brand-consumer interaction, are clearly seen in examples within the scope of gamification.

The concepts of engagement (cognitive and emotional), brand loyalty (attitudinal and behavioural), and brand awareness, which are included in three basic concepts of relational marketing, are concepts associated with the purposes and output of gamification efforts (Hsu & Chen 2018, Lucassen & Jansen 2014). Hence, as well as the fact that games are useful tools which motivate preferred behaviours of consumers, they can also make advertisements more interesting by adding motivational incentives to increase the pleasure of consumers (Bittner & Schipper 2014). Hamari (2013) stated that the gaming experience can be related to internal motivation for usage of information systems and services, as well as hedonic usage types and consumption. Gamification does not solely provide economic benefits for users, however, it is believed that it adds value to the product/service of the brand through converting usage motivations and intentions.

The definition and scope of the gamification concept

The term ‘gamification’ was first used in an article in a blog written by Brett Terrill, in 2008. He defines the word as using a game mechanism, and applying it to other web possessions in order to increase interaction. While the application began to be used in in the area of marketing, the concept started to be used in the academy extensively in 2010 (Huotari Hamari 2017). Developing gamification means that game mechanisms are applied in daily applications and situations to increase interaction, fun, and good behavior (Llagostera 2012).

Today, gamification is applied in different contexts, such as the promotion of healthy life, exercise, and general welfare, sustainable consumption, and various consumer behaviors in the purchase process. Gamification is a socio-technological phenomenon which has the potential to gain social rights, and to provide social benefit through communities and social interaction (Hamari & Koivisto 2015). Xu et al. (2016) describe the game, or electronic games, as structures ensuring a fast-moving and interactive, fun experience for players, in the contexts of local organizations, and dynamic and real-time interactions with other players.

The concept of gaming as an experience field for a new customer is defined as a system where the players engage in an artificial combat with the rules, and a measurable result is concluded. The fun is included at the heart of the behavior of the people playing the games, and the game causes them to reveal behavior, such as interaction with a situation, group, fact, etc. (Kankanhalli et al. 2012). When considering this in terms of experiential marketing, playing a game has the potential to form an interaction with the others in a target audience group, in other words, to develop experience fields and to support dynamic interactions (Xu et al. 2016).

It is seen that, in an experience which is designed via entertainment or through works of art, and games, films, books, or television programs, the consumer acts subjectively, and interacts with the product design in concrete, symbolic, or aesthetic ways (Addis & Holbrook 2001). According to Verhagen et al. (2011), the value of the four experimental systems may be related to the virtual world's areas of experience, such as virtual reality spaces and games, while escapism and entertainment value are included in intrinsic value sources, and economic value and ease of use are included in extrinsic value sources. The intrinsic value of escapism is flight from reality, with virtual objects/avatars, in a cognitive and emotional way, and a person's re-building herself/himself, using avatars. Entertainment value, another intrinsic source, involves living in an attractive situation, and being fascinated, or being appreciated, via information communication technologies. An extrinsic source of economic value is about the performance expected from commercial activities and products/services. Another extrinsic value is ease of use, which can also be defined as the user's convenience of strolling about in the system without bearing down on it.

As is seen, gamification focuses on psychological situations, so the focal spot is on psychological results, rather than the qualifications of the design. These psychological results also work as mediation tasks in creating value on behavioral results and gamification (Huotari & Hamari 2017).

Game-based marketing, which creates client experiment points, provides much more enjoyable and personal experiences of marketing, via virtual experience, in that games are about satisfaction, and satisfaction is a new element which is a highly strong aspect of marketing. Therefore, games can lead an entertaining, useful, new, and strong interaction, between brand and consumer (Xu, et al. 2016). Gaming is an activity leading the consumer, who is in a struggle to meet one of her/his needs in the consumption process, to solve problems, make decisions, and solve problems, in an entertaining manner, using the mechanics of the game. Gamification is applied in applications and processes to improve user participation, the feedback of the investment, the quality of data, through full-time learning (Costa et al. 2017). Therefore, creating clues which evoke constant positives is needed to create efficient experiences in experimental marketing and for companies to make customers happy and interested (Shobeiri et al. 2014). At this point, as a strategic point of view which will ensure brand interaction with all the internal and external target audiences in marketing communication, the curiosity created by gamification, the desire to reach the result, the desire to succeed, and the fun, are stimulated by the clues presented in the experience, and the participation of the target groups in the process is ensured. According to Kankanhalli et al. (2012), gamification can be considered as a new paradigm in marketing to enhance brand awareness and loyalty, innovativeness, and online user participation. In fact, it is claimed that it leads to positive gamification results, such as high user participation, increasing effect, loyalty, creative content, and increasing income.

According to Johnson et al. (2016), gamification is at the point where compelling technology crosses serious games and personal informatics. In the most general sense, gamification is using game elements and technicalities in a non-game context (Deterding et al. 2011). When this definition is analyzed, it is seen that gamification has three components. The first component of game elements and technicalities consists of game designing principles, game dynamics, the journey of the player, story-telling, and other aspects of games. The second component is non-game contexts, such as business, innovation, marketing, education, health and vitality, and participation in the environment and society. The third component consists of player attitudes, such as competition, interaction, cooperation, learning, addiction, and participation (Kankanhalli et al. 2012). Sides partaking in the gamification experience (consumer, employer), can be lined up as players, designers, spectators, or observers (Robson et al. 2016).

Huotari & Hamari (2012) defined gamification as an affordable service development process for users' game experience which will create holistic value. Hsu & Chen (2018) define gamification marketing activities as creating game experiences, and the use of innovative gamification mechanisms in entertainment, trends, interaction, sincerity, and marketing activities to affect customers' value, satisfaction, brand love, and attitude sense. Gamification plays a vital role in exciting value, satisfaction, and brand love, which helps to reveal customers' consumer attitudes.

With the advancement of internet technology, online games have become important parts of free-time activity for many people, and advances in this aspect have led global companies to produce new games which please their customers, and to use games effectively in the experiential process between consumer and brand. Online games present a virtual reality for their participants. Each player can have a role, to make an expedition, to fight, or to make a common connection with other players, via interaction or dialog (Sheu et al. 2009). With the use of multimedia, gamification can lead to increase in interaction between users, and deeper perception of the experience in a sensual way. For this reason, the gamified experience is much more lively and close than other mediums for the target group (Yang et al. 2017). Today, especially with the effect of smart technologies, as the number of contact points between brand and customer increases, the importance of this experience created in these contact points is revealed. This experience has an important role in affecting the preferences of consumers, and this affects their buying decisions (Foroudi et al. 2018). For gamification to ensure client retention and have an effect on customer loyalty, customers must have experience of playing games. Within this scope, gamification simply stands for adding game mechanisms to a service, and this automatically means interaction between brand and consumer, where customers' loyalty is retained (Hamari 2013). Gamification can be defined as a tool to support branding initiatives through the application of game elements and mechanics (Seaborn & Fels 2015).

In early marketing literature on game theory, Herbig (1991) presented a comprehensive point of view on game theory, and claimed that he had presented a practical and proper tool to describe and clarify the problems of game marketing. McAfee and McMillan (1996) tackled business competition and game theory, and concluded that playing games may be valuable for marketing (Conaway & Garay 2014).

Gamification is a rule-based service system which provides feedback and interaction mechanisms to the user in order to facilitate and support the general attitude, or change in the players' manner (Yang et al. 2017). Gamification clarifies a series of design principles, process, and systems used to affect, occupy, and motivate individuals, groups, and communities, in order to lead behaviors and to produce requested results (Rodrigues et al. 2014). In particular, different sectors such as the health sector, government agencies, insurance companies, etc., are the focus of gamification activities. And as a result of these gamification activities, it is possible to reach some results, such as minimizing health costs for preventable conditions, by encouraging people to move towards lifestyle changes which improve their health, using gamification (Freudmann & Bakamitsos 2014). SuperBetter4, a health gamification app, is a web platform which helps participants to achieve their health aims in small accessible processes, with psychological flexibility, and combining this process with narration and social support (Johnson et al. 2016). In another way, tourists in tourism marketing can learn something about places they go to, by solving mini games relating to their experiences, following advice given by a mobile game (Xu et al. 2016).

An example used with gamification strategy, where new technologies are used in the introduction of historical heritage within the scope of experimental marketing, is an app in the Jorvik Centre, in York, where visitors can 'travel in time' to experience the views, smells, and voices of Viking life. Interactive multimedia, such as guided tours where visitors can watch re-enactments by touching buttons on a screen, access information panels, use electro-voice guides, and experience theatre, are tools which present a surrealistic experience. Recently, live commentary showed up as a key experience, creating ways in which gamers can interact with visitors, from historical revitalisation to theatre, storytelling, and role playing (Leighton 2007). LiveOps, a call center company, and another example of gamification, used game items, such as virtual rosettes and points, to motivate its representatives, resulting in an 8-12% increase in sales, and a 15% decrease in call duration. As seen in this example, gamification performance has a potentially positive influence on productivity, and the participation of employees, users, or clients (Kankanhalli et al. 2012).

Gamification applications conducted on digital media, just as mobile platforms, also have the potential to affect the results of retail, entertain clients, expedite re-uptake, keep clients in reserve, and contribute to in-mall interaction (Hofacker et al. 2016). In its simplest form, games taking place within the websites of brands reflect as value-added services to brands, and have become efficient, while teaching brands and their products to consumers. In addition to these, loyalty programs also have similar qualifications to game mechanisms, and are applied to provide economic benefits for clients in return for loyalty (Hsu & Chen 2018). According to Atwal & Williams (2009), one of the beautiful examples related to this situation is Coca-Cola's experiential marketing practice, which took place in India in 2007. Their experiential areas, called 'Coke's Red Saloons' were designed as open air youth places with comfortable sofas, iPod stations, and game options. As Hamari (2013) indicated, following the success of social network services (such as Facebook), games (such as Angry Birds) and location-based services (like Foursquare), marketing people have started to apply these innovations within the scope of gamification in non-game contexts.

Three different types of gamification which can enrich are listed as follows (Salcu & Acatrinei 2013):

• *External gamification* involves activities which are applied with the aim of marketing, sales, and client participation, targeting clients as an external group of the brand.

• *Internal gamification* expresses the application of gamification to the employees or people in the company. Gamification can provide motivation for human resources, productivity growth, or crowdsourcing.

• *Behaviour change gamification* is applied when someone needs motivation to do something, and a person appreciates the value. In that way, motivation can have a social effect via gamification, because it is something that people want to do.

Starbucks' awards program, called My Starbucks Awards, is an example of brands' using gamification practices and creating an experience area in their marketing. Via this gamification application, clients are provided with a star on their Starbucks card every time they buy something, and clients who reach a high level are awarded with free products. Another example is the application called Nike Plus, by Nike. Whoever uses the app can follow their performance by wearing shoes with a small accelerometer, and when a pc is linked with this system, clients can start competing with their friends on their sports performance. Foursquare, which is a social media platform, leads users to 'check-in' to nearby places, using gamification methods (Kankanhalli et al. 2012, Kasurinene & Knutas 2018).

In view of all these definitions and examples, according to Hamari & Koivisto (2013), it is possible to gather the characteristics of gamification which differ from concepts such as persuasive technologies and serious games, in two main ways:

1. Gamification tries to present and create experiences which recall games, and consist of flow sense, mastership, and autonomy, instead of providing hedonistic experiences, like audio-visual aids. The content or economic incentives seen in loyalty marketing, exemplify this situation.
2. Gamification tries to directly affect motivations rather than attitude and/or behaviour, similar to persuasive technologies.

Gamification means adding new game lovers to present systems, instead of totally setting up a new game, just as in serious games.

Keys facts of gamification

In gamification, when key facts of design and content size, involving mechanics, dynamics and aesthetics, are evaluated, this is described as the MDA Model (Deterding et al. 2011). Aesthetics, and the view of the game, attribute a target, and they strengthen the progress of the story. For many games, visuality and focus on presentation are important for creating an immersive experience (Hofacker et al. 2016). From a different viewpoint, this model has been transformed with the use of the term 'emotional' instead of 'aesthetics' and has become the MDE Model. According to Robson et al. (2015) the term 'aesthetics' in game design describes the desired emotional responses of the players when they interact with the game (e.g., fantasy, presentation, friendship, and discovery). Since aesthetics reactions are largely intrinsic to computer games, it is thought that the terms ‘emotions’ or ‘emotional’ are better connected to the business results of participation they can obtain from employees and customers.

According to Poncin et al. (2017), the term ‘mechanics’ in the basic figure of gamification consists of aims, rules, and settings, types of interaction, and situations. The term ‘dynamics’ refers to the attitudes and interactions reached by clients’ gamification experience. It covers both the desired behavior (collaboration between users, better contributions, etc.), as well as undesirable behavior (tricks, etc.), and exploration, collection, competition, acquisition of status, collaboration, challenge, and development/organization (Seaborn & Fels 2015). Finally, the terms ‘emotions/emotional’ refer to positive and negative emotional reactions caused by the game. For this reason, the MDE Model is a model which involves both points of view, because it consists not only of the design created by the actions of designers, but also design which is impacted by the reactions of users.

One model which describes the size of gamification applications is the Gamification Model Canvas, developed by Alex Osterwalder. This model consists of key facts such as dynamics (themes of the game), aesthetics (discovery, fantasy, sensation), behavior (watch video, read content, participate in forums) players, revenues (economic or social returns), mechanics (the rules of the game), components (points, badges, leaderboard, progression, achievement), platforms, and costs (the cost of project development) (Costa et al. 2017).

In the framework of experiential marketing, these can be listed as follows (Kankanhalli et al. 2012, Yang et al. 2017, Johnson et al. 2016):

- Sample of gamification: Work enhancement, training, innovation, marketing, education, fitness, and environment.
- Design elements for gamification: Points, virtual reality, badges, leaderboard, progression.
- Reward categories: Monetary, status, achievement, learning, self-development, wellness, social and community impact, digital rewards (e.g., virtual roses, coins, digital in-app equipment).

In addition to these points, in-gamification applications are designed to encourage users, using key facts such as levels, story/theme, clear goals, feedback, challenge (Hamari et al. 2014), avatars, and social interaction (Johnson et al. 2016), and challenges, narratives, social connections, visual design, mystery, surprise, discovery, and technology (Hofacker et al. 2016).

One of the significant factors in the gamification process is the commencement of application on the best channel. Providers who initiate and maintain gamification can be listed as: the core service provider (the brand on its own); a third party service provider (social networks, location-based services); the customer him/herself; or another customer. The improved service in terms of the effectiveness of gamification can be provided by one of these four parties, or a combination of them (Huotari & Hamari 2012).

For apps in the gamification process to be designed in such a manner that they deliver efficiently, some steps must be followed. The six steps of gamification are also called The D6 Framework (Salcu & Acatrinei 2013), and these steps can be lined up as follows (Costa et al. 2017):

1. Define business objectives,
2. Delineate target behaviour,
3. Describe players,
4. Devise activity loops,
5. Do not forget the fun,
6. Deploy the appropriate tools.

By creating gamification, consumer-brand interaction in experiential marketing is used as an effective strategy in the development of brand awareness and loyalty, with the satisfaction of internal and external motivation elements. Nowadays, hedonic consumption is more important than a purely pragmatic approach for the new generation consumer, and in the consumption process, the enjoyment of fun, happiness, achievement and affirmation, can be achieved through effective design elements in gamification.

Conclusion

With the transition to digital marketing, it is much easier for consumers to reach brands via interactive channels, and the balance of power in marketing has changed in the direction of the consumer. Situations where the consumer uses the information which works for her/him, and s/he tests the products using contact points, show that the consumer can control the process. For this reason, brand loyalty has become an important factor in the face of the consumer going from strength to strength. It is known that a sense of experience and satisfaction, per purchase, after using the product, builds opinion for the next decision. In addition to this, opportunities like digital channels, consumers' search after the purchase, and consumers' learning about other consumers' satisfaction, can also affect consumers' loyalty levels.

By getting into intimate and meaningful contact with brands and emotional commitment, consumers use brands to express their characters and social-identity ego. In addition to brand experiences, such as subjective internal consumer responses (senses, emotions, and cognitions), consumers are defined as having behavioral responses which stimulate the brand through experiential characteristics when interacting with brands, shopping, and consuming. The power of brand experience affects consumers' ability to deduce brand personality, brand satisfaction and loyalty (Schmitt et al. 2015). Within this scope, experiential marketing can provide customer satisfaction with emotional and functional value, provided by perception and service quality within emotional and physical stimulus (Yuan & Wu 2008).

Experiential marketing is here, there, and everywhere (Schmitt 1999). If it is considered that experience can be designed in many different ways, on real and virtual platforms, the enrichment of this experience via gamification, the increase in client participation, and refreshment of client-brand interaction will follow.

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Cultural Slavery in the Digital Age

Necla Mora

Introduction

The world is changing and transforming with every new invention. Countries that make inventions and offer them to entrepreneurs, develop and raise their level of prosperity. Countries that do not have the ability to make these inventions, are dependent on the countries which are the source of these inventions, and fall under their control. On the other hand, human beings are changing and transforming themselves through changes in their lives. Although this change and transformation is sometimes fast and easy, sometimes it is difficult and painful. In addition, these changes and transformations do not take place in society as a whole. Some members are not aware of the situation, due to their social position, and are unable to adapt. Others intertwine with the virtual environment, and, being affected by this environment, they almost become humanoid robots as apathetic self-seekers, lacking the ability to establish sympathy, having extremely silly self-confidence, are hopeless, have a distorted perception of reality, are beholders or recorders, think that they can intervene in life if necessary, and deviate from moral values, being insensitive individuals.

In the digital age, cultural slavery, comfort, and an entertainment-oriented lifestyle, which capitalism offers to man through the media, distorts human beings and human relations, and isolates man, harms the culture and ties of belonging, and negatively affects mental health. In this study, it will be discussed, by taking into consideration the thesis developed by Herbert Marcuse from the School of Frankfurt, that “the emancipating power of technology-instrumentalization of things transforms into the chain of liberation.” As a sample movie analysis, the screenwriter and director Michael Haneke’s film, *Benny’s Video*, dated 1992, will be analyzed within the framework of concepts of the digital age, according to the sociological critical theorem, ‘lack of communication’, ‘insensitivity’, ‘perception of reality’, ‘capitalism’, ‘cultural slavery’, ‘violence’, and ‘alienation’.

A brief history of capitalism

The Industrial Revolution, which began in England with the invention of the steam machine in the 18th century, also led to the start of capitalist production. In the period from the 18th century until today, developments in the understanding of industry and production have changed and transformed political structures, social structures, lifestyles, and, therefore, humanity. Each new development has its positive as well as negative aspects. If we count some of these, smart robots, for example, have started to replace people in many areas, from childcare to education. In smart plants, robots work with people, and can work more effectively than humans, through being able to participate in decision-making processes, and machine-to-machine communication. Cars without drivers have come into play. It is said that in the near future, planes without pilots will be used. But the question to be asked here is this: what is the conclusion that awaits humanity in all these developments? Because, although technological advances make people's life easier, enable them to save more time for themselves, and increase communication, they also isolate people, and alienate them from themselves and their social environment.

The first great transformation in the world started with the agricultural revolution in the year 7000. Along with the agricultural revolution, humanity moved towards a settled life, and started to establish large organized communities. The second important revolution was the Industrial Revolution in the 18th century (Yilmaz 2004, 9). With the Industrial Revolution, landowners in rural areas transferred their power to industrial enterprises in the city. Together with holding executives, bureaucrats, and press kings, new elites emerged. In parallel, mass production, mass distribution, mass education, mass communication, and mass democracy practices were implemented. The industrial countries that captured these changes obtained colonies by undertaking conquests. Therefore, exploitation and domination power were established in countries that could not keep up with these developments (Toffler 1992, 26). Such production was important and valuable, and caused consumption to be stimulated, and to be transformed into ostentatious consumption. By taking advantage of this, the Western world gained great wealth, taking over the resources of Asia and Africa for two hundred years (Adigüzel 2001, 18-30). In this way, industrialization developed with advancing scientific and technological inventions, and was reflected in political, social, education and health services, thereby reducing everything to the state of a commodity which can be bought and sold.

In the historical process, inventions that trigger the development and lifestyle of humanity have been defined by different names. Some have described them as the agricultural revolution, the Industrial Revolution, or the Information Age. As for Toffler, he referred to the finding of agriculture as the First Wave, the Industrial Revolution as the Second Wave, and the Digital Age, which emerged with the developments that took place after the Industrial Revolution, as the Third Wave (Toffler 1981, 27-29). The mechanization period, starting with the invention of the steam machine in the 18th century, is defined as Industry 1.0. It passes on to Industry 2.0, with the shift of production which started in the workshops, to factories, and Industry 3.0, with the use of electronic automation in industry in the 1970s. With Industry 4.0, considered as the entrance into the digital era, smart production, smart materials and smart objects, and the digital connections between them, have come to prominence (Büyükuslu 2018). However, economic differences between different layers of society have revealed status differences, and these differences have provided a suitable structure for the systematization of cultural hierarchy exploitation. People in this structure who struggle with loneliness, poverty, weakness, and despair, have needed irrational temporary solutions (Güneş 2001, 162). As with every new development, important changes in social, political and cultural structures have started to emerge with these developments. The accelerating changes in technology, along with digitalization, besides conveying features that facilitate and accelerate human life, develop democracy in a positive way, hold characteristics that deepen the gaps between countries and people, and make man more dependent on man, societies on societies. Today, countries are divided into three groups: those who produce technology; those who buy and use technology; and those who cannot access technology (Yilmaz 2004, 11). The psychological disorder experienced by domesticated, unresponsive, people, who accept everything as it is, including the loneliness and unhappiness experienced in society, may try to eradicate these feelings by chemical reinforcements. Tranquilizers have become the most consumed and best-selling drugs in the world (Zerzan 2013, 173). Today, representation has replaced reality. Capitalism has transformed humanity into a mass in which people become objects, and meaning and meaningful words are destroyed (Bewes 2008, 14-15). According to Castells, the capitalist process, along with digital development, by restructuring the hard and competitive understanding, increases inequality and social exclusion in the world. Even in the US, in which the standard of living is seen as the highest in world history, the wages of the sector outside the educated elite have either never increased, or have even decreased. For this reason, digitalization has brought more inequality, polarization, poverty, and misery, to a certain segment of society, as a result of the appropriation of collective wealth at different levels (Castells 2007, 91-92). The social section that constitutes the majority of society with limited purchasing power, is shown as if it doesn't exist in society, and people with low-wages and low-life standards are employed like slaves in the service sector.

Human beings robotized through the media, and humanoid robots

Capitalism, in concert with advertising, imposes on the individual demands to rest, to have fun, to behave, and to consume its propaganda, which claims that everyone likes what everyone else likes, and dislikes what they don't. The concept of capitalist production imposes these goods, the social content and functions of which are defined by outside powers, on society, outside of their personal preferences. Mass production and mass distribution, which have already abandoned the borders of the factory, have surrounded humanity. Brainwashing and consciousness-regulating goods replace rational reasoning with wrong consciousness. Thus, one-dimensional patterns of thought and behavior come into being (Marcuse 1997, 17-22). Our 'selves' have become dependent on the media's orientations. Our personal lives, economic, political, aesthetic, psychological, moral, and ethical, are under the control of the media. It is now the media that shapes, directs, and creates man (McLuhan & Fiore 2005, 26). As a result of these developments in technology, today, by entering into the digital age, the need for human power in production is decreasing. By developing robots that are produced for repetitive and intelligence-free jobs, humanoid robots that resemble humans in appearance, take decisions, and communicate, are being developed. On the other hand, with the influence of culture flowing through the media, in today's world, people's lifestyles, behaviour, and images become uniform and standardized (Latouche 1993, 15). Capitalist ideology, by serving the purpose of the powers, makes everything homogeneous, molded, standardized, and, together with these commodities, makes people uniform and object (Adorno & Horkheimer 2010, 314).

Today, political governments are realizing their power through the organization and use of technological processes. In advanced industrial societies, political power can maintain and secure itself only if it succeeds in an organization by using the instruments involved in production, science and the status quo (Marcuse 1997, 16). Capitalism maintains its existence by transforming the entire human being, which includes the mind and emotions of man, into an object of governance that will, in line with its own goals, help to produce an ideological paradise, and enable it to be reproduced. Capitalism, therefore, instead of eradicating the poverty of people living in big cities, re-orients people towards the satisfaction of their material needs (Marcuse 1991, 18). In this world, where the wealth is gathered in the hands of certain segments with systematic propaganda surrounded by entertainment through the media, great class conflicts of interest are taking place (Herman v. Chomsky 1999, 21). With a high standard of living, exploitation spreads to a large part of the population. Continuously increasing and reproducing luxury goods and services makes them accessible to the masses by expanding the consumer market, and removing these commodities from their privileged position as only accessible to the elite. This imposed technological consumption of capitalism prompts people's feelings of frustration, unhappiness, and spiritual oppression. This style of production for the masses is only achieved by the minimal exploitation of a section that has been alienated from its labour (Marcuse 1991, 19, 22). This created high standard of living, the desire to consume continuously and consume again, makes man self-focused, emotionally deprived, lonely, and mechanical. Therefore, people are forced to continue their monotonous and programmed lives in the form of robotic beings, behind the democratic, technological development and comfort offered by capitalist production, between cultural slavery and mechanical freedom, as domesticated, isolated, and transformed into a commodity. With the prototypes presented by the media, especially in urban life, it is common to see women and men alike; hair types similar to each other, clothes similar to each other, behavior and conversations similar to each other, similar ways of life, domesticated, calm, unresponsive, nerve-free people, who continue their lives almost like humanoid robots. The capitalist ideology, which turns man into the object of capitalism, has, increasingly, started to replace man with humanoid robots.

Analysis of *Benny's Video* - a film with a sociological, scientific, critical approach

The analysis of a film with a sociological, scientific, and critical approach requires an examination of the social conditions of the period in which the subject of the film was originally discussed. The sociological, scientific analysis examines how social values are reflected and embodied in films, the effects of films on social values, the power to strengthen or change these values, and changes in the social attitudes and behavioral patterns caused by films. Critical sociological analysis suggests remarkable ideas in the manifestation of social structure by addressing issues such as films, race, gender, national, or social class differences, and analyzing the relations between the elements within the social structure and content of the films (Özden 2004, 153-155). Therefore, film is regarded as a cultural product that reveals values, norms, targets and goals, lifestyles, and world views of society. Sociological critical theory is based on Marxist theory, because Marxist concepts can offer more precise definitions for the subjects of social class, economy, culture, and ideology, in the field of sociological analysis.

In this study, having discussed the above in accordance with the thesis developed by Herbert Marcuse from the School of Frankfurt, that the "emancipating power of technology-instrumentalization of things-transforms into the chain of liberation, becomes instrumentalization of humans", the screenwriter and director Michael Haneke's film, *Benny's Video,* dated 1992, will be analyzed within the framework of concepts of 'the digital age', 'lack of communication', 'insensitivity', 'perception of reality', 'capitalism', 'cultural slavery', 'violence', and 'alienation'.

Subject of the film *Benny's Video*

Fourteen-year-old Benny, one of two children of a European urban bourgeois family, is a lonely child who, thanks to fully equipped audio and video technologies, and the blessings of the digital era, lives in his room, recording all the images and sounds, 24 hours a day, inside and outside. He watches them, winds them forward and back, revises them, gradually loses the perception of reality, and falls into an obsession with the idea that he controls life. He becomes insensitive, and experiences problems related to communication with his parents and his social environment. Benny's sister, Evi, lives in another house with her friends. His mother Anna, and his father Georg, are working people. They only meet at dinner in the evenings, so warm communication within the family is not established . When Benny goes to bed, his mother comes to his room and makes small talk, while his father only communicates with him to warn him about his behavior. The family spends weekends on a pig farm, out of town. The movie begins with Benny's video footage, and a hog killing scene on the farm. After the animal's dismemberment by the workers , a party of young people appears in the house. Benny watches this party, which he has videotaped, with his mother, in his room. Benny has the delusion that he can monitor and control the world, and people, with electronic tools and he perceives the world through the eyes of these electronic tools. He sees a girl of his own age, who is looking carefully at the window in front of the videographer, as she constantly appears in, and leaves, the video. The next time he goes to the videographer, he sees the same girl again, looking at the window/ screen, in the same place, and invites her to his home. Since his mother and father go to the pig farm at the weekend, he's alone at home. Benny shows his room to the girl, who seems to be from a family with a lot of children, and from a different social class. She looks at the electronic tools in his room interestedly. They heat and eat pizza together, then he makes her watch the gruesome footage of the pig being shot with a special pistol at the pig farm. He loads the gun that was used to kill the pig, and that he stole from the farm, and he gives it to the girl and tells her to shoot at him. She doesn't shoot. Calling her a coward, he takes the gun and shoots at her. Being shot, she starts moaning and crawls towards the door. He doesn't want to leave the girl, and tells her to shut up. As the girl's voice gets louder, he puts a bullet in the gun and shoots again. The girl starts screaming more. Once again, he puts a bullet in the gun and shoots the girl in the head, as seen in the scene of the pig's murder. And then, in a very calm manner, he eats yogurt from the refrigerator. He goes to do his homework. Then he washes the bloody sheets and hangs them up. He picks up a towel and removes the blood from her head. He drags her out, and cleans the place completely. Just then the phone rings. He sits naked in a chair and talks to his friend in a very calm manner, making an appointment to meet him outside in the evening. Benny, who is not aware of the murder he has committed, spreads the blood on his hands, to his body. By the way, he videotapes the whole thing. Then he watches these images in a very calm manner, never showing any sign of feelings of sadness, regret, or fear. Then, from the images on the monitor, it is seen that he dresses up and goes out. He meets his friends and goes to the disco. He stays at his close friend Richie's house for the night. His friend gives him a cigarette. For a while, he calls his friend ‘Richie’. Then he says nothing and gives up talking. He leaves there in the morning, saying that his mother and father will be returning from the farm. He rings the bell of the building where his sister stayed with her friends. Her friends say his sister isn't there. It's understood from his behavior that he needs to talk. He walks around outside for a while and then he gets his hair shaved. When he gets home, he sees his mother and father come back from the farm. Because he is late, his family reproaches him. His father scolds him for shaving his hair, and asks who he was reacting to. He asks, "is baldness, bandit baby gang fashionable among your friends?" The director of the film, Michael Haneke, here makes reference to ‘skinheads’ and to the middle class in Europe. By saying ‘you do this because you think you're not loved? One must behave in accordance with the rules’, he implies that Benny doesn't look human, and humiliates him. Benny goes to his room and watches the video again. He spends his life going to school, and watching videos.

Benny only sees his parents at dinner. The teacher asks his classmate Richie for his homework. Richie says he did his homework and gave his notebook to Benny. When the teacher asks Benny about that, Benny replies " I don't understand what he means." As the teacher turns around and goes away, Benny punches his friend Richie's stomach. When his friend screams and falls out of his chair, the teacher comes back and tells Benny to pack up his belongings, go to administration, and come to school the next day with one of his parents, and shouts from behind him, ‘Understood?’

Benny comes home, and meets two men in the hallway wearing labor suits and carrying tool sets. He treats those who seem to be from a different social class as if they don't exist. Haneke, here points out that in developed European countries, not everyone lives in prosperity. At home, Benny takes milk from the fridge and drinks it, cleaning up spilt milk with napkins, sits down, and reads a comic book about Disneyland. It is seen here that Haneke, the film director, references Walt Disney. While Benny, who acts as a regular, clean, civilized entity, in accordance with rules and courtesy, watches displays on TV in his room, his father comes and gets angry with his watching TV, and tells him that they will take the TV back to the living room. Meanwhile, his mother comes and focuses in horror on the image on the monitor. Benny tells his family about the murder that he has committed. He takes the gun that he stole from the pig farm out of the drawer and gives it to his father. His father takes out his murder report. Benny says "I'm hungry." When they eat, his father asks if she's in his class. He replies "No, she's from another school." Haneke also points out the issue of social discrimination. Then he tells what happened at school that day. His father says, "don't go to school tomorrow." Benny says, “what happens now?" His father asks, "are you afraid?” Benny goes to bed quite calmly as if what happened had nothing to do with him, and tells his mother to leave the door open. His mother and father talk about the situation in the dining room. His father lists what happened and what Benny will encounter in a logical and cool way. Although his father is very calm and cool, his mother is very tense. She asks what to do with the body. His father says they can destroy the body by taking it to the pig farm. She asks, “are you aware of what you say?” His father responds, "do you see another alternative?" His father says they need to cut the body into small pieces. His mother asks him, “what if someone comes”, “if it is found out.” They decide to keep Benny away from this situation. The next day Benny returns the videos he bought. The videographer asks, “do you want another?” He says he doesn't, this time. His father questions whether he has told anyone else about the murder. He warns him "You mustn't lie." His father sends Benny to Egypt on vacation with his mother. Here, the poverty of the people, and the fact that they are different from the people in the civilized world, in Europe, is highlighted by images. Haneke refers to cultural imperialism again, pointing to electronic tools in the midst of poverty. Benny is indifferent and distressed.

His mother often makes phone calls to his father. But she never talks to Benny about the event. His mother offers to go into the sea while he's having breakfast. While his mother is swimming in the sea, Benny videotapes his mother, saying that his mother is in the sea, and that he gets too burned in the sea. H e shows his chest by lifting up his T-shirt, and then says “we've been here for four days, there's no news in the papers yet, my mother doesn’t tell me anything. We'll return tomorrow. A week is a long time. Goodbye father,” and he ends the recording. His mother has a crying crisis in bed at night. Benny asks “Mom, what has happened?”

They fly back, and his father meets them at the airport. On the way home, he says "your color is beautiful." His mother replies "the weather was very beautiful.” They talk about what to do the next day. When they come home, Benny brushes his teeth, and after he goes to bed, his mother comes up and says, " T here's no TV tonight, goodnight." His father comes to him and says "I'm glad that you're back. It's all right, you don't have to worry. I'd like to ask you something. Why did you do it?” Benny responds, "I wanted to see how it would be." Benny wakes up at night and checks the locker where he put the body. He goes to school after having breakfast with his mother in the morning. He pays for what Richie bought in his canteen. His friend asks how his grandmother was.

At home in the evening, they all watch the video of Evi's party. They make speeches appreciating the money Evi has collected in the ‘Piramit’ game. Benny's mother says he can have a party with his friends like that. Haneke points out the corruption of the morality of the European urban middle class by showing the spoiled youths with food brutally clogged in their mouths. The next day, his parents go to school to watch a show in which Benny sings with his friends.

The video recording of Benny's room, and his parents' speech about the corpse, comes into view. The police wind forward the tape, and ask, “have you taken these?” From the speeches, it is understood that Benny has reported his parents to the police. The police ask, "when did they pick you up from school?" Benny replies, “the next day." He tells them that the day after that, they went on vacation by plane, and stayed a week. The police ask what happened to the girl's corpse. Benny says he doesn't know. The police say, "why are you here now?” Benny shrugs his shoulders and says, "I don't know." The police ask, "do you know who she is?” Benny says that he doesn't know. The police ask where his parents are. Benny, after giving the work address of his parents, asks, "can I go now?” The police let Benny go after watching the footage from the video he took on the Egyptian vacation. When the door opens, Benny sees the confused and upset faces of his parents. Benny looks at his parents and says, "I'm sorry", and leaves the police station. Meanwhile, news of war, violence, and death, is heard from the radio.

Analysis of *Benny's Video* according to sociological critical theory

Analysis of the screenwriter and director Michael Haneke's second film in the city trilogy, is titled *Emotional Icing*, which is *Benny's Video*, dated 1992, with reference to the following concepts, and, according to Marcus' sociological critical theory of 'emancipating the power of technology, the instrumentalization of things, transformed into a chain of liberation, becomes the instrumentalization of humans'.

Table 3-1. Analysis of *Benny's Video* according to Sociological Critical Theory

Digital Age	Benny has audio and recording devices that monitor and record, inside and outside, 24 hours a day, in his room. He's addicted to digital technology. He perceives the world and life through this digital technology.
Miscommunication (lack of communication)	Benny is usually lonely out of school. He only gets together with his parents at dinner. His has almost no contact with his sister. He is only close to his schoolmate, Richie. He has no safe and warm communication with him. He doesn't share with him the murder that he committed. He lies to the teacher who didn't give him his book.
Insensibility	Benny watches the images of the pig that was dying in agony and killed on the farm in cold blood. He coolly kills his girlfriend, who he invited to his house. He cleans up the surroundings. He hides the corpse and lives his normal life, even though the body is in the closet for two days. He brings the tape of his parents' conversations about destroying the corpse to the police, thus reports them and when he encounters them, he goes away like a stranger with an ordinary word of kindness, saying "excuse me."

Perception of reality	Benny's control over his recorded images, winding them back and forward to change time and space, and constant interest in the virtual fictional images in the digital environment negatively affect his perception of the real world. He has lost the perception of reality. His response, "I wanted to see how it would be", to the question his father asks, “why did you kill her?, indicates that he was not aware of his behavior.
Capitalism	Middle-class European urban parents, Benny's mother Anna, and his father Georg have to work all day to take advantage of the comfort and well-being that capitalism has offered them.
Cultural slavery	Capitalism has an understanding of production that imposes existence by consuming. Benny and his parents are cultural slaves created by capitalism. In addition, Haneke, in the film, points to cultural imperialism by means of the technological tools given into their hands by the poor Eastern people on Benny and his mother’s visit to Egypt.
Violence	The film portrays violence as an ordinary occurrence. Benny watches, insensibly, over and over again, the pig being shot, and suffering sorely. Later, after killing his girlfriend whom he invited home, in a way similar to that of the pig, he watches the images of the violence that he recorded in the video over and over again, with the same insensitivity. He punches his friend Richie in the stomach in class.
Alienation	Benny has alienated himself from his family. There is no value or norm that he believes in his life. His perception of reality is distorted and he lacks a role model to guide him. As for his father, he is a false role model who, after learning of the murder committed by Benny, plans and implements the destruction of the corpse quite coolly.

Conclusion and evaluation

In the Middle Ages, while most of humanity was dealing with agriculture, a significant distinction began to emerge between the countries which experienced the Industrial Revolution and the countries that could not achieve it. When the countries which experienced the Industrial Revolution started mass production with machinery, they started to colonialize or semi-colonialize other countries, both in search of new markets in order to sell their increased production, and in order to meet increasing raw materials and labour needs. Therefore, the Industrial Revolution caused significant changes in the world, and in human life.

In this study, this has been discussed in reference to the thesis developed by Herbert Marcuse from the School of Frankfurt that "the emancipating power of technology, the instrumentalization of things, transforms into a chain of liberation, and becomes instrumentalization of humans", and the film director Michael Haneke's film, *Benny's Video*, dated 1992, has been analyzed in accordance with sociological critical theory, and within the framework of concepts of 'the digital age', 'lack of communication', 'insensitivity', 'perception of reality', 'capitalism', 'cultural slavery', 'violence', and 'alienation'.

Accordingly, the Renaissance, Reform Movements, and the Age of Enlightenment, which took place in Europe, brought about capitalism. However, in the analysis of the European urban middle class family, which emerged as a result of the film's analysis, it has been found that the welfare and comfort of capitalism has not brought happiness to European people, but has transformed them into unhappy, insensitive, self-alienated, uncommunicative, and solitary, individuals.

In addition, by means of the images of Benny's videos, taken during the travels of Benny and his mother Anna to Egypt, director Michael Haneke, in his work *Benny's Video*, points out that the reflection of capitalism, and consequent cultural imperialism towards the East, have taken on the form of cultural colonialism and backwardness, by giving the digital technology that flows from developed capitalist countries, to the less developed countries, into the hands of the people of the East, whose poverty and backwardness are exhibited.

Based on this, in the next study, the situation of the European inferior class who worked as the manpower of capitalist production, and whose labour was exploited, as occasionally pointed out by Haneke through images, and exchanged for digital technologies given into the hands of the Eastern peoples, will be questioned in the light of the development of the digital age.

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MANAGING BIG DATA TURBULENCE IN THE INDUSTRY WORLD

DERYA ÖCAL

Introduction

Throughout history, humankind which plays a role in revealing technological transformations, is also exposed to the effects of these changes. In the present century, the big data that comes up frequently affects the decision makers who manage and depend on it. Big data, especially important for users, must be analyzed in a traditional way after being caught and domesticated (Davenport 2014, 103). In this context, technology using large data, and predicting convergence between vehicles, is used effectively on humans. In the last half-century, the capacity has been transformed into an expansionist network, reaching from a small research network with few nodes in it, to more than a billion users. Minimization of electronic equipment and cost reduction have enabled the internet to be accessed by objects the size of smart phones (Köroğlu 2015). The products of mechanical and electrical components of before, have today become complex systems formed as data storage units, hardware sensors, microprocessors, software, and various connections, defined as 'smart connected products' involving power processing, device miniaturization, and network environments generated by common wireless connections (Porter and Heppelmann 2015, 20). The internet, the shorter definition of 'interconnected networks', is an electronic-informatics communication medium that is shaped by the connection of numerous public, private, military, civil, academic networks around the world. The internet, alongside its initial military-industrial nature, has become a commercial-communication-oriented structure, and a data flood has to be transformed into information for the market structure which is created. Profit and competition-based market dynamics have supported many researchers to develop different techniques to analyze the growing data stack. In recent years, inter-machine communication (M2M) has been shown as the main factor in achieving such high amounts of data. Having access to the internet, and working according to commands over the internet, or change that occurs in itself (again over the internet) to the necessary places of anything (entity or object), is identified with the concept of the ‘internet of everything’.

In the current century, almost every individual in the world uses a micro controller application (mobile phone, camera, remote control device, etc.) as part of their life practice.

Security systems, coordination of energy resources, domestic applications, wearable technologies, healthcare devices, final consumer products, smart cars, and many other devices offer ‘mobile/wireless interaction’ services (GSMA 2015, 6). In terms of technological developments, a new and comprehensive internet transformation is attained, “and also objects become self-defined, collect information/data which they can communicate among themselves, to become intelligent decision-making mechanisms. They provide access to information provided by other things as part of a complex and integrated system” (Vermesan 2013, 8). Wearable technologies that have become an important part of the economy and govern the sector, provide cloud and global positioning system-supported (GPS) data flow to every available environment. That the individual is accessible ‘at any time’, both as a producer and as a consumer, makes it possible for employees -in particular in multinational companies- to control their non-work time via social networks, and using very small-scale initiatives, delaying the contraction in market conditions by developing new solutions that will overcome the bottlenecks of distribution channels, and guarantee the functioning of the internet economy in terms of capitalism (Schröter 2014).

The relationship of individuals with technology is experiencing a radical change today, in what is known as the information age. The individual tries to benefit from the accumulation of concrete data beyond his perception and intuition in order to control himself and his environment. This tendency leads to a new psychology that goes beyond its own nature, and will benefit from this data flood in its decisions, actions, and attitudes.

Just like individuals, organizations are trying to reconstruct their communications with their environment in a way to protect their position and reinforce their position in data turbulence. “According to a recent market report published by Transparency Market Research, the total value of big data was estimated at $6.3 billion as of 2012, but by 2018, it’s expected to reach the staggering level of $48.3 billion. That’s an increase of almost 700 percent” (Zakir et al. 2015, 81). Now manufacturers have entered the age of big data, data sizes can range from a few dozen terabytes to many petabytes of data in a single data set. The size of data can be expressed by quantitative indicators, such as 571 new web sites on the internet, 204 million e-mails, $83,000-worth of shopping at Amazon.com, 1.4 million people establishing video connections over Skype, uploading

20,000 new photos to Tumblr, downloading 15,000 songs in iTunes, and 14 new songs in Spotify within one minute. In addition, it can be expressed by qualitative interpretation as the perception of organizations about what is happening all around, using an active strategy, and methods of assessment and social consequences. "The big data revolution is based on advanced statistics and calculation methods, rather than growth in storage or computing capacity" (Shaw 2014, 30). In this context, this study has aimed to uncover the basic principles of data management strategies of organizations which mobilize decision-making and action processes under dynamic conditions.

Big data: The development potential of digital networks

Frequently referred to as the information age, the economic industry of the 21st century is highly dependent on data and data usage. The phenomenon of big data is continually growing as organizations remodel their operational processes, to drive effective marketing techniques, improve customer engagement, and to provide new products and services. In this way, big data refers to large sets of complex data, both structured and unstructured, using traditional processing techniques and/or algorithms. As stated in the summary study of Prof. Dr. Francis X. Diebold, Professor of Econometrics at the Wharton School of the University of Pennsylvania, the concept of 'big data' has been used since the mid-1990s to draw attention to the size of the data analyzed in different areas, such as production management, informatics, statistics, and econometrics. Big data is included in the academic literature, with the information systems study of Sholom M. Weiss and Nitin Indurkhya, called *Predictive Data Mining: A Practical Guide* (1998), the econometrics study of F. X. Diebold, *Big Data Dynamic Factor Models for Macroeconomic Measurement and Forecasting* (2000) and the statistics study of William S. Cleveland, called *Data Science: An Action Plan for Expanding the Technical Areas of the Field of Statistics* (2001). In the historical process, big data developed too fast. In Big Data 1.0, organizations began using the internet to conduct business and compile data about their customers. The Big Data 2.0 stage allowed organizations to obtain and aggregate vast amounts of data very quickly and extract useful knowledge from them. In the academic literature, big data means "the collecting, storing, cleaning, visualizing, analyzing and understanding of large volumes of high-volume and fast data from sensors and scientific instruments" (Gürsakal 2013). A more inclusive definition is transforming any type of enterprise data digitally encoded by both human and machines and the personal data generated by the internet and social media shares into a meaningful and processable format. “Big data is derived from multiple sources. It involves not just traditional relational data, but all paradigms of unstructured data sources that are growing at a significant rate. For instance, machine-derived data multiplies quickly, and contains rich, diverse content that needs to be discovered. Another example of human-derived data from social media is more textual, but the valuable insights are often overloaded with many possible meanings” (Zakir, Seymour and Berg 2015, 81). In this context, all information can be accessed from users of digital platforms through the publicly accessible APIs of social media, from the static, unstructured information and data which is perceived as worthless. API (application programming interface), is a module that is created to be able to use certain functions of any application in other applications. Big data platforms try to categorize different, discrete, offensive applications on digital networks, and, on the other hand, try to reduce costs by integrating more data into virtual environments. In this context, the five elements of big data have gained importance (Gürsakal 2013, Ege 2013): (i) variety, (ii) velocity, (iii) volume, (iv) verification, and (v) value. The increase in the amount and variety of data directly affects the decision-makers' decisions and the simplification of access to information causes the digital platforms to spontaneously make many decisions on behalf of their users, and to make decision-makers more specific, comprehensive, and deeper-questioning. Especially in the business world, it is frequently stated that making decisions after obtaining data, and analysing it using big data processes, provides increased efficiency and profitability after making intuitive decisions in conditions where there is insufficient information. This situation reveals the role of big data in terms of business life, eliminating uncertainty in market conditions.

The formation and management of big data

Interaction between machine and human is increasing day by day. A way of life is quickly passed, where internet providers provide communication capability to objects in daily life via the internet. In this context, the studies on the internet of objects cover a wide range, from industrial control systems to retail, from medicine to logistics, from fun to agricultural areas. According to a CISCO report in 2003, the number of interconnected people was 6.1 billion, the number of devices was 500 million, and the number of connected devices per person was 0.08. In 2010, this ratio increased to 1.84. According to a CISCO 2020 estimate, there are 7.6 billion people in the world, and 50 billion objects, and the number of connected devices per person ratio is expected to increase to 6.48 (Arıcı 2015, 1). In Turkey, as of

2020, 150 million applications are expected to be linked together, as 56 million smartphones, 16 million consumer electronics (cameras, game consoles, navigation devices, etc.), 15 million tablets, 14 million meters (electricity, water, gas, etc.), 12 million PCs, 9 million buildings and office security systems, 9 million vehicles (cars, trucks, minibuses, etc.), 5 million white goods (TVs, fridges, etc.), 4 million people using tracking systems (elderly, children, etc.), 3 million payment systems (cash register, POS, etc.), 2 million wearable devices, and 2 million lifts/escalators (Turkcell, 2015, 42). The petabyte unit, which is equivalent to 1024 terabytes in the current time period, stands out in measuring the data capacity based on technological developments, and it appears to be expressed in the near future in exabytes and zettabyte units. At the same time, the speed of inclusion of technology in human life is constantly increasing.

Large data analysis with the potential to transform the business world, understands the problems that cannot be solved by intuitive-emotional methods, and which cannot be explained by classical research. Big data analysis reveals corporate value with detailed data on organizations, products, consumers, and the whole market, provides detailed market segmentation, and develops new goods and services while improving existing goods and services. It has been determined that enterprises that have a culture of decision-making based on detailed data are more efficient and more profitable. The Internet of Things, pointing to a network structure, collects information as the devices perform data communication among themselves without the need for human intervention, and data entry and decision-making depending on the information collected (Aktaş, Çeken ve Erdemli 2014, 300). It is defined as “networks providing fast transfer of information collected by all kinds of instruments and sensors by wired or wireless method, analysis with the cloud, interpretation, and taking different kinds of actions” (Arıcı 2015, 1). In other words, the Internet of Things is linked to the existing internet structure of embedded computer-based systems with disaggregated identities (Sanlı ve Alanyalı 2014). So much so that the Internet of Things is the most common form of smart connected products which are expected to increase in numbers in the near future. Here, the nature of the internet faces possibilities offered by the changing objects.

The three basic elements that need to be looked at closely, to understand the analysis of the numerical information revealed by all kinds of data on earth, are quantum information processing, big data, and artificial intelligence. Quantum data processing allows data to be converted into digitally coded information, and interpreted by analyzing the information. Nowadays, processing the existing stack of data on computers using superconductors has become easier. Big data allows the information obtained after questioning the databases through predictive analytical programs, to turn into a commodity that will provide profitability and competitive advantage for companies. With the Internet of Things, the experiences of users give a different perspective to human-object relationships. Individuals get in touch with the world of objects outside themselves in a multi-layered way, and the language of different communication conditions and environments with the developed projects, and disconnected networks formed by separate languages, are eliminated.

Since the Second World War, the business analytics field, using data as decision-making input, has shown rapid development via computer technology which stores larger amounts of data, detects inter-link ties, and models faster than the human mind, and classifies and produces new data. In the age of business analytics, data from different areas such as production processes, sales, storage, logistics, customer interaction, and feedback, are recorded, merged, and analysed, and the companies fed from external sources outside the organizational structure, such as the internet, social media, public institutions, and data banks. Thomas H. Davenport was perhaps the first to observe, in his *Harvard Business Review* article, published in January 2006 “Competing on Analytics”, how companies who orientated themselves around fact-based management approaches, and competed on their analytical abilities, considerably outperformed their peers in the marketplace. The reality is, that it takes continuous improvement to become an analytics-driven organization (Zakir, Seymour and Berg 2015, 87).

The results of analytical handling of information with a utopian or controllable approach are no different. In capitalist market conditions, information is more than the raw material of knowledge, it is the mythator or legitimator of hegemony, built on economic, political and social life, under conditions of absolute rationality and efficiency. It is seen that the process passes through three stages. In the Information 1.0 period, experienced in the 1960-70s, with the evolution of electro-mechanical-informatics technologies from military to commercial use, activities such as order, design, production resource planning, repeatable production phases, inventory control, billing, and payment flow, are being aligned with computer and communication technologies. In the Information 2.0 period of the 1980-90s, the loosening of the international order based on the blocs, the acceleration of technological inventions, and the widespread participation in the process of invention, have globalized the capital scale. Public resources privatized in this period caused the market actors to have almost unlimited efficiency. In the period of Industry 3.0, beginning in the 2000s and covering the first quarter of the century, information and IT services have become an integral part of products. When the goods or services were separated from the informatics content they had, they started to lose their social meaning. With built-in sensors, microprocessors, and connections in products, data is provided which is stored and analysed, and different applications used via a product cloud, greatly improving the functionality and performance of the product. Nowadays, global companies that generate value on the basis of innovation are emerging, and, in terms of capital competition, have gained uncontrolled speed.

An important issue to be taken into consideration in the management of big data, rather than analyzing the data related to planned decisions, is the examination of the digital breaks left behind by internet users while browsing the internet. The best defining feature of our age is the ability to transform data into a brand. Businesses as learning organizations, transforming information into data, and interpreting information into knowledge, actively determine the direction of the branding movement. Among the executives, the opinion that the data needed for branding is coming directly from the field becomes widespread. The inference, which is quickly accepted, is, "No more laboratory experiments; now we have to do actual experiments in the real world" (Petland 2012). Social media has opened new avenues and opportunities for organizations to connect with their customers, but the sheer volume of communications about brands, products and services, which are discussed, shared, criticized, or liked, on different social platforms, can be overwhelming. Sentiment analytics helps to rapidly read all this data, providing an executive summary of what people like and don't like about a company, brand, or products. The reasons behind the sentiment can then be easily extracted, providing valuable business insights. The process goes through: (i) Monitoring what customers say to increase marketing success; (ii) Identifying key customers to boost word-of-mouth marketing; and (iii) Examining customer feedback to improve products and services. Sentiment analytics, or opinion mining, offers a deeper understanding of the crowd. It provides a focus group of millions of customers which can be tracked, revealing insights into how they think about a certain topic.

The effect of analytic transformation on the industrial world

Compared to big data in general, industrial big data has the potential to create value in different sections of the manufacturing business chain. Recently, industrial big data analytics has attracted extensive research interests from both academia and industry. Taking advantages of valuable industrial big data analytics will become basic competition for today's enterprises, and will create new competitors who are able to attract employees who have the critical skills in industrial big data. In the 20th century, when information was commercialized on a mass scale, the digitalization of the dominant form of storage and transmission media was heterogenic, while content had a homogeneous form. Diversity is based on culture but information networks transform 'citizens' of public space to 'consumers. The analysis of the data stack of this fragmentation is carried out by information companies, called 'network companies'. According to a report prepared by US-based network infrastructure company CISCO, in a ten-year period of 2013-2022, with the combination of the Internet of Things (IoT) with companies, increased revenues and falling costs between sectors will occur, which is expected to reveal a potential value of US $14.4 trillion. Elements that support this potential value are: asset usage (US $2.5 trillion due to reduced costs); employee productivity (US$ 2.5 trillion due to increased labor productivity); development of supply chain and logistics (US $2.7 trillion due to eliminating waste and saving on resources such as capital, labor and time); customer experience (US$ 3.7 trillion due to increased demand and more customers); and innovation (US $3.0 trillion due to shortened time to market and shorter market life curve) (Bradley et al. 2013).

The main areas of application of the Internet of Things include: environmental surveillance, infrastructure management, industrial applications, energy management, medical and health systems, building and home automation, transport systems, and large-scale applications. Industrial big data has been produced by diverse sources in manufacturing spaces, such as sensors, devices, logistics vehicles, factory buildings, and humans, tackling manufacturing process elements. Those highly distributed data sources include: (i) large-scale devices data, (ii) production life-cycle data, (iii) enterprise operation data, (iv) manufacturing value chain, and (v) external collaboration data. Manufacturing data ingestion technologies is associated with real-time acquisition and integration of either massive device-generated measurement data, or enterprise IT software-generated data. As data volumes increase, the industrial big data analytics platform must allow real-time acquisition and integration of massive heterogeneous data from large-scale industrial devices and software systems. The components of the Internet of Things are Wireless Body Area Network (WBAN), and Radio Frequency Identification (RFID). The Wireless Body Area Network is a set of intelligent small-sized devices capable of detecting the physiological signals of individuals, and data processing. Radio Frequency Identification is technology for identifying living things or objects with radio waves

(Aktaş, Çeken ve Erdemli 2014, 300). The driving force of analytic transformation in the economy is revealed through mobile communication, cloud computing, big data analysis, artificial intelligence, superconductors, and nano-technologies. New technologies are not purely end-use devices.

All these devices, which form part of the system, depend on the internet for their services and capacities. This makes the relationship between the user and the product very dynamic.

Unlike traditional physical products, the user interacts with these devices throughout his or her life. The user's experiences are shaped not only by the device, but also by an entire system (Rowland 2015, 70).

Conclusion

Today's technology landscape is changing fast. Organizations of all shapes and sizes are being pressured to be data driven, and to do more with less. The common ground of recent studies on the transformation of information and the social consequences of the internet is about the effects of the increase in the number of variables enabling decision-making, and the decision-making processes. Businesses focus on increasing their competitiveness by eliminating their value-free activities, through techniques used in information management and data analysis. Digital networks try to control the individual and global production, flow, distribution, sharing, and consumption, of meta-information determining the meaning and importance of data, information, and knowledge, in favor of capital. In this context, in the capitalist market structure where digital platforms are accelerated by the internet, it is known that both analog and digitally-coded information are factors that direct market dynamics.

Big data, used frequently in recent studies, beyond being a fashionable word, means improving the decision-making capacity of the data collected, and using the mass of data to provide competitive advantage. Companies focus on increasing their competitiveness by eliminating activities that do not create value through process engineering used in data management analysis. Big data management organizes the flow, distribution, sharing, and consumption of meta-data, from individual parts to global (Raghavan 2014). In today's advanced market structure based on internet and digital platforms, the data, the source of production and the meaning of the product, are known. Developing new rules for the solution of both economic and social problems with big data analysis accelerates the transformation of the numerical into the social.

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Artificial Intelligence in Communication Technologies

Uğur Yavuz

Introduction

We are currently observing a paradigm shift towards ‘smart’ communication networks that take advantage of network data. In fact, modern communication networks, and in particular mobile networks, generate a large amount of data at the network infrastructure level, and at the user/customer level. The data in the network contains a wealth of useful information, such as location information, mobility, and call patterns. The vision of network operators is to either enable new businesses through the provisioning of this data (or the information contained within it) to external service providers and customers, or to exploit the network data for in-house services, such as network optimization and management. Machine learning methods are a core part of many emerging applications of communication technology, e.g. smart cities or the Internet of Things.[1]

The increasing commodification and commercialization of ubiquitous, pervasive augmentation technologies is leading to a restructuring and re-bordering of interaction with the world around us, as we increasingly communicate, willingly or unknowingly, with machines. Indeed, the verge on which human-machine communication now finds itself, and its intersection with wearable technology and the Internet of Things should cause us to focus critically on these technological augmentations, which we call Human Augmentics. Through analyses of human and machine agency, interposed through a theory of close human-machine communication, we argue that the critical element in discussions of human-machine communication is an increase in sense of agency, extending the traditional human-computer interface dictum to provide an internal locus of control, and is the defining feature of Human Augmentics.[2]

Presently, cellular networks are designed to support human-to-human (H2H) or human-to-machine (H2M) communications. But, characteristics of M2M applications are different from H2H applications in terms of high uplink to downlink traffic ratio, low traffic volume, limited mobility of devices, and larger density of devices in a particular geographical area. Because of these differences, supporting M2M in cellular networks, without damaging, or least affecting, H2H communications, is a very challenging problem.[3]

This paper gives brief introductions to current technologies, such as AI and ML, as well answering some questions, such as, whether artificial intelligence 'machines' communicate with each other, and how the inter-relations between AIs are. Can the machines learn from each other? What are the relationships between artificial intelligence (AI), machine learning, the Internet of Things (IoT) and types of communication such as human to human (H2H), human to machine (H2M), machine to machine (M2M) and machine in human (MiH)?

Artificial intelligence

The term 'AI' is used so often nowadays that we have a basic understanding of what it means; a computer's ability to perform tasks such as visual perception, speech recognition, decision-making, and language translation. AI has progressed rapidly over the last few years, but it is still nowhere near matching the vast dimensions of human intelligence. Humans make quick use of all the data around them and can use what they have stored in their minds to make decisions. However, AI does not yet boast such abilities. Instead, it is using huge chunks of data to clear its objectives. This ultimately means that AI might require huge chunks of data for doing something as simple as editing text.[10]

The artificial intelligence (AI) industry has been leading the headlines consistently, and for good reason. It has already transformed industries across the globe, and companies are racing to understand how to integrate this emerging technology. Artificial intelligence is not a new concept. The technology has been with us for a long time, but what has changed in recent years is the power of computing, cloud-based service options, and the applicability of AI to our jobs as marketers.[11]

AI's impact on marketing is growing, predicted to reach nearly $40 billion by 2025. Most CMOs are aware of AI, but many are still unsure and unaware of the magnitude of the benefits, and how they can adopt AI to improve marketing. Advances in AI now mean product developers can create innovative, leading-edge products and services that, until recently, would not have been within reach of the average marketing budget.[12]

AI machine learning

Machine learning is a continuation of the concepts around predictive analytics, with one key difference: The AI system is able to make assumptions, test, and learn, autonomously. AI is a combination of technologies, and machine learning is one of the most prominent techniques utilized for hyper-personalized marketing. AI machine learning makes assumptions, reassesses the model, and reevaluates the data, all without the intervention of a human. This changes everything. Just as AI means that a human engineer does not need to code each and every possible action/reaction, AI machine learning is able to test and retest data to predict every possible customer-product match, at a speed and capability no human could attain. Complex analysis can be done instantaneously with many more variables involved, allowing the system to rapidly learn. This learning can deliver micro target insights that could not be realistically done by human analysts across a large population. These results can dramatically improve conversion rates, marketing return on investment, and customer loyalty.[13]

AI and communication

Whether it is explicitly acknowledged or not, communication (and 'communication' is the concept as understood and mobilized in the discipline of communication studies) is fundamental to both the theory and practice of artificial intelligence (AI). In particular, it is communication that provides science with its definitive test case and experimental evidence. [4] This clause reviews the use of machine learning algorithms in different application fields of communications (see Fig. 5-1).

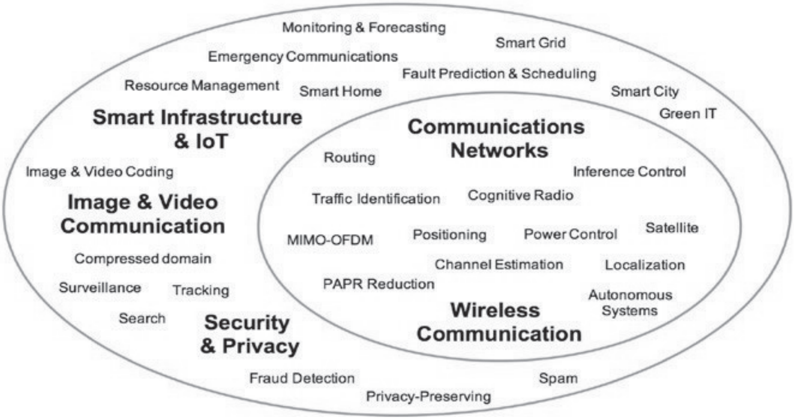

Figure 5-1. Applications of machine learning in different areas of communications

Types of communication

Figure 5-3 depicts the high-level logical partitioning of the interaction space; this figure illustrates H2H communication, M2M communication, H2M communication, and machine in (or on) human communications (MiH). MiH devices may include chips embedded in humans, medical monitoring probes, and global positioning system (GPS) bracelets. Recently, the IoT has been seen as an emerging 'paradigm of building smart communities' through networking various devices enabled by M2M technologies (but not excluding H2M), for which standards are now emerging. As a general concept, the IoT effectively eliminates time and space isolation between geographical space and virtual space, forming what proponents label as 'smart geographical space' and creating new human-to-environment (and/or H2M) relationships. The latter implies that the IoT can advance the goal of integration of human beings with their surroundings. A smart environment can be defined as consisting of networks of federated sensors and actuators, and can be designed to encompass homes, offices, buildings, and civil infrastructure; from this granular foundation, large-scale end-to-end services supporting smart cities, smart transportation, and smart grids (SGs), among others, can be contemplated.[5]

For orientation, we can generally distinguish software used in a horizontal fashion; between humans (H2H); and between machines (M2M), and, especially in a lab, in a vertical fashion; between humans and machines (H2M). These different types of relations can also be associated with different types of software tasks, as shown in figure 2. [9]

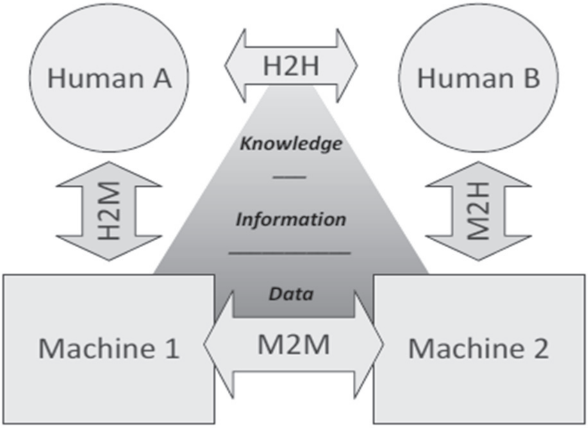

Figure 5-2. The three relations discussed in this chapter: M2M, H2H, H2M

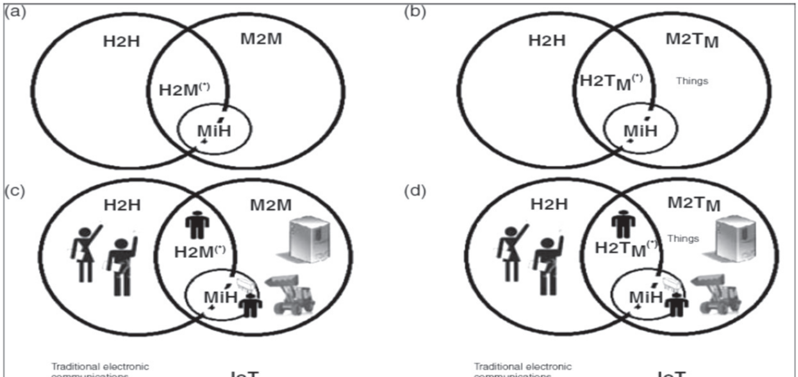

Figure 5-3. H2H, H2M, and M2M environment: (a) Interaction space partitioning showing humans and machines; (b) The target machine is shown explicitly to be embedded in the 'thing'; (c) Interaction space showing icons; (d) Embedded machine, icon view.
H2H: Human to Human; MiH: Machine in Humans (e.g., medical sensors) (also includes chips in animals/pets);
H2M: Human to Machine = H2TM: Human to Thing with Microprocessor/Machine;
M2M: Machine to Machine = M2TM: Machine to Thing with Microprocessor/Machine.

The IoT is a general, heterogeneous concept with somewhat open-ended definitions; M2M, on the other hand, is a tighter, well-defined concept (a subset of the IoT), where standards have evolved and have been published by industry organizations, such as the European Telecommunications Standards Institute (ETSI). The focus of the IoT is on M2M, H2M, and MiH applications (also see Table 2). [5]

M2M communication

M2M refers to those solutions that allow communication between devices of the same type, and a specific application, all via wired or wireless communication networks. M2M solutions allow end-users to capture data about events from assets, such as temperature or inventory levels. Typically, M2M is deployed to achieve productivity gains, reduce costs, and increase safety or security. M2M has been applied in many different scenarios, including the remote monitoring and control of enterprise assets, or to provide connectivity of remote machine-type devices. Remote monitoring and control has generally provided the incentive for industrial applications, whereas connectivity has been the focus in other enterprise scenarios, such as connected vending machines or point-of-sale terminals for online credit card transactions. M2M solutions, however, do not generally allow for the broad sharing of data or connection of the devices in question directly to the internet. [9]

Internet of Things (IoT)

The IoT is a widely used term for a set of technologies, systems, and design principles associated with the emerging wave of internet-connected things that are based on the physical environment. In many respects, it can initially look the same as M2M communication, connecting sensors and other devices to information and communication technology (ICT) systems via wired or wireless networks. In contrast to M2M, however, IoT also refers to the connection of such systems and sensors to the broader internet, as well as the use of general internet technologies. In the longer term, it is envisaged that an IoT ecosystem not dissimilar to today’s internet will emerge, allowing things and real world objects to connect, communicate, and interact with one another, in the same way humans do via the web today. Increased understanding of the complexity of the systems in question, economies of scale, and methods for ensuring interoperability, in conjunction with key business drivers and governance structures across value chains, will create wide-scale adoption and deployment of IoT solutions.[8]

M2M towards IoT

M2M solutions have been around for decades and are quite common in many different scenarios. While the need to remotely monitor and control assets - personal, enterprise, or other - is not new, a number of concurrent things are now converging to create drivers for change, not just within the technology industry, but within the wider global economy and society. Our planet is facing massive challenges, environmental, social, and economic. The changes that humanity needs to deal with in the coming decades are unprecedented, not because similar things have not happened before during our common history on this planet, but because many of them are happening at the same time. From constraints on natural resources to a reconfiguration of the world's economy, many people are looking to technology to assist with these issues. Essentially, therefore, several megatrends are combining to create needs and capabilities, which, in turn, produce a set of IoT technology and business drivers. This is illustrated in Figure 5-2. A megatrend is a pattern or trend that will have a fundamental and global impact on society, at a macro level, over several generations. It is something that will have a significant impact on the world in the foreseeable future.[10]

IoT and AI

The AI market is growing quickly. Bank of America and Merrill Lynch predicted that the robot and AI solutions market would surge to US$153bn/y by 2020. They suggested that adoption could boost productivity by 30% in many industries, whilst simultaneously cutting manufacturing labour costs by between 18-30%. As AI matures, the technology is becoming more robust at handling multiple situations with increasing accuracy. This means that AI is becoming more likely to be deployed at scale with reduced (and reducing) human intervention – thus magnifying the positive impact solutions are likely to have. The IoT market also continues to expand at breath-taking pace, driven by a combination of factors, illustrated in the diagram below, and including: decreasing cost of data storage, the advent of cloud and fog computing, increasing data transmission capabilities, and a wealth of IoT sector investment. [6]

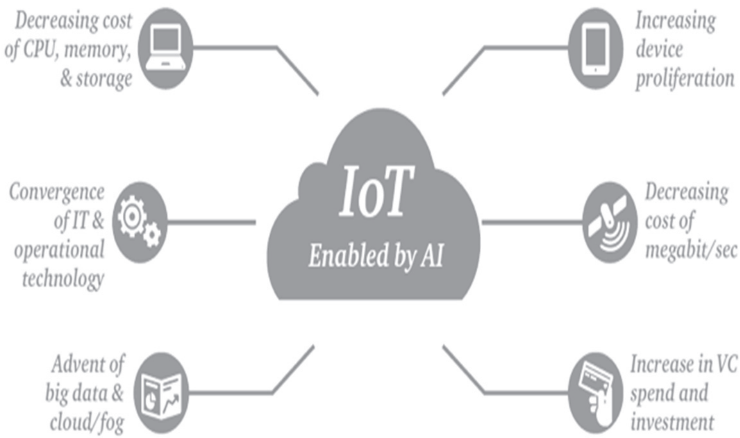

Figure 5-4. IoT and AI

Challenges of IoT and AI in implementation

A survey report from PWC 2017 suggests:

- Determining how to manage, analyse, and create meaningful insights from all this data;
- Maintaining the accuracy and speed of analysis;
- Balancing centralisation and localisation of intelligence—how smart or dumb do you want the sensors and devices to be?
- Balancing personalization with the need to maintain the privacy and confidentiality of data;
- Maintaining security in the face of growing cyber risks and threats;[7]
- Understanding the relative maturity of enterprise capabilities in the realms of product technology and IT;
- Understanding the types of IoT functionality that can be incorporated, and where new capabilities will impact customer value;
- Understanding the role of machine learning and predictive analytics models; and
- Rethinking business models and value chains based on how quickly the market is changing and the relative agility of competitors.[8]

Conclusion

AI and IoT are like brothers; if put together they can achieve many things in future. The only thing is, we need to take preventive measures in knowing the security and legal aspects of them, and to improve our skills and infrastructure. If we want to achieve financial benefits through IoT, it is not easy. The lack of tangible objectives is disturbing. The advancement of digitization and IoT places new prerequisites on both buyers and sellers. Organizations are not clear which areas will change with the implementation of an IoT strategy. In general, clearly defined, tangible, intermediary objectives are missing. When we look into industrial companies which produce a massive amount of data on a daily basis, by and large, they fail to thoroughly collect, store, analyze and use such data to improve process efficiency or meet other goals.

AI and IoT are two different trends which will be used together in 2018 to get the best results in business and daily life. While IoT will create a large amount of data, AI will help you track, and get an in-depth analysis of, the data. Get ready to use these two technologies and get more from your life and business in coming years.

Table 5-1. Taxonomy of Things in IoT

H2M (Human to Machine)										
Data integration point or person (DIPP) "thing"	H	Stationary access/connectivity			Local mobility access/connectivity			Full mobility access/connectivity		
"Remote thing" also known as data end point (DEP)	M	Target device is stationary	Target device has local mobility	Target device has full mobility	Target device is stationary	Target device has local mobility	Target device has full mobility	Target device is stationary	Target device has local mobility	Target device has full mobility
Example		Access a home thermostat from an office PC	Access a monitor on a home-bound pet from an office PC	Access a GPS device on a teenager's car from an office PC	Access a home thermostat from a home, office, or hotspot wireless PC	Access a monitor on a home-bound pet from a home, office, or hotspot wireless PC	Access a GPS device on a teenager's car from a home, office, or hotspot wireless PC	Access a home thermo-stat from a smart-phone	Access a monitor on a home-bound pet from a smart-phone	Access a GPS device on a teenager's car from a smartphone

M2M (Machine to Machine)									
DIPP "thing" M1 mobility access/connectivity	Stationary access/connectivity Full mobility access/connectivity			Local					
Remote "thing" M2	Target device is stationary	Target device has local mobility	Target device has full mobility	Target device is stationary	Target device has local mobility	Target device has full mobility	Target device is stationary	Target device has local mobility	Target device has full mobility
Example	Access a home electrical meter from an office/ provider server	Access a monitor on a home-bound pet from an office/ provider server	Access a GPS device on a person's car from an office/ provider server Network Operation Center access to an airplane engine via satellite	Access a home electrical meter from a WLAN- based office/ provider server	Access a monitor on a home-bound pet from a WLAN- based office/ provider server	Access a GPS device on a person's car from a WLAN- based office/ provider server	Access a home electrical meter from roaming- 3G/4G based provider server	Access a monitor on a home- bound pet from a roaming- 3G/4G based provider server	Access a GPS device on a person's car from a roaming- 3G/4G based provider server Military in-theater access to an UAV from a vehicle via satellite

Table 5-2. A Comparison of the Main Characteristics of M2M and IoT

Aspect	M2M	IOT
Applications and services	Point problem driven	Innovation driven
	Single application - single device	Multiple applications - multiple devices
	Communication and device centric	Information and service centric
	Asset management driven	Data and information driven
Business	Closed business operations	Open market place
	Business objective driven	Participatory community driven
	B2B	B2B, B2C
	Established value chains	Emerging ecosystems
	Consultancy and Systems Integration enabled	Open Web and as-a-Service enabled
	In-house deployment	Cloud deployment

Technology	Vertical system solution approach	Horizontal enabler approach
	Specialized device solutions	Generic commodity devices
	De facto and proprietary	Standards and open source
	Specific closed data formats and service descriptions	Open APIs and data specifications
	Closed specialized software development	Open software development
	SOA enterprise integration	Open APIs and web development

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You can find it through the following link https://www.reply.com/breed-reply/en/content/why-are-ai-and-iot-perfect-partners-for-growth

PWC, 2017, The Industrial Internet of Things: Why it demands not only new technology—but also a new operational blueprint for your business, [Online] Avialble: <http://www.pwc.com/gx/en/industries/technology/publications/industrial-internet-of-things.html>, (accessed 24.05.18).

Seth Earley, Earley & Associates, 2015, Analytics, Machine Learning, and the Internet of Things You can access to PDF from the link https://www.researchgate.net/publication/315702010_Lab_Survey_-_State_of_the_Art_Smart_Grid_Laboratories

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https://www.forbes.com/sites/forbesagencycouncil/2018/08/01/do-you-know-the-difference-between-data-analytics-and-ai-machine-learning/#266febd45878 https://www.attunity.com/blog/10-eye-opening-stats-about-the-growth-of-big-data/

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Gender Differences in the Perception of Advertisements

Bahadir Erciş and Oğuz Köprücü

Introduction

Businesses can evaluate the markets in which they offer their products or services as a whole. In addition, they can divide the market into many aspects, and implement their strategies. Upon considering the population according to gender, the numbers of women and men are seen to be very close to each other. Differences between the genders take their place as an indispensable element of this segmentation. Therefore, analysing the differences between the genders, and developing and implementing target market strategies according to the results of these determined analyses, leads to success.

In addition to changing demographic data, attitudes, business, and earnings models, the consumer market is also subject to change. As women have become more and more involved in economic life, men have begun to appear more in advertisements as objects. In such cases, it is important for enterprises to differentiate between the markets of women and of men.

Many research study results have revealed that men and women respond differently to objective and subjective marketing messages. According to these research studies, since women tend to process comprehensive information, they pay attention to subjective (emotional) elements in marketing messages, and they exhibit attitudes, and make purchasing decisions, considering the objective elements. Men, in general, are focused more on merely objective information (Güldoğan 2009).

Consumer and consumer behaviour

The consumer concept can be defined in the simplest and clearest way, as the person who buys products and services for use. In TDK dictionary, the term ‘consumer’ is defined as beneficiary, and buyer.

The consumer concept, which has been defined differently in the literature, is important in terms of determining the target masses for enterprises. In order to determine the target market correctly, consumer behaviours need to be analysed thoroughly.

According to Engel, consumer behaviour is activity that involves a decision-making process before, during, and after the acquisition, use and consumption of goods and services (Blackwell et al. 1993). According to Solomon et al. (1999), consumer behaviour includes processes for selecting, purchasing, using, and disposing of, goods, services, ideas, or experiences, in order to satisfy the needs and desires of individuals or groups.

In order to determine the products and services which will be demanded by the consumer, it is necessary to be familiar with the reasons for the consumer's purchasing behaviours, and the factors affecting these behaviours.

Factors affecting consumer purchasing behaviour are categorized into four main groups, as personal, social, cultural, and psychological (Yükselen 2003).

Table 6-1. Factors affecting the purchasing decision process of consumers

Demographic Factors	Cultural Factors	Social Factors	Psychological Factors
Age	Culture	Family	Perception
Gender	Subculture	Reference Groups	Motivation
Income	Social class	Role and status	Learning
Profession			Attitude
Personality			
Lifestyle			

The difference between the goods and services purchased by women and men, or the difference between tendencies upon purchasing the same goods and services, indicates that gender difference is one of the most important factors affecting purchasing behaviours (Elden 2009).

Differences between genders in terms of biological, sensory and social factors

Gender is one of the most fundamental variables used in the formation of marketing components. Gender is an easily identifiable variable. For example, for purely biological reasons, women are more prone to digestive system problems than men are. For this reason, mineral water, and special yeasts that facilitate digestion, are consumed more by women, and firms marketing such products emerge when it comes to designing women's marketing components (Koç 2007).

Improving and changing consumer habits and roles have led to changes in marketing approaches towards female and male consumers. Both women's role in economic life and men's adaptation to this change have led to differences in marketing.

Benko and Pelster (2013) mentioned this in their article as follows: "Today, women hold nearly half of the administrative and professional positions in the United States of America. According to the Bureau of Labour Statistics, about 37% of managerial positions, and approximately 60% of accounting and supervision positions are occupied by women. At the same time, nearly 41% of employees having the authority to make purchasing decisions are women. We realized that the vast majority of our partners and managers, including women, have developed their ability to sell to men, but the proportion of women among our potential customers has increased rapidly."

According to the results of research conducted by Özdemir and Yaman (2007) in order to test the differences between consumers by gender, female consumers are more excited about shopping than men, and perceive shopping as a part of socialization, more than men. In addition, women tend to purchase more to please others, and perceive shopping as a form of leisure activity.

Whether or not women are different from men is one of the most frequently asked questions. In the 1960s, 70s, and 80s, women were the same as men in every aspect, except for physical strength.

According to belief in the past, men will do well in medicine, whereas women make good nurses. Men were good executives, and women were extraordinary secretaries. It was simply justified by the notion that men and women were different. While men had the necessary skills and abilities for big operations, women did not. If women wanted to gain men's opportunities and separate incomes besides their salaries, they had to have the same skills and abilities. Women of the 1960s and 1970s struggled to create equality at home as well as outside it, and to open new doors for all women. After all, women were the same as men, except for physical strength. They certainly knew that women were not less intelligent or less talented (Barletta 2003)

Traditionally, men are considered aggressive, independent, and callous; whereas women are considered passive, dependent, and compassionate. Recently, there have been some changes in these gender roles. Men now express their feelings; women defend their rights and see no harm in dealing with the business world. While some gender constraints have recently loosened, gender roles remain a part of culture across almost the whole world. Women and men behave in different ways. Even though biological differences between the two genders have an impact, behaviourists and social learning theorists state that gender-role socialization is a lifelong process (Burger 2006).

Although they have similar chromosomes, hormones, and brain structures, there are differences between the two genders which can be explained biologically, sensually, and socially.

Three main components are considered in the comparison of female and male consumers in terms of the biological factors; namely, chromosomes, hormones, and the structure of the brain. Each of these components is related to the others, and these components are very difficult to examine separately (Barletta 2003).

Statistics indicate that marketers should do a better job of designing and branding attractive services for women, but there is also a large area to operate on to increase sales to men. Knowing what motivates a man, and what triggers an emotional connection with a product or brand, increases your profits. To attract both X and Y chromosomes, it is important to understand the differences between male and female brains (Pace 2009).

Although gender differences depend on sexual chromosomes, chromosomes only affect the body and behaviour through the dispersion of hormones. Sexual hormones begin to have an effect on personality and gender before birth (Wilson 1998). For instance, when a female fetus with genetically XX chromosomes encounters male hormones, the infant is born with a normal male appearance. When a male fetus with genetically XY chromosomes is deprived of male hormones, the infant is born with a normal female appearance (Money 1970). In addition, the gender of the female brain is differentiated by the lack of the male hormone, testosterone. Normally in girls, the brain naturally develops in a female structure. In males, the gender of the brain is formed according to the testosterone hormone (Moir and Jessel 1992).

The differences in the layout of the brains of men and women affect their ways of thinking. The male model, whose brain function is arranged for a specific purpose, suggests that his attention cannot be easily diverted by unnecessary data (Moir and Jessel 1992).

Male brains are organized in order to understand the objects' interaction, their spatial positions, how they work, and to solve problems, i.e. they are systematized. Women long for love, compassion, proximity, and conversation. Women often prefer to gather more information before making a decision. Men decide more quickly, and are more impulsive (Eşel 2005).

For example, a man’s brain resembles a filing cabinet. Everything is filed. A man focuses on the job at hand. The right cerebral hemispheres of men contain developed regions specialized for certain tasks. In men, the right cerebral hemisphere, the centre of spatial reasoning, is larger in size than the left hemisphere. Men use the right or left cerebral hemisphere of their brains, depending what they are focused on, but not the two hemispheres at once. Consequently, a man’s brain allows his emotions to be kept separate from a problem, to move faster, and move on to the next activity (Pace 2009).

According to a study conducted at the University of California, Irvine, men’s brains have almost 6.5 times more gray matter than women’s brains, which have approximately ten times more white matter than men’s brains. While the gray matter is the distinguishing feature of data processing centres in the brain, it is a known fact that white matter facilitates the connections between these centres. Scientists think that men specialize in processing-based tasks, whereas women can be relatively more successful in tasks which require a thorough understanding and integration of different pieces of information. Furthermore, the cord connecting the left and right cerebral hemispheres is about 0.1 times thicker in women’s brains, so that women have wider circumferential vision than men have (Benko and Pelster 2013).

A woman’s brain resembles a large table. The files are dispersed in groups in contact with each other. A woman’s brain is like a lighthouse that scans across the sea - it sees, processes, and links everything, 24 hours a day, seven days a week. Ruben Gur, a neurologist at the University of Pennsylvania, found that men can interrupt their attention with the surrounding environment by taking short mental breaks in front of the television, but that women’s brains work constantly. At any given moment, women have about 15% more blood flow in their brains, which, in turn, activates more regions of their brains (Gurian 2003).

According to brain scan images, women are more capable of emotional separation than men. For example, women can recognize the emotional content in facial expressions more easily and accurately than men (Popcorn and Marigold 1998).

Sensory differences between women and men can be examined as attention and focus, contextual thinking, and traditional differences.

According to the results of the research, women are better than men at capturing details. In a study asking men and women certain questions regarding objects they can remember from a room in which they had been recently, it was seen that the number of objects that women remembered, and the characteristics of those objects, significantly exceeded the objects that men remembered. Similarly, upon speaking with a couple who are known to travel together to a new city, university campus, or holiday resort, the woman remembers more details than the man does (Barletta 2003).

There are traditional differences between men and women which indirectly affect their purchasing behaviours.

Women have more verbal capabilities than men. Indeed, girls tend to speak, read, and write, much earlier than boys. Girls acquire better grammar, pronunciation, and vocabulary skills. They frame longer and various sentences, use more words, and make fewer mistakes. Women perform better than men in many verbal tests, such as vocabulary, irregular words, and speech fluency. Also, women are less likely to have verbal problems such as stuttering and dyslexia (Vinnicombe and Colwill 1995).

Barletta (2003) stated that there are differences between men and women in terms of human relations. These differences are as follows:

- Men exhibit individual behaviours, whereas women exhibit social behaviours.
- Men choose to be winners, whereas women prefer to be sincere in their relationships.
- Men wish to create a hierarchical pyramid structure, whereas women want to create a group of friends.

Women are evolutionally human-oriented and nurturing, and males are programmed to be competitive, due to hormones (Barletta 2003). Women rely on trust and cooperative relations, rather than on competition and hostility. They tend to think more about others (Interep Research).

Marketing towards female and male consumers

Gender differences are taken into consideration by enterprises in many strategies developed for the product, such as product identification, product positioning, brand identity creation, packaging of products, labeling, and new product strategies.

The product is a whole, formed by tangible and intangible qualities. The customers pay for the satisfaction of needs and wants. Therefore, the product constitutes a basis for the continuity of businesses and marketing strategies (Balta 2006).

Benefit and style are two important aspects that arise in the creation of more attractive products and services towards women. Not all, but in many categories, women are less concerned with the internal mechanisms of technological and mechanical products, are more prone to pressure of time than men, and simply want easily-operated and reliable products. For example, when the Ford Motor Company introduced its new minivan, Windstar, it achieved great success by taking advantage of this approach.

The vehicle was designed by a team of 30 female engineers and automotive designers. Moreover, most of these women were mothers. Innovations were revealed by reflecting on the responses of female consumers and the experiences and life forms of the female members. New features included easy opening of the rear door, adjustable pedals, an easy-to-clean interior, a safe place for storing a handbag, the option of adjusting the light in the cabin to remain turned off when the door is opened, and so on. As seen, most of these features would not be created by male engineers and designers since men are rarely interested in any of these issues. These characteristics are perceived as important differences created by female consumers. The benefit of the automobile, combined with the clever use of Ford's 'female engineer team' design story, gained a significant market share with the emergence of the Windstar (Barletta 2003).

The automotive sector is mostly a masculine realm. However, everything changed with the arrival of women in this market in recent years. Due to the increasing influence of women in decisions related to the automobile, the automotive industry needs to recognize women having different priorities, because women are concerned with more than capacity, safety, horsepower, and torque (Kinsler 1999).

The product positioning of the enterprise should be made in the context of the livelihood of female consumers. Female consumers should be shown ways in which women's products can improve their lifestyles (Kimberly 2005). Both male and female customers have feelings. These feelings affect the decisions they make about you, what they think about your offers, and whether or not they would pass by your product, or become lifelong customers. So far, you must have learned that a single strategy is not suitable for everyone - men and women feel differently, so you must sell to them differently (Pace 2009).

Although women and men have similar perceptions about which brands of technology are prioritized in their minds and hearts, they are strongly differentiated in their ideas about how certain brands are more suitable for their lives, and which brands would be positioned in the market in the future (Marketing to Women).

Businesses need perspectives, such as interest, emotion, social responsibility, and transparency, to guide them in positioning communications for women. The attention of contemporary women must be earned. In order to attract such attention, the business can be positioned in a way that indicates how it can help to make the day happier, by providing benefits, such as comforting, entertaining, or allowing time for the family (Barletta 2003).

At the point of positioning of the brand, differences between female and male consumers are noticed. Women do not purchase brands; they involve themselves. Women long for a relationship with their brands. Women make decisions by comparing brands (Krabach 2002). As can be seen, women have a higher bond with brands than men do, and their brand loyalty is higher.

On the basis of product labels, female consumers are more selective. For instance, Australian women take on the perspective of protecting their interests while they make purchases of groceries and household products. Eight-tenths of all women in Australia now read product labels more carefully than ever before. The tendency to read product labels is 75% for women in professional career paths, and 84% for housewives (Bartos 1989).

Price has a different place from other elements of the marketing mix. While other items such as product, distribution, and promotion, affect costs, prices provide costs. In other words, it is a profit-making element for enterprises.

In a price-based decision, the male or female may be dominant in the household, depending on the structure of the product and the role structure. If the product is to be purchased according to an economic decision, such a decision is usually made by the male, who is dominant in decision making. Traditionally, product decisions in the field of the female are made by females (Mellot 1983). Nowadays, this situation is changing, especially in terms of the role of women on professional career paths, by rendering both parties closely involved with price decisions.

Quinlan (2009) described this situation as follows: "The list encompasses technology, home decoration, the travel industry, the entertainment industry, and even women's homes, beauty, food, children, and family products, as well as the clientele which relies on women as nurses, and the financial services industry, which has finally understood the power of women. There is no business as of today that does not rely on women to sink or raise the brand."

Advertising messages for female and male consumers

The attitude of consumers who are exposed to messages in marketing communication is very important. Another factor that plays a role in advertisement efficiency involves the extent to which consumers perceive the company or brand being advertised. Also, the gender of the consumer is crucial for the effectiveness of an advertisement (Yağcı and İlarslan 2010). Women and men can perceive communicated messages differently as well, as they may differ in terms of their attitudes towards the brand, and their tendencies to purchase. In broad terms, the message is any shape or sign that makes sense. The message in the advertisement refers to the information required to be given through the advertisement *per se* (Odabaşı and Oyman 2003).

Advertising messages should include features as follows: ability to attract the target audience's attention; success in addressing selective perceptions; acquiring the message images perceived by buyers; being problem solving-oriented in terms of meeting needs and requests; compatibility with the basic attitudes of the target audience; accessibility through appropriate and viewed media channels; ability to raise the target audience's level of information perception; considerations of the issues that may cause resistance; and avoidance of contradictions with the target audience (Elden et al. 2005).

Research studies indicate that women have a higher ability to perceive and analyze advertisement messages than men do. According to this result, it can be argued that women are more sensitive to advertisements than men (Gürgen 1990).

According to Putrevu (2004), men and women tend to respond very differently to similarly printed advertisements. Women are influenced by, and tend to exhibit purchase intent toward, verbal, harmonious, and complex advertisements, whereas men are mostly affected by, and therefore, tend to exhibit purchase intent toward, comparative and simple advertisements (Putrevu 2004).

Men's and women's roles in advertisements

Gender in advertising is one of the most commonly used concepts, due to the fact that gender is one of the deepest and most important features of mankind. One of the first things that a human being takes into consideration in defining himself/herself is his/her gender. Another reason involves the possibility of communicating with gender messages in a very short time, courtesy of familiarity with the gender codes that are already agreed upon (Jhally 1990).

The social concept of gender defines the roles, duties, rights, responsibilities, and behaviors, determined by society and culture for both genders (Sabuncuoğlu 2006).

The presentation of women's images in advertisements

In an advertisement, women are mostly portrayed by their roles as mothers, in terms of their attractiveness, and eventually, as elderly women.

Women as Mother and Spouse, by Mary L. Quinlan (2009), describes the advantage of using the mother role in advertisements as follows: "Mother is the number one consumer of many products and services. If you are selling to her, you have the toughest job ever."

Traditional married and maternal women are usually portrayed in advertisements as individuals around 30-35 years of age, dressed fashionably, pictured in a private space, such as a house, or apartment. The focal point of this woman type's life is the family. She acquires personality traits such as emotion, insecurity, naivety and obedience. Being loved by her children and spouse is only possible for the housewife if she uses the most appropriate product to wash the cleanest laundry, and cooks the most delicious food (İmançer and İmançer 2006).

Such presentations can be seen especially in countries with a conservative structure. Although there are changes in the appearance of the audience, the presentation of women in such advertisements is usually prepared in such a way that the country's culture, tradition, or values, behave in the most appropriate manner, and try to preserve it. Women in this model are often used in advertisements for cleaning products or household appliances. In the advertisements, in which the woman who knows best for her home, family, and children, is used, a male voice-over is usually used for consumer guidance towards the product or service. In this respect, it could be suggested that a woman will use the appropriate product or service because of her devotion to the man and his guidance, so she acts in accordance with the applicable norms. In addition, this model also includes other female models that advise other women about their knowledge of the product. The best example in this regard is Aunt Ayşe in the ACE advertisements. Thus, an identification effect with the target audience, and the creation of gender solidarity are also provided (Elden et al. 2006).

Pretty and attractive young woman: Advertisers have found that advertisements that bring out women's physical features are more effective with viewers, and that advertisements where women are portrayed as attractive objects are more successful in attracting consumers to the screen. This discovery has begun to increase the number of advertisements where the physical characteristics of women are at the forefront (Uğur and Şimşek 2004).

It is not just men who enjoy gazing at pretty women, many women also do so. Consider the success of the Victoria's Secret brand. The models they use define a sexy, feminine beauty. The key target group is men, as in the issue of *Sports Illustrated*'s Swimsuit Edition, but women also watch the show. Even if we underestimate the models in the presence of their excellence, the whole point is to observe, to compare, and to measure ourselves against the ideal (Quinlan 2009).

The use of women is also prominent in the advertising of products that are not directly related to women, besides the advertisements for products that are, such as women's stockings, hygiene pads, and cosmetics. Especially in automobile advertisements, female attractiveness is used intensively. In this type of advertising, the woman who is used in the name of her sexuality, is almost exploited (Uğur and Şimsek 2004).

Elderly women: The last of the female models presented in the advertisements are the elderly, who are used less than the others. A member of the family, a warm, sympathetic mother, a grandmother who cares for her grandchildren with her maternal experience, is presented as a character in the community who is not involved as much as she used to be, because of her age, or inability to participate in these activities as much. She is usually included in advertisements with traditional family models. This is usually the advanced version of the married and maternal female model. With the image of the elderly woman, who is often cheerful, loving and compassionate, the social values are conveyed to the audience again, and identity is established between these values and the product or service (Elden et al. 2005).

Presentation of male images in advertising

The male roles in advertising mostly appear to be proxies of strength, power, and success. Men are basically represented in roles as father and spouse, young and attractive male, or male as an expert and elderly man.

Men as fathers and spouses: The most widely used model in the advertisement is the male as father and spouse. In this model, preferred in countries where the family matters, such as Turkey, the man is portrayed as a responsible father and the head of the household (Yıldız 2006).The man acts as the approval authority for household products, such as detergents and cleaning products. Women's use of these products increases men's interest, admiration and desire for them (Pira and Elgün 2004).

Young and attractive male: Since the 1950s, there has been a prominent increase in the number of movies, television, and print media advertisements for the commercial representation of the male body in Western media. Male characters in advertising represent the ideal image of masculinity. Therefore, advertisers also associate their products with these ideal images, represented by male characters, as instruments of sale (Shaw and Tan 2014).

The advertisements in which the male element is used predominantly involve products and services such as newspapers, magazines, banks, computers, lectures, financial services, etc., representing the public space.

A male stereotype is the protagonist of the advertisement who has self-confidence, knows what he is doing, and is convinced that he will get what he wants by simply consuming, or using the product/service. He swaggers in a suit, ruling the public domain with his stupendous body in advertisements. He is competitive, and acquires the ability to analyze scientific data (Pira and Elgün 2004).

Male as expert: In these ads, it is important to use male objects to assure the consumer that the product can be used with confidence, and that it differs from other products (İmran and Şimşek 2006). It is seen that men are used predominantly in finance, bank transactions, and news, whereas women are mainly used in shopping, sexuality, and personal care. Women are used as female factors in newspapers and magazine advertisements that have been published on television, in newspapers and magazines regarding shopping, decoration, and hobbies. The males read the newspaper's economy page, about technology, and the puzzle appendix. Generally, the male voice is used as a pattern, guiding the voice-over in advertisements for such products (Pira and Elgün 2004).

Elderly man: Another different advertisement in which an elderly male model is used, is the Pimapen ad, seen quite recently. Two elderly men are friends, and they attract attention by framing sentences referring to each other as old and grumpy (Yıldız 2006).

Conclusion

In order to focus marketing principles on certain points, and to reach the consumer groups who are interested in purchasing, businesses divide their chosen markets into segments. One of the segmentation variables that marketing professionals think of first, is segmentation by gender. The context in which enterprises target male consumers is quite different from the marketing strategies of those enterprises choosing women as their target market.

As of today, the marketing of products and services is considered one of the biggest problems for businesses. The most important and effective way to solve this problem is through advertising. Businesses make an effort to influence the consumer through advertising, in order to achieve their sales objectives. There have been many studies conducted on the impacts of advertising on consumers.

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ARTIFICIAL INTELLIGENCE-ASSISTED PROGRAMMATIC ADVERTISING

ÖZEN OKAT AND KEMAL KADİRHAN

Introduction

Computer and mobile technologies, which are used continuously in daily life, have enabled consumers to reach consumers effectively, with the development of digital marketing. However, this situation has left consumers with a mass of dense messages, and consumers who have to come in contact with a large number of unnecessary messages have not been able to access healthy information due to excessive arousal. Moreover, this intense message bombardment has caused consumers to develop negative reactions to marketing messages. At the same time, a counter-effect has emerged, as advertisers spend unnecessary time and money. At this point, artificial intelligence that emerged with the development of computer programming, began to be convenient for marketing professionals. Seeking full accuracy, especially at the access point to the target audience, and at the same time, persuade them into buying behaviour without a negative reaction, advertisers' interest in artificial intelligence-assisted advertising applications that deliver automated and predictable advertising messages to consumers, has grown. These applications, now called programmatic advertising, are becoming increasingly widespread, and have diversified as a kind of digital marketing.

Digital marketing

From the Industrial Revolution -which is considered to be the beginning of marketing - to date, marketing and marketing activities have differentiated, diversified, and transformed, with the changes and conversions which occur in social and commercial life, technology, and similar fields. Today, the marketing concept which started with the 'I sell what I produce' idea, has given way to dozens more concepts, and has reached an extremely remote point. From mass marketing to individual marketing, from individuals who had no say in the buying process to individuals that have a voice at every stage, marketing has changed its form in many ways. Computer technology tools, which are facilitating daily life, have diversified, and, of course, the evolution from simple machines to artificial intelligence, has shown its reflection in the marketing sector as well. The increase in the use of computers, the internet, and later, mobile communication technologies, has given birth to brand new environments for advertisers and marketing professionals. This is exactly the point where digital marketing has come into existence. Marketing professionals and advertisers have started using digital tools (computer, internet, phone) as a marketing/advertising environment, and taking publicity/announcement action. This can be defined as digital marketing.

The digital marketing model that has been developed is based on a pragmatic assessment of what seems to work, and what does not, in the interactive age. It is built around five apparent factors for success, which are: attracting users, engaging users' interest and participation, retaining users, and ensuring they return to an interactive media-based service, and learning about their preferences, and relating back to them to provide the sort of customized interactions that represent the true 'value bubble' of digital marketing (Kierzkowski et al. 1996). Digital environments have allowed advertisers to send advertising messages at very low costs. and without even having to move. With such a convenience bundle to offer, diversification and production of digital marketing tools have increased, day-by-day.

Types of digital marketing

Digital marketing can be applied in different types, such as search engine optimization (SEO), search engine marketing, pay-per-click advertising, social media marketing, content marketing, e-mail marketing, mobile phone advertising, and the term which covers all these types, called programmatic advertising (Benson 2017) (Deiss & Henneberry 2017) (Ryan & Jones 2009) (Hanlon & Akins 2012).

1. Search Engine Optimization (SEO): Search engine optimization is a way to shape websites based on user searches. As part of this process, the website's textual and visual content, technical infrastructure, site map, and user interface, is reshaped in the context of user experience. In other words, search engine optimization (SEO) can be defined as a process of making minor changes in various parts of the website (Google Ekibi 2019). This concept is mainly about how the websites are actually indexed by Google (index) and with which keywords they will be displayed to the users. SEO, having its own rules, is one of the key elements that allow websites to come

out in front of users organically, and determines how they should be shaped. In this regard, the most commonly used SEO tools give web sites, which are tailored for users' needs a higher priority in search displays. In other words, SEO looks at web pages in a way that most users are not looking, with the keyword search priority (Hanlon & Akins 2012). SEO is carried out through various processes. The first stage of these processes is keyword research. The second stage is to test those keywords in Google Keyword Planner, to see if they attract attention from users. In line with these stages, the content of the websites belonging to brands is reshaped. In addition, the website's speed, user experience, and site map, are changed in the context of SEO.

Thus, in terms of SEO strategy, brands can appear in any place users seek using targeted keywords in search engines. Being on the first page of the search engine delivers 70% higher click-through rate for a brand (Dean 2019). The concept of SEO is not only a web-based digital marketing field thanks to evolving video technology, but it has become widespread within the context of mobile technology as well. In the case of America, while the use of desktop search engines was more prominent than mobile tools until 2015, the rate of use of both tools equalized in 2015, and, after 2015, the use of search engines via mobile devices has exceeded desktop use (see Figure 1). Considering this, it can be said that the importance of mobile tools has increased, day-by-day in the optimization of search engines.

Brands use search engine marketing on the keywords they target. Brands who want to rank on the first page in search engines' organic search results in their sector make serious investments in this field. They produce content on targeted keywords, both on their own websites and on other websites. They also organize their own websites according to search engine optimization. Brands that use cleverly targeted keywords in their content can move upward in organic rankings in the long-term. Although SEO was a more technical subject in its first years, it has become a structure that focuses on reading more content, with changes in the algorithms of search engines in recent years. It has become important to get external backlinks (routing from external sites) for this structure, as well as content on the website which contains the focusing keywords to support the dwell time (time spent on the site) without boring the reader. In the process of SEO formation, the planning phase refers to a stage that requires more attention than the content writing stage. Thanks to a well-planned and researched keyword list, the user accessing the appropriate website will be able to stay on the site with the support of the interface.

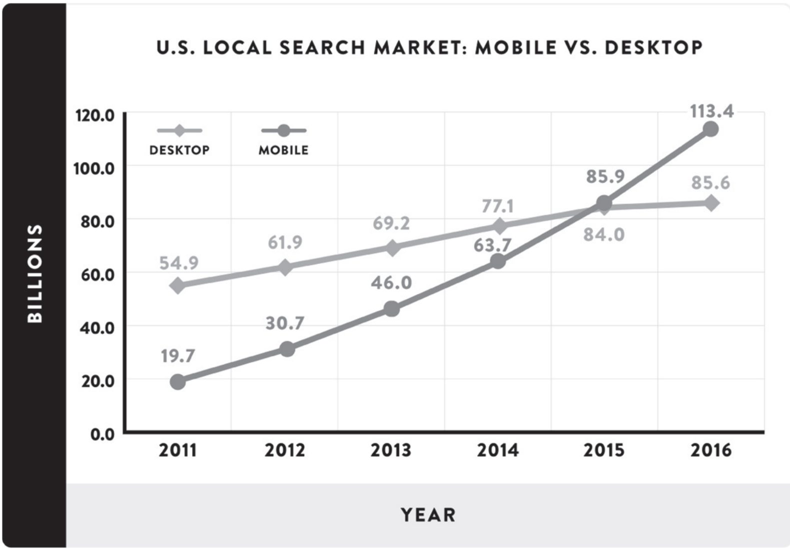

Figure 7-1. U.S. Local search market: Mobile vs. desktop (Dean 2019).

2. Search Engine Marketing and Pay-per-click advertising: Search engine marketing (SEM) is a digital marketing method used by brands that want to reach new customers in search engines, and to be listed on the first pages and in the top positions when searched for by specific keywords (Hanlon & Akins 2012). Pay-per-click advertising is a type of ad that advertisers pay for when clicked, which ranks above the search engine's organic results (above the standard search engine result list with the phrase ‘ad’). The main difference between search engine optimization (SEO) and search engine marketing (SEM) is the listing of page results in SEO without any charge from the search engine advertiser. SEM occurs in the second phase and the advertiser pays per click. At the same time, the most clicked advertiser ranks higher among the advertisers in the SEM search results rankings, as they have paid more fees than other advertisers (Ryan & Jones 2009).

Pay-per-click advertising has several advantages. It gives the advertiser the opportunity to write the most beautiful, attractive, and clickable, meta name and meta description related to the keyword. It can also increase target audience optimization by using longtail keywords. Using the location selection feature in the ads, only the target keywords are shown in search results in specific regions. A long-term first page search result can be obtained as a result of the correct optimizations made on the website in SEO, while in SEM, fast return can be received in the short term, in accordance with instant targeted keywords (Ryan & Jones 2009). In general, SEO is an optimization for an organic search result; SEM is an optimization for paid search. SEM and PPC (pay-per-click) are not only digital advertising types, but also important data sources and broadcast media of programmatic advertising.

3. Social Media Marketing: Social media provides users with the opportunity to share their thoughts and ideas, to express and present themselves; this is the name given to the entire web-based environment that makes it possible to share through a computer, tablet, or phone with an internet connection, without time or space limitation. According to Hanlon & Akins, a social network provides a way to connect people of similar interests, regardless of geography, on a website-wide range of sites which provide tools for individuals (both personally and professionally) and for businesses, depending on the site, as well as offering a platform for friends and family to keep up with each other (Hanlon & Akins 2012). Also according to the definition of Hanlon & Akins, there is a professional side to social media. That professional side of social media provides commercial benefits, known as social media marketing. Social media is a digital marketing tool that brands use to increase their digital visibility and revenue. Brands are more active in social media to gain more followers, interaction, and awareness (Saruhan 2018). Social media marketing includes all communication activities through social networking sites. The target audience of each social networking site may differ. At this point, brands can implement a different marketing plan for each social networking site. Thus, there is an opportunity to create a community for each brand (Varnalı 2013). Social media has become a media platform where more people are involved with the widespread use of the internet. In terms of marketing communication, brands use this platform more effectively as the daily media literacy of consumers shifts to this platform. The social media platform which the consumer considers to be the source of information, can also initiate a very rapid action-reaction process in the sharing of any information. This action-reaction process is often dealt with by enterprises in terms of commercial utility. These applications, called viral marketing, are frequently used by businesses on social media. With the rise of new media, the dissemination process of interpersonal communication has been moved to online environments by viral marketing. The e-word-of-mouth process, which can be called the continuation of word-of-mouth, has similar features to the classical gossip process (Cheung & Thadani 2012). Viral marketing is messaging about brand and product, which spreads on social media platforms through a ‘snowball’ effect in a network, starting with the primary user’s connections. Viral marketing has to contain quality content

in order to affect more users, because users share their quality content faster (Kawasaki & Fitzpatrick 2014). One of the most significant contributing factors to the current vogue for word-of-mouth marketing is the rapid uptake of digital media – particularly the internet and its peer-to-peer technologies, such as chat rooms, forums, instant messaging programmes, blogs, file transfer, and social networks – which enable messages to spread faster and more exponentially than ever before (Kirby 2007).

Another marketing type that can be matched with viral marketing is called influencer marketing. Influencer marketing is the art and science of engaging people who are influential online to share brand messaging with their audiences in the form of sponsored content (Sammis, Cat, & Pomponi 2015). As can be understood from the definition, influencer marketing is very similar to word-of-mouth. Word-of-mouth refers to a verbal interaction, while influencer marketing talks about the entire interaction. The main difference between the two is that influencer marketing provides the dissemination of product and brand messages via digital platforms, such as bloggers and celebrities; word-of-mouth shared experiences regarding a product, service, or brand, with a traditional understanding. In word of mouth, the trigger is often the users' themselves; in influencer marketing, it is the brand's choice of tool. For example, because he used a product himself, the person who shares his experience in his blog or social media is the word-of-mouth; the person who talks about a product as if he has used it, in his social media, is considered as the influencer. All this shows that influencer marketing has a structure that includes word-of-mouth. In all these ways, social media is a digital advertising medium which facilitates advertisers, in comparison to traditional advertising environments, which provide an interpersonal communication environment that eliminates the limitations of time and space in real life.

4. Content marketing (affiliate marketing): In recent years, content marketing has become more important, thanks to changing media. Consumers are able to access information and entertainment more easily and quickly online than by any other means of communication. Content marketing is the marketing and business process for creating and distributing relevant and valuable content to attract, acquire, and engage, a clearly defined and understood target audience, with the objective of driving profitable customer action (Pulizzi 2012). From another perspective, content marketing is an umbrella term encompassing all marketing formats that involve the creation or sharing of content for the purpose of engaging current and potential consumer bases (Sexena 2010).

One of the most important points of content marketing is to create written or visual content in an interesting way. The concept of content marketing can be addressed in a very broad perspective. In terms of digital marketing, content marketing is a crucial management process, which affects all the areas of digital marketing. Since good content directly affects advertising costs, it contributes to efficiency in the digital marketing communication process. It enables advertisers to deliver the brand or product to the target audience in a better, simpler, and more authentic, way. The increasing importance of digital marketing in recent years has led brands to prefer methods based more on consumer tests than classical methods, in terms of content. On the advertising panels of social networks, such as Facebook, Google, Twitter, and LinkedIn, consumers can evaluate contents using A/B testing. Thus, brands are able to achieve their goals at the point of good content creation. Social media has played a key role in the growth of content marketing (Ryan, Dijital Pazarlama 2016). Brands cannot provide interaction without content, and they cannot be found on social platform sites without interaction. In this context, community communication has been very important for brands in recent years. Therefore, brands make serious plans at the point of creating content strategy. Content marketing is a process which needs to be managed with a holistic approach in many media, from websites to social media platforms. In content marketing, the medium, frequency, and publishing time, planning is done in its entirety, just as with traditional media tools. In the programmatic-based media buying process, a sustainable content plan is being created to increase advertising efficiency. Thus, significant savings are provided at the point of advertising costs. In addition, brands can create more relevant content for the target audience's level of interest, wishes, and expectations, in their ad messages, by providing more interaction with their consumer.

5. E-mail marketing: E-mail marketing can be defined as the first form of digital marketing. E-mail marketing is a combination of marketing intelligence and creative text. It is a sales text sent to a client list, and an e-mail which contains a call to action in its simplest form (Ryan 2016). The greatest advantage of e-mail marketing is that the content can be determined, and it is quite suitable for call to action. On the other hand, it provides more conversion opportunities, with CRM (consumer relationship management) matching the right customer at the point of accession.

Thanks to the development of digital marketing in recent years, omnichannel marketing strategy has gained importance. Thus, e-mail marketing has become an important component within an omnichannel marketing strategy. At this point, it is useful to shed some light on the omnichannel concept. Omnichannel refers to the multichannel sales approach that provides the customer with an integrated shopping experience

(Manthei 2018). Personal information, which is taken from the customer at the customer contact point, allows the omnichannel strategy to be defined in a customized way by matching data, such as buying behaviour, to the e-mail address. Messages from digital media can also take form accordingly. Email marketing data offers incredible segmentation power, and the ability to take advantage of small audience segments that might otherwise be financially or technically difficult to reach (Ayan 2007). E-mail marketing is one of the significant tools of digital marketing. It can often be considered as a complement to campaigns. Better responses can be given in the context of engagement rate in the name of interaction, as it can be adjusted more privately by means of content. For this reason, e-mail marketing has a place in most digital marketing strategies.

6. Mobile phone advertising: Mobile marketing has developed rapidly in recent years, thanks to the increasing number of mobile users. GSM operators, who have eliminated the speed problem, with 3G, 4.5G and 5G technologies, have increased the communication speed between users and brands, since they enable faster content sharing. The definition of mobile marketing, which was originally formed on the basis of short messages, has changed over the years, depending on the development and transformation of technology. Mobile marketing is a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner, through, and with, any mobile device or network (Global 2009). Mobile marketing offers great advantages to brands in providing faster and more digital experiences to users. According to 2019 predictions by Google, brands who want to offer their customers a road with omnichannel features, should use mobiles and websites in an integrated way (Google 2019). Users interact with brands over mobile devices twice as often, when compared to other channels (Hardimon 2018). Mobile marketing has become more important in the fields of social media and digital marketing, thanks to the changes from past to present. In all the campaigns established for digital marketing communication, a large proportion of consumers can access content via a mobile. In 2018, the number of mobile users in the world was determined as 5 billion, 135 thousand people (Kemp 2019). This number also explains the reason for the rapid growth of the mobile marketing sector. Most advertising media operates on the basis of cost per mille (CPM) that is, cost per 1000 impressions. This means you are paying for display, not for clicks, and certainly not for results. And this also means it’s very easy to waste budget on ad views by the completely wrong audience. CPM-based online advertising brings inefficient conversion. At this point, the programmatic advertising concept gets involved, in order to eliminate this inefficiency.

With an artificial intelligence based on machine learning, which is necessary for the accurate adjustment of the advertisements' impression, conversion rates can be brought to the desired level. Systemic errors can support a smooth, productivity-based work process with a well-designed system architecture, by fixing it. Mobile marketing has serious complexities at the point of target audience analysis regarding the number of its users. Thus, the omnichannel strategy can be effectively implemented in all digital marketing tools.

Artificial intelligence

The human brain, and intelligence, are concepts which have been discussed over centuries, and will be discussed for many years. While 'human intelligence' is seen as a dystopian subject, which is processed only in science fiction films, it has become an issue in real life, with the emergence, development, and increasing usage of artificial intelligence. Nowadays, especially in the advertising sector, artificial intelligence can be used in data storage, producing new combinations by processing these stored data, and showing behaviour according to them, just like a human brain. Artificial intelligence can be defined as the intersection point of computer and human. Artificial intelligence is a branch of computer science – the study of the relation between computation and cognition (Avron Barr 2014). Many define AI as 'algorithms autonomously running analytics across data', as we see AI used in everyday functions, such as search engines, product recommendations, financial trading, and curated content. Some names that are synonymous with AI applications in the home are Google Home, Amazon Alexa, and Apple Siri, (Xaxis 2018). The evolutionary speed of artificial intelligence is helping to drive corporate information processing and decision-making, while also presenting new opportunities for better marketing, each and every day (Busch, Preface 2016). Artificial intelligence deals with two types of data (Kietzmann et al. 2018):

- Structured data: traditional, standardized datasets, such as basic customer demographics, transaction records, or web-browsing history. AI, with its enormous computing power, runs complex computations on large volumes of such structured data and often produces results in real time.
- Unstructured data: about 80% of the approximately 2.5 billion gigabytes of daily user-generated data are unstructured (Rizkallah 2017) and provided as written texts, speech, and images. AI's ability to process large volumes of this type of data—and to do so very quickly—is what distinguishes it from traditional computing

> systems. AI pre-processes unstructured inputs to prepare them for subsequent computations, or building blocks. The results of these building blocks vastly outperform our natural intelligence—to advertisers' benefit.

As Kietzmann and his friends pointed out, structured and unstructured data types used in artificial intelligence technology provide the necessary sources for brands in order to use the programmatic advertising model. It accelerates the understanding of consumer insight in the context of online advertising. Programmatic advertising can be carried out by two different methods. One of these methods is called machine learning. Machine learning is preferred for re-using the data recorded by computer technology, by calculating various formulations, and thus solving existing problems. Machine learning uses a variety of algorithms that iteratively learn from data to improve, describe, and predict outcomes (Hurwitz & Kirsch 2018). Artificial intelligence, on the other hand, is the ability to present brand-new and different data, just like the human brain, by gathering the data recorded by machine learning. There are several subsets (Figure 2) of artificial intelligence (Hurwitz & Kirsch 2018).

Reasoning: Machine reasoning allows a system to make inferences based on data. In essence, reasoning helps fill in the blanks when there is incomplete data.

Natural language processing (NLP): NLP is the ability to train computers to understand both written text and human speech. NLP techniques are needed to capture the meaning of unstructured text from documents, or communication from the user.

Planning: Automated planning is the ability of an intelligent system to act autonomously and flexibly to construct a sequence of actions to reach a final goal.

Artificial intelligence is used in order to increase efficiency in programmatic purchasing technologies. AI offers the possibility of purified decision-making processes in the context of learning speed, solution orientation, and budgeting capability, when compared to human intelligence. While many psychological and environmental factors get involved in the decision-making process, these factors do not exist in AI. Borders can be drawn more clearly, and thus more accurate results can be reached. Of course, these systems, called AI, were created by human encoders in the first place. It is not always possible to achieve zero errors in this context. However, once the system architecture is set up properly and consummately, systematic errors will be largely eliminated, and thus, all the operational processes will be performed with minimum error.

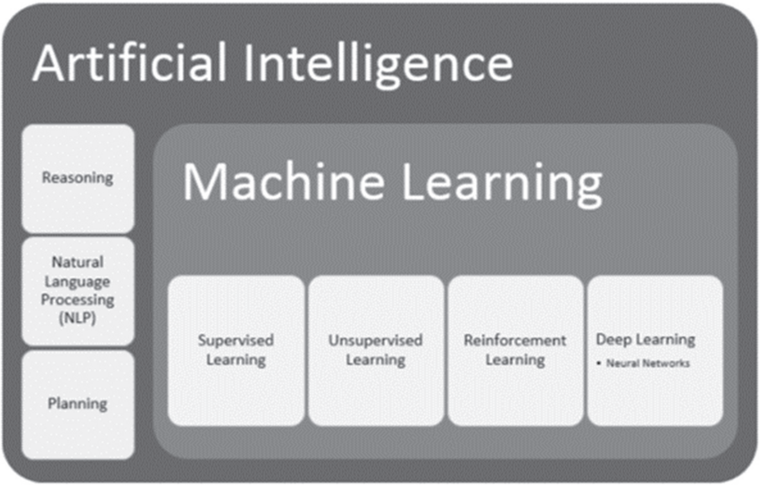

Figure 7-2. AI is the overall category that includes machine learning and natural language processing (Hurwitz & Kirsch 2018).

Programmatic advertising

As a general definition, programmatic advertising is a self-regulating form of all digital advertising types. Unlike traditional digital marketing types, artificial intelligence is used more efficiently in programmatic advertising. Programmatic advertising is essentially nothing more than the long overdue automation of buying and insertion processes in digital advertising (Münstermann & Würtenberger 2015). Specifically, programmatic advertising eliminates manual intervention between a buyer (advertiser or agency) and a seller (publisher) of digital media, and replaces it with machines (Cadogan 2019).

Programmatic ad buying typically refers to the use of software to purchase digital advertising, as opposed to the traditional process that involves RFPs (request for proposal), human negotiations, and manual insertion orders. Basically, it is using machines to buy ads (Marshall 2014).

According to Google, which has a say in the field of digital marketing, programmatic advertising is a method that makes media purchasing faster and smarter by using technology and analysing the data. The main purpose of this is to increase the efficiency of digital marketing investments. The system works by focusing on the user and his/her behaviours, analyses the user's data, enables brands to reach the target audience, and increases the efficiency of the advertisement. Moreover, it does all these things in milliseconds, as real-time (Benbanaste 2016).

Active players in the programmatic advertising field can be sorted into ad networks, agency desks, ad exchanges, supply side platforms (SSP), demand-side platforms (DSP), data providers, and data management platforms (DMP) (Cadogan 2019).

The Auffret (2017) classification is similar to the classification of Cadogan (2019) for the players in the programmatic advertising sector, and defines them as follows:

Publishers: have some advertising spaces to sell on their websites.

Media buyers / advertisers: buy advertising space to promote their brand or offer.

Ad inventory: means a publisher's package of advertising spaces available for sale. It lists spaces, locations, forms, and sizes.

Ad exchange: automated marketplaces where buyers and publishers purchase and sell online advertising spaces.

Demand-side platform (DSP): a platform that allows buyers to manage different ad exchanges from a single interface, bid automatically, and get advertising spaces or impressions in real-time.

Supply-side platform (SSP): A platform that operates in the same way as DSP, but is used by publishers. SSPs gather thousands of ad inventories.

An impression: when an ad is displayed on a screen.

There are many factors in programmatic advertising that affect the process. The factors listed above can be referred to as the players in the programmatic advertisement process. The process mentioned is shown in Figure 7-3 as well.

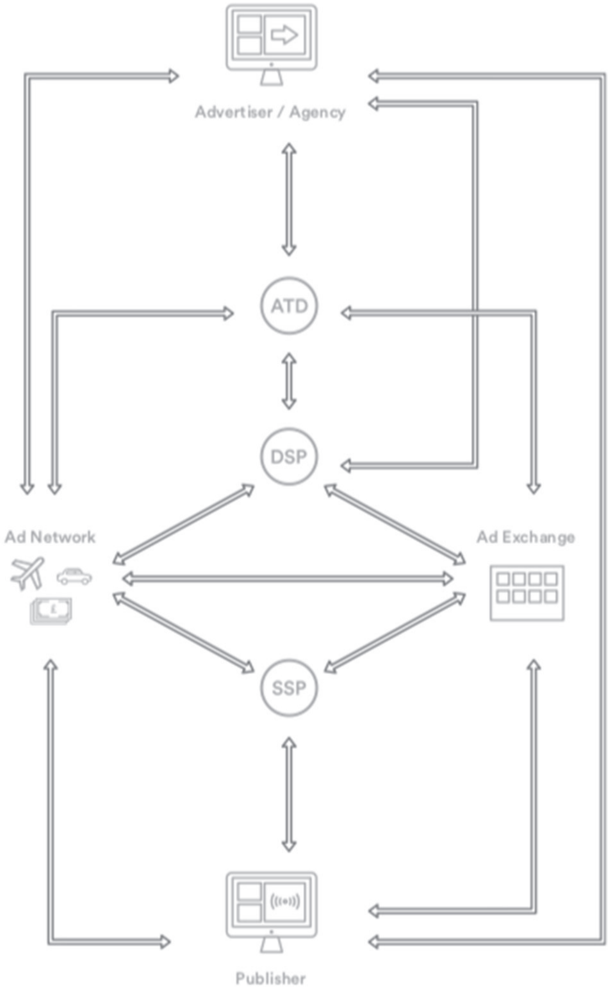

Figure 7-3. Players and the ecosystem of programmatic advertising (Cadogan 2019).

Programmatic advertising is a type of advertising media purchase, which is held as an auction. In order to implement programmatic advertising, there is a need for knowledge about digital advertising. Therefore, it is not realistic to expect every advertiser to manage this process single-handedly. At this point, publishers, representing the supply side platform, agencies representing the demand side platform (DSP), and software and technologies which make up the data management platform (DMP), intercede. Thanks to these technologies, brands are able to renew the real time bidding (RTB) process in online advertisement purchasing, more efficiently, within milliseconds. The purchasing process can minimize the failure rates through the meeting of online advertising with programmatic advertising, by requiring less need for human work. Also machine learning, the basis of programmatic advertising, can save important data about consumer insights and behaviours. Through this storing, all the problems about targeting can be solved. The right content, right targeting, right timing, and right budgeting, are the basic advantages of online advertising. Thus, obtaining this advantage requires creating the right content, which plays a key role in the main purpose. If it includes the right elements prepared by advertisement creators, good content will complement programmatic purchasing (Benbanaste 2016). According to studies, in order to increase efficiency in media purchasing processes, it is safe to say that programmatic purchasing is more efficient than other purchasing processes, in terms of outcome, according to the e-marketer 2015 research results (eMarketer 2015), as it is based on technologies which are supported by artificial intelligence.

Advantages and disadvantages of programmatic advertising

The basic characteristics of programmatic advertising can be listed as granularity, real-time trading, real-time information, real-time creation, and automation (Busch 2015). When the results of e-marketer research are considered within the framework of these characteristics, programmatic advertising enables advertisers to personalize the ad messages and the target audience, and to get to know them in real-time. Thus, programmatic advertising makes it easier to reach the right audience, at the right place and time, simultaneously. Since everything can be recorded in the digital world, return on investments can be delivered to the advertiser immediately. 87% of marketers are seeing greater return through programmatic ads, compared to traditional media buying (Watts 2016). 91% of programmatic advertising users stated that they benefitted from it for increasing the density of targeting and media purchasing activities, 90% for introducing more effective messages with the audience, 87% for increasing the conversion rates, and reaching the media ROI, 82% for obtaining better results, 75% for increasing brand awareness, 75% for benefits from more effective quotations, and 65% for gaining 360 visibility of customers (Figure 4).

Based on these data, programmatic advertising is preferred in the context of providing clarity in targeting. Bringing more effective messages to the consumer who stands in the second row, stands out again in connection with the first purpose, because right targeting is also a factor that increases the efficiency of the message.

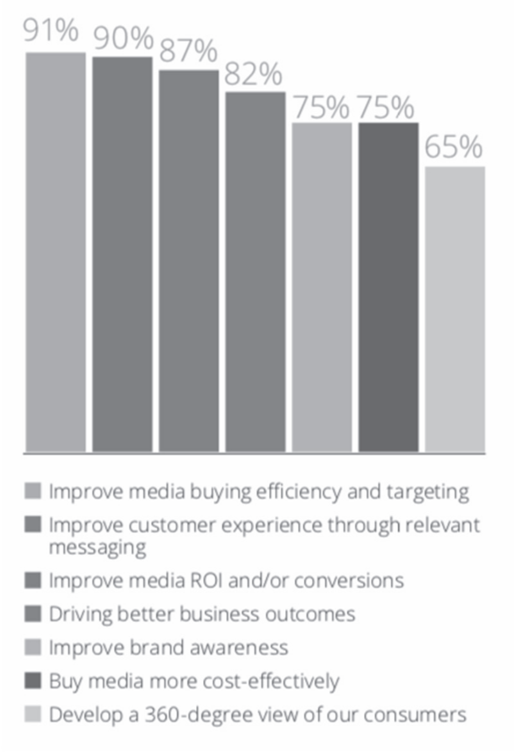

Figure 7-4. What return have you seen from your programmatic campaigns? (MediaMath 2015)

Just like in every advertising environment, programmatic advertising also has disadvantages along with many advantages. A minor mistake in the process of programming can affect the system's functionality. Deceleration and outage in internet connectivity speed can cause problems in programmatic advertising, as well as all the advertising activities carried out via internet connection. Cookies reflecting bad data may cause problems in accurate targeting, which is one of the basic features of programmatic advertising. Too many simultaneous impressions can prevent clear results, through which a target audience can be reached. Because of the need for computer programming knowledge during the application, there is a need for expert opinion on this topic. From time to time, errors can arise in system-based cost calculations.

The disadvantages of programmatic advertising from a different perspective can be listed as follows (Guru 2018):

Low engagement rates: An analysis by Google has shown that standard display advertising ads purchased through the programmatic method posted a dismal 0.18% CTR. This means that you are getting only what you're willing to pay for.

Media lacks context: The inherent goal of programmatic buying is to increase awareness by displaying ads to more viewers. As a result, the media is played over and over, even without relevance, although recent upgrades have been made to address this disadvantage and help increase the engagement rate.

Risk of fraud: There is a very high risk of fraud in programmatic advertising. With the very simplified process of programmatic buying, almost anyone can buy and sell ads. Ad fraud is reported as among the leading concerns regarding programmatic advertising. Bot traffic and non-viewable ads are two of the most common examples of fraud associated with programmatic advertising. In 2017, the Association of National Advertisers (ANA) found that over $6.5 billion globally has been lost due to bots. Meanwhile, non-viewable ads can be a problem too. Even though ads have been reported as placed or displayed, they were never viewable, and never reached the user.

Ad misplacement: In programmatic advertising, there is the possibility of your ads being misdirected or misplaced. This happens when a publisher sends your ad to an affiliated entity, where the ad is displayed. As a result, your ads never reach their target audience. Misdirecting ads can even backfire to your brand. For instance, an adult-oriented ad can mistakenly find its way onto a children's app. Such unintentional mishaps can negatively impact your brand.

Narrowing your target audience is costly: If you want to narrow down your target with pinpoint accuracy, then you'll have to work with a powerful programmatic platform capable of this. But just like any other special offers, they come at a price.

In terms of all these advantages and disadvantages, it can be seen that the advantageous aspects of programmatic advertising dominate. It is anticipated that the existing disadvantages can be eliminated with advances in computer programming technology. In this context, it is thought that it will be preferred as a more open method, and as a field open to development and change.

Conclusion

The widespread use of digital marketing, due to the speed of marketing and computer programming technologies, has led to the emergence of many different types of digital marketing. In the intensely competitive marketing world, businesses aiming to stand out from their competitors and reach the consumer more quickly show interest in all kinds of advertising tools that have high efficiency. Businesses that aim to have maximum access at minimum cost have adopted internet-based advertising types with high levels of feedback and reporting in recent years. The process, which started with e-mail marketing and website advertisements, led to a form of digital marketing which is a type of programmable, predictable, and clearly finalized, digital marketing, with the development of databases and information communication technologies.

In recent years, the concept of advertising efficiency has been very important for sectors with heavy competition, and all brands with limited resources. Therefore, the share of programmatic-based advertising in digital advertising has grown, and continues to grow. Programmatic advertising, based on machine learning-assisted artificial intelligence, has enabled advertisers and publishers to achieve considerable time savings and high productivity. Thus, in recent years, a large amount of investment has been made by advertisers in this area.

The merger of technology and advertising enables brands to create a marketing communication process based on more effective interaction with their consumers, enabling returns to be more qualified and accurate. Programmatic advertising, which supports high-probability artificial intelligence, provides the most accurate content and provides support in finding creative content, which is one of the biggest problems of advertisers. This support ensures that the right target audience can achieve the best engagement rates with different data management platforms. Programmatic advertising supported by artificial intelligence needs a meticulously worked software process. It is important that the teams, in both the software part and the advertising department, work in harmony with each other. The biggest function of programmatic advertising is that it provides insight. Advertisers and advertising publishers define this insight using the results and insights in digital advertising activities, which will be carried out later through machine learning by getting the instant reactions of the users. Programmatic advertising is able to produce solutions to understanding consumer insight, which is the biggest problem for advertisers. Programmatic advertising, which has the intelligence to evaluate the data of millions of consumers, can provide immediate insight into significant groups of consumers. This situation is one of the most important reasons for its use by the advertising sector in recent years. Brands that try to get qualified return guarantees are questioning the media companies that broadcast their ads. With these inquiries, concerns about the numerical credibility of digital advertising are minimized.

With all these aspects and advantages, programmatic advertising seems set to be used for many years as one of the most important types of advertising of our age, and in future.

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DIGITAL MARKETING

BAHADIR ERCİŞ AND HATİCE NUR YILDIZ

Introduction

The marketing approach which began with the manufacturing era, led to different concepts being adopted, as living conditions changed and technology advanced. Manufacturing concepts, which had been the dominant element during the initial periods, were replaced by different approaches in different periods, such as sales, modern marketing, social marketing, and integrated marketing. The once-dominant enterprise-oriented concepts became rather consumer-oriented. Along with heavy competition, which arose as the result of the proliferation in the number of enterprises, consideration of the demands and needs of the consumers and clients, or receiving feedback regarding products or services, presented opportunities for enterprise. Customer expectations from brands increased and shifted over time. In ever-changing living conditions, customers began demanding products manufactured according to their own needs, wanted to access products or services more swiftly, and expected companies to take their demands into account. Due to advancements in technology, and the emergence of the internet, customers had the chance to access products they wanted in a faster and easier manner. As the internet and social media grew in popularity, people had the opportunity to make comments about the products they purchased, and to showcase the said products in their own media posts. Accordingly, consumers who wished to purchase a product, now had a chance to conduct research regarding their chosen product or service, and to offer their own opinions after using such a product or service. Companies, who wanted to access the shifting consumer profiles, initiated searches for new marketing strategies, in addition to conventional marketing methods. One of the instruments that companies chose in this regard was digital media, with its tools. These digital media instruments enabled companies to reach a higher number of audiences with lower costs. Furthermore, digital marketing began to take on strategic importance for companies, who wanted to reach consumers without the confines of time and place (Koçak Alan et al. 2018).

Transition from conventional marketing to digital marketing

The transition from conventional to digital marketing did not happen overnight or within a short span of time. The marketing approach differentiated with each passing period, and advanced into the digital marketing approach. It is possible to analyze the transition from conventional to modern marketing in four stages. The first period of marketing is the manufacturing phase, in which demand exceeded supply. In this era, before 1930, the concept of manufacturing was dominant, and consumers had to purchase the goods that were being manufactured, rather than the goods they actually wanted. In this regard, it can be concluded that, during the time when manufacturing was the dominant force, production outweighed sales in terms of importance, and competition was non-existent. It is also safe to conclude that the mantra of ‘I sell what I produce’ was adopted at this time, dominated by the manufacturing approach (Mucuk 2014).

The period that superseded the manufacturing era was the sales era. In this era, conducting sales became more important, and selling more became the key purpose. In order to make more sales, misleading and inflated advertising methods were employed. The influential thought in this marketing approach was ‘I sell whatever I produce as long as I know how to sell it’ (Mucuk 2014).

The third period was the marketing era. In this period, it was understood and recognized that a long-term relationship cannot be established with misleading and inflated advertisements (Mucuk 2014). In this era, supply exceeded demand, and a competitive environment began to appear (Alabay 2010) In this era, the dominant approach was, “to gain profits by satisfying the consumers” (Alabay 2010).

In the modern marketing era, production begins by taking the demands and needs of consumers into account. Rather than making profit in the short-term by utilizing inflated advertisements, going for long-term profit by ensuring customer satisfaction has become more important. In this period, studies towards the consumers are conducted as well (Alabay 2010).

We can summarize the first four periods of the marketing approach, in other words, as the transition from conventional to modern marketing in Table 8-1.

Table 8-1. Periods in the transition process, from conventional to modern marketing

Manufacturing	Sales	Marketing	Modern Marketing
Demand exceeds supply. Production is dominant. No competition. The demands and needs of the consumers are irrelevant.	Next period after manufacturing. Selling more is important. Misleading advertisements are employed.	Supply outweighs demand. Competition begins to emerge.	Demands and needs of consumers begin to be relevant. Long term profits are sought after.

Adapted from Alabay (2010).

The periods that marketing has gone through do not come to a stop with the arrival of the modern marketing approach. In line with changing world conditions, the marketing approach has continued evolving as well. After the modern marketing period, social marketing and integrated marketing have begun their reign.

After the modern marketing approach began, criticism towards the preservation of social existence began to increase. The indicated criticism brought the social responsibilities of enterprise to the forefront. As this approach gained currency, an approach that showed regard for society was adopted. In this period, in which the social marketing approach was first experienced, considering the interests of society while conducting marketing became important (Yükselen 2012). According to this approach, enterprises, while undertaking production, should know that the resources of society are limited, and should consider their social responsibilities as well (Feldman 1971). The period which came after the social marketing approach was dominated by the integrated marketing approach.

The integrated marketing approach is based on paying attention to the relationships of marketing programs, processes, and activities, to each other, and is further based on improving, designing, and running them. Integrated marketing has four aspects: internal, relational, integrated, and performance-based (Yükselen 2012):

- In internal marketing, all employees within the company (from the top management to lower levels), are encouraged to adopt the marketing principles. In internal marketing, it is important to recruit, train, and motivate the required personnel.
- Relational marketing is based on reciprocal business relationships, established between enterprises and groups, such as clients, employees, suppliers, distributors, universities, etc.
- Integrated marketing indicates the use of the marketing mix elements, also known as 8M, together.
- Performance-based marketing expresses the achievements of the enterprise as the result of its marketing activities.

Consumers, along with the changing times, have become bored with the marketing methods that utilize mass communications instruments, and therefore headed for the internet. The way to reach consumers, who want more interaction and participation, and who spend most of their time in the digital environment, is now through digital marketing (Ryan 2017).

The concept of digital marketing

Digital marketing can be described as marketing goods and services via technology. Over time, the term 'digital marketing' has evolved from a specific term which means marketing goods and services by using digital channels, into a broader term that defines the processes of employing digital technologies in order to obtain customers, create customer preferences, promote brands, and keep the client base (Kannan and Li 2017, 23).

Digital marketing, when compared to conventional marketing, may be preferred, due to the fact that it offers an ability to reach a greater number of people, at all times, with fewer costs. It is thought that enabling two-way communications with consumers, and using warmer language, give digital marketing an edge over conventional marketing. The differences between conventional marketing and digital marketing are shown in Table 8-2.

Table 8-2. Differences between conventional marketing and digital marketing.

	Conventional Marketing	**Digital Marketing**
Costs	Higher costs, due to the fact that visual and printed materials are preferred in general.	Can be accomplished with less cost.
Communication	A single way communication from the marketing party (source) to the consumer.	Consumers have the chance to make comments to advertisements, thus there is a two-way communication effort.
Accessibility	Although the target audience is apparent, access opportunities are hard and costly.	Thanks to the internet, the access is instant with little cost.
Analysis and reporting	Determining the outcomes of the strategies is virtually impossible. It is very hard to get a numeric value.	Trending about the effects that it creates can determine the interaction, and a new path can be plotted from the comments, made by the target audience.
Time	It takes a long time to form and build an ad campaign.	Depending on the agenda, short term builds can be made.
Actors	Usually, celebrities are preferred.	Mentors, micro celebrities, or users may take part.

Adapted from https://pazarlamaturkiye.com/pazarlama/dijital-pazarlama/7-adimda-geleneksel-ve-dijital-pazarlama-arasindaki-farklar/

Digitalization of marketing has a different effect on the product, price, placement, and promotion, collectively known as the 4P of marketing.

Product: In a general sense, product can be shown as a physical product, or a service rendered. The important point for companies is the demand for that service or product. What should be paid attention, in terms of digital marketing, is knowing the trade status of the product within online media. For example, three people buy an album. One of them buys the CD of the album for the purpose of listening to the tracks of the artist. Another one downloads the tracks from the internet, and the third one prefers listening to the songs over the internet. Therefore, each one of them uses the product in a different way, displaying different consumer behavior. At this point, the enterprises should understand these different sets of behaviors, and modernize their marketing strategies in line with the digital times (Kingsnorth 2017). Thanks to digital marketing, enterprises have the ability to re-shape their products based on comments made in regard to those products (Stone and Woodcock 2014).

Price: One of the nuances of the price aspect, which is the second element of the marketing mix, is paying attention to the fact that consumers consent to determined prices. There is a common belief amongst consumers that purchases made from online shopping sites are less costly, and they may agree to pay the prices listed on such sites. Enterprises should accurately determine the viability of this for their strategies (Kingsnorth 2017).

Placement: For retail enterprises or service providers, the placement of their stores is vital. Reaching customers, and delivering goods in a timely manner, are among the criteria that have a direct effect on enterprises in terms of achieving success. The advancement of digital marketing does not make any changes in this regard. Enterprises should pay attention to their websites, ensuring they are easily accessible and their products are available (Kingsnorth 2017).

Promotion: Promotion, which is the fourth element of the marketing mix, involves the advertisement of goods or services. Thanks to promotional activities, a first impression can be generated for consumers, and they may be impressed in this regard (Kingsnorth 2017). In the digital age, TV and radio, which have been two conventional promotional instruments, are being replaced by websites and mobile advertisements. Ads in websites can reach more consumers. Furthermore, by directing the information, mouth-to-mouth advertisement activities can be commenced using digital media (Stone and Woodcock 2014).

Enterprises require digital marketing strategies in order not to miss opportunities. There are two issues to be addressed in order to determine whether an organization needs digital marketing. One of them is the possibility of the target audience going online, and the viability of products for digital marketing. In the first phase, companies should have some knowledge of the rate of their target audience going online, in terms of getting their information and shopping. The enterprise should head towards digital marketing if its target audience prefers digital media. Otherwise, that organization may experience difficulties in reaching its target audience. However, companies with a target audience with little social media use may not head in that direction. Another decision to be taken is whether the product is viable for digital marketing, and how to form digital marketing strategies. However, forming a digital marketing strategy is not that simple (Ryan 2017). In order to create a digital marketing strategy, some key points should be attended to (Ryan 2017):

Work Description: In order to practice digital marketing, the work, the products, and the services, should be suitable for digital marketing efforts. The technological infrastructure that would enable the enterprise to be active in the digital media should be sufficient.

Be aware of the competition: When entering the digital market, competitors should be identified, and opportunities should be created, or measures taken based on the competitors' strategies. When identifying competitors, it should be taken into account that they also play in the digital market, and that this is different from the local market.

Get to know the customers: Customers and their wishes should be known. An inaccurate or deficient customer assessment may negatively impact the strategies that an enterprise would like to implement. Transmitting a message using mobile marketing methods to a target audience with high TV or radio usage, or a group of customers who have a low rate of phone usage, would not be very effective. The target audience's use of technology is a good guide in terms of reaching, and developing strategies for them.

Advantages and disadvantages of digital marketing

As digital marketing advances, companies and organizations have gained some advantages. It is possible to list the benefits of digital marketing as follows (Piñeiro-Otero and Martínez-Rolán 2016, 37):

- Branding: Platforms, and the scope of the 2.0 services and their constant updates, are perfect opportunities for creating a brand image on the web.

- Integrity: In digital marketing, the ways to transmit the information over connections give consumers an opportunity to approach the organization in a broader and more specialized manner.
- Availability-functionality: In order to improve the user experience of Web 2.0, and to allow the activities of consumers, simple and user friendly platforms should be offered.
- Interaction: Thanks to the internet, companies find opportunities to meet with their customers, and thus positive experiences can be formed in relation to the brand. This is an important advantage for companies who want to establish long term communications.
- Visual communications: Digital marketing presents different visual and video-based tools to marketing people. This is one of the attractive ways to reach a larger group of people.
- Relational advertising: Easy segmentation on the internet, and customization of advertisements, maximize the outcome. Furthermore, this medium, far from the limitations of other types of media, allows more attractive ads.
- Mass connections: Thanks to the internet, companies get unique opportunities in terms of establishing their target audiences and within themselves.
- Virility: The internet allows the spread of information with a snowball effect.
- Measurable outcomes: Online platforms rank first in terms of the availability of monitoring options and the possibility to assess the outcomes.

Digital advertising, in addition to its advantages, has some disadvantages as well. As enterprises place their products and campaigns for open access, their competitors may imitate their products (Safko and Brake 2009). Furthermore, online purchasing may not be favored by consumers, who are in the habit of touching and checking out products when purchasing them (Başar 2018, Taken 2012). Another downside of digital marketing is the necessity of paying for goods online. Consumers may feel insecure and uneasy when making payments online (Wind and Mahajan 2002). Digital marketing is not an exclusively advantageous approach. In order for digital marketing to be efficient, right and effective channels should be employed.

Digital marketing channels

As technology has developed, and habits have changed, enterprises have sought new ways to reach their target audiences, in addition to their traditional channels. Some of these ways are web-based tools that may be used for marketing purposes. These can be employed by enterprises in terms of digital marketing, and can be listed as (Yalçınkaya 2018):

- Search engine optimization,
- Instant messaging apps,
- E-mail,
- Blogs,
- Video sharing sites,
- Social media.

SEO (Search Engine Optimization): Search engine optimization can be described as procedures which are performed to place the corporate website near the top in search engines (Altındal 2013). In order to obtain new customers, and not to lose current ones, promotion of goods and services should be performed well. In order to succeed in promotion, customers should be presented with easy access to products and services. In this regard, SEO, which is among the online promotional activities, should be paid attention. In other words, the content of a website in which sales are made, and customer searches carried out, should be compatible. For an internet site, appearing at the top of the search engines, and being accessible, are vital (Ryan 2017). There are some fine points to ensure optimization between internet sites and search engines (Ryan 2017):

- In search engines, keywords should be selected to make the internet site more visible. The right selection of keyword may also be the key for a web site to be found with ease.
- In order to find the right keyword, effective words should be found. The keywords should be determined by conducting a search regarding the product or service in question. The words the potential customers use for choosing the product should be researched.
- Each page of a website should have a unique subject. Actually, this feature will help in finding the right keyword.
- The title of each page of the website should be carefully selected, and that page should have a single metadata definition.
- Thanks to the fact that images are more attractive to visitors, visual content should be tagged for search engines.

Instant Messaging Apps: Instant messaging apps are net-based applications that provide communications between people. Compared to e-mail, they offer feedback in a shorter time. It is safe to say that instant messaging apps are the best available technology as an alternative to face-to-face communication (Li et al. 2005). The reasons for enterprises using mobile phones for marketing purposes can be listed as (as cited in Barutçu 2011, 9, from Yuan and Cheng 2004):

- Mobile phones are with the customers, anytime, anywhere,
- They are always active for communications,
- One-on-one communications established with customers are always regarded more highly,
- Customers may always store the messages which are sent to mobile phones and read them at a later time,
- Enterprises may establish one-on-one vocal or visual contact with customers via mobile phones.

E-Mail: Due to the advantages that e-mail applications offer in terms of speed, time, and costs, compared to traditional methods, e-mail is preferred for various purposes, such as electronic correspondence, advertisements, information, and announcements (Koçoğlu et al. 2011). One of the reasons that enterprises use e-mail for marketing is that the outcomes in this regard are quantifiable (Haşıloğlu 2006).

Blogs: With the emergence of Web 2.0, new ways of producing and sharing information have begun to appear. One such way is blogging, which acts as a bridge between consumers and enterprises. Blogs are environments in which ideas are presented regarding products and services, users share their experiences, and suggestions are made. These features, and the desire of consumers to have a general opinion about a product before purchasing it, make blogs significant (Yurttaş 2011). The fact that bloggers present their opinions in a personal manner, and so their stance is set apart from corporate interests, means their ideas are perceived as reliable and trustworthy (Cristol 2002); negative comments about a product in blogs may be powerful enough to deter consumers from purchasing that product (Kotler et al. 2010).

Video Sharing Sites: As mobile phones have begun featuring cameras, people now have the chance to shoot videos of almost every moment in their lives, and they sometimes make some pretty striking ones too. Thanks to the fact that some video sharing sites have no cost, people can easily share the videos they make. A video uploaded through such a site may reach all four corners of the world. In parallel to this, video sharing sites are preferred by enterprises who wish to promote their products or services to the whole world, with far less cost. Furthermore, those sites prove to be advantageous for enterprises, because an ad that is broadcasted on a video sharing site can be replayed when desired (Yalçınkaya 2018).

Social Media: It is possible to define social media, which has emerged in conjunction with the advancement of technology, and the increase of the use of the internet, as a platform which offers the exchange of ideas without the limitation of time and place, and, through which, reciprocal communications are established (Bulunmaz 2011). The characteristics of social media, in terms of its structure and content, are listed below (Kırcova and Enginkaya 2015):

- The most important difference of social media is that it offers an interactive environment for communications. On social media platforms, exchange of ideas is possible between people, between individuals and enterprises, and between enterprises. Social media, which, unlike conventional marketing, enables mutual communications, also helps brands to build social reputations, because receiving the opinions of the target audience, and providing answers to their questions, have profoundly positive impacts on the reputations of enterprises (Akar 2011, Kırcova and Enginkaya 2015).
- It is always possible to generate content by accessing social media platforms via tablets, phones, and other similar instruments, anytime. In other words, social media is independent of time and place (Kırcova and Enginkaya 2015).
- Social media is an easy-to-use platform. Individuals can generate content easily without being hindered by bureaucratic formalities or prerequisites. From this point of view, brands can create their own websites, and generate their own content with ease (Zarella 2010).
- As social media makes generating content conveniently easy, millions of items of content are being generated in almost all subjects and matters. That is why an individual who needs to obtain information regarding a matter can benefit from the vast content on social media, and can access the opinions presented there easily (Kushin and Yamamoto 2010).
- Establishing connections and links between platforms is another feature of social media (Kırcova and Enginkaya 2015).
- Each transaction commenced on social media platforms is stored in a database. For example, the content that an individual generates, and the usage rate of social media, are recorded. Recording every action makes social media quantifiable. For instance, a brand can easily obtain information regarding how much its content was viewed, how many comments it had, how many ‘likes’ it received, or what kind of comments were made, etc.

As a result, new decisions can be taken without the need for large budgets, and the target audience can be reached in an effective manner by creating new ads (Kırcova and Enginkaya 2015).

The advantages that enterprises which use social media platforms to reach their respective target audiences without any limitations of time and space, and enable them to get feedback to use as instruments of marketing, can be listed as follows (Kırcova and Enginkaya 2015):

- Social media enables enterprises to reach their target audiences in a direct and effective manner,
- Enterprises can directly relay information about themselves and their products to their target audiences without any need for advertising companies or communications agencies,
- Enterprises can form personalized interactions through social media,
- Thanks to social media, enterprises are able to obtain the opinions of their target audiences in relation to themselves or their products. Traditional media cannot offer this edge.
- Enterprises, by combining online games, played on social media, can ensure players encounter their ads during the gameplay, and thus benefit from the advantage of mouth-to-mouth marketing, as experiences are shared amongst friends.

Digital use in Turkey

As of 2018, the population of Turkey reached 81 million, and 75% of the population lives in cities. While 67% of the population uses the internet, 63% uses social media actively. The number of mobile phone users exceeds 59 million; in other words, 73% of the population uses a mobile phone. The number of people who connect to social media via a mobile phone is 44 million, and that figure corresponds to 54% of the population. While 98% of adults use a mobile phone, 77% of them use a smart phone. The ratio of people who use a desktop or laptop computer is 48%, while the ratio of tablet users is 25%. In Turkey, approximately seven hours a day are spent on the internet, and an average of two hours and 48 minutes are spent on social media. The rate of internet users in Turkey is 67%, and 63% of them employ their phones to connect to the internet (Digital in 2018 in Western Asia 2019).

When the above given ratios, determined in 2018, are compared with the 2017 figures, the following data is obtained; the number of internet users increased by 13%, the number of active social media and phone users increased by 6% and 5% respectively, and the number of people who connect to social media via their mobile phones increased by 5% (Digital in 2018 in Western Asia 2019).

When the above-indicated data is taken into account, it can be concluded that increases in social media and technology usage are experienced each passing year. It is thought that the increase in the use of technology and social media necessitates digital marketing because, for marketing people, reaching consumers and promoting products are essential activities. Therefore, knowing the medium in which consumers spend most of their time, in other words, knowing the social media and internet usage rates, and acting on such knowledge, will prove to be beneficial for marketing people.

Conclusion

Today, the increase in the use of the internet and mobile devices has begun creating changes in customer expectations. Enterprises which want to reach customers have switched to digital marketing methods from more conventional marketing methods over time. New methods have brought advantages, such as the ability to reach larger audiences, quantifiable outcomes, and mutual interactions with the enterprises, while also bringing some disadvantages, such as the possibility of imitation by competitors, and the chance to cause distrust in customers.

When the results of the studies are examined, it is clearly seen that people use digital tools effectively, and they roam the social media realms substantively. This indicates that digital marketing is a must for enterprises, despite its negative aspects.

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CONSPICUOUS CONSUMPTION AND POSTMODERN IDENTITY IN THE GLOBAL SHOW ERA

ARZU KALAFAT ÇAT

Introduction

The concept of consumption, which is used to express activities carried out in order to meet basic physiological needs in the traditional sense, has gradually shifted away from its traditional meaning in postmodern processes, and has come to mean the pretentious consumption style through which individuals turn to showy products in order to be status indicators or to have prestige. Baudrillard reinterprets the concept of consumption used by Raymond Williams in terms of destroying, wasting, and finishing (1976, 68) and defines the act of consumption as involving signs and symbols, in a very different sense from the consumption of simple commercial objects (Orçan 2014, 22). Therefore, new meanings have been brought to the act of consumption over time. The Industrial Revolution, and Fordist forms of production, have been instrumental in the consumption of new meanings, just as rapid advances in communication technologies and the widespread use of mass media have facilitated the transfer of capitalist ideology to the masses through the culture industry. For today's consumers, the act of consumption is realized for the purpose of social acceptance, the desire to belong to a particular social class, and as a status or power indicator, because of the symbolic meanings attributed to the commodities consumed, rather than the biological requirements. In other words, in postmodern processes, the identities of consumers are determined according to their having, or not having, conspicuous consumer goods. "The Theory of Conspicuous Consumption" in the book *The Theory of the Classroom*, written by Thorstein Veblen, was examined first. According to the conspicuous consumption theory, the starting point of consumption behaviors of individuals towards showy behaviour is the necessity of asserting identity and status rather than economic benefit. Therefore, in postmodern processes, consumer goods possessed by individuals have turned into nonverbal communication tools that are used to reveal their socioeconomic status.

Today, the brands that individuals prefer in their shopping, the neighborhood they live in, and their free time and leisure activities, as well as their leisure habits, place them within the sociological structure (Kadioglu, 2014, 33). In this study, besides the concept of consumption and conspicuous consumption, theoretical explanations are made for postmodern consumers and postmodern identity concepts.

Consumption and conspicuous consumption concepts

The act of consumption, which has a history as old as that of humanity, and which is an ongoing process of an individual from the moment he/she is born until the last moment of life, has turned into a new and complex structure with symbolic meanings within it, rather than being action taken to meet needs in time (Başar 2018). For this reason, the concept of consumption, which was seen as a concept that was first concerned with the science of economics, is considered as an interdisciplinary concept which is related to many fields of social sciences, such as psychology, communication, history, and philosophy (Orçan 2014, 23).

In the simplest sense, the word 'consumption' is used in the sense of destroying the object of consumption, while the consumer is defined as the perpetrator of the act of consumption. Traditional theories emphasize the benefit dimension of consumption. According to this, the most important task of the objects used by individuals is to benefit consumers. However, in postmodern processes, the benefit dimension in the consumption concept is replaced by the pleasure and satisfaction of the individual as a result of the consumption act (Odabaşı 2017, 5). Therefore, the act of consumption has turned into an action not only for the purpose of eliminating vital needs, but also because of the sense of satisfaction that the consumer object presents to the consumer. The concept of the consumption society is used to describe the social structure in which consumption is adopted as a way of life.

There are various discussions about where the consumer society first appeared. According to McKendrick, the consumption society emerged in England in the 18th century. According to Williams, it was in France in the 19th century, and according to Mukerji, in England in the 15th and 16th centuries. Grant McCracken demonstrates the evidence of all these studies and argues that the consumption society was first born in Europe (as cited in Orçan 2014, 25). According to another approach, the emergence of the consumption society is seen in the United States after the Second World War. The main reasons for this situation are the increase in income after the war, the increase in production and consumption caused by Fordist production, and the implementation of Keynesian economic policies (Dağtaş and Dağtaş 2009, 7). Chaney stated that the emergence of consumer culture coincided with the end of the 19th century and the early years of the 20th century, and the reason for this was that the standardization of products in global markets coincided with this period (1999, 27). According to this view, the consumption culture that first emerged with the increase in consumption in the United States has gradually become a widespread culture, spreading to all Western countries and the whole world.

The culture of consumption is characterized as the culture of capitalist societies, and it is stated that the new 'consumption cathedrals' are consciously designed in order to determine the mass dimensions of the flange lifestyles. The capitalist system produces new leisure time spaces to increase the time spent by the city's wanderers on the boulevards, stores, or in entertainment places in cities (Dağtaş and Dağtaş 2009, 30). The individual who performs activities pre-designed by the capitalist ideology, in the consumption spaces called consumption cathedrals, has a false sense of freedom. Thus, capitalist ideology suppresses individuals' creative ideas and alienates the individual from himself/herself, from the environment, and even from his/her job. While the process of alienation experienced by the individual is expressed as a consumption culture, the individual has a perception that the meaning of life can be discovered, not by production but by consumption. Of course, media tools have a great influence on the perceptual manipulation of the masses. The symbolic meanings of objects of consumption are loaded by the content prepared by media companies operated within capital companies. In particular, the programs and advertisements included in the mass media deliver messages with symbolic meanings to the masses, thus legitimizing the dominance of capitalist ideology (Dağtaş and Dağtaş 2009, 36). In addition to symbolic meanings given to the objects of consumption, the cultural industry produces continuous artificial needs in order to promote a consumer-oriented lifestyle (Marcuse 1990, 43).

Baudrillard states that, with postmodernism, the act of consumption has turned into a system of indicators. Accordingly, in the consumer society, moral qualities such as conviction have been abandoned, and the search for pleasure and satisfaction has become the aim of the act of consumption. In postmodern consumption processes, objects with symbolic meaning are consumed. For this purpose, consumption objects are first brought into the indicators, and then the codes that contain symbolic meanings are added to the indicators. Thanks to the codes loaded onto the objects, status and prestige features are gained by the products or services (Stevenson 2015, 251). Thus, the consumption of objects is ensured due to their symbolic meaning and for the purpose of demonstration, and it is ensured that consumers are classified according to the socioeconomic classification according to the situation of buying, or not buying, products with symbolic meaning.

Thorstein Veblen, who made initial investigations into the concept of conspicuous consumption, stated that consumption had a function of identity and status. According to Veblen, the appearance of conspicuous consumption style coincides with a process that coincides with the emergence of private property. According to this, from primitive societies to the present day, the amount and quality of goods possessed by people have provided information about their economic situation. In barbarian societies, women and slaves were seen as the spoils of war, and having many women and slaves was accepted as an indicator of power. With the transition from primitive communities to modern communities, the importance of the goods increased, and the property system was fully established. Individuals who worked for wages in factories had more wages and accumulation, and started to work to acquire more property, which led to an increase in production and consumption. Over time, the act of consumption has become the most important goal of economic gain. According to Veblen, the reason for people's ambition about property ownership is competition. In addition, people with material wealth are respected by their social environment. Therefore, ownership of property has become a matter of honor, while those in the lower income groups, working to maintain their basic livelihood, are pushed out of this competition. According to Veblen, having a property has brought honor and prestige gain, from the past to the present (2005, 31-36). The concept of conspicuous consumption was used for the first time in the book *The Theory of the Leisure Class*, written by Veblen in 1988. In this book, Veblen describes the aristocratic segment as the leisure class (Açıkalın and Erdoğan 2005, 6). Veblen states that, as industrial activities become widespread, accumulated ownership has become a sign of strength and success. In addition, possessing material assets brings reputation, prestige, and respectability to individuals. In fact, the material wealth obtained through inheritance in a passive manner is seen as more valuable than the wealth obtained by working (Veblen 2005, 35).

According to Veblen, the aim of consumption is not only the fulfillment of biological needs, but also the prestige gained by the consumer as a result of the purchase of goods with symbolic meanings. Therefore, consumers are attracted to products by the good opinions of others, the proof of financial means they demonstrate in a social environment, the power provided by goods with high value, prestige, and respectful consumption (Hız 2018, 118). According to Veblen, "the non-production of goods is primarily a sign of bravery and a reputation for the dignity of humanity, as the secondary, in particular, the consumption of very desirable things is essentially reputable." Nowadays, individuals are working to obtain the financial means necessary to perform the act of conspicuous consumption. The symbolic meanings imposed on consumer goods encourage conspicuous consumption. In this age, which Baudrillard called the 'age of objects', the act of consumption was taken as a conspicuous consumption without any purpose other than arrogance and vanity, for the satisfaction of desires, not needs (Bauman 2018, 254).

In postmodern processes, symbolic meanings are loaded onto consumer goods, however, the places where consumption is carried out also determine the reputation of consumers. Preferred holiday venues, membership of sports halls, and large and glamorous stores are defined as glamorous consumption places which show the dignity of individuals or upper class members with privileges, and underline the layers between them and the lower classes (Featherstone 2013, 53-54). Focusing on the 'signalling' function of conspicuous consumption, Miller states that people are not committed to helping their social environment, but mostly to showing off within it. Miller stated that the theory of signalling is "valid for both nature and culture." According to this, the tails of peacocks or the horns of deer are signals sent to their environment, and the signals of fitness are the indicators of wealth that are transmitted to the social environment by people who own a Hummer car, or a Rolex watch (Miller 2012, 105). Debord describes the notion of show as the "autonomous motion of the non-living, as the concrete reversal of life", and today describes human life as the "immense accumulation of demonstrations." Accordingly, the demonstration constitutes both the reason and the result of the production system as the concrete material reality. Pretentious consumption signals present the current picture of a socially desirable lifestyle (Debord 2018, 35).

While conspicuous consumer products are symbolic, the signals given by the products are prioritized, and the real features of the products are not mentioned. For example, in *Vogue* magazine ads, the name of the brand, and a character whose personality is identified with the brand, are included, and the usage characteristics of the advertised product do not need to be explained. "Mont Blanc pens commercials, in which Johnny Depp or Julianne Moore can be counted as customers, endow these pens with a mental relationship with the characteristics of these celebrities, such as being charismatic, attractive, smart, funny, sensitive, and widely known - all admirable features. This is done without stating these characteristics."

(Miller 2012, 112). Consequently, consumers are guided to conspicuous consumption behavior by means of symbolic meanings created by classical conditioning between the characteristics perceived by the masses, and the advertised product.

According to Baudrillard, individuals are convinced that they will indicate happiness by obtaining simulated objects as consumption survivors, and they are directed to consumption action in order to reach happiness. In other words, consumers are under the influence of indicators, and the pleasures obtained as a result of consumption are considered as accumulation of happiness indicators (2016, 24). Nowadays, the objects of consumption are decorated with indicators, and a new economic area is created by providing the submission of society to those indicators. The reason why consumers want to have simulated objects in this economic field is ‘to look like’. Therefore, the indicators are symbolic meanings that are produced and marketed independently of the people's activities (Debord 2018, 38). Consumers aim to express themselves by buying objects that are reproduced by a capitalist market, by gaining the appreciation of others, by being part of a certain status group, or by leaving a group (Bauman 2018, 256). In today's consumer societies, where indicators, images and identities are highly important, products have become transformative consumption objects, and it has been extremely important for consumers not to be deprived of the taste of others. Today's consumers consist of individuals who like to display the latest fashion and high-value products, who are keen on buying possessions, who are aware of the material values of the goods they have, and of the qualities of leisure activities they carry out, all of which send messages to their social environment.

Social identity gained by consumption

Nowadays, individuals gain a certain social identity through consumption action. The concept of identity, which is defined as ‘an expression of the self-understanding of human being’, is a concept that is formed and shaped as a result of interaction that is not heritable, and is completely realized through the social environment of the individual throughout his life (Kaban Kadıoğlu 2014). When individuals make a decision on consumption, they prefer products which correspond to their identities, and the way they want to be perceived by their social environment. In other words, "consumption in consumer societies is defined as actions carried out on behalf of symbolic values such as prestige, difference, belonging to a group, identity and image acquisition, and class jumping, rather than necessity." With media messages created by the cultural industry, it is suggested that consumers can be included in a particular social class by consuming products which imply happiness, or being part of a socioeconomic group (Dağtaş and Dağtaş 2009, 7). The culture industry directs not only the ways in which individuals meet their material consumption needs, but also the ways in which they perform entertainment and leisure activities. The places where entertainment and leisure activities are carried out contain symbols that reveal individuals' personalities, ethnic, political, social, and personal identities (Orçan 2014, 24). Therefore, it is possible to make inferences about the political, ethnic, social, and religious beliefs of individuals by looking at their consumption, entertainment and leisure activities.

The position of the concept of identity has also changed in the historical process. While the identities of individuals in modern processes are determined by factors such as their jobs, their social position, or their family characteristics, the roles, behaviors and consumption preferences that individuals show in the postmodern processes correspond to the identities within which they position themselves (Kaban Kadıoğlu 2014, 37). According to Rosennau, postmodern individuals are people with temporary preferences, who are spontaneous, who have an intense interest in differences, who pursue instant gratification, who are irrelevant to their families, or have a low level of commitment to their nation (Rosennau 2014).

On this subject, Bocock uses the following in his book *Consumption*: "Consumption now affects people's sense of who they are, who they want to be, and the ways in which they protect those sensibilities: they are very intertwined with the facts surrounding the development of identity as well as being a social and cultural phenomenon (1997, 10). The perception that consumers can achieve through consumption is constantly being imposed on the masses by the culture industry. Today, the media encourages more consumption, gives symbolic meanings to consumer goods, and conveys the message to the masses that it is possible to acquire social identity with the products consumed. In this way, it is aimed to create new consumer identities.

In the process called 'late capitalism' or postmodernism, sparkling lifestyles are being presented to the masses using media products. This has been commonly done since 1980 in order to encourage consumption by positioning individuals according to their lifestyles (Dağtaş and Dağtaş 2009, 13). Chaney defines the way of life as "behavior patterns that make people different from each other." Hence, lifestyles offer information about the identity of an individual to another person, without having to tell the people to whom it relates (Chaney 1999, 16). 'Today' as a work of art, and consciously artificially formed forms of life, are expressed by Bensman and

Vidich (1995, 39). Artificial lifestyles that are reinforced by the media are standardized, and certain lifestyles are transformed into commercial commodities (Dağtaş and Dağtaş 2009, 8). Lifestyles are important in terms of being an indicator of individuals' identities. For example, the Armani and Porsche brands give the user a certain social identity. Consumption goods, which have symbolic meaning, have a significant effect on the formation of interpersonal relations between "people whose identities are in the environment of consumption rather than a production environment" (Zablocki and Kanter 1976, 280). Individuals are required to undertake a continuous and large amount of consumption in order to reach the standardized lifestyles and identity they desire (Dağtaş and Dağtaş 2009, 9). Therefore, in the consumer society, consumers make a non-verbal communication with their social environment through their preferred consumption objects. An individual who carries out the act of consumption in order to gain social identity makes preferences which are especially close to the consumption forms of the social class in which he/she wishes to be included, thus revealing his/her difference from other individuals (Kaban Kadıoğlu 2014, 35).

Conclusion

Conspicuous consumption is the form of consumption which individuals practice in order to reveal their social status, position, and economic power. Moreover, conspicuous consumption provides indications that make class differences in society visible. Consumers who are in a higher class, socioeconomically, in the social hierarchy, apply conspicuous consumption with the aim of proving their wealth to society and showing their differences from the lower classes. Lower class consumers purchase products which higher class people consume, instead of preferring products which are affordable for them, and they try to feel as though they belong to a higher class (Koçak 2017, 81). As is seen, individuals are social beings who have a need for social acceptance and belonging. Therefore, individuals want to gain social identity through consumption, by adopting a conspicuous consumption style. This is because the shortest way for individuals to show their social identity to others is through their consumption preferences (Kaban Kadıoğlu 2014, 37). However, just consuming conspicuously isn’t enough to satisfy individuals. The products purchased or consumed must be displayed and shown to the social environment (Koçak 2017, 82). Developments in communication technologies, and the widespread use of internet technology, have provided practical and effective display spaces for today's people. Individuals have been striving to build status and identity since ancient times, by making conspicuous consumption and showing these products to their social environment. While the spaces where individuals exhibited products with the highest financial value in the past were limited, social media has provided people with new display areas that can reach a wider audience. In addition to this, social networks have made it possible to display products with high financial value much faster, and to a wider audience, in any environment where the internet is located, without temporal and spatial constraints, and freeing the display from face-to-face limitations. In other words, social media has created a new conspicuous consumption area for today's consumers. In this new media, the social approval mechanism is realized with the ‘likes’ of things people share.

In consumer society, where leisure activities have turned into consumption tools, places where people spend their free time, entertainment styles, eating-drinking habits, and preferred holiday or sports centers, have all become opportunities for conspicuous consumption. Nowadays, luxury goods, food and beverages, expensive cars, clothing or accessories, leisure activities, etc., are intended to convey a certain social identity, through consumption and sharing on social media. In other words, today's consumers are trying to legitimize the identities that they reflect on social media using consumption (Sabuncuoğlu 2015, 369). Today's consumers, who want expensive brands for display purposes, want to exhibit their economic power, besides personalizing the symbolic meanings that are loaded onto brands, such as power, success, and prestige.

In postmodern processes, the factors that make up the identities of consumers have changed. Factors that reveal the social identity of the modern man, such as the level of education, or the social environment, have been transformed. According to this, the identity of the postmodern individual depends on the type of leisure activities which are attributed to the objects of luxury consumption they possess, regardless of demographic and socioeconomic variables. As a result, today's consumers are interested in conspicuous consumption in order to belong to a particular social group, to display their material powers, and to reveal their identities. In addition, individuals who want to be included in a hierarchical upper class want to belong to that class by imitating its consumption habits, and individuals who are in socioeconomically upper classes want to buy new conspicuous consumption materials that do not represent the lower classes. In other words, "the consumption preferences of individuals in today’s society are also their adjectives" (Kaban Kadıoğlu 2014, 36). Consequently, individuals create their identities with the possessions they buy; they make consumption expenditures that belong to a higher class socioeconomically, and are happy to show the products with high material value to others. In postmodern processes, the consumption act has undergone a purposeful transformation, and the consumption realized for the purpose of meeting the basic physiological needs has been replaced by the purchase of images, symbols, and indicators, and thus, a conspicuous, ostentatious, materialistic society has emerged.

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THE USE OF FINANCIAL REPORTS IN TERMS OF COMMUNICATION AND THE DIGITAL COMMUNICATIONS ASPECT

NİLGÜN SANALAN BİLİCİ

Introduction

Healthy, high quality and swift communications are necessary and required by enterprises, just as in all fields. Communications in enterprises are carried out by financial reports and documents, in addition to those at an oral level. In financial communications, financial reports are used as sources of information. Necessary information for managing company activities is obtained from financial tables, which means from financial reports. Until recently, the importance of communications, and their association with financial reporting, has been acknowledged, but the relationship between communications and accounting and financial reporting has largely been ignored. However, in recent years, the association of communications theory with accounting and financial reporting has gained more importance (Smith & Smith 1971).

Communications are carried out by companies through accounting data and financial reports. We can classify communications in terms of enterprises into two categories; internal and external communications. Financial reports contain all kinds of information that may be required regarding the financial status of enterprises. The main goal for the management and organization of enterprises is to achieve financial success. In order to accomplish that, and in order to manage the enterprise, information flow should be ensured at all levels. This can be accomplished by the use of intra-enterprise communications lines. For the management of enterprise activities and decision-making departments, financial structure, status, and movements, should be taken into account very meticulously. Today, thanks to the opportunities offered by digital communications, all the data required for management, such as decision making, supervision, planning, etc. can be simultaneously accessed with ease via digital communication devices. This gives management the opportunity to form healthier plans, and to make decisions in a faster manner.

In financial communications, the extra-enterprise groups, meaning the entities which have commercial relations with the enterprise, creditors, and other enterprises in the same industry, as well as the state, all obtain the most crucial information from financial reports. Through communications enabled by financial reports submitted to the state, taxation and supervision of enterprise earnings can be performed. Communications established with state agencies, communications with social security agencies concerning employment, and the submitting of information and documents that necessitate the transfer of information, are other forms of communications. Providing information to finance institutions which supply resources to enterprises in terms of foreign resource provisions is another aspect of communications. In addition to all of these, information given to the public, and activities carried out in communication with shareholders, competitors, and all relevant institutions and/or entities can be achieved in a direct or indirect manner.

Enterprises receive and provide information via communication tools. The digital communication tools of our age make it possible to access financial reports that provide information regarding enterprises with a single click of a key. Each one of the aforementioned financial reports offers information from a different angle, in terms of their goals and methods of preparation.

Financial reports

Enterprises, when carrying out their activities, are legally required to record their transactions, in order to ensure they have the information needed for planning, management, and supervision.

Enterprises gather documents related to activities carried out in all departments into the accounting department. The source of data for the communications necessary for management is financial tables, which can be compiled as the result of accounting records. These tables contain the information that is required for the management, supervision, and assessment of companies. These financial reports can sometimes be compiled with the aim of providing information to the management, sometimes in response to legal requirements, or in order to disclose information to the public or to the entrepreneur. The form, naming, and purpose of the preparation of financial reports within the general definition should be standardized. Due to globalization, transparency of borders, the need to express activities via a common language, etc. countries are mobilizing to create common standards, because the necessity for activities to be carried out everywhere, in every language, and every form, in order to be readable and understandable by everyone, has emerged.

International harmonization has arisen from the need to increase the comparability of financial reports by decreasing the differences in report compilation between countries, and from the need to create international accounting standards (IFR/IAS) which are acknowledged by all countries (Çankaya 2007).

We can list the main financial documents which provide financial information to enterprises as follows (Aydın et al. 2015):

- Balance sheet,
- Income statement,
- Statement of cost of goods sold,
- Funds flow statement,
- Cash flow statement,
- Statement of profit appropriation,
- Statement of changes in equity.

Balance Sheet: This is the table which shows the resources of a company at a certain date, and the assets procured by the indicated resources (Akdogan & Tenker 1998). In the statements, which are compiled in the form of tables, the right-hand side, called 'liabilities', indicates resources. The resources are divided into two components; equity and liability. Liabilities are differentiated as long-term and short-term. Liabilities of up to a year, funded externally, which represent the debts of the company, are considered short-term and are included in this group. Long-term liabilities are external liabilities that exceed a year, and are translated into the debts that the company has. The supply of assets obtained via the resources of the enterprise, including activities as well as investments, are placed in the current assets. The investments on the assets side of the balance sheet are divided into two groups; floating assets and fixed (non-current) assets (Akgüç 2011).

Income Statement: In the income statement, which is alternatively called the statement of profits/losses, all income, expenditures, and costs of the companies within a certain period - the profit/loss-related figures in a quarter - are shown (Akdogan & Tenker 1998). Due to the fact that the income and expenditure figures within the flow of the income table are shown in the report, starting from the gross sales total up to the net profit figure, all income and expenditure figures of the enterprise within a certain period are classified.

Statement of Cost of Goods Sold: The statement of cost of goods sold is actually compiled as the income statement is prepared. This section, which is placed in the income statement as the cost of the goods sold, includes information regarding the cost of sales. In the statement, information regarding the details of the relevant articles of goods and services produced and rendered is featured.

The statement of cost of goods sold is, in fact, a table, which shows the manufacturing costs, the cost of the intermediate products that complete production, and the cost calculations of the commercial goods sold (Savcı 2009).

The Funds Flow Statement: The concept of the fund is defined as the entirety of the financial opportunities resulting from the relation of an enterprise with third parties. Therefore, the content of the funds flow statement is more comprehensive than the cashflow statement and the table of statements in equity. The funds flow statement is a financial table that highlights the fund resources of the enterprise which accumulate over a certain period, as well as their use. With this table, it is possible to show the fund flows and their fields of use in a detailed manner (Akgüç 2011).

Cash Flow Statement: The cash flow statement shows the income and outflow of companies' money. In other words, this table indicates the cash collections, payments, and resources, as well as the places they are used (Akgüç 2011). The concept of cash in the cash flow statement is used for the utilization of money and other resources which are equal to money. The cash flow table aims to highlight the cash movements within a period which result in changes to the financial status of the enterprise (Sarıaslan et al. 2008).

Statement of Profit Appropriation: This is considered as one of the most important tables, especially for people who request information from outside the institution. Entities which use financial reports for the purpose of assessing the status of the enterprise, such as institutions which carry out taxation activities, shareholders, investors, and competitors, especially examine and assess the statement of profit appropriation, and they use this information carefully.

The purpose of the statement of profit appropriation is being able to see the dividends to be paid to the shareholders, after taxes and other state withholdings are deducted from income, in a clear way, and by calculating profit and dividend per share (Akdogan & Tenker 1998).

Statement of Changes in Equity: This is a financial table which is compiled by utilizing the data extracted from the balance sheet and income statements of a certain period. Income statements may not completely show the changes in equity. In addition, changes in equity may not only occur due to changes in profit. Therefore, in order to display all changes in equity, a statement is compiled, separate from the income statement and the statement of profit appropriation. The statement of changes in equity shows the increases and decreases occurring in the equity components as a whole (Akdogan & Tenker 1998).

From all the indicated tables, information users within the institution, and the parties outside it, gain the information that they need regarding the activities of the enterprise. Accessing such information is possible today via digital communication devices.

Digital communication devices

Communication is one of the prominent needs of human life, and the most important factor in establishing relationships in both daily and business life (Demir & Demir 2009). Communication is the act of transmitting information, ideas, skills, and emotions, between individuals and groups, by using various methods, via verbal or non-verbal symbols, images, and graphics (Mısırlı 2017).

People, whether they live singly or within a group, can accomplish their goals by establishing communication. The need to communicate is the result of raising awareness of the environment. No matter what the aim of communication is, spreading information, educating, entertaining, expressing, etc., the main purpose is to create a response by providing information. Communication, especially as a tool of control and guidance over the behavior of people who act together in a group, is used as an essential instrument (Tengilimoğlu & Öztürk 2011).

Ever changing and advancing technology has led to the fact that communications throughout the world can occur via electronic networks. With advances in technology, communications can be carried out via various instruments. These tools, and their paths, and methods, are similar to external communication, and can be the same or different from tools created by the internal management mechanisms of enterprises.

We can classify the instruments and methods that we use in public relations as printed, oral, audiovisual, and other communication tools (Tengilimoğlu & Öztürk 2011). Communication instruments and tools can be classified into various types, based on their fields of use, form, place of use, and purpose. Communication tools may vary depending on how, where, or with whom, we communicate.

With advances in technology, many countries launched satellites, which laid the foundations for the communications networks used across the earth, and this has rapidly increased the scale of communications. This advance has brought in the use of electronic or digital devices.

The communication devices used in public relations can be listed as: the press, audio-visual tools, media, seminars/meetings, conferences, newspapers, the internet, intranet, and extranet (Gecikli 2016).

Digital public relations are communications made via online media, search engines, and social web sites, all of which are processed as communications, transmissions, and interaction channels (Gavra & Savitskaya 2012). Communications carried out via digital communication devices can be defined as digital communications. From the communication instruments, we can list the internet, the intranet, and the extranet, as tools that provide digital communications. The most important factor in digital communications is the platforms which make communication possible.

Invention and proliferation of computers and similar devices are naturally important in terms of digital communications. However, without the advent and use of the internet, the communications would not be as effective. Therefore, we will provide information regarding the internet, intranet and extranet, which make digital communications possible.

Internet: What made the use of the communications devices meaningful became a reality with the advent of the internet, which is a product of advances in technology. The communications network presented by the internet is what rendered the technology actively useable and beneficial. The advent of the internet was initially in order to create a safer medium for military purposes. In the 1960s, ARPA (the Defense Advanced Project Agency) was tasked in this regard in order to maintain information transfer in a safer and non-problematic manner during a possible war (Giddens & Güzel 2005).

The term 'internet' emerged after the concept of networks. The internet can be defined as a worldwide network in which information can be swiftly shared via computers, and which includes thousands of networks as a virtual environment (Şengül, Ulama, & Türkay 2018). Being cheap, easy to use, and easy to access, in addition to being versatile in communications, and being consistent, are the strong suits and the offerings of the internet (Birsen Haluk 2013).

Intranet: With advancing network technologies, the personalization of the internet became a possibility. Institutions maintain mail servers, web servers, DNS (Domain Name Systems) and FTP (File Transfer Protocols) and various other types of servers in their own structure. This type of network, in which the individuals or institutions set up their servers to authorize access only for their own employees, or only within the institution, is called an intranet. As the private lines (LANs) are used for accessing intranet applications, it is also possible to gain access via various applications and software via the internet (Şeker 2019).

The intranet, which is established to share the information within an organization, is a TCP/IP-based network that connects organization networks with each other in the form of LAN (Local Area Networks) for internal communications, or WAN (Wide Area Networks) for networks in a wider environment (http//www.advancity.net). By rendering their internal communications faster, easier, more open, and more understandable, organizations utilize the intranet as a more rational form of carrying out their activities. In this way, organizations can get rid of the bulkiness of oral and written communications systems, as well as communicating in an economic way. As communications are swifter, easier, and cheaper, it becomes possible to increase the effectiveness of management functions in the internal audit process.

Extranet: The word ‘extranet’ is derived from the combination of the words ‘extra’ and ‘network’ in English, and is defined as an open-to-outside network, which provides access to the internal networks of solution partners, contractors, vendors, and institutions, in the name of a state authority, or for transparency, as a door or a part that offers access to the intranet. In other words, the extranet can be interpreted as a part of the intranet open to those who gain access from the outside. Usually, business to business (B2B) networks which connect institutional structures together, and business to consumer (B2C) set-ups which connect institutions to end users, can be given as examples of this concept (Şeker 2019).

The extranet can be defined as the final point of overcoming the concepts of time and place. All the elements of an organization, and parties such as the customers, partners, stakeholders, buyers, vendors, who have the same logic and technical structure, and who have the authorization, can log into the system, can access it, based on their level of authorization, and can have the opportunity to use it (Batlaş 2006). Enterprises can establish online communications for loan requests, or for similar subjects in terms of taxation, and they can view reports in this regard. In addition to the aforementioned platforms, there are also tools in use.

The tools used for digital communications systems can be listed as;

- Web sites,
- Blogs,
- Social media networks,
- Chat rooms,

- Mobile apps,
- E-mails,
- E-bulletins.

Naturally, oral and written communication tools will continue to be used in terms of organizational and extra-organizational communications, when the enterprises carry out their activities. However, the use of digital communications devices, which are necessities of the age, is on the rise. Therefore, when we mention the devices used in digital communications, we immediately think of the communication devices and forms, predominantly featuring the internet, that are used in an electronic environment. Just like today, there will be technological advances and fast development in information technologies which will direct daily life tomorrow. As the internet is involved in business management, the use of new information technologies such as e-commerce and electronic data sharing become a reality (Arıkboğa & Kaya 2000).

Using financial reports as a digital communication tool

Changes in technology have brought advances in many things in the world. Today, thanks to transportation, the concept of distance has lost its meaning. This has been reflected in every aspect of the daily life. If such advances had not been achieved, undertaking many activities manually, or using any other ways or methods, would seem virtually impossible. In this regard, technology-based communications have become a necessity in carrying out in-organization activities and for extra-organizational sharing. The advances in technology, use of information technologies, and the advent of the internet have led to electronic data sharing.

Preda (2007), who viewed the financial markets with a sociological approach, thinks that the significance of the financial markets in today's modern society has become gradually more apparent. Furthermore, he indicates that there is a close relationship between the increase in financial information sharing, configuring financial transactions, the development and expansion of the media network, and the advent of computer technologies.

With the use of the internet and digital technologies, the psychological distance between organizations and their target audiences, should be considered as a necessity for the success of the organizations. As the internet has become the face of enterprises in the world, enterprises have become more accessible, and have begun to establish communications with their target audiences with the communication instruments that they use. These opportunities differentiate between the forms of communication (Karsak et al. 2018).

Today, as information is obtained very swiftly, it is also very important to transmit information to individuals and user organizations in a safe and secure manner. Therefore, electronic or digital information should have characteristics such as being flexible, accessible, and easily storable. As a result, thanks to information technologies, enterprises can record transactions via electronic media and can reach financial reports, online, and instantaneously (Zabıhollah, Elam, & Sharbatoghlıe 2001).

Use of digital information is not only achieved via computers, but also using various mobile devices which are small, but are equipped with many functions which cannot be underrated. These can be listed as mobile phones and notebooks, which are used as digital communications devices at an increasing rate. The internet can be considered as the most effective tool of communication of our age, and devices through which we can communicate have emerged with it. These can be defined as information providers or transmitters.

In order to carry out their daily activities, companies record their transactions using computer software. These software packages facilitate access to company information instantly from each department. This technological transaction makes in-company communications healthier, more accurate, and faster. All the information users within the company can exchange necessary information whenever they want to, thanks to the digital communication possibilities via computer networks. As the employees establish easy and fast communications with each other, it is also possible to be in easier and faster communication with the individuals and organizations with whom they are in a business relationship. Digital communication tools make business management easier and allow information to be shared easily, due to the fact that they also provide very fast communication possibilities. This may increase the performance of the employees and their ratio of their involvement in the job. Today, financial reports transfer information to everybody through digital communication devices in carrying out in-company activities.

Legal regulations across the finance markets have made transparency in the financial communications a requirement for companies and e-companies in the market. Ever growing transaction volumes raise a need to improve and expand structural communication policies and actions in terms of financial communications (Bradin Prat 2018).

Conclusion

Today, with ever-advancing technology, using digital communication devices for the exchange of financial data with the outside environment, as much as within the enterprise via financial reports, has become a necessity. This leads to the need to increase communications-related infrastructure investment, as this is becoming a widespread phenomenon both in terms of internal and external communications. After the investment and equipment phases, there are training needs for the people who will establish the communications, to equip them with necessary knowledge.

Although the use of technology in communications is a necessity of our times, it also brings many advantages. Most important of all is that communications become easier, clearer, more apparent, and tangible. Despite the fact that this results in the need for qualified personnel, it also creates a need to employ fewer numbers. In addition to all this, communication requires fewer materials, thus leading to savings. Therefore, digital is an eco-friendly method of communication.

Since users may not be able to create solutions easily on their own, due to the advantages and disadvantages that digital communications offer, it has become clear that nations and international organizations should take measures, and come up with solutions, in terms of digital communication security, which has also become a necessity of the age.

Due to the fact that correspondence in digital communications is made in written form, and is therefore based on documents, communications can be more secure, controllable, and provable. Therefore, we can add the reliability element to the list of positive features of digital communications, such as being cheap, fast and easy. The most important issue in relation to the formation of the channels that provide communications to external users, state institutions, financial markets, and others is the cyber security issue, which can also be considered as one of the disadvantages of the advances in the markets. In order to protect their systems from internal and external attacks, organizations take ever-growing measures against malicious users and software. However, efforts to protect digital communications channels from malicious people in a corporate way, may not yield the intended results. In this regard, cooperation between states on an international level would be very effective.

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Global Gender Construction of Social Media

Ülhak Çimen

Introduction

The technology involved in the globalization adventure of our present world, and the culture based on this technology, have eliminated national boundaries, and the necessity of installing new meanings in time and space has emerged. Women and men have been defined with different/new roles in the global culture, which are independent of classical value judgments. Gender, which is biological, has been transformed into a state where the identity and the self are reconstructed by changing the meaning. Social media, which is the current dimension of communication and interaction during this editing phase, has renewed the position and modelling of male and female status, determined the appropriate categories of behaviour, and reshaped the factual values of social harmony. In the context of the reflection of social communication, social media has forced gender to display a multi-faceted outlook with limited expectations and tasks. Social media tools, which are accessible to almost all sectors of society without paying a price, can easily and directly affect social perception, and direct the paradigms of thinking and behavior. In this study, the effects of social media and the dominant digital culture represented by social media on the formation of social roles of women and men are examined.

Interactions and transformations are experienced rapidly and intensively in the communications world. As a result of the instinct to increase the motivation of individuals with social media tools, the rate of participation in this media increases, and, as a result, updated roles and behavior patterns in cultures emerge. Although the usual social gender paradigms refer to a structure in which the traditional one-to-one relationships or boundaries have a certain social space (Connell 2016), we can say that this understanding has completely changed. Social media has led to changes in the traditional lifestyles of societies at the macro level, and there are distinct differences and new meanings within the gender of men and women at the micro level. Social media, which is seen as an original environment, directs and transforms the masses, and desires more and more people to participate in this field. Social media, which has great importance in the continuity of globalization, keeps gender prototypes in circulation in gender construction. With the transition from globalization with ideal qualities, to globalization where sexual identities have completely changed, gender has changed meaning by becoming independent of known cultural codes (Baudrillard 2008). The system has kept the technology in service while creating this change. In this study, firstly, it was examined in terms of social media effects which caused great change in communication phenomenon; in this context, the transformation of the culture that has become global in the construction of gender was shown. A literature review was conducted in this qualitative study, and it is aimed to reveal the representation and shaping power of social media on gender.

Gender

The concept of gender, a phenomenon which can be found as far back as the history of mankind, has been discussed on scientific platforms since the 1950s, and different meanings have been implicated in the 1980s, especially with the influence of feminist groups. Gender is not only explained by biological functions, but also supported with sociological and psychological codes. Gender is the norm that surrounds an individual from the moment s/he is born, and forces him/her to undertake social characteristics/beliefs.

When the individual is born, s/he gains the title of man or woman with bodily characters in a biological sense. However, being a man or woman is established after the formation of social culture codes (Connell 2016). These achievements reveal the sexual identity that gives meaning to manhood or womanhood. Identities that are very important in the sustainability of social order, also reveal the other, and otherness.

In the world of literature, social gender features fictitious connections where the dynamics in the formation of gender characters in the social field, where gender cannot be fully or insufficiently explained, are emphasized (Kirman 2004). More precisely, gender represents roles and expectations that are sociologically expected, and need to be undertaken by women and men; when it is analyzed in general, it is a construction project. Gender, formed by interactions within the social reflection chain, where the efforts to standardize and create status within relationships, correspond to a large sexist pattern in a sense (Bora and Üstün 2002). Gender, which can also be defined as an effort to give gender-specific subjectivity (Sancar et al. 2006), is a producer structure that foresees the combination of the elements of personification with value judgments in the society which contain the characteristics of gender, characterizing psychosocial characteristics (Dökmen 2014, 20).

The individual as a social being is under the influence of a strong norm pattern, according to gender expectations from the moment of birth. The individual who is expected to maintain the emotions, behaviors, and roles imposed on the subconscious, and is determined by the society according to gender, contributes to the continuity of the structural order by following the womanhood-manhood attitude that society creates. Behaviors seen in the form of disobeying or opposing gender are reacted against, and sanctions against such behaviour are determined by society. Though thoughts that do not reflect gender tradition create an inconvenience to society, emphasis on difference or marginality is often ignored. This may be due to the fact that change in sociologically-rooted continuity is difficult or impossible.

The concept of gender, which can be changed from culture to culture according to the personal characteristics of societies, is closely related to the religion, history, geography, philosophy and other social characteristics of societies. Gender, which has a social-dependent structural character, is a concept shaped by cultural mechanisms, reflecting a wide area of life, and is the concept of the hierarchy of the rule of the gender regime in the region (Berktay 2000).

Patterns of womanhood and manhood continue to develop within the framework of various social forces and foci. Biological gender that starts with birth, and has a universal character, continues with the teaching of gender rules without interruption. In the early days of life, gender comes to life in the light of determinative social norms. These norms are transmitted to the individual through family, groups of friends, games/toys, social life, education, fairy tales/story, visual arrangements, religion and the media. The means of transmission are also surrounded by the meanings of society. The individual develops his/her position and definition in the social world within the framework of these interpretations.

In today's world, feminist groups criticize gender inequalities, and the factors that determine the status of women in domestic and public areas are the subject of current discussion. Due to the roles attributed to women, such as the unilateral consideration of the burden of children and housework, women's perceived second place in family life, and their role in social life, are areas where feminist groups and institutions have intensified their attention day-by-day (Rankin and Aytaç 2010). However, in light of the ideas that dominate the modern world, this role structure is undergoing a change. Conscious societies aim to ensure role distribution through equality and through the assurance of laws. The financial responsibilities of men are shared, and the share of work within the family is ensured - justice of the division of labor based on gender.

From a general perspective, traditional gender perspectives that dominated until the 1980s entered into a restructuring process with the factors that provided social transformation. The concept of gender, the raising of children, and the problems of identity within the popular culture of youth and the ideology of family have been re-evaluated, and the rooted patterns have begun to change shape.

There is no doubt that the global mass media has a big role in the change of the imaginary and attitudinal balances of world societies. In the modern era where the interaction is very fast and deep, the social culture has gradually been replaced by the global culture. Within this culture, traditions, lifestyles, and ways of thinking, change form. The concept of gender is also affected by the changing world and the roles are re-determined.

Cultural globalization

In the second half of the 20th century, the rapid advances in communication and internet technologies which revolutionized the usual balanced development of the history of human beings after the agricultural and industrial revolutions, soon affected a large part of the world population (Başar and Erciş 2016). Rapidly spreading technology led to massive transformations, and the masses that were intertwined with information placed technology at the center of their lives. The unstoppable rise of communication technologies, the effects of which have been seen at the macro level, revealed the necessity of loading new meanings into the concepts. The concept of globalization has now become more complex after the technological developments have steered it away from its basic/simple meaning.

Since globalization, which has no homogeneous definition, is viewed from many areas of expertise, conceptualization efforts differ from each other. Larrain (1995) defines globalization as “the processes that globally operate and connect the world, in reality and in experience, by integrating and connecting societies and institutions through transcending boundaries in new time-space combinations” while Robertson (1998) describes it as “a deep, dual process involving the intertwining of universalization of particularism and particularization of universalism.” Peter Dicken (1992), who examines the concept from an economical view, defines globalization as “a more advanced and complex concept than internationalization; in this context, it is a phenomenon that enables the integration of goods and services within the boundaries of the country and region, and enables the functional integration of nations by increasing the international distribution of economic activities" while Harvey (Costu 2005) explains it thus: "The world's smaller concentration is the result of improvements in communication and information technology, making communication and transportation easier, faster, and cheaper, and thus increasing interdependence." As is seen, the concept of globalization, which does not have a full definition consensus, refers to the political, economic, cultural, transnational, technological, and ideological areas that emerged through multidimensional and joint connections.

According to the general view, the basis of globalization is economic. After exploring the strength of technology and mechanization, national companies which changed their familiar market rules aimed at a market integration that transcends the boundaries of goods, services, and labor. Thus, the intensity of interaction has increased, due to economic relations, and the field of mutual opinion has expanded in the world (Fischer 2003). Globalization, which also has an impact on the political scene, has organized the conflict of interest or agreement of the nation-states, and interfered with the rules it established in this field. Political globalization has brought new meanings to many values such as freedom, human rights, environment, and democracy. In the light of these solutions, the state was criticized from a realist view, supranational institutions were established for individual rights, and it was attempted to protect the adopted values (Köse, 2003). Giddens (2000) sees the technology dimension of globalization as a 'compulsory condition'. The point reached at the level of informatics, and the opportunity to benefit from this informatics, has made a positive contribution to globalization in the technological sense. Technological developments that make even radical changes faster and more fluent, have also affected economic, political, and cultural strategies.

We can place the effects of economic, social, political and technological developments in humanity under the title of cultural globalization. The interaction of societies with the multi-faceted developments in the world has increased, and changes have occurred in the cultural selves of the people. In the context of the effects of globalization, consumption habits, customs, clothing, lifestyle, and ways of thinking, are uniquely differentiated, and human features have been identified in a universal dimension. Global culture has emerged where the conflicts, together with global shopping opportunities, have turned into compromise, and the globalizing individual has put the distinctive features (language, religion, race, color, profit, etc.) into the background, over time (Erkan 1998).

The concept of cultural globalization is considered to be the siege of the whole world, in the cultural inclusion of many transnational factors that are interrelated with each other, or with complex relationships independent of each other (Tomlinson 2013). In the concept of cultural globalization, popular culture is at the forefront, and has the status of a router. Technological developments in the process of similarization of different societies present popular culture by comparing different societies to each other, and thus they form an attractive thinking structure. In a world where the same films and series' are watched, the same music is listened to, the same jeans and T-shirts are worn, and the same language is spoken, the factor which provides this activation is undoubtedly the phenomenon that spreads a culture of accumulation (Sağlam 2007). People who meet, in a common sense, provide harmony in many emotions such as pleasure, interest, joy, sadness, response to effect, and reflex. The individuals who internalize the emotional senses brought by the dominant culture have the same idea structure, overcoming space or geographical differences. The known audience ethnography (Smith and Riley 2016) is transformed into the watching/being watched ethnography, and the effect exists from all directions to one direction, not from one direction to all.

It can be said that the ultimate aim of cultural globalization is to create one culture and one identity. Technology outputs have an important place in the construction of this oneness. The technology that affects every area of human life is the acceptance of a spontaneous perception, and, as a result of this perception, the local culture loses its influence and the codes of global culture standardize people. The identity that emerges here goes beyond national identity and forms a dominant culture with artificial fiction. In places where national and global identity clash, global identity is crushed.

The modern human being who accesses and uses technology is easily affected by social media. In this network system, which can be used at any moment and for long periods of time, the individual performs interactions directly, and without time/space discrimination. The social media that processes the hegemonic culture subconsciously disrupts the culture specific to many axes, and changes the level of consciousness of the vast majority of the world's population, with a structure that makes scrutiny and investigation unnecessary.

Social media

Communication has been one of the most important needs of people throughout history. For this reason, humanity has tried to find ways to practice communication. With the development of technology, communication techniques have increased, these techniques have affected every aspect of life, and access has become easy. As a revolution for the communication world, the internet has changed the level of satisfaction of the communication requirement and has made a great contribution to ever-growing communication technologies.

Aydemir (2014), who identifies the internet as an international communication system which is the result of connecting internet networks to each other through different methods, without a manager or limiting system, which gives everyone the right to speak, and has the ability to guide society easily, also emphasizes its ease of use and non-restrictive features. This ease of use and access has brought the internet to the first place in communication, and even face-to-face communication has been relegated to the background. The decrease in the cost of the internet, and the use of it in portable technological devices, have caused a great transformation in communication. Device communication has become a part of ordinary life, and the meaning of space and time has changed in the human-machine relationship. The individual who can take digital codes anywhere and anytime, and internalize them, has found the opportunity to travel around the networks.

Social media tools constitute an important part of developing and globalizing communication technologies. Social media, which can be defined as "a common term for online tools and websites that create mutual interaction by providing information, thoughts, and interests to users" (Sayımer 2008), is a virtual and digital socialization space that allows sharing of many anecdotes about emotions, thoughts, snapshots, experience, knowledge, and life.

Despite the fact that the name includes ‘media’, social media is different from traditional media, and is not created by anyone, such as a manager or director. In this field, where the content is created by the member/user, everyone can be both source and receiver. In this context, users of the media in the virtual environment create their own agendas, and individuals, both users and audience, follow the individual agendas via virtual socialization (Babacan 2011). Social media, which adds a new dimension to the concept of socialization, has become more accessible after the merger with smart mobile phone technology.

Social media is a hybrid of the internet and is an expanded form of written, oral and visual communication tools. This media platform supports interactive communication by creating many commercial and social advantages (Aziz 2008). The main social media tools in the world (social networking sites, Twitter, Facebook, etc., blogs, forum sites, and content sharing sites) continually propagate interactive communication. Social media accounts consist of memberships that are continuously used, where users are entitled to interact unless there is a violation of the rules. Social media tools attract user attention by using simple search methods and facilitate access to an account or topic. In a virtual environment, users can share what they want and create their own agenda in parallel, with self-confidence.

We can say that those who actively use social media have ‘digital native’ identity. The libertarian environment presented by social media can be a reason for this (Durmuş 2014). Social media, which can be used without spatial limitations, identifies a network character to users and creates virtual identities in this free environment. This identity is shaped by the codes available in the network. Social media platforms, which weaken our face-to-face and sincere communication, aim to provide social culture with ready-made codes to the users, and believes that members who take the codes subconsciously can diversify from these codes. Due to the fact that the information source of social media is not one, and there are many centers of distribution, the data is given in a wide range, and the control of information becomes difficult. The ready-made codes presented on social media reveal a different gender perception. Male and female roles become evident by social media codes, and new role models are emerging with interaction. Traditionalized gender characteristics gain a new dimension, and gender is adapted to dominant digital culture on a global basis, with incentivised or discouraging data.

Gender construction

The importance of communication between human beings in society cannot be denied. Social structure and relations are the output of communication. Social interaction has emerged as a concept that makes sense of life and manifests itself in all kinds of knowledge acquired from the external environment (Yılmaz 2003). People's ability to express themselves or determine their roles in life, relates to social return data. Social media tools, where private life can be experienced with widespread, clear and intense visuals, feature identity performances, and pave the way for individuals to gain a certain social status, and to be praised, as well as to identify competition (Çakır 2017). In this context, individuals confuse social sharing with memories, and real thoughts with normative ideas, and general appreciation, instead of with individual tastes. T hey experience feelings of depression. Self-discipline is lost in the sense of general compatibility, and examples are followed. In the social environment, the individual is evaluated using data in social media tools, and communication is developed in the direction of these data. Thus, the phenomenon of ‘personality’ is evolving not with instinct, but with the concerns that digital culture channels.

In the process of socialization, individuals try to gain a place in society and come to the forefront. For this purpose, they learn by internalizing generally accepted norms. Technological communication tools have a great impact in this learning phase. Social media, which includes communication channels on which individuals spend a lot of time today, is a system that creates a change in the norms of behavior and the value of individuals. The social media system wants people to learn and spread hegemonic culture. The masses, using social media tools, find themselves in the hegemonic/popular/transitional culture without being able to perceive the local culture/way of living fully. As active users, young people see social media tools as a step in their personal development, and aim to resolve their problems in this way.

Changes occur in the feelings and thoughts of individuals through social media. First, we see the effort to show oneself as someone else in order to gain appreciation and status. The individual adopts a global way of life by moving away from the individual self. By wearing designer clothing, s/he tries to spread an imaginary intellectual structure through social media. By doing this, the individual, who may be exposed to stress or psychological pressure, may experience beneficial and positive gains through some social groups, while s/he may also be involved in some social groups with harmful habits, violence, hatred, discrimination, or illegal activities. This cultural globalization, which can be defined by the new communication system, passes through global tastes and desires (Timisi 2003). The online digital identities of individuals have become identified with more than one mask. The masks they use are the beginning of the 'I' transformation. Over time, the role is determined by precise lines, and globally approved patterns of behavior occur. As individuals are constantly in search of an identity in social media, symbolic materials are gaining importance in the fictionalized social media society, and global digital cultural values are interpreted as true/positive.

One of the biggest problems in human life is the problem of self-knowledge. He wants to make sense of the self, and of his personality, in the questions "Who am I or what am I." With social media communication, the individual seeks answers to these questions in a universal mirror and finds his position within a search for universal culture (Takış 2003). Individuals who have achieved the same thinking ability in the dimensions of pleasure, desire, opinion, belief, and perspective, are individuals who have taken all the elements of global culture and digital communication into themselves. In this complex and multifaceted identity, the individual reaches ready-made codes for a new generation of gender, using social media, and accepts and spreads these codes. A person turns his innate biological gender into a gender with codes presented in social media. However, the data presented on social media uniformizes gender roles and often differentiates between the codes of digital culture and gender types. Qualifications uploaded to gender limit/broaden roles, or lead to the adoption of incorrect roles. Social media not only constructs gender but also paves the way for an understanding of gender with intensified alienation. With the categorized repertoire of social media, the identities of men and women are reconstructed.

The writings or visuals in social media effectively shape the thinking structures of men and women. In these forms, in which trading companies are involved, individuals are asked to incorporate activities such as make-up, having a good body, dressing according to the fashion of the time, developing entertainment, and hobbies, with artificial trends. In addition, in social media advertising, the bodies or voices of women are used as commodities, and the body is capitalized. Members who take the perfect people on social media into consideration try to resemble them physically and behaviorally. The role patterns assigned to men and women are seen as normative, and are not generally criticized by people.

The gender that expects it will be accepted, is presented in social media with many codes that are constructed and prepared in advance. Fat-free women and muscular males identify with the idea of beauty, and ideal body perception across the globe shows that gender is polarized (Baudrillard 2016). Beauty references to ready-made patterns have become more important than health, and ideal body and beauty medications have reduced the value of natural health.

Social media data is quickly shared. Even though comments about shares or events can be seen as subjective, these shares and comments are generally a product of the accepted global culture, because, in the masses, where there is the same ability to think and react to various incidents, there occurs an idea/view consensus. This is an example of standardization. Again, the minority who think differently are interpreted as marginal. According to current system images, users who do not produce social media face negative consequences. We can show social media as the greatest supporter of global culture, which is able to make good and bad distinctions, even in the field of gender.

Conclusion

When social media is consciously used, there is no doubt that it is a platform where useful things can be achieved. However, global social media in the socialization process of individuals can disrupt the balance of gender with the discriminating codes it creates. The codes offered by the capitalist culture reach people through global social media. The local culture, traditions and knowledge of societies are devalued at the global level, and change over time. In addition, global cultural structure values, in every aspect of life, shape the subconscious, and social media can be seen as a tool to facilitate this.

The masses, who use social media frequently and intensely, exist within the affected/transformed group. Together with the changing forms of culture and thinking, the roles of men and women are determined by social media. In this role distribution, roles prepared by the system for women and men are adopted, and various assignments and responsibilities are assumed. Individuals accept these patterns in the social media world where they are constantly online. Criticism and different behavioral outcomes are not welcomed by transforming masses.

Human beings accept mass truths under the psychology of appreciation and compliance, and they are subject to gender transformation of social media. After digitalizing fashion, advertising, communication, and culture, the system creates a digital agenda, where gender and culture are presented through social media, and people accept this culture without question. Representation of women and men in social media is conducted through stereotyped roles, and the individuals who are outside these roles are charged with failure. The points of view and discourses of the system's codes are ineffective with anarchism.

Computers, networks, and telecommunication (communication technologies in general) not only changed the phenomenon of communication and space-space perception but also brought the concept of gender to a different level (Özkoçak 2015). Social media presented to societies as an ideal environment can directly affect self-formation, value judgments, identity, trends, and gender, and can cause them to be affirmed or negated in the way they desire. Individuals who construct gender images, expectations and values in the social media environment, where all kinds of issues are mentioned, discussed, or learned, adopt the sexist cultural codes that the system has determined. The perception of gender change and transformation as the way the system desires is shaped by the social media which serves globalization and digital culture.

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THE IMPORTANCE OF MARKETING PUBLIC RELATIONS FOR "NEW" CONSUMERS

GÜLSELİ AYGÜL ERNEK ALAN

Introduction

The formal practice of what is now commonly referred to as 'public relations' dates to the early 20th century. In the relatively brief period leading up to today, public relations has been defined in many different ways, the definition often evolving alongside public relations' changing roles and technological advances. According to the Public Relations Society of America (PRSA)'s National Assembly definition (2012): "Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics" (https://www.prsa.org/all-about-pr/).

Also, from the United Kingdom, the Chartered Institute of Public Relations (CIPR) which is the chartered body for public relations, and the largest membership organization for PR professionals in Europe, defines in general, thus: "Public Relations is about reputation - the result of what you do, what you say and what others say about you." And the CIPR's expanded definition is: "Public Relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behavior. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics" (https://www.cipr.co.uk/content/policy/careers-advice/what-pr).

"Public relations; two-way communication with target audiences; is a discipline that aims to establish honest relations and cares about mutual interests. Public relations is considered as a method of generating public opinion, trust, approval, consent and respectability for democratic societies (Biber 2009).

Lesly viewed public relations in the 'middle role', of working with intangibles, a focus where business problems are identified as essentially a communication need. His idea of the professional using communication to bridge the interaction between the client/employer and the public served to demonstrate an even larger social function for public relations (Heath 2005).

Public relations has changed in the historical process to achieve the definitions given above. Edward Bernays, one of the founders of public relations, in his 1923 definition, suggests: "any public relations activities, the case, action or corporate information, persuasion and adaptation, by adjusting the effort to secure public support." In the context of the 1940s and 1950s, which focused heavily on attitudes and perceptions, public relations is considered as the art of persuasion. In the 1960s, with more than a hundred thousand professionals in public relations, difficulties in multiplicity began to increase. In the 1970s, public relations was defined as a discipline that includes management function, management of problems and topics, informs the public about management and helps management to be sensitive to the public. In the 1980s, the concept of postmodernism was reflected in public relations. Messages aimed at creating brand dependency began to be made through advertisements, sales promotion techniques, and public relations. In the 1990s, the concept of ’integrated marketing’ emerged in the context of marketing communication in order to plan these communication efforts in harmony (Odabaşı and Oyman 2003).

Apart from its support for management and marketing communication, integrated marketing is a communication discipline with independent fields of activity. Public relations is not a concept defined in narrow scope, in terms of creating an opportunity for interviewing or giving news to business managers in television and radio programs (Ülger 2003).

"Marketing public relations" is the area where public relations has a clear relationship with integrated marketing, and the power of persuasion comes forward. In this study, the effect of marketing public relations on changing consumer profiles will be explained.

Marketing public relations

Public relations is used to achieve many purposes, as a function that supports marketing. The most important of these are raising awareness, giving news or information, gaining understanding, building trust, forming friendships, showing reasons for people to buy (in some cases, giving approval), and, as a result, creating a climate for consumer acceptance (Erciş, 2003; Harris 1998).

Communication and messaging strategies are very important in public relations, and also for marketing public relations. The general and required qualities of communication within this profession are indicated by the 7C Formula (İnan 2009):

Credibility: Communication begins in the faith environment.

Context: The communication program should be developed in accordance with the environment. Mass media uses the words and values of daily life. The environmental conditions must correspond with, and not contradict, the transmitted message. Supporting environmental conditions is necessary for effective communication.

Content: The message should contain meaning for the recipients and be compatible with the value system of the recipients. The content of the message determines the target audience.

Clarity: The message should be presented in a simple way. Words must have the same meaning for both the sender and the recipient of the message. Complex issues should be supported by simplifying and explaining themes and slogans. The further away the message is, the simpler it should be.

Continuity – Consistency: Communication is an endless process. It is necessary to repeat/continue it, through various ways of learning and persuasion, to achieve success.

Channels: The channels used and trusted by the purchasers should be used. The creation of new channels can be difficult, time-consuming, and expensive. Different channels of communication can be used for different messages.

Capability of the Audience: Communication should be ensured by the target audience. If the buyer also makes an effort, then the communication will be the most effective. The habits mentioned here include reading ability and prior knowledge.

Kitchen suggested that, while there is ‘a significant relationship between corporate public relations and marketing public relations’, the focus of each is different. He suggests that marketing aims to create exchanges with consumers and uses PR tools to that end. Public relations, on the other hand, aims to ‘create and maintain mutually beneficial relations with publics who could impact on business success’ (Kitchen 1997 as cited in Theaker 2004).

Van Meter suggests that, "advertising is visibility, public relations is reliability", and that this reveals the strategic and tactical difference between public relations and advertising, which is another component of marketing communication. One of the examples of this, is the fact that, before the start of Pfizer's advertising, Viagra's sales gained 250 million dollars and 90% market share (Çınarlı 2009).

Marketing public relations contributes to the establishment of consumer and brand relations in the directional communication process between the consumer and the business. Public relations can announce that the brand is the market leader in its field, can create mobility in the market, develop promotional and packaging news when the product is unknown, organize an event, promote the product before the advertising campaign, create news in the absence of advertising, or create news from the advertising itself (Peltekoğlu 2007).

The factors that help to develop marketing public relations include globalization and increasing competition, ecological development and change, changes in consumers, increased advertising costs, decrease in the effect of advertising, and decrease in traditional advertising environments (Kırdar 2012).

Marketing public relations is based on the view that trust-based functioning of public relations will be much more effective than advertising alone.

The fact that the disciplines of marketing and public relations establish close relations is because both are outward-oriented. Kotler lists the five major instruments of communication (advertising, personal sales, sales promotion, direct marketing, and marketing public relations), as the fifth 'P' in public relations marketing (Harris 1998). Kotler's marketing-oriented public relations is defined by the 'pencils' acronym (Kotler 2000):

Publications: Company magazines, annual reports, useful customer brochures, etc.

Events: Sports or arts performances and a sprinkling of trade shows.

News: Positive news about the company, its employees and its products.

Community involvement activities: Beneficial activities for the community (contributing money or time for the needs of society).

Identifying media: Identifying communication tools (letterhead, business cards, clothing-making rules for the company).

Lobbying activity: Efforts to ensure that the legislation and decisions are made for the company, or by those who will affect the company positively.

Social responsibility activities: Making a good name and improving the company's social responsibility.

Kitchen and Papasolomou also use Kotler's thoughts on the different tasks which could be undertaken by marketing, marketing public relations, and public relations. The first deals with market and customer assessment and segmentation as well as product advertising. Marketing public relations is concerned with corporate advertising, media strategy, and surveys into employee attitudes and customer satisfaction. Public relations then takes responsibility for news, community relations, lobbying, and social investments (Kitchen 1997 as cited in Theaker 2004).

What is certain, is that the various descriptions of marketing and public relations activities show that the disciplines are moving more closely together towards a more integrated approach (Theaker 2004).

Meral Saçkan, chairman of the board of the MPR Marketing Public Relations agency, who started marketing-oriented public relations work in Turkey, defines marketing-oriented public relations thus: “Public relations to serve marketing objectives is a holistic planning, implementation, and evaluation program process, that promotes sales and customer satisfaction, and uses credible, reliable, informative and convincing communication that identifies companies and their products with consumers' wishes and needs, interests and special interests” (Göksel, Kocabaş & Elden 1997).

Betül Mardin who is one of the doyennes of public relations in Turkey, assessed the sector in 1995, positioning marketing-oriented public relations as a specialist and leader in companies, providing consumer confidence, promoting consumer happiness, introducing new products, reviving old products, re-launching new markets, reaching secondary markets, and supporting weak markets, summarizing the target audience to expand (Mardin 1995).

In *Webster’s New World Dictionary of Media and Communications*, Richard Weiner defines marketing public relations as “the use of special events, publicity, and other public relations techniques to promote products and services” and also underlines that the term was popularized by Thomas L. Harris (Harris 1998).

Ehling, White and Grunig (2005), in their article titled “Public Relations and Marketing Practices”, state that both marketing and public relations are important for an organization. However, they argue that excellent public relations departments should be separated from marketing departments. In order to explain this view in detail, Tunçel (2009) compiles the literature search by Philip J. Kitchen and Ionna Papasolomou, and lists the features of public relations in the following way:

- Public relations is not part of marketing; marketing is not a part of public relations.
- PR can be used in the marketing communication mix from public relations; however, this does not mean that public relations will be under the control of marketing.
- Public relations is an independent discipline, it has its own system.
- PR is an independent department, within marketing, and co-located with departments.

- PR is not only a side function consisting of tactics and supporting techniques. It is a strategic management consultant responsible for senior management. It is effective in high-level general decisions.
- Public relations cannot be confined within a marketing department that ignores the broader corporate communication role of public relations.
- Marketing, regardless of a dominant position in the face of public relations in an organization or institution, while in a slippery and risky environment, needs to rectify problems and needs with non-marketing marketing methods and approaches. For example, media relations, crisis communication, financial communication, internal communication, subject management, governmental and non-governmental organizations, and relationships with local communities cannot be managed efficiently when they are controlled by marketing.
- Public relations should act independently of marketing and use its own communication methods.
- Public relations, in contrast to marketing, informs a wider group of social stakeholders, not only those groups in which it has a commercial relationship, and also establishes interactive communication based on mutual persuasion.
- Marketing identifies markets for suitable goods and services, and creates demand. However, public relations tries to establish a long-term lasting understanding, trust, appreciation, and reputation within the business, and among target groups and stakeholders.
- Public relations managers (also called corporate communications managers) can advise marketing communication programs, but not under the direction of the marketing manager.
- If an enterprise makes public relations only a marketing function, public relations employees become technical supporters, and the enterprise loses a valuable mechanism and competitive advantage to manage its long-term, non-purely interactive communication with its strategic stakeholders.
- While maintaining the reputation of the institution as an independent management function, public relations tries to prevent and balance the negative situations that marketing can inadvertently create.
- Both disciplines should be seen as separate but equal functions. Both aim to achieve corporate goals.

According to the results of a survey conducted by marketing managers, three-quarters of enterprises use public relations for marketing purposes, and this practice is very effective in creating awareness (Peltekoğlu 2010). Again, according to research conducted by New York City research firm, McBain Associates, nine out of ten brand managers benefit from public relations to support their brands (Harris 2009). According to another study, customers who receive public relations services also demand integrated communication services related to management and marketing functions as well as classical services (Saydam 2000). Another example of the value added to the marketing mix by public relations is also accepted by marketing professionals; Herbert M. Baum, CEO of Dial Corporation, emphasizes the importance of long-term brand value, advertising, and marketing efforts, for brand construction, sales promotion, immediate sales and profit in the short term, but emphasizes that the secret weapon for public attitude change is public relations (Harris and Whalen 2009). Marketing also aims to orientate public relations with the target groups determined in line with the objectives, and to guide them in the direction of functional and general business objectives. Communicating with target groups is an important point for both disciplines. However, the communication objectives and strategies used differ, according to the characteristics of the target audience (Tosun 2010, Başar and Erciş 2013). The target audience on the internet is an expandable and interactive participant, and connects communities with each other, using online channels called social media. In other words, "as directed by the user to share media, and is the only media encouraged in this direction" (Kalafatoğlu 2010).

Public relations, stepping into the digital world with the use of the internet, also uses digital channels in a very effective way to reach the target audience. It is a fact that social media usage is widespread, and increases the interaction with different consumer groups in terms of marketing public relations.

Today's consumers: Gen X, Y, Z or Generation C

Consumers are changing, and firms and brands must read them well. As we discussed above, marketing public relations is preferred to advertising, and brands prefer to use marketing public relations.

Today's consumers are themselves, individually a media. The power of social media, and its prevalence, are particularly effective. Brands or companies aim to work with influencers in the media whom they designate according to their target audience. While the target group is separated by age at this point, generation marketing is discussed.

First of all, it is necessary to explain what the 'generation' is. Generational experts William Strauss and Neil Howe agree that generations are shaped by a particular span of time: "A generation is a group of people who share a time and space in history that lends them a collective persona", but, says McCrindle, "even beyond these developed countries, young people are logged on and linked up. … We have a generation accessing the same websites, watching the same movies, downloading the same songs and being influenced by the same brands. Today we have the world's first global generation. Therefore, we define a generation as 'a group of people born in the same era, shaped by the same times and influenced by the same social markers – in other words, a cohort united by age and life stage, conditions and technology, events and experiences'" (McCrindle 2014).

The generations are classified as 'Y Generation' and 'Generation Z', and Generation Z is also identified as Alpha (Strauss & Howe 1991, Strauss & Howe 1997, McCrindle 2014, Morin 2017).

The main distinction when trying to understand generations is, of course, related to the technology they are born into, and how they use it.

As we all know, history consists of repetition. McCrindle (2014) explains the pendulum-like cycles of history with the words of famous novelist D H Lawrence: "Men fight for liberty and win it with hard knocks. Their children, brought up easy, let it slip away again, poor fools. And their grandchildren are once more slaves."

Strauss and Howe (1997) made a classification for the Anglo-American generation. McCrindle (2014) extended this classification and worked in this field. Morin (2017) focuses on these two studies and makes the following classifications:

The Silent Generation (1928-1945) - The Artists: They knew the Second World War. They were over-protected by their parents, quickly fell back on themselves, and developed new universes to escape the situation. After the war, these 'artists of the soul' took advantage of the social climate and economic recovery of the post-industrial era to restart families, giving rise to the most important 'boom' in births in the 20th century.

Baby Boomers (1946-1962) – The Prophets: They were born after the war, in full economic recovery, and they experienced the great changes of the post-industrial era. They are moralists, relentless, they live through their values, and are ready to fight to defend their ideas. … Very early in their youth, they also developed relational qualities that favor them today, compared to younger generations, who communicate essentially solely through new technologies.

Generation X (1962-1978) – The Nomads: They were born at the time of great technological change; they experienced the first computers and cell phones. … They become more pragmatic, but at the same time more adventurous. They seek, above all, the balance between family and work.

Generation Y (1978-1994) – The Heroes: This is the generation which is also known as the first children of the new millennium. … They have experienced the early years of the internet, and the emergence of new information technologies. They are energetic and curious; they have always positioned themselves at the centre of their environment, and they aim for personal success above all else. Their freedom of expression is precious, and it is the era of the 'selfie' and of 'ego casting'.

Generation Z (1994-2010) – The Digital Natives: This generation is the first-time cohort of digital natives born with the world wide web. They are more voluntary and serious than millennials, and are more enterprising. More concerned about their autonomy and the future of society, they consume more frugally, and focus on utilitarian goods. For them, mobile technologies are an extension of personality, and they can easily perform several tasks at once.

After these classifications, Morin (2012) mentions a generation of globalization in marketing. This refers to generic customer generation as multi-generational marketing. This generation is 'Generation C – the Customer Generation - or Consumer C', covering a 15 - 75 age group. What connects them is their ability to use new technologies and social media to meet their needs.

Generation C is found among all social classes, and is active in every age group. Social networking is now used by baby boomers, who use it to maintain contact with their relatives and prolong their careers; by Generations X and Y who use it at work; and by Generation Z, which has just entered the labour market. And, in less than 15 years, there will be a new Alpha generation who will take over and introduce their own rules to the game.

Referring to Turkey in particular, the young age groups constitute a large part of the population of about 87 million. Looking at the above classifications; the Silent Generation in Turkey represent 3% of the population (2,679,865); Baby Boomers account for 14% of the total population (12,056,657); Generation X accounts for 18% of the total population (15,832,599); Generation Y accounts for 22% of the total population (19,139,056); and 22% of the total population fall within Generation Z (19,248,875). (http://www.tuik.gov.tr/PreIstatistikTablo.do?istab_id=1632).

It is clear that social media is actively used by all age groups. Marketing public relations is also actively using social media. Hereby, it is possible to indicate that messages reach the target audience with higher quality interaction. "Social media has helped give consumers a power they did not have before. These are the users who spend the most time on social media for all sorts of reasons, and where they are heard regularly, tweeting, relaying, or blogging. Sometimes these 'voices' talk about products and services, they 'like' or tell of a bad experience, others seek the advice of their subscribers on certain products or services" (Morin 2017).

Today, consumers are often better informed than salespeople or brand reps. Before buying, they conduct research, find and evaluate the best options, and compare recommendations, conditions, prices, and warranties. If they're not satisfied, they'll opt for a competitor's product or service, no matter where it's located. And now, thanks to the web and social media, these connected consumers create and distribute their own content and take advantage of their network reach to influence their community. This further increases their power over brands and organizations. In this context, users/consumers become real 'prosumers'. They now take an active role at each stage of the purchasing journey and reveal themselves to be potential influencers. They demand to be heard, and that the persons responsible meet their expectations (Morin 2017).

While age influences behavior and attitudes, greater impact is made by the culture in which one lives out one's youth, as well as by social markers – significant events during one's formative years (McCrindle 2014).

Multi-generational marketing appeals to the unique needs of individuals within more than one specific generational group. Marketers will need to respond to the trend of multi-generational marketing and branding by adjusting their marketing mixes and strategies accordingly (Williams, Page, Petrosky, Hernandez 2010).

Theaker (2004) says that Stone (1995) quotes research from the 1970s which identifies six main zones of influence within families when making decisions about buying various products, as: the man's influence, the woman's influence, the children's influence, man and woman together, man and children together, and woman and children together. This was followed by research in 1991, which found that children were the main influence on the purchase of video games (61%) and that women were dominant in the purchase of dishwashers and food processors (69% and 67%). Only one area was male dominated – satellite television aerials (72%). Kitchen (2001) mentions that the information on buying decisions can inform the public relations practitioner when devising campaigns, and selecting the appropriate tactics to carry messages about particular products to specific publics (Theaker 2004).

Today, the sharing of personal data on social media corresponds with the emergence of fake accounts, with the result, according to Edelman's 2018 Trust Barometer Report, that 60% of people no longer trust social media companies. Users have grown distrustful of many media and celebrity influencers (whose followers, it turns out, are often bought or fake). In a major pendulum swing, trust on social media has reverted back to immediate friends, family, and acquaintances (Hootsuite Social Media Trends Report 2019).

It would not be wrong to say that brands are more interested in influencers' cooperation because of this loss of trust. For example, brands using celebrities have also started to use micro influencers, and have had a positive effect: "Progressive companies like Adidas and *The New York Times*, for example, are working to develop intimate, meaningful dialogue with smaller, more valuable, audience groups. They're creating communities and sharing insightful and researched content—then getting out of the way and letting passionate users talk to one another. Rather than relying on celebrity influencers, brands are leveraging their own internal experts and employee advocates (Hootsuite Social Media Trends Report 2019).

Social media usage is very common in Turkey. According to the published report by We Are Social and Hootsuite, "Digital 2019 Turkey" (https://datareportal.com/reports/digital-2019-turkey), our country which has a population of 82.4 million, of which 59.36 million are internet users; 72% of the population. 52 million active social media users constitute 63% of the population. There are 44 million active mobile social media users who make up 53% of the population.

If we look at the use of electronic devices in Turkey in 2019, while 98% of adult people use mobile phones, 77% of them use smartphones. The proportion of people using a desktop computer or laptop is 48%, while the ratio of tablet users is 25%. Almost everyone has television, the rate is 99%. The ratio of wearable technology products is 9%.

People spend an average of seven hours a day on the internet, most of their time. The average is two hours 46 minutes per day on social media, an average of three hours and nine minutes per day watching television, and, on average, they listen to music for one hour and 15 minutes a day.

In Turkey, there are 59.3 million internet users, corresponding to 72% of the population, and 56.3 million of them are connected to the internet via their phones. There is a total of 52 million social media users in Turkey with 44 million mobile users and devices connecting to social media. As can be seen, the most active social media platform is Youtube (92%). Instagram (84%) and Facebook (82%) follow. Twitter (58%), Snapchat (31%) and LinkedIn (30%) are the most commonly used social media platforms.

In this report, for the first time, gender and age distribution is made, but it does not exactly match the above-mentioned generation classification. However, it is seen that those in the Gen Y and Gen Z groups use social media more. Turkey, however, is noteworthy, in that in 2019, the distribution of social media users shows more men in each age group. In general, 1/3 of the social media users are in the 25-34 age group.

Institutions attach importance to the use of influencers in order to sell their products and strengthen their reputation in the context of marketing public relations. These influencers are not always famous names. Big Cat Research, an influencer company with the perspective of the young population in Turkey, has carried out a survey. According to the report, "Turkey Influencer Marketing Research 2018", 51% of users buy products with the help of an Instagram influencer, suggesting that 73% of them start to follow the influencers because they find them sincere, and 92% of them recommend the influencer to their friends. Turkish followers find brand partnerships attractive (71%) and reliable (72%). 57% of users say that if the influencer has a product or brand under his/her own name, they will buy it. They see infection as a profession (54%). Of the 62% of those who want to be influencers, (50%) are among the 13-17 age group. 61% of respondents interact with an influencer by typing comments. If they receive a response to their comments, they may purchase the product.

Let's distinguish today's consumer as the Silent Generation, Baby Boomers, Gen X, Gen Y and Gen Z, or, as Morin points out, a Generation C, defining the 15-75 age range, and today's institutions as using marketing public relations for their brands to reach their target audience; publicity, press releases, press conferences, interviews, executive statement releases, feature articles, events, lobbying, sponsorship, product placement, cause related marketing, and character merchandising tools are all reached.

Here are some successful examples of using these tools: OMO entered the Turkish market in 1985. In the 2002 economic crisis in the country, the promise of a similar brand built its strategy on the need to establish an emotional connection. In 2001, messages such as 'modern parenting work', 'when laundry is soiled, children learn ' demonstrate the importance of child development, which the brand has brought to the fore. Since 2004, this brand has achieved a highly successful emotional connection with its 'dirt is good' strategy. In the ongoing study, the brand has adopted a communication platform that is completely different, bold , positive, and beneficial to society, creating a revolution in its own history, and in the detergent sector. In this way, an important step has been taken towards branding by avoiding the risk of commodification. The campaign continues with the messages about 'Active Play', 'Handicrafts for Children', 'Games', 'Cheerful Plates', and ' Babies'. The primary target group of the campaign is families with children, members of the press, and young people who are potentially the mothers of the future. In the messages it's emphasized that getting dirty is not a terrible thing. Children need to share, explore, learn and have fun, for their healthy development. The OMO brand says that children getting dirty when playing is a natural result of their personal development. The message of the campaign is “Don’t worry about the dirt, because with OMO, dirt is good” (Suher and others 2013).

For the children who grew up with the campaign, which started in 2004, i.e. Generation Y and Generation Z, getting dirty is not a terrible thing, for them if something becomes dirty, it can be washed, so there is no worry.

This campaign uses Instagram (4,056 followers,) Facebook (794,768 followers), twitter (16.4 K followers) and Youtube (22,893 subscribers) actively to reach its target groups.

As an example of a current campaign, Cif, one of the brands of Unilever, has a campaign: “Share the Load (*Hepimizin Elinde*)”, to support social equality. Cif examined the data by browsing the speeches in many social networks, like Ekşi Sözlük, Twitter, and Instagram, and forums, between January 2014 and September 2018. In addition, for a different perspective, Cif used the research results of the Ipsos report "Gender Equality in Turkey" to draw the campaign strategies. According to the data of this survey, 86% say work within the home is ‘women’s work’. 77% say cleanliness, 79% say laundry, 69% say dishwashing, and 72% say cooking falls into this category. In addition, 72 households expected housework to be shared equally among the spouses. With these facts, the brand that handles the campaign speaks to all generations, in other words, Gen C. Arzum Onan (actress and sculptor born in 1973, Miss Europe in 1993) is the face of the campaign, and a statue of a woman with six arms and four legs made by herself represents a woman of surreal power trying her best in terms of household duties (Kabaoğlu 2018, Akın 2018) https://www.unilever.com.tr/news/press-releases/2018/turkiyede-toplumsal-cinsiyet-esitligi.html).
Social media accounts are also actively labelled with the brand #hepimizinelinde and #merhabagüzellik.

Conclusion

In the research, it is understood that in marketing, public relations are preferred. It is seen that confidence in advertising is less than in public relations activities, and that public relations are more cost-effective. The main reasons for public relations in marketing are the versatility of public relations, taking satisfaction as its basis, taking into consideration the requests, needs, and special interests, including reliable information, and using interactive communication. Generations represent changing consumer models in today's consumer culture. When the postmodern consumer profile is mentioned, there are still changing consumer profiles. The concept of marketing-oriented public relations becomes more effective in our lives with the aim of changing the marketing approach and reaching the new generation consumers more and more effectively than public relations has done.

This is true whether we are connecting with the generations X,Y,Z, or C; Age ranges are used to define generations, but each of these generations actually contains different cultural characteristics. Therefore, it is important for marketing content.

Today's consumer uses every kind of media, and consumers influence each other more than celebrity influencers do. So, for reputation or sales, etc., marketing public relations must read all the generations' cultural background as well as their environments. Social structure using technology is changing fast, and shows how firms and brands will need marketing public relations more and more.

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Discourse of Communication in the Digitalized World

Merve Geçikli

Introduction

Globalization is a matrix with multi-layered facets, proposing a rapid diffusion of political, cultural, social, and economic ideas, images and information. Each terminal is in a robust transaction of human-driven 'everything and anything', with isolation of border lines, both on paper and notional. In fact, globalization is not only an all-inclusive occurrence, but also a subsumed phenomenon to some extent, because all the parties of the process are, "causes, course, and consequences" of globally interwound human acts spanning time and place (Al-Rodhan & Stoudmann 2006). As a consequence of these interpenetrating roles across terminals, and globalization, the dichotomies on globalisation are multiple, and the perspectives on these roles are diverse as well; that networked society yields a 'global culture' and the world transforms into a 'global village' is still in question, and, as put by Zembylas and Vrasidas (2007, 66), 'myth'. However, despite this ongoing debate, globalization is still a transparent attempt to create, and actually a force for, a 'borderless world' initiated by human-oriented synchronic or diachronic moves, and extended via information and communication technology (ICT). At this point, Lelliott, Pendlebury, and Enslin (2000) suggest that ICT, the underlying theme in this myth, is both a feature of globalisation and the very condition of possibility for the process of globalisation; globalisation and the digitalized platforms provided by ICT are in a reciprocal investment in regard to creating and creative, constructing and constructive, and shaping and shaper exchanges involved in the complex of relational intertwinements. Then, taking a pragmatic stance, digital communication, through 'online' and 'offline' spaces, would be the monitor of any linguistic (standard or non-standard orthographies) and non/para-linguistics (e.g. emoticons, emoji, graphics interchange format (GIF)) efforts situated in these online and offline spaces. Thus, it appears that there is apparently a discourse managing digital communication, and, to put it precisely, there is digital discourse behind the preceding digital communication, which is breeding and bred by globalisation.

On this basis, under the title of "Discourse of Communication in the Digitalized World", I intend to focus specifically on how non/paralinguistic topographic items, as segmental and supra-segmental units in online and offline communication, are operated and manipulated, and thus, to outline the structure of digital discourse in a globalized world. Here, the position I hold would be to look through the lens of 'multiperspectival work', which Jorgensen and Philips (2002, 4) suggest in the study of discourses, because "different perspectives provide different forms of knowledge about a phenomenon so that, together, they produce a broader understanding". The other, and very obvious, logical ground for this multiperspectival standpoint is the pose globalisation adopts, or to which it is adapted, regarding digital discourse. Kellner (2000) calls for the analysis of globalization critically as both product and process of globalizing. The digital discourse offers spaces in which production and processing work simultaneously in an immediate environment, so it is both a globalizing trivet in an iron sheet, and the iron sheet itself is the trivet of globalization. What is more, the very elaborateness of digital discourse is evidently ensured through the debate on the mission it carries under three theories (Mosedela 2015); traditionalism, globalism, and transformationalism of globalisation, in terms of, for example, homogenization, marginalization, or colonization. Thus, in this dynamic context, it seems highly possible to observe traces of discursive struggle among discourses, as in Ernesto Laclau and Chantal Mouffe's discourse theory of change regarding identity, relation and ideology construction, which Fairclough asserted as the focus of critical discourse analysis, and discursive psychology, which basically refers to individuals as products and producers of discourses (Jorgensen & Philips 2002, 6-7). Ultimately, this dynamic context calls for a pluralistic approach to the study of this context.

Systematically, text, as the medium of communication, with its own unfixed registers, will be my main concern in this chapter, in order to present the unconventional ways embedded in conventions for the construction of digital discourse, moving on the three-dimensional model of Fairclough (1992, 72) where text is not only spoken and written, but also involves images, and combinations of all.

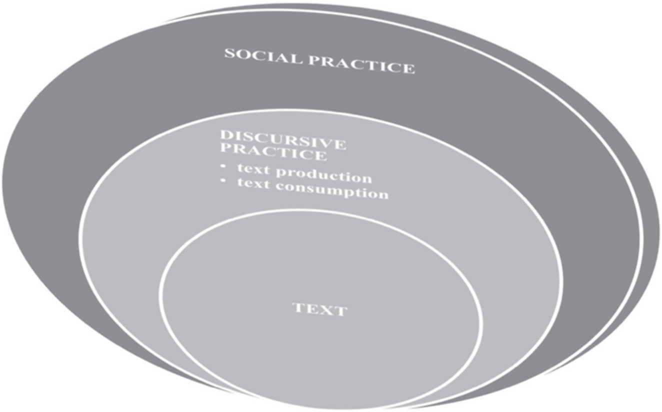

Figure 13-1. Fairclough's Three Dimensional Model (Fairclough 1992, 73)

With regard to consumption and the production of text, I will handle non/paralinguistic text construction in online and offline communication through the theoretical approach and maxims of conversation of Paul Grice (1999), moving the discussion about the pragmatics of digital communication, regarding maintaining maxims versus flouting maxims, forward. Here, the multiperspectival role drives the chapter against the focus on textual pieces of the digitalized world from merely looking at the nature of text, text consumption, and text production, to embracing these two lines of sight, rather than questioning what is, or is not, acceptable, because discourse is a way of talking about, and acting upon, the world which both constructs, and is constructed by, a set of social practices (Candlin & Maley 1997, 202), and in digital discourse of communication, flouting maxims is seemingly as conjectured as maintaining maxims. In point of fact, regarding flouting maxims, Crystal (2010) signals the probability that "an alternative mind-set about the nature of acceptable conversation is in evolution" (Crystal 2010, 126).

In this chapter, accordingly, under the first sub-title: "Quantity and Flouting Quantity" in the production and consumption of text, how informatively it is operated and manipulated will be presented through the relevant literature on certain digital discourses. The second sub-title: "Manner and Flouting Manner", will cover two conflicting issues, ambiguity and intelligibility of texts produced and consumed, with samples from studies. As for the third one: "Quality and Flouting Quality", truthfulness of the texts will be covered. Within the last part, "Relevance and Flouting Relevance", relevant texts are will be mentioned, with the textual practices exemplified in academic papers.

Quantity and flouting quantity

In his discussion on logic and conversation, Grice (1999) outlines that there seems to be a link to establish what is said, and what is implied, through, in his own terms, some ‘cooperative efforts’ (Grice 1999, 68), which, to some extent, are oriented intentionally. Grice basically calls these efforts ‘a Cooperative Principle’, with four distinguished maxims which he suggests are “unconventional conversational implicates, as being essentially connected with certain features of discourse” (Grice 1999, 67). Quantity is the first category he presents, where he states: (1) we expect a text involved in an exchange to be informative as is required within the immediate context and for the purposes of social practice; and (2) a text should not be more informative than is required, as “over informativeness may be confusing” (Grice 1999, 68) due to the immoderate information flow.

Figure 13-2. Is Information Flowing? (Ducoff 2011)

So, some points put in the studies, according to the samples in digital discourses, will be given to put the informativeness and over-informativeness of texts consumed and produced.

Networked online and offline spaces have created alternative topographic non/paralinguistic languages as communication facilitators, with their own unique cultures. Emojis are among these supra-segmental units and are welcomed as a universal language of digital platforms (Ai et al. 2017) with increasing popularity and use; in fact, they become a fundamental part of communication in some specific digital discourses, as in the digital discourse of marketing.

The digital context of marketing discourse is driven to go beyond the use of texts, by integrating other modes of communication such as emoji, GIF, emoticons, etc. (Brown 2004) because of the emergence of a new rhetoric domain which differs from the traditional marketing discourse, where persuasion is designed on the basis of orthographic rhetorical categories; scholars emphasize the need for effective marketing rhetoric where customers will be satisfied in terms of the services they get (Hackley 2003, McQuarrie & Phillips 2008, Simmons & Mason 2014). In this regard, Brown (2004) and McQuarrie & Mick (1999) suggest that, to satisfy the demands of customers, the use of figurative language would have the potential to significantly strengthen the content of messages on services by leading to elaboration. Furthermore, Herring and Dainas (2017) strikingly remark on the increasing integration of figurative languages (such as emoji, GIFs, etc.) into the discourse of consumers. Thus, the engagement of this consumer discourse calls that the other discourse, digital marketing, should re-formulate its communication modes in order to get messages across with an expected influence on customers.

Therefore, the digital marketing discourse has been re-shaped on the basis of a focus on designing rhetorical strategies, which Nilsson (2015) points out, should be the ones building up trust, with the use of other options that online and offline spaces have provided. On this basis, as the most common figurative language used in digital platforms, emoji has also been integrated into the discourse of digital marketing, thanks to their pragmatically, semantically, and rhetorically-driven richer content. So, this elaborate design allows for ideas and emotions to be conveyed vividly (Lu et al. 2016), addressing the concerns of digital marketing discourse in several respects, which then accomplishes the maxim of quantity, as high-power illumination. To the nature of the supply-demand context and the purpose of the marketing practice, emojis, as figurative and paralinguistic systems, re-structure intercourse among attendees of the process by adding a further relational aspect to the information, and this, seemingly, enhances the comprehension of the message shared with a raised degree of informativeness (Aldunate & González-Ibáñez 2016). Emojis in exchange transmit information in a persuasive way, as they encode a tangible aspect into messages, with factual correctness of the service being provided, and to be provided (Danesi 2016, Njenga 2017, Riordan 2017a, Yakin & Eru 2015). This is purely due to the capacity of this figurative language in appealing to the multiple and complex tasks which digital marketing discourse implies, in data flow across parties of the process (Herring & Dainas 2017).

However, although the underlying argument is that emoji is an important tool to maintain conversation (Kelly & Watts 2015), through the link between the indicated and the implicated , addressing the request for satisfying information, digital marketing discourse probably faces the threat of over-informativeness, incidental to excessive use of emoji, which would then violate the expectations of the customer who is there just for the service s/he would like to get, and so indents upon the facts fixed to that service, not others. But, to get back to Grice's logic and conversation discussion, we would immediately catch his remarks that the effect of one maxim might be secured by the other maxim (Grice 1999, 68), and so the assertion that an increase in the frequency of emoji would raise the issue of flouting quantity required for further evidence regarding whether the 'be perspicuous' principle is flouted or not (Grice 1999, 68).

Manner and flouting manner

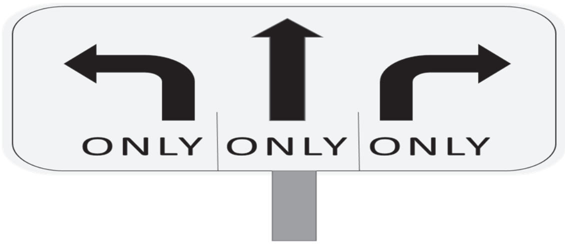

Figure 13-3. The Sales Killer is Ambiguity (Byrd 2017)

In his comments in "The Sales Killer is Ambiguity", Byrd (2017) highlights online and offline spaces' constraints regarding continued ambiguity due to the lack of lucid description of services supplied, by pointing out that, in the digital discourse of marketing, ambiguity should be avoided, because "It does not move the sales forward." Digging into the issue, Byrd, then, suggests combining all forms of communication. He calls this combination 'Unified Communications', where any linguistic and non/paralinguistic items, such as voice, texting, videos, etc., would be included. These comments obviously evoke Grice's list of maxims expected to avert any confusion under the category of Manner: "1) Avoid obscurity of expression; 2) Avoid ambiguity; 3) Be brief (avoid unnecessary prolixity); and 4) Be orderly" (Grice 1999, 68). Evidently, the yields of the digital world might confront the discourses with the lack of transparency in communication. However, these yields of digital world are instinctively context- and culture-bound systems, and so variation across inter and intra- discourses shapes the relation between 'implicature' and 'implicatum' (Grice, 66); that is, they are not only shapers of discourse, but also shaped by the discourse they are involved in.

To return to the use of emojis in the digital discourse of marketing, despite the potential ambiguity of emojis (Herring & Dainas 2017), it is commonly mentioned that they can disentangle communication from ambiguity (see Riordan 2017a). A communication rich in emojis is more attractive, informative, and persuasive (Njenga 2017, Riordan 2017a, Yakin & Eru 2015), because emojis semantically address the social purpose of the digital marketing practice, that is rhetoric, (Danesi 2016) by increasing the visibility of texts in the eyes of the community targeted. Scholars agree that emojis are more appealing, more nuanced, and more meaningful (Rodrigues, Lopes, Prada, Thompson, & Garrido 2017) as colourful visual icons (Pohl et al. 2017).

Semantically, emojis settle the complex side of communication regarding the share of emotions with the emotive function (e.g. hungry face , smirking face ); hence, emojis reduce probable misinterpretation of the ortographic parts in an exchange. Namely, emojis are apparently a powerful recourse against any risk that the linguistic pieces carry in terms of any deceptive semantic modification. For this semantic depth that emojis add in communication, Danesi (2016) notes that this figurative language operates the expressiveness of texts shared from the connotation logic through more intractable and nuanced extent than denotation. In digital communication, to make it clear, he exemplifies the use of the clock icon  , the implication of which is "an important and inevitable event is fast approaching." Thereby, emojis debunk any myths behind what is implied, through releasing the lock of denotative meaning seen as the hurdle that digital marketing discourse would expect to clear for rhetorical purposes, as stated in Danesi's remarks:

> " …In other words, the choice of icons involves much more than conveying information or sprucing up the written text visually; rather, they add specific connotative nuances to its meaning, most of which are derived from the culture-specific symbolism. … They (connotations) are always present, according to some semioticians, are even the basis upon which our common ideas and concepts are formed and utilized."

Consequently, for the discourse of digital marketing, the maxim of quantity is apparently strengthened, thanks to the semantic notions which emojis assigned to the ortographic items included in communication, in other words, thanks to the maxim of manner ensured with eliminating the probable twilight zone among the interlocuters of the discourse. It appears that the social practice in digital marketing discourse tends to orient the discursive practice to the aim of determined sales people, determined sales, and determined customers; that is, the texts to be produced and consumed are constructed with a cogency and persuasiveness, so the persuasive potential of emojis (Yakin & Eru 2015) as data bus and semantic components suggest that this iconic/topographic language should be an essential part of digital marketing discourse as a sort of cognitive genre to be produced and consumed.

Still, despite ensured informativeness and perspicuity, digital discourses can encounter another issue that, if not dealt with, may endanger these two maxims; according to the Cooperative Principle, texts are also expected to cover factual correctness of information pieces.

Quality and flouting quality

Quality dimension is another maxim that Grice (1999) looks for in written and spoken human-to-human transmission of information. Basically, the quality maxim, in terms of Grice, requires attendees 'try to make their contribution one that is true'. Specifically, it connotes: 1) do not say what you believe to be false; and 2) do not say that for which you lack adequate evidence' (Gric 1999, 68). Therefore, besides elucidation and intelligibility, texts should also be 'genuine and not spurious' (Grice 1999, 69). In instant messaging (IM) discourse, another typographic way of communication, emoticons are also integrated into exchange by interlocutors; however, although emoticons enrich the content of texts and accelerate the information flow (Huang, Yen, & Zhang 2008, Luor, Wu, Lu, & Tao 2010), the statistical analyses, surprisingly, report low frequency of use (Rezabek & Cochenour 1998, Riordan & Trichtinger 2016, Tosell et al. 2012). The underlying reason behind this low frequency is outwardly not related to flouting of quality and manner, but rather another issue is raised; is the emoticon used here genuine or fake? Accordingly, in this section, and the following one, "Relevance or Flouting Relevance", the focus of discussion will now be on the social practices of IM discourse through discursive practices where the so-called war between two typographic forms of digital communication – emoticons versus emojis- is on stage.

Figure 13-4. Fake or Genuine (Web2Tech solution: Experience creativity with technology 2013)

IM discourse is an online context where the intercourse among locutors is a series of synchronic acts with hands-on experience of discursive practice (Garrison, Remley, Thomas, & Wierszewski 2011), so, for IM spaces, the situated production and consumption of texts would be constantly alert to the risk of misleading information or misinterpretation, as a result of any semantic or pragmatic loss during networking, just because of the paralysis that a linguistic or non/paralinguistic item leads to. Considering the painstaking charge given by IM discourse on this basis, scholars' concerns about emoticons, such as :-), a visual representation constructed through the use of a series of keyboard symbols (Garrison et al. 2011, 112-113) point to some momentous aspects that would critically and conversely kick the discourse out of the social practice purpose identified to some extent in advance.

In his discussion, Crystal (2001) puts it that emoticons are "a potentially helpful but extremely crude way of capturing some of the basic features of facial expression, but their semantic role is limited" (Crystal 2001, 39). With regard to the results of their study, Riordan and Trichtinger (2016) argue that this semantical constraint violates the quality of the messages because emoticons are not processed enough in the fusion of signifier and signified (see Saussure 1960). Indeed, studies on emoticons clearly outline how the employment of just one emoji into the exchange flouts the veracity of the messages due to the emerging semantic shifts (e.g. Dressner & Herring 2010, Sarkar, Shetty, & Humstoe 2014, D. Thompson & Filik 2016, P. A. Thompson & Foulger 1996), and taking account of this, Carey (1980) suggests the integration of more than one emoticon to eliminate semantic barriers which result in a pseudo effect in text. Consequently, emoticons are obviously believed to lack added nuances, which would actually strengthen the processing of data in digital communication, and so the IM discourse apparently builds intensely and increasingly in the use of emojis as the channel of text consumption and production, that is, “more emojis, less :)” (Pavalanathan & Eisenstein 2016).

Yet, emoticons are, on the other hand, one of the most welcomed, even innovative, ways for some scholars (Garrison et al. 2011), because of the relevance reinforced for emotional work, which then apparently predicts the quality emoticons add to the conversation.

Relevance and flouting relevance

The relevance maxim is the last principle of cooperation, according to Grice (1999), who presents the formulation as raising lots of questions regarding kinds and focuses of relevance (Grice 1999, 68). For IM discourse on the agreement on emoticons about a compensatory strategy addressing the limited aspects of text-based digital communication (Crystal 2001, Krohn 2004), the contribution of emoticons is noticeably appealing to the instant demands of communication, which is also proved by neuroscientists.

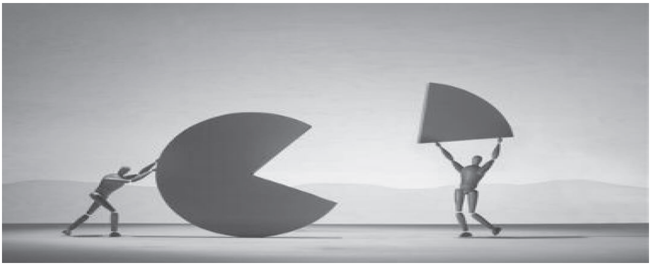

Figure 13-5. Relevance (Emotive Brand, February 28 2019)

Through several techniques such as Magnetic Resonance Imaging (MRI), electroencephalography (EEG), and event related potentials (ERPs), neurological processing in the brain has been examined during synchronic intercourse, of which emoticons were an integral part, among attendees. The overall results of these studies conclude that certain regions of the brain involved in perception and comprehension of verbal and nonverbal input, are more actively operated in association with emotional discrimination at the times when emoticons intervene in the transaction (e.g. Barton & McCulloch 2018, Kanwisher & Yovelm 2006, Shin et al. 2008, Yuasa, Saito & Mukawa 2006, Yuasa et al. 2011). Besides, it is also observed that the employment of emoticons may lead to the activation of specific regions in “integrating the shape elements into a meaningful whole” (Shin et al. 2008, 303). It is also known that the use of emoticons shapes the intensity of the

messages, strengthening positivity or softening negativity (Luor et al. 2010, Sarkar et al. 2014, D. Thompson & Filik 2016) , which is seen as related to the activation of motivational and attentional brain systems during the processing of affective information (Cuthbert et al. 2000).
Thus, for online spaces where there is a lack of contextual cues or face-to-face interaction, emoticons seemingly enable semantic comprehension of texts, through enriching information flow with typographic facial expressions, and reducing uncertainty, which actually ensures how emoticons respond to demands of immediate social practices relevantly, and accordingly, provides adequate evidence for what is implied in the messages shared.

Conclusion

The efforts for a borderless world have critically constructed discursive practices, and in turn, social practices, which clearly highlights a sort of diffusion across contexts, but on the other hand, leads to a sort of isolation in specific contexts. Accordingly, the drive to move up with the dynamic, and to some extent the aggressive, acts and forces accompanying globalisation, and has also caused a sort of transformation in text production and consumption through the innovative ways that online and offline spaces have facilitated. So, today's world is becoming a sort of context where human-to-human interaction is free of the physical, spatial, and temporal phenomena we are traditionally used to in natural face-to-face conversations, maybe thanks to, or maybe due to, technology. Thus, the goings-on in everyday discursive, as stated by Jorgensen and Philips (2002, 20-21) are shown in Figure 13-6:

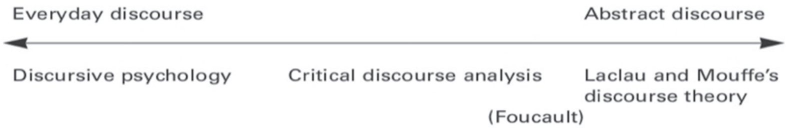

Figure 13-6. Everyday Discursive

The practices of people while using discourses creatively for social purposes are in contact with larger societal, or abstract, discourses, which are limiting in nature but created, maintained and changed in everyday consumption and production. On this basis, in this chapter, the discursive acts operated through two typographic linguistic items, emojis and emoticons, in the digital discourses of marketing and instant messaging as samples, are mentioned before moving on to the Cooperative Principle theory of Grice, in order to outline how the discourse of communication in a digitalized world is constructed through, or shapes, social practices. The production and consumption styles of these figurative languages with regard to the four maxims of Grice's theory openly show that digital discourses are not only maintained for the social purposes of the attendees, but also, via the innovative ways they have created, change the discourse of attendees and orient attendees' purposes, and so correspondingly, the course of text use, discursive acts, and finally, social practice.

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A New Game Area in Competition of Brands by means of Digital Transformation: The Approach of E-Sport and its Importance from the Point of Marketing Communication

Gonca Köse

Introduction

Developing the e-sport industry by combining game and sport, is a recent agenda subject and a new investment field within the digital marketing strategies of global brands, and it cannot be ignored that e-sport will be a center of interest in local brands in the medium and long term. E-sport is based on online gaming within the digital and mobile game sectors, which presents game playing by digital means without considering any physical and geographic borders. In this regard, it can be mentioned that deepening and spreading e-sport activity constitutes supplementary and connective features within the marketing communication activities of brands.

In this section, information such as the definition of e-sport, which is a recent attention-grabbing field, due to its importance and actuality, the current place and significance of e-sport in digital gaming, and what e-sport represents from the point of view of marketing communication of brands, etc., will be mentioned.

Games and digital games

One of the most basic needs of humans, who are social creatures by nature, is to interact with others. One of these interaction tools is a game that has universal features. A game is a social and cultural action which has a history almost as long as the existence of humanity, and it is possible to observe that both humans and animals play games anywhere. Growing, learning, trying to explain the world and the universe, and establishing social relations, with games, appear as enjoyable experiences which are instinctively made in every phase of life throughout the ages. At this point, it is considered useful for this study to focus on the conceptual structure of the game before it evolved into digital gaming, to mention the historical development of the game briefly, and to refer to views about gaming in the literature.

The game is the most common physical and biological activity of humans, which existed before culture and will exist afterwards (Huizinga 1955). Games are actions performed by two or more players to achieve various goals, in a formal system of playing actions (Salen & Zimmerman 2004, Abt 1987). In addition, the game is defined as something without stressful factors or external threats (Aamodt & Wang 2013).

Based on definitions, it is possible to say that games are a cultural reflection. The beginnings and the ends of games are based on individual decisions, they are learning and interaction based, and they have a competitive nature, they develop the cognitive and emotional processes of players, and they are attractive and highly voluntary. When the literature was reviewed, various classifications were made about games. According to Smith (1997), games are classified as mental-intellectual, solo, informal social, simulated, performance-based games, those which involve playful behavior, celebrations and festivals, sports competitions, and games of risk. However, due to technological developments, traditional games have been replaced by computer-aided games, and the game industry has entered a new era.

The development speed and diversity of digital games have independently created an attraction sector. This attraction sector has further developed due to the fact that everyone has a computer and access to the internet, and tablets, smart phones, and social media are widespread for the use of anyone.

The digital game industry is mostly dominated by American and Japanese companies (Ankara Development Agency 2016). In particular, the game industry has been growing rapidly since the 1990s, and has caused the rapid consumption and release of different types of new digital games to the market. When we look from the 1970s to the present, we can see that very different and exciting games are released rapidly (Yalçın et al. 2016, Bozkurt 2014).

Digital games which are programmed with various technologies and provide users with a visual environment to log into (Çetin 2013), write their own stories, interactively include the player with cinematic features, and give the feeling of interaction (Binark & Sütçü 2008). These games, which are programmed with different software and use various technologies, are classified as digital console games, computer games, and online games, according to the technology used (Gökçearslan & Durakoğlu 2014). Digital game types include action, platform, adventure, role-playing, simulation, strategy, race, puzzle, sports and social games (Salen & Zimmerman 2004).

Both digital and traditional games are similar in terms of the definition and basic structural features of the game. The differentiated basic elements are the game area, the number of players, the game equipment, and the game format and content (Hazar et. al. 2017).

From the information obtained so far, the power of the internet, which has become widespread all over the world and is one of the most indispensable needs of today, has also changed the game industry entirely. The concept of gaming, both structural and contextual, has given a place to internet-based and digital games played with electronic devices, instead of conventional games. At this point, the statistics of the digital game market around the world explain to a great extent why digital games gain strength in the global economy. According to the Report of the Global Game Sector for 2018 from Newzoo, the total endorsement of the game sector around the world for 2018 was 137.9 billion dollars. While Asia and Pacific countries have 71.4, North America has 32.7, Europe, the Middle East and Africa have 28.7, and Latin America has 5 billion dollars' endorsement. When considering the ranking for game income on the basis of countries, China takes the top place with 1.386 billion people. America, Japan, South Korea, and Germany are included in the first five countries after China. Turkey is 18th in the list with its 878 billion dollar endorsement (Newzoo 2018 Global Games Market Report).

E-sport (electronic sport)

Games which are played in the street, at home, in school, etc., have moved towards digital media through digital technology entering into human life. Even though games are played in the virtual world nowadays, the meaning, learning, discovery, curiosity, fun, and especially the sense of competition for games, have never lost their significance for individuals, such that the fact of competition, which is included in the nature of games, has created a new industry within the game sector in the digital world. This industry is electronic sport. E-sport is a synonym for expressions such as 'electronic sport', 'cyber sport', 'virtual sport', and playing computer games on the basis of contests . E-sport athletes are also implied, as virtual athletes or cyber athletes (Yükçü & Kaplanoğlu 2018). Prior to moving on to the definitions made in literature, it would be beneficial to mention the historical background of electronic sport. E-sport is classified according to two historical periods; the gaming arcades period and the internet period (Lee & Schoenstedt 2011). E-sport, which began in gaming arcades in 1972, can now be played in all living quarters of individuals, utilising the no-limits characteristic of the internet. The first recognized video game in the time of gaming arcades was *Spacewar*. The great prize in the Intergalactic *Spacewar* Olympics, a *Spacewar* tournament organized by Stanford University, was a magazine subscription to *Rolling Stone* for one year (Hiltscher 2015). Eight years after the *Spacewar* tournament, the *Space Invader* tournament, hosted by Atari, a video game company, was held. Over 10,000 people participated in the tournament in America (Hiltscher 2015). In 1982, 1.5 million Atari machines operated in 24,000 Atari saloons, all around the USA (Borowy & Jin 2013). Atari, which was established in 1972, began to produce video arcade games, and Atari games were included in the people's everyday lives. Atari made arcade designs in smaller versions to be used in homes in the 1970s (Wolf 2008). The Twin Galaxies company was founded in 1981. The company contributed to the development of e-sport by recording top scores for many games in game arcades. At the same time, the company became known as a referee which evaluates dream scores and competitions offered by computer players, console players, and game arcades around the world (Twin Galaxies 2017). Although the appearance of competitive arcade games and consoles takes an important place in the history of e-sport, e-sport found its strength with the rise of network games (Taylor 2015). The basis of the modern-day computer network and the internet is based upon the Arpanet system, which was created within the scope of the Ministry of Defence of America in 1969 (Zimmerman & Emspak 2017). Later, the world wide web, created by Tim Berners Lee in 1989, increased the development speed of the internet. Now, the internet offers a chance for individuals who know each other, and those who don't, to play games in a virtual environment through expanding local and global limits. The development of LAN (Local Area Networks) technology has changed the consumption of e-sport from the game mode of human-against-machine, to human-against-human (Griffiths et al. 2014).

When e-sport is discussed, the first country that comes to mind is South Korea. While there were only 100 internet cafes in South Korea in 1997, this number increased to 25,000 in 2002 (Hjorth & Chan 2009). While cafes took the place of game arcades, computers were also substituted for arcade machines. The great interest of South Koreans in online games also drew the attention of electronic and telecommunication companies, and these foundations have made investments in the development of the game and e-sport sectors. The preliminary professional league of electronic sports was created for *Starcraft*, which was popular in South Korea in 1998 (Jin 2010). Hence, the interest of South Koreans in technology and new things pioneered the development of e-sport (Grundy 2015).

The dominance, prevalence, and speed of the internet, easily spread to living quarters by 2000, and e-sport has taken its place in computers at home and in work environments. Through the creation of the World Cyber Games (WCG) in 2000, e-sport was accelerated some more. The WCG have developed into a competition similar to the Olympics for those who play video games. Supported by Samsung and Microsoft, they have also played a fundamental role in naming professional competitive video games as e-sport. In WCG competitions, many games, such as *Age of Empires, Counter Strike, FIFA, Quake III Arena, Starcraft, Halo, Dead or Alive,* and *Guitar Hero,* etc., gained a place, and the WCG published online videos related to these. Gold, silver and bronze medals were distributed. When Cologne hosted the World Cyber Games in 2008, 800 participants from 78 countries were included (World Cyber Games 2017). It is foreseen that the income of global e-sport, which amounted to 1.5 billion dollars in 2017, and 1.6 billion dollars in 2018, will increase at the rate of 26% until the year 2020, and it will reach more target audiences (Superdata: A Nielsen Company 2019). When its historical development is considered, it is possible to state that e-sport has turned into a growing market which has the potential to contribute strength to the global economy.

When the literature is analyzed, e-sport is described as an area of sports activities where people develop mental and physical skills by using information and communication technologies (Wagner 2006). Electronic sports, which are sports of the 21st century, appear before us with many names in the literature, such as electronic, cyber, computer, online, video, and virtual games, as well as electronic sports, etc. (Argan et.al. 2006). E-sport, which is a competitive game in a league or activity format (Newzoo 2018) makes a distinction between competitive players and teams for the chance of specific goal attainment (for instance, monetary reward or winning a tournament), and is organized by third persons as a struggle where different teams or individual players compete with each other and try to become the best at a specific game (Hallmann & Giel 2017). According to another description, e-sport is a sports type in which the primary aspects of the sport are facilitated by electronic systems, and which mediates both inputs of players or teams and outputs of the e-sport system with human-computer interfaces (Hamari & Sjöblom 2017).

E-sport may be summarized as a sports branch which is played by individuals or teams, at amateur/professional levels, in leagues, and activities where technology is used competitively, This includes exclusive game rules, stakeholders such as game developers, individuals, teams, organizers, sponsors, and an audience (Yükçü & Kaplanoğlu 2018). E-sport contains many different types of games within itself, including MOBA (Multiplayer Online Battle Arena), FPS (First Person Shooter), RTS (Real-Time Strategy), Collectible Card Games, Fighter/Beat ‘Em Up, and Sports Games (Ströh 2017).

E-sport which is competitive in focus, offers participants the opportunity to be active and passive, as both player and audience in a virtual environment, and has converted into a multiple structure extending its sphere of influence day-by-day. In this sense, it will be misleading to see e-sport as a sector that pursues a goal of solely passing time, or entertaining in the digital game sector, because e-sport which has turned into a phenomenon on a global scale, does not require a very huge financial source, and has both professional players and a large audience. It is strengthening its economy day-by-day on the axis of global brands.

E-sport in terms of marketing communications of brands

Increasing their potential day-by-day, brands in the digital world are improving their competitive capacity and brand equity by introducing digitalization, and the extent to which they use the most effective digital instruments will bring them into the future. Brands are supposed to adopt digital transformation in less than no time, provide much more value from the present digital data, and determine a digital way for sharp and sustainable growth.

Compulsory transformation in the processes of digital development and marketing have obliged brands to accord their platforms with digitalization. Especially, integrating digital technologies to the tools and materials of marketing communications underpins the digital processes of brands. Herein, even if its importance has only been considered recently, electronic sports provide an important communication opportunity for brands.

To invest in e-sport with greater economy day-by-day, above all, brands have to read the industry of e-sport in the game industry in addition to the digital world, since digitalization and digital games have succeeded in taking hold of all the life spaces of the present and potential target group. This affects the content that the target group, as game-lovers, expect from brands. According to Google data, 83% of target groups prefer entertaining brand content, 75% of them prefer content appealing to their passion for games, and 70% of them prefer brand content which shares convenient information. On the other hand, according to the conducted research, it has been determined that brands which back up and contribute to the development of e-sport are perceived positively, by 82%, in addition to increasing the rise in brand assurance and purchase frequency (Thomson 2015). For this reason, e-sport presents an advantage for brands. By producing proper content, which appeals to the expectations of the target groups via e-sport, brands can provide constant and consistent communication, and make themselves much more visible and memorable. On the other hand, for brands to consider e-sport merely as a market for which they can be a sponsor, is a mistake, since e-sport can create a new value chain, not only in terms of product placement, but also by being a part of the organization. To illustrate, Mercedes-Benz positioned itself with *GrowUp* and *RiseOn* for the e-sport tournament ESL One 2018, where the best of Dota 2 teams competed, and while doing this, by being more than a sponsor, and also by sharing a video giving the message that the company speaks the same language as the audience, it embraced the life styles of the young target groups that it wanted to reach. While Jack & Jones was the sponsor of the team Astralis, the world-widely known cosmetic giant Sephora was the sponsor of the Girl Gamers E-sports Festival.

At this point, it is important that brands evaluate e-sport and gaming as a whole, and set a course within this framework. Brands are supposed to institute their present and future target groups, to analyze the games and e-sport tournaments that they choose, in a good way, and to plan where they will position themselves in the present stream via the truest communication messages.

Conclusion

The digitalization rate based upon technology has been in full flow. At the present time, the indicators of the notion of ‘digital’ can be seen in the daily lives of societies, their expectations and requests, and the changeover of economic structures in the business world. Extending its scope day-by-day digitalization has triggered digital steps in fundamental inputs and outputs of brands which are locomotives of the business world. It is crucial for brands, which must transform themselves from spectators to players, to determine marketing strategies that will adapt in a fast and effective way to the present transformation, by considering their own dynamics.

E-sport, which is one of the digital games for our modern-day consumer, plays an active role in terms of marketing communications of brands. Brands can give proper messages to their target groups, who are their present and potential consumers, ensure memorability in their minds, and succeed in interacting with them consistently, via e-sport.

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MELODRAMA AND NEWS

İRFAN HIDIROĞLU

Introduction

Melodrama is a genre which has emerged after two hundred years of adventure, and can still maintain its existence today, not only in films, but also in many other forms of media. It can be said that the features of melodrama have leaked into each form - from films to television series', news programs to competition shows. As Peter Brooks states (1976) 'melodramatic imagination' has infiltrated every aspect of daily life and positioned itself as a viewpoint. Brooks investigates why melodramas are still written, rather than drama which is easier to match with modern life. The main reason for this, is the concentration of melodrama in the world of emotions. As the modern world forces the individual to live only by reason, the value of emotions becomes even greater. The structure of melodrama, which is oriented to emotions, actually includes an ideological formation. Melodrama, which appeals to a capitalist bourgeois taste, offers ideological patterns and perspectives to people who wish to live in harmony with it. This ideological perspective gives people hope, and teaches them to tolerate harsh conditions in an overly emotional form. It can be said that even in a serious and vital area such as news, melodramatic characteristics are dominant. This situation causes news to become more and more tabloidized and promotes the expansion of tabloid journalism. This study attempts to reveal the similarities between the characteristics of melodrama and tabloid journalism. The effect of the melodramatic perspective on the production and presentation practices of the news is discussed. This study, based on the assumption that the melodramatic point of view has infected every area of life, focuses on the effect of the melodramatic perspective on tabloid journalism in particular. In the first phase, the emergence of melodrama in the historical dialectic process, and its dominant characteristics, is revealed. In the second part, the basic concepts, the development of tabloid journalism, and its similarities with melodrama, are discussed.

Theoretical thoughts on the genre concept

Literary criticism dates back to Aristoteles. The concept of genre entered into cinema criticism in the mid-1960s, and early 1970s, emerging from the dual requirement of the cinema industry and the studio system to reduce films into monotypes, and differentiate between them. The distinctive features of the genre gave the cinema industry the ability to predict the expectations of the audience (Gledhill 1992).

The concept of genre, which has a close relationship with popular cultural products, can be defined as ‘similar, a group of assets and objects with common properties’, or ‘a type of art in terms of content, form and purpose’. Genre allows the collection of works in various arts branches as a group, and allows them to be classified and analysed regularly. Its close relationship with popular cultural products, has facilitated application of the concept of genre to the art of cinema. Films are more prone to emotional participation than other popular cultural products. The excitement caused by knowing the conventions and the obscurity of the differences gives pleasure to popular film viewers. Genre films are easy to understand and repetitive. These are works that are classified in their own way with these repetitions, and differentiated from other genres. The common features of Turkish films do not meet the criteria of being ‘unique’ (Abisel 1995).

Todorov states that the concept of genre increases with a few questions. The first question is whether it is necessary to examine all the works of the genre. Todorov, as one of the proponents of the scientific method, indicates that it is not necessary to observe each sample to be able to define the genre. Another question is whether the works that do not bear unique value are considered worthy of examination (1975). The idea that works which can be brought together to form a genre with similarities to others are worthless when combined with the contemptible view of the works that represent everyday life, means that a popular distinction has emerged (Abisel 1995).

Stating that the concept of genre is taken from natural sciences, Todorov notes the difference between the terms ‘genre’ and specimen’. The emergence of a new sample does not make an absolute change in the characteristic of the genre. The situation is the same in linguistics; an individual sentence cannot change the grammar of the language, whereas, in the fields of science and art, each new work changes the sum of possible works (Todorov 1975).

Todorov has devoted much of his critique to the classification of Northrop Frye in his book. Frye states that readers have expectations from novels, and there are levels about the heroes that the authors consider as pre-tools. The heroes take actions with the characteristics determined on these levels. In Frye's work, heroes are classified by their powers, not ethics. Frye divides heroes into five categories, according to readers' and nature's rules of their superiority and inferiority levels (Frye 1973).[1]

Todorov, who divides the genres into historical and theoretical, discusses the work of Frye within the efforts of creating a theoretical genre. According to Todorov, there is no definite number of genres because most of them have not yet been examined, and the rule of the system is forcing this number. From this point of view, Todorov argues that Frye's classification of the five can be increased by adding new ones. According to Todorov there are things missing from Frye's list which explain the evaluation of the character in fiction (Todorov 1975).

Steven Neale states that genres do not solely consist of films, and sees genre as a system that conveys audiences' expectations and conventions. These conventions make films more understandable and explainable, and explain why special events and actions take place and why characters are dressed, talk, and behave, in that way. For example, when the audience sees a character in the film beginning to sing without any reason, they think the film is probably a musical (Neale 1990).

Neale draws attention to the changes of the status of films. *The Great Train Robbery*, which was produced in 1903, was initially perceived as an example of a crime genre, but was later included in the western genre. The popularity of the film, which includes criminal elements like the great train robbery itself, is related to the high rate of crime at that time, and reflections on the news. In this respect, the film promotes not a Western narrative, but a crime one. Besides, the audience of that time had not yet met the term 'Western'. As a result, Neale indicates that each period has its own genre system. Genres do not exist on their own, they are positioned and named by their genre systems and hierarchies. In addition, each system is defined by references of members of the system (Neale 1990).

Nilgün Abisel indicates that film genres should not be seen as a 'fixed formulas list'. Genres need to be handled in a changeable process. There may be changes from time to time within the conventions of film genres, some disappear, while others may take new forms by differentiating (1995). The problem here is to determine where one gender ends and another begins.

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[1] In Frye's work, *Anatomy of Criticism,* the classification of the characters is as follows: (1) myth, in which the hero's superiority is different in kind from that of other men and their environment; (2) romance, in which the hero's superiority is one of degree; (3) high mimesis, where the hero is superior in degree to other men but not superior to nature; (4) low mimesis, in which the hero is more or less equal to other men and not superior to his environment; and (5) irony, where the hero's power of action is inferior to that of ordinary men (Denham 1978).

So, what should be done when determining the characteristics of genders? Gledhill (1992) evaluated the discussions on this topic. According to him, Andrew Tudor states, while dividing films into genres and putting them aside, the main features of films should be considered as basic. There is a temporary frame here that is created in the mind about what constitutes a genre. However, there is a risk that this temporary frame is associated with certain films or a particular period of genre construction. Lawrence Alloway indicates that genres highlight the temporary character of any period. Alloway refers to periods, rather than handling definite aspects of certain genres. Another name which contributes to this discussion is that of Anthony Easthope. Easthope claims that Todorov's evidences are invalid. Todorov perceives a particular genre as abstract, theoretical, and transient. This structure is embodied in certain examples and transformed with each new structure. Therefore, the sample of the genre is already seen in a different structure. Whereas Neale, unlike Easthope, does not agree that genres are definite, differentiated systems.

These differences, which are seen in the handling and identification of film genres, show that there are no specific, exact dimensions of the genres, because developments in social life make it impossible to establish the exact criteria to examine the examples of the genre. Studies on film genres prove that previously, films were gathered by considering the points and replicas they were similar to. Then they were considered as structures that could be examined systematically. Progressively, the focus began to be on the differences, and the interaction of the genres within the cinema industry, and the audience was also added to the process (Abisel 1995).

At this point of the topic, before moving on to the characteristics of the melodrama genre, it would be appropriate to summarize historically the theoretical approaches to film genres. There are two approaches that are effective during the initial development of the critique of film genre; the auteur approach, and the approach which shows films as social documents. The first highlights the importance of the artist who created the work, the second highlights the social reality. Both benefit from the linear model of the relationship between the art-making sources and the audience (Gledhill 1992). Collecting the works under the names of film genres, believing that the artist who is within the boundaries of the genre does not have free creation, and seeing popular works as a divergency from art, all delayed the understanding that popular films are worth studying. This continued until the end of the 1940s. In the 1950s, an attempt was made to identify the films which represented the turning points of the genres, and the directors who made these films. Thus, besides art films, there may also be auteur directors through popular films, and the idea of unique films can be raised. In the following period, this was seen with the help of semiotics, from which the audience and the artist were excluded and which dealt only with the problems related to the construction of the text. Such an approach caused the concept of genre to lose its critical function. It is seen that, in the mid-1960s, a new type of critique emerged. The points which semiotics could not explain were emphasized, and ideology and the internal dynamics of the system within social life were included in the study of film genres. Until the 1970s, by placing film genres into a closed and stationary world, unchanging genre structures through common symbols and patterns could be formed. In the 1970s, three main approaches emerged. One of them was the approach that drew similarities between myths and popular films. This approach provided the audience with an important activity space during film viewing. A second approach focused on ideology by bringing up the problems of identification and representation, and pointed out the orientation of the audience. Another approach is the feminist approach, which sees the reflections of patriarchal power in films. Along with these approaches, film genres became an independent study of culture, ideology, and discourse. Marxist and feminist film critics tried to open up the question of how a world is represented through popular films in this plane, whereby the techniques of studio system created the illusion of formal conventions and objectivity. In these films, while individualism, capitalism, patriarchy, and racism are discussed, on the other hand, the legitimacy of institutions and the concealment of ideology are achieved through the illusion of being objective. In short, it is desirable to create a psychological tendency that aims to adapt the audience to the system of exploitation and oppression by providing their consent while empowering the ideology (Abisel 1995).

Melodrama

A short history of melodrama

The end of the 18th century is considered to be the birth of melodrama. In Britain, melodrama, composed of the words ‘melo’ and ‘drama’, handled the melodramatic elements within novels and gothic in literature, in France these elements were shown through costume drama and ballads , and melodramatic situations were encompassed in opera in Italy (Elsaesser 1985). Rousseau used the term ‘melodrama’ in the early 1770s to distinguish the play *Pygmalion* from the Italian opera, and to highlight a new relationship between verbal and visual elements. In the play, the emotions of a character are explained through music (Drotner 1991). Melodrama, which is a storytelling style represented by actions, was created with the desire to resurrect the classical Greek tragedies of the 17th century in Italy. However, the emergence of melodrama as a genre was carried out by the French. The conditions of the period seen in the last quarter of the 17th century provided the demand for, and popularization of, the melodrama genre. In melodrama, in France, music was replaced by action and violence.

Melodrama can be regarded as a popular reaction to the revolutions in Europe, and especially in France, and reveals the apprehension and the excitement of the challenge to traditional society and culture. Melodrama, which conveys its message directly, with a rough, good-bad distinction in an easy-to-understand language, in periods when revolution was reaching the masses rapidly, aims to eliminate the environment of uncertainty and unrest that is formed by changing class balances (Güçbilmez 2002).

With Goethe and Schiller, gothic elements were added to the melodrama genre; mysterious castles, scary ghosts, intrigues and murders, interesting events that need to be solved, and so on. The bourgeois morality in the 19th century affected the development of melodrama. A bourgeois conservatism prevailed in England, although there were womens', workers', and similar movements during this period, when the bourgeois class dominated the aristocracy. Özdemir Nutku (1983), who has tried to establish a formula of melodrama in history, determines melodrama as a state of sensuality, and the usual bourgeois measures of the period in which it was established. Martha Vicinus views the 19th century English novel and the theatre as a cultural community therapy. According to her, melodramas presented the dilemmas between home and work imposed by the capitalist economy, while the workplace was the symbol of the movement, and the home was the symbol of dedication, passion and suffering (Tunç 1996).

Features of melodrama

Melodrama is a genre which is very easy to identify but also difficult to detect. This can be attributed to the complex nature of melodrama that evolved in its nearly two hundred years of adventure. At this stage, the study will try to determine some features related to melodrama which will be the basis for the examination of tabloidization in the news, based on the thoughts of theoreticians and critics of melodrama.

Kristen Drotner states that melodrama carries a sudden change in narrative chronology that removes us from consensual ideas about time and place. In such a change, for example, the true identity of a hero can be revealed during his journey to the gallows. In melodrama, there is an exaggeration in incidents and emotions. Visible icons are used to create the moral stance of a character. Drotner indicates that another key feature of melodrama allows the representation of the unusual, the unexpected and the unlike. This has an impact that can be explained by psychoanalytic effects. Melodrama which refers to fears and desires that are tabooed, marginalized, and deeply entangled in modern society, constitutes 'the return of the oppressed 'in Freudian terminology. One of the most important reasons for the survival of the melodrama genre is the existence of these extremes. According to Drotner, melodrama depends on making the world morally legible, rather than being tied to the victory of the virtue (Drotner 1991).

Drotner states that moral polarization in melodramas does not only provide for the realization of moral explanations. The audience ultimately gets the reward for their participation; in melodramas, the good always win, to give pleasures to the audience (Drotner 1991). In the 18th century, with the period of enlightenment and the development of trade, changes in social life influenced art and theatre. Now, in theatre, instead of superior heroes, ordinary people, and ordinary events- such as family relations- began to take place, and new genres were formed for the demands of the time. Again, instead of rewarding and punishing, staying virtuous till the end was being honoured. The reward of a virtuous character who is suffering on the stage, is the audience's sympathy, the sharing of his/her pain. Through the creation of sympathy and pity among audiences, the bourgeois theatre of the period tried to eliminate the sense of guilt caused by injustice in the society of the time (Şener 2000). In tragedies, although the audiences were rewarded with this kind of pleasure, the bad often won on the stage. However, in melodramas, along with the feeling of pleasure, the good wins; virtue is rewarded, and crime is punished. In order to justify the winning of the good, the bad must be portrayed as bad as possible.

In melodramas, characters are always either good or bad; they seem to be detached from the social context. Therefore, melodrama evokes the feeling/appearance of passing through a place-time and time-out in an abstract moulded environment. In Pixerecourt's words, melodrama, as a means of moral, sensual education of the people, serves to validate the grace of God and to expel evils (Çalışlar 1993). When the question of what must be driven out of the subconscious by this 'exorcism' is raised, the answer appears to be hidden in melodramas, being the art of revolution. Elsasser defines melodrama as an unstable form, neither progressive nor reactionary, and its continuity depends on this feature (Elsaesser 1985). Melodrama is destructive in terms of being the art of revolution, but it can also be seen as an escape literature. Melodrama, which was directed to the old traditions in order to eliminate the chaotic, uncertain, atmosphere of unrest after the revolution, has a contradictory structure in itself; folding and giving hope is originally included in its nature (Güçbilmez 2002).

Melodrama, which diverges from tragedy with its depthless, popular, and easy-to-understand form, deals with the ethical conflict between the good and the bad, instead of tragic conflict. The essence of melodrama is pathetic, not tragic. In melodrama, crime is seen as a consequence of uncertainty in society, instead of being born or quilted from the destiny of a person, such as Antigone who was born from the marriage of Oedipus with his mother, in tragedy.[2]

Another feature that distinguishes melodrama from tragedy is that it features ordinary characters, instead of noble people. Melodrama, which deals with class moving up the social ladder as a subject, does not truly comprehend the traditional moral. Elsaesser states that, by the internalization and individualization of the dominant ideological conflicts, non-political special solutions are offered (Elsaesser 1985).

According to Elsaesser, the family melodramas of the 1940s and 1950s were the re-emergence of post-revolutionary French dramas and fiction. Among the features of the melodrama mentioned by Elsasser are the following: extreme feelings and behaviours of external pressures on characters; aggression and rape attempts are seen from noble traitors coming from political-economic forces, and these attacks leave no option to the virtuous girl hero but to commit suicide. There is an emotional and moral struggle between the bourgeois worldview and those left out by feudalism. The innocents suffer sudden turns of fate, bad luck, and coincidences, while virtues are rewarded. The only thing that changed from the 18th century French drama to the 1950s was the bitter twist to the happy ending (Elsaesser, 1985).

Elsaesser states that the world in which the characters play is closed in melodrama films, unlike the use of open space in Westerns. In family melodramas, unlike Westerns, the hero cannot change the oppressive social environment. The hero even fails to shape events or affect the emotional environment. Melodrama creates a negative identity based on the suffering of the characters, and ends with the hero sacrificing himself/herself, giving up, or understanding the facts. In short, in family melodramas, it is not possible for the hero to take strong action under the weight of social pressure (Elsaesser 1985).

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[2] Oedipus, who learns from the prophet Teiresias that he has committed a great sin (he married his own mother without knowing), blinds himself, and sets off on a journey. His people and his sons curse him. Only his daughter Antigone helps him. She arrives at Colonus with her father by begging from one city to another. She manages to excite pity among the public there, and defends her father before the king, Theseus. She finds a home for her father Oedipus, and so provides a comfortable death by getting rid of the Erinys.

Apart from the hero not being able to take strong action, in some American family melodramas, the characters are inadequate against the troubles which happen to them. In the films, things that the hero does not realize are shown to the audience. This type of melodramatic element stimulates the participation of the audience. A primitive desire to warn the hero is created in the audience (Elsaesser 1985).

The creation of a closed world in family melodramas is highlighted by the functions of the decor and the symbolization of objects. In films, a middle-class house is shown through objects and furniture. The arrangement of the house exhibits a certain hierarchical order that causes the suffering of the character. Women are forced into passivity, waiting at home is portrayed with belongings stuffed into the house; more goods means a more closed world (Elsaesser 1985).

Marcia Landy (1991) states that the main problem in family drama lies in the representation of the nuclear family and domestic relations. Family is considered as an institution. Individual conflicts are thrown into second place behind the family unit. Landy, who presented many melodrama films in her work, states that these films usually tell the story of several generations of the family, especially during the war in the 1940s, and at that time, the image of 'the ghost in the house' is also processed. The ghost in the house, which in fact, has a function of eliminating the crimes committed in the past; the impact of the war on the family, and the problem of the reconstruction of the family relations in the post-war period, is discussed.

In the family melodramas of the 1950s, it is seen that there is a compromise in creating the images of the roles of the family among the audience. For example, for a stable family image, women are presented as accepting the obligations of marriage; if not, they are usually removed from the story. Men need support to gain power and authority; they gain personal power with the help of women. Bossy men become miserable (Landy 1991).

Tabloid journalism

The news media shows a more intense tendency to tabloidization each day and is getting away from the concept of journalism. While social and political problems and responsibilities are not questioned in news content, events are personalized by highlighting personal interests.

It is not possible to adopt or demand the wide range of reporting styles that focus on sensational, private lives and make individual situations and experiences visual, expressing them with economic dynamics and interests. The issue is a political/cultural problem, and should be questioned ethically in the social context. The first step to understanding this problem is to take a broader and more comprehensive view of the news and news stories.

There are basically two main approaches to what news is, and what kind of activity the making of news is. The first is the liberal approach, in which pluralism is approved, and freedom and objectivity are highlighted; the second is the critical approach based on Marxism.

Liberal approaches advocate that power is undivided in the hands of a single group, and dissipated among competing interest groups and elites. They see the press as the watchdog, the fourth power after legislative, executive, and judiciary. In the liberal approach, elements such as timeliness, intimacy, importance, results, and human interests are considered as news values. The concepts of neutrality and objectivity are codes of professional journalism.

According to the liberal approach, the stories of the events which were mentioned above have basic news values that are considered as objective and impartial professional practices which reflect the truth and are presented to the reader/viewer in this form (Tokgöz 2006). The way in which journalism is organized determines the general journalistic norms, such as the fact that the news is impartial, objective, balanced, and separated from the interpretation, and the journalist feels the responsibility of the ombudsman. In an environment dominated by a pluralistic social structure, media institutions can achieve objectivity and impartiality (İnal 1994).

The understanding of the liberal approach of news and journalism is a target for many criticisms. The first of these is that the media is a commercial enterprise, which has an impact on news values that dominates the news selection and production, considering such issues as advertising revenue and circulation.

This approach criticizes the role that the liberal approach attributed to media and journalists. It questions the assumption that media and journalists are independent, and does not agree with the fact that journalists can present the news in an objective way, in a professional manner. The priority of the critical approach is to discuss the concept of objectivity itself, rather than presenting the news objectively (Hackett 1985).

The critical approach also emphasizes that ideological production is made in the discourse of news because of the formation of media institutions through political structures and certain reliable sources in the news production process (İnal 1995). The reason for this, is that the news is the product of a structured process, and is isolated from social, political, and economic contexts. The language used in writing the news is claimed to be objective, but pre-structured in the system of power. It allows the journalist to construct a particular power relationship within that structure, using that language. Therefore, the practice of writing news, in addition to including a selection of the process, also creates a problem with its structured language, grammatical rules, and narrative features. The structured language of the news cannot be seen as independent from the reproduction of all kinds of power and sovereignty in the social structure (Dursun 2005). There is an ideological and cultural atmosphere in the nature of structured news that points to some things being emphasized and others being ignored (Bennett 1982). The language of the news, the style of expression, the framing, and the writing, all point the direction from which the subject is viewed. In terms of the language used, the most implicit news is actually a text of fiction framed by ideological and cultural values, which cannot often be recognized by the reader/viewer.

From the truth itself to tabloidization

In the early 19th century, the transition from exclusive journalism to public broadcasting provided the basis for the change of news content. After the 1830s, mass newspapers - called the penny press - began to evolve with the transformation process of the media, turning it into an industrial structure, and organizing it as a market actor. In parallel with these developments, the ethical codes of journalists shifted in the context of the commercial concerns of the sector. With cheap newspapers, or in other words the penny papers, the readership of newspapers followed a trend towards the ordinary citizen from the elite; this transformed news content and news value metrics (Schudson 1978). The tabloidization of the content due to the competition between *Pulitzer* (a two- day old newspaper) in New York, the *New York Day* and the *New York Journal* of Willam Randolf Hearst to increase their sales rates is considered as the historical beginning of this process. Interesting and exaggerated news stories, with sensational content, prepared the ground for the tabloidization of journalism. That was a period in which consumption was promoted, when news came out as an entertaining narrative, and differentiation of the news content that contained information and entertainment occurred (İnal 2010a). Although the aim is to inform the public, the emphasis on the entertaining elements of the news has led the content of newspapers to become tabloidized (Tokgöz 2006). With the magazine discourse that facilitates mass marketing, an easy- to- consume, simple, and superficial narrative content style suitable for the target audience was created.

In this process, based on the historical background of the penny press, newspapers contributed to the market economy in two ways. The first was the expansion of the potential market for serial goods by spreading advertising to large number of consumers. Secondly, the newspaper itself became a consumable commodity. The increase in the cost of news collection, printing, and distribution, against the decline in newspaper prices, increased the dependence of newspapers on advertising and advertisers. The press was thus articulated in the commercial system. Those who did not fuse with the commercial system began to come under the patronage of some institutions (Curran 1978).

With the development of the penny press, the purpose of information changed to the second plan. The content of the newspaper was organized according to the interests of workers and the middle class, instead of the political and economic interests of the elites, and, within this frame, the value of the news was shaped according to the interest of the broad masses. In the newspapers and magazines, sensationalism was emphasized in issues related to police, justice, as well as in issues of economy and politics. Journalism has become increasingly popular, and this interest in sensation and populism in terms of news value has been the source of ethical problems discussed today.

Stretching financial control over newspapers has led to the emergence of newspapers that are easily accessible to everyone in a cheap and economic way. This process has transformed many stages, from the content of the news, to the presentation, and the way journalists work. On the other hand, the transformation of the ownership of newspapers has led to the organization of newspapers as a capitalist enterprise, and has made it compulsory to be an expert in all stages from the collection of news to writing, from the preparation of the newspaper contents to the publication, from the collection of advertisements to the distribution. As Ward says, newspapers have now become gears of economy (2004). In this period, non-media capital entered the sector, and set new kinds of editorial rules in accordance with this understanding. Circulation and advertising in newspapers organized in a large capital spiral, prevented the public's right to obtain information. Of course, this transformation in newspapers also affected the professional roles and positions of journalists who produced the content of newspapers. The 'fourth power', which is the guarantor of democracy, controls the hegemonic group on behalf of the public, and has followed a line of development that is more prone to reach the economic targets of capitalism, rather than its political goals, which are shaped by liberal pluralist dreams.

The news topics evolved from the interests of elites on political and social issues to crime, sports, gossip, humour, fashion, and familial issues of interest to the masses. This change in the audience has not only affected the news subjects, but also, a striking style has been created by considering the socio-cultural nature of the new reader. The headlines' large visual elements and short paragraphs covering entire columns removed the monotony of old newspapers. Sensational style in the news patterns has dominated, with the intense use of subjects such as crime, and gossip in the news content. All of this has resulted in the fact that the criteria adopted by journalists as news value in news gathering and writing practice, have been shaped in an increasingly commercial context.

The relationship between melodrama and tabloid journalism

When we look at Arnold Hauser (2006) and Peter Brooks (1976), it is seen that melodrama is a mechanism of creating meaning that offers exaggerated emotions and allows spectacular ones. Melodrama is one of the efforts to fill the gap left behind traditional beliefs in the modern world. It is structured to show the underlying existence of the universe created by absolute values. Melodrama, which provides an explanation to the world from a more secular point, tries to present an absolute order instead of this gap. Moral forces create a conflict within the individual. There is also a clash of forces and values within society, where the equality of melodrama comes into play; if the characters are bad everyone gets punished and these fines are absolute and fatal. Elsaesser (1985) looks more ideologically at the problem. According to him, although there is a democratization, it is seen that science has established its own power in the absence of an absolute power after the bourgeois rise and secularization.

After such a development in the modern world, the individual became atomized, singled out, and unable to intervene in the public sphere as a result of this fear of security. In melodramatic imagination, individuals' viewpoints on life become more popular and they can approach everything, and every situation within such an imagination. Events and situations are perceived and personalized with an exaggerated sensuality. It is seen that, as a result of the pressure on the individual, the public is left aside. The answer to the question of why the popular is in demand, is that the individual does not participate in the public sphere, and is not interested in the public. Dealing with dilated situations and events is at the forefront. It is clear that since cinema is cheaper and reaches more people, it represents a world that creates intense emotional impact on the audience and creates conflicts that shake them (sexuality, violence, death, murder, suicide, etc). Melodrama establishes a socially harmonious universe by presenting complex things and then resolving them. Melodramatic aesthetics establishes a world ruled by moral and emotional forces; it creates the perfect and stone-hearted traitor of such a universe. In short, melodrama tries to say that the modern world is not a chaos, but a moral mythic universe.

The situations and the events in film are given through an exaggerated sensuality and personalization. Even a set of problems in a film is seen to be examined, almost everything is given separated from its social context. In an abstract-moulded environment, events are simplified and diluted by exaggeration and over-sensuality. The audience's perspective of the world has been changed by melodramatic imagination, and with this perspective they can watch a film without questioning. For example, the conflict between the rich and the poor can be solved with the sentence that 'the rich can also be good'. It is not discussed how such a thing as pure good, or pure evil, can be possible. The conflict between the lower and upper classes is solved by combining the representation of two fathers who studied at the same school. Despite all the wickedness done to a female hero, she is not able to stand upon her rights and is shown as desperate. She bears everything and ends everything with pure goodness, while in the public sphere, she should stand upon her rights by taking action.

Tabloid journalism, also referred to as magazine journalism, or yellow journalism, dramatizes and presents all kinds of content in order to create a link with the target viewer/reader. The concept of tabloid journalism, although formally describing small-size newspapers, represents magazine, sensational, and diluted journalism. The main purpose of tabloid journalism is to arouse the interest of the audience, which is mostly related to the personal lives of celebrities, stories of individual crimes, or striking, catastrophic, and exaggerated events. However, it should be noted that tabloid journalism does not only contain magazine news. The most important feature of tabloid journalism is that it transforms serious issues such as politics, the economy, or social events, into a theatrical narration by organizing them in a magazine-style way. It is possible to say that this understanding has turned into a dominant narrative form of journalism nowadays. This situation frees the reader/viewer from the concern of developing a political stance, and alienates them from themselves, and the world (İnal 2010b). Thus, the reader/viewer judges by watching the lives of others, perceives their suffering as a game, and does not bear responsibility for the lives of others.

In tabloid journalism, which means less text, less political or economic news, and more images, entertainment, and interesting news, the content of the news on serious issues is also tabloidized. In this context, tabloidization can be explained by the concept of 'info-tainment'. Info-tainment defines tabloidization in two dimensions: the first is about its lesser attention to politics, the economy, and society, and greater attention to sport, scandals and popular entertainment. The second is related to the shifting of the priorities in the communication tool from news and information to entertainment (Sparks 2000).

The practice of responsible journalism involves the background and context of the events being mentioned. In other words, the isolation of events from the social contexts, and the separation of the personal from the political and social, are problematic. While making the tabloid news, storytelling methods such as emotionalization, simplification, personalization, and giving moral advice, are used (Voss 1999).

Emotionalization: This tries to address the feelings of the reader by using cultural and semantic anomaly, from the headline of the news to the body. In this context, adjectives, descriptions, and frameworks, are used to affect the reader/viewer and to increase the emotional atmosphere.

Simplification: Simplification and vulgarization of content. Slang words, aliases, and adjectives, are often used.

Personalization: Personalization of the events and phenomena isolated from their social contexts. Presenting the character, who is the subject of the news, as a monster or angel by ignoring his/her social background.

Moral advice: In tabloid news, while the topics are being prepared, the moral acceptance of society is used as an element of news value. It aims to attract attention, especially by choosing the topics which are unethical and not welcomed by the society.

There are also some distinguishing features, such as layout, news value, language, and style of tabloid journalism.

Layout: Less text, more visuals. Especially in newspapers, striking page layout is determined. Large and thick headings, intense colour, large size pictures, and photographs, are the basis of the layout in tabloid journalism.

News value: The most important element considered for communicating events and facts is quirkiness. The more people are interested and surprised, the higher the value of the news.

Language: The language used in tabloid journalism is usually adorned with adjectives, and therefore, often leads to ethical violations.

Style: News is made by using storytelling strategies, and events are dramatized as much as possible. For example; in news of a traffic accident, in order to increase the news value, the accident is personalized to the deceased or survivor, instead of the people responsible.

Conclusion

Melodrama, which is a capitalist bourgeois taste, offers ideological patterns and perspectives to people who live in harmony with it. This ideological perspective gives people hope, and teaches them to tolerate harsh conditions in an overly emotional form. It can be said that, even in a serious and vital area such as news, melodramatic characteristics are dominant. This situation causes news to become more and more tabloidized, and facilitates the spread of tabloid journalism. Tabloid journalism dramatizes and presents all kinds of content in order to create a link with the target viewer/reader. The concept of tabloid journalism, although formally describing small-size newspapers, represents magazine, sensational, and diluted, journalism. The most important feature of tabloid journalism is that it transforms serious issues such as politics, the economy, or social events, into theatrical narration by organizing them in a magazine-style way. It is possible to say that this understanding has turned into the dominant narrative form of journalism nowadays. In tabloid journalism, which means less text, less political or economic news, and more images, entertainment, and interesting news, the content of the news on serious issues is also tabloidized. The isolation of events in the news from social context, and the separation of the personal from the political and social, are problematic. While making the tabloid news, storytelling methods such as emotionalization, simplification, personalization, and giving moral advice, are used. As a result, the choice of topics in tabloid journalism is structured in such a way as to ensure emotional exploitation of content production. The news, which is a reference in the definition of the world in which people live, is sacrificed to commercial concerns.

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USE OF DIGITAL MATERIALS IN EDUCATION

ASİYE ATA

Introduction

Briggs and Burke (2011) reported that societies change according to their principal communications technologies. The eras that are named based on the progression of their communications technologies can be listed as the railroad age, the radio age, the TV age, and - with the emergence of the internet - the internet age. For today, a broader term that encompasses all of the above may be used; the 'digital age'.

According to James Beniger, the capability of the computer to digitalize the output of all other tools of communications and information has made it the generalized device of the 21st century. The reason for this, is that computers, with their tangible method of communications, operate in the same manner. Therefore, the numbers, images and sounds encoded by the computer can be stored, or can be transmitted to be re-manufactured as digital copies on demand. Lev Menovich, who conducts research on new media theory, asserts that new tools now emerge via the power of the computer to transform both the presentation and the distribution of the device. According to him, web pages, virtual worlds, virtual reality, multimedia, computer games, and computer animations, make up those new tools and, as a result, they reshape the visual language that is used by today's culture (Crowley & Heyer 2014).

Media technologies have also been transformed into digital technologies evolving from pen and paper. The existence of mass communications tools, photography, cinema, newspapers, computers, and mobile technologies, have critically enriched the visual culture space. The area of interest of visual culture encompasses the visual quality which has been changing, thanks to new technologies and imagery being digitized (Çakır 2014). Thanks to new media, images can be generated rapidly, and can swiftly be made available for circulation.

The 'what' part of the media environment can be listed as digitalization, interactions, hyper textuality, multimedia formats, user derived content generation, sense of availability, and dissemination (Binark 2014). The most underlined characteristics of digital systems are their ability to convert the information down to binary groups containing 0's and 1's which can be stored, transmitted, or processed (Alioğlu 2011). One of the important concepts in digitization is the term 'convergence'. The word convergence has been in use since the 80s, for expressing the advancement of digital technologies, and meaning the merging of texts, numbers, images, and sounds. Digitalization or digitization, which can be traced back to 19th century mathematics in a historical context, is a process that began with computers and has not yet been completed (Briggs and Burke 2011). In education, it is seen that the process of digitalization has accelerated in recent years. Presentations, slides, videos, computer programs, multi-media, etc. are all digital materials with visual aspects. It is seen that the contribution of computers and digital technologies to visual quality have increased the importance of the visual elements in education (Seferoğlu 2014).

Today, the environments of the digital materials used in both conventional and digital educational spaces are highly varied. Those materials, used as support elements in traditional education, can also be employed in open and distance learning, via institutions that provide their services via the internet, such as massive online open classes (MOOC). Amongst these, materials are used most by the open and distance learning-based universities, and they are published in various mediums, one of which is LMS (Learning Management Systems), as dubbed by universities. In this system, activities which are prepared in relation to courses, such as texts, video, audio, animations, and pilot tests, are present and available. Learners can display, watch, or download those materials in an intended time and place. Furthermore, social media and video sharing sites are also utilized by this type of university. In such environments, in addition to their own systems, the aforementioned materials are shared, and learners can carry out activities including 'liking', 'not liking' or leaving comments over their accounts. In this section, educational opportunities, which are changing along with the ever-moving communication technologies, are discussed, and information regarding digital education materials, in which audio, visuals and motions became important, will be presented.

Digital learning environments

Words, with a general addition of an 'e', such as e-commerce or e-marketing indicate commercial activity that is made convenient with internet interaction between people. E-learning is a sub-cluster of technology-based education, and encompasses all learning activities over the internet. It can be synchronized or unsynchronized. Synchronized learning, which is a live activity, is a real-time education environment. A learning environment with an unsynchronized structure indicates an environment for learning that is independent from time and space (Kossen 2001).

In communications, time is of the essence, and there are differences between talking to a member of your family on the phone, listening to a message on an answering machine, or listening to the victory speech of a political leader. Synchronized and unsynchronized structures employ different social goals and tools of interaction for communications (Jensen & Helles 2017). Differences between synchronized and unsynchronized communications are outlined in Table 16-1.

Table 16-1. Differences between synchronized and unsynchronized communications

	Synchronized	**Unsynchronized**
One to One	e-mail, text messages (mobile phone messages	Audio, instant talk
One to Many	Books, newspapers, audio and visual recordings, Web 1.0/web pages, downloading	Radio and TV broadcasts
Many to Many	Web 2.0/wiki, blog, social networking site	Online chat

Researches focused on the benefits of e-learning to the students. Some of these can be listed as follows: E-learning,

- ✓ Offers learning in a flexible manner in terms of time and place,
- ✓ Ensures saving of time and costs for education,
- ✓ Improves self-direction and student-oriented self-learning skills,
- ✓ Ensures that although students are physically dispersed, this creates a cooperative learning environment with experts and peers,
- ✓ Allows access to a virtually unlimited cache of learning materials,
- ✓ Allows information to be updated for timely and effective protection (Zhang, Zhou, Briggs, Nunamaker 2005).

According to Dabbagh (2005), online learning offers the following advantages;

✓ Online learning developers can use images and graphics for further realism,

✓ Online learning developers can use digital audio and video in order to make life even more ‘real’.

The architecture of virtual environments is similar to real-life physical environments. This architecture, by making certain methods of interaction possible, directs individuals to interact with each other. Social sharing network architecture is comprised of structure, design, and organization, and is focused on those three components (Papacharissi 2009). The structure and characteristics of each social sharing network is different.

In addition to the advantages offered by the internet, these mediums can also be accessed, not only via a computer, but also via media devices such as mobile phones and tablets, which are called mobile learning devices. The advantages of mobile learning and e-learning include flexibility, cost, size, ease of use, and timely use. The devices that are used for this purpose may be pocket computers, mobile phones, laptops, or tablets. Thanks to wireless use and mobile technologies, the contents can be accessed easily, and thus, contribute to educational functions (Jones and Jo 2004).

The most important benefit of mobile learning is its potential to increase efficiency by making learning possible, anytime, anywhere. Mobile learning is an extension of e-learning, and the process is becoming more widespread and accessible via mobile devices (Kossen 2001).

Use of digital materials in education

There are three main methods that people use to obtain information; visual, auditory, and tactile. Silverman was interested in three principal learning styles that are utilized by students to process information; visual-spatial, auditory-sequential, and tactile learning.

- ✓ Those who learn using visual-spatial methods learn new information via images, and the information is visualized in a 3D, holistic manner.
- ✓ Auditory-sequential learners usually learn step-by-step.
- ✓ Tactile learners obtain information by physically touching, and via their senses, and they can also benefit from visual or auditory inputs (Cruse 2011).

Today, hypermedia means the digitalization and the future of education methods. For example, digital video has become a tool which is more flexible and easier to apply than cinema or TV. It can be used by both students and the public, so it has an appeal for all aspects of the public. In a changing society, contemporary methods can be utilized depending on the current situation, in order to increase the students' level of information. Information and communications technologies point out two factors; information, and sufficient management. In educational life, it is also crucial to use information and communications technologies (Garzon 2012). The digital materials used in education are highly varied. The materials to be discussed in this section are listed below;

- ✓ Hypertext,
- ✓ E-book
- ✓ Audio
- ✓ Video
- ✓ Video conferencing,
- ✓ Digital gaming,
- ✓ Simulations,
- ✓ Virtual reality,
- ✓ Augmented reality.

Hypertext: Hypertext links usually contain texts, graphics, video, audio, and animation videos. In the simplest terms, hypertext produces texts, audio, graphics, video, and animation, in a non-linear fashion. Hypermedia is a strong tool for web-based online learning. It allows learners to control the speed, order, and depth of the content within the computer medium (Dabbagh ve Bannan-Ritland 2005). While the hypertext is defined as an 'information access method' by some researchers, others consider hypertexts as a medium. The characteristics of hypertexts in light of the features underlined by both approaches, in a general sense, can be listed as follows:

- ✓ Hypertexts are text-based, but are not printed materials, and they are a digital medium, presented via computer screens;
- ✓ The content in hypertexts may not be presented in a linear fashion. Readers can switch between information fields via links;
- ✓ Hypertexts are interactive mediums, in which the readers decide on what information to access, in what order, in parallel with their preferences;
- ✓ Since hypertexts are digital mediums, the content can be presented after being enriched with visual and audio media types (graphics, sound, video, etc.);
- ✓ Those digital mediums in which the readers are active, may not have opening and closing pages like the conventional texts;
- ✓ Each reader may scroll through different information clusters within the text, depending on their own preferences. In this aspect, hypertexts are texts that are not written by the author, but are generated as they are being read, based on user preferences (Çakmak & Altun 2008).

Hypertexts, used in the internet environment are digital texts that offer the readers access to a lot of content.

E-Book: Digitalization has paved the way for the rapid consumption and dissemination of knowledge. Books, which are one of the traditional ways to access information, are being transformed into e-book format, in parallel with the digitization process. Due to rapid changes in information and communication technologies, digital book technology is also under constant change. Although various definitions have been given for digital books in literature, it is possible to define digital books as enriching the content of a printed book with digital strategies and opportunities. These books can be accessed digitally through media. Armstrong, Edwards and Lonsdale (2002) define digital books as those published by digitizing a printed version, or as books directly generated in an electronic manner. Digital books are electronic editions that, in addition to the written texts, contain technical specifications such as static or dynamic images, audio, and video content, and interactive activities, such as games and questionnaires, notes, footnotes, etc. (Turel & Sanal 2018).

E-books are becoming widespread in schools and in homes. Many schools make investments in this technology, such as tablet computers like iPads, in order for their students to have better access to e-books, apps and other online sources. According to a survey conducted in 2014, 63% of school libraries possess e-books (Connor et al. 2019).

Audio: Oral communications have a long-standing history. In traditional classrooms and radio programming, the effect of the voice can clearly be seen. Various researches have been conducted on the pedagogical properties of sound. In Britain, Open University course teams use the media resources efficiently in order to supplement specially prepared printed materials. At first, radio and TV support were obtained from the BBC, and after that, the institution began producing its own content (Bates 2015). As audio can be utilized in education as a standalone element, audio materials can be used in pair with other texts. Long or short summaries of the courses to be provided, or voice recordings of complete courses are among the sources that are utilized both in traditional education and in digital learning, such as remote learning.

Video: Digital video can be a professional tool for development, and for the teachers, beyond the homeroom classes. Educators who use opportunities for professional development via remote learning offer observation and modeling skills by using remote learning resources in addition to traditional teaching methods (Mardis 2009).

Video is usually visually focused. However, video offers benefits for those who learn with audio, as sounds and conversations are also included, and can present shows in classes for learners (Cruse 2011).

During the e-learning phase, various materials are prepared for learners over the internet. Videos, which are among those indicated materials, can present the information in an attractive and charming manner, as a rich and powerful e-learning tool (Zhang et al. 2005) and for the learner, videos can be used as both the main source and a supplemental source, in addition to written materials.

Visuals are re-presentation (Barthes 2014). This presentation should be performed over a pre-planned flow in compliance with the shooting and designing processes. Compiling and using videos in the right manner is effective in maintaining the attention of students, and in motivating them for learning (Whatley and Ahmad 2007). Just like the information provided with the video, preparing products which are compatible with the education design is very important. The products should be facilitators, and correct for the learner (Beaudin and Quick 1996).

Ata (2017) defines the indicated materials, dubbed as video, video courses, educational video, etc., as follows: the video-course is a functional animated audio–visual tool, which is educational in its nature, which contains a certain subject, which has an aim, a plan, and a program, which has undergone a shooting/designing phase with the integration of different materials, which can substitute any other course or can be an additional factor to another course, which can be viewed in a flexible manner in terms of time and place, and which addresses multiple senses in a communicative manner.

Videoconference: The videoconference may sometimes be defined as the combination of benefits of traditional courses and TV. The videoconference is the technology which allows interactions between students and teachers in different venues. Thanks to its audio and visual properties, the opportunity for students and educators to ask questions of each other arises. Some videoconference systems are used to view the teachers' boards, drawings, and notes (Dabbagh and Bannan-Ritland 2005).

Digital Games (Educational Games): The current generation is growing, along with various technologies that may have an effect on their daily lives. Therefore, it is apparent that different pedagogical approaches may be required to teach new generations of students. It is necessary to reach, or to come close to, the technology that they currently have. Since they grow up with such technologies, it is necessary to employ them for the education of the new generation, in order not to bore them, and in order to hold their attention. Today, the usage rates of multimedia technologies in learning seem to increase. The generation of today spends a lot of time on video games, and video games in turn, have become an industry. Furthermore, video games, with their large share in the media industry, show off their value and their impact on users. Now, many people play video games willingly, and spend a lot of time and money on them (Shabari & Issa 2018).

Many studies in this regard have focused on three directions:

1. Sociological: the main aim of the sociological approach is to define the effects of games on social development and relations;
2. Effects of the digital games on learning (digital literacy);
3. Learning with plays and games in schools (Gros 2007).

The positive effects of playing games can be listed as cognitive, motivational, emotional, and social. On the other hand, addiction, a tendency for violence, and depression, etc., can be listed as the adverse effects of playing video games (Granic, Lobel & Engels 2014). However, the said adverse effects rather manifest themselves when the wrong types of video games are played.

According to Calvo, it can be said that video games heighten the following functions;

1. Motor development: games involving action stimulate focus and manage speed,
2. Cognitive development: games, in addition to action, involve understanding tasks such as problem solving, forming strategies, etc.,
3. Emotional development: the fictional nature of games has a key function in the emotional development of an individual,
4. Social development: games also involve other people. Social aspects play a major role in the predominant values and behaviours of society (Gross 2003).

Video games often mean direct access to the technological world of kids and youth. In many western societies, the contact of children with technology is initiated via computer games. Computer games can be introduced to schools in order to teach a certain curriculum. The presence of this changing environment has led educational experts to design new areas of education in a rapid manner (Gros 2003).

Simulation: Simulations have been a part of education and training activities since the end of the 19th century. However, the idea of using virtual reality-based simulations is fairly new. Today, VR is a term used to define a series of technologies from 3D headsets that pull the students into the virtual world, to systems that provide automatic performance reviews for students. Adopting virtual reality is used to relieve the lack of duration in courses (Towers, Field, Stokes, Maddock & Martin 2019).

Virtual Reality: Use of information is fairly common and widespread, especially in higher education, as information and communication technologies in the form of virtual learning environments. The VLEs, in addition to being administrative tools for the communications process, in order to provide educational content in a computer-based manner, are web-based learning environments with online tools. Today, virtual learning environments contain forums, chat rooms, and e-mails as content management. These tools and functions should comply with the pedagogical consistency. Second Life, Active Worlds, Project Wonderland and Open Cobalt are some of the virtual worlds used in education (Bessa, Santos & Duarte 2019). These environments are used both in traditional class courses and in distance learning activities. For example, in Second Life, an individual can create his/her own avatar and can carry on with his/her education using this avatar.

Augmented Reality: Augmented reality is a kind of interaction that enriches the real world experience of users through computer generated video, audio, and texts. It is frequently used in fields like the construction business. Virtual reality increases the opportunity to interact in a real or physical manner via a 3D image, generated by computers. AR and VR have various areas of applicability in educational materials, in fields such as architecture, engineering, and construction (Ahmed 2018).

Sometimes, field trips made in order to strengthen and supplement what is thought in class may not be sufficient alone (like in the construction business). In order to complement any lack of appreciation, it may be required to employ advanced learning methods. AR strengthens in-class learning, and, thanks to countless advantages it has in relation to increasing the potential of the broad learning and teaching environments, has been established as an innovative teaching method. AR offers different viewpoints in terms of the concepts taught in the class, and it is a known fact that it increases the learning motivation of the students. With the use of AR, virtual objects, as well as methods and information that may not be readily noticed, can be easily rendered visible to the students (Bademosi et al. 2019).

Conclusion

Today, technology is a fast-changing surprise. Education developers and teaching technology experts continue challenging the new era with the advent of powerful tools that support teaching and learning. Innovative applications and the potential impact of some technologies offer some striking examples (Spector 2010, 375). With the rise of new technologies in the digital age, it has become apparent that new opportunities are emerging in terms of learning and teaching. Educators have begun practicing new applications in educational activities by using the technology depending on the morphing educational properties.

With the emergence of multimedia, various materials such as texts, audio, video, and simulations have been included in learning on the same screen. The most important properties of the new communications and digital education systems are being instant, accessible, intractable, and usable, and being readable, listenable, and watchable, anytime and anywhere. These characteristics have led the way for the emergence of individual, and independent learning environments, and with the shift from consuming to interacting, this underlines productivity as well. Therefore, preparing digital education materials by taking on the characteristics of the learner is crucial.

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DIGITAL DIPLOMACY

MERYEM OKUMUŞ

Introduction

The world of the 21st century has seen many areas of change and transformation, along with technological developments, and has witnessed the transformation of diplomacy from traditional to digital. The concept of diplomacy, which means the duty of making treaties that regulate interstate relations and represent the state, is as old as the history of mankind. While Etzold (1977) defines diplomacy as "politics, strategy, an art based on conducting everything", Powell (2004) defines it shortly as "the art of administering the state." In today's world, where distances have been reduced in every field, digital diplomacy has become mandatory for governments and states. Digital diplomacy is also defined in general terms as the method of dealing with diplomatic issues via the internet and the development of solutions. While the present age has evolved into a digital world, it is not possible for diplomatic practices to escape from this evolution. As a matter of fact, while digitalization is dominant in every part of life, nations make use of the digital environment when they want to communicate with foreign governments and their peoples. The starting point of the concept of digital diplomacy is seen as the Arab Spring (2010) and Occupy (2011) movements. In this section, the concept of diplomacy, the process of transformation from traditional to public diplomacy, soft power, digital diplomacy, social media, and twiplomacy concepts are discussed.

The transformation process from traditional diplomacy to public diplomacy

Bull's (1997) view of diplomacy as "relations between states and other policies in world politics that maintain behaviour with official agents and peaceful means" is considered to be the most widely used definition in the field of diplomacy. Watson (1984) defines diplomacy as "the process of negotiation between political entities that recognize each other's independence." According to Heywood (2016) and Bull (1995), diplomacy has five functions. Accordingly, while the first function of diplomacy is to communicate with the political leaders of states and actors playing roles in world politics, to facilitate communication and to carry out the exchange of information, the second function is to carry out international agreements and negotiations. The third function is the gathering of intelligence about foreign countries, and the fourth is to minimize the friction in international relations. As for the fifth function of diplomacy, it is to represent the country of actors in the international arena.

In today's world, global and regional governments want to have greater roles, and with the reduction of these borders, the autonomy and sovereignty of states are more eroded. In this context, the globalization process is accepted as one of the important developments that should be stressed, while explaining the changes and transformations experienced in the 20th century. International cooperation is facilitated, and the peoples of different countries are becoming more aware of their common interests. The rise of new actors with an international standpoint, and the gradual transition towards a multi-centre form of governance (Scholte 2008), reshapes the traditional diplomatic functions of representation, communication, negotiation, and the status of diplomats (Hocking 2012). New functions have been added to existing functions, such as representation, fulfilment of agreements, and carrying out negotiations, and the concept of diplomacy, has undergone changes and transformations from past to present. This process of change and transformation has also added new tools to those used in the field of diplomacy, and enabled a transformation to take place within the actors directing politics. While the state is the most important actor in traditional diplomacy, many actors, such as civil society institutions, opinion leaders, and international businesses, have started to be present in the new diplomacy. Traditional diplomacy, which regulates official relations between countries and is based on elements of hard power, such as military power, economic power, commercial power, etc., has begun to evolve towards the concept of soft power in the middle of the 20th century. Soft power, invented by Joseph Nye in 1990 as a result of the end of the Cold War, is defined as the ability of a person to attract others by using his/her beliefs, values, and ideas, and to determine the agenda in world politics, not by military or economic coercion, but by persuasion.

The concept of soft power, which harbours elements such as the culture and values of a country, has become one of the concepts that attract the attention of countries in the globalizing world. The most important reason for the evolution of diplomacy from hard power to soft power is globalization. With developments in communication technologies, time-space boundaries have disappeared, intercultural communication and interaction have gained importance, and technological dependencies have given birth to the concept of globalization. The process of globalization has also transformed the instruments used in diplomacy, and in time, mass communication tools and new communication technologies have gradually been added to the diplomatic relations of ancient times, which were carried out with the face-to-face and communication techniques of the era. Traditional diplomacy, which was carried out by mass media tools such as newspapers, radio, magazines, and television in the 20th century, has also affected diplomatic processes with the emergence of the internet in the 21st century, and its rapid presence in all areas of life, and made new media the indispensable tool of new diplomacy. The emergence of globalization has forced institutions and nations to be recognized worldwide, and the challenge of global recognition has also required countries to eliminate negative perceptions among their stakeholders forever, and consequently gain legitimate power and a voice on the world stage (Moore and Sullivan 2011).

Public diplomacy, which allows countries to prioritize non-state actors and public opinions in regard to influencing the public opinion of other countries, differs from traditional diplomacy in many respects, such as actors, targets, and tactics. Public diplomacy has targets, such as informing foreign public opinion, increasing the impact on foreign public opinion, correcting misunderstandings, and creating a basis for inter-communal dialogue. Public diplomacy based on mutual communication and interaction takes advantage of soft power elements, such as culture, education, sports, etc., to create mutual sympathy on a large scale. Szondi (2008) stated that recent definitions of public diplomacy give importance to influencing foreign public opinion, no longer to affect foreign governments, but to create an environment for promoting foreign policy goals and national interests.

Public diplomacy, which is accepted as a tool used by states in the international arena, has been transferred to the digital environment through the Web 2.0 revolution. The purpose of using strategies of digital diplomacy, which is defined as a form of public diplomacy, is to produce, disseminate, and maintain information that helps to further increase the state interest. The emergence of these technologies has fundamentally changed the way a state can involve and inform foreign audiences. But, to put it simply, reducing digital diplomacy to public diplomacy, is to miss most of the power and capacity that information communication technologies, such as social media, provide to states and other actors.

Digital diplomacy

Diplomacy has changed over time and the impact of communication technologies on the circulation of information, from the development of parchment to the click of an e-mail, has become very important for the evolution of diplomacy (Jönsson and Hall 2005, Roberts 2009). At the same time, with the impact of communication technologies, new actors have acquired great roles in international relations and diplomacy. It has been observed that the impact of globalization and digitization on 21st century society, and these changes, have produced a new key concept for diplomacy (Pamment 2014). This key concept is a digital diplomacy concept that can be framed as a new and revolutionary development, replacing the top-down, state-catered, processes of international relations with a more networked, civil society-focused diplomacy model. Digital diplomacy is seen by researchers as an important tool that enables direct communication and interaction with foreign peoples to advance a nation's foreign policy (Metzgar 2012, Hayden 2012). Digital diplomacy is built upon the latest diplomatic conceptual and empirical developments, such as public diplomacy or soft power. Digital diplomacy can be understood as a new and practical extension of concepts of soft power and public diplomacy and should be used in this context. In addition to intelligent and soft power, digital diplomacy has also been evolved from public diplomacy, a non-traditional old diplomatic form of diplomatic practice. For this reason, digital diplomacy is defined as a mentality, perhaps not as the best instrument in the international arena. Holmes and Bjola (2017) have also described digital diplomacy as "the way states manage the change." Holmes (2017) compares the tools and barriers of face-to-face diplomacy, and those of digital diplomacy, as shown in Table 17-1.

Table 17-1. Relative Level of Benefit and Tools/Barriers for Change Management in Diplomacy

	External shocks	**Incremental scrolling**
Face-To-Face Diplomacy	***High***	***Low***
	Relationship management	Cognitive capacity
	Understanding of intention - reading	Drowning in data
	Identity building	Opportunity costs
Digital Diplomacy	***Low***	***High***
	Relatively non-personal	Data collection
	The bureaucratic nature	Visual analysis
	Relationships cannot be converted	Theorizing correlations

Source: Holmes 2017

The fact that advances in communication technologies have brought about new media concepts such as the internet and social media, has strengthened the power of the media, and, as one of the most important instruments in every field, the media has become one of the indispensable tools of international relations. In this context, it is possible to say that digital diplomacy has become a necessity for practitioners and policy makers around the world (Bjola and Holmes 2015). Digital diplomacy professionals also work in government agencies and foreign ministries, and eventually establish relationships with foreign people which are considered as part of public diplomacy and engagement in political practice (Melissen 2007, Snow and Taylor 2008, Metzgar 2012, Cull 2013, Hayden 2013, Kremer and Muller 2014, Natarajan 2014). The Ministries of Foreign Affairs, responsible for carrying out the digital diplomacy initiatives of countries, have begun to integrate social media communication and monitoring, large data analysis, social network analysis, and resources, into their instruments.

Hocking and Melissen (2015), also point out that digital diplomacy is often reduced to public diplomacy, and express that digital diplomacy includes many different components, explaining these components as follows:

Changing the foreign policy agenda: depending on the speed issue, less control over events and the agenda is possible, and business processes and institutional structures can be adapted to network diplomacy in the digital age.

Cyber agenda: digital diplomacy as a way to negotiate scenarios and problems: for example, internet freedom, internet governance, and cyber security.

Information management: effectively managing information problems, including big data, and using resources to provide the best impact.

Service provision: The use of digital resources in the conduct of consular affairs and crisis management.

Even though digital diplomacy is noted for occasionally reducing cost, or faces the risk of frequent banning of produced content, it has the potential to fundamentally change the art of thousand-year-old diplomacy, which has its distinctive features. The digital platform, for example, in the hands of a master user, such as Canadian Prime Minister Justin Trudeau, allows the establishment of a relationship directly from person to person, which was largely impossible with traditional diplomacy forms. In the same way, Donald Trump, President of the United States, can be an example to politicians who have successfully exploited the possibilities of social media, albeit in a different way. Like any tool, digital is good for some things and it may not be so good for others. Knowing which tool, at what time, will work, is the essence of diplomacy. Knowing how the digital environment affects this, is also digital diplomacy itself.

Like people's influence on others, societies have an impact on each other. Network-based digital technologies, including the internet, and people's ways of creating and sharing information, generating content and establishing connection with others, have all changed dramatically. For example, recent reports have shown an increase in the number of people who go onto the internet to stay in touch with friends and acquaintances in the United States and other countries. The fact that societies live in a world where links are provided through networks whose borders are now transparent, requires public diplomacy to adopt real cooperation with interconnected communities, and an approach based on co-operation. With the increase in availability of digital devices, and given their affordability, these new transnational and decentralized social networks have taken their place among the tools that allow the performance of public diplomacy.

New trends that have emerged in public diplomacy in the digital world of the 21st century have provided a more dialogic and cosmopolitan approach. At the same time, digital diplomacy can be considered as complement and expansion of existing diplomatic entity, as well as providing new opportunities for diplomats to have influence (Hocking 2012, Neumann 2012, Pamment 2014). Web-based public diplomacy, also known as diplomacy 2.0 or e-diplomacy, today recognizes the inclusive nature of public diplomacy. Therefore, these diplomatic practices are also referred to through digital network technologies, commonly named as social media, such as the internet and mobile devices. At the heart of digital media-based public diplomacy efforts, lies the establishment of meaningful connections or relationships with people around the world. Edward R. Murrow, former President of the US Information (IT) Organization states that, once, the "final leg in the tripod" was very important to strengthen mutual understanding of personal contact and to establish global public opinion networks. While face-to-face interactions are ideal, social media provides great opportunities for public diplomacy actors to establish connections with global public opinion and facilitate it. With the development of new communication technologies, more emphasis has been placed on the tools for building and sustaining relations via diplomats, and face-to-face interviews and official channels have not been used independently anymore. With the instant announcement that the internet provides, interaction, participation, etc., have been among the factors that public diplomacy practices have had to take into consideration. The internet environment, which also provides opportunities offered to individuals and countries, has managed to enter the field of public diplomacy with its social media platforms. In addition to the official websites of countries, being active on social networks like Facebook, Twitter, Instagram, and YouTube offers today's most effective application areas which help countries to build credibility. With technological developments, the new media and countries should use mass media as well as new media tools effectively. Moreover, new media technologies, which have become even more important in today's information age, create the necessity of countries to be in these digital environments. For example, how a country uses social media, its accessibility, and its effectiveness, give an idea about the country's media culture and media profile (Zaharna 2001).

Digital media has begun to mediate global power in interesting ways, and international news agencies have come to trust in the content captured by mobile phone users, such as events created by citizen journalists emerging in different places. Also, governments have begun to use social media to interact with international public opinion as part of their public diplomacy efforts. For example, the US State Department actively uses Facebook and Twitter to communicate with, and deliver messages to, citizens around the world. Other countries, including particularly the United Kingdom, Norway, and Sweden, are expanding public diplomacy efforts in the digital arena. Likewise, as well as providing new ways for diplomats and employees to reach new audiences globally, social media challenges the way diplomatic work is carried out. As new media expands via vertical communication channels, it also extends horizontal communication channels among network-connected individuals. The decentralized nature of these new participatory and communicative networks means that public diplomacy requires productive participation with individuals currently within these networks.

The internet, being one of the indispensables in our daily life, by providing facilities in many fields, is one of the most important areas of application and tools in terms of public diplomacy. In particular, the advantages of the internet, such as facilitating the formation of public opinion on specific issues and the instant transmission of messages intended to be conveyed to millions of people, bring the internet to a key position in transferring political, economic, military, scientific, and cultural developments taking place in the international arena. The official web pages of countries, and the web pages of public diplomacy practitioners, are also among the tools used to reach foreign peoples. The increase in interaction with the use of social media constitutes one of the important forces that drive countries to take part in social media. The internet also provides instant access to all kinds of information desired about many countries, and takes place in environments where the experiences of those countries can be transferred. For example, the Turkey Home website offers visitors the opportunity to know Turkey. These interactions and opportunities also lead countries to pursue, and use effectively, technological developments in the context of public diplomacy. In fact, the opportunities that the internet has within the context of building and maintaining a dialogue-based relationship between the parties make this channel indispensable in terms of public diplomacy as well.

Social media

The emergence of a new media environment characterized by a continuous global flow of information has constrained the position of foreign ministries as the only communicators of foreign policy. These changes have also required new tools to convey public diplomacy to international civilian audiences. Thus, the new public diplomacy is characterized by dialogue, cooperation and comprehensiveness. It represented a clear disconnect from the public diplomacy model based on one-way communication, and revealed the necessity of making use of social media to establish two-way relations with people (Szondi 2008). It is the providing of the basis for building the two-way relationship that makes social media a useful tool for countries in realizing their goals and targets in the field of diplomacy. Diplomats from the past to the present have had the chance to reach hundreds and possibly thousands of people, face-to-face. Some have, rarely, been able to reach hundreds of thousands, or millions, of people through newspapers, radio, and television, but in this case it has been necessary to obtain approval from threshold watchers. Social media has changed this old dynamic, and countries have now been using their own global media empire effectively, finding the opportunity to reach millions of people directly, through the social media platform.

At the beginning of the 2010s, Stein (2011) highlighted the need for countries to use social media in the field of diplomacy, saying, "all governments have faced an urgent need due to updating their diplomatic tools with the emergence of partially new technologies and social media." Research on the use of social media in diplomacy has focused mostly on how social media is to be used for public diplomacy (that is, relations between nation states and foreign peoples), and on the application of diplomatic institutions such as foreign ministries and embassies (Bjola and Holmes 2015, Cull 2011, Zhong and Lu 2013).

Although much of the information shared through networked social media can't be verified (sometimes even news can be produced only to attract attention), the widespread use of digital technology shows that social media has emerged as the most common tool to influence the political agenda in shaping public diplomacy. Here, social media is often seen as an environment that allows the development of a more open and cooperative diplomacy model. On the other hand, social media is said to require diplomats to deal with their audience in a more personal and interactive way. However, there are also discussions about the extent of the impact of social media both on diplomatic communication and on developments in diplomatic practice (Bjola and Holmes 2015, Hocking and Melissen 2015, Zhong and Lu 2013).

The implementation of social media in the field of diplomacy is seen as a transformative development of international politics (Stein 2011, Seib 2012). Social media not only transcends the hierarchical chains of diplomatic communication and provides the ground for ordinary people to get into the light of political life and announce their voices, but also enables diplomats to incorporate foreign societies directly into a continuous dialogue.

Digital diplomacy has taken place in the assurance of ‘new’ public diplomacy to maximize interaction with the increasingly interconnected foreign public, and to move away from the one-way information flow, dialogue, and engagement (Melissen 2005). In this context, it is possible to say that social media functions as a platform for web-based public diplomacy as well. Although there is a lot to discuss on its function and impact in international communication and political mobilization, the Iranian case, for example, has shown its enormous potential for influence on e-government diplomacy. Opposition groups and Western supporters have not only provided support in and out of Iran through the micro-blogging service Twitter and social networking sites, but also directed large-scale protests in time. Again, protests around the world constitute a lot of examples of the extensive impacts of social media. In April 2009, more than 10,000 Moldovan youth groups gathered to protest against Moldova's leader, using social media tools, such as messaging, Facebook and Twitter. In September 2007, information on protests in Myanmar was increasingly disseminated through photos, videos, and audio files, which were rapidly conveyed by technologies, including the internet, and which the government failed to silence (Mydans 2007). Soon, this information was able to produce significant support from the Western world. In November 2005, young French Muslims organized a series of riots using text messages, blogs, and e-mail (CBS News 2005). Similarly, in the 2008 Zimbabwe presidential election, despite restrictions on media freedom in the country, new technologies have become powerful tools for political campaigning, communication, advocacy, and mobilization.

Twitter diplomacy (Twiplomacy)

Digital diplomacy enables individuals, governments and institutions to interact and communicate differently from traditional diplomacy through web applications. This difference in new learning models, by introducing new networks of communication, enables communication to change its size and transform itself. The new interaction network in question is provided by social communication applications. These networks also enable states to maintain their presence on digital platforms. The most widely used of these applications are Twitter and Facebook, of course. This rapid transformation in digital has enabled the concept of Twitter diplomacy, 'twiplomacy', to enter the literature. According to Lüfkens (2017), world leaders use social media extensively for a variety of purposes, including developing relationships with other world leaders and foreign public opinion. According to many indicators, the most popular social network used by world leaders is Twitter. In this context, according to 2017 data (See Figure 1) US President Donald Trump has become the most followed world leader on Twitter. Trump has also been considered to be the most influential world leader on Twitter, based on interaction with followers, and the second most influential leader in tweeting, with regard to the number of retweets per tweet. According to the data from May 2017, Trump has 137 world leaders among his followers on Twitter (Lüfkens 2017).

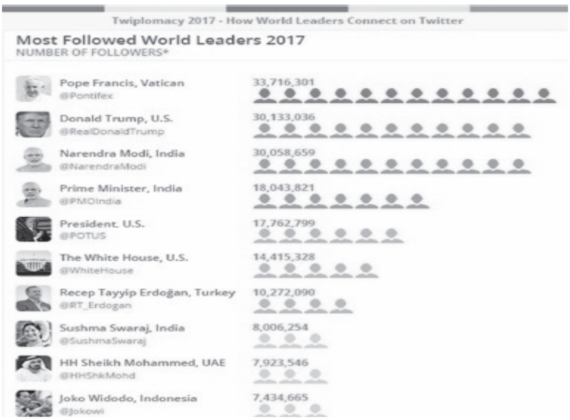

Figure 17-1. The Most Followed World Leaders on Twitter

Conclusion

Diplomacy, one of the basic concepts in the field of international relations, has undergone significant transformations in its methods and practices in parallel with technological developments in the communication world. It is seen that, with the digital age, individuals and societies have also become involved in diplomatic relations, which were formerly maintained only on an interstate level. These changes and transformations have taken place with the appearance of new actors, new methods, and new issues, on the stage of diplomacy, and have revealed that countries must take into account the digital field.

As a multi-stakeholder field, digital diplomacy has transformed the old public diplomacy into the new, characterized by communication that builds a two-way relationship (Zhong and Lu 2013). Especially, social media has been the main tool of these transformations. In this context, it will be important for practitioners to finish the chapter by giving ten proposed rules for successful digital diplomacy. The rules in question are:

1- Each digital dispatch and action must tell an attractive story, or there should be a purpose and a target of the dispatch.

2- Digital diplomacy should not only be seen as an information store and should not be the single focus point, even though it is an important element in the field of diplomacy.

3- A successful digital strategy is shaped around communicating with the target audience. This includes responding to messages, actively calling people, and participating in conversation.

4- It is important to be careful as to with whom, and whether or not, to enter into a digital war. Masters of the digital environment should not be ignored.

5- It is necessary to take risks. This doesn't mean you have to be careless. Mistakes will always happen, and this is not limited to the digital arena of diplomacy, but one should not be afraid of pushing the limit and trying new things.

6- It is important to avoid boredom. No one wants to see the notes in your capitals, or bizarre handshake pictures of local politicians and officials. Being fun and creative as a human being will increase the effectiveness of digital diplomacy.

7- It should be short, concise and clear. For example, just because Twitter has increased the number of characters does not mean that each of them must be used.

8- Visuals must be included. To make messages more aesthetically attractive, some images, emoticons or GIFs can be used to ease the writings.
9- Reality is important even in the digital environment. Honesty, giving accurate information, and taking into account incoming messages, can offer an opportunity to communicate more effectively by increasing reliability.

Digital diplomacy should not be used in place of face-to-face diplomacy. At the end of the day, digital diplomacy remains as only one of the tools in a diplomat's kit, and must be complementary to, rather than a substitute for, face-to-face diplomacy.

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DIGITAL MEDIA LITERACY AND CONTENT PRODUCTION IN SOCIAL MEDIA

SAİT SİNAN ATİLGAN

Introduction

Together with the transition from traditional to digital media, it has become necessary to raise awareness of individuals in every layer of society, and create awareness in terms of reaching qualified information. In addition to the opportunities provided by digital media, its ability to influence individuals of all ages, as well as their diversity, have all made the concept of digital media literacy important. Nowadays, digital media literacy has taken its place in international documents as an indispensable life skill.

The most important factor in the transition from traditional media literacy to digital is the emergence of the social media concept as an extension of the developments in information technologies. Social networks are online tools that allow individuals to express themselves, to merge their social networks, to establish connections with other users, and to maintain these links. In general, social networks have become important tools for sharing daily events and news.

In a survey conducted by Hootsuite and We Are Social in 2017, it was revealed that approximately three billion people are active social network users, and about five billion people use mobile technologies (Cassidy 2017). Assuming that information is obtained through the internet and internet technologies, it is natural that the information gatherer, under the hegemony of knowledge, thinks all kinds of news are real. It should be kept in mind that information produced on the internet, and in particular, in social networks, can only protect the individual if he/she is literate. One of the main tasks of educators is to take into account the risks that social networks present to young people, and to provide necessary support in this context.

The basics of digital literacy

Today's youths are called 'digital natives' by their elders, since the young deal with everything technological and apply technologies effortlessly. The main reason for this is that they live in an interactive and digital culture where they are accustomed to accessing the media, wherever and whenever they want. Instant messaging, photo sharing, social networking, video broadcasting, and mobile internet use are examples of the new online interests of young people.

Members of this new generation, intertwined and coordinated with internet technologies, continue to be the users of information and communication technologies without guidance. But it is not enough to assume that young people have all the skills, knowledge, and understanding they need to use these technologies.

It is a reality that they need help to develop digital cultures, and to make sense of a rapidly changing world of technology (Alexander 2016).

To be literate in today's diverse media, young people need to develop knowledge, critical thinking, and communication and knowledge management skills, in the digital era. By transferring the increasing number of businesses, services, and even democratic processes, to an online environment, citizens who do not have digital literacy skills are at risk of being disadvantaged when it comes to access to health care, government services, employment, education, and civic engagement opportunities (Hobbs 2012). In this sense, digital literacy includes a wide range of ethical, social, and reflective practices, including work, learning, entertainment, and everyday life, and suggests more than conceptual technological knowledge.

Use, understand and create

Qualifications for digital literacy can be classified according to three main principles. The first of these shows the technical fluency needed to connect with computers and the internet. The skills and competences included in the field of use cover more complex skills, from basic technical skills to access to information sources such as e-mail, search engines, emerging technologies, online databases, and cloud computing.

Understanding the second principle of digital media is necessary to enable us to critically evaluate each event around its own context and make informed decisions. This understanding includes seeing how network technology affects our behavior and our perceptions, beliefs, and emotions, about the world around us.

Finally, creation is the ability to produce content and communicate effectively with various digital media tools. Producing content in digital media environments requires more than knowing how to use a word processor or write an email. It requires communicating effectively and responsibly, using rich media such as images, video, and audio, with the user-generated content of Web 2.0, such as blogs, discussion forums, video, and photo sharing, social games, and other types of social media.

New media and digital literacy

According to Van Dijk, new media, unlike traditional media (newspapers, radio, television, cinema), is a collection of multi-layered, high-speed, digitally coded systems, on the basis of simultaneous and high capacity communication processes among the actors. It is a multimedia form of communication where interaction takes place (Van Dijk 2004).

New media, which has widespread practice in every aspect of everyday life, also radically transforms it. Due to some of the requirements of the social life of new media, the intensity of use is increasing, and new media tools become an extension, or part, of the human body. Accordingly, all of the digital technologies that are interactive, and multimedia, such as PC games, console games, online games, and especially smartphones, computers and the internet, which we frequently use in everyday life, are defined as new media (Binark 2007).

To better understand new media, it is necessary to know its basic features and principles. According to Rogers, new media has three main features, and these three main features distinguish new media from traditional media (Geray 2003).

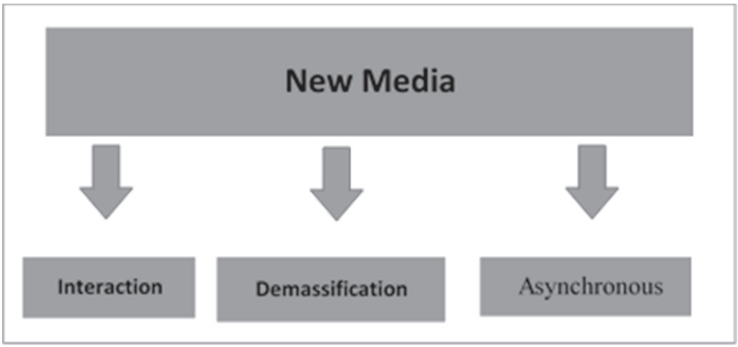

Figure 1. New Media Diagram

The interaction is explained as turning the source into the receiver, and the receiver into the source, and this is the most fundamental difference that can be distinguished from the traditional media technologies (Törenli 2005).

Demassification: New media can be too mass-liberating to allow a private message exchange with each individual within a large group of users. New media can provide data, information, or news, to multiple recipients from a source, as well as receiver-specific information, and data flow. As such, the new media created by developing communication technologies is a mass-liberator, so that it can exchange private messages with each individual within a large group of users. This feature of the new media is caused by its computer-based feature (Geray 2003).

Asenkron is one of the main differences between new communication technologies; the necessity of concurrence between the receiver and the source. Thanks to the new media synchronism feature, the individual can send and receive messages at the appropriate time.

Individuals who follow technological developments in order to achieve digital literacy skills, and integrate into new communication technologies in the context of being updated, have priority competencies to be achieved outside of this process. We can present these competencies under five headings (Balaban 2012).

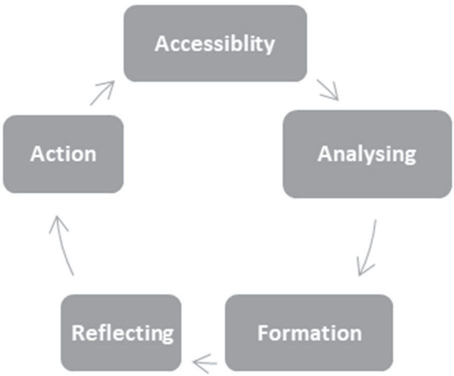

Figure 2. Priority Competencies

Access can be regarded as the ability to effectively access media content with the support of different media, to use this content effectively, and to become a shareholder in this process. Analysis and evaluation is the ability to effectively analyze this content by developing a method for measuring the quality, reality, and reliability elements against the media content that we can come across in every environment. Therefore, it is a significant skill element for digital media literacy. Creation is the ability of new media to have the technical skills needed to prepare the content to be distributed to both the user and the distributor, and to produce content in accordance with these skills. As the existing digital technologies develop, this skill element constantly revises itself. Ethical issues come to the fore in the reflection element. In fact, this requires the ability to reflect a strong image within the social process on the axis of attitudes, behaviors, and experiences.

Actionality is acting on the part of the individual in order to find solutions to current issues as a part of the social structure (Hobbs 2010). Apart from this, digital literacy is important in terms of providing a common language to theorists and educators, and guiding teachers in a rapidly changing technological field. Whatever the topic, tool or platform, the aim of digital literacy education is to communicate these key concepts to students in a way that is appropriate to their age and context. From this point of view, the characteristics of digital literacy can be grouped under five headings.

1. Digital media is network dependent: Unlike conventional media, there is no one-way to connect in digital media. In digital media, content can be recreated and deployed, unlike single-sided content in traditional media. Even if you are not aware of the ways in which you send data from this aspect, these links are always at least two-way. This means that everyone and everything is connected. All users can publish content and find viewers. This can contribute to the versatility of prepared content and can be active at the point of transformation.

2. *Digital media is permanent, searchable, and shareable*: Everything that is digitally transmitted is stored somewhere, and is permanent because it can be searched and indexed. When considered together with the concept of connecting to the network of digital media, this means that most of the content can be copied, shared, or disseminated at an insignificant cost. You can find information produced at different times, and this information can be shared on any digital platform.

3. *Digital media has unknown and unexpected audiences*: Digital media is connected to the network, so things you share online can be seen by people you don't expect to see them. Content-generating users have much less power to control what happens after it is produced. We may be sharing content that we don't know (such as cookies and other monitoring tools) with the masses.

In addition to these unexpected situations, the importance of digital literacy arises in terms of the development of the necessary mechanisms of resistance against such problems, which will be created by these elements that make our lives easier.

4. *Digital media experiences provide a virtual reality perception as well as real*: Digital media connected to the network is interactive, users are not only passive trackers, but active elements of ongoing processes. Because it is interactive, we respond to online users as if we were actually there, but this can sometimes mislead users. Some of the behaviors we are forced to carry out in real life can be made easier in virtual environments. Laws, morals and rights still apply online. The norms and values of our online communities can also affect our own personal norms and values, as with the values of our offline communities.

5. *Our reactions and behaviours in the virtual environment are influenced by those who design digital media platforms*: One of the most basic concepts of media literacy is how a form of media affects how we read a text. While this is true in digital media, it shows that the design of a platform does not affect the meaning and message of digital media; everything we interact with, via the user interface, gives us content from algorithms that determine how (Danah 2010).

As can be seen in traditional media, there is often an interaction between users' own needs and the impact of platforms. For this reason, technological developments, and the generations that continue to develop according to the effects of social life, are determined. In this respect, it is seen that social media platforms which respond to different contents and needs are used within their own objectives. For example, individuals who grow with digital cultural codes evaluate two different platforms, according to their intended use, and are influenced by the structure of these platforms, so they can choose to send ordinary photos, and more official images, on Snapchat.

Digital citizenship

Conceptually, digital citizenship is character education in a networked world. In addition, with the development of technology, official transactions, social communication, education, and production, such as the fields of information technology, are appropriate and accurate for the use of people who have the ability. As technology develops, problems with its use are also increasing. Therefore, it is clear that the behaviors, values, ethics, and consciousness about technological behavior or technological citizenship, should be established.

Being a critical user and media consumer is an important element of active and conscious citizenship in the 21st century. It is inevitable that digital competencies are necessary in order to follow the media which has taken its place in our lives with its new identity, and to integrate it into our vital processes.

Media messages that have an impact on the choices in our lives also affect our political stance. As tools such as Facebook and Twitter are used to organize activism and political movements in the world, it is becoming increasingly important for young people to be able to critically view the media, and to take care of the contributing digital citizens in order to achieve a conscious level of participation. To do this, users need all the skills associated with digital literacy in order to know and use their rights.

From this point of view, digital citizenship, which emerged as a contemporary concept, is closely related to citizenship in the traditional sense. Understanding and using digital media is now a vital part of active citizenship. Digital citizenship is often framed around elements such as rights and responsibilities, participation or civic participation, norms of conduct, and a sense of belonging and membership (Collier 2011). There are many dimensions in the concept of digital citizenship. These dimensions are outlined below:

Digital Access: This is the accession of all individuals to digital media and technology from anywhere, in a safe and quality way.

Digital Trade: To be able to sell or buy goods or services in digital environments, and to protect banking information during shopping.

Digital Ethics: This represents respect for the rights of other individuals in digital environments.

Digital Law: This means being aware of the laws applied to ensure the order of digital environments, to comply with those laws, and to warn those who do not.

Digital Rights - Responsibilities: The rights of individuals to access information through digital devices and to disseminate it via other media channels. This is the phenomenon of transferring the behavior and attitudes towards the digital process, which are the right of every individual, to the next generations, within the framework of certain responsibilities by individuals.

Digital Health: To be aware of the health conditions to be found in digital environments.

Digital Security: This refers to the provision of personal information, hardware and network security (Ozkan 2019).

Changing communication practices

The rapidly changing media reveals new opportunities and challenges for users. Communication, which is one of the functions of the internet, has become the most important tool among digital natives by replacing the phone. According to a survey conducted with 6,700 young people and parents in 2002, 81% of young people between the ages of 12 and 17 use the internet to send e-mails to their friends and relatives, while 70% have a quick messaging system from both their computers and wireless devices; 56% of the youth aged 18 - 19 prefer the internet to the phone (Hobs 2010).

Along with the change in communication technologies, it is essential to integrate digital literacy, and media literacy training, to adapt to the changing nature of communication technologies. Based on the changing technologies framework, alternative education models should be developed.

Various multi-faceted studies in this field are being carried out all over the world. For example, in the European Commission's Image Education and Media Literacy program, a decision was made to expand the scope of media literacy to include new media environments. As Renee Hobbs pointed out, educators, who traditionally concentrated on the process of analyzing news, advertising, and entertainment media, should expand their original viewpoints to include new media (mobile phones and handheld devices), and new message forms (Atar 2016).

On the other hand, the necessity of discussing new media in interactivity comes to the fore. There are interactions between user-user, user-documents, and user-systems. Digital media, the interactive form of the media, should be approached in this respect.

User-user communication, which is one of these approaches, should not be confused with face-to-face communication. Here, a transformation is discussed and seen. Since new media contains multimedia text (audio, video, animation, video, etc.), a different literacy is needed (Livingstone 2002).

It is seen that there is a message flow from one person to many, due to the change in producer and consumer positions. In contrast to face-to-face communication, the necessity of being in the same time and place and the ease of reaching the masses by using various tools comes to the forefront.

In addition to this, the structure transformation from the passive audience to the pro-consumer in the process of change has caused the necessity for media literacy which is different from traditional media literacy. In addition, the confusion that may arise as to whether the information is accurate and reliable, along with the advantages brought by new communication technologies, is accompanied by some negative situations. Livingstone (2002) points out that the internet may cause disappointment. In his research, it is stated that libraries are safer, because it is difficult to understand what is right and what is wrong with the information on the internet.

These frustrations also require a new form of media literacy. One of the reasons for this is the contraction of the distance between new information technologies, but these technologies constitute the central and environmental relations that will open up new areas (Binark & Bek 2010).

Content generation period

In today's world, everyone, not just traditional media professionals, has become a publisher, because social media provides possibilities for everyone on the internet to produce content by means of their own methods. The process of producing content consists of writing, uploading photos or videos, and then pressing the ‘publish’ button. With social networks and various blog software, multimedia publishing has become possible for all users (Kawasaki, Fitzpatrick 2015).

The production of the user with effect in the content can be seen in three stages of the media; consumption, participation, and production, and these have a mutual dependence on each other. Individuals start their relationships with the user production media primarily as consumers or observers. In other words, people visit sites that contain user-generated content in the search for information and entertainment, and consume the content there. However, at this stage, individuals are not participating or contributing. After some obstacles are overcome in the process, individuals start to interact with other users, and the content is produced.

Such interaction also helps to establish and maintain a social connection, along with the creation of virtual communities. At the end of this process, the stage in terms of individuals is the participation of the direct or indirect user in the production of content in the media. Production here is, in essence, almost always manifested as the act of self-expression and self-actualization, directed towards the goal of building personal identity (Bekiroğlu 2017).

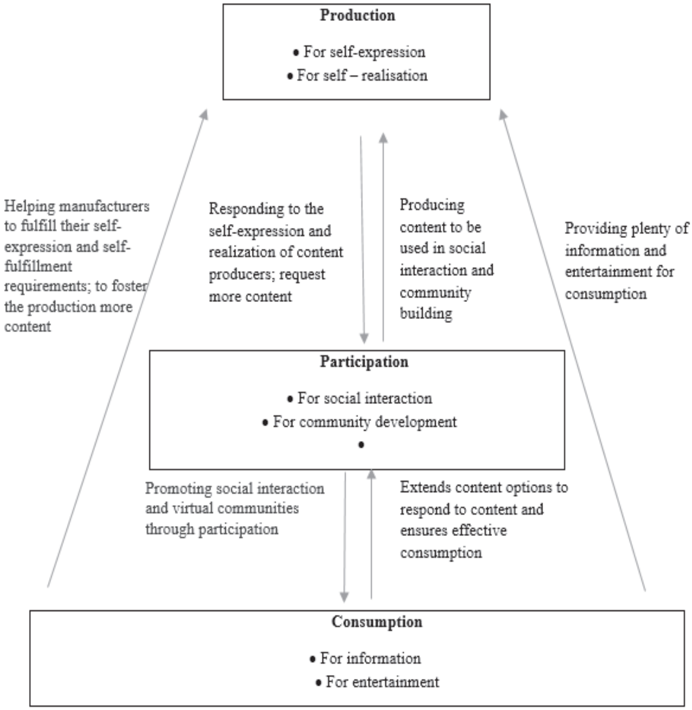

Figure 3. User-generated content (Shao 2009)

User-generated content is not only considered by ordinary non-professional citizens or amateurs. At the same time, traditional media and internet media are increasingly thinking about how to use this content, and what kind of mechanisms they can use (Bekiroğlu 2017).

Another important issue in this regard is the accuracy of the content produced. The importance of media literacy in this sense is increasing, because we need to be confident about the accuracy of the internet environment, and thus, a true learning-teaching process must be realized. In this direction, it is very important to have a number of skills in order to make sense of the messages correctly. Digital media literacy allows individuals to be well equipped for the risks they will face in using these online facilities.

The development of digital technologies facilitates access to news and content, increasing both user-focused news and content production and the spread of this content and news. The speed brought about by digital technologies causes the production of a large amount of news and content

(Binark and Bayraktutan 2018). In particular, social media has become the medium of information and news for users, as it becomes the medium that can respond to the rapid and widespread communication needs of today. This makes it more attractive for individuals who feel the need to reach and share news through more than traditional media.

The main feature of these environments is that they can be shared without an editorial filtering according to the traditional media, because they can spread rapidly (Köktener 2018).

This raises the problem that, sometimes, realistic or manipulative flows of information cannot provide valuable or necessary information. Thus, for the subject exposed to a stream of intense information, the order of importance of the information is shaped by those who produce the content. Again, the information pollution in the content increases the suspicion of the audience regarding the source and the tool.

This is an important problem, of sharing definite news, unconfirmed information, and user-related content on social media, using misleading visual materials in content, and the fact that this content can contain hate speech against a group, race, or gender, and spread rapidly without any control mechanism (Binark and Bayraktutan 2018). Social media environments with extremely fast content growth require individuals to create self-defensive control mechanisms against false news or misinformation.

Anyone who has the ability to access and use the internet can read and edit false news content about any topic, and thousands of people may believe it. Media consumers who do not have sufficient equipment for media literacy believe that most of this news does not have the accuracy they find on the internet and which contributes to the formation of public opinion.

In this case, the Massachusetts Institute of Technology (MIT), in a study conducted by social media on the news, spread six times more rapidly. According to the survey, the possibility of sharing incorrect news on Twitter is 70% more than that of disseminating the right news. In one of the most comprehensive researches ever conducted, researchers covered more than 126,000 news items shared on Twitter, and it is seen that stories are spreading much faster on Twitter and reaching far more distant geographies (iktibasdergisi.com 2019).

Conclusions

It is already very difficult to predict what digital technology will offer us in the future. It is obvious that no matter how far you take the boundaries of these surprises, technology is now irreversibly penetrating every aspect of society. The internet and social media have brought a horizontal, vertical and multifaceted diversity to our social relations, with structures that enable human-human communication beyond human-machine interaction.

The content produced due to the possibilities of interaction of social media can reach hundreds of thousands of millions of people. For example, content produced by the hashtag method, which can be expressed as tagging on Twitter, can cause a topic to trend across the country, and sometimes on the world agenda. A new kind of newsreel function, which can be seen in the main news bulletins in the form of WhatsApp notification lines, can be considered as a kind of content production function. Individuals can earn serious money in exchange for offering such content.

In this text, only information about digital media literacy and social media content production has been presented. Many negative impacts of social media on people have been revealed, in many studies. These include stress, low mood, anxiety, depression, insomnia, addiction, loss of self-esteem, disruption of relationships, loneliness, and so on. At this point, there is a need for literacy, which can keep the relations with digital media in balance.

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Comparison of Feedback Given to Social Media Accounts of News Agencies in Turkey

İbrahim Sena Arvas

Introduction

People's daily life practices continuously change in accordance with developing communication technology. There is no doubt that the internet is the most powerful technological development that has triggered this change. Today, in line with this technology, people are abandoning or updating their habits, definitions, and even the feelings they had before the internet. The internet technology has such a limitless effect that many revolutionary inventions developed in the wake of it have been built. An example of this situation is Web 2.0 technology, which has ended the passive status of internet users, enabling them to interact and lead an active online life. In addition to providing new communication opportunities, social media platforms developed with Web 2.0 have provided a basis for creating new characters, new values, and new identities. Although it might sound like a very assertive definition, social media has changed the definition of many values of humanity which are thousands of years old. Nowadays, actions that are valuable for people have changed into actions that are 'liked' by other social media users. The instant and measurable feedback offered by Web 2.0 has become the new benchmark of what is valuable for humanity. Today, the value of an artist, a work of art, a novel or a newspaper is determined by the number of followers or the feedback rate in social media accounts, not by the awareness or benefit they have created for society. The forms and quantities of feedback in the social media directly affect the value of the sharers and the shared alike in real life. McLuhan's statement "Now the medium is the message" (McLuhan 1967, March 19) has turned to "Now the feedback is the message", so to speak. Feedback from social media has become so important that many people are now looking at the feedback below the message before checking the content of shared news. Nowadays, people waste many minutes of their time reading the feedback underneath a news item on social media, that would not take even five minutes to read, to find out whether it is worth reading or not.

The main purpose of this study is to examine how the feedback phenomenon discussed above, which has become the new value judgment of users, has reflected on the social media posts of news agencies operating in Turkey. In addition to the literature review method, a quantitative content analysis of feedback was conducted in the study. In this context, studies included the posts of news agencies owned by two different companies that have Facebook and Twitter accounts, which are quite popular media in Turkey. These posts were limited to the most popular social media accounts of the Anadolu Agency (AA), the Ihlas News Agency (IHA), and the Demirören News Agency (DHA). The posts of the news agencies included in the study were limited to the news regarding the terrorist attack against some mosques in New Zealand. The posts were limited to those posted on March 15 and the next day. Reposts from other accounts were not included in the accounts during the two-day period. Only the statistics of the original posts in the accounts were considered. Data on feedback statistics for posts in the accounts were collected 10 days after the post was shared. For example, the number of feedback of the posts made on March 15 was collected on March 25, and the number of posts on March 16 was collected on March 26. This period was applied for each post. The period of 10 days was determined as a result of daily observations. It was observed that the level of feedback of a post started to be fixed only after 10 days. This period of 10 days was set as a reasonable time for followers to see the posts and give feedback.

The data consisting of the statistics of the feedback regarding the contents that the news agencies shared was mainly expected to answer the following two questions:

1- Which news agency's posts received the highest feedback?
2- Do feedback rates differ according to Facebook and Twitter?

The study also mentions the types of feedback on these social media platforms and includes assumptions about the situations in which they are generally preferred. In the light of the data obtained at the conclusion of the study, the change in agency journalism along with social media will be discussed.

Nowadays, most of the studies on social media and communication generally focus on social media posts. The number of studies including content analysis and discourse analysis is quite high. In other words, researchers are working with Web 1.0 logic when analyzing social media content. These sender-oriented studies should now be in line with the spirit of Web 2.0. In the studies, receivers should not be seen as consumers only, and they should be examined as active content producers with the feedback they give. This study is expected to contribute to the literature in terms of measuring the reactions and interactions that are generated by feedback, in accordance with the structure of Web 2.0.

Social media and feedback in the context of reporting

Social media is a communication medium that is covering more and more people every day. When Manuel Castells stated that most of the daily activities on the internet were done through social networking sites, the number of people using platforms like Facebook and Twitter was a little higher than a billion. Social media today is a medium where billions of people interact. This is a very high rate, and gives enough information about the size of the content that users contribute (Kıyan & Törenli 2018). Social media, in which users contribute to content production, allows journalists and news organizations to establish an interactive relation with their readers and audience. However, these developments do not mean that all journalists have blessed social media. For example, in a study conducted among American journalists at the end of 2013, the idea that feedback made social media more accountable to the public came to the fore. However, only about a third of the journalists also thought that social media has a positive influence on the journalistic profession overall (Weaver & Willnat 2016).

The news, which is the only product of journalists, has taken a new form after the introduction of social media to the profession. The meanings and functions of the headings within the news concept have changed with social media. The basics of the news values were introduced and developed by Galtung and Ruge (1965). Another noteworthy study regarding news values was published in 1987 (Shoemaker, Chang & Brendlinger 1987). Shoemaker et al. determined the contents of the news values as follows: Timeliness; importance; impact or consequence; interest; conflict or controversy; sensationalism; prominence; novelty; and oddity, or the unusual. Many researchers later increased the number of these titles or summarized them in certain categories. However, it can be said that the titles listed above are generally accepted in journalism literature. Specifically two of these titles, content and importance, which are still valid, have been updated with social media. The first one is impact. Social media is a channel that provides journalists with instant and measurable impacts. Feedback on social media can give ideas to journalists about the quality and quantity of the impact. These impacts which are formed thanks to feedback can cause exaggerations in terms of prominence in the news. For example, today, the reasons for using sensational news headlines in the news on social media are impact and prominence.

As the profession of journalism has been integrated into social media, the method and meaning of many practices within the profession has changed. News items carefully prepared for publication in the newspaper the next day have been replaced by news that must be written and shared quickly. Among journalists, the most familiar with this situation are the news agency employees. News agencies, by their nature, are obliged to provide instant and uninterrupted news flow to their subscribers. This situation has caused news agencies to adapt to the structure of social media that produces non-stop content more easily. The timelines of social media platforms are quite similar to the flow of news pools in news agencies. In a short period of time, a strong competition has occurred between news agencies which have adapted to social media on this medium. The news agencies that earn money with subscription systems are trying to increase their recognition and reputation by effectively managing their social media accounts. The statistics of the number of followers, and the feedback from shared news on the social media accounts belonging to the news agencies, are very important. Agencies are aware that they should use social media accounts as a showcase to market their news to other media outlets. In this respect, news sharing on Facebook and Twitter accounts of news agencies continues without losing momentum. Both social media platforms offer measurable feedback to journalists.

The feedback of shared content on Facebook is also varied. These are ‘like’, ‘comment’, ‘share’, and ‘number of video viewers’. Among this feedback, the ‘like’ option has other options in itself. Thanks to this named reaction feature, instead of just having the option of ‘liking’ a post, users can now interact with a status update, article, or photo, using one of six emotional reactions: ‘like’, ‘love’, ‘ha-ha’, ‘wow’, ‘sad’, and ‘angry’ (Brink 2016).

Posts shared on Twitter accounts are referred to as tweets, and tweets which are shared again are called retweets, in Twitter jargon. On Twitter, just like Facebook, there are four different feedback options. These are ‘like’, ‘comment’, ‘share’ and ‘number of video viewers’.

The Anadolu Agency (AA)

The AA is the first national institution established in the Turkish Republic in 1920 by Mustafa Kemal Ataturk, the founder of the Republic of Turkey, against the monopolized structure of international news agencies. The AA is Turkey's oldest news agency, and has provided a continuous flow of news to the media since its inception (Girgin 2012). With the development of social media, the AA has also created its own social media accounts on certain platforms. The AA offers all users free access to the news that they have selected for social media.

The Facebook page of the AA, https://www.facebook.com/anadoluajansi/, was created on February 8 2011. As of April 2019, the page has 5 million, 500 thousand followers. Users click on the link on a social media post and are directed to www.aa.com.tr, where all the details of the news are available. The daily average number of news articles shared on the page by the last week of March 2019 was 38. The AA also includes news videos on this page. The terrorist attacks in New Zealand on March 15 2019 were also the subject of many news stories on the AA's Facebook account.

Table 19-1. Statistics for the AA's Facebook page

Headline	Date/Time	Likes / Reactions	Comments	Shares
1- In New Zealand...	Mar 15/07.59	325	51	43
2- In New Zealand, two...	Mar 15/09.50	945	156	191
3- President Erd...	Mar 15/10.29	626	120	60
4- President Erd...	Mar 15/12.10	1570	150	670
5- From Kılıçdaroğlu...	Mar 15/13.02	343	266	20
6- From Bahçeli, New Z...	Mar 15/13.29	171	13	4
7- In New Zealand, two...	Mar 15/15.29	360	99	100
8- Terrorist's weapon ...	Mar 15/17.29	309	113	36
9- New Zealand's Prim…	Mar 16/07.44	192	47	10
10- Custody until April 5...	Mar 16/09.59	639	319	24
11- Terrorist's gun analys...	Mar 16/17.30	169	59	72
12- In New Zealand...	Mar 16/21.29	1342	278	67
News in Total		**Mean: 583**	**Mean: 139**	**Mean: 108**

The AA's first news about the simultaneous attacks on March 15 2019 was announced at 7.59 in the morning, on its Facebook account. On the AA Facebook page, a total of 12 news items were shared, eight of which were on March 15, and four on March 16. On average, 583 likes/reactions, 139 comments, and 108 shares, were made to these 12 news items by the followers of the page.

The AA's Twitter account, @anadoluajansi, was created in January 2012, approximately one year after the creation of its Facebook page. As of April 2019, this account has 2 million, 130 thousand followers. The number of followers of the AA's Twitter account is half the number of followers of the Facebook page. However, the average number of daily news items that the @anadoluajansi account shared in the last week of March 2019 was close to 80, which means that the AA gives more importance to Twitter than Facebook. This inverse proportion is also reflected in the news of the attacks in New Zealand.

Table 19-2. Statistics for the AA's Twitter account

Headline	Date	Likes	Comments	Retweets
1- In New Zealand...	Mar 15	169	8	85
2- New Zealand's Ch...	Mar 15	49	6	38
3- In New Zealand, two...	Mar 15	43	40	24
4- President Erdogan...	Mar 15	180	8	60
5- In New Zealand...	Mar 15	30	3	13
6- Presidential Spokes...	Mar 15	61	1	26
7- During worship the…	Mar 15	352	5	114
8- In New Zealand, two...	Mar 15	122	7	79
9- Minister of National…	Mar 15	106	2	20
10- 4 people caught in…	Mar 15	274	21	78
11- President Erdogan...	Mar 15	181	5	62
12- Mosques in Europe...	Mar 15	78	3	19
13- President Erdogan...	Mar 15	336	26	112
14- Organization of Isla…	Mar 15	57	12	15

15- Australian Senate...	Mar 15	15	2	8
16- American politicians...	Mar 15	34	1	6
17- United Nations...	Mar 15	52	2	16
18- In New Zealand...	Mar 15	55	2	7
19- By pretending dead...	Mar 15	22	3	4
20- From Trump: "New Z...	Mar 15	12	13	0
21- President Erdogan...	Mar 15	112	2	12
22- Directorate of Relig…	Mar 15	82	6	18
23- In New Zealand, two...	Mar 15	166	2	34
24- A massacre occurred...	Mar 15	76	3	41
25- President Erdogan...	Mar 15	139	5	55
26- President of the Tur…	Mar 15	47	1	10
27- Industry and Techno…	Mar 15	43	3	11
28- President Erdogan...	Mar 15	327	4	137
29- In New Zealand, two...	Mar 15	62	1	27
30- I express my feelings...	Mar 15	58	2	10
31- AK Party Spokes…	Mar 15	45	4	8
32- Minister of Foreign...	Mar 15	67	2	18
33- General President of…	Mar 15	41	2	8
34- President Erdogan...	Mar 15	248	54	46
35- Terrorist's weapon ...	Mar 15	30	2	17
36- Future hopes...	Mar 16	169	5	84
37- Terrorist's weapon a…	Mar 16	321	30	143
38- Wheelchair...	Mar 16	95	4	39
39- Photo of the attack...	Mar 16	126	7	27

40- In front of Haghia S…	Mar 16	229	3	47
41- Minority communiti…	Mar 16	44	0	16
42- CHP, New Zealand...	Mar 16	28	28	3
43- Pope, the terror attack...	Mar 16	24	35	19
44- Vice President...	Mar 16	94	2	10
45- Terrorist's weapon ...	Mar 16	53	3	26
46- In New Zealand...	Mar 16	69	2	12
47- Netherlands and Ne…	Mar 16	80	1	14
48- In New Zealand...	Mar 16	365	21	82
49- Future hopes...	Mar 16	29	1	10
50- USA Press New Z...	Mar 16	29	8	12
51- The terror attack...	Mar 16	39	4	5
52- Hate manifest...	Mar 16	21	1	6
53- In New Zealand...	Mar 16	32	2	7
54- BBC terrorism...	Mar 16	55	11	34
55- In New Zealand...	Mar 16	37	2	10
56- President Erdogan...	Mar 16	108	6	29
57- With his father going…	Mar 16	56	4	19
58- In New Zealand...	Mar 16	61	14	19
59- President Erdogan...	Mar 16	94	3	26
60- Vice President...	Mar 16	53	3	12
61- In New Zealand m…	Mar 16	21	5	14
62- In New Zealand…	Mar 16	61	26	20
63- New Zealand's Pri…	Mar 16	30	5	4
News in Total		**Mean: 98**	**Mean: 8**	**Mean: 32**

It was observed that the AA, which uses the @anadoluajansi account very actively, shared a total of 63 news about the New Zealand attacks. On 16 March, the amount of feedback on the 35 news items shared on March 15 and 28 was quite low, compared to Facebook. The followers of the account gave an average feedback of 98 likes, eight comments, and 32 retweets to the AA's 63 news items. When the Facebook page of the AA was compared to its Twitter account, the number of followers and the feedback rate were quite low on the Twitter account. Despite these data, it is not understood why the AA insistently used the Twitter account more actively.

The Ihlas News Agency (IHA)

The IHA, founded in 1993 within the body of the Ihlas Holding Company, produces 260 videos, 2,000 written and photo news items, and 3,500 photographs per day (Şahin 2012). As of the end of 2017, the number of its subscribers consisting of television, newspapers, websites, magazines, and other institutions, reached up to 1,900 in Turkey, and 200 in foreign countries (IHA 2018). The IHA has social media accounts that it uses actively on Facebook and Twitter. Thanks to these social media accounts, some news that is prepared by the IHA is shared with social media users free of charge.

The Facebook page of the IHA, at https://www.facebook.com/ihacomtr/, was created on August 15 2011. As of April 2019, there are 1 million, 20 thousand followers of the page. Users click on the link of a shared item on social media and are directed to the www.iha.com.tr address, where all the details of the news are available. The IHA also releases news videos on the Facebook page. The terrorist attacks in New Zealand on March 15 2019 were also the subject of many news stories on the IHA's Facebook account.

Table 19-3. Statistics for the IHA's Facebook page

Headline	Date/Time	Likes / Reactions	Comments	Shares
1- In New Zealand...	Mar 15/10.16	134	45	70
2- British Prime Mini…	Mar 15/23.51	49	18	4
3- New Zealand...	Mar 16/00.44	31	9	2
4- New Zealander…	Mar 16/09.00	56	4	9

5- New Zealand terror...	Mar 16/10.00	77	18	16
6- New Zealand attac…	Mar 16/10.39	51	39	2
7- The old woman's…	Mar 16/11.00	313	18	87
8- In New Zealand...	Mar 16/11.30	18	10	1
9- Here is in Ekşi Soz…	Mar 16/22.00	8	1	3
10- From Ricky Marti…	Mar 16/13.50	386	4	19
11- New Zealand's Pri...	Mar 16/14.46	19	15	1
12- New Zealand terror...	Mar 16/15.13	27	2	0
13- Christian terrorist…	Mar 16/18.00	20	1	6
14- The killer in the m…	Mar 16/19.00	49	10	9
15- New Zealand terror...	Mar 16/20.00	87	6	13
16- From İbrahim Kalı…	Mar 16/20.45	6	1	0
17- In New Zealand...	Mar 16/21.00	205	11	24
18- Martyred Muslims...	Mar 16/21.05	46	0	2
19- TGRT News Team...	Mar 16/21.54	26	7	4
20- New Zealand attac…	Mar 16/22.00	27	1	2
News in Total		**Mean: 82**	**Mean: 11**	**Mean: 14**

As can be seen in the table, the Facebook page of the IHA shared 20 news items about the attacks in New Zealand in two days. The IHA released only two news items on March 15, and 18 news items on March 16. The average feedback given by the followers of the page to the news stories shared by the IHA was 82 likes/reactions, 11 comments, and 12 shares.

The IHA's Twitter account @ihacomtr was created in January 2011, seven months before the inception of its Facebook account. As of April 2019, this account has 655,000 followers. The number of followers of the AA's Twitter account is almost half the number of followers of the Facebook page. It is seen that the IHA also uses its Twitter account more actively than the Facebook page.

Table 19-4. Statistics for the IHA's Twitter account

Headline	Date	Likes	Comments	Retweets
1- In New Zealand mosq...	Mar 15	16	4	10
2- Australian police...	Mar 15	8	1	6
3- British Prime Minist…	Mar 15	15	2	4
4- New Zealand's Prime...	Mar 15	7	0	2
5- President Erdogan...	Mar 15	5	2	0
6- President Erdogan...	Mar 15	4	2	0
7- Bahçeli: "New Zeala...	Mar 15	11	2	2
8- Vice President...	Mar 15	7	0	2
9- In New Zealand...	Mar 15	4	0	0
10- Minister of Foreign A...	Mar 15	16	0	6
11- AK Party Spokesm…	Mar 15	10	0	5
12- Minister of Justice...	Mar 15	8	0	2
13- President Erdogan...	Mar 15	12	1	2
14- New Zealand's Prime...	Mar 15	9	0	5
15- Presidential Spokes...	Mar 15	13	0	2
16- In New Zealand...	Mar 15	4	0	3
17- New Zealand Media...	Mar 15	6	1	4
18- In New Zealand, two...	Mar 15	2	0	3
19- Ricky Martin "...	Mar 16	21	0	3
20- From İbrahim Kalın ...	Mar 16	8	0	1
21- New Zealand terror...	Mar 16	7	0	1
22- New Zealand's Prime...	Mar 16	5	0	1
23- The martyred Musli…	Mar 16	10	0	1

24- In New Zealand...	Mar 16	21	2	10
25- New Zealand attacks...	Mar 16	4	0	1
26- Presidential Spokes...	Mar 16	33	1	11
News in Total		**Mean: 10**	**Mean: 0**	**Mean: 3**

The IHA, using the @ihacomtr account more actively than Facebook, shared a total of 26 news items about the New Zealand attacks. The number of feedback items on 18 news pieces shared on March 15, and eight on 16 March, was quite low, compared to Facebook. The followers of the account gave an average of 10 likes and 32 retweets to the 26 news reports of the IHA. There was almost no comment on the news that the IHA shared on the topic on Twitter.

The Demiroren News Agency (DHA)

The DHA is a private news agency founded in 1999 with the merger of the Hürriyet News Agency and the Milliyet News Agency, under the name of the Doğan News Agency (Şahin 2012). In 2018, the Dogan Holding Company sold it to the Demiroren Holding Company, and its name was changed to the Demiroren News Agency. The DHA is a news agency that promises to deliver an average of 6,000 news items to its subscribers, as of 2019 (DHA 2019). The DHA has social media accounts that it actively uses on both Facebook and Twitter, as its competitors do. Thanks to these social media accounts, some news items that are prepared by the DHA are shared with social media users free of charge.

The DHA's Facebook page, https://www.facebook.com/dha/, was created on May 3 2011. As of April 2019, the page has 120,000 followers. Users click on the link on a social media post and are directed to the address at www.dha.com.tr, where all the details of the news can be reached. The DHA also includes news videos on the Facebook page. It can be said that the DHA uses its social media accounts the least among its competitors. The terrorist attacks in New Zealand on March 15 2019 were also reported on the DHA's Facebook account, though small in numbers.

Table 19-5. Statistics for the DHA's Facebook page

Headline	Date/Time	Likes / Reactions	Comments	Shares
1- In New Zealand…	Mar 15/08.01	8	1	0
2- In New Zealand…	Mar 15/16.20	18	11	3
3- In New Zealand…	Mar 15/23.07	8	0	1
4- In New Zealand…	Mar 16/16.46	21	1	0
News in Total		**Mean: 14**	**Mean: 3**	**Mean: 1**

As in the table, the Facebook page of the DHA shared only four news items about the attacks in New Zealand in two days. On March 15, the DHA posted three news items on the topic, while only one news piece was shared on March 16. The feedback given by the followers to the four news stories shared by the DHA was an average of 14 likes/reactions, three comments, and only one share.

The DHA's Twitter account, @dhainternet, was created in February 2011, three months before the Facebook page. As of April 2019, this account has one million followers. The number of followers of the Twitter account of the DHA is about eight times higher than the number of followers of its Facebook page. Unlike its competitors, the DHA has a lot more followers on Twitter than on Facebook. In addition, it is seen that the DHA uses its Twitter account more actively than its Facebook page.

Table 19-6. Statistics for the DHA's Twitter account

Headline	Date	Likes	Comments	Retweets
1- In New Zealand, two...	Mar 15	7	0	2
2- New Zealand's Prime...	Mar 15	2	0	1
3- President Erdogan...	Mar 15	8	0	1
4- All political parties in...	Mar 15	7	1	1
5- In New Zealand...	Mar 15	4	2	2
6- In New Zealand mass...	Mar 15	1	3	2

7- Ministry of National…	Mar 15	7	0	1
8- In New Zealand...	Mar 15	5	0	0
9- From Bahçeli, New Z...	Mar 15	5	1	1
10- In New Zealand...	Mar 15	5	0	0
11- Wellington Turkey ...	Mar 15	2	1	0
12- In New Zealand...	Mar 16	12	2	3
13- In New Zealand...	Mar 16	15	1	2
14- From İbrahim Kalın ...	Mar 16	5	1	1
15- In the mosque massacre...	Mar 16	4	1	1
16- Before the massacre...	Mar 16	2	1	1
News in Total		**Mean: 6**	**Mean: 1**	**Mean: 1**

The @dhacomtr account is used more actively than Facebook, and the DHA shared a total of 16 news items about the New Zealand attacks. The amount of feedback on 11 news items shared on March 15, and five on March 16, was quite low compared to Facebook. The followers of the account gave feedback to the DHA's 16 news items with an average of six likes. The comments and retweet averages for shared news were not more than one. Considering the number of followers of the @dhainternet account, it is seen that the average amount of feedback to their news is quite low. The numbers of shares and interactions in the DHA's social media accounts are far below their competitors'.

Conclusion

As is known, the value of an account in social media is measured by the number of followers. The value of the posts included in these accounts is determined according to their likes, comments, and shares. The common purpose of all social media accounts is to receive and share as much feedback as possible. Thus, the recognition and value of the account increase. This also applies to newspapers and news agencies that market the news as a product. The fact that the value of a news can be measured by the intensity of the feedback it receives makes the feedback on social media more important for newspapers and news agencies. When social media shares belonging to the news agencies as legal entities get more feedback, the destructive effects of fake news items, which are frequently seen on social media today, are reduced. The numerical ratios of feedback on social media accounts of the AA, the IHA and the DHA are also important in this regard. All three agencies have been competing with each other for years with the number of news pieces they have shared with their subscribers. However, when it comes to social media, there has been a different competition between the number of followers, the number of news stories, and the rate of receiving feedback. In the light of the data obtained in this study, the feedback given to social media accounts of news agencies in Turkey regarding the New Zealand attack was compared.

Table 19-7. Statistics of news reports on New Zealand attacks that news agencies shared on their Facebook pages on March 15 and 16 2019

Agency	Followers	Number of News	Mean Likes / Reactions	Mean Comments	Mean Shares
AA	5.5 million	12	583	139	108
IHA	1.20 million	20	82	11	14
DHA	120 thousand	4	14	3	1

Regarding the data in the table, the AA's Facebook page was superior to the other two news agencies' both in terms of the number of followers and the feedback rate. The number of news items on the IHA's Facebook page was higher than the AA's, but the feedback rate it received was well behind the AA. Considering the number of followers, the number of stories shared, and the rate of receiving feedback, the DHA does not use its Facebook page as actively as its competitors do.

Table 19-8. Statistics of news reports on New Zealand attacks that news agencies shared on Twitter accounts between March 15 and 16 2019

Agency	Followers	Number of News	Mean Likes	Mean Comments	Mean Retweets
AA	2.1 million	63	98	8	32
IHA	655 thousand	26	10	0	3
DHA	1 million	16	6	1	1

All three news agencies use their Twitter accounts more actively than their Facebook pages. However, the AA and the IHA's followers on Facebook are greater in number than those on Twitter. The feedback that the three agencies received on Twitter was lower than the feedback they received on Facebook. Considering the feedback rates, the efforts of agencies in Twitter accounts were unilateral. The IHA has not been able to capture its Facebook popularity on Twitter in terms of followers. The DHA has one million followers on Twitter, but it has not been able to interact with its followers in terms of feedback. The AA's Twitter account is used very actively. The AA's number of followers on Twitter is less than half the number of its followers on Facebook. However, the AA news shares are five times higher on its Twitter account than on its Facebook page. The rate of feedback received by the AA on Twitter is lower than it gets on Facebook. In spite of all these, the AA is also numerically superior to other news agencies on both social media platforms.

The value of the interaction between social media accounts developed with Web 2.0 and its followers is increasing day-by-day. Nowadays, the feedback under social media sharing is almost as important as shared posts, and has even occasionally become more prominent than the post itself. In some cases, it is even seen that the comment below a post is appreciated more than the post itself. In this context, the popularity of the content and discourse analysis of posts in academic studies in which social media content is discussed is decreasing. It is now necessary to conduct research in the framework of the interaction within the spirit of Web 2.0. The statistical data and comparisons in this study are expected to contribute to the literature in the light of these developments.

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THE DIGITALIZATION OF POLITICS: THE NEW COMMUNICATION DEVICES AND THE ISSUE OF POLITICAL PARTICIPATION

FATİH DEĞİRMENCİ

Introduction

The subject of political participation, one of the main fields of research in political sciences, is one of the most important pillars of democracy. The political, whether it is defined by state activities or by power relations, has a social content at its core. In this context, the existence and persistence of politics is directly related to the quality and level of the relationship that it forms with society. The indicated relationship constitutes the centrepiece of the fields of research, called ‘political socialization’. Political socialization, in turn, focuses on the relationships that individuals and groups initiate with the political system, and, in this regard, the subject of political participation happens to be the focal point of this field.

The subject of political participation is an essential sub-component in terms of the functionality of democracy and the justification of administration. The fact that democracy stipulates an administrative model that is based on the public’s will, makes it necessary to take the demands and preferences of the public into account. In this regard, political participation, which means the vivid, meaningful, and realistic relationships that the individuals who make up society form with the political system, is one of the indispensable conditions of democracy.

While the most common and well-known method of political participation is voting, the interest, impact, and decisiveness of individuals on social and political issues at every level should be discussed within this scope. At this point, discussing the forms that political participation, which has a broad content, takes in practice, as well as their effects on political life, is crucial in terms of the political system and democratization.

This section aims to dissect the issue of political participation within the context of new communication technologies and digitalization. In this regard, subjects such as the forms that political participation has taken from the past to this day, the problems experienced in this regard, and their root causes, and the role of communication methods and technologies on political participation, shall be the focal point of the study. At the end of the study, the negative and positive effects of digitalization on political participation will be analysed, and the main tendencies in the discussions on this subject will be discussed.

Political participation is one of the main topics of political science. While it is possible to define it in various ways, in its broadest sense, it is possible to define political participation as the act of participation in the formation, adoption, or implementation, of public policies (Bogdanor 2002). In such a definition, the real presence of the act of participation, as well as its tangible effects, is implied. However, political participation can also be defined with an even broader perspective, to include both symbolic and actual levels. Within this scope, political participation is a concept that determines the stance, attitude, and behaviours, of the individuals that make up a society (citizens) against a political system. (Kapani 2001). The relationships of citizens with the political system may manifest itself in different forms and scales in different political regimes. Furthermore, the issue of political participation is largely explained and analysed in terms of democracy as a perquisite of democratic administrations.

The word 'democracy', with its definition of 'the rule of the people' that has been acknowledged since the days of Ancient Greece, is one of the most debated and discussed concepts in literature. Although Abraham Lincoln defined democracy in plain and simple terms, as "government of the people, by the people, for the people", in his Gettysburg Address of 1864, various different approaches have been developed on how democracy makes sense in theory and practice. No matter which definition or approach is taken into account, elements such as the will of the people, and the rule of the people regarding the term 'democracy' intersects it with the issue of political participation, and becomes directly definitive in matters such as the bonds and relations that people form with the political structure, the type of democracy, its scale and quality, etc.

The first written sources regarding democracy and political participation that have survived to this day contain the insight of philosophers such as Plato and Aristotle. The experiment of a direct democracy, experienced in the city state of Athens (polis) in the 4th and 5th centuries BC, have led to discussions in the subject matter since that time, and, as of the 18th century, have contributed to the reawakening of the subject under differentiating conditions.

In Ancient Greece, individuals, classified as 'citizens' played direct and decisive roles in decision-making and administration processes. The qualification of citizenship on the other hand, encompassed male individuals above a certain age in that era, and excluded women, slaves, and ‘aliens’ (meteikos). In a population of half a million people in Athens, a group of about 20-30 thousand people carried this designation, and played a role in taking policy-related decisions (Göze 2013). This experiment, in which the citizens directed political life, is known as direct democracy, and contributed towards bringing the subject under the spotlight in its most radical form. This administration model, practiced in Ancient Athens, with its ideal and problematic aspects, has been discussed by thinkers and political scholars from that era to today (Finley 1985) It is also widely acknowledged that this experiment is the origin of approaches in this regard.

After a long interval, starting from the 18th century, when democracy came onto the stage once again in a theoretical and practical sense, the issue of how, and on what scale, subjects like the rule of people and citizen participation would come to realization, became one of the most basic discussion points of politics and social sciences. Within the scope of the western school of thought, various political thinkers, from Locke to Montesquieu, from Rousseau to Mill, highlighted approaches that would express the ideal of democracy in the modern age. Concepts and values such as the separation of power, the general will, the rule of people, equality, justice, and freedom, which had become a part of the discussion once again, all came together around the issue of how a democratic administration can be established. The fact that direct democracy became impossible for societies that were becoming more and more populated and heterogonous, strengthened the approach which pointed out that the closest model to the rule of people could be representative democracy. This approach indicates that instead of the entirety of the population, the people should take part in the administration in an indirect manner. While such a formulation partially ensured the rule of the people, it also led to many paradoxes. In the simplest form, adopting a ‘representative’ democracy meant that only a fraction of the people would actually take part in government. Determining those people who should actually carry out the system, is only possible via elections. Even though the issue of how fair election systems can be is disregarded, the result is that the ruling is transferred to individuals/the cadre, which is supported by the majority of people. In this practice, which seems the most logical solution at the first glance, the question of whether the minority of the same society has any rights in the administration at all, arises. This question, as well as similar ones, has led to the criticism that realizing democracy only in its formal sense will not ensure the absolute rule of the people. For the solution of such paradoxes regarding democracy, which have been highlighted from the time of Plato to the modern age, new concepts and approaches, such as pluralism, constitutional guaranties, negotiation, etc. have been included in discussions about democracy.

Today, in order to solve the problems experienced at the point of giving democracies a real sense of functionality, readdressing and revising the accumulation of the theory and practices discussed, both in antiquity and in modern times, has become a serious necessity. In this regard, the figural democracy approach, which considers democracy as a model, where only the administrators are determined by the public, has been heavily questioned. In this approach, which is based on the theories of elite ideologues, such as Dahl, Sartori, and Schumpeter, it is underlined that the claim of 'the rule of the people' is just a fiction at its core, and the public have never been in power in any period. This is in addition to the claim that democracy is just a model, and a method in which the public chooses the elite to rule them. In such an approach, the main requirement is the establishment of an open, transparent, and fair competition environment. (Sartori 1987, Schumpeter 2014). The thesis of this approach, which can be considered as realist in terms of political analysis, although being significant due to some of its aspects such as underlining a fair election mechanism and the general right of the citizens to vote, leads to the outcome that democracy is comprehended in a formal and figural manner.

It is inevitable for representative democracy, which needs to realize its ideal of the rule of the people only through an election (just because of this feature), to experience a constitutional crisis. This crisis, which is experienced by modern liberal democracies, emerges at the points where it is understood that the mechanism of representation fails to realize the ideal of the rule of the people, in other words, the will of the people does not mean the will of the representatives.

The constitutional depression caused by the crisis that representative democracies inevitably experience, has seriously come under the spotlight as of the second half of the 20th century. The tendency to become authoritarian, and situations such as the citizens withdrawing from political systems, have led to the deepening of the issues. The studies indicate that the participation rates for elections show a tendency to decrease, especially in Europe (Bilgili 2013). Although we do not rule out the fact that this phenomenon can be explained by various reasons, it is also clear that citizens have a tendency to move away from political systems in a gradual manner.

Depolitization and the problem of legitimacy

The concept of depolitization, which means being pushed out of politics, or being left outside political systems and processes, is discussed as one of the main issues of political participation, and therefore within the topic of political legitimacy. Approaches that underline that political participation is essential for a democratic regime, claim that there are some obstacles in terms of political participation, and citizens are being pushed out of political decision-making mechanisms. This problem, which especially made itself felt by the western democracies of the post-WWII era, has become even more apparent in the form of political apathy amongst citizens. The problem of depolitization, which causes interest in politics to drop further, leads to the fact that the political system and the government move apart from the public, and therefore, reveals the issue of the legitimacy of government.

There is a series of causes that led to the emergence and proliferation of depolitization and the legitimacy problem which have featured in discussions for 20 years as among the principal issues of political theory. It is possible to dissect those causes, with broad lines, in five categories.

The first factor that causes depolarization is the tendency for specialization that is growing in politics. As Weber pointed out in his book *Politics as a Vocation* (1919), politics is progressively becoming a profession, and requires expert knowledge and support (Weber 2006). This causes the citizens, whose real professions are not political, to be pushed outside this field, which requires technical and expert knowledge. As Habermas indicates, a science and method-based legitimacy approach is spreading in modern societies and this leads to politics being operated at a scientific level. This process, which generalizes the approach that indicates that politics should be carried out by experts and professional consultants, results in citizens moving away from politics (Habermas 1993). At the same time, this aforementioned problem has also fuelled academic interest in political communications, and paved the way for a tendency that considers political communication to be the dough for political legitimacy (Köker 1998). All these points indicate that western democracies are gradually leaning towards a political approach, in which politics is carried out by technocrats. In such a process, the citizens can only be passive spectators of the political course.

Another factor that has spread depolitization revolves around the change in the class structure, which has been seen in western democracies since the 1950s, and which has the tendency to spread further. When the categorizations made by both Weber and Marx are taken into account, it is underlined that individuals take part in different social layers due to their economic status and their place in the market. In classic class theory, classes such as capitalist titleholders, the bourgeoisie and the proletariat are mentioned, and analyses are made regarding these indicated classes, which have relatively apparent lines. On the other hand, factors like the increase in specialization and cooperation during the process of industrialization, which really kicked off at the start of the 19th century, resulted in discussions on subjects like the ambiguity of the differences that determine classes, and the re-categorization of classes. With the 20th century came a new and different sect, which did not exactly fit into Marx's definition of class, but which did not represent the capitalist entrepreneur either. This faction, which is defined as the middle class by US sociology, in terms of the lower, middle and upper classes, is comprised of a wide array of factions including white-collar employees, bureaucrats, middle to top-level executives, and educators. This middle class is defined in terms of its income level, lifestyle, mind-set, etc., and is presented as the backbone of society in terms of its size and activities. The case that the middle class, which is expanding rapidly in industrialized western societies, cannot be explained by known profiles, such as place in the market, class-consciousness, etc., has led to the emergence of unique designations that may qualify it. The middle class can rather be defined based on consumption habits, living standards, and mind-set, which prioritize order and stability. The middle class, which prioritizes an increasing level of wealth, is also considered as a guarantee for the persistence of the political and social order. The middle class, which will not withdraw from gains in the name of quality of life, tends to have a distanced stance regarding politics, due to concern that political movements and transformations may inflict damage to its place, status, and gains. This sceptical approach of the middle class towards politics is fuelled in the name of order and stability, and this makes it easy for a large section of the society to adopt a de-politicized structure.

We can underline the phenomenon outlined by Robert Michaels, in *Iron Law of Oligarchy* (1915) as the third factor that causes depolitization. In this work, on political organizations such as political parties and syndicates, Michaels indicates that such organizations tend to grow by degrees, and they inevitably assume a more bureaucratic structure. In time, the internal structures of such organizations, which should be an integral part of democracies due to their logic of formation, adopt a shape that is far from democracy. In this kind of organization, which grows and congests over time, the opportunities to participate in rule become scarce, and the administration begins to be monopolized by a certain sect. This situation mainly occurs because those who are in full-time employment in executive positions get specialized over time, and they feel indispensable within their organizations. The intention of the indicated core within organizations to maintain their positions and power, leads to decreases in opportunities in terms of co-determination, and makes such opportunities meaningless. Such organizations, where participation and influence in the administration become virtually impossible, display an oligarchic outlook rather than a democratic one, and this continues as a constant quality. The corresponding effect of this process, which is explained by Michaels as the 'iron law of oligarchy', is reflected in society as a distancing from democratic organizations. In other words, such a case that is observed in democratic organizations causes society to distance itself from the act of political participation.

As the fourth component in relation to the increase in depolarization, it should be noted that political rivalry has lost its former intensity, and political parties tend to have an affinity with each other. It is observed that strict political tendencies have been smoothed out since the middle of the 20th century, and political ideologies have begun to get closer to the center. The reflection of this situation on the political parties with broad grassroots is flexing their statements and ideologies, and thus, they set their primary goal as reaching the highest number of voters. Various political thinkers, such as Duverger and Neumann, who analyze the subject of political parties, have dissected the political party typologies based on classical categories, such as the 'the Cadre Party', 'the Mass Party', 'the Individual Representation Party' and 'the Social Integration Party'. In addition to these approaches, which analyse political parties in terms of their organizations, structures, functions, etc., the definition of a 'Catch-All Party', which was developed by Otto Kirchheimer in order to outline the nature of political parties as of the 1950s, also presents a functional framework in explaining the nature of political parties. Kircheimer states that political parties set their goal as increasing the amount of votes they will get in elections, and he further indicated that parties also shape their policies mainly to reach this goal. This necessitates that the parties address the broadest part of society as much as possible (Kircheimer 1996). The method of maximizing the number of votes is associated with the political parties, addressing the entirety of society. The idea that parties which adopt strict and sharp ideologies and reflect their ideologies on their statements, will receive votes only from certain sects of the public, makes them keen to expand their grassroots as far as possible. The fact that this tendency is displayed by most of the political parties propagated the number of parties that are similar to each other, and has erased the ideological differences. This causes desensitization in the society against politics, ideologies, and political parties, and paves the way for the impression that the meaning of political participation is lost.

External and hindering factors can be regarded as the fifth element that has increased depolitisation in terms of political participation. What is meant by the external barriers to moving away from politics, is attempts by the state to restrict political participation based on various grounds. Legal regulations may bring up some limitations to the political activities of some sectors of society (military members, some public officers, students, etc.), within some scales. In addition, in some extraordinary situations (*coup d'etats*, declaration of states of emergency, martial law, etc.), political life can be interrupted in an unexpected manner, and thus society may largely move away from politics. This, with similar limitations, along with the factors listed above, leads to the result of the depolitization that is experienced in modern societies.

The factors that cause depolitization push society away from politics in a gradual manner. Alienation in relation to political life and the system, also results in a serious crisis of legitimacy in terms of governments. The fact that interest, support, and participation in political processes, are increasingly declining, may also result in outcomes that are highly risky in terms of democracy.

Political participation in a digitalizing world

The concept of globalization which has made itself felt across the globe starting from the 1980s has resulted in fundamental transformations on both domestic and international politics. This process, which has been coupled by neo-liberalism in most of the world, has also showed itself in technology and economic life with a change that came with sweeping speed. Without doubt, advancements in communication technologies has played a pivotal role in this new phenomenon, which is experienced in all fields, from daily life to social structures, from economic relations to political systems, at every possible level. The internet, which became available to the majority of the world's population from the last quarter of the 20th century, has gradually become a main part of communications, and thus, has become an integral component of individual and social life, in so far as it is commonly acknowledged that one of the greatest disasters that the world could suffer might manifest itself as the sudden absence of the internet.

The internet, which is becoming a pivotal part of individual and social life, has made it necessary that various aspects of life should be designed in a digital style. Digital versions of countless types of activity, from education to art, from shopping to chatting, were launched, and a major part of society began spending a large portion of life in this digital environment. Therefore, it is now perfectly normal for the virtual world, which is the sum of such widespread and effective environments, to penetrate into the political arena.

Today's modern states transferred a lot of their fields of activity to digital media. Applications, archives, civic procedures, formal correspondence, etc., which make up a large section of the primal duties of the state, are now achieved via the internet in digital form. At this point, failure to keep pace with digitalization creates problems and destitution in state-related procedures, just as in private life.

Another aspect of digitalization that is more important than being a necessary component in social and state life, is the serious transformation caused in political actions and political practices.

Although it is hard to come up with a clear and holistic definition of politics, it is also possible to list some of the main themes that make up the content of this concept, as "works regarding the state and administration, power relations, administration of the distribution process of public resources, and conflict and reconciliation of different opinions and interests (Heywood 2000). Most of those definitions and approaches, associated with the concept of democracy, emphasise interactions, sense of community, consensus, etc. The fact that politics concerns various fields in human and social life is an indicator of how broad the scope of this concept is. Although there is an approach in the ever-more complex and diversified social structure of today regarding politics' moving toward being a professional field of occupation, politics as a matter of fact, may be acknowledged as the sum of all activities that concern all citizens, carried out for the common benefit of society.

The aspect of politics that is a social activity, with a broad scope, also indicates that it can be carried out in a communications structure. In this regard, political communications, which deals with the relations between political processes and communications processes, has displayed a swift improvement as a multi-disciplinary academic field. Despite the fact that political communications, which is defined as the arena of exchange for statements between politicians, the media, and the public, with its broadest meaning, has a very long history. It has become an important component of political life only after the democratic ruling approach was widely accepted.

Political communications comes to the fore when the parties in communication, or the content of the message, has a political essence. Therefore, political communications discusses the reciprocal process of interaction between individuals (and society on a larger scale) and the political actors. In such a case, the subject of political participation falls into the research field of political communications in particular, as it falls into the field of political sciences in general.

Media has a crucial role to play in the exchange of messages with political content from the politicians to society, from society to politicians, and between the individuals within society. The place of the media in political processes is important in terms of ensuring the communications between politicians and society, and in terms of being the arena for public debate with regard to political issues concerning the public. In addition to raising awareness of the public about political and public issues, and contributing to the formation of a common sense within the scope of the historical process that spans from the newspaper and radio to TV and the internet, the political media also assumes a mission to ease the political contribution, functioning as a bridge between citizens and the political system.

New media, which offers possibilities far beyond that which conventional media can ever offer, has opened up new horizons regarding the way to do politics and political participation. The digitalization that is experienced in almost all aspects of life, has made its presence felt in the political field, and new media has been adopted by the political actors as a fast and easy way to reach the target audience. On the other hand, the opportunities offered by digitalization within the scope of the political activities of citizens, and their interactions with the political system, are used in different forms and scales. Below, the approaches that consider the possibilities that digitalization offers for political participation as advantages, and the main arguments of the approaches that analyze this issue in a skeptical/critical manner, are discussed, under separate sections.

Advantages of digitalization in terms of political participation

New communication technologies, which emerged as a benefit of internet technology, offer important advantages to individuals and organizations in terms of the ability to go beyond the limitations of traditional media regarding time and place. While new communication technologies increase the communications and interactions between citizens, by making it easier to access information, they also present new aspects in the interactions of the citizens within the political cadre.

First of all, new communication technologies and digitalization prominently eased the increase in information and data, and, even more importantly, made the information available for the majority of citizens. The internet, which provides a relatively free environment in the generation of information, as it provides access, seems to be an advantageous medium in terms of freedom of expression. The internet, which allows users to be anonymous in terms of generating, receiving, and sharing, information, makes it possible to act relatively freely from control and the authorities, compared to traditional communication mediums. Furthermore, the interactivity that is in the nature of the internet, functions to make it easier for people to interact significantly and more easily, to share their opinions and experiences, and to express themselves in a much more comfortable manner.

The above-mentioned advantages of digitalization are reflected upon political life as well. The indicated opportunities show themselves especially in the formation of public opinion, and in the efficiency of the attempted effects and pressure on the political system.

Some of the virtual environments that new communication technologies offer can function as platforms for discussion, debate, and consensus, where different opinions may come together, and alternative information may be encountered. In a sense, the public space, as defined by Habermas, can be created thanks to communication technologies. As a matter of fact, Habermas defined the public space as a platform of debate, formed independently from the state and private enterprises, and within those entities by private individuals that come together as a public community. (Habermas 1991). Media has a decisive role in the formation of the public space. Indeed, as Habermas conceptualized, the press of that era, which prioritized political content, had a major role to play in the emergence of the bourgeois public space in Western Europe at the end of the 18th century. Discussions and debates regarding the political and social issues between citizens from different sections of society, who got together in cafés, clubs, and reading/discussion rooms, as well as in similar public environments, paved the way for the formation of effective public opinion. There is an optimistic opinion which claims that such public spaces, which are highly effective and efficient in terms of democracy and political participation, may be revived in the virtual environments offered by new information technologies. This approach claims that new communication technologies can create environments that are convenient for different parts of the community to come together in an unprivileged way to ensure an equal participation in public debates, similar to the bourgeois public spaces idealized by Habermas. The possibilities that the internet, which has become an integral part of life today, offers, are considered as a source of the information necessary for the public and rational debates. On the other hand, such possibilities are also seen as virtual public spaces, where public and political issues can be freely discussed, and which give an opportunity to the formation of public opinion on a national/international scale.

In addition to the advantages of digitalization in terms of creating new public spaces, its role in creating an environment that makes it easier to carry out interactions between citizens and politicians is regarded as an important possibility. This is applicable both to politicians, accessing voter lists in a fast and easy manner, and for citizens, accessing politicians and the political system. It is a well-known fact that today, the internet has a considerable position within the environments that the political parties and candidates employ in their election campaigns. On the other hand, the internet can be utilized as a powerful tool for citizens to communicate with politicians during election times, or in any other non-election periods, and to effect and exert pressure on the political system. Sectors of the public who cannot make themselves heard via other communications environments can make themselves visible to the political process, and to politicians, in a faster and easier way, in an individual or collective manner. The power of public opinion which can be formed more easily in digital environments can be taken more seriously by politicians and governments.

The possibilities that digitalization offers to political life and political participation, in parallel to the advances in the technology, pave the way for various advantages, such as making it easier to participate in the decision making process, increasing political interactions by accelerating the formation of public opinion, directing public power towards political participation, etc. All these possibilities presented by digitalization have resulted in the emergence of new concepts, such as electronic democracy, internet democracy, cyber democracy, etc., and the potential of digitalization to be a solution for the participation and legitimacy crisis that the liberal democracies have experienced, has been prioritized.

Critical approaches regarding the effect of digitalization on political participation.

Apart from optimistic approaches claiming that digitalization offers important advantages in terms of political life and political participation, there are also critical approaches that are skeptical in terms of this development. Critical approaches question the above-indicated possibilities with reference to the nature of the new communication technologies, and reveal the issues in this regard.

Critical approaches mainly discuss the aspects of the internet as a technological advancement which should be dealt with from a skeptical viewpoint, starting from the point of its emergence. Although the internet has reached massive levels of use, thanks to the opportunities it presents, its emergence was associated with security and the military. It can be suggested that the motive behind the advent of this technology could continue to exist in a covert manner during the processes afterwards. To make a comparison, it is possible to say that there was a different cause (claims of a political right) in the rise of the press, which is, and has been, decisive in the formation of the public space of Habermas' view. In addition to the logic behind its rise, it is possible to question the property ownership regarding the internet in terms of the economic/political view. Just like those who invented the internet, there are also groups who have developed, and possess the ownership of, this technology. Because the ownership structure is dependent on goals, targets and processes, the perception of anonymity, security, and other issues towards digital environments may become questionable. In addition to questions regarding the ownership structure of the internet, issues in relation to the access and usage of the internet are too important to overlook. Factors such as age, gender, language, and income level, may create inequalities on a national and global scale, in terms of access and usage levels of the internet. This makes it hard to consider the digital environments as public platforms in which political participation can be personalized.

Another problematic area regarding the digitalization of politics is the nature of the content on the internet. The data and information which citizens may need to increase their political awareness and level of participation, can be provided by the new communication tools in a faster and easier way. However, the level to which the internet ensures access to accurate and true information is highly debatable. It is very hard to determine how much of the massive scale of information on the internet is complete and factual. While this can cause users to spend an excessive amount of time accessing the information they need, it also keeps alive the possibility that they may still not access complete and reliable information.

Another criticism of the claim that digitalization is an opportunity for political participation and the public, is related to the nature of the use of the new communication tools. The use of such technologies results in highly individual outcomes. Socialization, and actual interactions that political behaviour and political participation necessitate, are not really compatible with the use of new communication technologies. On the contrary, this type of technology may isolate users from society, and may make it harder to socialize in the real sense. Furthermore, the high amount of information that the internet presents may deepen the specificity of users' interests, and this, in turn, may lead them to matters of a personal nature, rather than social/political subjects.

Another problematic point in relation to the impact of digitalization on political participation shows itself in matters such as privacy, surveillance, and security of personal data. The internet, apart from the wide range of possibilities it provides, also contains some technological elements that allow the users to be monitored at all times. The possibility that the personal information of users can be made available for the use of different commercial or political groups becomes a factor that makes it harder for citizens to express themselves in political matters, just as in other subjects. The fact that technological surveillance and control has gradually increased may create a perception in citizens that their digital footprint may be monitored, and this leads to suspicion in relation to virtual public spaces and actions of digital political participation.

Conclusion

In the ever-digitalizing world, various fields, including the political, social, cultural, and economic, are being reshaped and redefined. The advances that manifest themselves in communication methods and technologies, at an increasing pace, create large-scale transformations of structures, systems, and networks of relations. At this very point, the social sciences should make sense of the indicated transformations, and they should analyse and create new perspectives. One of the most important fields that has had its fair share of this transformation is politics, and political life has gained new aspects during the process of digitalization.

For a long time, one of the most basic fields of political sciences has been political socialization, and within this scope, the issue of political participation. The roles of individuals and communities in political processes, as well as their level of influence in this regard, determine the way politics is practiced in its broadest sense, and also seem to be the main parameter of the functionality of the democracy.

While activities that can be analysed within the scope of political participation are directly related to the nature of political regimes, they are also highly influenced by the communications opportunities of the era. Actions aimed at influencing the political process, in a direct or indirect manner, include communications activities at every level, from personal communications to mass communications, and, within this scope, from the newspapers to the internet, all kinds of communications media are being employed in political participation. In this context, the internet, which has become the most important environment for communications today, offers new opportunities for political participation, and is on the way to becoming the main component of the media, which is one of the basic actors of political communications.

Digitalization and new communication technologies brought in new opportunities and boundaries, in terms of accessing information, interactions, participation, new public spaces, opportunities for self-expression, etc., within the context of political life and political participation. However, they also contain problematic areas in relation to the structure of ownership, inequalities in accessibility, the nature of use, personalization, surveillance and control, etc. This makes the technologically optimistic approaches regarding the influence of digitalization on politics and political participation, debatable at best. Although it is an unquestionable fact that digitalization and new information technologies have strong influences on political behaviours and democracy, it should also be remembered that the nature of politics is shaped by more ample historical, social, economic, and cultural, contexts.

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The Collective Intelligence and Its Use in the New Media

Ayşe Bilginer Kucur

Introduction

There are various problems such as poverty, hunger, terrorism, climate change, etc., which are faced by almost all nations in the world and for which the solutions are not very easy. The aforementioned problems, which cannot be solved by the efforts of governments alone, have necessitated coordinated work by universities, companies and NGOs. Therefore, a need for different viewpoints to come together and discuss these issues, to create a collective solution, has arisen. Various methods, such as the participation of ordinary citizens in the decision-making process, finding solutions resulting from tensions, due to variety, that may please everyone, forming a common system of dialogue, and ensuring continuity of the system, stand out first. Through open and local participation methods, based on massive cooperation inspired by the nature and wisdom of the crowd, the aforementioned issues can be overcome from time to time. It is clear that this system, which is far from the conventional , will be the method to find a solution to a number of issues, although it will also create new technological and social issues. The world may not be at a level where all problems would go away with the concept of participation alone, but there is also no barrier to the creation of future scenarios via the effective use of the technology of today. When it is considered that individuals always contribute to the society and culture that they live in, it should be remembered that aspects such as participation, contribution, transparency, and creativity will not only enrich the society, they will lay out the foundations of a cooperative, peaceful, transparent, and prosperous social structure as well (Tovey 2008,xxı- xxıv).

As the global telecommunication infrastructure has become stronger compared to the past, a computer-based communication network has been set up, and thus, technological, economic, social, political, and cultural life have become almost completely linked. An opportunity to obtain more comprehensive and global information via the computer and internet-based systems, which affect everybody on the planet in one way or another, has emerged. A global network system, which directs individuals to different options, through instruments such as the world wide web, blogs, wiki's, cooperative software, online systems, social networks, etc. beyond the simple task of transferring information, which transforms the knowledge and intelligence of all the internet users into a collective form, and which ensures that the experiences are shared, has arisen. Therefore, thanks to the internet, new forms of community, decentralized production environments, and work environments where production and knowledge are exchanged, and where the collective intelligence comes into being, have been created. The collective intelligence defined by Noubel (2008) as "the capacity of a group of individuals, who come together in order to plan a future and to reach to that future within a complex context", directs individuals towards working in a participative and cooperative manner.

About the concept of collective intelligence (CI)

In literature, there are a number of definitions regarding the concept of collective intelligence, which refers to the assembly of companies, social organizations, societies, and nations, in a cooperation-based structure, from different fields. Before defining the concept of collective intelligence, it would be best to discuss intelligence briefly. On the concept of intelligence, which cannot be observed directly, a consensus has not yet been reached. This concept is generally defined as the ability to learn, to understand, to cope with new circumstances, and, using the mind in a skillful way, the ability to implement knowledge in order to manipulate one's environment, or the ability of abstract thinking that can be measured with objective criteria. Gottfredson (1997) on the other hand, defined intelligence with various skills, such as reasoning, planning, problem solving, abstract thinking, understanding complex ideas, and fast learning, in addition to general cognitive capacity. At this point, the disposition of intelligence to an individual or to a singular entity is relevant. However, when the concept of the 'collective' is used in conjunction with the term 'intelligence', the concept is multiplied, and thus, it is defined as the intelligence of a group of individuals or living beings. Smith (1994) describes intelligence as "a smart organism that is able to act coherently as if it is a singular mind rather than a group of independent individuals" and discusses the common intelligence of the individuals that are, or are not, linked with each other. The concept of collective intelligence, which aims to reach an individual and the collective interest, corresponds to a positive-sum economy (Noubel 2008). Collective intelligence is often referred to using different terms in different branches. For example, terms such as the 'invisible hand' and the 'shared wisdom', which are voiced in order to express the dynamics of the free market economy are used in a similar capacity to 'collective intelligence'.

Collective intelligence is not a new concept, and it has been in use in various fields for a very long time. Work groups, families, and even plants, work collectively. In this sense, something that cannot be achieved as the result of a single individual is achieved when working together (Ickler 2010, 27). The concept of collective intelligence has been used in numerous disciplines, from the advancement of the science of medicine to defining the power of people over the government. Malone explained the fact that bees and their colonies work together to tackle the problem of finding food, using the concept of the collective intelligence (2008). In 1906, the sociologist Lester Frank Ward made a prediction, stating that "the advancement of the society can be achieved via the collective intelligence." Malone and Bernstein, in their book titled *The Handbook of Collective Intelligence* state that the oldest scientific paper belongs to psychologist David Wechsler, who developed some of the most common IQ tests in use. Wechsler, in his work, indicates collective intelligence as something beyond a collective behavior. This concept was used in various fields in the 1980s and 1990s, from mobile robotic groups to behaviors in human groups and electronically-aided human cooperation. Around the same era, in two different books, one written by Smits, which focused on computer-aided workgroups, and another written by Levy, which focused on the exchange of ideas in the cyber world, the term 'collective intelligence' was used. In the 2000s, the concept was widely utilized in computer sciences as well as management and theological sciences. The following books: *The Wisdom of Crowds* (Surowiecki 2004); *Wikinomics* (Tapscott and Williams 2006); and *The Rational Optimist* (Ridley 2010), helped the proliferation of the concept, and also brought collective intelligence to another level (Malone and Bernstein 2015). Regarding collective intelligence, the Center for Collective Intelligence was established at MIT.

James Surowiecki's book, *The Wisdom of Crowds*, talks of the specific aspects of the concept using some examples. Surowiecki includes the observations made by the British scientist Francis Galton in 1906, at a regional fair in Plymouth. In this fair, where the weight of a selected ox was asked, the farmer who could come up with the closest estimation would receive a prize. The estimations of over 800 farmers were collected in written form, in order to avoid their influencing each other. The written numbers were added up, and their average was taken. According to Galton, the fact that the ultimate average result was very close to the real figure shows that the common wisdom of the farmers was superior to the individual minds of the experts in the field. In this case, the data obtained from a collective mechanism, presented better results compared to the data obtained from conventional methods, or from individuals. The fact that Aristotle, in his book *Politics*, discusses the possibility that the crowd, in some cases, may be better and richer than the few, also explains the above-given example. The crowd that Aristotle alluded to in his work corresponds to the concept of collective intelligence.

In the 2000s, new, web-based examples regarding collective intelligence have emerged. For example, Google hosts collective information via its web sites, generated by using several algorithms and sophisticated technologies for various goals. In a similar manner, Wikipedia, on which thousands of people spend countless hours for the online compilation of data and information, is an important example of collective intelligence (Malone 2008,1).

The transformation of the concept of the collective intelligence with the advent of the internet

With the arrival of Internet 2.0, internet users went through a process of transformation and change, and largely succeeded in adapting this process. The utilization of technological devices together, as a benefit of convergence, in addition to other factors, such as recording all kinds of information, classifying and tagging the data, and finding required information, has played an important role in the advancement of collective intelligence on the internet. Within the social medium, where each individual can create his/her own channel, the position of the individual, who was limited to being a receiving party in the case of traditional media, changed. Now, news coming from audiences can find airtime, even in mainstream media, and communication lines report to all audiences. Therefore, the individual who was a consumer in relation to media products, has now been promoted to a producer/consumer. Users have begun showing up in the media, in addition to comprising the audience. They have become people who create and arrange content, who mix all kinds of texts using editing methods, who link content together, and share it. With the influence of users, collective intelligence has emerged in new, different environments. So far as the concept of collective intelligence was redefined with the arrival of the internet and social media, dictionaries and encyclopedias, such as Wikipedia, blogs, and mobile apps, became places, where collective intelligence found its meaning once again. Accordingly, collective intelligence began to be known as web-based collective intelligence, with regard to its method of use on the internet. That means that Web 2.0, thanks to its interactivity features, acts as a key in the active use of collective intelligence. There may be different factors in the participation of users in this value creation system. While there are individuals who see this as a hobby, there are participants who consider this as a way of earning money. Sharing opinions about a product or service, sharing content, and contributing content via tagging created possibilities along with Web 2.0. Pierre Levy defines collective intelligence as “the new social structures that make the creation and circulation of information possible in a network society.” Users employ methods such as creating an information pool, and linking to each other’s fields of expertise in order to overcome problems together (Levy 1997).

The fact that the internet allows communications and interactions at low cost, leads to the proliferation of group work. For example, taking the information posted on the blogs, portals, forums, and websites, into account, before making investments, and sharing ideas and experiences regarding products, has become essentially important for everybody. Pierre Levy (1997, 20) states that people use their own personal expertise on the internet for common purposes and goals, and further adds that “nobody can know everything but everybody knows something, so the entirety of the information is found within humanity.”

As online participation-based systems have become more widespread, the idea of collective intelligence has also become more popular. This is because the value created from such online systems is more important than the individual contributions of any one individual within that system. The online participation-based systems aim to tackle complex and multi-faceted problems in a collective manner. The fact that the rate of video and image sharing has increased shows promise in terms of building collective environments. However, turning such environments into comprehensive collective spaces, rather than individual fields of interest, is what should really be done, and actually, this is the hard part of the process. At this point, the way individuals may behave in collective systems should be understood, and, in order to get effective results, systems, interfaces, rules, and online mechanisms should be designed for individuals (Hopper 2008).

As the internet became interactive, millions of minds all over the world, independent from each other, succeeded in acting as if they were linked to a system in terms of media creation and its distribution. A new media generation and distribution environment was born, and, thanks to the virtual communities that establish communications via social networks, exchanges in digital media took off. As the 2000s saw an increase in the number of media generation tools, their prices become much more reasonable, and thus, such products automatically found their way to users. Interactive programs in which graphics, audio, and video, were used together, were designed, and a digital/cultural transformation, which included the dominant media centers of the 20th century, was experienced. According to Derek Lomas, (2008, 164), movie theaters, audio/visual recording studios, and TV broadcasting licenses were extremely expensive, beyond the reach of an ordinary person. However, the interactive internet changed all this, and gave people the opportunity to broadcast their personal creations freely. In particular, social media networks caused a dramatic change in the typology of the media stream in society. The fact that new media tools were acknowledged in almost all societies made them a viable alternative to traditional media. The distribution of the information which was tied to organizations, individuals, and authorities, was freed from monopoly and left to the initiative of the people who used the new media devices. Another example that can be presented for freeing the information from the hands of monopoly is citizen-journalism. In citizen-journalism, which is heavily connected to the contributions of the audience, the distribution of videos, images, and voice recordings, over the internet is now an ordinary situation. Broadcasting of news generated by people who are not employed by any media organization via blogs, web sites, or different platforms, is called citizen-journalism. According to Nip's point of view, the change is to participatory journalism when the news is sent to the mainstream media outlets for broadcasting (2007, 2018) Although the news sent in such a manner, may undergo some editorial control, the participation of many people can be achieved. Participatory journalism, which is considered as audience-derived content, has become very popular thanks to the network technologies and even departments, which check the grammar rules and content of this news and are set up in news departments.

With the arrival of interactivity, many users started tagging their posts, which led to the emergence of the cooperative tagging, and this phenomenon was named 'as the folksonomy'. Folksonomy, in which websites, images, news, and posts, are tagged in parallel to their content, allows users to access their desired documents easily (Shen and Wu 2005, 2). Social tagging services, such as BobrDobr.ru, citeulike.org, del.icio.us, mister-wong.de, Instagram, Pinterest, etc., have gained large user bases. Tagging, which is one of the methods employed to search and organize the information on the internet, does not require too much knowledge to operate, and is generally free to use. Therefore, tagging increases the participation rate of active users. Users, in addition to their own bookmarks, may benefit from all the bookmarks set up before them. Folksonomy resembles a pool which reflects the conceptual memory of the users who discuss and agree upon topics (Floeck, Putzke et al. 2010). Tagging web content and making it available for the benefit of all users indicates an example of collective work. Using this system, internet users can navigate through sites, social networks, and other texts. On the other hand, Web 3.0, which will be initiated worldwide very soon, will be where the real purpose of tagging will be achieved. With Web 3.0, it is planned to link disjointed pages in a lexical way, and thus, to obtain a global database. In the extremely large internet environment, neatly categorized data banks are needed. With Web 3.0, which is also called the semantic web, it is aimed to establish connections between data accumulated over the years in internet environments, and to bring that research data together. It is hoped that, if the intended information is extracted from the researched data and transformed into new data, individuals, groups, and communities will use the information in a productive way. The main purpose of the semantic web is ensuring the readability of information on the internet by machines, not by people. While Web 2.0 aims at the creation of new content by users and producers, Web 3.0 aims to associate linked data sets with each other (Aghaei 2012, 5).

As the participation of users has emerged as a concept, notions like crowd-sourcing, creating interactive values, the global mind, the wisdom of the crowd, collective consciousness, user-derived content, and other notions with similar meanings, began to be mentioned along with collective intelligence (Ickler 2010). In a similar manner, various terms such as peer-production, pro-consumer, playbour, etc., have become popular, thanks to the use of collective intelligence on the internet, and such concepts have been frequently featured in communication work and studies. According to Henry Jenkins, an unparalleled process of creation took off with the interactive environment (2006). The presence of new communities and crowds who link up with each other through communication technologies also emerged. Due to the fact that the individual aspects and differences become more apparent and significant in virtual communities, actions such as thinking differently from others, showing one's differences, looking from a different standpoint, etc., have become important in terms of participation in the virtual world (Bozkurt 1999). According to the definition of Howard Rheingold, virtual communities are the social groups that are formed when a sufficient number of people come together around a purpose. Virtual communities have resulted from the intersection of humanity and technology. Those groups, formed by the participation of millions of people from all continents grow quite rapidly . An example of a societal structure, which is accelerated by certain norms, is being experienced just as in real life societies. The members of virtual communities, which behave like ecosystems comprised of sub-cultures, trade and exchange information, fall in love, play games, fight, and find friends, in the virtual worlds, therefore they experience everything online that they experience in the real world (Rheingold 2012).

In 2006, *Time* Magazine selected ‘you’ as its ‘Person of the Year’, dedicated to internet users. The magazine glorified the active users of digital culture, who are the subjects of concepts such as prosumption (producer-consumer), producer (producer-user), and co-creator, in user-generated content platforms. Alvin Toffler, in his book *The Third Wave,* which he published in 1980, defined prosumers as individuals who are able to produce the goods and services that they consume (2008). Prosumers open up their productions via the internet and computer, or their handicrafts over digital networks. Content generation and sharing sites, where the ‘do it yourself’ culture prevails, are important pillars of digital culture. ‘Do it yourself’, which underlines the extraction of information through experiencing it instead of receiving it in a ready state, places the individual in a position of a subject which collectively produces and consumes.

Henry Jenkins (2006) states that the audience/users, by using network technologies in order to express themselves, obtain a crucial amount of power at the very point where the new and old media intersect. In game shows, talk shows, reality shows, and TV shows, the audience prioritizes the use of second screens in order to voice their opinions regarding the subject, and they largely head towards social media, blogs, and phone apps. However, it would also be misleading to say that all audiences participate. As there are people who are content simply to watch TV shows, there are also followers who comment on every character in a programme, who present their opinions regarding the course of the scenario, who open up social media accounts and blogs about the characters in a movie, and who create content about the stars. Therefore, what matters is the level of participation. The level of participation in turn, is shaped, and differs, based on various factors, from the internet-using skill levels of the individuals to their way of using it, from the time they spend to their areas of interest, etc. At this point, the issue of protecting personal information is faced. Users, intentionally or inadvertently, have to give up details such as their name, address, gender, e-mail address, or different personal details, to the site owners, when uploading content to the internet. Users, who leave traces or their identity with each click, disclose information without even knowing it. With advanced algorithms, users are introduced to a commercial aspect, and they are even commoditized after being degraded to digital data. In addition, the unauthorized and unrestricted use of personal data is also within the realm of possibility. The fact that users have no power in terms of data distribution leads to very frequently witnessed security issues.

Conclusion

Thanks to the internet, new forms of communities have emerged, and decentralized production centres, as well as new environments of production, have begun to appear. All kinds of environment that the internet provides, in terms of carrying out autonomous individual actions and creating crucial space for personal freedom, have turned out to be advantageous. Technological transformations in media infrastructure have influenced the style with which individuals use the media. The traditional media, supported by internet-based production, creates low cost and free content with the backing of participating individuals. Audiences and readers, by compiling their own news and entertainment, affect the content and form of programs. In the words of Castell, the creative audience has built its own autonomy in this mixed culture (2009). If the persistence of the participatory systems is desired, or if the end products are well liked, the participatory systems should mainly focus on creating free space and autonomy for individuals. Unrestricted and creative opportunities should be offered to individuals, and common or free resources should be provided. Advantages and disadvantages will also be presented to individuals for them to benefit from potential opportunities. By offering a safe environment, where they can rectify their faults and minimize their social and financial risks, entertaining experiences can also be provided. Participatory systems should be supported by individual notifications for personal shares to be displayed and acknowledged by the audience all over the world. Different participation levels, in which participation may grow and change over time, should be made available. New and creative practices that increase and encourage efficiency should be allowed (Hopper 2008, 248).

Considering that users are dispersed across different cultures and geographic conditions, exchanging ideas in a decentralized way is possible via the web. This web, which features hypertext, is also very compatible with the humanistic way of thinking. However, the way the extremely large scale data is accumulated in relation to the issues that are linked with each other in a variable environment, emerges as a serious issue. Using organizational structures, or assigning arbitrators regarding what shall be shared with whom, may alleviate the problems a bit. However, this may lead to the formation of an elite community as well.

While users demand more for the creation of content, they turn into consumers, due to the data that they leave behind after each site that they visit. This means that approaching users in a single dimensional manner, with their digital aspect only, would not be correct. Instead, the matter should be discussed with its social, economic, technological, and legal aspects as well. According to Rheingold (2012), the telecommunications and computer industries will cause a really strange social revolution in the upcoming years. In the post Web 2.0 era, with the further advancement of the internet, Web 3.0 (the semantic web) will take off. And this period, according to Nova Spivac (2008), will advance collective intelligence further and even open a new chapter for it. Individuals, groups, organizations, and communities, will be able to access information in the most productive way ever, they will be able to generate and share information, and will establish links between points of information. Therefore, Web 3.0 will enable all applications and individuals connected to it, in a much more collective manner.

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EXCELLENT PUBLIC RELATIONS CRITERIA

AYHAN DOĞAN

Introduction

The fact that technological, economic, and social developments in the world make interaction between institutions and stakeholders unavoidable, has led to a progressive increase in the importance of the public relations function. In order for the demands and needs of target audiences to be accurately determined, for their provision, and for the right products and services to be offered, it is imperative to use the 'public relations' function, which is the inevitable element of management, effectively. As one of the management functions that will play an important role for enterprises in achieving these goals, public relations, also called the golden child of the 21st century, has undergone many renewal stages since its emergence, especially with the influence of changing world balances and globalization of our century, and it continues to find new expansions. Public relations is no longer a means of manipulation or information transfer for propaganda purposes. It creates new communication plans for different target audiences, and contributes to the achievement of corporate goals by organizations, by having a say within the framework of the strategic management approach.

The most recent example of this new understanding of public relations is the *Excellent Public Relations* approach that J. Grunig and his friends put forward as a result of long research. As an approach that targets an organization's whole management understanding, the communication processes with its stakeholders and target audiences, achieving most effectively its strategic goals, an excellent public relations approach aims to improve the ability of an organization for strategic decision-making, and the planning and implementation of communication programs with target audiences.

The historical process of the Excellent Public Relations Theory

The International Association of Business Communicators (IABC) established the IABC Research Foundation in 1982 in order to contribute to research activities in the field of business communication and public relations. In 1985, the Foundation initiated the 'excellence' project, the largest research project in public relations history. To carry out the project, a team consisting of Larissa A. Grunig, David M. Dozier, William P. Ehling, Fred. C. Repper and John White was appointed, under the direction of James E. Grunig (J. Grunig 2005, 9).

J. Grunig (2005) stated that the aim of the Excellence project was to be able to answer two basic questions about public relations. These questions are expressed as:

> *"What are the features that distinguish an excellent public relations department from others?" and "How does public relations contribute to the effectiveness of an organization, and what is the economic value of this contribution?"*

When the questions that constitute the purpose of the research are evaluated, we can see that the question of effectiveness explains why, how, and in which scope, communication management contributes to reaching organizational goals more effectively, and how this contribution can be evaluated economically. From this point of view, the question of excellence tries to guide the way in which the communication function should be shaped in terms of institutions and programs, in order to achieve the best possible effectiveness.

The excellence project consists of combinations of diverse research methods. Within the framework of a literature survey, public relations research has taken the form of performing a study on organization theory, decision theory, and similar related concepts. In this way, a 'theory skeleton' was first formed. As a result, it appeared that when establishing long-term relationships based on trust and understanding with strategic target groups, public relations has increased the effectiveness of an organization. In addition, extensive empirical research has been conducted. This research has been carried out in the form of quantitative research in a total of 321 institutions (enterprises, non-profit organizations, municipalities, and associations) in the USA, Canada, and the UK. For this purpose, three questionnaires, including about 1,700 points connected to each other, were directed to the communications manager, one member of the senior management, and 12 other employees (on average). After the statistical evaluation of this research, a more in-depth interview was held in 1994 with persons in charge of communication and senior executives of the 24 organizations. In these interviews, open-ended questions were answered, and the economic benefits of public relations were addressed. The results of the study were published by Dozier et al.

Features of the Excellent public relations department

Grunig and his colleagues conducted a literature review to determine if organizations considered to be excellent in all respects also have excellent communication programs, and identified 12 features, some of which show the characteristics of excellent public relations departments, and some of which show how communication contributes to management excellence in general terms. They have explained these features as follows (Grunig 2005, 26-27):

1. Human resources: Excellent organizations empower people by providing autonomy to their employees and allowing them to take strategic decisions. They are also interested in the personal development of their employees and the quality of work. They emphasize the interdependence among employees, rather than independence. At the same time, instead of partitioning, they emphasize integrity and establish an appropriate balance between teamwork and individual effort.

2. Organic structure: People cannot be empowered by command. Organizations empower people by eliminating bureaucratic and hierarchical organizational structures. They centralize decisions and implement management by reducing the number of managers as far as possible. They also avoid stratification of employees, and make use of leadership, cooperation and culture to integrate the organization, rather than structuring it.

3. Entrepreneurship: Excellent organizations have an innovative and entrepreneurial spirit. Entrepreneurship is related to other characteristics of excellent organizations; in organizations that develop organic structures and nourish and strengthen human resources, an organizational entrepreneurial spirit emerges.

4. Symmetrical communication systems: Although the term ‘symmetrical communication’ is not used in organizational excellence studies, symmetrical communication is defined in relation to all internal and external publics. Excellent organizations stay close to their customers, employees, and other strategic elements.

5. Leadership: In excellent organizations, there are leaders who benefit from network relations and ‘management by traveling’ rather than from authoritarian systems. Excellent leaders empower people, but they minimize political power strife. At the same time, they provide the organization with a vision and direction to control the confusion that can be caused by strengthening people.

6. Strong, participatory cultures: Employees of excellent organizations share a sense of mission. A strong culture that values human resources, organic structures, innovations and symmetrical communication brings them together.

7. Strategic planning: Excellent organizations try to uncover the most important opportunities and limitations in their environment, to increase profitability.

8. Social responsibility: Excellent organizations pay attention not to overlook the effects of their decisions on both society and the organization.

9. Support for women and minorities: Excellent organizations show that they know the value of diversity by recruiting women and members of minority groups, and taking steps to support their careers.

10. Quality priority: Total quality is not only a priority on paper in company philosophy; it is a priority taken into consideration during realization of actions, taking decisions, and allocating resources.

11. Effective operational systems: Excellent organizations develop management systems for implementing the above-mentioned features in the daily management of the organization.

12. A collaborative social culture: Excellent organizations emerge more frequently in societies that have a culture that emphasizes cooperation, participation, trust, and mutual responsibility.

Among the twelve features mentioned above, in particular, strategic planning and symmetric communication systems are among the features of excellent public relations practices. However, J. Grunig and his friends have explained the features that should be found in the excellent public relations departments, under four main headings, with a structure consisting of 17 items.

J. Grunig (2005, 39) has systematized these 17 features of excellent public relations departments as follows:

I. Program Level

1. Being managed strategically.

II. Department Level

2. A single or integrated public relations department,

3. A separate function from marketing,
4. Direct adherence to senior management,
5. Bi-directional symmetrical model,
6. Senior public relations officer in management role,
7. Excellent public relations potential and determinants,
    a) Symmetric model information,
    b) Management role information,
    c) Academic education in public relations,
    d) Professionalism,
8. Equal opportunities for women and men in public relations.

III. Organization Level

9. The organization's world view of public relations reflects a bi-directional symmetrical model,
10. The public relations director has power in the dominant coalition or is in it,
11. Is not an authoritarian, participatory culture,
12. Symmetrical internal communication system,
13. Organic, not mechanical, organization structure,
14. Turbulent and complex environments under the pressure of the activist.

IV. Effects Of Excellent Public Relations

15. Programs achieve communication objectives,
16. Legal regulation reduces pressure and court costs,
17. Increases employee satisfaction.

According to J. Grunig (2005), who indicates that excellent public relations departments cannot exist in an isolated form, excellent public relations departments are among the basic features of excellent organizations. According to him, what makes excellent public relations possible is the whole of the excellence qualifiers in an organization. In addition, excellent communication management can become a catalyst that starts perfecting organizations and makes them more excellent over time.

Grunig (2009: 2, Akbulut 2011, 177) stated that the criteria of excellent public relations could be evaluated more simply within the framework of eight dimensions:

- Authorization of the public relations function,
- Participation of the public relations function in strategic management,
- Direction of communication, bidirectional and symmetric communication,
- The role of the public relations function or its task,
- Structuring the public relations function as a separate unit,

- Integrated communication function,
- Respect for differences,
- Ethical responsibility.

Excellent public relations variables and related criteria are summarized in Table 20-1.

Table 20-0-1. Excellent Public Relations Variables and Related Criteria

Variables	Criteria
Authorization of Public Relations Function	The public relations manager reports directly to the senior manager at the institution and takes part in the 'dominant coalition' in the organization.
Participation of the Public Relations Function in Strategic Management	The public relations manager contributes to the strategic management process and plays an active role in strategic planning and decision-making.
Direction of Communication, Bi-directional And Symmetric Communication	The public relations function uses ethics, symmetrical and bi-directional communication in communicating with stakeholders, and, in this communication process, it uses more interpersonal communication than mass communication.
The Role of The Public Relations Function or İts Task	The public relations function plays a more executive and strategist role than the technician role within the institution.
Structuring The Public Relations Function as a Separate Unit	The public relations function is structured as a separate and independent unit from departments such as marketing and human resources.
Integrated Communication Function	All communication practices within the organization are coordinated by the public relations function.
Respect for Differences	The public relations function gives equal roles to people in the context of gender as well as ethnic and cultural contexts.
Ethical Responsibility	The public relations department operates within the framework of ethical values and supports the corporate decisions and behaviors to be within this framework.

Authorization of the public relations function

Unless public relations is an integral part of management, it cannot increase the effectiveness of organizations, and for organizations to be effective, PR must communicate with strategic elements in its environment (White and Dozier 2005, 105). According to Dozier and L. Grunig (2005, 417) public relations should be placed highly in the hierarchy of the organization, and managed strategically in order to increase efficiency, and thus achieve excellence.

There are many sub-departments connected to the top management of organizations. It is clear that linking the public relations department directly to the top management, in addition to ensuring successful communication with both internal and external audiences, will provide great convenience in the decision-making process in the organization.

The dominant coalition is at the top of the elements in the decision-making process in organizations. According to Child (1973, fr. to White and Dozier 2005, 107), there are groups within organizations that have the power to make decisions about direction, tasks, objectives and functions. Such groups, which have the power to determine their organizational structures and strategies for a long time, are called the 'dominant coalition'. According to White and Dozier (2005, 107), the dominant coalition needs information to make decisions. This information is often provided by the bridge builders. Bridge builders are people who are in an organization and frequently communicate with its environment. They gather information from the environment, extract it, and communicate it to decision-makers in the dominant coalition. According to them, communication managers and public relations practitioners are the appointed bridge builders of organizations.

The top management of organizations has the authority to take decisions and implement them. For this reason, public relations departments must work depending on this top management. In this way, the top management can get accurate information and take appropriate decisions about the organization.

Participation of the public relations function in strategic management

Strategic management is a dynamic process that tries to match the organization with its changing environment. Strategy has been an important concept in the field of strategic management since the 1960s (Steyn 2011, 127). Managers who implement strategic management establish a balance between the organization's mission (what it is, what it wants to be, and what it wants to do), and what its environment wants, or allows it to be (Grunig and Repper 2005, 133).

Grunig, while forming characteristics of excellent public relations departments, has developed a two-sided strategic management model of public relations in strategic management at departmental level, bringing together on one hand, the role of the organization in the general strategic management, and on the other hand, the role of public relations itself in strategic management. This model consists of seven components in total. Grunig defined the first three of these components in the form of phases, as stakeholders, the public, and the agenda, and defined the remaining four components as the traditional strategic management steps that should be implemented for the first three phases.

The stakeholder phase is the first phase of this model. According to Grunig and Repper (2005, 138) if the behavior of an organization or a stakeholder produces results over others, the organization has a relationship with the stakeholders. Public relations should reveal what these results are, through researches directed towards scanning the environment and the behavior of the organization. Continuous communication with these stakeholders ensures establishment of a long-term and stable relationship that manages the conflicts that may arise in the relationship.

The second phase of the model is the public phase. According to Grunig and Repper (2005, 138-141), the publics emerge when the stakeholders see one or more of the results that have come into being as a problem, and are organized to do something about it. Public relations should conduct researches to identify and departmentalize these publics. In this phase, focus group discussions work very well. Communication to involve publics in the organization's decision-making process helps manage conflicts without the need for communication campaigns. Stakeholder maps consist of broad categories of people or groups that influence, or are affected by, the organization. The possibilities of all people in these categories to communicate with, or influence, the organization are not equal. For this reason, public relations practitioners, while developing communication programs for stakeholders, can increase the likelihood of communicating with strategic camps by segmenting categories.

The agenda is the third phase of the strategic public relations model. According to Grunig and Repper (2005, 138), publics are organized and create ‘agendas’ from the problems they perceive. Public relations should be able to detect these agendas and manage the organization’s reaction to them. This process is known as ‘agenda management’. The media has a great role in creating and expanding agendas. Most importantly, the presence of agendas in the media, can create publics outside the activists. According to them, public segmentation researches should be carried out at this stage. Communication programs should seek to solve a current issue by negotiation, both by using mass communication and by establishing interpersonal communication with the activists.

J. Grunig ve Repper (2005, 138) emphasize that public relations should plan communication programs for stakeholders and publics in each of the above phases. In doing that, it should follow steps consisting of “determining official targets such as communication, accuracy, understanding, agreement and complementary behaviors for the communication programs prepared by public relations, planning official programs and campaigns to reach their goal, the necessity to implement these programs and campaigns, especially by technicians, and to assess how effective these programs are in achieving their goals and reducing conflicts about the issues and agendas that have elicited them.”

Direction of communication, bi-directional and symmetrical communication

J. Grunig and L. Grunig (2005, 314) state that the bi-directional symmetrical model describes the most excellent form of public relations practice as normative, and is the model that makes the greatest contribution to the effectiveness of organizations. According to them, this model can be observable in real life and accurately measured.

According to Grunig and Grunig (2005, 321-326), organizations should benefit from bidirectional symmetrical communication in complex and turbulent environmental conditions. In order for such organizations to implement symmetrical public relations, there is a need for a public relations manager who has sufficient knowledge of this model of public relations, and who is in the dominant coalition in an open, participatory, culture of organization. The ability of the dominant coalition to use a two-way symmetrical model, the culture of the organization, the public relations department’s potential, and the public relations scheme in the organization, are important.

The role of the public relations function, or its task

Roles describe the daily activities of public relations practitioners. A large proportion of practitioners are in the role of technician, and without them there can be neither public relations departments nor communication programs. However, departments that do not have a practitioner in the role of communication manager cannot contribute to the strategic management of the organization, and cannot increase the effectiveness of the organization. Public relations roles in practice are administrators, technicians, contact officers and media relations practitioners (Dozier 2005, 349).

Public relations departments cannot increase the effectiveness of organizations unless public relations is a part of management. Excellent public relations requires the most senior practitioner in an organization to participate in the decision-making process of the management. To be effective, organizations must communicate with strategic elements in their environment. Leading strategic elements are the dominant coalitions. Decision-making in dominant coalitions depends on the information they receive. This information is often provided by bridge builders in organizations. The environment of the organizations is determined by the individuals within it, and trained bridge builders are needed to do this effectively. Excellent public relations departments carry out environment scanning activities, assume the tasks of the bridge builder, and ensure the taking of correct and effective decisions on behalf of the organization, by transferring the information they obtain to strategic managers.

In this respect, if public relations are to be excellent, and their effectiveness is to be increased, the senior public relations practitioner should be included in the dominant coalition, function in one of the upper decision levels, and participate in strategic management (White and Dozier 2005, 105). For the public relations departments to be excellent, the most senior person in the department must be a manager. This situation requires the public relations function to play a managerial and strategist role, rather than a technician role, within the institution (Dozier 2005, 349).

Structuring the public relations function as a separate unit

Today, it is seen that organizations in many countries around the world, while forming an organization’s structure, carry out public relations practices by combining the public relations function with units such as human resources, advertising, and marketing, acting as though PR has the same function as the marketing department. The public relations function should be structured as a separate unit, independent from others like marketing and human resources, because the public relations function has very different functions from those of the human resources, advertising, and marketing departments.

Both marketing and public relations are indispensable for a modern organization. Marketing managers define markets for the products and services of the organization. They then create a demand for these products and services by overseeing marketing communications programs. On the other hand, public relations managers supervise communication programs for publics, that is to say human communities organized as groups when they are influenced by the organization, or when they affect the organization themselves. If the public relations department in an organization is brought into the marketing department, public relations practitioners will be reduced to the role of technicians. Therefore, the organization cannot manage its interdependence with strategic publics (Ehling, White, and Grunig 2005, 379-413). From this point of view, marketing, human resources, advertising and public relations, all have different functions. Another criterion of excellence in public relations is the structuring of the public relations function within the organizational structure, as a separate unit from other departments.

The integrated communication function

J. Grunig (2005, 31), while describing the place of the public relations department in the organizational structure, in the context of excellent public relations, states that the place of the public relations department in the organizational structure should be determined in such a way that provides easy access to the sub-system of management, instead of being attached to such departments as personnel, marketing, or finance. All of these functions should be put together in a single department. This means strategic management of public relations, and can only be possible with an integrated department. It is necessary to develop dynamic horizontal structures within the department to be able to allocate people and resources to new programs as new strategic publics arise, and as old ones lose their strategic importance. According to Grunig, this department may be a public relations department or another department with a synonymous name, such as corporate communications or community relations.

Respect for differences

According to Gilligan (1982 fr. to J. Grunig 2005, 62-63), there are differences between the orientations of women and men, and the place of women in business management. Men are more concerned with competition, rights, and justice; women are more concerned with relationships, responsibility, and equity. These differences make men more suitable executive candidates because of their predisposition to competition and stiffness. However, recent researches have shown that women's tendencies towards relationships, growing, and nurturing, are characteristics that should be present in the managers of the future. Grunig (2005, 63) expresses that the female world view is more symmetrical, and the male view reflects a more asymmetric world; therefore, a female majority in public relations can take it towards excellence, as long as most women have the symmetrical world view that dominates the asymmetric world view in males. According to J. Grunig, the conclusion that can be drawn from that explained above, is that it is necessary for organizations to recruit women in communication management roles in public relations departments, and organizations will contribute to excellent public relations by providing the necessary training and support to women, in order for them to advance from the role of technician to that of executive.

Ethical responsibility

Public relations includes relationships based on mutual trust with target audiences. Public relations work, based on trust strategies, requires clarity and transparency. Because of the continuity of public relations programs and applications, honesty is considered to be the principle which best gives a sense of confidence to relevant target audiences. Public relations that is aimed at informing, not manipulating, target audiences, must strictly adhere to this principle of honesty, in order to maintain dignity and credibility. Nothing should be kept secret from the public, except for very special secrets of an organization as appropriate. Avoiding misleading, surprising, deceiving, inconsistent, undercover policies and actions increases confidence in the organization. It should be kept in mind that the long-term success of the institution is based on compliance with concepts of honorable work, reliability, and honesty. These are indispensable ethical values for an organization. Organizations in which the public relations department operates within the framework of ethical values, and organizations which support their institutional decisions and behaviors in this context, fulfill one more criterion of excellent public relations.

Conclusion

In the 20th century, due to the need to turn towards new markets and resources, a rapidly increasing tendency of convergence and integration among countries, in many areas, including economic, social, and cultural, started to be observed. In this age of information and technology, globalization and rapid changes in the business world have pushed all organizations, especially large-scale international organizations, to make new expansions and implement new techniques. In order to be more powerful and compete more successfully, enterprises that have discovered the need for improvement and change have started to implement new managerial approaches within the framework of modern management. At this point, strategic management emerges as the 21st century modern management approach. This modern management approach stands as a practice that will provide the arrangement of relations between enterprises and their environment, and contribute to the strengthening of the competitive position of enterprises.

With the effect of globalization, which is one of the most important concepts of the 20th century, strategic management and strategic public relations concepts have gained importance. As globalization affects businesses from a political, social, cultural, and economic point of view, organizations, in addition to national competition, have entered cut-throat competition with their competitors in the international arena. Organizations that want to survive this successfully need to implement the strategic public relations approach within the framework of modern management. The organizations that adopt the modern management approach determine public relations policies by considering the importance of their target audiences. The main priority of these policies is to take care of their own interests. Today, organizations that are not open to the public, and do not integrate with it, do not survive for long.

As a result of globalization, because the economic, political, legal, and social structure is constantly changing and evolving, enterprises today are in need of public relations studies more than ever in order to maintain their existence by adapting to the competitive environment (Göksel and Yurdakul 2004, 25). From this point of view, organizations are aware that they need to get closer to people and give more importance to relations with target audiences. With this awareness, organizations are forced to make regular and continuous scientific-based studies in the field of public relations, which is now accepted as a management function. The most recent example of this new public relations approach in organizations is the 'excellent public relations theory' which was put forward by J. Grunig and his colleagues. What should be briefly understood from the excellent public relations theory is how the public relations department contributes to increasing the efficiency of organizations, and that there are certain features that distinguish this department from others. The excellent public relations theory, which has been set forth as a result of researches involving a long and costly process, and which is the newest approach in the field of public relations, has been recognized today in the world, and has gained wide coverage in world literature and practice.

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TRANSFORMATION OF THE RELATIONSHIP BETWEEN WOMEN AND TECHNOLOGY

MUHSİNE SEKMEN

Introduction

The term 'cyborg', has taken off in parallel with 'cyber-feminism', and has become an important factor in the liberalization of the female body in the 21st century. Cyber-feminism, as a third wave movement, places digital technology right at the heart of the liberalization of women. Digital technology, on the other hand, materialized with the concept of the cyborg.

This study analyses the transformation that has stemmed from the relationship between humans and technology, starting from robots, to the cyborg (machine-body) approach, and on to the transformation into the sexless body adopted by the cyber-feminists. While robots are tools that provide services to humans, cyborgs are designed to elevate the human body to a higher level, especially during spaceflights. The cyber-feminist Donna Haraway thinks of cyborgs as figures that spark feminist insurgency and transforms them into sexless and fictional entities. Cyber-feminists, such as Donna Haraway and Sadie Plant, disrupt the male-dominated notion of technology by asserting that technology is a feminine structure at its core. Sadie Plant sees the network-like structure of cyber-space, which does not allow hierarchies, as an environment in which different identities may express their existence (Plant 1998,173). From this point, the cyberfeminists think that technology advances relations in favour of women. The concept of the cyborg expresses the development of the human body in a better way with technology.

The emergence of the term 'cyborg', which has been a centrepiece of many films and literary works, coincides with advances in the science of cybernetics.

From robot to cyborg

The first example of machines making daily life easier for humans was given by Diyarbakır- born- El-Cezeri in the 12th century. El-Cezeri, who made his mark in this era as a Turkish inventor, expressed the basis of computers. He is considered to be the first cybernetic scholar in the world, as the inventor of sixty machine inventions, such as robots, clocks, water apparitions, combination locks and safes, etc. (Kuzu 2013,11).

El-Cezeri explained all of these devices, their systems and operations, with drawings and diagrams, in his book *Kitab-Ül Camii Beyn-El İlmi Vel-Amel En Nafi-İ Fi Sınaat El-Hiyel,* written in the Seljuk era at the request of the sultan of Artuqids (Kuzu 2013, 24).

The word ‘robot’ was used by Karel Capek in a screenplay named *RUR*. RUR means the Intelligent Robots of Rossum (preprints.reading roo.ms/RUR/rur.pdf 2019). The work that had been assumed by slaves or servants in the old days was assumed by robots as cybernetics advanced. The operating principle of robots is the ability to undertake transactions by self-programming, or the ability to function via an operator (Szabolsci 2014, 117).

While according to Webster’s New World Dictionary, the concept of a robot has the meaning of forced labor, in English it is defined as a humanoid-formed entity, or automatically controlled mechanical device (Webster’s 1988, 1161). On the other hand, the term cyborg is defined as “a hypothetical humanoid that has been altered for an adverse life in an alien environment by replacing the body parts with artificial organs” (Webster’s 1988, 343). In this regard, there is a serious difference between the robot and the cyborg. While a robot is purely a machine, a cyborg differentiates with human organs integrated into a machine body.

The emergence of the cyborg image with a machine body can be seen in the book, *Frankenstein or the Modern Prometheus*, written in the 19th century by Mary Shelley. This work introduces some characteristics in terms of inspiring the concept of the cyborg. Firstly; the book was written by a female author, and secondly, an entity with a machine body was the plot device for the first time. The fact that Mary Shelley did not want her own name on the book at its first printing says a great deal about the fact that a machine-based entity that was written and fictionalized by a female writer would get harsh criticism (Shelley 2019, V). On the other hand, Mary Shelley is the daughter of none other than Mary Wollstonecraft, a pioneer of the 19th century feminist movement. Wollstonecraft drew attention to herself as a representative of the liberal feminist movement in the era of the French Revolution, with her work *Vindication of the Rights of Women*. Just like Wollstonecraft, Mary Shelley also comes to the forefront in her era in terms of her fictional creation; the character of Frankenstein, and due to the fact that she showed that women are also inclined towards technology. The Frankenstein character has been frequently used in plays and cinema since. It is determined that Frankenstein's monster, in *Frankenstein or the Modern Prometheus* is not a robot, but a cyborg, because in the book, we are told that the monster gets tired, hungry, is injured, and has the desire to sleep (Shelley 2019, 152). However, Frankenstein's monster is different from a human body, with his titanic size and unseemly figure. The fact that the monster questions his own existence throughout the novel and asks his master to create a mate for him, shows that he is more like a cyborg than a robot. However, because he has a gender, and that his gender is male, separates him from the classical cyborg image in cyber-feminism.

The concept of the cyborg was first used by Manfred E. Clynes and Nathan S. Kline. Those two scientists, who were conducting research activities in Rockland State in the 1950s, used the term cyborg in order to express the increase in the capacity of the human body in terms of resisting long space travel, and upgrading the human body by using technology. Space exploration expanded the frontiers of the cosmos and showed humans that they can exist outside the known environment. Clynes and Kline claimed that, for example, a fish might have respiratory functions through special devices under lab conditions, which is a crucial issue. From here, there was no obstacle for a human to have a 'new look', thanks to systems which could be integrated in his/her life. Therefore, Clynes and Kline stressed the formation of a self-regulating human-machine. For this reason, they suggested the term 'cyborg' for a human-machine entity that would ensure that the body would work independently, but which would have no conscience of its own (Clynes and Kline 1960,27).

As a matter of fact, what is meant by cyborg, is an increased human tolerance, via drugs and artificial organs injected and/or integrated into the human body. In this way, tolerating sleeplessness for days would be possible. On the other hand, Clynes underlines that artificial organs integrated into the body will not change the main characteristics that make us human (Kline 2009, 340). Therefore, it is apparent that, while building the human-machine hybrid, the best of both worlds are utilized. At this stage, as the robot is free of the limitations of the mechanical shell, the human is getting rid of the limitations of its body and environmental factors (Wittes-Chong 2014, 6).

The concept of the cyborg, is an umbrella term used in various fields, transformed into a figure that makes strong references to female–technology relations, alongside the cyber-feminist movement that emerged in the 1990s.

The materialized form of cyber-feminism: The cyborg

Cyber-feminism, which emerged in the 1990s, assigns new meanings to the relationship between women and technology, and underlines that technology is feminine. What makes cyber-feminists think in this way is that genders are not pronounced in cyber-space, and everybody can assume any gender they want with ease. David Le Breton, in his book *Farewell to the Body* (*L'adieu Au Corps*), defines the subject in cyber-space as follows;

> "The subject in cyber-space is free from identity-based limitations, without the concern to be refuted, it transforms into what it wants, temporarily or for a long time. By disappearing in terms of corporal form, it shows itself under many guises and turns into pure information, in which it carefully controls its content and recipients" (Le Breton 2014, 153).

By hiding identities in cyber-space, and by assuming any intended identity, it is seen that the internet, in other words the technology, removes the stark borders between the genders. Donna Haraway, who became known by her cyborg manifest, defines a cyborg as a cybernetic organism. The proliferation of personal computers and the cyber-punk stories in the 1880s inspired Donna Haraway to write her cyborg manifest (Plant 1998, 59). According to Norbert Wiener, who conducted research, (Wiener 1948) cybernetics indicates the transformation of control and communications in animals and machines into a self-regulating system, as the result of scientific works. Haraway's definition of the cyborg as a cybernetic organism in this regard underlines the information, communication, and feedback systems, between the technological and biological organs of the cyborg (Gidding 2016, 1). Therefore, the cyborg is able to perform information processing, communications, and feedback mechanisms via the human brain which controls the machine shell.

According to Haraway, the cyborg, which is a machine organism, is an entity that is fictional, but also belongs to the social reality. In this regard, the external reality of Haraway's concept of the cyborg is constructionally controversial as well, because the cyborg is neither a human nor a machine. The studies conducted in this field depict the cyborg as a machine in terms of the body, but as a human-machine hybrid in terms of the brain that controls the body. Within this scope, two features of the cyborg emerge. First, its fictional nature shows that its existence is a work of fiction as well. However analysing it as an entity that belongs to social reality, and by prioritizing its power to create changes in the world, it is indicated that it is the cyborg which will ensure the breakdown in social reality (Haraway 2010, 46). Haraway claims that the line between social reality and the fiction is nothing but an optical illusion (2016, 16).

On the other hand, the cyborg image challenges social genders. Roles and behaviours that are not given by birth, but are rather socially assigned afterwards, start changing along with the cyborg. According to this theory, the cyborg carries on its existence in a post-gender social society. The cyborg, which is a product of third wave feminism, is a technological innovation produced by feminist science for women's issues within a historical process. In this way, the cyborg, which has been discussed in films and literary works, is considered as a strong figure for female salvation by cyber-feminists.

Haraway's cyborg image stands against the consubstantiation of the nature of woman because, while woman is identified with nature, man is associated with the mind and technology. Therefore, for Haraway, the cyborg disrupts this dual contrast (Gidding 2016, 2). The male-dominated, capitalist, technological, focus began shifting in favor of women, and the polarization of woman-nature-emotion showed change as women became involved with technology. The cyborg causes women to challenge nature while opening the door to question its ontology.

The increasing realization of the body in the cyborgs that we can consider as human-machines in the science-fiction world, leads to the rise of the creation that is based on the machine-human-animal change. Equipment that is integrated into the human body in medical sciences, especially at the end of the 20th century, and the investment made in artificial intelligence, which is a machine body, with advancing technology, should all be seen as the rise of the cyborg entity. This becomes clear with Haraway's statement that is "We are all chimera" (2006, 4). The chimera is a beast from Greek mythology which is described as a fictional entity with organs from several different animals. It is reported that this animal has "the head of a lion, the body of a female goat and the tail of a dragon, and it breathes fire". However, in Greek, the chimera is also known as the young female goat (ozhanozturk.com/2018/01/28/chimera-kimera-mitoloji/, 2019). The reason that Haraway used this term is that she wants to make a reference to a machine-human-animal combination, just like a cyborg. Furthermore, the Chimera, having a female body, indicates that, just like the cyborg, it too has a female origin. While Haraway dreams about a world with no gender or social gender, with the cyborg, she also outlines a world in which the human race is about to become extinct. In this world, where reproduction with the machine bodies is out of the question, this refers to socialist feminist culture and theory with no end (Haraway 2010, 47).

Socialist feminism acts on the premise that the base of the oppression of women is the patriarchy and the capitalist system. In this regard, socialist feminism does not consider challenging only the capitalist system, as Marxist feminism does, or merely combating the patriarchy, as radical feminism does. While socialist feminism asserts the necessity to challenge both the capitalist system and the patriarchy, in terms of the oppression of women, Haraway presents the cyborg as a techno-based figure. According to Haraway, capitalism, colonialism, and patriarchy, impose social genders, racism, and social class, onto women (2010, 55). According to Haraway, this type of structure, which justifies all kinds of exploitation between women, makes women establish racist domination over one another. According to her, the category of women including socialist feminists, involves only white females, thereby excluding all other races. Therefore, according to Haraway, by establishing close ties with technology, exploiting women, and establishing domination by women over each other, can be prevented. The blurring of the lines that Haraway refers to here is the erosion of identities and the incompleteness of the structures (2010, 59). As a result, the cyborg is a fluid and experimental figure that is devoid of an origin, and which is undergoing constant change (Caronia 2015, 135). According to Haraway, the cyborg is not an entity that establishes a common ground by excluding differences. Rather, the cyborg refers to singular existences that bear the traces of differences. Therefore, by excluding the holistic and unifying side of these entities, it ensures that the differences exist (Haraway 2010, 11-13).

According to Haraway, the cyborg emerged at a time when people needed the independence to focus as a resistance mechanism (2016, 15). However, the striking point here is that the cyborg emerged from within a socialist-feminist structure. In this regard, it is apparent that the cyborg represents what would provide a breakdown in social-feminist structure. Haraway, in her cyborg manifest, lists the characteristics of the cyborg as follows (2006, 6):

- The cyborg is an opponent and utopianist,
- The cyborg is not based on the idea of forming an organic family, Unlike Mary Shelley's Frankenstein's monster, the cyborg doesn't want a mate created for it,
- In the cyborg's world, hierarchies and domination are controversial,
- Cyborgs are the illegitimate children of militarism and patriarchal capitalism.

As a matter of fact, Donna Haraway, although she is well aware of cyborgs from science fiction, which are loaded with sex appeal, still has hopes that the cyborg may fulfil utopian dreams (2010, 9). In a construct that she devised based on dual contrasts; the representation and the simulation, Haraway shows a transition to a new construct, away from white capitalist patriarchal relations, which is called domination informatics (2010:64).

Table 21-1. Haraway's Domination Informatics

Representation	Simulation
Public privacy	Cyborg citizenship
Nature/Culture	Areas of difference
Sexuality	Genetic engineering
Labor	Robotics
Consciousness	Artificial intelligence
World War II	Star wars
White capitalist patriarchy	Domination informatics

Domination informatics indicates the exploitation of the women within the production/reproduction and communication systems. The areas that are located within the representation part of the table define the pre-cyborg world, while the areas on the simulation side indicate the post-cyborg world. It is considered that the cyborg shall be the one to bring salvation for women within social life, via socialist feminist policies. According to this, the cyborg is seen as a kind of post-modern collective and individual consciousness which is disassembled and then reassembled (2010, 67).

Sadie Plant: Zeros and ones

The cyberfeminist Sadie Plant's book, *Zeros and Ones*, dissects the relationship between women and technology, using Ada Lovelace, the mathematical prodigy from the 19th century. Ada Lovelace was the daughter of Lord Byron, the English poet. Since childhood, Lovelace was interested in mathematics, and in her youth, she met Charles Babbage, a Professor at Cambridge University. She contributed to the design of Babbage's automation, which was called the 'Analytic Machine', by forming a programming language. The Analytic Machine is regarded as the first computer in history (Akbulut 2019).

However, this automaton was never fully completed, for reasons unknown, and was known to be a source of inspiration for modern computers which were to come at a later stage. Sadie Plant tells of Lovelace's encounter with the machine, as follows;

> "While most of the audience gazed in astonishment at the machine, Ada, young as she was, understood its workings, and saw the great beauty of the invention" (Plant 1998,5).

While Plant underlines that Lovelace was the first person to derive a computer program (Plant 1998, 9) she also stresses that the relationship between women and technology starts in the 19th century. From this point, Sadie Plant wants to show women's predisposition towards technology, and that the first person to achieve such a feat was also a woman. As pointed out at the beginning of this work, Mary Shelley, in her book, *Frankenstein or the Modern Prometheus*', just like Ada Lovelace, also heralded the relationship between technology and women, but from some two centuries before. On the other hand, women are represented from a point of view that always wants women to be detached from science and technology. Plant, by including Sigmund Freud's ideas in her book, shows that it has been attempted to exclude women from civilization and technology.

Freud; wrote that, "women have made few contributions to the inventions and discoveries of the history of civilization" (Plant 1998, 23). According to Freud, the lack of a penis in a woman prevents her from successfully resolving the Oedipus Complex. Therefore, women, since they fail to resolve the complex with any success, will not have a strong superego, and thereby will not be included in civilized life (Freud 2012, 17). However, contrary to what Freud suggested, Plant says that Ada Lovelace was a genius in her time, and had the ability to advance technology.

In the remaining pages of her book *Zeros and Ones*, Plant writes that the woman is regarded as zero, and the man is considered as one. For women, assuming a function as a hole like a zero, demonstrates that she is not-all, not whole, not one, meaning that she is not complete. This leads to the fact that women are regarded as unwise, or ignorant (Plant 1998, 35). The fact that the woman is identified with the zero is associated with the fact that she is looked down upon by society and culture, because the woman's body is sexualized, utilized for men's consumption, and thereby serves for the continuation of the social order (Plant 1998, 36).

In ancient Greece, 'one' represented that which has everything, the first and the last, the good, and the best, the universal and unified, while 'zero' represented the state of nothingness and nullity. Therefore, Plant asserts that the Church considered the zero as a thread, and adopted the concept of 'one', which equals God (1998, 54). Like Haraway, Sadie Plant also believes that digital technology has no gender because zero and one are a binary numeric system, which is the basis of a computer. The fact that the zero represents women, and one represents men, indicates that the digital world has no gender.

Conclusion

The term 'cyborg' was first coined in the 1950s, in order to define the artificial devices integrated into the human body for adapting to space travel. This study, while focusing on the journey of the concept of the cyborg, presents the differences between the cyborg and the robot. While the initial aim was to ensure that robots serve humanity, it was then stipulated that, with the cyborg, the human body would be integrated with machines to advance the human body further.

Haraway, on the other hand, sees the cyborg, which she borrowed from science fiction, as a figure that will overcome the pressure and exploitation as indicated in socialist feminism. In this regard, Haraway places the cyborg in a feminist space, as a fluid being that allows constant change, in an area where the borders between human-machine-animal are no more. According to Haraway, the cyborg will be a tool that will end the capitalist, exploitive, and patriarchal, way of thinking. With the cyborg, social gender, class, and racism, will also come to an end. By creating a breakdown in the viewpoint of feminism towards technology, this prioritizes the women-technology relationship, instead of women-nature relationship.

Sadie Plant, on the other hand, defined her concept of zeros and ones, which gave her book its title, with the genders for man and woman, and presented the relationship between women and technology using Ada Lovelace. Against a viewpoint that excludes women from science and technology only to consider man superior in those fields, this study shows that the relationship between women and technology may lead to changes between genders.

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The New Rising Trend of Social Media: Micro Fame

Rengİm Sİne Nazli

Introduction

The people of the 'global village', which McLuhan depicted in his book nearly half a century ago, meet another 'new' every day, via social media. In such an era, in which experiences and expertise continue getting older every moment, humankind has been captivated by a 'speed' factor. In such an environment, 'speed' and 'new' have become interlaced, day-by-day, and the generational difference between digital immigrants and digital residents is becoming greater. The individual growing up in this environment is seen as being surrendered to the 'new' social order, shaped by social media. The social media that we experience in all parts of life allows us to adjust all the usual information according to its operation. First, fame broke away from its traditional meaning. Social media, such as television, connected us to the highest class stars, and created them by recognizing their reputation. The individuals who had fame in the new media, from literature to art, were defined as part of a 'phenomenon', as having 'micro fame' and they formed a new generation of occupational literature. In this context, the history of development of fame and 'stars' in social media has been examined, and the meaning of the historical development of fame is touched on.

Social media's favourite: Social networks

Internet technologies, generally referred to as Web 2.0, eased the participation of viewers in the observation, selection, filtering, distribution, and interpretation of events. Social media is a group of internet-based applications which build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user-generated content (Seyhan and Erciş 2014, Kaplan and Haenlein 2010). According to Harrison and Barthel (2009), new media technologies allow more and more users to create broader and more diverse collaborative content (as cited in Hermida et al. 2012).

The distinctive feature that distinguishes social media from traditional means of communication is the strong emergence of interaction in the communication process. While individuals who communicate in the traditional communication environment are receptors, and their intervention in the communication process is limited, the dominance of the user in the communication process is more evident in the interaction process through social media (Timisi 2003). In a world where interaction has become so important, individuals have begun to produce content in an unprecedented way. Solis (2010) states that social media entering our lives with the development of technology has a much greater meaning than technology for most people, and he explains social media within these frameworks (as cited in Sine 2017):

- A platform for socialization,
- Online tools enabling communication between people,
- The bond people establish between their friends, and people with the same ideas, or the people affecting them,
- Cooperation,
- A social renaissance enabling distribution of effect,
- Words, pictures, videos, chatting, voice, and experience, and observations, opinions, news, and understanding, at the same time,
- Compassionate,
- An opportunity and a privilege,
- A call to humanize crowds and the stories associated with them.

Andreas M. Kaplan and Michael Haenlein (2010) have defined social media under six headings, as well as connecting people from all over the world, interacting with social media, collaborating projects, blogs, and micro blogs, content communities, virtual game worlds, virtual social worlds, and social networks. Among the initiatives that the authors describe as social media tools, the most emphasized is the social networks that form social groups and shape communities by expressing the thoughts of the users, and allowing them to interact (Solis 2010). Social networks constitute a large and popular part of the field of communication, and this feature of social networks is defined as social mass cooperation (Tapscott and Williams 2006). Lerman (2007) defines the collective information shared on social media networks as content, and lists the common features of these networks as follows:

- Content can be created within media types by users, or existing content can be contributed by users,

- Users can tag media content,
- Users can evaluate the content. This evaluation can be done either with active voting or passive usage.
- Users can create social media networks by defining common interest fields with other users (as cited in Bayram and Baran 2013).

Social media users who use all these features of social networks become known to many other users. Social media users who have the chance to make their own popularity, have created a new ‘fame’ by removing fame from its familiar meaning. In this context, the internet seems to be the most effective and fast-spreading mass media. Especially, social media’s spread all over the world has made it pretty important in terms of ‘fame culture’ (Arık 2013).

Fame and social media relations

A ‘celebrity’ is defined as a notable, famous person, known by everyone (www.tdk.gov.tr). The root of the word is ‘celebrem’, which also means ‘fame’ and ‘crowding’ in Latin. Celebrity is mostly described as ‘luster’ in public, and it is also described as ‘fame, glory, reputation’ in Turkish.

Famous people have images built to meet the exaggerated expectations of the glory of man. These people do not need to achieve extraordinary work. Differentiations from competitors with various features are sufficient to increase their reputation (Glass 2004). When the historical process is examined, it is seen that the time period of being famous is important in social life. In recent years, the phenomenon of fame has become one of the determining elements of modern times (Aydın 2008).

In order to understand the development of fame in the historical process, it is necessary to know the periods of the people who are defined as famous. In the early periods, the elements of fame included religion and heroism, but in the modern period it began to be defined with different meanings and dimensions through the means of mass media. Mass media is widely used, opening up the mass consumption of art, which allows the names of stars to be written, visual, and auditory around the world (Aydın 2008).

Hearnon Schoenhoff, who emphasizes the power to attract attention and influence people, has also defined fame as having remarkable earning potential and directing talent (cited in Ruiz-Gomez 2019). Driessens (2013) stated that fame is a feature that could be inherited from special talents, skills, professional achievements, or famous family members. On the other hand, Rojek (2001) divided famous figures into three categories (as cited in Ruiz-Gomez 2019).

Table 24-1. Rojek's 3-Part Model of Fame

Type of fame	Definition	Examples
1- Ascribed	Fame inherited from famous parents or relatives	Royalty or the children of prominent people
2- Achieved	Fame due to achievements or talents	Athletes, political figures, scientists
3- Attributed	Fabricated or staged by industry mediators (a public persona is created to fit certain interests)	Movie or TV stars

Fame, as seen in Table 24-1, is a phenomenon that has existed for centuries. However, the meaning of 'famous' that we use today has become inextricably linked with the media. Media creates and disseminates feelings of affinity with famous people (Rojek 2001). As media tools diversify along with communication technologies, the meaning of celebrity has changed. Rojek, who considered all of these, also mentioned fame "out of the boundaries of celebrity categories", and "being different from the viewers" (as cited in Ruiz-Gomez 2019). These categories in Table 24-2 indicate the fame which comes with social media.

Table 24-2. Other Forms of Fame not Included in Rojek's 3-Part Model of Fame

Type of fame	Definition	Examples
Celetoid	Short-lived unpredictable lasting fame	The winner of a TV quiz
Celeactor	Someone who behaves like a real celebrity in real life.	A wannabe that pretends to be famous
Infamous	Someone who attracts attention inadvertently for reasons out of his control.	Someone who witnesses an event and might appear inadvertently on mass media gaining quick attention.

The effects of fame on society, which Rojek defines as 'cultural products', can be seen as deep and automatic, but in fact, cultural mediators mediate to celebrities. Cultural mediators, who are a common tool for many occupations such as agencies, public relations experts, or photographers, ensure the place of the celebrity in the capitalist system. They are commodities, in the sense that consumers have a desire to have them. In other words, celebrities have emerged as the main mechanism of a culture that humanizes the process of commodity consumption (Rojek 2001).

Bauman (2016) pointed out that the power of fame affecting people is about a sense of belonging, in which "negativeness is shared". According to him, "What the enthusiastic audience hopes to find in the public confessions of those who are in the limelight is not only their own very familiar loneliness, but also the comfort that can be accessed with the help of some skills and a bit of chance. However, the audiences who overhear the confessions of celebrities present primarily a much-desired sense of belonging; which is promised to them every day, a non-belonging community, loneliness is the association of those who love. The viewers feel that unhappy childhood stories, periods of depression, and listening to news of broken marriages means being alone in a large community, and think that fighting alone can make them a community (Bauman 2016).

In the age of visibility under the leadership of the mass media, there is a great deal of fame (stardom), in the way that the masses follow their emotions and direct them towards consumption. The consumption industry, which is aware of this situation, meets with the masses by using fame in different areas of popular culture (Talimciler 2017). Especially in the last two decades, radical changes have been witnessed within the 'fame' concept. For example, television channels have transformed ordinary people into celebrities, and the everyday lives of pop stars and actors are always on the agenda (Kavka 2012). Today, social media tools such as Twitter, Facebook, YouTube, and Instagram, have created a large amount of personal media content for both celebrities and non-celebrities to reach the masses. The transition from traditional media to participatory media, and the spread of social media technologies among young people, have brought about two major changes in the fame culture. The first is traditional celebrities who use social media to build direct relationships with their fans, or at least to create such an illusion (Marwick 2015, 1). Secondly, social media has created a 'micro-fame' where ordinary people are seen as public, and see their followers as admirers (cited in Marwick 2015). These micro-famous people show similarities with traditional media celebrities, such as musicians, athletes, and actors, who use the same social media tools, regardless of the number of followers.

In 2004, until Facebook was founded, people became famous by introducing themselves in television programs, such as *Pop-Star* (*American Idol*). However, the social networks have started to use the internet, and it has been seen that anyone who wishes can catch a large audience, just like an international television channel (Bien, vd. 2014). Moreover, in social media, the lack of editorial supervision previously experienced in the traditional media, and the rapidity of it, was enough to make it famous. The fact that the artists seen on the television screens started to use this new generation of media actively, by joining social media themselves, created a completely different concept of popular taste and fame.

One of the most important questions on the world agenda is the question of what kind of future the young population expects, especially as digital natives. Greenfield's (2009) theory of social change and human development suggests that, in our time, human development is more individualized and adapted to socio-demographic changes, such as wealth and technology. In this context, social media, which is thought to offer the gaining of fame and profit in an easy way, creates its own stars, and encourages young people to be involved in this process. In the past, young people dreamt of having their star on the Hollywood Walk of Fame. Now, they have started to dream of being a phenomenon that everyone knows and follows.

New generation: Micro celebrities

The 'human actor', who actively expressed himself in public until the middle of the 19th century, became professional and turned into a qualified actor at this point. In this period, another identity was formed, called 'the audience'. This viewer was trained to observe on the side, without participating in public life (Sennett 1996). Now, the self-paced audience has begun to experience the actor-human network image by liberating itself. The distinction between the close audience and the actor-human has been eliminated as a result of users' production of media content, and 'fame' has become a concept close to everyone.

The use of social media platforms has increased exponentially over the last decade. From 2008 to 2018, the social media profile of the US population increased from 10% to 77% (Statista, Percent of the US Population 2018). It is mentioned that, in 2019, 63% of Turkey's population had an active social media account (We Are Social 2019). The number of users on platforms such as Facebook, YouTube, and Instagram, which allow their users to create continuous content, and even encourage other users, is constantly increasing. The impact of these social networks on the lives of users is noticeable. All types of content, such as games, making food, crafts, etc. are produced in these networks (Nouri 2018).

The widespread use of social media has brought about change in the identity field, as well as in many others (Tombul 2008).In particular, YouTube encouraged people to publish themselves, and gave new meaning to the perception of being famous. This culture, where user-generated content becomes widespread, is called professional-amateur (Raun 2018). In the past, while celebrating the culture of fame with celebrities who had gained fame with traditional mass media, such as cinema and television, today, a renowned culture of fame has begun to be discussed with YouTubers (Sarı 2018). These new celebrities, called professional-amateurs, have been defined as YouTubers, Vloggers, Bloggers, and Instafamous, according to the social network where they produce content. The high volume of social media users and content creators has led to the emergence of certain micro-celebrities.

In addition to traditional celebrities, micro celebrities and non-traditional celebrities have also appeared to affect our views (Nouri 2018). There are thousands, or even millions, of followers on the social media accounts of micro celebrities on YouTube and Instagram. Online users recognize these individuals, and their admirer numbers are based on their recognition (Kutthakaphan and Chokesamritpol 2013). The increase in micro celebrities is evident on Instagram and YouTube, as Djafarova and Rushworth (2017) point out, saying that this is also evident on Twitter and other social platforms. Djafarova and Rushworth summarize the research findings which found that these people were perceived as more reliable than traditional celebrities. The authors relate these results to the fact that people can relate more easily to traditional celebrities than to non-traditional celebrities or micro-celebrities. On the other hand, ordinary people can find something of themselves in micro celebrities (Forbes 2016).

As a result, in order to become famous, individuals need to have broader followers in social media, instead of having ability in a certain area (Boyd and Marwick 2011). Social media celebrities stand out in many different areas such as healthy eating, fashion, beauty, interior design, maternity, sports, etc.; demonstrating how we can live as they do gives us the feeling of being recognizable. Companies that return this trust, in favor of collaboration with micro celebrities, establish a direct connection with consumers (Gageler and Van der Schee 2016).

The biggest difference of this multivariate system, where fame and reputation lie on a fragile ground, is that celebrities and traditional users both create content, and form the audience (Hearn & Schoenhoff 2015). These new generation celebrities are successful if their brands and content consistently attract the attention of the audience (Ruiz-Gomez 2019). Now, users have started to generate revenue from the videos they upload. Specifically, the ads played on YouTube videos are organized so that content owners can get a percentage of advertising revenue. As a result, this new generation has begun to target this new opportunity for income

(Holmbom 2015). Young people can copy the behavior of social media phenomena participants (YouTubers, Vloggers, Instafamous, Bloggers) in order to identify with them (Westenberg 2016). In addition to these behaviors, the brands that the participants consume and use become important, especially to young people. In addition to young people, others shape their consumption according to the micro celebrities they follow. For example; a mother who is a social media phenomenon, is called an 'instamother'. When she shares content, such as things to be careful about with regard to children's games, she can be copied in terms of the products she uses for her own child (Sine and Parlak-Yorgancı 2017). On the other hand, an influencer who becomes popular can begin to take part in traditional media.

Entertainment, one of the main determinants of the culture industry, transforms fame into a commodity. Entertainment and fame make consumers' emotions a part of the market, because in the capitalist system, people desire objects, and objects of desire act at the same time (Rojek 2001). For the continuation of the system, fame must be permanent. For this, the admiration of the fan base is a must. People from the entertainment industry are easily associated with fame, extraordinary lifestyles, and extraordinary personalities (Aydın 2008). However, Tilton (2011) argues that not everyone has the communication skills and ability to express themselves, even the person who connects with the viewer. In other words, technology, which is considered to be one of the ways that many people can reach fame in the digital age, is in fact only a facilitator. While technology has made it appear that fame is accessible, only a certain sector has truly created a reputation (Ruiz-Gomez 2019). Only a section of social media users who created similar types of content reached a certain recognition, or achieved even partial recognition.

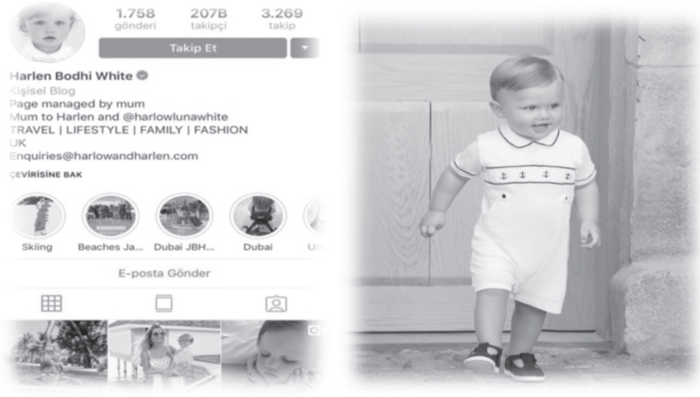

Figure 24-1. Instagram Phenomenon Bodhi White

It is said that little Instagram phenomenon, Bodhi, has nearly one million dollars in income. The difference between Bodhi and his peers is the fact that his mother has shared his pictures on Instagram since his birth, and he has become a wanted face for a lot of brands' advertising.[1]

Figure 24-2. YouTube Phenomenon Ryan ToysReview

Forbes has announced that eight year-old Ryan is the person who earns most money on YouTube, with 22 million dollars income per year, via his *Ryan ToysReview* channel.[2]

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[1] https://www.posta.com.tr/fenomen-bebek-harlen-bodhi-white-in-geliri-dudak-ucuklatiyor-haber-fotograf-1287501-3
[2] https://www.bbc.com/turkce/haberler-dunya-46429718

Figure 24-3. YouTube Phenomenon Danla Bilic

Danla Bilic, whose real name is Neslihan Damla Akdemir, has attracted a lot of people's attention with the make-up videos she shares on YouTube. It is claimed that Bilic earns 250,000 TL from YouTube per month. She is one of the Turkish influencers who have the most followers on YouTube, having created her own make-up brand and started sales on the internet.

Figure 24-4. YouTube Phenomenon Enes Batur

Social media phenomenon and Youtuber Enes Batur has reached a wide variety of people with his game, comedy, and entertainment videos. Batur gained his fame with social media, and met with his audience via the film about his life *Enes Batur Real or Dream*? in 2018.[3]

Conclusion

Users have got rid of being merely content consumers and have become content producers, with interaction, which is the basic feature of social media. This situation has presented a democratic sharing environment which is accessible to users by taking gatekeepers out of the way. Thus, social media has started to create its own celebrities about various topics, such as arts or the kitchen. Totally ordinary people can gain and control their recognition with the help of social media.

In fact, only a few people can earn money on social media, and even fewer make their living from the content they create (Choi and Lewallen 2018). Still, people take the lives and incomes of people who are like them as examples, and continue to create content with the hope of being like them.

On the other hand, the difference between micro celebrities and celebrities has become very complicated. While micro celebrities switch to TV from social networks, the celebrities taking place in Table 1, above, use social networks actively, and interact with their fans. In an environment in which everybody is famous, or acting as though they are famous, the difference between real and fake is ambiguous. The celebrities which we are used to seeing on screen have become ‘people like us’ thanks to social media. The micro celebrities who get chance to be in the same place as these celebrities promise hope for everyone, and this situation has led people to produce and consume more.

As a result of marketing and advertising strategies in such a transitional environment, the effective use of the ‘one of us’ impression, and the desire for trust and similarity, have resulted in more lifestyle marketing. In this direction, stars that serve consumer culture are more likely to become role models for individuals. Social media users who create content with the hope of being discovered at any moment are at the centre of lives dependent on screens in the universe of infinite commodities. Social media, which is used by digital natives functionally, provides them with everything from entertainment to smartphones, by proving that the most popular one of anything is obtained through Web 2.0. The idea that fame, which fits within the palms of users’ hands, is one step closer to each piece of content

[3] https://www.haberler.com/enes-batur/biyografisi/

produced, is reinforced by those on the ‘friends’ list. Each ‘like’ results in more alienation than anything else in relation to fame.

The most important issue that needs to be considered here is the extent to which young people who have grown up with digital technologies and social networks have expectations about the future, and how they can survive in real life. It is essential to balance the reputation of the enchanted world with the capitalist system, through a varied education for young people.

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Distance Education Applications in the Digitalized World

Melike Aydemir Arslan

Introduction

In the digital age, individuals should be equipped with skills such as the ability to communicate in social environment and networks, the ability to learn independently in order to remedy deficiencies in knowledge, and to improve their skills, the ability to work in cooperation, to think on a higher level, and to use digital environments and technologies (Bates 2015). Offering these skills to the students of distance education is a necessity. By using proper digital mediums and technologies, which are in line with improving the above-indicated skills, suitable education methods, approaches, and strategies, should be integrated into distance education.

Distance education, in addition to being a popular education method, has also become quite popular and intriguing today. With the advance of digital technologies, virtually everybody learns something by being a part of the distance education system, methods, technologies, and environments. Institutions in commercial, health, communications, and industry, as well as the educational institutes, have ended up using distance learning environments, technologies, and methods, in an effective manner.

Thanks to digital technologies, a revolution is underway in distance education. The swift advancement of digital technologies in this age is reflected in distance education brought via virtual environments. With the indicated developments, different applications in distance education have become a topic for discussions. Therefore, its importance has increased significantly (Peters 2009).

With digital technologies, new educational goals, new student profiles, and new student requirements have brought different applications to the forefront (Peters 2009). The distance education programs which are directed by digital technologies, appear as differentiated or as being integrated into different fields and applications. Reflections on distance education should not be solely based on technology, as the pedagogic elements should be taken into account. As a matter of fact, digital technologies offer opportunities to implement rich pedagogical strategies, both in theory and in practice. As new advances are achieved in the use of newly developed digital information and communication tools, and as distance education adapts its own methods to new environments, the importance of distance education increases at a sensational pace (Peters 2009).

Today, individual learning will continue to dominate in distance education. Students will be able to access the information that they need and want instantly, they will be able to use learning environments and technologies, they will create their own curricula, they will be able to take courses from the universities and professors they choose, they will be able to satisfy their own learning needs, and they will cooperate with other students and professors in other places. Therefore, universities have reached a level, which may allow them to move their campuses and educational services off to virtual environments. The aforementioned applications have begun coming to the forefront, as the current digital technologies are adapted for use in distance education.

In this section, environments, approaches, applications, and resources, that are used in distance education, and which have come to the stage in this regard through the advances in digital technology, environments, applications, and platforms, will be discussed. Furthermore, self-regulated learning in distance education, Massive Open Online Courses (MOOC), open learning sources, mobile learning, and virtual world-oriented applications will also be discussed .

Self-regulated learning

Learners in distance education show a wide range of characteristics in terms of their level of education, age, needs, and desires. The common characteristic of these learners is that they learn in virtual environments, apart from each other. Since learners assume their own educational responsibility in distance education, they can perform individual learning at an intensive level. Students of distance education need the skills and behaviour of planning, monitoring, and assessing their own learning. For online learning, these skills and behaviours are very important. Distance education students who learn by themselves should find the information they are presented with, learn how to analyse and synthesize it, learn to detect their mistakes, and should know how to reach the right information. (Peters 2009) From this viewpoint, technologies, applications, or activities, through which students can control their pace of learning, and which may support individual learning activities, should be included. The professors should plan the process, environment, activities, and applications, in this regard, and then present them to the distance education students. The students should not be left to their own devices after being presented with digital environments. Digital environments should be designed and presented in an individual manner, depending on the pace of self-learning. Digital technologies offer effective communications, interactions, and learning and cooperation-based environments. Through these environments, learners are presented with self-learning, planning, organizing, practicing, and assessing, learning environments (Peters 2009).

In distance learning, the learner should be allowed to start from his/her own level, and to advance at his/her own pace. Digital technologies contain some applications which make this possible. They come in the form of hypertexts, virtual environments, augmented reality apps, and virtual labs. These applications should be designed in a way that they can meet educational needs. The students should be able to proceed with their own learning within these environments. Since self-regulated learning is attached to importance, the use of digital technologies supports this as well. Digital technologies and platforms that supplement self-regulated learning are widely used in distance learning.

Open learning source

Open learning sources come as completely free software, with platforms that are offered to the public. These open learning sources serve the flexibility, openness, and accessibility features of distance learning. In distance learning too, open learning sources are used. In order to use those sources appropriately in distance learning, they should be reviewed, and if necessary, revised. The educators may adopt open learning sources for their own education, and thus, they may develop them in compliance with their own curriculum (Innovating Pedagogy 2017). Therefore, educators can create their own content by using open learning sources or by benefiting from them. Afterwards, they may offer the learning sources that they have created to the other educators or students. This has a positive effect on the accessibility, sharing, and transparency aspects of distance learning. In the same manner, students may create their own content, and they can present such content to the other students as well. During this process, the skill and ability to make conscious decisions as to where they can get information, what sources they can trust, and how they may respond to conflicting ideas, may be developed (Innovating Pedagogy 2017).

Augmented reality

Augmented Reality (AR) is a hybrid environment, which is the result of the combination of virtual environments and real-life physical environments. The virtual elements are combined with the physical environment via computers. The virtual elements augment the physical environment, and thus increase its level of reality. Due to the fact that the AR contains those features, the AR applications have frequently been preferred in distance learning in recent times. The presentation is achieved with screen, goggles, projectors, etc. in augmented reality (Hirtz 2008). AR is also frequently chosen within the distance education aspect of fields such as health, the movie industry, transportation, engineering, the military, and mainstream sciences. Augmented reality applications are employed in discussion and education of the complex, abstract, and often hard-to-observe subjects in distance learning. Thanks to those applications, students hone their skills and have opportunities to make observations.

Virtual learning space

The objects and person(s), who make up the virtual learning space, are completely and absolutely virtual. In a virtual learning space, students learn on virtual platforms. Sometimes, the interactions and communications in such a space develop or occur outside the manner that the student plans. As individual learning happens in these environments, cooperation, or peer-to-peer-based learning may also happen. Students in such environments may carry out self-regulated learning activities by being in communication and interaction with other students. That means that students may show active participation, and as a result, they can achieve personalized learning. They can share information with each other by working, discussing, and researching, in cooperation. They can criticize each other, they can share ideas, and they can compensate for each other's deficiencies (Peters 2009). What is important here, is that the elements of communication and interaction support group-based learning in addition to individual learning. These environments should be designed in a way that when learning is achieved at a distance, they should prioritize interaction and communication for accessing the right information, and for assessing and applying it.

Mobile learning

Mobile learning is the use of mobile environments and tools that are utilized everywhere for the purpose of education (Hirtz 2008). Mobile learning is very frequently preferred in distance education in recent years. The fact that mobile learning is not prohibited by time, place, or devices/tools, largely makes it preferred in distance education. In particular, the proliferation of mobile phones and the associated use of mobile technologies in a frequent manner have made distance education possible through mobile learning. With mobile learning, learners can read the content of courses anytime and anywhere, they can watch videos, take exams, and be in touch with other learners and teachers.

For mobile learning to be used in distance learning in an effective manner, some designs and strategies are needed (Hirtz 2008, Wagner 2005). Content in distance education can be presented via smaller packs, students can be informed with shorter content, important announcements and information can be shared, education-specific modules or applications can be presented, and performance support can be provided. These applications can be realized via SMS and MMS, podcasts, audio files, video presentations, and mobile-specific apps.

MOOC (Massive Open Online Courses)

MOOCs are among the most popular, widespread, and striking applications in distance education in recent times. MOOCs emerged for the first time when the course on Connectivism and Connective Knowledge (Mackness, Mak, and Williams 2010) was made open to public. MOOCs can be defined as online courses which are accessible and open to more people, and, as the educational materials and sources are free (Zutshi, O'Hare & Rodafinos 2013). MOOCs are platforms that can be joined easily. They require no formal permissions, and the number of students is irrelevant in terms of assessment and completing the activities (Breslow et al. 2013).

Anybody with internet access can enrol in a MOOC, can access the content, and can interact and share the information with peers and other parties. Universities began employing this technology in recent years in order to access more information, and to make their courses more accessible and flexible (Yuan and Powell 2013). MOOCs made professors and sources in higher education institutes more accessible. This innovative approach has been welcomed warmly on a global scale (Zhu, Sari & Lee 2018). Since 2008, MOOCs have been prevailing in higher education in the USA, Europe, Asia, and Oceania. Coursera and edX in the USA, FutureLearn in Great Britain, Iversite in Germany, MiriadaX in Spain, KMOOC in Korea, and OpenLearning in Australia, are some of the examples (Kim 2016).

The presentation of MOOCs may show some differences compared to formal classes. Educators may use online platforms, through which they can relay their courses in their classes. For example, educators may use discussion, social media, and instant communication platforms when redesigning their MOOCs (Haklev 2011). Furthermore, Flip Classroom, frequent feedback, and peer reviews, are contributions of MOOCs, in terms of courses (Hollands & Tirthali 2014). MOOCs employ different assessment methods. Computer-aided assessment, peer reviews, certification, and badges, are some of the examples of assessment methods (Bates 2015).

Conclusion

Today, distance education has begun gaining traction as a structure that offers educational possibilities, open access, and resources, to everyone, thanks to digital technologies. In conclusion, the importance of the elements which comprise distance education are being discussed.

- In distance learning, students assume their own self-learning responsibilities to accomplish their self-regulated learning. In this regard, programs that will give students skills and habits of planning, observing, and assessing their self-learning, should be designed and implemented.
- Open learning sources are crucial for distance learning. They offer educational materials to teachers and students to be used in the education process. These sources should be reviewed, and if necessary, revised, to be properly used in distance education. Educators may adapt their educational resources for their own education, and so they can develop their own curriculum.
- Augmented Reality has been frequently preferred in distance education circles because it complements the physical environments with virtual elements, in terms of audio and visuals. It is especially used for relaying subjects that require application, analysis, examination, and monitoring. Such applications offer students of distance education materials that support their individual learning processes.
- In virtual learning spaces, students of distance education come together and carry out learning activities. Generally, cooperative-based peer-to-peer learning also occurs. The spatial distances that students experience are relieved in such virtual environments. In such environments, students can be in communication, and interact by working, discussing, and researching cooperatively.
- The opportunity to access distance education applications, platforms, and contents, anywhere, in a comfortable manner, has increased with the emergence of mobile devices. Students are now able to read course contents, they can view videos and undertake exams. They may also

communicate with educators and other students. It can be underlined that mobile education is effective in distance education in terms of providing information in smaller packages.

- MOOCs are free, and online course applications with open curricula, offer enrolment opportunities to everyone. In MOOC applications, online courses are generally accessible to all, and the educational materials and resources are offered free. By making the professors and resources of the higher education accessible, MOOCs have overcome the limitations of time and place.

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Communication Skills for Jobs in the Digital Era

Olcay Besnili Memiş

Introduction

Efforts to make sense of the transition to the Fourth Industrial Revolution, which arguably represents a new breaking point in continuity, continue to show in every area. In this sense, occupations and job markets have also gained new ground, and become areas of transformation. Transformation can lead to a demand for skills that may, in turn, lead to new transformations in the labour market institutions, the job market, and employment, in the coming years. In this respect, the aim of this study is to discuss how labour skills will be transformed in the coming years, and the importance of communication skills in this transformation, using the literature review method. The study consists of four parts. Following the first chapter of conceptual explanations, in the second part, the reasons for digital transformation and the new problems in the labour market will be covered. In the third chapter, the importance of communication skills in transformation is examined, and finally, the fourth chapter will examine one of the most important things to do against the transformation of skills.

Skills and communication skills

Skill can be defined as abilities acquired through intentional, systematic, and continuous efforts to carry out complex activities or job functions in a smooth and adaptive manner (WEF 2016). In other words, skills are the ability to use knowledge effectively. Adult skills research, a product of the OECD's Programme For International Assessment Of Adult Competencies, provides a model for the competences of adulthood in the three main areas of information processing skills: verbal skills - the ability to understand and respond appropriately to written texts; numerical skills – the ability to use numerical and mathematical concepts; and problem solving skills in a technology-rich environment - the capacity to access, interpret and analyse information, which is converted and communicated in digital media (OECD 2016).

In neoclassical economics, skill is one of the main components of ‘human capital’. Human capital, with an absolute individual connotation, is the value of a current and future possible flow gain of labour. There is no doubt that the skills that determine the value of individuals are up to date. Accordingly, it is necessary to define how current skills are formed. The value of skill is measured by its actuality, and its equivalent value is socially determined (Rigby, Sanchis 2006). The most important factor in the separation of skills as current or out-of-date is macroeconomic development in the domestic and global economy (UKCES 2014).

Over the past two decades, skills have been shaped in the context of neoclassical economics policies which were established to achieve the national goals of prosperity and economic competitiveness in the global trade environment, and in line with the requirements of the knowledge economy. In this sense, while neoclassical economics policies are based on the view that high technical skills in the workforce will increase the capacity to produce value-added products, the knowledge economy is based on the view that added value can be created with knowledge, and that it is possible to create innovation with the increase of knowledge generation and use. As the transformation of the world is referred to as the technology sub-base, it can be said that a knowledge-based economic approach is at the forefront. In the age of knowledge economy, this is an approach which aims to develop human resources, cares about the learning characteristics that the individual can develop, and adopts an effective approach to cope effectively with the unknown and ever-changing business conditions of individuals. In this context, the dynamics of employment are considered to depend on knowledge-based skills. But is there enough labour demand to be equipped with technical skills related to how information is processed? The fact that information and communication technologies become widespread in enterprises shows that the direction of change in occupations will shift towards qualitative jobs (Stadler, Wapler 2004). Thus, it is thought that two types of skills will be of particular importance in the future. Firstly, the importance of digital skills is increasing. This may lead to the diversification of labour markets, the creation of new jobs, and the loss of some jobs (OECD 2016, New). Figure 26-1 shows the technological areas to be invested in by companies by 2022, as a result of digitalization.

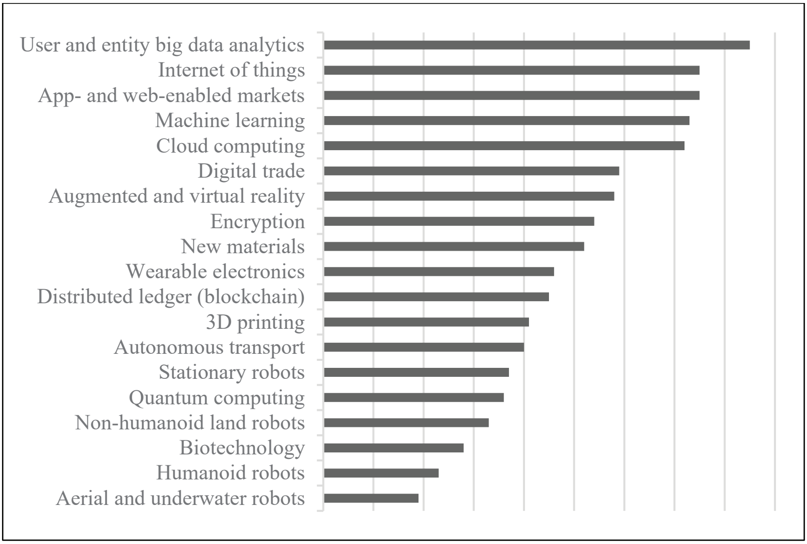

Figure 26-1. Technologies by the Proportion of Companies Likely to Adopt Them by 2022

The fact that digitalization is intense does not mean that there will be a demand only for technological skills, because new technologies change the way jobs are executed. In this sense, demand is created for individuals who do not have the ability to use the technology effectively, but have the skills to work in a technology-rich environment, i.e., complementary skills (Fackler, Funabashi 2018). With the elimination of routine tasks, increasing emphasis will be focused on skills that are more difficult to automate. Thus, there is evidence that demand is increasing for communication, leadership, problem solving, and self-organization in the labour market (Deming 2015). Enterprises state that teamwork, collaboration, and oral and written communication skills are potentially valuable, but difficult to find (Casner-Lotto, Barrington 2006).

These skills, also known as soft skills, or cognitive skills, in various fields, are different from those technical skills that are hard to systematize and automate. These skills are quite diverse. The focus of this study is on communication skills. In this context, verbal, written, and non-verbal communication skills, effectively expressing ideas, being an active listener, and communication in different environments (including multilingual), problem-solving, working independently, continuous decision-making and taking responsibility, can all be expressed as obtaining information that is specific to the field, quickly and effectively (Trilling ve Fadel 2009).

The digital age as the reason for transformation: new challenges for the labour market

The concept of Industry 4.0 describes the interconnection of individuals, objects and systems through real-time data exchange. Developments in earlier areas, such as information and communication technologies applications, data analytics, artificial intelligence, 3D printing, cloud computing, the Internet of Things, robots, genetics, and biotechnology, have been built and strengthened with Industry 4.0. According to experts on the subject, these technologies will cause change and eliminate existing ones. This change will undoubtedly lead to the digitalization of economic activities, and the result of digitalization is automation. These changes will deeply affect the labour market, and will have serious consequences for job loss, job creation, and employment. Therefore, a planned initiative is necessary to keep up with the transformation. While previous industrial revolutions led to an increase in welfare and jobs, in most cases, this increase took some time. Developments indicate that the necessary time cannot be given (Mokyr, et al. 2015).

For a planned initiative, it is very important to identify the problem areas first. The problem area here can be seen as the difference in the digitalization rates between countries. Estimates of the impact of digitalization also vary widely (Frey, Osborne 2017). For example, approximately 47% of US employment is estimated to be at risk in the next 10 to 20 years. In the United Kingdom, there is a 35% employment risk (Frey & Osborne, 2016), and it is 36% in Finland (Pajarinen, Rouvinen 2014). In many developing countries, the share of employment in jobs at high automation risk is considerably higher. For example, in India and China, it is 69% of employment, and in Ethiopia, 85% may be automated (Frey, Osborne 2016). When the same methodology is applied to OECD members, the share of average employment at risk due to digitalization is about 57%. Differences between countries are explained by the extent to which progress is made in face-to-face interaction, as well as progress made currently (Arntz, et al. 2016).

Digitalization can be seen as a result of globalization, economic developments, and the changing preferences of consumers and producers. While macroeconomic developments have led to the redefinition of the labour market, this process will be experienced again with digitalization. Thus, there will be challenges that we already know, or will encounter. In the process of globalization, the arguments of labour demand and supply have changed, some work has been created, and some work has created changes in the wages and working conditions of unskilled and low-skilled labour. The working time of labour, and productivity, both increased significantly. However, these increases were not reflected in wages, which have remained low (Stadler 2004). Researchers in Europe found a different polarization model with an increase in high-paid and low-paid professions, and a decline in middle-paid professions. Professional polarization takes place between highly skilled and high-paid professions, and low-skilled and low-paid professions (Acemoğlu 1998). This leads to wage inequality and unemployment. In order to prevent skill mismatches in the labour market, both government policies and individual initiatives of the labour should be planned. Recent research has shown that countries that are better at meeting skills demand have lower wage inequality (OECD 2015).

Spitz-Oener examined technical change, skills, jobs and wages in West Germany. It was concluded that professions require more complex skills than in 1979, and that changes in skill requirements are more highly demanded in computerized occupations (Spitz-Oener 2006). The hypothesis of skill-based technological change seems to overlook the existence of medium-skilled labour, while technical progress shows that demand for highly skilled labour is increasing, compared to low-skilled labour (Acemoglu 1998).

As mentioned, macroeconomic developments have already created a number of problems for the labour market. However, there are views that Industry 4.0 will further increase these problems, and cause more. One of the most important examples of this is the mismatch of skills, which is a new problem, but which is thought to be very common. Rapidly changing skill requirements increase the risk of both skill mismatch and gaps. Skill mismatch and gaps cause economic costs due to many factors. These vary, according to labour, employers, and macro levels. Skills mismatch and gaps in labour have a negative impact on job satisfaction and wages. For employers, they reduce productivity and increase on-the-job search and labour turnover. Scarcity increases the cost of employment and prevents the adoption of new technologies. At the macroeconomic level, skill mismatch and gaps increase the equilibrium unemployment rate and decrease the growth of GDP and the reduction of human capital, or decrease labour productivity (OECD 2015).

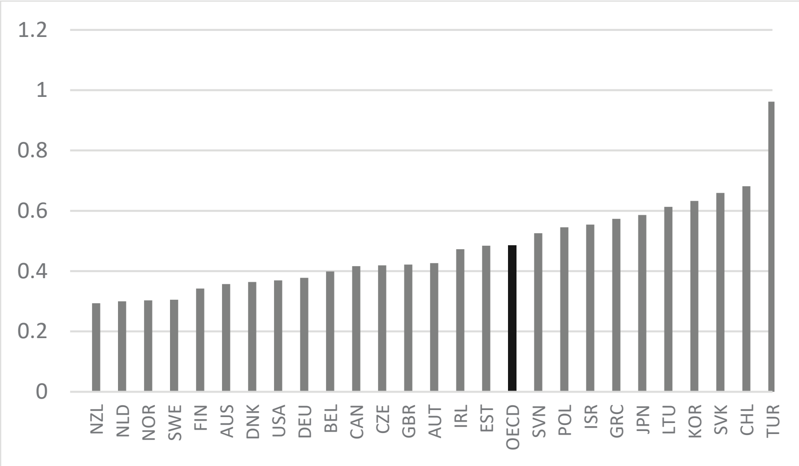

Figure 26-2. Digital skills gap 2012, 2015

Figure 26-2 shows the digital skills gap. Turkey, Chile, the Slovak Republic and Korea, record high levels of inequality in digital skills, while New Zealand, the Netherlands, and the Nordic countries display greater homogeneity in digital problem-solving scores. The digital skills gap highlights the divisive potential of digital transformation, and the extent to which digital transformation currently manifests itself in the form of a skills gap. Although all these transformations seem to challenge technical skills, it is believed that businesses will undergo a transformation in their management understanding and in the development of their own skills. In this sense, it will be appropriate to examine the importance of communication skills.

The importance of communication skills in the labour market transformation

As the transformation continues, it will be difficult to harmonize skills with technological progress. For this reason, this set of skills will be accelerated, and the human contribution to the highest value added to skill sets will become thoroughly researched. The power of skills such as imagination, creative thinking, and analysis will be better understood by enterprises and labour. Even in the production stages, where labour is not autonomous, there will be an environment in which they will take responsibility for control, maintenance, and problem-solving. Communication and other high-level thinking skills will play an increasingly important role in these new working hierarchies (UKCES 2014). In this sense, communication skills will be one of the main differentiators in the future labour market (Trilling, Fadel 2009).

Communication skills, the dynamism of working life, the importance of open and effective sharing of information, and the importance of time management, have all become sought after in the labour market, because these skills have become important for the organization, establishment, dissemination, and development of operational strategies, as well as the organization of labour and performance. At the same time, the most important requirement in global markets is the created advantages for competition. According to this, while these skills encourage innovation, meaningful feedback, and consumer satisfaction, they also introduce loss of efficiency, cost, and errors.

Responsibility for every part of the whole is the most obvious of the new era's demands. Thus, one of the most sought-after skills is teamwork. Teamwork requires the capacity to understand the motivation of others. Working effectively with others requires not only observing their behaviour, but also understanding why they behave in this way. This reminds us of another communication skill; empathy. Therefore, while the achievements of individuals with average skill levels will be equivalent, the individual who also has communication skills has a comparative advantage in this work (Deming 2017). Thus, the flexibility, speed, mindset, order, and plans of individuals who have communication skills to adapt to changes allow them to keep up with continuous transformations and enable them to achieve competitive advantage in the global markets (Jones 1997).

Another concept that emphasizes the importance of communication skills rather than technical skills, and which is sought after in the labour market, is qualifications. Qualifications are defined as general skills that exceed knowledge acquisition, and involve the use of technical, communication, and problem-solving skills. The latest literature on collaborative practice and teamwork reveals a range of competencies needed to work effectively in a professional environment. The most emphasized qualifications are as follows:

Critical thinking and problem solving: As a requirement of the information society, the most consistent way to reach the most accurate information in relation to the intensity of information, and to develop behaviours accordingly, is to evaluate presented material using a questioning technique, rather than accepting it as it is. Critical thinking is an important skill that gives us this ability. Understanding and analysing complex data, understanding systems and interactions, and generating new and innovative solutions are the most valuable skills for modern companies, repetitive tasks may not be made by the labour force in future, as they are outsourced or eliminated by technology. Thus, the ability and capacity to solve difficult and diverse problems will become vital (Frey, Osborne 2017).

Communication and collaboration: New technology will require a portfolio of communication and collaboration skills consisting of digital tools. Communication should be seen as verbal, written, visual, and digital, at all levels. The importance of digitalization, together with globalizing world elements, increases this importance. Multiculturalism, which is an important element of the global world, is one of the areas where communication needs will be intense. The blending of technical knowledge with the ability to communicate between disciplines and cultures will be of value. In this sense, the problems of the world are becoming increasingly complex for single-disciplinary solutions. The increasing convergence of disciplines, sectors, and technology, will lead to increased cooperation between interdisciplinary teams (Davies 2011). For this reason, labour will need to understand a specific subject in detail, and remain knowledgeable about a wide range of disciplines.

Creativity and innovation: Creativity is about solving problems, decision-making, and self-expression. It is also the foundation of innovation, because creativity involves bringing ideas together, changing and synthesizing them, and creating new ideas. Future innovation is expected to be at the intersection of disciplines by combining different fields and technologies. However, creativity in this sense will not be enough. In this case, innovative problem-solving methods, investment in new technology, ground-breaking industries, and the desire to discover information, will be referred to together (Trilling, Fadel 2009).

Making Use of Data Analytics: Data analysis is the process of reviewing data sets with the help of software. It is intended to draw more conclusions from the information contained in the data sets. Data analytics technologies are used to validate or falsify scientific models, theories, and hypotheses. The use of these techniques is especially important in determining problems, which is the most important stage of producing solutions. Identifying a problem is the only reason for the right solution. In this sense, determining the problems of the digital age correctly is essential for finding the right solutions. Businesses and governments should choose to plan the fastest adaptation to transformation. They need to make estimates and measurements for workforce planning and talent management. They will need to develop a new approach that should be at the centre of these measurements. Measurements should include an in-depth analysis of industries, countries, professions, and skills (WEF 2016).

What to do against developing skills

Even though the transformation itself is digital, it is labour which will make it successful and valuable. In this sense, managers who require a specific set of competencies can be shown as a critical element of a professional way to overcome the problems that transformation brings to labour markets. It is the only solution, in order to get behind the digital age and not to be unemployed due to possible job losses and demand for the jobs created, as well as to improve abilities. According to experience in previous industrial revolutions, it has often taken decades to build the necessary training systems and labour market institutions to develop new skill sets. However, given the approach speed and deterioration caused by the fourth Industrial Revolution, we do not have time to delay. According to this, without planned and targeted policies, governments will have to cope with increasing unemployment and inequality, as well as businesses that cannot accumulate as much capital as necessary. Therefore, governments and businesses will need to change their approach to education, skills, and employment, and their approach to working with each other. Businesses should add to their strategies to improve their labour skills. Governments will need to fundamentally rethink tomorrow's educational models (OECD 2017).

Table 26-1. Comparison of the pros and cons of alternative approaches to anticipating skill requirements

Alternative approaches	Advantages	Disadvantages
Formal, national level, quantitative, model-based projections.	Comprehensive; consistent; transparent; quantitative.	Data-hungry; costly; not everything can be quantified.
Ad hoc sectoral or occupational studies (using a variety of quantitative [model-based] and qualitative tools)	Strong on sectoral or other specifics.	Partial; can be inconsistent across sectors, areas, etc.
Surveys of employers or other groups, asking	Direct user/customer involvement.	May be very subjective; inconsistent; can too

about skill deficiencies and skill gaps		easily focus on the margins (i.e. current vacancies) rather than skill gaps within the current workforce.
Focus groups/round tables observatories and other Delphi style methods Holistic; direct user/customer	Holistic; direct user/customer involvement. Non-systematic; can be inconsistent; can be subjective.	Non-systematic; can be inconsistent; can be subjective.

Attempts to determine skill needs alone will not be sufficient. As can be seen in the table, this process can be managed more effectively by using a large number of methods and sources of information. However, if we want to improve the communication skills of an actor in focus, this actor is undoubtedly businesses. The necessary role of enterprises in the demand for labour is sufficient to make it an important actor. They may also face social challenges related to education, training, and skills. Figure 26-3 shows the data on this topic.

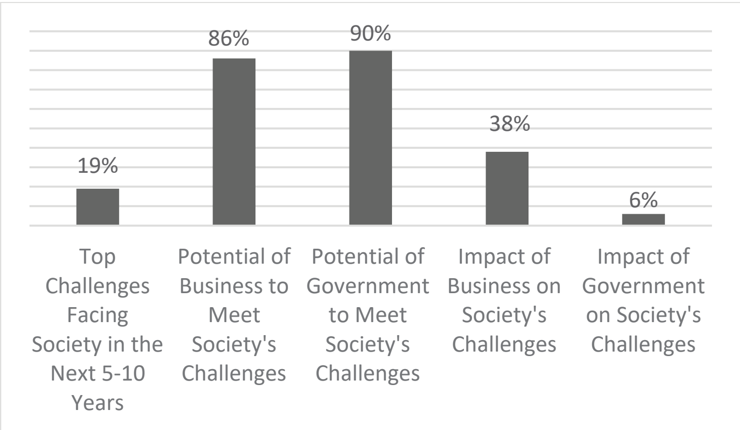

Figure 26-3 Indicators related to education, skills, learning

Figure 26-3 shows some data of training, skills and learning, as well as businesses and governments. According to this, education, skills and learning will be a problem for 19% in the next 5-10 years. Almost 90% of enterprises and governments will face these problems, and businesses will be more effective than these governments.

Undoubtedly, what needs to be done is very diverse, the effects can be short- or long-term, and governments with labour market actors have responsibilities. However, as the focus of this study is communication skills, it is desired to draw attention to the most important actors in this field. For a business to be successful in the transformation in question, it is very important that it has an innovative and learning-promoting structure. In this sense, each business needs to make its own transformation map. These operations should be carried out by human resources personnel. In this sense, it is necessary to define human resources in digital transformation as guidelines in the role of digitalization. Because human resources personnel are active in all activities related to education and training which enable the development of skills, using new types of analytical tools to identify skill trends and skill gaps in the digital age requires continuous development and transformation. The degree of this activity greatly affects organizational development, and thus, the current and future performance of any organization (Hecklaua, Galeitzkea, Flachsa, Kohl 2016).

Digitalization of human resources processes is not mentioned here. This will develop spontaneously as an obligation of the digital age. Easy reporting, analysis, and follow-through mechanisms, such as businesses reducing the time they spend on these issues, energy saving, and engaging human resources personnel in the labour market, will support the anticipated skills management.

The future requires human resources not only to study its own strategies, but also to make predictions that will affect the overall functioning and strategies of the organization. Predictive analytics play an important role in the strategic transformation of the human resources function. However, the communication environment which is expected to be developed by human resources personnel, which should be defined as a social dialogue environment, will not only ensure harmony between the employer and the labour, the harmony between the enterprise and the market, and the harmony between the demanded and the supplied skills; it will also increase cooperation and coordination between public institutions, professional chambers, educational institutions, and business. Only in this way will there be good aspects of digitalization for the labour market.

Conclusion

The digital age brought by the fourth Industrial Revolution has led to two different views in the labour market. The first envisages unlimited opportunities for new jobs, but argues that these developments will increase the productivity of the workforce and save workers from routine work. The other view suggests large-scale labour substitution, and that jobs will be replaced. Both are possible. What is important is to prioritize policies that will determine whether we will progress to mass displacement of the workforce or the emergence of new opportunities. Accordingly, the change in the content of the professions, which is the area in which the transformation was first demonstrated, led to the redefinition of skills. This required the development of technical skills as a necessity. However, it should not be expected that success will be achieved in the global market by attaching importance only to technical skills. Communication, cooperation, teamwork, innovation, and the emergence of new problems, emerge in the new order, where skills such as problem-solving are needed. It is necessary to understand the importance of the human resources personnel, who will perform this function for each enterprise in an environment and culture that supports their personal and professional development, and should be accepted as guides who enable companies to keep up with the transformation in the way of the digital age.

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SOCIAL CUSTOMER RELATIONSHIP MANAGEMENT

HAYDAR ÖZAYDIN

Introduction

As the world gets smaller, and competition increases, companies are pushing to be in a different position against their customers. The high costs of acquiring new customers, and the difficulties of retaining existing customers have made it necessary for companies to get closer to those customers. Social media platforms have transformed people into active users who can share their ideas and feelings, create content, and share it. A large number of users can reach a large number of customers, or potential customers, through social media channels for businesses. Social media platforms provide great benefits to companies in this sense. Social media has a structure that allows both companies and consumers to interact, and enables bidirectional communication. With social CRM applications, companies can get to know their customers more closely, interact with them, and adapt them to business processes. In this sense, companies which aim for customer loyalty and long-term relationships with customers, must establish quality relations with their customers on social media platforms, and develop effective strategies with the customers. As a result of the structure of social media, the traditional understanding of CRM has changed. Today, this approach is called Social CRM, or CRM 2.0.

Social customer relationship management is a set of applications that can be used effectively by businesses in customer-oriented activities and which facilitate business processes on their social media platforms. Businesses can organize customer relations systematically with their social customer relationship management capabilities, can reach the desired information whenever they want, by means of the databases within the applications, and increase the satisfaction and loyalty levels of customers. In this study, the concepts of customer relationship management, social media, and social customer relations management, are explained in terms of benefits to enterprises. The renewed structures of these concepts in changing conditions are mentioned, and examples of previous research on social customer relationship management have been presented.

Customer relationship management

Until recently, customer relationship management has been defined in narrow scope, as customer database management activity, but today, gaining a more general meaning, it means the overall process of establishing and maintaining profitable customer relations by providing better customer value and satisfaction. Marketing can now be defined as the art and science of finding, retaining, and developing, profitable customers from this new aspect (Kotler and Armstrong 2001).

Customer relations are becoming increasingly important in academic marketing literature. Intense interest in customer relations is reflected in marketing practices, and this is the most significant indicator of the important investments made by firms in customer relationship management (CRM) systems (Verhoef 2003).

While it is important to increase the market share in the customer oriented marketing approach, with the effect of mass production, it is also important to increase the customer share in CRM. Maintaining customer share involves selling more than one product to the same customer, and transforming the customer into an active and loyal participant (Güleşvd 2005).

Greenberg says CRM is a business strategy supported by a technology designed to improve the interaction of people in the business environment. However, customer departments say it is an operational and executional approach to customer management, dealing with sales, marketing, and customer service (Greenberg 2009).

Customer relationship management means customer-centric. In other words, taking the customer as a starting point in the whole process, starting from what to produce, how to launch it, and how to develop lasting relationships (Öksüz & Bat 2007).

The purpose of customer relationship management is to provide complete and accurate information to help you reach the right target, at the right time, rather than replacing traditional marketing tools. In this context, the aim of customer relationship management is to make customer relations profitable, to differentiate, to minimize costs, to increase the efficiency of the enterprise, and to meet customer demands (Soysal et al. 2017).

The aims of CRM are listed in the following report, which was prepared for the business world and published in *The Marketing Review* magazine (Demirel 2007):

1. More loyal customers are gained by winning and maintaining relationships with customers. Thanks to CRM, businesses do not lose their loyal customers during periods of intense competition, and thus experience economic gains and earn more, because it is believed that loyal customers show a high degree of loyalty to the enterprise.

2. Businesses are more in need of improving customer relationships, because keeping existing customers is more profitable than finding new ones. Gaining new customers is five times more costly than protecting existing customers. By protecting existing customers, it is observed that customer loss decreases from 15% to 10%, and profit doubles.

3. The purpose of CRM is to create loyal and profitable customers. Loyal customers do not terminate their relationship with the company when they encounter product defects or service errors, and do not abandon the operation. They compensate by other means, such as cross selling, because this is about their satisfaction with the service. In other words, the satisfaction of customers with the product is at the second level in terms of their satisfaction with the relationship.

4. Loyalty arises when the business understands the value of the customer and the customers know what they want from the business. Customers are more open to 'acquaintance' business. Therefore, developing an effective relationship with customers is the most important factor in providing value to the customer.

5. With loyal customers in CRM, it will be easier to acquire new customers, and the cost of doing it will be lower than expected. The company can acquire new customers without conducting special market research, because loyal customers can attract new customers by making a positive contribution to the business image. A survey by the Royal Mail in 1990 found that 78% of customers recommended a business to others, and in 2000-2010, this rate reached 90%.

CRM has different meanings for many people. In addition, there are different approaches that explain the concept of CRM. The first of these approaches is related to benefiting from customer information, or transferring information to the customer. This common approach provides a narrow perspective based on the principles of the concept. With the development of the CRM concept, new approaches based on objectives and complex characters have emerged. Demir and Kırdar (2007) summarized the definitions of the highly-discussed CRM concept in the following items:

1. CRM is the process of better understanding the customer in every area of contact and better guiding the company itself in accordance with customers' expectations.

2. CRM includes the general methodology and products that are used to manage customer relations.
3. CRM is the integration and improvement of customer contact points.
4. CRM is a management philosophy that places the customer at the center and establishes a close relationship with the customer.
5. CRM is a processing strategy that is improved to make sales, marketing, and service processes, more effective.
6. CRM is the science of increasing customer loyalty, and ultimately customer value, by using customer information.
7. CRM is designing business and information flows, primarily to meet customer needs, and secondarily to meet company needs.
8. CRM is to connect any information about the customer in the organization to a single information system and focus it on the customer contact point.
9. CRM is to know the customer, to understand customer needs, and to develop appropriate services and products for the customer.

CRM integrates human processes and technology, and represents an integrated approach to customer communication through marketing, sales and customer service (Pan and Lee 2003).

Social media and social CRM

Social media, with the introduction of Web 2.0, after Web 1.0., has become a part of people's daily lives and has evolved from day-to-day, progressing from one-way information sharing, to two-way, and concurrent, information sharing (Barutçu and Tomaş 2013).

The dynamics of social media allow content produced by the user to be strengthened and disseminated to the audience. The flow of content begins with the creation and sharing of content; however, interaction makes social media literally social, and therefore content is distributed through interactions (Polat and Tokgöz 2014).

Social media includes today's information, communication and technology facts. When we look at social media definitions, it can be seen that social media is shortly defined as online communication networks in which target audiences participate, develop, and connect with, and between communities (Eröz and Doğdubay 2012).

Social media can be defined as a set of large, inexpensive, and accessible electronic tools, which allow individuals to publish and access information, and to cooperate and collaborate on a common effort. It represents internet infrastructure tools that allow companies and individuals to share information, ideas, and careers, about virtual communities and networks, or to shop (Akhtar et al. 2016).

Social media includes the following features (Karadeniz and Gözüyukarı 2015):

Participants: Social media is a sharing platform for all kinds of participants.

Openness: Social media is open to feedback from each participant. Social media encourages users to vote, comment, and share information. In social media sharing, obstacles are very rare.

Conversation: Unlike traditional media with one-way information or content transmission, social media is more attractive in terms of allowing two-way conversation.

Society: In social media, people build communities with their favourite people or organizations, and quickly and effectively share their favourite issues, such as photos, political values, and TV shows.

Connectivity: Social media allows people to provide links generally to other sites or communities about any topic they relate to.

The use of social media report published by *WeAreSocial* in the first month of 2019 (Figure 27-1).

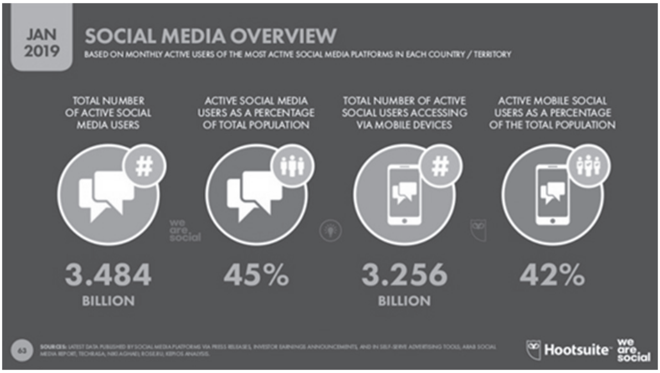

Figure 27-1. Social Media Users Over Time (2014-2019)

As can be seen in Figure 1, a survey conducted in January 2019 shows that 45% of the total population in the world are active social media users, and 42% of them make this connection via mobile phones. The comparison of social media usage between 2014 and 2019 is shown in Figure 27-2.

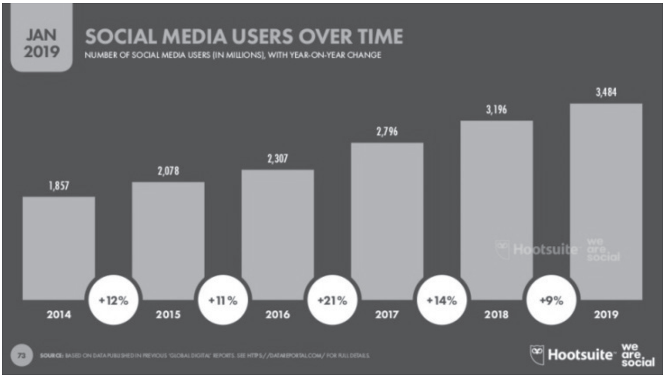

Figure 27-2. Social Media Users Over Time (2014-2019)

The rapid growth of the internet, and related technologies, has greatly increased marketing opportunities, and has changed the way companies manage their relationships with their customers (Ngai 2005). The fact that social media is used by consumers has paved the way for marketing and promotion purposes. Social networks, blogs, web sites, and all kinds of media help businesses to monitor their customers, to communicate with them interactively, to make special promotional and marketing activities with the information the customers created on social media.

In other words, social media has made it possible for a person to communicate with hundreds, or even thousands, of people about products and the companies that provide them. Thus, consumers' share of products and services between them - the consumer effect - is of great importance in the market (Mangold and Faulds 2009).

These developments have led to a change in the classical customer relationship approach, and the emergence of social customer relationship management practices (Kılıç 2017). This approach, rather than communicating with, and managing, customers, aims to create participatory experiences and establish dialogue (Baird and Parasnis 2011).

Greenberg (2009) indicated the differences between traditional CRM and social CRM in the table below (Greenberg 2009).

Table 27-1. Quick Look at Traditional CRM v. Social CRM

Traditional CRM Features/Functions	Social CRM Features/Functions
Definition: CRM is a philosophy and a business strategy, supported by a system and technology designed to improve human interactions in a business environment	Definition: Social CRM is a philosophy and a business strategy, supported by a system and technology designed to engage the customer in a collaborative interaction that provides mutually beneficial value in a trusted and transparent business environment
Tactical and operational: Customer strategy is part of corporate strategy	Strategic: Customer strategy IS corporate strategy
Relationship between the company and the customer is seen as the enterprise managing the customer - parent to child to a large extent	Relationship between the company and the customer is seen as a collaborative effort. And yet, the company must still be an enterprise in all other aspects
Focus on Company < > Customer Relationship	Focus on all iterations of the relationships (among company, business partners, customers) and specifically focus on identifying, engaging and enabling the 'influential' nodes
The company seeks to lead and shape customer opinions about products, services, and the company-customer relationship.	The customer is seen as a partner from the beginning in the development and improvement of products, services, and the company-customer relationship
Business focus on products and services that satisfy customers	Business focus on environments and experiences that engage customers

Customer facing features - sales, marketing and support.	Customer facing - both features and the people who are in charge of developing and delivering those features
Marketing focused on processes that send improved, targeted, highly specific corporate messages to customer	Marketing focused on building relationships with customers - engaging customers in activity and discussion, observing and re-directing conversations and activities among customers
Intellectual property protected with all legal might available	Intellectual property created and owned together with the customer, partner, supplier, problem solver
Insights and effectiveness are optimally achieved by the single view of the customer (data) across all channels by those who needed to know. Based on 'complete' customer record and data integration	Insights are a considerably more dynamic issue and are based on 1) customer data 2) customer personal profiles on the web and the social characteristics associated with them 3) customer participation in the activity acquisition of those insights
Resides in a customer-focused business ecosystem	Resides in a customer ecosystem
Technology focused around operational aspects of sales, marketing, support	Technology focused on both the operational and social aspects of the interaction
Tools are associated with automating functions	Integrates social media tools into apps/services: blogs, wikis, podcasts, social networking tools, content sharing tools, user communities
Utilitarian, functional, operational	Style and design also matter
Mostly uni-directional	Always bi-directional

Social CRM provides companies with a two-way interactive communication channel where they can cooperate and collaborate with their customers, to guide their customers in value creation, product development, and the conceptualization and implementation of new marketing strategies (Guha, Harrigan & Soutar 2018). In Greenberg (2009) social CRM is defined as follows:

> *"Social CRM is a philosophy and a business strategy, supported by a system and technology, designed to engage the customer in a collaborative interaction that provides mutually beneficial value in a trusted & transparent business environment."*

Additionally, Fauschette (2009) defines social CRM as follows:

> "*Social CRM is the tools and processes that encourage better, more effective customer interaction and leverage the collective intelligence of the broader customer community, with the intended result of increasing intimacy between an organization and its prospects and customers.*

Social customer relationship management has four components. These are (Yücel 2013):

1- *Listening:* Possible and current customers who can buy the brand promise should be monitored carefully through many channels on the web.
2- *Analysis:* The comments, speeches, and feeds about the brand should be analyzed. It is necessary to mark each comment as positive or negative, and immediately identify any conversations that may turn negative.
3- *Establishing a Connection:* This must be made with the department of the brand which the user comments relate to.
4- *Taking action:* The analyzed and connected feeds and analysis should be processed quickly, and the customer should be contacted as soon as possible.

Social CRM also enables the identification of new markets, and trends within them, as well as new market entry, development, and orientation. As individuals are increasingly dependent on social media technologies in order to maintain contact with their friends, an area of knowledge arises from such interactions for businesses. The types and categories of mutual interaction are impressive for businesses, and they provide new techniques and skills to achieve this information. Researchers argue that the use of CRM in the social media field has the potential to affect a firm's performance, as it leads to greater customer engagement, interaction and information sharing (Choudhury and Harrigan 2014).

On the other hand, understanding what customers value is a critical step in creating a social CRM strategy, especially in a social platform environment (Baird and Parasnis 2011).

According to a study by Baird and Parasnis (2011), consumers have strong views on social media interactions, and should not be considered to be willing to communicate with companies, despite their adoption of social media.

Although consumers spend a long time on social media, they rarely interact. Although the use of social media has increased dramatically, only a very small percentage of consumers are regularly involved in responding to ‘shares’ and writing content.

It's not about brands; it's about family and friends. More than half of consumers do not intend to contact business through social sites. Consumers are interested in friends, family, and personal connections, in social media and social networks.

What do consumers really want? From social media interactions it is seen that there are significant differences between what companies think customers care about and what consumers' say they want. Consumers want something concrete for the time they spend on social media and the data they share.

Advocacy paradox. Most businesses believe that social media will increase advocacy, but only 38% of consumers agree, and over 60% believe that a business or brand passion is a prerequisite for social media engagement. Companies should find creative ways to touch the power of a trusted social community.

Magniant and Bencheton (2016) list the essential elements of the social CRM strategy as follows:

Reciprocity: A one-way access strategy from business to consumer in traditional marketing is becoming a mutual interaction with social CRM. Consumers are ready to be in dialogue with the business, to share their ideas, to contribute to the brand, and to be informed about their contribution.

Reactivity: For internet users, weekends or holidays do not matter, they share on social media at any time. The speed with which their share is spread varies depending on the nature of the message, i.e., whether it is negative, sensitive, and fun. Monitoring and responding to these shares via social media is very fast and easy compared to other communication channels. It is a necessity for enterprises to switch to social CRM as soon as possible in order to be able to take action and return response within a very short time, and even outside working hours. The aim is to avoid the development of controversial debates, and to deal with crisis situations as soon as they occur.

Consistency: Interventions carried out through social media should be consistent with each other, and with other channels, to ensure synergy between online and offline strategies. In order to achieve this, it is necessary to understand the needs of both communities, to reach the relevant people with the right methods, and to ensure the effective circulation of information within the enterprise with the social networks to be used within the enterprise.

Transparency: Consumers know very well that the brands they share through social media channels are not perfect. When they inform businesses about mistakes they have made, and businesses put in an action plan to correct these errors, consumers are ready to forgive their mistakes.

Engagement in a true, corporate approach: Social CRM impacts a lot of people; customers and prospects, but also employees. It is very important to adopt an institutional approach. Company employees are also members of social media sites. All members of the team, both employees and employers, will use the same tools to share common comments and achieve the desired result. The business must first create interaction within itself.

Previous studies in the field of social CRM

Ang (2011) argued that the term ‘social relationship management’ was a noun error, and that the name ‘community relationship management’ (CoRM) would be more accurate. He stated that this term is more representative of what people do in online communities. In his study he proposed the CoRM 4Cs model. There are four components in the model: connectivity, conversations, content creation, and collaboration. Organizations can take advantage of these components by using marketing research and public relations, nurturing opinion leaders or advocates, placing and creating advertisements, developing new products, reducing the cost provider, building brand loyalty and sales, and enhancing the company's buzz and visibility (Ang 2011).

Yücel (2013) in his research with students, has found that students know the importance of social networks for products and services, they use search engines before purchasing , they examine product details on websites, they want to be informed about discounted products, and they follow comments made in the forums (Yücel 2013).

Harrigan and Miles (2014), in an online survey they conducted with 156 SMEs (small-medium enterprises SMEs), reported that SMEs should integrate their social media usage with their CRM practices. They formed their work through seven factors: online community, social media support, information capture, information use, customer relationship orientation, social data use, and customer communication. In their study, they highlighted the importance of customer relations orientation and support and data issues related to social media use, demonstrated the importance of customer participation in online communities, and stated that information flows have a driving role (Harrigan and Miles 2014).

Karadeniz and Gözüyukarı (2015), in research they conducted into the application of social CRM service quality in customer satisfaction, examined the effect on of CRM on customer satisfaction. According to the results they obtained, in order to ensure customer satisfaction, companies should give importance to the issue of trust. Additionally, businesses' social media accounts, and in the pages on which they appear, should pay attention to social sharing (Karadeniz and Gözüyukarı, 2015).

Vural and Okmeydan (2016) aimed to identify customer relationship management activities conducted through social media by fashion brands operating in Turkey, and to examine the forms of communication that they established with their target audiences through these media. Within the scope of their research, they stated that brands which operate within social media, which include the customer in the process, via their 'shares' on Facebook, Twitter, Instagram, etc., and which asked questions on their own webpages, quickly responding to consumers who share proposals and complaints, are significantly more successful at achieving customer loyalty and achieving two-way communication with customers. However, they concluded that followers who believe that they are not taken seriously by the brand, or that their comments are not evaluated by the brand authorities, share posts in their social media accounts which do not benefit the firm, and this situation negatively affects the reputation of the brand (Vural and Okmeydan 2016).

Similarly, a study by Dewnarain et al. (2018) stated that, in the case of hotel services, the consumer relation context is a key player in the existing relations within CRM, social media, and brand loyalty. They stated that they can evaluate a firm's competence in terms of current CRM and technology-based CRM for service providers in the hotel industry, and determine the invisible dangers, before investing in social CRM practices. It shows that SME customers use social media to produce content, to influence other customers through positive reviews, and to mobilize others for brands or products. They also stated that the customer brand relationships on social media platforms will not always create positive results. Hotel managers can learn negative views and comments from social media platforms, and this process can help them to win new customers, or keep their existing ones, by changing their services and product offerings (Dewnarain et al. 2018).

Kantorová and Bachmann (2018) conducted a survey of 362 companies in the Czech Republic, using a survey of 54 questions focusing on issues such as the importance of marketing and CRM practices, relationships with customers, online communities, social media use, and the acquisition and management of information. The findings show that large-scale firms can create and strategically manage their own online communities and manage the acquired information better. On the other hand, it was found that small-scale firms use social media to communicate with their customers much more than large-scale firms (Kantorova and Bachmann 2018).

Kim and Wang (2019) emphasize that the companies which invest in social media applications will get significant CRM advantages and increase the market value of the company, so that social CRM opportunities play a critical role. They also advised companies to develop strategies to create more customer relationships in social media, to enable customer engagement and interaction (Kim and Wang 2019).

Conclusion

The dizzying development of technology is spreading in every field in people's lives. The internet, which has become a part of people's daily lives, provides the opportunity for them to reach the information they want at any time. Through social media platforms, people can both share and access the information they are curious about. The fact that social media is popular has made it necessary for businesses to be on social media. Rapidly-changing processes in today's markets push firms to be ready for any situation. Therefore, companies have to follow and understand what is happening around them. Thanks to the technology developed in communications, it has become more important to be able to communicate with customers, and it has become easier and faster to reach them. However, the fact that this situation may not be adequately managed by companies, can lead to the loss of customers, contrary to the purpose of the companies. Nowadays, with the development of information technologies, increasing competition, and globalization, there is a situation in which customers realize the alternatives and give importance to quality.

Businesses that perform both physical and online sales processes not only manage the changing business structures with social media, but also recognize the changes in customer perceptions, and take rapid action. High usage statistics of social media platforms have mediated the merging of traditional CRM approach with technology, and the emergence of social CRM. Businesses can communicate with their customers through social media platforms, follow up their comments, suggestions, and complaints, about products and services, and follow trends closely.

Businesses must recognize, understand, and accept, the cultural differences of their customers, and meet their expectations accordingly. For this reason, today's companies must make social CRM one of their most important strategies. In all social media platforms with which the customer is engaged, the information, which is collected, processed, and interpreted, can be adapted to company strategies and business processes. With a strategy which is set out in a proper manner, an action plan prepared in accordance with this, and social customer relationship management activities included in the marketing activities, can bring many businesses to success. The low cost of social media, and the possibility of reaching a large number of customers - or potential customers - have increased the applicability of customer relationship management and brought it to levels that even small businesses can easily implement.

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THE ROLE OF E-COMMERCE IN GREEN MARKETING

HASAN AĞDEMİR

Introduction

Even though investments were made in past periods by enterprises creating an overall perspective on green marketing, and including new beneficial information to the literature, enterprises today are driven towards investing along with customer expectations. Conscious customers' awareness of the impact of the products they use on the environment, their need for information about products, and their preference for environmentally-friendly products when buying, have all gained importance. Within the last century, the prevalence of environmentally friendly products has increased in the selection of customers. Green marketing envisages product quality improvement, from the raw material stage to end-user consumption.

Today, enterprises aim to produce products that cause the least harm (or no harm at all) to the environment, and continue to make improvements in this direction. The concept of green marketing has loomed large in encouraging customers to prefer products that cause the least damage, and to increase their sensitivity towards the environment. Enterprises that care about green marketing follow a green road map in their product, price, distribution, and promotion, processes.

A new economy has emerged as a result of globalization, improvements in technology, and changes in the commercial lifestyle. As a result of the merger of the internet with trade, e-commerce has emerged as one of the main structures of the new economy. The facilities provided by e-commerce have enabled the parties to operate in a wide range of areas, from business to business (B2B), business to consumer (B2C), consumer to consumer (C2C), consumer to business (C2B), government to business (G2B) and government to consumer (G2C). The biggest advantage of e-commerce for individuals, and a society comprised of consumers, involves the selection of the most affordable, environmentally friendly, and high quality products and services, in an unlimited product range.

A general overview of green marketing

People usually perceive green marketing in terms of product promotion, or advertisements. Green marketing is associated with such terms as 'ozone-friendly', 'eco-friendly', 'recyclable', or 'refillable'. Green marketing, in general, has a wider understanding, although it is identified with these terms (Mary Wanjiru 2011). Polonsky (1994) described green marketing as "the entire activities that are designed to facilitate any transactions intended to meet human needs or desires with the least damaging effects on the natural environment." This description also touches upon the fringes of the protection of the natural environment. The need for change in consumption habits has emerged due to the depletion of natural resources, increasing pollution, new infectious diseases, climatic factors, and damage caused to the environment (Erciş 2016, Tandaçgüneş 2012). As of today, the development of industry and technology has created negative externalities on the environment, and its consequences have forced and influenced people to be more concerned with this issue. The adverse pressure on the environment has increased, especially along with the development of industry, the advancement of technologies, and the increase in production. Consumers have begun to be more scrupulous about the products they use, due to the increasing environmental problems in the production process and the depletion of natural resources (Onurlubaş et al. 2017). Hence, 'ethical consumption', 'environmentally conscious consumption', and 'sustainable consumption', feature in postmodern marketing, which focuses on the public sphere in the field of consumption, and have been involved in the green marketing concept (Tandaçgüneş 2012). The concept of green marketing was first coined in a workshop on 'Ecological Marketing', organized by the American Marketing Association (AMA) in 1975 (Keleş 2007). According to this definition, green marketing refers to a science that examines research studies conducted on pollution, consumed energy resources, and the positive/negative aspects of consuming non-renewable energies. Green marketing, by definition, consists of three basic aspects (Uydacı 2011):

- It is a subset of all marketing activities.
- It includes all positive and negative functions.
- It examines a broad concept of environment.

Overall, green marketing covers a holistic process of estimating and satisfying predetermined human needs or wants in a more lucrative and continuous fashion (Yükselay 2008). Today, the demands and needs of society can be easily met, and applications created in a way as to cause minimum harm to natural life are referred to as green marketing. Green marketing is the whole set of applications.

The aim and importance of green marketing

The aims of green marketing are as follows (Uydacı 2011):

- The most efficient use of the acquired wealth without introducing new consumption areas.
- Focusing on minimizing the amount of consumed energy instead of disposing of products after use.
- Considering options to prevent environmental damage and to reduce pollution caused by industry.
- Putting governments, voluntary environmental organizations, and consumers into action and assigning responsibilities for the sake of ensuring stability in the system.
- Encouraging the consumption of environmentally friendly products, usage of packaging at the lowest level, and the perception of recycling in public opinion.

The history and development of the green marketing concept

From personal and social perspectives, environmental awareness and efforts to protect the environment date back thousands of years. On the other hand, efforts for developing large, effective, and efficient, strategies are observed after the mid-20th century (Uydacı 2011). Green marketing was described as the ‘period of awakening’, the ‘time to make a move’, the ‘time to be economical’, and the ‘power in the market’, in terms of consumers (Peattie 2001). Green marketing came into existence at the end of the 1970s. The definition of green marketing first appeared in an ecological marketing seminar organized by the American Marketing Association (Ay and Ecevit 2005). The early academic process of green marketing expresses that green consumption is rapidly increasing in this period, and that consumption is changing dramatically, and inevitably, towards more green products (Peattie and Crane 2005). Green marketing, which began to attract the attention of companies during the 1990s, is examined in three different phases (Aytekin 2007): ‘ecological green marketing’, ‘environmental green marketing’, and ‘sustainable green marketing’ (Peattie 2001).

The first stage: Ecological marketing

Ecological marketing is described by Henion and Kinnear (1976) as "the application of all marketing activities that strive to provide results for introducing the kind of problems which may be related to the environment." In this phase, social and environmental concerns began to emerge as the inspiration for Rachel Carson's published books, entitled *Silent Spring* (1962), and *The Club of Rome's Limits to Growth* (1972). The characteristic features of this phase are focused on certain environmental problems, such as air pollution, the depletion of petroleum reserves, and the ecological impact of synthetic pesticides, e.g., DDT (Dichloro-diphenyl-trichloroethane) (Keleş 2007).

The second stage: Environmental marketing

A series of events in the second phase, which began in the late 1980s, indicated the vulnerability of nature and man. The great Bhopal chemical catastrophe of 1984, the detection of the thinning ozone layer in 1995, the Chernobyl incident in 1986, and the environmental pollution caused by the Exxon-Valdez tanker in 1989, are among the main causes of this change.

The third stage: Sustainable marketing

Environmental marketing is seen to have significant impacts on marketing practices in recent years, during which new green markets and products have begun to emerge (Başar 2016). The problems with the opportunities and challenges in green marketing appear to be caused by the inability of green consumers to comprehend developments in organizational marketing, which often make the difference among businesses. Technology and production systems are now being developed to further reduce pollution in industry and preserve resources (Başar 2018).

Phases of green marketing

The concept of green marketing consists of four phases. Firstly, green products are designed for environmental consumers, such as cars running on alternative fuels. This phase is called green targeting. In the second phase, the enterprise creates green strategies that include measures such as minimizing generated waste and increasing energy efficiency. In the third phase, no non-environmental products are produced. In the fourth phase, which is the last one, the enterprise acquires social responsibility awareness, since it is not satisfied with merely being green. According to business culture and environmental factors, green marketing awareness is being developed in enterprises (Aslan 2007, Çolakoğlu et al. 2013).

The green marketing mix

The marketing mix, which has a very important place in marketing literature, is referred to as '4P', a term which was first coined by Jerome McCarthy in 1964. 4P denotes Product, Price, Place, and Promotion (Mosavichechaklou 2017).

The green product: The green product concept includes environmentally-friendly and recyclable products that are made out of non-toxic, non-polluting, non-harmful materials, which do not necessarily deplete natural resources. However, it also includes products that can be recycled (Türk and Gök 2010). The properties of green products are as follows (Moisander 2007):

- Not harming human or animal health,
- Causing no harm to nature before and after use,
- Consuming merely sufficient amounts of energy and other resources,
- Preventing the use of substances that may be hazardous to the environment,
- Conducting no experiments on the living, and,
- Avoiding unnecessary packaging and waste.

A set of requirements to be satisfied by an environmentally-friendly product can be listed as follows (Uysal 2006): Satisfaction, sustainability, social acceptance, safety, product approach, and process approach. The Three Product Levels model, developed by Kotler, is comprised of three types of green products (Kacur 2008):
Core green product: In this product level, the stages following the usage and consumption of the product are taken into consideration.
Actual green product: Environmental features are also taken into account when manufacturing the product.
Augmented green product: When the ecological component is integrated with all the internal activities of the enterprise, i.e., finance, procurement, human resources, and other departments. This product level emerges upon linking the environmentalist movements of other organizations, such as input providers, distributors, and financing providers, with the enterprise.

The green price: The green price is an element of the green marketing mix which affects consumers' purchasing behavior. The other elements of the green marketing mix are cost elements for businesses, where the green price is an income element for businesses. Decisions on price are more flexible than other elements of green marketing. Nonetheless, since this element is not taken into account by enterprises, this issue influences the purchasing behavior of consumers for green products (Yıldız and Barut 2016).

The green place: The place of distribution involves a process that includes all types of goods, services, and information flow to ensure meeting the consumer needs, the flow of raw materials within the supply chain from the departure point to the final arrival point, flow and storage of operational inventory in an efficient and cost-effective manner (Biner 2014).

The green promotion: Promotion is the way companies communicate with consumers about product offerings. Promotional activities are used to achieve certain objectives, such as (Kacur 2008):

- Increasing sales,
- Maintaining and increasing market share,
- Creating and increasing brand familiarity,
- Forming a positive basis for future sales,
- Informing the market,
- Gaining a competitive advantage over competitors' products and market positions,
- Increasing the efficiency of promotion.

Reasons for businesses to prefer green marketing

There are several factors that cause green marketing to be preferred by businesses. These factors are as follows (Filiz and Recia 2015):

- Businesses' conception of green marketing as an opportunity which complies with their own objectives,

- As a result of the opportunities achieved, courtesy of their environmental activities, enterprises should be superior to other competitive companies, and use green marketing as an element of pressure on other firms.

- Minimization of waste that would emerge following the production process, in cooperation with other sectors,

- Enterprises' efficient use of resources made possible by long-term cost-minimizing elements of green marketing, and enterprises' expectations of gains from recycling,

- Enterprises' anticipation of possible problems stemming from environmental issues,

- Enterprises' hardship in abiding by environmental laws and rules applicable to central and provincial administrations.

E-commerce

The concept of e-commerce

The concept of e-commerce emerged in 1997, although credit cards were available as early as 1960, and the use of automatic teller machines began in the 1980s. There are many definitions regarding the concept of e-commerce. E-commerce is a concept that involves the sale and purchase of all kinds of goods and services via computer technology, electronic communication channels, and related technologies (Tekel 2014). E-commerce is also identified as the electronic exchange of business-related information between two or more organizations (Metin 2012). According to the World Trade Organization (WTO), e-commerce is defined as all transactions through which goods and services are bought and sold via computers using special methods (www.wto.org). Although electronic communication technologies have been used for a long time in commercial transactions, later on, the use of e-commerce transactions has also been observed in commercial life. It is seen that the internet has become more important in daily life, with its introduction into commercial transactions. The internet experienced its greatest development once it began to be used in commercial life. The use of the internet for trading transactions is increasing day by day. It is observed in conducted research that internet use has played a crucial role in achieving economic inputs, lowering cost, and affecting lower inflation rates. E-commerce involves more than the purchase/sale transactions among consumers and producers (Chaffey 2009). It includes product/service trading, product design, production, marketing, advertising, promotion, ordering, contracting, bank/funding operations, engineering operations, public procurement, electronic fund transfers, notary operations, and rental/leasing processes. Therefore, e-commerce transactions are defined as having many aspects, market areas, large numbers of employees, and a large commercial society, in which the buyers and sellers are brought together via an online network (Törenli et al. 2009).

Development process of e-commerce

The new business rules brought by technology have compelled enterprises to go through an electronic transformation. After all, it is possible to gain a competitive advantage for companies which utilize IT and network technologies in business models, processes, and management approaches, rather than using those technologies merely in their products and services. With the help of widespread use of the internet, network-based new business models emerge. Nevertheless, the global competitive approach requires not only the use of virtual enterprises, but also the enterprises that conduct business in the traditional arena, using network-based business model applications (Özmen 2013). It is seen that e-commerce activities commenced along with the Electronic Data Interchange (EDI) system, which was developed for the use of the internet. While the internet is used as a means to find an appropriate manufacturer, or to obtain information before purchasing a product, e-commerce is defined as a process (Goethals et al. 2009). E-commerce has found its own application shortly after computers were connected to each other through cables and satellites. The development process of e-commerce is in parallel with the technological developments following the introduction of internet technology for commercial purposes (Çavdar 2011). Web-based applications, which have become widespread in recent years, seem to provide the integration of companies. Information/communication technologies, globalization movements, and international agreements, pertaining to the regulation of these flows are seen to contribute to the development of web-based applications and e-commerce (Çak 2002).

Factors affecting the development of e-commerce

While various institutions and organizations have been facilitating the flow of information through the internet, it has created the basis for the emergence of various communication channels within some enterprises. In this regard, the success of e-commerce is beyond expectations (Akın 2001). In the developmental process of e-commerce, communication instruments such as radio and television are intertwined with the internet, and globalized markets and liberalization become prominent (Korkmaz 2002). Also, security issues have emerged with the rapid dissemination of the internet, and its development, along with the security measures, has managed to keep up. With the various security measures, the spread of e-commerce has increased (Özbay and Akyazı 2004). Nowadays, the importance of obtaining accurate information is becoming more prominent. Therefore, it is seen that advances in information and communication technologies have an important power of economic and social development. Improving the technological structures to meet needs is seen to have a crucial role in creating sustainable competition, increasing productivity and quality, and reflecting technology towards all applications.

E-commerce business paradigms

E-commerce business paradigms, based on consumers, businesses, and the state, consist of parties such as consumer-seller, seller-producer, consumer-consumer, state-consumer, and state-producer. Business paradigms involving these parties are as follows; business-to-business, business-to-consumer, consumer-to-consumer, consumer-to-business, government-to-business, and government-to-consumer.

Business-to-Business (B2B*)* is based on the purchase/sale of goods and services among businesses over the internet. It also covers the exchange of information and financial transactions among businesses. Since all these functions are performed over the internet, the process can be conducted more quickly and efficiently (Marangoz 2014). B2B involves activities in which the business processes between supplier and buyer businesses are supported by the internet.

Business-to-Consumer (B2C) involves e-commerce, the direct sale of different products (books, CDs, cassettes, computers, software, hardware, etc.) to the target audience over the internet, or banking services provided by consumer-oriented enterprises (Çak 2002). The facility of electronic communication has led to the disappearance of intermediary institutions, saving on both communication costs and time.

Consumer-to-Consumer (C2C) refers to a business model, which enables the consumer to sell the products produced by the consumer, or to buy used products, and facilitates the user's participation in e-commerce (Arslan 2014).

Government-to-Business (G2B) can be explained as the execution or regulation of commercial activities between the government and businesses in the electronic platform. In particular, shifting public tender announcements to the electronic environment is the most fundamental G2B application.

Government-to-Consumer (G2C) is one of the most open-to-improvement types of e-commerce. Within e-commerce, electronic government (e-government) applications, which include e-commerce from G2B as well as from G2C, come to the fore. E-government is an application to provide better services to citizens' relations with the government. E-government applications are based on the understanding of services that increase the quality of life, and the living standards of citizens, more consistently (Pırnar 2005).

Conclusion

Changing perceptions towards environmental issues, along with increased adverse pressure, are being caused by industrialization and the development of technology, the increase of opportunities as a result of the development of many industrial areas, the increasing demand of people for profit, and the destruction of the ecological balance as a result of the unregistered use or misuse of natural resources. Enterprises aim to cause less harm to nature during production. Consumers' consciousness, awareness, and interest, in this issue, accompanied by their pressure, are among the reasons for enterprises to take action. The extent to which many green products should be produced, and the extent to which businesses contribute or cause harm to nature in terms of the marketing perspective, have become subjects on the agenda. Migration from rural to urban areas for reasons such as population growth, technology development, and industrialization, accompanied by irregular construction in cities, all result in environmental, air, water, and excessive noise, pollution. Environmental pollution is mostly caused by waste-generating enterprises which utilize natural resources throughout production processes. Chemical and toxic substances, in particular, do extreme harm to the environment. Due to such problems, enterprises should give importance to environmental pollution before and after production. In order to sustain a liveable world for future generations, first of all, businesses should preserve nature within social responsibilities, and reduce or eliminate the causes of environmental pollution. Green marketing is a marketing method that enables the regulation of the methods to be used in the satisfaction of the desires and wants of people without harming the environment. Green marketing, which includes four structures of marketing (product, price, place and promotion), in addition to providing new strategies for enterprises, is a broad concept that involves meeting the needs of consumers more efficiently, producing better quality, offering favorable price advantages to consumers, and ensuring longer shelf-life for the products which acquire these properties, without causing detrimental impacts on the environment and natural life. With the increase in the population of conscious consumers, consumer demands change course. The importance of environmentally-friendly products is increased, and conscious consumers have begun to prefer products that do not harm the environment, and consumers have refrained from consuming harmful products. In this way, enterprises that take customer requests into account have begun to implement new, green, marketing strategies. Businesses can restore their reputation with green marketing and transform into stable structures. It is essential for businesses to adopt green marketing concepts as management culture, and to express their social responsibility towards the environment, rather than having to embrace it in order to avoid certain social pressures or legal consequences.

It is necessary for businesses to conduct activities in compliance with the digital age to achieve sustainable growth. E-commerce primarily constitutes a significant advantage for small and medium-sized enterprises in terms of access to global markets and the countries' economies. In this context, e-commerce is considered as an instrument that enables businesses to venture into foreign markets.

Due to people's needs, and the scarcity of time, the prevalence and preference of e-commerce are constantly on the rise. The opportunity to choose the most affordable, quality, product, is the biggest benefit of e-commerce offered to consumers.

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DIGITAL DESTINY: PERCEPTION MANAGEMENT IN NEW MEDIA

ELİFNUR TERZİOĞLU

Introduction

Considering historical process, technological, economic, political, social, and cultural developments have an influence on social life in every respect. Thus, transformation in social life creates radical changes in the way of societies' perception and interpretation of the world. At the center of this transformation, in addition to political, economic, social, ideological, and cultural factors, new media, new digital communications, such as mobile technologies appear effective. Following industrial societies which have been in effect for the last three centuries, in the 21st century, the thought of entering a new civilization and social structure period has been revived, and has spread around the world. Various names are proposed for this new society, and the main ones are the post-industrial society, the postmodern society, the knowledge-based society, and the information society (Uluc 2008). In the 1970s, the definition of a new society, which evolved from Daniel Bell's concept of a 'post-industrial society' with knowledge and technology in communication, was widely accepted, especially in the USA (Martin 1988). When changes in the structures of communication technology in modernization theory are observed, emergent stages made the world a global village in the 1970s and 80s and a global city in the 1990s and 2000s. According to technological determinists, the globalizing world is also becoming a knowledge-based/information community, thanks to computer and internet technologies in the 1990s and 2000s, as long as computers and internet connections are available in homes, schools, or in entertainment centres (Erdoğan & Alemdar 2010). Technological developments are becoming more and more widespread each passing day, and have made access to information easy and fast. Although there are many positive results of this, it is not possible to determine the source of information, to ensure its control, or to obtain its accuracy and reliability at the same pace, and this situation has made people and societies more vulnerable over time.

With developing technology, classical competitive techniques started to cost more. Therefore, the guidance processes of target audiences have been developed by providing control of information. In the process of historical development, these actions and activities have been applied to target audiences to present a new reality, by manipulating the information/facts and directing them in line with predetermined objectives. With a small motivation, people can be directed towards a desired target, and may exhibit attitudes and behaviour as expected. Perception management aims to create the chosen behaviour style in the target audience, and the most important point is that the target group does not know that they have been exposed to perception management, believing they are making decisions on their own. Today, the world in which we live is full of many sources of information. The modern world is defined as the information age, as mentioned above. Developments in information technologies make life easier; on the other hand, they create difficulties in understanding the difference between reality and illusion. The media is defined as tools that store information and transmit it to the target audience (Negroponte 1995). However, in the context of perception management, the media is defined as a tool in which information is produced, exaggerated, and distorted. For this reason, modified information loses its reality and becomes a simulation. This information, which is merely a disguised reflection of reality, has nothing to do with truth anymore, and it becomes disinformation. Henry Kissinger said "Being real is not that important; however, it is crucial to be perceived as real", and his words point out how important perception management is today. In other words, with perception management, the reality of the target audience becomes more important than the reality itself (Öksüz 2013).

In the light of this, this chapter aims to understand the role of new media in perception management, which removes the restrictions of traditional media to reach information, and increases users' performance and control in the information canals and content. Against traditional media, described as a limited and restrictive way of communication by many media theorists, new media makes promises to be more interactive and becomes more and more widespread today.

The role of new media in the formation of perception

Recently, an irresistible process of interaction has taken place in the field of communication, in terms of the speed and development of technologies, and information has become power. People use various media tools to reach sources of information. Traditional media encompasses television, newspapers, and radio. The internet, which has become one of the most preferred tools recently and which is the source of the ‘new social media’, has become the most effective means of communication in societies’ perception. Today, along with the increasing importance of speed, digital developments through technology provide individuals with a data source and some of their relations with the internet. Boundaries between information and communication have been re-set with digitalization. Social structures, perceptions, and interactive communications have begun to take form in electronic environments (Akyazi, Neseli, Yilmaz 2014). Therefore, each new development which is influenced by the interaction between communication technology and society, has brought to mind the inclusion of new voices and opinions in the information society. Traditional mass media, newspapers, radio, and television, have different features. The newspaper includes images and text, while the radio transmits only sound. Television is more mobile, and facilitates both viewing and listening. Lapham (1995) used the words ‘hybrid model’ for the internet, because it contains all the properties of traditional and modern media. To Innis (2006), the means of communication have a determinist impact on the forms of social organization. In fact, new technologies and the opportunities they offer, lead to the disappearance of the old order and its values, and the formation of new order. As stated by McLuhan (1994), the media entails people’s participation after perception. Thus, the new value codes formed by individuals restructure their minds. This is because the reorganization of the mind is under the pressure of different cultural and ideological messages, with digitalization and the reconstruction of a world perception. Alright, what is this perception?

Perception is an awareness of what is happening and the process of interpreting it. The concept of ‘perception’ is influenced not only by individuals, but also by social groups, social institutions, and organizations, or, in short, all of society, by the shaping and determining characteristics of the media. Thus, it would not be wrong to say that the media determines the agenda, by means of the mass media.

The concept of perception is defined as “the process of interpretation of sensations and process of making them meaningful” by Morgan (1981). In addition to this, Mosa (1999) identifies perception in a different way, as “attention and interpretation of environmental stimuli detected by sense organs.” Considering all these definitions, perception is the individual’s interpretation of signals coming from the outside world.

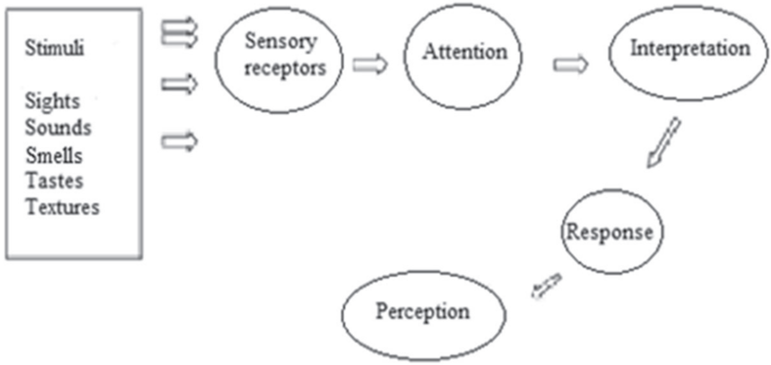

Figure 29-1. Process of Perception
Source: Solomon, Bamossy & Askegaard 1999

The 'receptors' come first in the perception process. Here, what we call a receiver is formed by the sense organs, and these sensory organs are exposed to stimuli in the environment, in accordance with their structures, functions, and attitudes, associating them with the nervous system (Cuceloglu 1999). As shown in Figure 1, the second stage is the stimuli from the environment, and these stimuli are formed within the society in which people live. As Cuceloglu mentioned, the inputs reaching the nervous system via the sensory organs interact with the individual's experiences and psychological processes after the first process stage, and the information received begins to be interpreted. Later, it leads to an influence on the individual, and then a positive/negative response. It is obvious that inputs included in the process by recipients are processed in the nervous system and affect the individual's perception of the environment. The final stage of the detection process is called 'the final operation' and enables the perceptual element, i.e. the formation of perception. When a stimulus comes up, a target audience firstly needs to notice this. If the stimulus is not powerful or impressive enough, it will not attract the attention of the target audience (Islamoglu ve Altunisik 2008). In other words, it is not possible to mention perception without attention. After drawing the audience's attention to the event or message to be conveyed, the target audience evaluates this message with its own experience and knowledge, and the message or event is understood and interpreted, with the existing knowledge and experience of the audience, and thus perception occurs. In summary, the individual receives the stimuli concerning him/her, interprets it in his/her own mind, responds positively/negatively, and completes the process of perception. The significant point here is the continuation of the same perception process in the individual in interpreting the messages sent, and in the decision-making processes. Robbins and Judge (2012) state that the perception process goes in parallel with the situation. In other words, many different factors form perception and sometimes make it different. These factors may be related to the perceiver, the perceived object or event, and/or the situation in which perception occurs. The properties of the perceived object or event influence how an individual perceives it. To Lewis, Goodman and Fand (1995), people are faced with too many stimuli in their daily lives. However, they perceive what they want to perceive.

According to Walter Lippman (1998) the gap between perception and realism has got bigger with the digital world. The chaos in social, political and economic life has been accelerated by changing the images in our minds with mass communication tools. Lippman states that the words and images presented by the media to audiences create a kind of virtual reality, and are effective in developing perception in the desired way. The concept of perception management has been used in the field of public relations since the 1980s (Moloney 2000). It is expressed as a management technique that means developing dataflow which is clear enough, and provides more benefits to the individual (Özer 2012). Also, Ozer has stated that the concept is a technique first used by the units within the US Department of Defense for the adoption of US political decisions. It would not be wrong to say that 'comprehension' is the basis of perception management conception. To Martemucci (2007), perception management can be considered as a kind of strategic communication, but we need to understand that perception management is the same as strategic communication. Since the purpose of perception management is to influence the attitudes and behaviours of the target audience, the results of the transmitted message are more important, whereas the message itself, and how it is delivered, are more important in strategic communication. It has been stated that it is aimed not to realize that the perceptions of the target audience are managed, and the aim of perception management is the mind. It is important to have sufficient knowledge in perception management and to use this advantage in disseminating information to the masses. All kinds of means and methods can be used during the planning of perception management practices. Out of several methods, one which is frequently used is propaganda. The most frequently used means to reach the audience is the mass media. In the past, mass communication was based on the principle of one-to-many, while now people can be involved in mass communication in any way they want, and they can instantly transmit any messages they choose to people all over the world, owing to developing technologies.

The reliability, efficiency and validity of the messages created within new media, which are indispensable for today's society, are a really important issue. It is significant *how* people are told and how messages are perceived by the receivers, rather than *what* people are told.

The media tries to create the perception it desires, as human psychology is tremendously receptive to external factors. It is desirable to change the attitudes of individuals, groups and societies in directing perceptions by manipulating real knowledge. In particular, people who use new media tools spend time in a social network which is often uncontrolled, different, or misrepresentative. People's perceptions get stuck among the options offered to them in this network, where uncontrolled information is circulating. Bernays (1947) considers that the media, especially editors, publishers, advertisers, print groups, presidents of political parties, and thousands of experts in many related fields, such as educators and publishers, stand out as key factors which have an impact on perception. Chomsky (1997) has stated in his article "What Makes Mainstream Media Mainstream" that news agencies in particular convey messages to big and small media such as "What do you need to care?" and "What is important?" The agenda takes form according to the principles of pressure groups managing the media, and the agenda they desire. Chomsky (2002) has again stated that the media serves a social purpose, but in a different sense. In addition to many functions such as entertaining, educating, and informing people, the media serves the profits of the powerful social groups that control and finance it, and it influences the perceptions of a target audience on their request (Chomsky and Herman 2012). In brief, it is stated that the media is "decision-maker, perception-former, value-creator." New media differs from traditional media with innovations in communication.

In communication using television, radio, and newspapers, the audience has no role to play in the creation or dissemination of content, whereas people are more interactive with the internet. In other words, they have the right to talk about messages and events, write, support, make an objection, and participate in any discussion. This enables the audience to make more of an impression. The media creates awareness about any topic and allows the individual to think about it by bringing unknown events to mind. The scientist Bernard Cohen says, "the press fails to tell people what to think. However, it is quite successful in telling people what they think about" (Dearing and Rogers 1996), and he mentions that the media has an impact on perception management. However, the influence of media on perception management cannot always proceed as expected, because if the message conveyed by the media is in contradiction with the opinions of the individual, the person refuses either to perceive the message, or to perceive the negative side (Griessman 1968). In short, the media which is occupying the minds of people can easily manage perceptions, if it takes into consideration the priorities of society. The media allows people to learn about events happening in their community. However, it sometimes presents a fictional world as if it is real, instead of a real world. According to some studies on the media, the media sets the agenda and helps society develop attitudes and behaviours, while it reinforces ideas, attitudes, and behaviours formed by environmental effects, rather than creating ideas and attitudes (Picard 1991). Accordingly, the more the media supports society, with interpersonal relations, rather than seeking to persuade it, the more the media's ability to spread ideas increases. This corresponds to the theory of "Two-Step Flow of Communication." To Katz and Lazarsfeld (2006), the "Two-Step Flow of Communication" theory takes place by means of the media first spreading to the dominant powers, and then to the public through the sovereign powers. In other words, the media is more effective with the introduction of the dominant powers, and starts to act as a supporter rather than a convincer. Eagleton (1991) argues that when the media is evaluated in the scope of perception management, it helps dominant powers, or else the dominant power controls the media. It can be suggested that the media has caused changes in attitudes and behaviour in the audience, not directly but indirectly, because the media has an objective to accomplish the dominant powers' aims.

The importance of the digital environment in the communication process is increasing day by day. The new media tool, internet communication, is essentially the digital transmission of information, and in fact, the digital message is the only example that can be applied in this field. However, the internet is only a part of the world of digital communication. The digital communication network enables many people to communicate with each other simultaneously, and to create perceptions (Lee and Messerschmitt 1990). Manovich shows that the developments of new media go back to the 1830s. This process began with the inventions of Charles Babbage's 'analytical engine' and Louis Daguerre's 'daguerreotype', and continued until the development of a modern digital computer in the mid-20th century. New media emerged as a result of combining these two historical developments, and the transformation of all existing media into digital data (Manovich 2001). The social media statistics report "Digital Around The World in 2018", prepared by WeAreSocial and Hootsuite, reveals that there are now more than four billion people around the world using the internet. Over half of the world's population is now online. The number of internet users in 2018 is 4.021 billion, up 7%, year-on-year. As is seen, it is clear that the internet is the most important factor shaping new media and perceptions.

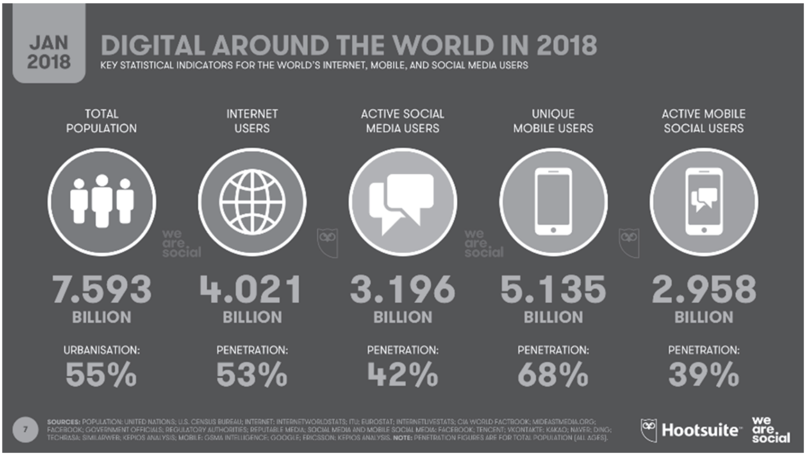

Figure 29-2. Digital Around the World in 2018
Source: Kempt 2018 https://wearesocial.com

According to Richard Rogers (2013), the three main characteristics of the new media that has changed the world we live in are as follows; interaction, demassification, asynchronization. Of these main features, interaction undoubtedly plays the most important role. Interactivity is negligible in traditional media, while the audience is more interactive in new media. Thus, there is a two-way information flow and the receiver becomes an active player. This is due to the development of technologies, the cheapening of digital machines, the increase of fast internet access, and the simplification of processes for connecting photos, videos, thoughts, and words to create individual content and spread it (Mayfield 2008). Therefore, it is almost impossible for the internet, which is an indispensable part of life, not to have an impact on the perceptions of the billions of people who spend most of their time in the digital world. As is seen in the figure, the number of internet users in 2018 is 4.021 billion, up 7%, year-on-year.

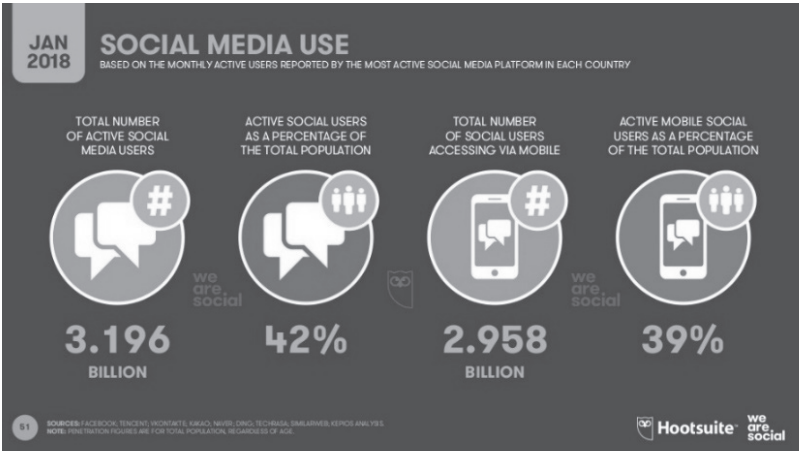

Figure 29-3. Social Media Use
Source: Kempt 2018 https://wearesocial.com

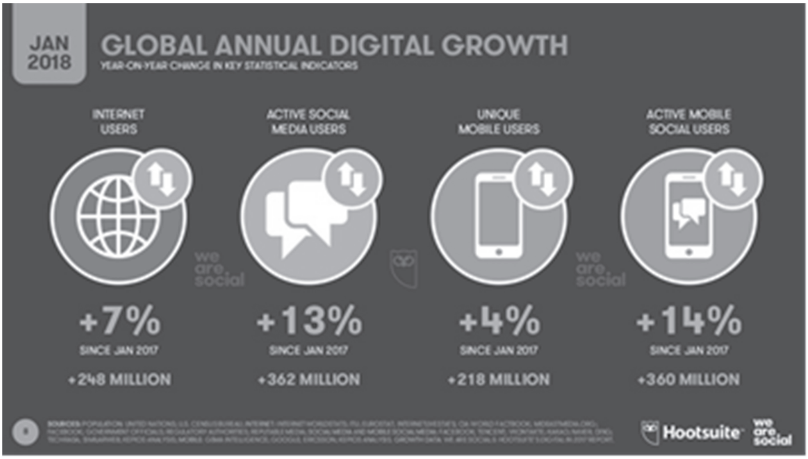

Figure 29-4. Global Annual Digital Growth
Source: Kempt 2018 https://wearesocial.com

The role of new media in perception management has become important, together with the development of social networks, which have rapidly increased the number of users following technological developments, and which can be the only source of information from time to time. The fact that new generations have become integrated with technological developments, and have started to use the technology by following the practices closely, increases the importance of new media tools in social life. As new media has increased its importance, with the use of commercial media, mostly in the marketing sector, it has been used by perception managers actively as a tool in the national and international fields. Because of the nature of new media, perception managers can easily apply all kinds of propaganda through this channel. Perception management activities carried out in the past through classical media can be announced to the masses under the name of peaceful actions and activities through social media and behaviours of the masses can be directed. Along with developing technologies, individuals interact with more people than in peer-to-peer communication, and it has turned into a new and mass social environment in which people get in contact with others on the internet. Therefore, the best way to affect the ideas of those people who communicate in this social environment is to have a voice in the way that people prefer to have information about what happens around them. In this case, perception managers come into play, and can guide the audience by sharing right or wrong information they want at any time, through the channels they want. Perception managers have increased their activities related to these new fields as new media becomes widespread in the world. The starting point for social movements can be accepted as new media, but perception managers have also succeeded in identifying the sensitive points within the target audience and creating the agenda. According to the purpose of perception managers, various information spreads to the target audience via social media, having various positive/negative effects on the audience, and directing opinion in certain directions (Scott 1991). As a result of the development of technology, situations and events which have an influence on people around the world, and the reactions to these events, have started to resemble each other. Although the individual characters and values of communities are taken into consideration, it can be said that the development and growth of social events are similar in all societies. Along with the development and expansion of new media, social movements, which are known as peaceful actions, have started to show themselves, and governments are developing new techniques by focusing on relevant practices with the aim of maintaining their own order, while the perception managers do it to achieve their goals. The use of new media is important, not only for perception managers but also for the target audience. Information, which is conveyed to the target audiences through new media tools in an uncontrolled manner, can affect the thoughts and behaviours of the audience, if they are accepted (Coviello 2005). Considering the number of new media users, it can only be possible for a target group to resist the perception management applications if the audience controls the information sent from other, different, sources.

To sum up, the emergence of new media technologies has become possible by combining historical developments in computer and media technologies from two separate branches. The purposes of both developments are to create similar ideological beliefs in accordance with the modern mass community, and these developments have affected the perceptions of people with the dissemination of similar texts, images, and sounds, and changed their attitudes. The individual's relation with the abstract/concrete objects or events in his/her environment, to reach a certain judgment about them, and to exhibit an attitude towards them, starts with perceiving these objects or events, and this perception will change from person to person, because it is not possible for each individual to have the same perception in the same communicative process. Therefore, it is necessary to plan how this topic should be perceived, according to the characteristics of people, before making judgment about a topic.

Conclusion

Information and communication technologies are currently developing at an unprecedented pace. In this way, access to information becomes easier, and interpersonal communication and mass communication are provided in a more comfortable way. Developments in information and communication technologies affect daily life deeply as well. All of these technologies allow for the transmission of messages from one point to another rapidly. In addition, mass media, which is increasing its influence nowadays, is integrated with computer-internet systems. As mass media has become computer-based and internet-based, these technologies have been given ‘new’ status. With new communication technologies, people have found opportunities to move from passive to active positions. In the face of traditional media, which many media theorists describe as a limited and restrictive form of communication, new media, which offers the potential to be more active, is becoming increasingly common. In this paper, the role of the new media concept in perception management, which eliminates the limitations of the traditional media in accessing and delivering information, and increases users’ control and productivity of the content of information and information channels, has been discussed. Digital communication-information society paradigms refer to communication technologies which are included in traditional media, presenting information in social circulation. These technologies have also taken their place in the process of perception management, because they have shaped many areas of social life with various innovations. Today, the new media tools that have become the most important means of perception management, and the creation of perception and opportunities, have transformed the lives of individuals, and have had very important effects on interpersonal communication and identities. While people are following developments in the social, political, economic, cultural and technological fields, delivering the news by manipulating it, or deliberately deceptively, leads to differing perceptions of ideas or services, or the formation of ideas and opinions that are far from their original purposes. As a result, the participants' ability to express themselves as they wish through the new media tools is becoming very important in mass communication and use of new media. With new media tools that can be accessed easily and quickly, users can share the content they want without permission from any authority. Thus, evaluations made by other users are accepted, criticized according to perceptions created, and delivered to other users. This shows the importance of new media in terms of the conscious spread and control of knowledge, which is the basis of perception management. The numbers we have mentioned above, which demonstrate the use of new media tools around the world, reveal the speed of new media and the field of activity in perception management.

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New Advertisement Tools in the Digital Age

Hatice Nur Yildiz

Introduction

The competitive environment, which has intensified over the last few years, has forced enterprises to conduct planned and successful communication campaigns. In order to sell the goods they produce, they must do far more advertising than previously, because today, they are having difficulties in reaching their target audiences and getting ahead of the competition. The internet is becoming the most important tool for enterprises who wish to reach their target audiences swiftly, and to be successful against their competitors, in terms of establishing communications. As the internet advances and spreads, digital instruments, such as computers, phones, etc., are becoming essential pieces of everyday life.

The internet, which has an ever-changing and advancing character, also plays a certain role in changing the advertising tools. It is thought that the emergence of the internet has led to the decrease in the overall effect of traditional advertisement mediums, such as radio, TV, newspapers, and magazines. It has also been suggested that the enterprises' desire to reach more audiences with less cost has caused them to move further away from traditional advertising mediums and to approach digital advertising.

The fact that traditional advertising does not allow reciprocal communications with target audiences is another factor that leads enterprises towards digital advertising.

As social media has become popular, enterprises have begun utilizing social media in the advertising of their goods and services. Through social media, they get the chance to establish mutual communications with their target audiences, and have the opportunity to promote their products in a natural manner.

In a nutshell, advertising tools, along with advancing technology, vary to a great degree, from signs in windows to the tools that are placed within internet games and posted to online sites, or to some sections of videos.

In this study, the concept of the advertisement will be discussed in the first part. In the second part, the new communication tools, used in the changing and digitalizing era will be discussed.

The concept of advertising

The concept of advertising includes the efforts of promoting a product or service to large masses by purchasing spots and time slots within mass communications tools in a manner that lets everybody know who pays the costs. Advertising is a medium where the target audience and the product, service, organization, or the brand, meet or establish communications (Elden et al. 2005). The classical definition of advertising contains five characteristics listed as (Bozkurt 2014):

- Advertising is a monetary-based communication activity,
- Since money is paid for the message, sponsors are also used,
- Although advertisements are also run to convince and influence consumers, their most important aspect is informing them regarding a product or service,
- Advertisements are delivered to hundreds or potential consumers via various different methods, or mass communications,
- Advertisements are not personal, due to fact that they are a part of mass communication.

Advertisements function as sources of information in order to gather the attention of the target audience, to promote the features of a new product, to demonstrate different usage styles, and to make service promotions when products are launched for the first time. They aim to influence the attitudes and perceptions of consumers and cause them to choose a product or service, during times of fierce competition. During periods when the supply of a product exceeds the demand, advertisements are used as a reminder of the product and the brand. Furthermore, advertisements create personalization and value for the brands (Tek 1999). In addition to the functions of advertisements such as informing, convincing, reminding, and creating value, they also have other purposes. It is possible to list the purposes of the advertisements, as below (Mucuk, 2014):

- To introduce a new item to the market or step into a new market,
- To advertise a product which originally appeals to a small audience, to a larger group of people, and to ensure that it is used by a larger audience,
- Creating brand image and brand loyalty,
- To assist sellers by promoting the company and the product,

- To change the usage life and number of uses of a product, in order to maintain the level of demand,
- To reach a group that has been unreachable,
- To rectify prejudice and inaccurate/negative opinion,
- Training consumers.

It is indicated that the very first examples of advertisements were unearthed from the ruins of Pompeii, and that cave drawings from pre-historic eras also constitute some of the first examples of advertisements. It is also concluded that pictures which hang in the windows of shops can be regarded as the first steps towards the efforts to sell goods. Although the examples may change depending on newer findings, the fact that the roots of advertisements may be traced back all the way to the Neolithic Era is a significant truth (Balta Peltekoğlu 2010). When the history of the advertisement is considered to begin between 5000 BC and 1450 BC, the assumptions given below can be presented (Balta Peltekoğlu 2010):

- Most of the advertising was conducted in the form of mouth-to-mouth until 1450, the year the printing press was developed,
- The literacy rate was extremely low, including the upper-classes,
- The need for advertising had to be met in the form of oral communications, by shouting in the streets.

It is safe to say that the invention of the printing press, the increase in literacy rate, the industrial revolution, globalization, accelerated technological developments, and the fact that manufacturers moved towards different markets, all played basic roles in the development of the advertisement (Balta Peltekoğlu 2010). Advertising, influenced by the latest developments, may also influence society. The effect of advertising can be seen in the following forms (Bergh and Katz 1999):

- By forcing society towards consumption, advertising supports materialism,
- With the image-related elements presented in the advertisements, a uniform type of people is moulded,
- Advertisements have excessive influence over consumption, and they try to initiate people into consuming all kinds of products,
- Advertisements are among the factors that increase the costs of products and services,
- Advertisements play especially significant roles in the emergence of the desires of children.

There are three basic types of media advertisements that are influential over society (Bozkurt 2014):

- Advertisements for a certain product, service, or work: These advertisements are the most common type in every aspect. The purpose of these advertisements is directing customers to use a certain product or service.
- Images or advertisements are planned in this manner, and made to create certain ideas or thoughts in people.
- Goodwill advertisements: These advertisements support some social events and get to be sponsors in this regard.

New advertising methods

As technology has advanced, and the internet has become widespread, it is an undeniable truth that people now spend a lot more time surfing the internet. Enterprises which acknowledge this fact have begun seeking new ways to reach their target audience, in addition to the existing conventional advertising instruments, such as radio, TV, the printed press, etc. One of these new ways is promoting goods and services within online realms. The main reasons for companies to present their products and services in online media can be listed as (Quoted from Ito and Parul, by Aslan 2017):

- Since internet-based advertisements can be published as soon as they are ready, the time can be used effectively,
- They do not need a large budget,
- They make reaching a wide geographic area possible,
- Since they allow mutual and reciprocal communications, they provide convenience for enterprises in terms of getting consumer-related information and making the necessary arrangements in this regard,
- Advertisers get a significant edge in terms of creativity,
- It offers convenience in terms of publishing and distribution,
- It makes quantification very easy.

For the reasons, listed above, enterprises choose new advertisement methods, such as internet or mobile advertisements, advergaming, vlogs, pre-rolls, mid-rolls, and post rolls, as well as influencer ads, in the digital age.

Internet advertising

Websites are actively used for promoting goods and services, conducting sales, and performing after-sales services. Furthermore, advertisements can be placed on websites for certain prices. Such advertising practices can be summarized as banners, pop-up ads, static images, rich media, screen savers, advertorials, affiliate programs, impression practices, and window-in-windows (Elden 2016).

Banners: Banners do not usually contain much information, apart from information about the sponsors, and they serve as tools to make the visitors click on them in order to get more information (Novak and Hoffman 1997). With banners, enterprises aim for the target audience to visit the website, and even to shop from there. However, just because a site is not accessed, does not mean that banners are ineffective. An individual may have seen the banner and imprinted it on his/her consciousness so he/she may visit the site later. In fact, the individual is now aware of the brand whether he/she visits the site or not, and thanks to the banner, associations can be made in relation to the brand at a later time (Çakır and Çakır 2012).

Pop Up Ads: These are content which suddenly appears on the screen. Such ads can be set to appear on the screen for a specified amount of time; they can also disappear as the user closes the ad window. This type of advertisement is not favoured by internet users, and they are not taken very seriously (Elden et al. 2005).

Static images: These types of ads are usually generated as small banners, and are placed in the vertical sections of online sites. This ad type requires cooperation with the site, due to the fact that the owners do not have any influence over the content (Elden et al. 2005).

Rich media: This is an advertisement that appears on a page for a short time, when the page that is desired by a user who is surfing the internet is being loaded in full window mode. This type of advertisement is automatically loaded after the window is opened (Elden et al. 2005).

Screen savers: Fixed frames or moving programs that are called screen savers appear when the computer screen temporarily remains fixed. Enterprises may prepare screen savers as tools for branding in order to carry out promotional activities (Elden et al. 2005).

Advertorials: An article or a column regarding a product or service is generated by being integrated with the advertisement (Elden et al. 2005).

Affiliate programs: These are advertisements taken out by online shopping sites over other companies' internet sites. The site on which the advertisements are published gets its share of the sales. The site that publishes the advertisements should be compatible with the product (Elden et al 2005).

Visibility: Such ads are priced based on their number of presentations. The ads are switched in turns, depending on the number of visitors to the page (Elden et al 2005).

Window-in Window: A second ad that pops up right after the first one is used to express the content of the first ad. These successive ads can be in different formats. The first window can be a pop-up, while the second one might be a banner (Elden et al 2005).

Internet ads have their pros and cons. The advantages of the internet in this regard can be listed as (Elden et al 2005):

- Companies can promote their goods and services 7/24 in a non-stop fashion.
- Companies, through the internet, get the chance to establish one-on-one communications with their consumers or customers. Thanks to this reciprocal communication, companies can obtain detailed information regarding their target audience and can get data on how many people the advertisements have reached.
- Since there is no consumption of materials, such as paper, in digital advertising, environmental or visual pollution does not occur. Furthermore, this decreases some of the associated costs.
- When a problem occurs regarding the product or services, the companies can rectify and update them instantly.
- Elements such as videos, sounds, images, and writings, can be used together in the internet medium.
- The message of the advertisement can be relayed to the target audience after being personalized.

The disadvantages of internet ads are listed as follows (Elden et al. 2005):

- Advertising messages, sent by e-mail, can be forwarded to anybody and everybody, no matter whether they are interested in the product or not.
- The lack of the element of trust in relation to the perceptions associated with internet shopping makes people nervous of internet-based purchases.
- Compared to the more conventional mediums, internet ads are not used effectively, from the viewpoint of advertisers.

The important point regarding internet advertising is the necessity that the virtual environment and the traditional environment should support each other. An advertisement for a brand, placed both in digital and traditional media, can be a good strategy (Elden et al. 2005):

Advergame advertisements

The advergame, which is preferred by marketing people who want to head in a different direction, away from conventional marketing methods, is generated in order to increase brand recognition via advertising messages. Individuals who play games in the advergame medium, use the offerings of the brand and harmonize the relevant products and services with the game (Telli Yamamato 2009). It is also possible to sum up advergames as those played in order to ensure brand recognition by integrating marketing. The most crucial characteristic of advergame applications is that they are a process for building a positive relationship between the brand and the player (Aymankuy et al. 2016). The most important advantage of advergame applications is that users do not encounter the advertisements in a direct manner, and they are subjected to the messages associated with the goods and services using the game as a construct. Within this context, advergaming offers a chance to reach individuals who are bored with advertisements delivered via traditional tools, or those who have developed defense mechanisms against traditional advertisements. Due to the fact that the messages in advergaming applications are placed inside the construct of the games, in a natural way, they are perceived as advertising messages that are separated from the whole (Elden 2016).

In order for advergame applications, which are preferred for reaching younger consumers, to succeed, they should have the following characteristics (Özkaya 2010):

- They should be in harmony with the characteristics of the product or the brand to be advertised,
- The games should be accessible to all users, therefore, it should be free to play,
- They should have some motivating features in order to draw the attention and to ensure the participation of the players,
- In order to ensure constant player involvement, they should implement a ranking or rewarding system,
- They should not allow players to lose focus, and should hold their attention,
- Their construct should be neither simple nor very easy,
- They should be visually intriguing,
- The brand to be advertised should offer an experience to the players within the game,
- The database should be well designed,
- The fiction should reflect the competition well, and should embolden the players,

- They should establish special interactions with the players,
- Options should be presented within the games to get to know the preferences of the players.

The advergame applications developed by Usain Bolt and his sneaker brand, that is, his sponsor, can be given as an example. In this app, the user races against Bolt in a 100m dash race, using the keyboard keys. On the screen, the shoes of the sponsoring brand, the other sponsored athletes, and the announcements of future activities are displayed. The brand provides a positive viewpoint to those who use the app (Kavoğlu 2012).

At the Webrazzi Dijital 2018 Conference, Aras Şenyüz, the Deputy Director of Netmarble, indicated that the world mobile gaming market increased by 27% in 2017. He added that the growth of the mobile gaming market was registered as 47%. He said that, in 2017, 30 million players played an average of one hour per day, and underlined that the age average of the players had increased to 26 from 18. He stated that, in Turkey, the ratio of the game players who are women also showed a serious increase, and compared to the 2016 figures, in which the age of the female players varied between 25-30, the same figures increased to 35-40 (webrazzi 2019).

Mobile advertising

Mobile phones are used for marketing purposes in terms of their role in meeting communication needs and the features they have. The main features of mobile phones that make them useful for marketing purposes are (Barutçu and Öztürk Göl 2009):

- Through mobile phones, visual, written and audio communications can be established,
- Mobile phones are readily portable due to their size,
- Mobile phones have become tools for marketing for wholesalers and manufacturers,
- They offer multi-channel shopping and trade media,
- Via mobile phones, users can make payments or reservations.

Mobile advertising is described as publishing advertisements through mobile phones (Yang 2007). Mobile advertising is relaying a message that is associated with products, services and opinions, through mobile devices, for promotional purposes (Li and Stoller 2007). Mobile ads that have interactive and multimedia features may offer a richer experience to consumers (Raines 2013). It is possible to organise the types of mobile ads into three groups, these being SMS, MMS, and Bluetooth. SMS (Short Message Services) is the name given to the process of sending and receiving written messages over GSM operators. Within a message, information, logos, or tunes, can be sent. The features of SMS applications, such as storing the message and sending delivery reports, are factors for the advertisers in choosing this application. MMS (Multimedia Messaging Service), is the process of sending graphics, animations, images, voice recordings, and scripts, over the GSM operators. The high-speed communication that Bluetooth offers, its low costs, the ability to send written, visual or audio messages, and being dependent on the consent of willing individuals, are some of the crucial advantages of Bluetooth advertisements (Barutçu and Öztürk Göl 2009).

In mobile advertisement messages, customer information can be stored in databases. Personalized messages can be sent to customers in the light of the data compiled in this regard. Furthermore, informative and reminder messages, sent via mobile advertisements, may lead to long term relationships between enterprises and their clients (Özgüven 2013).

According to the "Digital in 2018" report, in 2007, 200 million people were introduced to mobile phones for the first time, and thus, the number of people with mobile phones reached 5.1 billion. The number of people who use social media via their mobile devices in an active manner is three billion. In Turkey, the number of mobile phone users reached 73% of the population, with 59 million people in total. The mobile phone usage rate in Turkey is 98%, while smartphone use and computer use are 77% and 48% respectively. When the "Digital in 2018" report is taken into account, it can be concluded that preferring mobile devices in terms of reaching the target audience will be a good step for enterprises.

VLOGS

The term, VLOG is derived from the combination of the words 'video' and 'blog'. Vlogs, usually explained as video diaries, can be about any number of topics that the vlogger, meaning the user, selects. Vloggers can create content on a wide range of subjects, from make-up to cookery recipes; from infant care to discussions about daily life (İnanç and Cesur 2018, Özdel 2018). Vlog entries, which can be downloaded and stored to be viewed at a later date, are made regularly, and may integrate embedded videos or video links with texts and images. The phases of a blog are like the following (Gao et al. 2010):

- Creation: In this phase, the vlogger compiles a video and uploads it to a hosting site.

- Announcement: The vlog is opened for online public access and spreads in its category. At this phase, the vlog is commented on by the other vloggers.
- Achieving: When the vlog is updated, or when its usefulness is declined, it can be achieved or removed.

Vlogs, which are very common in the digital age, also draw the attention of advertisers. Since people record their everyday lives and stories in their vlogs, their messages can be transmitted in a warmer and more candid way. In this context, information regarding products or services that are presented in the vlogs can be more effective. Behaviors of families with children presented in vlogs are perceived by society as actions that should be taken by society. Therefore, advertisers placing their products and services in such videos, ensure that products turn into an element of the collective mind (Özdel 2018). Videos that are generated by amateur vloggers are seen as more trustworthy, and in this regard, a product that is promoted by bloggers can be seen as the ‘real experience’ of ‘real people’ (Strangelove 2010).

Pre-Roll, Mid Roll, Post-Roll Ads

Pre-roll ads are an online advertisement method which offers viewers the chance to skip the ad after a mandatory section. Pre-roll advertisements, which only have about five seconds to influence viewers, are unique in nature when compared to the other online advertisement tools, because they are shown within videos that audiences wish to view (Campbell et al. 2017, 411). Post-roll ads are advertisements that are shown to audiences at the end of the videos (Yadati et al. 2014).

Mid-roll advertisements, which are also known as ads that are shown in the middle of a video broadcast, are more effective in terms of brand recognition, compared to pre-roll or post-roll ads. However, if the mid-roll ads are not compatible with the content of the video, they may fail to achieve the desired aim. They are also rather less practical compared to the pre- and post-roll ads, due to the fact that they are perceived as interruptions (Li and Yi Lo 2015, 210). On the other hand, post-roll ads can also provide brand recognition, without being compatible with the content of the video (Li and Yi Lo 2015, 208).

Influencer advertising

The fact that consumers want to know about the experiences of users, and that they want to listen to their suggestions, makes influencer marketing all the more important, especially, as social media is getting more and more relevant, thus influencers have become a favourite tool of communication for enterprises (Saltık Yaman 2018).

Influencer marketing is a method practiced by users who are known to have weight in social media, in order to promote products and to increase brand recognition (Carter 2016). These users are called micro-celebrities, or ‘B-list’ celebrities (Aslan and Gul 2016). These micro celebrities, who are chosen to promote products in social media circles, are usually reliable people with a high volume of followers, who can reach a wide range of people (Carter 2016).

Enterprises prefer influencer advertising for various reasons, which can be listed, as seen below (Seotech 2019):

- Advertisements carried out by opinion leaders may establish trust,
- It provides a chance to reach the target audience, who is within the area of interest,
- Telling of experiences is far more effective than advertisements,
- May have strong persuasion power,
- May be remembered much more easily.

In 2018, the most preferred social media platforms for influencer advertisements are Instagram, Facebook, and Bloglar, respectively, while the least favoured ones were Snapchat, Twitter, and Pinterest (The State of Influencer Marketing 2018). In another study, the following data was obtained in 2017 and 2018 regarding influencer-based marketing (from the creator 2018);

- In 2017, the areas where the influencer advertisements were preferred were beauty and make-up (18%), travel (13%), lifestyle (12%), and food (12%).
- The number of followers of the influencers in 2017 was 47K in Instagram, 63K in Facebook, and 132K in Twitter.
- In 2018, the most preferred social platform by the brands was Instagram, by 65%
- In 2018, this method was chosen for product launch communications (40%), brand recognition (27%), creating interactions (18%), and directing purchases (15%).

Trans-media storytelling

In the old media, the audience was in a passive position, accepting whatever it was presented with, as it was. However, in new media, the audience may involve slow storytelling, and can have a more active role. Especially in the transmedia storytelling offered by the new media, a meaningful whole is obtained when various stories in each platform are pieced together, even though they have different meanings, and this gives consumers a sense of satisfaction (Karcı 2019).

In transmedia storytelling, the story is not told via one single media platform. The story is segmented, and each segment is experienced on a different platform. Each platform that publishes the story tells it based on its own mechanics. In other words, the story is published based on the characteristics of the platform. The audience may experience a story that they read in a book, on another entertainment platform. Therefore, while the audience has a written experience in a book, they also experience different tastes due to direct contact with the entertainment medium (Dönmez and Güler 2016).

Transmedia storytelling is completely participation-based, and the audience has an active role in the creative process. The audience gets to be a part of the experience. Since transmedia storytelling offers the audience a chance to interact, and to add content, the motivation of the audience is also boosted (Hayati 2012). Transmedia storytelling has seven principles, which are (Jenkins 2009, Pratten 2011, quoted by Çetinkaya 2017):

- Spreadability and drillability: While spreadability expresses the active participation capacity of people into media content through social share networks, drillability is described as the encouragement of people to go deeper under the skin, and to search for the resolution hidden under the surface. Transmedia draws its audience deeper, and asks them to search for more.
- Continuity and diversity: Transmedia campaigns provide the feeling of continuity, and this feeling is sustained and maintained by the participants. The diversity makes it easier to dive into the story-world.
- Immersion and extractability: This indicates the immersion of the participants into the story and their ability to create different stories with their participation.
- World building: The ability of the participant to interact with the world, told in a direct manner.
- Serialization: This is dividing a story and telling it across different platforms,
- Subjectivity: This indicates the viewpoints, directed at different characters,
- Performance: indicates the amount, or the capacity of, the participation offered by the participants.

In Turkey, one of the most apparent examples of transmedia storytelling is the Doritos Academy. According to a study conducted by Dönmez and Güler (2016), within the scope of the Doritos campaign, traditional advertisement mediums, such as TV and open air, were employed, and the target audience was directed towards social media. In the constructed virtual medium, all the elements that are essential for a standard university were placed within the Doritos Academy universe. Professors were offering classes such as English and Politics. A character, developed within the scope of the story, was giving online lectures on sites, such as daily motion. The Doritos academy, which included its audience at every step of the way, organized a 'chips' contest, and asked the viewers to create a chip in terms of its shape and taste. Therefore, the consumers interacted with advertisement characters in real life, and the story transitioned from the virtual space to real life.

Conclusion

In recent times, new ways have been employed in advertising. It is now well understood that advertising can be carried out in online environments in the digital age, in addition to the traditional mediums. When the results of the studies are reviewed, it is concluded and projected that the use of the internet and mobile phones is on the rise, and this trend will continue. Due to reasons such as low cost, the ability to reach a higher volume of people, the ability to establish reciprocal communications with the target audience, sending personalized messages, and opportunities for establishing strong and long term relations with customers, it is seen that enterprises head towards new advertisement methods. It is also understood that the environment which is created by using the new advertisement methods, is perceived as sincere, and involving the customers in the environment forms a sense of trust towards products and services.

However, thinking that all the methods practiced in the digital age are welcomed with open hands would be a big mistake. It is seen that methods such as mid-rolls, which interrupt the video experience of the target audience, are regarded as annoying by the customers. The fact that purchases made over the internet may not be considered trustworthy by customers, and the fact that the messages can be sent to irrelevant people, can be indicated as negative aspects of the new medium.

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Crisis Communications

Ayhan Doğan

Introduction

Organizations which are individually structured as open systems, are affected and influenced by numerous internal or external situations and events. When necessary actions are not taken in a timely manner, the indicated situations and events may turn into crises. Crises arising from unexpected circumstances, are extraordinary events which threaten the existence and the goals of an organization, negatively affecting decision-making mechanisms by creating time-related pressure on executives, and should be dealt with swiftly. On the other hand, crises are also conditions that may present new opportunities. In both cases, coming out of a crisis ahead may only be possible by adopting effective crisis management. The way to manage a crisis, in pre-crisis, crisis, and post crisis periods, is through practicing efficient crisis communications. When the crisis communications process that is outlined herein is implemented accurately and attentively, it is possible to navigate through a crisis with the minimum possible damage, or with no damage, or it may even be possible to turn the crisis into an opportunity.

Crisis communications

Dealing with a crisis, which is an extraordinary situation that usually catches organizations and their executives off guard, and which disrupts the decision-making and executing mechanisms by impacting the ordinary operations of an organization, requires a strategic management approach. A strategic approach is associated with the executives, simultaneously benefiting from various branches, such as law, management, psychology, economics, social-psychology, communications, etc. By utilizing such disciplines in a timely and relevant manner; it is quite possible to navigate through crises.

The key to crisis management is keeping the information and the communications under control. No matter whether the necessary information originates from inside or outside the organization, ways to access such information should be developed, because accurate and authentic information is required to control the crisis. (Narbay 2006, 85). However, successfully obtaining accurate and useful information alone may not be sufficient in order to manage the crisis. Relaying such information to the right people via an effective communication method is the pivotal point of successful crisis management practice.

From this point of view, it is safe to say that managing a crisis in an effective manner largely depends on efficient communications. Usually, during times of crisis, communication activities are tasked with the dual role of supporting the crisis management and protecting the reputation of the organization (Green 1996, 101). Managing a crisis in an effective manner is only possible by having some skills, along with some level of success that may come with various technical practices. The most basic skill in this regard is communication. If a well-prepared crisis management plan is delivered in a deficient way to the shareholders of an organization in crisis, or to the public, projected positive outcomes may not be obtained (Aydın and Kılıç 2004, 27).

Crisis communication is the oral, visual, and written interaction and dialogue between an organization and its target audience before, or during an unfavorable event, or after such an event occurs. The dialogue fabricates tactics and strategies that are designed to minimize the damage towards the image of an organization. The main role of crisis communications is to be a tool for influencing public opinion, creating evidence that an opinion that is held by the public is either true, or partially false, and for the communication itself. Crisis communication is not only limited to news reports or media relations (Fearn-Banks 2007, 480). Crisis communications, rather, encompass the relationships between consumers, the public, investors, the state, and employees, in short, with the internal and external target audience of the organization.

Crisis communications can be broadly defined as collecting, processing, and sharing the information necessary in order to cope with a contingency. In other words, crisis communications are efforts to deliver information to the masses affected by the crisis, for the purpose of explaining a specific event, determining its possible outcomes, and reliving the crisis-induced damages with an honest, swift, and accurate approach. The process of crisis communications has been designed for minimizing and limiting damage, ensuring the flow of information to the target audience, initiating and advancing improvement, providing support and help, managing the images of fault and responsibility, explaining the actions and justifying them, apologizing if necessary, recovering, learning, and lastly, for the purpose of change (Reynolds and Seeger 2002, 46).

The importance of communications in crises

For organizations, crises are extraordinary circumstances that originate from changes in the internal or external environment, which are hard to forecast, which may pose great threats, which contain uncertainty at their core, and therefore, which are difficult to manage.

Organizational crises, no matter whether they occur in the external or internal environment of an organization, show in both cases where there are difficulties in monitoring internal and external environments, indicate that there are problems in sensitivity towards those areas, and further show the importance of communication between the organization and its rings of influence. In other words, where changes, developments that occur in the inner and outer environment, as well as associated signals, are not picked up and assessed, due to deficiencies in the communications system of the organization, and the required measures are not taken, this ultimately leads to crises. The failure of an organization to notice the onset of a crisis may arise from problems in the organizational structure (size and scale that make checks harder, bureaucratic and centralized tendencies, lack of communication, extremely formal control, or insufficient opportunities for the employees to take initiative), may originate from insufficient management capacity of top management (lack of estimation and intuition, failure to take swift action, failure to make accurate decisions, resistance to innovation, lack of leadership characteristics), or may arise from the communications structure and its problems (lack of an effective information gathering and distribution system, problems, associated with the characteristics of the information itself). Crises are distinguished from normal events with their large-scale threat potential and their highly uncertain nature (Genç 2008, 162).

The critical factor of success in crisis management is communication. Interaction that carries crisis management to new opportunities is closely related to how we manage the communications, because in an environment where we race against time, all moves are unwittingly made through some perception, when taking some decisions with no point of return. In the end, what is desired, is that the decisions taken in relation to a crisis form a perception for the social shareholders, thus meeting their own goals. (Kadıbeşegil 2003, 107). The principal factor in terms of managing a crisis is the communications. Failure to accurately interpret and analyze signals obtained before the crisis hits, leads to the crisis. Therefore, the importance of communications at every phase of the crisis management process is fundamental.

The communications during the time of crisis bear vital importance. Communication is one of the most important tools of crisis management. Clarifying the approach of the organization towards the crisis is the largest source of information for clients, suppliers, shareholders, and employees. Communication also happens to be the most crucial means to prevent rumours. Furthermore, communication ensures that many activities that are vital for averting a crisis are carried out regularly. Curbing crises requires effective use of time, and continuity of the communications. Communications which bear vital importance for the management of a crisis, also carry significance in terms of restraining a crisis, and taking it under control (Luecke 2008, 88-96).

1. Act fast and decisively: Delays only fuel the severity of the crises.
2. Make people your priority: It is always possible to repair (or recover from) the damages that are inflicted on buildings, on property, on the reputation and security of your company. However, the lives of your customers and employees are not recoverable.
3. The top management should reach the scene as fast as possible: This is the best indicator that the crisis is taken seriously.
4. Be in touch at all times: This is the best way to get ahead of the rumors and chatter.

Communication, in an organizational sense, is the main tool for establishing vertical, horizontal, staff, and administrative, relations as well as for operating the organizations as a system and being a device for ensuring the information transmission between the departments that make up an organization. Communication in terms of society, on the other hand, appears in three forms: firstly, improving relations with the populace by analyzing the environment; secondly, establishing communications between different actors of society and lastly, developing tools that make maintaining the social values and traditions easier (Narbay 2006, 101).

Crisis communications management

Crisis management is a part of the strategic management of an organization. Forecasting possible crises, and implementing the strategies designated to avoid, or overcome, the possible effects of a crisis, providing systematic responses, establishing communications with target audiences, and establishing contacts with media, are the main goals of crisis management. At this point, crisis communications ensures that the organization establishes communications with its internal and external target audiences before, during, and after, the crises, and thus ensuring that relations are well protected (Eğinli 2014, 35).

Crisis communications are generally listed within crisis management work. Crisis management is the process of detecting and assessing the signals of a crisis, and taking and implementing the necessary measures in order to overcome it with the least possible damage (Can 1992, 273).

Crisis communications includes the processes related to gathering the necessary information regarding a crisis, processing the information, and distributing it. Fundamentally, there are three stages in the management of a crisis. It is possible to analyze those stages as pre-crisis, crisis, and post crisis. The pre-crisis period involves gathering information regarding risks of the crisis, taking decisions on how the potential crises will be managed, and preparing a crisis communications plan. Crisis period communication is comprised of transmitting the crisis communications messages of the organization that are outlined in the plan, and implementing the strategies. Post crisis communications involve the assessment of the crisis communication efforts after the crisis ends, making changes in the new communications plans of the organization, and maintaining the communications with the target audiences regarding the organization-related messages (Eğinli 2014, 45).

Communication processes should work in crisis environments without any interruption. Because crises are extraordinary cases, any unnecessary bureaucracy, delays, errors in rules, failure to set priorities, lack of information, etc. that may occur in the processes, can adversely affect the crisis management. Companies, which establish their communication infrastructures during the ordinary, non-crisis times, will have an easier time in this regard. Recognizing the fact that a communications strategy which places its employees, investors, consumers, suppliers, distribution, and sales channels, in its own hinterland, will yield different outcomes compared to a management approach that solely focuses on media, uncovers the necessity that crisis management should certainly be supported with crisis communications management (Kadıbeşegil 2003, 86-88).

Thanks to the communications strategies that would be drafted before, during, and after the times of crisis, it may be possible to navigate through crises in a swifter manner, with minimum damage, if any. When forging crisis communications strategies, the below-listed factors should definitely be taken into account (Pira and Sohodol 2004, 236):

- Ensuring an effective and reliable flow of information across the organization,

- Developing a communication plan that may address each and every type of crisis that is predicted in the crisis management plan,
- Never taking the situation lightly, and accepting that there may be adjustments in the plan and that the humanistic concerns should be overcome,
- Keeping the crisis communication plan updated at all times,
- Keeping a list of emergency contacts ready and accessible in case of a crisis,
- Preparing and distributing a communications chart for the employees,
- Setting up a press center and assigning a room for press conferences,
- Making the organization the sole source of information, and releasing press briefs regarding every matter that is related to the crises swiftly,
- Training the spokesperson of the organization,
- Keeping all information regarding the departments and target audiences of the organization to hand,
- Determining the media and methods to be employed at a time of a crisis,
- Assigning a seat to the public relations executive, who will manage the entire communications activities in the crisis management team,
- Training the switchboard crew and assigning and announcing the emergency lines,
- Telling the story in a clear and honest way, disclosing the reasons for things that cannot be explained, and making clear the time when information will be made available,
- Pointing out the faults (if any) with candor, but where there is no fault, going to any lengths in order to prove innocence,
- When explaining the situation, pointing out what has been done and what will be done to overcome the effects of the crisis, and to get back to the normal course,
- Preventing the emergence of internal unrest and creating team spirit by forwarding the decision to the employees first,
- Not exaggerating the situation,
- Complying with the crisis plan, remembering, or not overlooking, the organizational missions and main goals,
- Making the messages clear, honest, sincere, unbiased, compassionate, constructive, and easy to understand,

- Keeping the intra and extra-organizational communication channels at all times, not overlooking the problems,
- The crisis management team should trust the press center, and, in order to bring the crisis under control, inform the press center regarding all steps,
- The press center should serve 24 hours a day, and the necessary staff should be trained and ready,
- Adopting a honest, sympathetic, clear, easily accessible, unbiased, constructive, and timely attitude, not adopting an indifferent or hostile attitude,
- By expressing the sadness regarding the situation, people should always be prioritized over the material assets.

In order to combat a crisis, creating a strong crisis plan is not sufficient alone. All the elements within a crisis plan should operate in cooperation and harmony. The sole power that shall ensure this harmony and cooperation is communication.

Pre-crisis period communications

The pre-crisis period is a time when the crisis is yet to hit but the onset of the crisis begins to appear. This period is crucial for crisis management, because this is a time when the necessary measures can be taken before the event. Therefore, this is the time during which a pro-active approach can be implemented. In terms of crisis management, a pro-active management approach should also be adopted.

Pro-active crisis communication is a communication management approach that provides cooperation with the target audience by operating a two-way communication process before the crisis is experienced. Basically, a pro-active crisis communication has two functions. One of them is minimizing the chances of the occurrence of a crisis by searching for the possible crisis situations that the organization may encounter. The second is by sharing the crisis plans that the organization has outlined with the shareholders, to obtain support in case of a possible crisis (Connors 2009, 140-154)

The focal point of pre-crisis communications is the preparation of the crisis communication plan. Preparing the crisis communication plan is comprised of various stages that require meticulous work, and depend on developing responses and strategies to all types of crises that the organization may face, taking such scenarios into account. Preparing a sound crisis management plan is the indication of the fact that the internal and external environment has been analysed, and there is constant communications. By the virtue of a crisis management plan, the organizations will ensure cooperation by creating an 'early warning system' (Eğinli 2014, 43-44).

Preparing the crisis communication plan

In the moment of a crisis, the highest priority of an organization should be establishing efficient communications. A pre-fabricated communication strategy that is formed with the information, obtained at the time of the crisis will ensure that the correct information is delivered to the target audiences in the fastest possible manner, and this can only be achieved by conducting a good crisis communications plan, designating the spokesperson of the organization, and training him/her in this regard, determining the target audiences, and creating the messages to be delivered (Doğan 2017, 13).

The crisis communication plan has crucial functions that span from the pre-crisis period to the post crisis period, making up the crisis management process. Thanks to a crisis communication plan that organizations meticulously create before the crisis emerges, the executives may have the chance to notice the signals of possible crises beforehand, to see and execute who shall do what, when, and how, in a detailed manner, to be able to deliver the necessary messages to the internal and external target audiences, to ensure cooperation and harmony between the people inside the organization and within the crisis team, and to return the organization to its pre-crisis position. When the crisis communication plan is drafted, the worst-case scenario that the organization may face should be considered. This crisis communication plan should definitely comply with the general crisis management plan, and should not contain matters that contradict each other.

An important factor in the preparation of a crisis communication plan is determining the communications requirements. Sometimes, the following questions should be answered (Özdemir 1994, 56-57):

- Who are the critical target audiences?
- Who are the key person(s) within each target audience?
- When will the first communication be established and how frequently shall this be carried out?
- Which tools will be used for the communication?
- Who will lead the communications?
- With which organization will the communication be coordinated?

According to Weiner (2006, 2-3), the elements that a crisis communications plan should have include;

- A spokesperson and the names and contact info of the crisis team,
- Information on the level of the crisis,
- What information will be prioritized in the first response, and how the first response will be in the media,
- Warning and notification procedures,
- A situation room with the necessary and adequate number of staff and communications materials,
- A plan that will be followed in communications with the shareholders,
- A communications list that includes the messages and the publications,
- The use of a standardized language and format in all communications.

When a crisis communication plan is formed by taking the above listed elements into account, the organization may establish healthy communications with all of its target audiences, and the crisis may be averted in a timely manner with least amount of damage.

The crisis communication plan is finalized with the completion of the phases such as forming the crisis communication team, designating the crisis–related spokesperson, forming the crisis communications network list, planning the crisis communication training, determining the purpose(s) of the crisis communications, preparing the basic crisis communication message, determining the communications channels, creating the media folders, and preparing the crisis communication management check-list (Eğinli 2014, 44).

Forming the crisis communication team

An organization should designate its crisis communications team before being faced with a crisis that may endanger its existence and adversely affect its target audience. In such a crisis environment, a team that presents different opinions, assesses the crisis with different aspects, and therefore determines the applicable communication strategies, would be very beneficial for the organization, instead of one man, who decides on all the communications (Doğan 2017, 13).

The very first step towards preparing a crisis communication plan is creating a team, which includes skilled people, who work in public relations, marketing, and communications departments. This is crucial in terms of ensuring that the communications to be established with the target audiences will be sound. Seating several people from the crisis management team in the crisis communication team is important for coordination between different units of the organization. Such people can be directors from human resources, media operations, and logistics departments. After forming the crisis communications team, all the personnel within this team should be set out in a detailed manner, and should also be relayed to the relevant person(s) in written form (http:www.coloradononprofits.org). Furthermore, a crisis communications center, in which the crisis communication team can be gathered and can operate at the moment of a crisis, should be set up within the crisis management center. In this center, all equipment that the crisis communication team may need should be made available.

Selecting the crisis-related spokesperson

After the crisis communications team is formed, the crisis spokesperson, who will provide statements to the target audiences (such as the media, shareholders, employees, clients etc.), should be selected. The crisis spokesperson is tasked with providing the basic crisis messages, and, after indicating in which phase the crisis at and stating the current status of the organization to the target audiences, answering the questions coming from them. Although there are discussions regarding who shall be tasked with the role of the crisis spokesperson in case of a crisis, the common opinion states that the best fit for the task is the CEO of the organization. This is because the crisis spokesperson should be one of the people with the best knowledge regarding the organization.

Selecting the crisis spokesperson in organizations is a very delicate matter. Therefore, some criterion should be followed when selecting a crisis spokesperson. These criterions are listed as (Göztaş 1997, 35-36). The spokesperson should:

- Know the organization well, and be equipped with assessment skills,
- Be compliant, not allow him/herself to be provoked, and should not be sentimental or aggressive,
- Be attentive to his/her attire and physical appearance, and let others feel his/her professionalism.
- Have an image that shall not be shaken easily. His/her pressure points should not be common knowledge.
- Be a person that is a master of the subject, can answer the questions without drifting away from the subject matter, and know what to say, and when to say it,
- Use initiative.

Another consideration when selecting the crisis communication spokesperson, who is at the forefront of the organization, is designating at least three more people as alternative spokespersons. It is important to designate substitute crisis communication spokespeople, in order not to leave the organization with no spokesperson in case of any negative situations that the crisis communication spokesperson may encounter.

Compiling the crisis communication network list

The crisis communication network list is a compilation that contains the information of the individuals in the crisis team, in order to reach the team members in case of a crisis. This list should be maintained and updated at all times. Thanks to this list, when the crisis plan is activated, there will be no confusion regarding who shall establish contact, where, and with whom, and the implementations shall be done in the desired manner. In Table 31-1, a simple, pre-compiled crisis communication network list which can be used in crisis situations is presented.

Table 31-1. Crisis Communication Network List

Crisis Communication Network					
Name / Family Name	Office Phone	Mobile Phone	Home Phone	Home Address	Person to be called

Preparing the crisis communications training plan

Crisis communications training encompasses the periodic training of the people in the crisis team regarding what they are assigned to do in case of a crisis. The communication methods, outlined in the crisis scenarios to be prepared before crises arise, should be simulated and rehearsed by the members of the team as if there is an actual crisis going on. Therefore, possible errors and mistakes that can be made by the person(s) in the crisis communication team due to panic and stress in a crisis, would be averted.

Conducting the Situation Analysis

By holding meetings before a crisis, the crisis communication team should define the possible situations that the organization may face, and crisis scenarios that fit such situations should be formed. One of the most important activities to be performed in relation to crisis management in a pre-crisis period is creating crisis scenarios. Estimating the possible crisis situations that the organization may face in the future, and creating crisis communications plans that suit such scenarios, may enable the crisis management team to act faster and be comfortable if the organization faces a similar crisis. This will yield benefits in terms of returning to ordinary operations.

When conducting a situation analysis, there are some questions that the crisis communications team should be asking. They are listed below (http://www.coloradononprofits.org):

- Who, or which department from the organization, can provide information in relation to the crisis?
- What is the situation? What will be done?
- What is the first response/action to be given/taken?
- Who knows what regarding the crisis?
- Who are the target audiences?
- What could the needs of the personnel be?
- What is the interest and response of the target audience regarding the situation?
- Who is being affected by the situation? What is their status?
- What does the internal and external target audience feel?
- Which crisis communications response strategy is appropriate?
- What are the things to be disclosed and not disclosed?
- Which communications channels shall be used? Who from the media shall be contacted?
- Who will process the communications network list, and when will it be processed?

Choosing the response strategies to be employed in these scenarios, prepared for the crisis communications in pre-crisis periods is vital. Choosing the most suitable response strategy depends on accurately defining the target audiences. If the target audiences are selected properly, the basic communication messages that fit them best can also be determined without any error. Drafting a chart as shown in Table 31-2 for the target audience analysis will ease the burden of the communications team.

Table 31-2. Target Audience Analysis

Name of the Crisis:			
Perception factors	Target Audience 1	Target Audience 2	Target Audience
Interest and attitude			
Impact status			
Problems			
Communication variables			
	Basic Messages	Basic Messages	Basic Messages
	1. Message 2. Message 3. Message	1. Message 2. Message 3. Message	1. Message 2. Message 3. Message

Preparing the basic crisis communication message

When the crisis communication plan is prepared, a message to be delivered to each faction should be determined, and the media instrument that best fits that message should be selected. The best way to establish communications with different groups of people is to prepare each message addressing each of the factions separately, and delivering it to the target audience via the optimum media. Determining the target factions is the basis of an effective communication strategy. As the first step, the factions that are targeted should be sorted by their needs. After the target faction is determined, work should be performed on the messages that need to be prepared, and on the way that they will be transmitted. It is imperative to prepare a different message for each group of people. Extra care should be shown so that the indicated messages are consistent and do not overlap.

After preparing the messages that are convenient for the target audience, the most suitable communication tools should be selected. We can determine this by looking for answers to the questions such as "with which factions should I get in touch", "what are the most suitable communication tools in order to reach to those factions?" and "which faction provides value to which private information?" The answers to those questions will point out who should establish communications, what to say, and how to address each group in the best possible manner (Lucke 2008, 118-120).

When the crisis communication plan is compiled, determining how the organization should respond to each crisis scenario, and how the reputation of the organization will be reflected positively against which question, will make it easier to prepare the basic crisis message. The basic crisis messages are prepared be stated by the crisis-related spokesperson of the organization, and to be featured in the media. Those messages should certainly be included in the written communications plan. In order to determine the basic crisis communication message, first, the following questions should be answered (Quoted from Walaski 2011, Eğinli 2014, 51).

- What communications are we establishing?
- Who is the target audience(s)?
- Regarding which subject does the target audience demand information?
- What do we expect to obtain this?
- How shall we establish communications?
- How shall we listen?
- What kind of a response shall we give?
- Who shall realize the plans and when?
- Which plans have we made for what kind of problems and obstacles?
- In the end, did we succeed?

The above-indicated questions ensure that information regarding the situation is thoroughly assessed in creating the crisis communication message. It also enables the people who compile the crisis communications plan, to not only determine the purpose of the message, but also to determine its content as well. However, the messages should be defined in a simple manner to be fully and accurately picked up by the target audience. At this point, utilization of SMART analysis ensures that the necessary structure for the message is determined. (Quoted from Walaski 2011, Eğinli 2014, 51 - 52).

Determining the communication channels

Determining the right communication channels in order to reach the target audience in case of a crisis is crucial in terms of establishing effective communications. In addition to the conventional media instruments, such as radio, TV, and newspapers, for transmitting the basic crisis message, it is possible to utilize all communication channels such as face-to-face meetings, public gatherings, personnel meetings, printed materials and social media together depending on the characteristics of the target audience. When determining the communication channels, the answers to the following questions should be sought, in order to deliver the crisis message to the target audience ((http://www.preped.org):

- Which communication channel is suitable for the message?
- Which communication channel is more reliable and accessible for the target audience?
- Which communication channel (and how many others) has the structure to transmit the message?
- What are the operational schedule and the budget of the communications channel?

Each of the communication channels that will be used to deliver the crisis communication message to the target channel (such as conventional media, web sites, phone lines, social media, information briefings, booklets, brochures, bulk mail, bulletins, etc.) has certain pros and cons. By taking the advantages and disadvantages into account, the most suitable communications channel should be selected for the target audience.

Crisis period communications

Crisis period communication is comprised of the period in which the crisis communications plan, which is prepared during the pre-crisis period, is activated and implemented. As the officers in the crisis communications team decide on which pre-formulated crisis scenario resembles the current crisis most, and as they activate the crisis communications plan that was prepared for that scenario, the crisis period communications are initiated. In this period, the most critical situation is that the target audiences have an expectation to receive a statement. That is why a statement should be delivered to the media as soon as possible. For this, the previously generated basic crisis communication message should be delivered to the target audience via the most suitable instrument. The crisis period communications include the transmission of the message and the delivery of the crisis management response strategies via the proper communications channel, after determining which scenarios generated in line with the crisis communications plan overlap, or show similarities with the crisis. At the same time, in addition to the strategies prepared according to the pre-crisis period crisis scenarios, actions should be taken after seeking the answers to questions such as to whom should this information be delivered, what kind of information should be disclosed, and when, when it is time to decide on which information shall be delivered, how it shall be delivered, and what kind of approach should be adopted.

Due to the fact that all the characteristics of the shareholders will be present in the system thanks to the communications network or map, which was prepared in the pre-crisis period, the selective perceptions should be thought through, and the message should be compiled along these lines. Messages with different content that are prepared for different target audiences can be transmitted simultaneously via different communication channels during a crisis. At this point, although the content of the messages may differ, the messages should be consistent with each other. Another point is that messages should be clear and understandable, with no room for misinterpretations or misunderstandings. Otherwise, it may lead to the emergence of different crises in one crisis period (Connors 2009, 158-169, quoted by Eğinli 2013, 57-58).

Post crisis communications

Post-crisis communication indicates a period in which the extraordinary conditions end, and things return to normal, after which issues such as pressure, panic, and lack of time, are no longer an issue. This is a period when the crisis-related feedback from the target audiences is analyzed. As the result of analyses and assessments, the successes and failures in pre-crisis and crisis period communications are pointed out, shortcomings are rectified, and whether the image of the organization has been eroded or not is determined.

The area, covered by post crisis communications is quite comprehensive, and it is paramount for an organization to be able to see the potential outcomes in this period, as it is equally important for the organization to operate the learning process. The focal point of the post – crisis period is managing relations with the shareholders and returning to the ordinary pre-crisis activities and operations. At this point, the target audiences should be informed that the organization is working on being better. In this regard, the organization should compile a situation report. This report should start by answering the question on the reasons for the emergence of the crisis, and should explain what the plans over the upcoming course will be. Another focal point in post-crisis communications is the reputation of the organization. With the crisis, the status of the organizational reputation should be checked, and reputations should be restored, while some elements should be rebuilt (Coombs 2010,45-46, quoted by Eğinli 2013, 61-62).

Another situation in which post-crisis communications are highly effective is the organizational image. After the crisis is averted, communications with target audiences should not be interrupted or cut off in terms of the surety of the image of the organization. Well-directed crisis communication may be a positive addition to the image of the organization, may increase the target audiences' trust in the organization and the employees' faith and devotion to the organization and finally, may become a reference for crisis-related forecasting, managing, and the communications skills of the organization. Therefore, with reference to the fact that the real key to a crisis is information, and its skilful management, crisis communication teams should be equipped with resources that can obtain accurate information and should have the knowledge on which methods will be based to obtain the information from such resources, and when, and through which, channels the information will be relayed to whom (http//:www.izto.org.tr).

Conclusion

Crises are extraordinary conditions that may emerge without a hint or sign of their timing. Organizations which are not ready for crises may be faced with negative results that may even lead to losing their existence. The way to avert crises with minimum or no damage is through effective crisis management. Effective crisis management depends on an efficient crisis communications process, which goes beyond simply establishing necessary connections after the crisis hits, and should encompass the pre- and post-crisis periods as well. In addition to the preparation of crisis communication plans, the pre-crisis period should include work such as forming the team which will be tasked with the crisis communications, designating a crisis-related spokesperson who will make statements on behalf of the organization, compiling a crisis network list in order to reach the crisis team in case of a crisis, training the team, generating the basic crisis communication messages, and selecting the channels to relay those messages. During crisis periods, it is vital to activate and implement the pre-fabricated crisis communications plan. In post-crisis communications, the current situation of the organization after the crisis has been assessed, and the image and reputation of the organization are determined. If there is damage, communication work is conducted towards the image and reputation of the organization, and the continuity of the organization is thus ensured.

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MODERN BRAND AMBASSADORS: FROM OPINION LEADERS TO INFLUENCERS

OĞUZ KÖPRÜCÜ

Introduction

The digital transformation process at the end of the 20th century has caused major transformations in marketing as well as in other disciplines. This period emphasizes a new process in which rapid competition for enterprises increases and requires new methods. In this context, enterprises have to take part in digital marketing alongside traditional marketing concepts. Word-of-mouth marketing, as one of the most important techniques of traditional marketing in reaching today's consumers, has been transformed into electronic word-of-mouth marketing within the framework of digital marketing. Opinion leadership, as one of the most crucial components of word-of-mouth marketing, has also been involved in a transformation process. From this point of view, influencer marketing practices have begun to appear in digital marketing, on the assumption that consumers are more likely to be affected by individuals they already know and trust, as well as by their surroundings, during purchasing decision processes. Thus, influencer marketing activities, which are realized by introducing the product experiences of well-known individuals with a large number of social media followers in a natural environment, have recently become widespread.

Social media, or new media, which is becoming more and more widespread on the internet, has also contributed greatly to the advertisement and promotion of products and services. In this context, from network marketing's point of view, the advertising practices of celebrities through TV, radio, or newspapers, have gradually been replaced by advertisements in which both celebrities and individuals who are recognized only on social media channels, perform through the social media.

Transformation in marketing

Marketing, defined as a set of processes through which organizations perform in order to exchange products and services that add value to customers, partners and society, by the American Marketing Association (AMA), has passed through many stages from past to present.

In the literature, it is assumed that the historical process of marketing is transformed through four basic stages. The first stage, namely marketing efficiency, was realized by focusing on the production/product. At this stage, which is thought to have extended to 1930, the main purpose was production. Therefore consumers' expectations and needs were ignored. During this period, which lacked competition, the emphasis was placed on production rather than sales. The second phase became operational after the 1930s, and sales concerns were more prominent than production. In this period, it is observed that there was a tendency to stimulate sales through misleading advertising, due to the focus on sales only. With the increase in competition during the marketing stage, which is the third stage of the process, it was determined that advertising and sales alone were not sufficient in the sale of products and services. For this reason, at this stage, the wishes and expectations of customers were determined, and the production targets were determined accordingly. In this period, marketing departments were formed within enterprises, and the marketing activities of all employees began to take priority. The 1990s were the years during which competition began to be experienced more and more intensely. This period, during which supply exceeded demand, points at the modern marketing stage, as the fourth and the last stage in the historical process of marketing. In this period, during which all units of enterprises became involved in a marketing-oriented approach, it was attempted to determine and fulfil the wishes and expectations of customers. At this stage, during which the integrated marketing concept was prioritized, the management approach was shaped accordingly (Varinli 2006).

These four historical stages, which might have been sufficient to explain the transition from traditional marketing to modern marketing, are rendered insufficient as of today. Modern marketing, especially along with the development of technology and the emergence of the internet, has accompanied a new transformation process.

As technology is developed, consumers, enterprises in particular, and other organizations, are committed to improving their activities. Initially, such technological applications on commercial activities in the network were known as electronic marketing, or e-marketing, based on the use of information and communication technologies in marketing. This, however, has gone beyond the marketing process and revolutionized the acquisition of information used in the business decision-making process. New wave technology enables consumers to evolve into productive consumers. Technology, especially Web 2.0 and social media, has become an instrument that allows people to express themselves and cooperate with others. In this way, individuals can come up with new ideas, entertain themselves, and consume. The term ‘social media’ has a broad meaning, and includes a large number of different online social platforms. Social media communication platforms cover social networking sites such as Facebook, multimedia sharing sites, such as Youtube, and Wikis, such as Wikipedia. These well-known social media platforms, used to generate, share, and refine information, are defined as a whole, as Web 2.0 (Kauffman & Panni 2017).

Marketing 1.0, which dates back to the industrial age, constitutes the beginning of marketing, and can be defined as a product-oriented approach, since it mainly focuses on selling products without taking the needs and demands of the target market into consideration. Marketing 2.0 is a customer-oriented period during which the value of the product is defined by the consumer. This marketing period looms large with detailed research about the needs and desires of the customers in order to detect the new target markets that turn into positive conditions for sales (Jara et al. 2012). Marketing 3.0 is defined as a human-oriented period during which values originate from the marketing, because consumers are referred to as individuals who are active, anxious and creative.

Furthermore, consumers are more aware of, and sensitive to, the social and humane aspects of the brand, namely corporate responsibility, and social and environmental dimensions (Kotler et al. 2010). Marketing 4.0 is an effort to consider different aspects of the marketing concept. Unilateral communication was dominant in traditional marketing. Nonetheless, links and technology have changed the approach to marketing (Krauss 2017).

One of the most important consumer privileges provided by digital marketing is convenience, in terms of time, space, and transportation. Upon considering the enterprise's point of view, it provides rapid development of customer relations with an interactive, one-on-one communication with customers. Enterprises can improve their products/services through the feedback they receive from consumers on digital media, and can even communicate with them in the form of personalized messages (Odabaşı and Oyman 2017).

It is essential to notice the extent to which social media is positioned as an innovation by internet technologies, before handling the social media concept. The basic feature of the internet system infrastructure, known as

Web 1.0, which became widespread in the 1990s, is based on the creation of typical static content provided by the creator of a site. During this period, websites prepared by enterprises had very little customer participation, and these sites provided support to the enterprises by achieving a simple and specific feature (Clow and Baack 2016).

By the dawn of Web 2.0, in 2004, users had created a revolutionary process to create and share content without having to acquire technical knowledge (Kahraman 2010). Thus, by going beyond the content and applications published or created by only one party, all users began to actively participate in the system, and had the ability to make changes they wished in the messages they edited (Kaplan and Haenlein 2010). In these years, social networking sites such as Facebook, YouTube, and MySpace have been established, and blogs have been written. Furthermore, along with the expansion of e-commerce, consumers have begun to discover the online purchasing phenomenon more quickly. Therefore, the system has acquired a customer-oriented structure by establishing bilateral communication with customers (Clow and Baack 2016).

The compatibility of smartphones and similar electronic devices into the web system is considered as the beginning of Web 3.0 era (Karahasan, 2014). By courtesy of the applications developed on smart devices, transactions such as remote access sales, information inquiries, video monitoring, content creation, and sharing processes, become much faster. The intercommunication of objects with the internet; the so-called “Internet of Things” is perceived as a study that will affect many areas. Nevertheless, despite such technological, commercial and cultural revolution, processes are still being improved, and it is seen that many organizations continue their sales, operations, customer service, marketing, and public relations activities using the same marketing strategies, or by using a soft integration method with larger organizations. It is estimated that this would be overcome by discovering different forms of work by all organizations in the medium-term, starting with dynamic and successful organizations (Sheldrake 2015).

Transformation in word-of-mouth marketing

Consumers, on the one hand constitute the target audience of mass communication, and on the other hand, they are in a non-verbal and informal communication network amongst themselves. Such communication is called ‘word-of-mouth’ communication. Word-of-mouth communication is known as an important impact factor in what individuals know, feel, and do over years. Word-of-mouth communication has the ability to affect awareness, perception, expectations, attitudes, and behaviours (Odabaşı and Oyman 2001).

Richins (1983) described word-of-mouth marketing as the behaviour of telling at least one friend, acquaintance, or family member about a personal experience of a product or retailer, whether or not it is satisfactory.

The main feature of social media involves the transformation of the consumer's role from passive audience to active producer. In other words, each user has become a content producer and can freely create his/her own content and share it by publishing/broadcasting on social media. Interaction occurs by courtesy of feedbacks sent to the individuals who share the information, in the form of comments or content sharing in an environment that is completely free of any geographical boundaries. A photograph, video, or word, shared by an individual, can be dispersed to larger audiences within a very short time, and also, the content is reshaped by every sharing user (Uraltaş and Bahadırlı 2012).

The concept of word-of-mouth marketing (WOMM), which has changed along with the interaction feature of social media, is strongly replaced by the concept of electronic word-of-mouth marketing (eWOM).

Electronic word-of-mouth communication (eWOM) is the type of communication that takes place in the virtual world accompanied by the development of technology. In today's society, this virtual world usually reveals itself through social media, blogs, and websites, including user reviews. Online user reviews provide the key information that determines whether or not the product or service will be purchased. In fact, the importance of online user reviews nowadays has increased so much that the comments read about a product or service are taken into consideration more than the technical information of the product, or the explanations of the enterprise. Online users share their personal experiences and emotions pertaining to products and services, and they tend to accept and use online information in decision-making processes (Teng et al. 2014).

eWOM enables the consumer to establish an unlimited dialogue with other online users. Due to the global nature of the internet, eWOM is also referred to as consumer communication, since it provides a consistent communication intermediary among consumers who would never meet in person. eWOM includes comments on service quality, product performance, product impressions, and reliability, transferred by previous or existing consumers towards others (Sarıışık and Özbay 2012).

WOMM and eWOM both have the following sub-concepts in the literature (Eren 2016, Özkömürcü 2014):

Cause-Related Marketing: This focuses on the idea of feeling sympathy for creating consumer groups with brand-loyalty, and supports social issues in this respect.

Grassroots Marketing: This aims to introduce local or individual products by taking the initiative of training and motivating brand volunteers, and launching messages to speeches.

Buzz Marketing: This is a marketing method that reinforces the brand perception of the consumer, and stimulates people's conversations about brands, by organizing interesting and entertaining advertisements, promotions, or activities.

Conversation Creation: This marketing method includes entertaining and remarkable advertisements, interesting sentences, e-mails, organizations, or various promotional instruments that are created to launch a whisper to spread from mouth-to-mouth about a brand.

Brand Blogging: This involves creating blogs based on loyalty, transparency, and sharing logic, and monitoring and managing blog pages where users share their opinions about the brand in order to ensure participation.

Evangelist Marketing: This involves the professional training of volunteers who will spread and advocate the brand value of products and services in every environment.

Referral Programs: The creation of instruments that enable satisfied consumers to convey their experiences to their friends, in order to accelerate the spread of product or service satisfaction.

Community Marketing: This aims to enable a flow of opinions about the brand by forming or supporting brand communities of existing customers, such as associations and fan clubs. This includes the use of domains such as forums and fan pages on the internet.

Product Seeding: This involves the use of social media accounts through the spread of news or links.

Viral Marketing: As the name implies, viral advertisements are used to identify self-spreading ads. This is a marketing technique that enables people to talk about the brand through entertaining or informative studies, which are generally made by e-mail or via the internet.

Influencer Marketing: This aims to create opinion leaders who have the ability to drive others' ideas, and who tend to talk about products.

Throughout the transformation process of word-of-mouth marketing, traditional opinion leaders are also transformed into influencers. Brands that use traditional celebrities are also some of the elements of this process.

From opinion leaders to influencers

Opinion Leaders

Consumers find messages generated by other consumers/users to be more reliable than messages directly generated by company brands when it comes to products and services (Chu and Kim 2011).

Opinion leaders, in the simplest definition, are those who influence the ideas and behaviours of those who encounter personal interaction. They are considered as the most innovative members of the community. Opinion leaders can be friends or acquaintances as well as professionals such as teachers, engineers or doctors (Hoyer and MacInnis 2004).

In his work entitled *The Influential* (1994), Weimann examined what opinion leadership would be, in what areas, and how it would exist. Weimann categorized these influential people in various ways. In his categorization, opinion leadership seems to be limited or specialized in certain areas. The concept of opinion leaders was analyzed in various areas including marketing, fashion, politics, family planning, science, agriculture, and healthcare. In his study, Weimann, considering the opinion leader as an individual who fills a certain gap in society, tries to find the answer to the following questions: “Who are these opinion leaders? How do they affect us? Why do we seek their guidance and advice?” (Weimann 1994).

Communication in the social environment passes through from the source to the opinion leader, and from the opinion leader to other individuals (Katz and Lazarsfeld 1955). Opinion leaders have the ability to influence and change the attitudes and behaviors of others in the direction of their choice (Grewal, Mehta and Kardes 2000). That is why there are many marketing experts who utilize opinion leaders as a strategy. It is possible to see examples of the use of opinion leaders in the marketing field considering the question of which brand to buy or where to buy it (Akdoğan and Karaarslan 2013). These strategies play an important role in the penetration of new products into the market, and in the success of enterprises (Goldsmith and Witt 2003). Opinion leadership plays an important role in the success of word-of-mouth communication which is the product of innovation (King and Summers 1970).

In their study, conducted on voting preferences in the United States in 1940, Lazarsfeld, Berelson, and Gaudet put forward the concept of ‘opinion leadership' by constructing and testing the hypothesis of the 'two-stage flow of communication' (Sabuncuoğlu 2014). The opinion leader can be considered as a member of the group that plays the most crucial role in communication. According to Philip Kotler, opinion leaders have a great impact on consumers' decision-making and behaviour, and these individuals can come from all walks of society. The opinion leader acts as a respected leader, and thus a reliable source, by shaping communication according to the group's point of view (Tekinalp and Uzun 2009).

Rogers (2003) claimed that opinion leaders differed from their followers in certain aspects. Those aspects involve innovative opinion leaders who follow the developments by using external sources being socioeconomically better off in comparison to their followers. Odabaşı and Barış (2003) stated that opinion leaders are more socially active, younger, and educated.

The intense use of idea leadership by brands in marketing is seen as 'celebrity' preference. Images of these people known to the community are transferred to the brand.

People who come to prominence with certain characteristics in society throughout history have been adopted by society and raised to the status of celebrities. However, as of the 20th century, the celebrity phenomenon has penetrated far into society, culture, and the press. It is possible to assert that factors such as the need to recognise superiority, and the worldly expectations of Western societies, as well as the international dimension of sport and popular culture, have an impact (O'Mahony and Meenaghan 1997, 1998).

Shimp (2003) defined the notion of celebrity as individuals who become known in society courtesy of certain achievements. Celebrities may belong to a wide variety of professions, such as actors, actresses, vocal artists, athletes, models, TV stars, politicians, and businessmen. Being well-known by large masses, as the result of , outstanding achievements in certain fields is one of the common characteristics of celebrities.

The use of celebrities in brand advertisements is familiar to consumers. However, it is known to everyone that these celebrities earn significant gains in exchange for their contracts.

Today's consumers are well aware of this mutual interest relationship. Such awareness leads consumers to use ad blockers on computers and mobile phones, and desensitizes them towards advertising. In this era, which is described as 'the Age of Disloyalty', creative originality has to guide opinions (Batı 2015).

The use of celebrities serves not only to arouse and sustain interest in the broadcasted message, but also to increase the speed and frequency of the message conveyed in today's highly complex and stimulating world (Ohanian 1991).

Influencer marketing

Celebrities and other influential figures have long been used as marketing tools, and such advertising has been considered very influential over the last decade (Einarsdóttir 2017). With the development of the internet, brands prefer influencers, and compel the traditional celebrities to be abandoned or to be transformed into influencers.

The marketing approaches in today's world have transformed the classical propositions of the two-stage communication model by adapting to the new media technologies along with the impact of the changing mass media. Flynn et al. (1996) described opinion leaders as individuals who influence the purchasing behaviour of others within a given product category. The conducted research studies indicate that opinion leaders are more creative, socially active individuals, who use mass media intensively, take more interest in the products, and have more experience and expertise in the product category (Flynn et al. 1994, Yoo et al. 2011).

The concept of influence is described in the dictionary as "effect, impact, change and affect", whereas the influencer is defined as "someone who affects or changes the way that other people behave" (https://dictionary.cambridge.org). In another online dictionary, an influencer is described as "a person or group who has the power to affect or change many people through their use of social media or traditional media" (www.dictionary.com).

Individuals who have a strong audience on one of the social media platforms, and whose opinions are given importance in the field of content production, are defined as influencers (Sevinç 2018). An influencer is an individual who can influence individuals' actions, behaviours and thoughts through blogs and/or social channels (Rhythm Influence 2016). In other words, the word 'influencer' refers to an individual or organization that is not a typical customer or company encouraged to create/recommend content about a brand or product (Brown and Fiorella 2013).

Influencers in social media consist of individuals who have high (significantly over the average) potential for influencing others within the framework of their attributes, such as frequency of communication, personal persuasion, or social network size (Zietek 2016).

Brown and Hayes (2008) described influencers as third parties who significantly shape the purchasing decisions of consumers. In this context, influencers can influence the purchasing decisions of others within the framework of their authority, knowledge, position, or relations. Influencers advertise products through their social media accounts, and share their experiences. Their promotions and experience shares are often perceived by consumers as recommendations. Recommendatory influencer marketing is more effective than traditional advertising. In fact, brands have been using celebrities in their advertising campaigns since the beginning of marketing. Nonetheless, unlike celebrities, influencers appear to be more sincere, more accessible, and more reliable, as far as consumers are concerned. Influencers are categorized according to the extent of the number of followers that have been affected via social networks (Chen 2016):

Micro Influencer: Bloggers with 10 thousand to 100 thousand followers on Instagram are called micro-influencers. Micro-influencers are individuals who are perceived as knowledgeable, passionate, authentic, and reliable sources of information, providing suggestions on what to purchase, rather than being traditional celebrities. Micro-influencers have a direct impact on the behaviour of their followers (Brown and Fiorella 2013).

Macro Influencer: Bloggers with 100 thousand to 200 thousand followers on Instagram are called macro-influencers. Here, there is a weak, or unknown, relationship between the influencers and their followers (Brown and Fiorella 2013).

Mega Influencer: Bloggers with more than 200 thousand followers on Instagram are called mega-influencers. The higher the number of followers of the influencer, the more access to them.

Consumers who are impressed by brand-oriented content created by influencers do not merely bring themselves, but may also drive their followers to the content. The loyal followers of a social media influencer can drive traffic to the enterprise's website, stimulate social media interaction, and advertise the brand's product or service with its own suggestions or stories (Matthews 2013).

Pinghelsinki (2017) summarized some of the features that an online influencer must acquire in order for brands to cooperate with individuals who will create the right impact:

- Having information about the product or service,
- Taking an interest in the product or service,
- Being an expert or opinion leader in his/her field of interest,
- Knowing how to create appropriate content, such as stories, videos, images, and posts,
- Having an adequate number of committed followers in the relevant social media channels,

- Being familiar with the marketing approach and commercial co-operation,
- Acquiring good collaboration skills and, most importantly, understanding the value of the work to be done.

Influencers are content creators who constitute a solid foundation for their followers. They get their followers to comprehend their personal, daily lives, experiences, and views, via blogging, vlogging, or short form content (e.g., Instagram, Twitter, etc.). With the participation of affected individuals (for example, testing a product, organizing a special event, or simply by paying them), brands aim to encourage the affected people to approve of their products (Veirmen et al. 2017).

Influencer marketing emerges as the assessment of influencers in the digital environment during marketing processes. Today, there is a significant level of consumer population utilizing social media. In order to accelerate the marketing processes of the enterprises competing in intense competition conditions, it has become almost a necessity to utilize social media, by shifting from traditional marketing instruments to the target audience, who spend long hours in digital environments. At this exact point, enterprises need social influences that will support them to share their marketing contents online (Singh et al. 2012).

Influencer marketing is a form of marketing that utilizes dominant individuals to share brand messages online with an audience in a sponsored content format. Along with the increasing popularity of social media, it is a popular form of approval that reaches more users. Instant popularity, and becoming a celebrity, have also been made possible with the rise of blogs, video channels, and other social media pages. Although still being utilized, marketing professionals can now hire bloggers to broadcast or publish their entries regarding the product, instead of using usual celebrities such as athletes, TV series' actors, and movie stars. The effectiveness of these individuals stems from the fact that consumers find the recommendations of ordinary people more reliable, rather than those of celebrities, in making their purchasing decisions (Boone 2017).

Influencer marketing can be defined as a new kind of marketing which has been effectual on consumers' purchasing decisions and has been growing throughout recent years. The term 'influence' here is expressed as the ability to affect an individual, a thing, or the course of ongoing circumstance (Brown and Hayes 2008).

Although the boundaries of influencer marketing are drawn with the concept of branded content sharing, the ways in which such content is shared vary. Brands effectuate a variety of influencer marketing strategies by utilizing the contents created by influencers in social network accounts, organizing joint competitions, gift and discount campaigns with influencers, making the influencers a part of the organization of the brand, and allowing the influencers to share relatively unbranded content using only the hashtag and slogans, or transferring the brand's account to the influencers for a while (Kurutz 2011).

Köletavitoğlu (2017) asserted that influencer marketing links the social media influencers, being word of mouth marketing's reflection in the digital world, and the brands, within a new and dynamic business model.

Conclusion

The transformation of marketing over the years has also affected the behaviors of all brands. Along with Marketing 4.0, the effectiveness of the internet in marketing has increased in an unprecedented way. The existence of digital media, as one of today's leading mass media tools in which individuals spend most of their time, has caused the emergence of the concept of 'new opinion leaders'.

The investments of brands in social media increased as soon as it reached an intense audience. Influencer marketing has been attracting attention in both academic and managerial terms throughout recent years, due to the impact of non-advertising elements which have emerged via social media.

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CONTRIBUTORS

Hasan Ağdemir completed his MSc degree at Çağ University, Graduate School of Social Sciences. Currently, he is pursuing his doctorate degree in the Division of Public Relations and Promotion, at Ataturk University, Turkey. His research interests include marketing and public relations.

Işıl Aktuğlu is a Professor at Ege University Faculty of Communication, Advertising Department. Her research interests are brand management, advertising management, account planning, and strategic planning in advertising. She has written several books, articles and announcements about advertising and branding.

Gülseli Aygül Ernek Alan is an Assistant Professor at Maltepe University in the Faculty of Communication Public Relations and Publicity. Her research interests are marketing public relations, consumer behaviour, generation marketing, strategic communication, and brand management.

Melike Aydemir Arslan is an Assistant Professor at Ataturk University's Open Education Faculty. Her research interests are open education, distance learning, metacognitive strategies in open education, educational technology, and instructional design.

İbrahim Sena Arvas is a faculty member, and PhD, at Bolu Abant İzzet Baysal University's Faculty of Communication. His research interests are social media, journalism, the history of media, and communication law.

Asiye Ata is an Assistant Professor at Ataturk University's Open Education Faculty and Public Relations and Publicity Department. Her research interests are visual communication design, video, educational video, MOOC, and digital culture.

Sait Sinan Atilgan is an Assistant Professor at Atatürk University's Faculty of Communication and Public Relations Department. His research interests are organization communication, digital media literacy, and social media.

Nilgün Sanalan Bilici is an Assistant Professor at Atatürk University's Faculty of Tourism. Her research interests are financial management, accounting, and tourism.

Sinem Yeygel Çakır is an Associate Professor at Ege University's Faculty of Communication, Advertising Department. Her research interests are consumer behaviour, corporate marketing, corporate branding, internet advertising, and digital marketing in advertising. She has written several books, articles, and announcements about advertising and marketing.

Arzu Kalafat Çat is a Research Assistant at Abant İzzet Baysal University's Faculty of Communication. Her research interests are consumption culture, marketing, brand management, consumer behaviour, marketing public relations, and new media studies.

Ülhak Çimen is an Assistant Professor at Atatürk University's Faculty of Communication and Radio Television and Cinema Department. His research interests are theoretical communication, digital media, and the media of sociology.

Fatih Değirmenci is an Assistant Professor at Ataturk University's Communication Faculty Public Relations and Publicity Department. His research interests are political theory, political thought, political communication, and press and democracy.

Ayhan Doğan is an Assistant Professor at Atatürk University's Faculty of Communication and Division of Public Relations and Advertising and Public Relations Department. His research interests are public relations, crisis management, crisis communication, image management, and marketing communication.

Bahadır Erciş is a masters student at Bolu İzzet Baysal University. His research interests are marketing communication and communication sciences in general.

Fatma Geçikli is a Professor at Atatürk University's Communication Faculty and Public Relations and Publicity Department. Her major interests are public relations, image management, reputation management, and organizational communication.

Merve Geçikli is an Assistant Professor at Atatürk University's Kazım Karabekir Faculty of Education and English Language Teaching Department. Her major fields are linguistics, discourse analysis, genre analysis, rhetoric, ESP and EAP. Specifically, she is interested in social and cognitive genres mapped into the texts produced and consumed in different discourses.

İrfan Hıdıroğlu is an Assistant Professor and Head of the Cinema Department, at Ataturk University's Faculty of Communication, Radio, Television and Cinema. He is also the director of Ataturk University's Communication Department. His research interests are theories on cinema and communication, and the economy politics of cinema and narrative.

Kemal Kadirhan is a PhD student at Ege University, Institute of Social Sciences, Advertising Department. His research interests are experiental marketing, and digital marketing. He is also working as a freelance digital marketing specialist.

Gonca Köse is a Lecturer Doctor at Dokuz Eylül University Bergama Vocational School Public Relations and Publicity. Her research interests are advertising research, advertising analysis, brand management, employer brands, and marketing strategies.

Oğuz Köprücü is a Lecturer at Amasya University, Turkey. His research interests include marketing communications and consumer behaviour.

Ayşe Bilginer Kucur is an Assistant Professor at Atatürk University Faculty of Communications, Radio TV and Cinema Department. Her research interests are communications, new media studies, and transmedia storytelling.

Olcay Besnili Memiş is a Research Assistant at Ataturk University's Faculty of Economics and Administrative Sciences Labour Economics and Industrial Relations Department. Her research interests are the labour market, skills mismatch, climate change, and social policy.

Necla Mora is an expert in Communication Sciences. She works on 'Media and Society', 'Intercultural Communication', 'Discrimination and Otherization'. She is a Professor at the Department of Journalism, Faculty of Communication, Atatürk University.

Rengim Sine Nazlı is an Assistant Professor at Bolu Abant Izzet Baysal University's Faculty of Communication, Department of Journalism She is working on new media, critical media theories, and journalistic studies.

Özen Okat is an Associate Professor at Ege University's Faculty of Communication and Advertising Department. Her research interests are marketing management, digital marketing, neuro marketing, advertising design, and the visual design of advertising.

Meryem Okumuş is an Assistant Professor at Atatürk University's Faculty of Communication and Public Relations and Publicity Department. Her research interests are public diplomacy, digital diplomacy, reputation management, relationship management, rhetoric and persuasion, and media literacy.

Derya Öcal is a Professor in the Public Relations and Publicity Department of Ataturk University's Communication Faculty. Her research interests are public relations, advertising, brand management, popular culture, ethics, environment, and media economy. She has published numerous articles, papers, and academic studies in the international and national press, both as an editor and author of original book studies.

Haydar Özaydın is a Lecturer at Recep Tayyip Erdogan University's Vocational School of Social Sciences, and on the Office Management and Executive Assistance program. He is also a PhD student in the Atatürk University's Public Relations and Publicity program. His research interests are marketing management, integrated marketing communications, public relations and advertising.

Muhsine Sekmen is an Assistant Professor at Atatürk University's Faculty of Communication and Radio Televisions and Cinema Department. Her research interests are feminist media research, cinema, the social body, and new media.

Uğur Yavuz is a Professor at Ataturk University's Faculty of Economics and Administrative Sciences Division of Management Information Systems.

Hatice Nur Yıldız is a Research Assistant at Atatürk University's Faculty of Communication and Public Relations and Advertising Department. Her research interests are marketing management, principle of marketing, brand management, consumer behaviour, retailing management, and marketing strategies.