

**REPUBLIC OF TURKEY  
SAKARYA UNIVERSITY  
SOCIAL SCIENCES INSTITUTE**

# **RELIABILITY OF SOCIAL MEDIA IN REACHING NEWS**

**MASTER’S THESIS**

**Hatip İZİN**

**Institute Department: Communication Design and Media  
Institute of Science: Media and Communication Studies**

**ADVISOR: Assoc. Prof. CENGİZ ERDAL**

**APRIL - 2021**

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**“This thesis was adopted on 01/04/2020 via on-line by the following jury in majority vote”**

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T.C.  
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**SOSYAL BİLİMLER ENSTİTÜSÜ**  
**TEZ SAVUNULABİLİRLİK VE ORJİNALLİK BEYAN FORMU**

Sayfa: 1/1

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Sakarya Üniversitesi İşletme Enstitüsü Lisansüstü Tez Çalışması Benzerlik Raporu Uygulama Esaslarını inceledim. Enstitü tarafından Uygulama Esasları çerçevesinde alınan Benzerlik Raporuna göre yukarıda bilgileri verilen tez çalışmasının benzerlik oranının herhangi bir intihal içermediğini; aksinin tespit edileceği muhtemel durumda doğabilecek her türlü hukuki sorumluluğu kabul ettiğimi beyan ederim.

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## **LIST OF ABBREVIATION**

|                |                                               |
|----------------|-----------------------------------------------|
| <b>AI</b>      | : Artificial Intelligence                     |
| <b>ARPANET</b> | : Advanced Research Projects Agency Network   |
| <b>CT</b>      | : Communication Technology                    |
| <b>IT</b>      | : Internet Technology                         |
| <b>PRC</b>     | : The Pew Research Center                     |
| <b>SHU</b>     | : Sacred Heart University                     |
| <b>SPSS</b>    | : Statistical Package for the Social Sciences |
| <b>UGC</b>     | : User-Generated Content                      |
| <b>TC</b>      | : Text Classification                         |
| <b>TÜİK</b>    | : Turkish Statistic Institution               |

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**Sakarya University**  
**Institute of Social Sciences Abstract of Thesis**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                            |                                                                |                          |  |
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| <b>Master Degree</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <input checked="checked" type="checkbox"/> | <b>Ph.D.</b>                                                   | <input type="checkbox"/> |  |
| <b>Title of Thesis:</b> Reliability of Social Media in Reaching News                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                            |                                                                |                          |  |
| <b>Author of Thesis:</b> Hatip İZİN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                            | <b>Supervisor:</b> Assoc. Prof. Cengiz ERDAL                   |                          |  |
| <b>Accepted Date:</b> 01.04.2021                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                            | <b>Number of Pages:</b> xiii (pre text) + 105 (body) + 4 (app) |                          |  |
| <b>Department:</b> Communication Design                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                            | <b>Subfield:</b> Media and communication and Media             |                          |  |
| <p>Media and technology have evolved together throughout the history of mankind. Historically, news has evolved from an early oral stage to the industrial era of radical innovation. With innovation of telegraph and printing press, news entered into a new phase in terms of content and form. With the emergence of Internet at the stage, news is transforming once more in the domain of social media. With the help of technological development especially internet technology, social media have become a public sphere for ordinary people to produce and consume news, yet there are some negative implications such as fake news. Therefore, the reliability of social media becomes a hot topic of media studies and this needs to be analyzed.</p> <p>This study was conducted on social media users in order to analyze the reliability of news and to test 10 hypotheses. In the study, a questionnaire was formed with 22 items that were contained 7 demographics and 15 questions related to social media news and conducted among 435 social media users. Data collected from the survey with the contribution of SPSS program was interpreted by Mann Whitney U Test, Kruskal Wallis Test and Spearman correlation. Data from the research reveal that the reasons to use social media as to prefer it for different views and comments, to reach alternative news, to prefer news and persons that are closer to users` own view increase the reliability of news accordingly.</p> |                                            |                                                                |                          |  |
| <b>Keywords:</b> Communication Technology, News, Internet, Social Media, Social Media News.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                            |                                                                |                          |  |

**Sakarya Üniversitesi**  
**Sosyal Bilimler Enstitüsü Tez Özeti**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |          |                                                              |  |
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| <b>Yüksek Lisans</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>×</b> | <b>Doktora</b>                                               |  |
| <b>Tezin Başlığı:</b> Habere Ulaşmada Sosyal Medyanın Güvenirliliği                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |          |                                                              |  |
| <b>Tezin Yazarı:</b> Hatip İZİN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |          | <b>Danışman:</b> Doç. Dr. Cengiz ERDAL                       |  |
| <b>Kabul Tarihi:</b> 01.04.2021                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |          | <b>Sayfa Sayısı:</b> xiii (ön kısım) + 105 (tez) + 4 (ekler) |  |
| <b>Anabilim Dalı:</b> İletişim Tasarımı ve Medya <b>Bilim Dalı:</b> Medya ve İletişim Çalışmaları                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |          |                                                              |  |
| <p>Medya ve teknoloji, insanlık tarihi boyunca birlikte evrilmiştir. Tarihi olarak haber, sözsel olan erken dönemden endüstrinin radikal inovasyon dönemine evrilmiştir. Telgraf ve basılı yayının icadıyla, haber biçim ve içerik olarak yeni bir yola girmiştir. Sahneye internetin gelmesiyle haber, özellikle sosyal medya alanında bir kez daha değişime uğrar. İnternet gibi teknolojik gelişmelerin yardımıyla sosyal medya, haber üretimi ve tüketimi sıradan insanlar için bir kamusal alan haline gelmiştir. Fakat yalan haber gibi olumsuz sonuçlarda var. Bu nedenle sosyal medyanın güvenirliliği, medya çalışmalarının sıcak bir konusu oldu ve bunun analize ihtiyacı var.</p> <p>Bu çalışma, anket yöntemiyle sosyal medya haberinin güvenirliliğini ve 10 hipotezi test etmek için sosyal medya kullanıcıları üzerinde yapılmıştır. Bu çalışma, 7 demografik ve sosyal medyanın önemiyle ilgili 15 soruyu kapsayan bir anketle, 435 online sosyal medya kullanıcısına uygulanmıştır. SPSS programının katkısıyla ankettan toplanan veriler, bir analiz yöntemi olan Mann Whitney U, Kruskal Wallis ve Spearman korelasyon testleriyle yorumlanmıştır. Sosyal medyada habere ulaşma nedeni, farklı görüş ve yorumlar için sosyal medya tercihi, internet ve sosyal medyada alternatif haberlere ulaşma, ve kendi görüşüne yakın haberleri ve kişileri tercih etme arttıkça, medya haberlerinin güvenirliliği de artmaktadır.</p> |          |                                                              |  |
| <b>Anahtar Kelimeler:</b> İletişim Teknolojisi, Haber, İnternet, Sosyal Medya, Sosyal Medya Haberleri.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |          |                                                              |  |

## INTRODUCTION

Historically speaking, human beings always need to exchange information and news for many reasons. For this, they use many different mediums through many types of mediated tools, which is created according to its historical stage. According to Innis (as cited in Briggs and Burke, 2009, p. 6), media means the materials used for communication constructing relatively durable substances. In this regard, historian Briggs and Burke (2009) claim that news and information in the early stage had been depended on oral culture but then by developing telegraph and printing machine, news and/or informational media was revolutionized. Until contemporary period, the significance of communication and its role has not been on the agenda. In the past, news could just be conveyed as fast as a horse could run, a bird could fly or a ship could sail. For the beginning of 'information society', the good candidate is electric telegraph in mid-1800s (Compbell, 2004, p. 4). At this time, the industrial revolution in many aspects was embarked upon at full speed that no one could see like this before. It was not changing just communication technology (CT) but its form and content as well. Walter Benjamin's (1969) famous 'mechanical reproduction' theory coincided with this industrial age. Production repeated itself mechanically and then the art of production lost its aura. Also, mass media concept has been used in the age of industry in which production model was fordism. It means that repeated-itself production had a socio-economic system based on consumption which even cultural production such as media was seen as a commodity to be sold to consumers. After the era of mass media consumption, the Internet and social media came into picture. Technological innovation in the media has changed media environment fundamentally, especially news media. In this regard, history repeat itself again.

Even though the evolution of media news seems that technology has determined society, if looking at whole picture, communication technology is just a part of social life, not excluded from the other parts of society. It is a complex type of inter-connected sub-system to be woven within itself. Human activity is based on composing a natural and social environment, it is that the notion of base is of notably importance (Funch, 2011, p. 50). We have to eat and survive before we can enjoy leisure, entertainment, arts and so on.

Media and technology have evolved together throughout history of mankind. Although there is generally one-dimensional approach dominated in media theory that communication technology determine media but normally it is multi-dimensional, multi-disciplinary, inter-connected. In other words, they dialectically affect each other. In this perspective, news historically evolves from oral in the early stage to the industrial era of radical innovation. In this period as an informational source, news, by innovation of telegraph and printing press, entered into a new phase in terms of content and form. News is the owner's prerogative to decide their business' mission within the limits set by public laws but there is no law mandate that news must educate the public (Bennet, 2012, p. vii). It is just a private business for some experts, even more it is a commodity to make profit for corporate media industries. With the coming of Internet at the stage, news gatherings and dissemination is changing once more, particularly in the domain of social media.

By all this new development, news consumption is in a process of revolution and take a new shape which is different from traditional news media that is prevailed by professional journalism. On the contrary, social media information incorporates ordinary people within the process. Technological advancement has given more diverse news to the consumers that could not imagined before. News has been primarily given by social media to news consumers at large. It is free of charge, gets into news so easy and supports everyone to express their opinions publicly and share them as fast as a blink of eye. Social media with Internet ubiquity proposes people the possibility to be exposed to news, whether they deliberately seek out or not. Yet, some negative consequences of social media news have been become the agenda of media scholars for recent years. In this regard, analyzing of social media news for its reliability is so crucial nowadays.

### **Background of the study**

The uses and gratification theory of media is used in this research as a theoretical background. According to McQuail and Windahl (1993), people engage in activity on their interest, behave their basic need and consume if it seems to be advantageous. This theory puts audience as central and dominant, which is potentially explanatory to give enough evidence about why new generation uses new media, especially social media. There are different levels of Maslow's hierarchy of needs (as cited in Yengin, 2015, p. 24). From this point, communication is also a basic need of people in order to express

their feelings and problems, interact with each other, understand their counterparts and so on.

People need to be socialized. The reason why social media is popular is that people need communication, to be informed and send messages to whom they want. This research tries to find out why social media is so important in terms of people's need and interests, and the reason behind of its common usage. According to Rogers (1995), diffusion of innovation has some particularity and similar patterns. These are; easy to use, affordability, accountability and relative advantage which are the factors that new technological devices are preferred by media consumers. In terms of the speed of news, immediacy, diversity, participatory decision-making and the likes, social media has distinct domination over the media from now. These factors and the need of sociality and the likes are appealing for people.

### **Topic of the Study**

This thesis analyses the reliability of news in social media in a period when Internet technology (IT) is becoming dominant in all walks of life. With the help of Internet, any ordinary individual can make then disseminate news to any place where she/he would like to convey. Therefore, those who make news are not trained, educated, taught for professional and ethical code or regulation. This technical capacity of social media news trigger fake news, disinformation, fabricated information, manipulation, rumors and so on. So, it can be said that the reliability of social is a significant topic to be researched. Also, the changes in which news gathering, news sharing, news production and news dissemination are the focal points of this study. Yet, the preference of users towards social media has some reasons. As a result, this study tries to find the reason why people prefer social media rather than mainstream media. The determination of preference of people largely depends on need and satisfaction, which becomes so significant in consumer society of free market economy. Therefore, this research desires to find out the reliability of social media in terms of reaching the news. There are millions of pages that circulate in every second from all over the world because of internet connection. How can we know the source of the news and how can we trust in? How can we choose the correct one and the fake one? Which story telling is true. These questions are the reason that this study to focus on. By asking questions to the participants, this study tries to evaluate the reliability

of social media news. Also, it tries to explain the reason why social media are more preferred by news followers.

### **Aim of The Study**

The extremely use of social platforms has shifted people`s attitudes and behavior in terms of following news, news gathering and news dissemination. Through the lens of social media news, the priority of this study is the question of how and why the attitudes of news pattern have been altered dramatically. Even, this new behavioral change is more dramatic among new generation. So, the effect of social media in accessing the news is the main purpose of this study that rather focuses on the news transformation from the old to new media. The study group was randomly selected online social media users to whom some questions were asked in order to realize the transformation from the old media news to new social media news.

In a nutshell, there are so many reverberations of social media on people. It is like an earthquake, shuttering all traditional way of news making. The primary intention of this research is to pursue the fracture of this earthquake. And it tries to show the main impacts of social media news on people. The targets of this study;

- To try to show the historical background of news, which has been transformed from old media to new media.
- To try to illustrate how news gathering, dissemination and producing have been changed by new technological development.
- To understand how and why social media are effective in terms of news information for social media users.
- With the help of some questions, the credibility of social media news is tried to measure up in the view of social media users, since there are a lot of fake news circulated on the internet.
- To show why people rather prefer social media than old media, when it comes to democratic capability.
- To illustrate the disadvantages of social media with regards to reliability of news.
- To underline some problems that appear with social media that produce some unreliable news information.

## **Importance of the Study**

Technology determines the news today much more than before. The most significant of development of digitalization is respectively Web 1.0, Web 2.0 and Web 3.0, which transform media in a stunning way. In the context of news, many changes have been unfolding in accordance with this digital technological development. In this regard, Nielsen and Schroder (2014) stated that the publicly use of social media like Twitter and Facebook is in the course of revolution how news is disseminated, produced, and discussed. It can be claimed that most people who have internet connection, generally prefer social media to old media across the world. If so, this study tries to draw attention to this new digital technology and also to the transformation that has occurred by the result of this digitalization on the news media. This mind-blowing alteration in the field of news needs to be looked into for the purpose of recognizing people`s behavior in terms of news. Since, new generation is normally open to new development and their adaption is relatively easier and more flexible. Like many problems appeared in mass media before, there are problems in social media news in terms of its credibility and trustiness.

There have not been enough studies on social media news that are increasingly used by people day by day. This study has target to narrow this gab in the field of news media. The hypotheses were materialized for social media users and these hypotheses tested to comprehend the changes happening in the news media.

## **Research Methodology**

This study is based on survey method, which contains questions to test 10 hypotheses in order to find out the importance of news in social media. Survey that based on a quantitative method was applied in this study. This study takes guidance under quantitative research method, which generates statistics through the use of large-scale survey research, using survey questions. A closed-ended questionnaire was chosen to test the hypothesis in order to find out the importance of social media in reaching news.

The developed questionnaires have a Likert five points scale to find meaningful answers from the sample group. The data were coded in parallel with the hypotheses and analyzed with the help of the SPSS program. Non-parametric analysis was applied as a method to

measure up the data. Spearman correlation, Mann Whitney U and Kruskal Wallis Tests were put into use in order to analyze the data that obtained from this research.

Internet and social media users comprised the population of the research. The sample of this study is online social media users who follow the news via social media. The method of selection is simple random sampling. The research was carried out among randomly selected social media users on the Internet. This research is to try to find out whether social media is reliable or not, whether social media are easy to access to news, why it is chosen for news and finally, whether social media contributes diversity in terms of news creation and dissemination. Researchers overcome this problem by choosing a smaller, more manageable number of people to take part in their research (Dawson, 2007, p. 49). In any research, generally, sample is applied to reach the totality. Sparks (2015) said that a random sample is one that permits every member of population to have an equal chance of being selected in the sample. The sample of the research and the method of selecting the participants is so important for the credible conclusion. And the characteristic of participant is also important for a healthy outcome. How many persons should be participated in the survey is another important issue in the sample. That is crucial for the objectivity of survey. In this regard, Berger (2011) points out that research should be generally speaking, more systematic, more objective, more careful, and more concerned about correctness and truthfulness. Survey might be appropriate to use quantitative measurements as the substructure for randomized choices of cases to be searched in greater depth (Perecman and Curran, 2006, p. 118-119). The questionnaire form was created via Google Form so this survey was conducted on online. An online questionnaire was prepared then the link of the questionnaire form was sent out to the WhatsApp personnel mobile phones, to Instagram private accounts and groups, to Facebook private pages and groups, and then Twitter private accounts and groups. The data was gathered from WhatsApp, Instagram, Facebook and Twitter. In order to collect data, 7 demographic and 15 Likert 5 points scale questions were asked to the participants of these social media and WhatsApp users as an online survey form. The number of social media participants in the study were 435. This survey was made on online platform, not face to face. This survey was conducted between the date of the 9th. of June and the date of 9th. of July in 2020.



## **CHAPTER 1: NEWS; FROM MASS MEDIA TO SOCIAL MEDIA**

Historically, news evolves in a process that begins from dispatching smoke signals to having capability to get help, contact with others, and find out information, metamorphoses in communication, such as Internet, have framed today's way of living. Throughout the history of mankind, dissemination of news needs a medium, which has been developed from basic form to last high stage of the Internet. In the 5th century, pigeon post was an actual method to use for news as a sending message. In this period of time including medieval age, communication is different in some aspects from today's. In the history of communication, there are two agents of change stand out above all others: spoken language and written language (Fidler, 1997, p. 53). Each one has vastly expanded the human communication. Tension between these two kinds of language has always been vital. One of them is prominent in some time but the other is prominent in another time. Spoken language generally represents the pre-modern industrial time, whereas written language represents modern time. For this reason, some scholars claim that spoken language is under suppression in this modern time. Gradually, medium developed but in a slow phase until the industrial revolution, which has made upset-down whole society. According to Briggs and Burke (2010), communication depended on face to face between masters and disciples. Literacy was limited to some elite groups and was in the hands of a few. In the early time of print, McNair (2010) said that we call journalism was not a subject of mass consumption but elite luxury, serving an elite public. In the era of social media, news becomes more democratic and opens to the public more than ever.

### **1.1 News in mass media**

With the invention of print by Gutenberg, the history of news got into a new phase. According to Fidler (1997), his invention properly uniform copies of document 'artificial writing' as opposed to 'natural writing'. For Benjamin (1969) with mechanical reproduction, art (also the art of writing) lost its aura, its originality maybe its creativity as well. Related to this phenomenon, Loon (2009) states that every medium produces own structure/codes of discerning and association with the environment. Print media has dual character, according to Harris (2000); one is a commercial product and the other one is a medium of communication. With this new technological breakthrough in printing media, literacy pervaded all over population of western countries. By spreading newspaper

among ordinary people, the first time some media concepts such as public opinion, public debate, public sphere, public relation and imagined community begun to appear. With the help of spreading print media, citizens started to argue their circumstances in public arenas such as cafes, tea houses. Industrial revolution was not just a technology but also it was an ideology, which is well-known as modernism. Siapera (2010) makes a definition of modernism, which is characterized by processes of increasing nationalization, secularization, and individualization. In the result of this, enlightenment, futurism, chartism, feminism, socialism, nationalism, democracy and the likes became dominant thought in that century and brought up societal changes.

In the era of modernism, media was called as mass media. In the view of Wheeler (1997), mass media should facilitate citizenship through the provision of free and accurate information and news. As a general definition, Barrat (1986) suggests that mass media briefly is a product of industrial techniques such as printing press, radio and TV broadcasting. If the 'masses' can be traced back to nineteenth century onwards, newspaper were in the service of building up national consciousness. Mass media are hierarchical top-down forms of organization, centralized control, mass production and distribution of media products to mass audiences (Lievrouw, 2011, p. 12). Mass media, according to Schlesinger (2000), by standardized system of education and using standardized linguistic medium, national consciousness was formed in nation states in order to control their citizens. The role of media, especially press, in this period injected nationalistic thought to the audiences so that they could be appropriate to the view of elites. In this case, Anderson argues (as cited in Schlesinger, 2000, p. 104) that the role of media communication connects and integrate people to each other and take part in the construction of imagined community. With similar thought, Althusser (as cited in Laughey, 2007) suggests that media texts molded their audience subconscious mind; audiences were transformed into the thought-manipulated subject then became a passive, decent citizens. In his thought, media is an ideological apparatus used by ruling class to dominate and to suppress working class in order to consolidate the economic system, which is in favor of their interests. Accordingly, Gramsci (as cited in Wheeler, 1997, p. 25) emphasizes that to dominate society, ruling class ruled by consent rather than force. Media have a role that persuade citizens and propagate ruling class ideology to accept the economic condition of that time. In terms of news, they are selected and controlled by

editorial policy which follows the rule and principle of media owners. In terms of persuasion, according to Borg (2010), there are two mechanism to persuasion; subconscious and conscious. Media have these two powers to persuade, deceive manipulate and politically influence people. Moreover, the media had a central role in developing public compliance. In this case, McNair argues (2010) that news is seen as purveyors of truth, journalistic discourse satisfies with a deceiving power which can affect and change the structure of ideas spreading in the community. Journalism is a key factor in shaping the cognitive environment within which we live, we think and act accordingly. As an important cognitive carrier, news should be seen into two parts. They are use value of news and exchange value of news.

In the early of news media, in other words journalism, described as a public service for the interest of ordinary people. The journalist, in the view of McNair (2010), was depicted as a servant of public interest and who gave true information to the readers for deliberative democracy. News, according to Hetherington (as cited in Vincent, 2004, p. 117), is not just for public but also it must be new. Further, Nell (as cited in Vincent, 2004, p. 55) claims that a democratic government should be monitored, controlled by media. It is not just a watch-dog it is also accepted as the fourth estate. It means that in the name of public interest, media criticize the government when things go into wrong direction.

Criteria for news; 1. conflict, 2. progress, 3. disaster, 4. consequences, 5. eminence, 6. novelty, 7. human`s interest, 8. timelines, 9. proximity (Dennis and Merrill, 1991, p. 126). Yet, with the market-driven-force, news media start to produce news for profit not for public itself. On the contrary, value-driven news, it engages with questions of true, follows objectivity, credibility, and values of professionalism. Market driven news may lead not to the empowerment of the people but the relegitimization of news oligopolies (Choularakis, 2014, p. 3). If we make a long story short, there are some visible market-based forces to seal the fate of news. In a free-press nation, market forces, advertisers, government, and other institutions naturally have their impact on news but the media managers should determine what to publish or broadcast (Dennis and Merrill, 1991, p. 134). Indeed, editors will take audience desires into consideration. News reporting should be satisfied, attractive and appealing. According to Allan (2010), the news that is familiar for audience is not news but when the opposite happens, it can be news. For example, the

biting of a man by a dog is not an attractive news but the biting of a dog by a man is the thrilling news for the news media.

Many media scholars do not support the idea of objectivity, impartiality and value-free thought of news. They support the idea that the news is not free-laden and it is able to have a tendency towards bias and prejudice. News especially is selected for certain reasons. In this context, Graber (1990) claims that every newspaper is the product of elimination as to what stories shall be printed, in what situation they shall be printed, how much space each shall take, what emphasis each shall have. All this shows that there is no objectivity and any reasonable standards. For example, Fowler (1991) believes that Language is not a neutral mediator, particularly for news bulletin. For that reason, news is a representation of the world in language. In his view, language is a semiotic code embedded in subconscious. There are a huge piles of news information but among them some are selected then it became `news` when selected for newsroom in news reports. A complex set of criteria are built for the reporters who are forced to select a specific news. In contrast to use value of news, exchange value of news has a different mechanism, which turns the news for public into market-driven news that rather concentrate on the profit. In this essence, McNair (2010) defines market-driven news as not for the public but for dominant, private, selfish interest of a society stratified along set of agreed values and beliefs. According to Dennis and Merrill, news became largely a profit-making private enterprise and pretending that it represents the public and also check on government for the sake of citizens. But normally, according to Dennis and Merrill (1991) news media should perform a public service in delivering news and information and as well as entertainment.

Generally speaking, mostly news must be reported in time, have news value and be attractive to the news consumers. Hatchen (2005) asserts that news should be serious and usually separates itself from rumor, titillation, diversion, entertainment, and propaganda. He says that amalgamation of news and entertainment and/or sensationalism is the characteristic of today`s journalism. Normally, news reporters should be well-grounded, objective and unprejudiced so that it can be trusted. Objective reporting should be distinct itself from feelings, emotion and ideology. It should be based on verifiable facts and explaining the background without influencing by editorial point of view. White (as cited

in Barrat, 1986) divides news workers into two groups; one is news gatherers: the journalists and reporters who go out and get the stories, and news processors, who use their judgement to filter, which influences the decisions made by gatekeepers.

As news become the part of market economy, journalism, according to McQuail (2000), has become an economic mentality of maximization of profit, the triumph of the market over all other values, but before that it had professional code and rules also it had ethical principle that journalist expected to be followed up. However, news in market-driven-dominated countries is like a business-centered organization and has an economic mentality to perform in the market as a competitive corporate enterprise. The journalism text has to acquire an exchange-value from which income and profit largely derive (McNair, 2010, p. 109). Market driven mentality forces not only changed newspaper's output but, according to Wheeler (1997), created a print media which emphasized the values of economic, political and social elites not ordinary people who were invisible in the pages. Market-based news media, in other name free market model, is criticized by Wheeler. He thinks that this model was transformed and then has been taken a new shape by a combination of advertising pressures, monopolization and concentration of ownership. Chemirant and Parrish (2011) wrote about the same issue, noting that media motivated by commercial values and by desire to titillate rather than educate public to know what their interest and rights are. In this regard, Jordan (1999) thinks that under fordism as a production model and work division, mass consumption remains a key element of informational socio-economies that may have created more productive ways of generating commodities. Here, news is an economic commodity that can be sold and bought in the market which is competitive and profit-driven. Another notorious effect of market-driven news as Zaller (1999) emphasizes is that competition in the market for news lead to lower levels of news quality. Yet, this reality is not known by public because profit-driven media conceal its real intention.

Another attribution of profit-driven media is advertising, which is life and death matter to be survived in the competitive environment. Advertising, dominated all media, is a key to make excessively high profit. News and news value have been seen by some media scholars as different interpretations of people and as an in-dept meaning in language. Miller and Williams (2001) argue that news accounts become a process of a discussion

topic between reporters the news desk and editorial line of the news organization. In this thought, audiences are active participants of meaning and interpretation of news which is ramification of different version of reality. Hall (as cited in Barrat, 1989) pays attention to the question of how media reproduce a dominant ideology. However, audience here has not a passive role, they can interpret the news by coding and encoding process.

After different approaches about the news interpretations, if we look at the historical process of media, drastically change and transformation, especially in the case of news, were reeling in every aspect of society in the nineteenth century. In this essence, Briggs and Burke (2010) point out that electrical communication, beginning with the telegraph, immediate change has started. And also, by these innovations, Compbell (2004) claims that like steam-powered transport, the railroad and steamship were shrinking the geographic gaps between communities, nations and continents. Technological achievement in the side of communication and its transportation conducted the acceleration of news dissemination and naturally made news easier to reach its destination. Before this new technological development occurred in communication, oral transmission dominated over other communicative transmission forms. By all these new steps forward in the side of communication and news, the form of news gathering and its dissemination were in the state of flux. Gillmor (2006) claims that if we need to understand how news has evolved, we should take the technology into consideration because it made this evolution possible. But that does not mean that technology determines all aspect of communication. In this context, Briggs and Burke (2010) point out that technology could never be separated from economies. Economic sensitiveness comes first, especially when it comes to making profit, then communication comes after; first of railway and the stream ship and then of a cluster of new media, such as telegraph, telephone, radio, photography. But on the contrary, media studies generally analyze media as an independent entity. On this situation, Curran (2011) rightly emphasizes that media studies narrowly tend to focus on media, in the foreground, leaving the rest of society in shadow. Whole picture of society should be taken into consideration due to understand better the interconnectivity of communication with other components of society. But always mainstream media scholars deny the impact of economy over news media. In this context, Boler (2010) asserts that communication theory denies ideological and political belongings and correlation to function today as primarily economic form. In

this regards, Castoriadis (1997) supports the idea that citizens as an individual do not freely floating above society and history, who are capable of deciding sovereignty and in the absolute about what we shall do and about the meaning of our doing.

Following print media, the emergence of radio was an exciting innovation among people. In this context, as Fidler (1997) points out, radio, in some points, has some similarity with Internet and cyber media, especially, when it comes their popularity among people. Another similarity among them is their low-cost to purchase. Home radio receivers created a great deal of excitement in that time like Internet makes today. As usual, when any media device comes out then becomes popular, it is doomed for replacement, especially for its degradation, like electronic media as replacement of print media. The share of local advertising in radio revenue had been 34 % per cent, in 1963 it was 70 % per cent (Briggs and Burke, 2009. p. 208). This statistic shows us that radio at that time for some many reasons was so popular like today's Internet is, particularly in terms of accessing to news. There is a well-known example of an event that Graber (1990) mentioned that 'war of the world' which simulated news bulleting reporting an invasion from Mars, which shows the effect of radio at that time. Also, radio unfortunately was used as a propaganda tool in order to persuade citizens to support the government policy during World War II. Radio had already been so employed during the 1930, by Hitler (Briggs and Burke, 2010, p. 197). Further, according to them, the rise of broadcasting in all aspects- first radio and then television- had led to a decline in newspaper advertising from 45 % per cent of all advertising in 1935 to 23 per cent in 1995. Gradually, newspapers were losing momentum in terms of subscribed readers and the advertising. However, the domination of radio could not go on forever until television broadcast came in to affect. Like all medium in the course of the history, while a new medium is appearing, the current one is slowly decreasing.

Television came after radio news broadcast after World War II. But according to Hachten (2005), television is surpassed the radio, which was so popular to form the norms and the format for early news and enjoyment sectors. In his view, newspaper and television report the day's news but, increasingly television news is becoming yellow journalism with trivial and less serious news. In this context, television impacted serious journalism in a negative way, such as distortion, trivialization, and corruption of the news business. The

famous television critics Debar (as cited in Siapera, 2012) thought that the rising of mass media is linked to the society of spectacle. In this spectacle society, individuals are passive victims of screen. Like Debar, Postman also criticized the role of television in the society as a sign of domination of spectacle and it led to degradation of intellectual capacity of humans. Neil Postman saw the disappearance of writing and the ascendance of image-based telecommunication as an irretrievable loss of civilization (Loon, 2009, p. 45).

After the appearance of mass media and the breakthrough in technological advance, there are many different theoretical approaches about the role of media, some of which focus on ideology, the structure of language, the manipulation of people, the marked-based policy, the domination of one group over another, the persuasion of uneducated population, the propaganda that is a mouth-piece of one political party, and such gate-keeping, agenda setting, framing, priming models. Funch (2011) describes media as a field in which power, counter power, domination and sites of power are struggling in the society in dialectical manner. In his view, Internet and mobile phones can be seen as tools for exhorting counter-power and a political resistance against domination. He divides the communication and medium. Communication refers to symbolic interaction process, whereas medium is seen as an artefact/object and technology. For Adorno and Horkmeir (as cited in Siepera, 2010) the ruling class through media manipulate and control minds rather lead them to question. For them, culture has become a commodity. Chomsky (as cited in McNair, 2006, p. 35) underpins that news as a public consent is manufactured for the sake of the national security. In his view, media do not produce serious and principled news journalism, on the contrary it uses as 'thought control'. The Media as struggling power as a discourse in Foucoult's point of view (as cited in Hindess, 1996) is seem as a knowledge, which individuals gets through media. Also, Foucoult's panopticon concept of surveillance is very important for media studies.

Agenda setting, according to Iyanger and Kinder (as cited in Bennet, 2012), is a model which editors or media owners decide what or which news is important and influential to publish or to broadcast for public and therefore they make public what they think about. Gatekeeping as a definition for Bennet's (2012) a selection of voices, facts and organizing ideas that whose voice and what messages might be decided to get into news, in other



words, decision-making elite groups select news in the favor of their political agenda, which is generally against any radical movement. What to cover and how to report is central for news gathering in this model. Gatekeeper controls which stories will be told (Fidler, 1997, p. 46). If so, most document for news are based on editorial selection, processing and framing. The most influential persons in the selection of news are editors and editorial policy is the ideological background of news. News is not just selected but also according to Atton (2010) filtered by editors, owners or states. On this issue, Fidler (1997) argue that they are primarily assigned the task of validating, filtering, organizing and presenting content. When it is looked at the decision-making process of news and its selection, it is difficult to say that this process is democratic and selection is based on the decision taken from by all parties and representatives. Also, the selection of people is undemocratic and unequal. Celebrities, politicians, rich and the like are covered much more than other class representatives. News is primarily about the activities and views of important people (Williams, 2001, p. 316). it means that power of news in mass media marginalizes and excludes ordinary citizens in some perspective. For agenda-setting, Barret (1986) thinks that it sets boundaries within which debate should take place or should not debate. It works for some elite groups and excludes the other from all the process in which news are taken shape. Journalism has the power to make things visible to the public and thus to make them important (McNair, 2010, p. 49).

Gatekeeping is a kind of barrier for news and it is common in mass media while framing is a method that is a little different from the methods which focus on the selection of news but it rather involves into the interpretation and the meaning. In this case, Beckett and Ball (2012) assert that journalism involves the selection of material and the news are get framed by many factors such as the journalist`s ideology, commercial imperatives, resources of time and space. According to Klemp (2011), a frame is a mental structure that we normally use in thinking usually without being informed about it. Continually, he explains that it characterizes the way you understand a situation. Also, there is a relation between selection of news and framing. According to Allan (2010), framing is a selection of specific component of reality and make them prominence.

Before the revolution of internet, there is need to mention the degradation of print news media in the process. This degradation is well-described by many media scholars. For

example, Garcia and Dicken (as cited in Hardt, 2000, p. 213) state that `news media resulted in a shift from news person to news selling, and editor-centered, personal structure gave way to corporatism, focused on advances in technology, increased competition, large circulation, diversification advertising as means to profit`. It is not just the degradation of quality and ethical principles and also, we can talk about the degradation of public sphere. How use-value news has transformed from the public service to the service of some news corporations, which only pursue the profit. First and foremost, news content has been changed from serious events to entertainment-based news. Similarly, Vincent (2004) claims that news media give less attention to serious news that covers people centered topics, such as politics, economies and society but when it comes to sports, scandal and popular entertainment it gives so much attention. From this point of view, McQuail (2000) criticizes news organizations and says that `they refer to reduction of choice for readers, tendencies of sensationism, and personalization, decline of attention to serious issues and displacement of serious of journalism by gossiping and entertainment` (p. 21). So, called-tabloid journalism is generally covered the news of gossip, entertaining, celebrities, scandal, sensation and so on. As a result, investigative journalism is on decline, too. McQuail (2000) said that `maximizing profits inevitable requires minimizing the cost of good reporting` (p. 23). when it comes to select cheap and easy way of making news, Internet is not different from mass media. For this Burns (as cited in Bannet 2012, p. 91) said that `Internet becomes a more favored source for entertainment news and gossip`. News that resembles entertainment has earned the name `infotainment` (Bannet, 2012, p. 9). Political programming seems less attractive but largely are viewed by old. For new generation, serious news is not attractive. it is boring. Whereas, any comedy news video is a trendy on the Internet and mostly followed. Generally speaking, good informational journalism according to Hardt (2000) replaced by aggressively commercial solution, economic consequences of which have trivialized news and information. Why is news becoming more and more an entertainment and marked oriented? According to Curran (2011), the answer is seen in three trends: The multiplication of privately owned television channels, the weakening of program requirements on commercial broadcasters and a contraction in the audience size.

The worse one is that according to Zaller (1999), the misinformation is disseminated by news media as a propaganda tool. A survey in the USA shows us that how a public could

be misinformed and persuaded even the news was clearly wrong. Bennet (2012: 14) states that 'misinformation among Americans was considerable, with 24 % per cent of those polled believing that weapons of mass destruction had been found in Iraq'. Despite it was revealed after a while that there was no weapon of mass destruction in Iraq, giving misinformation by media, people in the USA were persuaded that there was. This kind of case is prevailing today on the Internet, whose news called 'fake news'.

Another example of degradation of mass media is dramatization whose main purpose is to draw attention of mass to make profit. According to Bennet (2012), news stories invite dramatization particularly with sharply drawn attention to actors at their center. The most serious and general necessary news disappear for the sake of readers' attraction and then this attraction increases the sales of the newspaper.

Uncovering serious and important news to be seen, fragmentation is a good example of method to prevent media users to see whole picture. it is the isolation of stories from each other and from larger contexts, by this, readers and audience are not able to see the whole picture of stories and make connection between them. McNair (2010) criticizes the form of media news and emphasizes that by replacing ethical codes and principles, they tend to avoid 'serious matters in favor of tabloid news: crime, scandal, sex, gossip and whimsy.

Alongside with degradation and decrease of quality of news media, the sale numbers of newspapers and its effectiveness are losing momentum dramatically, especially after the appearance of the Internet. Between 2008 and September 2009, 106 local newspapers closed down in Britain (Curran, 2011, p. 111). Additionally, The Pew Research Center (PRC) (as cited in Curran, 2011, p. 112) estimates that in 2008 nearly one out of every five journalists working for newspapers in 2001 is now gone in US. Internet has triumphed over mass media, particularly over news media in terms of advertising. It is normal, according to Curran (2011), the news ratings are in steady decline. On the basis, 40 % per cent of Americans in 2008 cited the Internet and 70 % per cent cited television (Curran. 2011, p. 115). Accordingly, Bennet (2012) claims that Journalism is in crisis. Because of new technological development like Internet, roughly a quarter of journalism job has been lost

In the year of 2000, in this regard, news organization do not give importance to the investigative journalism due to expenditure. This mentality shows us that making news is not for use-value, on the contrary it is for making profit like a private business. If news is not attractive for reader or audiences, there is a big problem waiting for them. In this regard, according to Dennis and Merrill (1991) newspaper circulations may drop and broadcast may falter. This situation would push revenues down and the editor might be fired if there is no advertisement. According to Vincent (2004), advertising perturbs the creation and dissemination of news in two noticeable ways. First, it reduces diversity of news-making. Second, advertisers have increasingly made pressure for the editorial content of news publications. Advertising revenue is the main source of income for news media in order to stay on hold in the fierce competitive environment of free market. Television news has become more focused on commercial success as measured by audience share (McNair, 2010, p. 120). If source of income for news media is not appropriate for its stability, it is possible to go out of business. Mainstream media are facing a business crisis as their sources of revenue are eroded by the Internet (Dennis and Merrill, 1991, p. 134). Media diversity and pluralism are also gradually disappearing. Furthermore, the declining number of competing newspapers and broadcast outlets are out of business. As this regard, he claims that as the number of newspapers are decreasing, the number of group-owned newspapers are increasing. The number given us here is so significant. Soheenback et al. (as cited in Vincent, 2004, p. 12) in 1975, survey suggested that around two-thirds (66% per cent) of Americans read a newspaper every day, but by 1999, this had declined to only 42 percent. PRC (as cited in Vincent, 2004, p. 12) reported that as recently as 1994, came 74 % per cent of Americans reported watching a news program the previous night, but this had fallen to figure of 55 % per cent by 2000, with only 30 % per cent claiming to have spent an hour. Majority of young generation who are accustomed to Internet is little appetite to follow up serious news when we compare them with the majority of old generation who were accustomed to read and to watch mass media. For young generation over the past 40 years, news consumption has been a free-fall. 70 % per cent of Americans born in the 1930s read newspapers on a daily basis by time they turned 20 compared with just 20 per cent of those born in early 1980s (Bennet, 2012, p. 8).

The reliability of news media is on decline so far. A survey conducted by Sacred Heart University (SHU) in US support this idea. SHU's study (as cited in Fox and Gangl, 2011, p. 186) showed that less than 20 % per cent said they could believe 'all or most' media reporting down from 27 % per cent in 2003. When it comes to ethical standards, news media has failed. Related this issue, Gallup surveys (as cited in Hachten, 2005, p. 95) show that from 1981 to 1993, the share of Americans who left that journalist had high ethical standards slid from 30 % to 22 %. According to Hachten (2005), the publics thought that news is influenced by profit motives, politicians, big business, and advertisers, as well as media owners.

Briefly, mass media situation is dire, a mixture of declining of advertising revenues, shrinking audiences. Additionally, new media technologies extend their news gathering, dissemination and effectiveness, which break down mass media's privileged statue as information gatekeepers and agenda setters. In the perspective of Siapera (2012), the potential reasons of journalistic crisis as follows; 1. Diminishing of circulation, 2. The tumble down of advertising income, 3. The loss of attention, 4. The predicament of authority, 5. The lack of decent criticizing for political power.

The wake of Internet technologies of news gathering, editing, publishing and dissemination, even an ordinary citizen can do journalism as professional journalists do. As technological improvement progresses, old technologies were being challenged and faced up with a fierce competition. But in general, the media which have the cutting-edge technology for news have the upper-hand to win the race which has been forcefully dictated by market-driven approach. Some old technological devices have lost their attractive and profit rate in the market. If so, Internet has gradually begun to be an arbiter and replace old media in many aspects. How old media replaced by print media in the past, but now as Marichal (2012) points out, mainstream media are being replaced by Internet.

The significance of the Internet was well-observed and defined many media observers. For example, Castell (as cited in Siapera, 2012, p. 14) rightly argues that we have entered into a new era, enabled by new IT, in which space is a space of flows and time is timeless. With internet advance, information sources are becoming rich and democratic. With the revolution happening in IT, Fox and Gangl (2011) assert that multiple media have been

available for consumers to choose. It means that by internet information sources, news becomes divergent, pluralistic and global. Online news sources offer information directly to the public for free, anytime they want it. If it is compared with mass media which put barrier for public to reach the news, this type of advanced digital technology is unimaginable before. There is no need for news organization, institutions or professional journalists, also no need for gatekeeping, agenda setting, selecting, blockage of officials and so on. Because citizens all around the world can publish their news in daily base, and create new communities of Internet known cyber congregation. In terms of news gathering, digital cameras of mobile phone has revolutionized both the form and the content. In this context, Lievrouw (2011) points out that search, share, recommend, link, argue and the likes are the creation of new media by which internet users do not just deliver content but also, they must actively use them to do something. It seems that mixture of new collection of mediums come together and they have multi-usage capacity. The creation of online news seems under the control of ordinary people who have divergent opinions, partisanship and different perspectives. So, Dahlgren (2014) argue that new and old journalism are blending with each other. Facts and opinions, debates, gossip, nonsense, misinformation, deceptive, the poetic are all mixed together crumbling the traditional boundaries between journalism and non-journalism. Virtual public sphere has been created on the Internet thanks to connecting all people around the world. Wheeler (1997) think that Internet is a public sphere in which issues are debated and all citizens enjoys access to the endless information around the World. And also, Campbell (as cited in McNair, 2004, p. 250) argues that 'web has developed as a public arena'. But this arena has a huge pile of complicated news information comes all across the world, which contains of bias, misleading, ideology, conspiracy theories, fake, lies and so on. The reason why is that the people who make news has many different ideas, opinions and ideologies. If it is a fact, Gillmor (2004) claims that it is a largely unregulated sphere where boundaries blurs and the news no matter good or bad are shared. What creates the sphere is that in the first time, internet technology allows the communication between many-to-many which is fundamentally different from traditional media. The people all around the world are not just connected to each other through Internet, and also connected people build up a sense of consciousness by arguing, discussing, interaction etc. In this sense, Curran (2011) argues that the Internet has forged interconnected webs of

communication to create a new sense of consciousness and led to the creation a global public sphere. It opens the door for professional or non-professional to freely express their opinions, accusations, ideologies, dreams and so on. On the contrary to this, an editor in mass media concerns about the news values, consideration of space and lay-out.

There are many reasons to choose internet news but the most significant one is probably, according to Fidler (1997), its higher speed and lower-cost communications. That makes Internet news more popular, appealing and attractive among customers. The second one is that it is more responsive because its technological efficiency allows to the individuals to feed or answer back. It means that it is able to give the opportunity to participate and interactive. Another one is that, according to McNair (2010), internet news as a new technology allows pluralism and diversity but, in his point of view, reduces the resources available to any single producer, thus threatening quality. With the increasing of impact in news, Internet destroys the traditional controls of elites and its dissemination. Another transformative factor in term of news is that potentially everyone around world share, send, write, witness, and discuss on the social media. In this perspective, Jordan (1999) claims that this technology allows people to experiment with their identity. They are able to show up their presence in the public and introduce themselves, expressing their opinion. The last one is that Curran (2011) asserts that the Internet has triumphed as an advertising medium for good reason. Because the low-cost of internet and social media create a large number of audience and draw attention of the people who want to read news.

## **1.2. Individual journalism**

With the Internet technology, which potentially has all journalistic tools to make news, every ordinary citizen becomes a journalist nowadays. Johnson (2012) emphasizes that along with the development of new communication technologies that give people opportunities to easily publish information online, led to the emergence of individual or citizen journalism. Couldry (as cited in Atton, 2010, p. 214) argues that ordinary people become new media producers because of the capacities and opportunities that new media have. Ordinary people without any professional training have the ability to produce, create and publish their own content, particularly news information. With the help of Internet, ordinary people produce more contents, write texts, post pictures or videos,

comment on other's contents and create a new virtual community. All this means that unlike mass media, producing and dissemination news are not encountered difficulties or obstacles on the internet or on social media. Journalism was difficult and limited, generally controlled by editors, media owners, government etc. But today, 'journalism in the Internet era: lower barriers of entry, personalization, interactivity, globalization 24/7 consumption, multi-skilled producers working on a multi-layered nonlinear process' (Beckett and Ball, 2012, p. 150). The term 'ordinary witnessing' used by Chouliaraki (as cited in Blaagaard, 2014, p. 47) is nowadays' journalism which bystanders take position at the right time and place forward mobile phone footage. Anyone who holds a mobile phone has potentially report and has the opportunity to disseminate any news. Unprofessional ordinary people are expected to see images and many news events; such as wars, uprisings, natural disasters, protests and so on. Blaagaard (2014) called these unprofessional ordinary people's work as an 'amateur esthetics' (p. 55). These voluntary amateur news gatherers spread huge amounts of videos, images, information and the like, very fast and an easy way with the help of new technological tools. Accordingly, Blaagaard (2014) thought that unforeseen opportunities for recording and distributing lived experiences of any news around the globe are able to be taken by the camera-and-video enabled mobile phones. In her thought, there are some characteristic of citizen images; 1. unconstructed, 2. unique framing, 3. maneuverability, 4. symbolized collectivity. Laughey (2007) points out that news sources come into sight for public in terms of immediate information, diversity of viewpoints and multi-layered stories. By Internet connectivity, immediate information and news, diversity of viewpoints and multi-layered stories are able to come into sight for public. Internet makes our world, as McLuhan said, 'a global village' (cited in Dixon, 2009). Thanks to Internet connectivity, individuals make news and are able to share them with all people across the world. Therefore, Campbell (2004) thinks that the Internet offers more choices and different news information which is gathering from everywhere. As news is coming out from everywhere, it is becoming personal and value-laden-self-perspective. According to Chouliaraki (2014), journalism is in the process of divergence that means that professionals and amateurs come together for making news together. it can be observable that journalism is specified by a relocate from professional informing towards the citizen-driven acts of deliberating and witnessing. So, it can rearrangement be thought that



networked news communication is changing the news fundamentally, of the news industry, its production and dissemination. In a nutshell, Castells (as cited in Allan, 2012, p. 26) said that `we are all reporters now`.

There have been many alterations to occur in society in terms of news making, its dissemination and content, and form as well. In this perspective, Bennet (2012) points out that dramatic changes in citizen information preferences centered on social media, which are changing the relationship between journalism and its audiences. Also, news begins to exposure in social media as well, particularly on Twitter platform. According to them, with social media reality of news gathering platforms, as serious investigation and time-consuming news analysis are decreasing, short-lived and different sources of news are becoming prominent. Similarly, Siapera (2012) argues that while some search, selection and processing of news are the characteristic of traditional news, the ongoing rhythm of timeless time leads to a pressure for constant updates, which is taking priorities over all else. In the context of news consumers, accessing to news is far just a click away or just finger-touching screen. The changing mentality of news is not just about the acceleration of speed but also, it is about switching from the consumption of news towards producing of news by anyone in anywhere. In social media, the citizens who were just passive consumers in the past and who did not take part in the news processing in terms of news making are today becoming news producers without facing up any barriers. PRC showed (as cited in Bennet, 2012, p. 238) that `by 2010, fully 44 % per cent of all Americans said that they got news through some digital platform`. In his view, social media such as Facebook and Twitter will enable people to have a public place to allocate and send huge amount of news, creating large and active publics that are not comparable with mass media. Similarly, Siapera (2012) argues that the consumption of news that is the pattern of mass media turns into a producing news that is created by all people in the new media. Individual journalism means that anybody who want to make news are able to do with the help of digital technology. It is mostly personalized-news with heavy value-laden and a direct interaction between people and news.

Siapera (2012) sees that individual journalism as interactivity, multimedia city, relinks, and the character of news and information online, provide new possibilities and opportunities. News is a collaboratively produced process and the consumption in this

process turns to be a production of news. According to him, this is a tendency which triggers personalization, and customization of consumption centralizing users and their interests. Shifted passive consumers of media to active consumer creators (Johnson, 2012, p. 37). That is a big change for news.

Cameras embedded in mobile phone gives a huge opportunity for individual to become witness in political protest and unrest and upheaval in the society as well. There are many examples of individuals news that create by mobile phones. Chistensen (as cited in Wall, 2012, p. 115) said that `Abu Ghraib prison: videos of soldiers emerged in shoot out, with local militias posted to YouTube blogs sharing details of operations`. Funch (2014) underlines the role of social media in protests and then points out that political rebellions, protests and revolutions in countries like Algeria, Bahrain, Egypt, Iran, Jordan, Libya, Morocco, Tunisia, and Yemen in early 2011 were able to be supported by social media via mobile phones. Ordinary people shared pictures, comments, videos, their opinions, grief and so on. Jamali (2015) argues that so called Arab spring was a creation of social media which has infiltrated in Arab countries very fast. It has a prominent role to activate protests and unrest for a while and some are still going on. Schmidt and Cohen (as cited in Backett and Ball, 2012, p. 136) claim that government have been challenged by large numbers of their citizens who are armed with nothing but just cell phones, and who take part in mini rebellious. Social media is a place where public consciousness takes a part a crucial role in development of opinions and ideology. Iranian woman Nada Agha Soltan, who was killed during a demonstration in Tehran was taken a picture by a protester (Mortensen, 2012, p. 125). According to Allan (2010) the first time Hurricane Katrina was imagined by mobile phone and reported by local individuals to the mass media.

Cameras used for many purposes by bystanders or news organizations. Moeller (2010) points out that usage of digital cameras, phones, and such web sites as YouTube, Flickr become a weapon in the hands of terrorists in Karachi, a significant journalistic documentary in the hands of soldiers at Abu Ghraib, an entertainment device in the hands of tourists in Pherket, a communication tool in the hands of commuters in London. Gillmor (2006) claims that as the usage of video cameras have been accepted by large amounts of people, we have been witnessing what happens when users capture important events such as police beatings of suspects and approaching tornados or other natural

disasters. Recent times, the photographs taken by bystanders has been setting the agendas in the public in some ways. The last example is the death of George Floyd in the USA. According to The New York Times (2020), the video of suffocated George Floyd took by combining from bystanders and security cameras. The footage makes people around the world outrageous. This video is triggered unrest not just many cities of America and also many places in the world. The protest is mostly about police brutality, unfairness in economy, racial discrimination, unpreparedness of US administration in terms of coronavirus, which spreads very quickly. The result of all these mistakes, US becomes the epicenter of the coronavirus pandemic.

Private, spontaneous, random news show up in social media in every second as flow of millions of information are surfed. Social media will bring more opportunities to those who wish to contribute to the news process. Gatekeeping method will continue to erode (Hamdy, 2012, p. 28). People satisfy with online to post news stories using pictures, video, audio and text messages. With this power of video-sharing, writing text messages and other forms of participatory activities on social media, people are able to set the agenda for themselves. In this perspective, Livingstone (as cited in Bennet, 2012, p. 102) argues that 'new technology makes possible by availability of relatively inexpensive, easy-to-use technological gadgets and cultural trends that encourage citizens to produce media'. Curran (2011) underlines the role of new media in interactive communication and claiming that the web provides people to respond: to hold the media responsible, to correct mistakes its claims and provide a counter weight. With the help of new technologies, news information is endlessly available, ready for consuming, interaction and participation, connected to the netizens all over the world, and editable. Therefore, Beckett and Ball (2012) said that there is no longer any need to wait for the news media to gather, filter, package information and selection. Unlike the mass media, Internet has cut down the threshold of accessibility to news, that is, break down the wall of prevention for journalists. Internet has lowered the threshold and costs involved in producing contents, resulting in widening participation (Siaper, 2010, p. 183). Finally, it is used friendly because anyone can go online and publish whatever he or she writes, alongside photos and videos. Gillmor (2006) asserts that the norms for newsmakers, not just for journalists, have evolved, owing to everyone's capability to make the news. And the users

of online have become publishers, filters, writers, gatekeepers and curators of news and journalists.

The news in the Internet is not totally innocent and therefore, some media scholars has criticized it in some aspects. They claim that individual journalism has no ethical code, principles, rules, any authority control, professional experiences and journalistic sensitiveness and the likes. Some unprofessional-made news disseminate biased, defame and distorted information, tribal prejudice, terrorist propaganda, and hate speech. Montensen (2012) claim that the online arena may enrich the information and reinforcing of like-minded people and add to the division of opinions and views, rather than publish their reports online. In terms of truthness of news online, Allan (2010) doubts the credibility of internet news, trustworthy of news sources and claims that it is a lack of objectivity. Online news create so-called infotainment for public usage rather than hard and serious news for public interests. Online news is prone to highly misinformation news because there is no any control to confirm that the source of news true or wrong. The ordinary reporters has no any professional training and take part any journalistic course. A good example of misinformation online is that the president of USA, Barack Obama, is a muslim rumour. Obama's muslim rumour demonstrates how the total lack of filters on the Internet and the ready array of partisan pundits make manipulation through the use of misinformation easier in the new media environment (Fox and Gangl, 2011, p. 179). Political polarized consumers becomes a big problem. In this context, he underlines that the politically polarized consumers, like US, are motivated to exercise greater selectivity in their news choices. Internet gives the technological power to any government to surveillance the ordinary people who bravely report the unwanted news sources. Internet diffuses huge flows of information therefore, online readers are not able to choose the objective and true news source. IT, as McNair (2006) indicates, has double swords; on the one hand, it has contributed to the globalization of news culture, but on the other hand, disintegration of the boundary between truth and lies. Also, mixed-huge flows of information is problem for separate the true one and the wrong one. Continually, McNair (2006) suggests that every day huge piles of news information becomes available to the Internet users. Therefore, it becomes more arduous to evaluate trustworthiness of information, personal value-based news and complicated opinions, and measure up the quality of information. Although the circulation of news on the Internet is unprecedented,

as Cheah (2014) emphasize that news on the Internet is generally about more of the same rather than plurality, diversity and different ideological viewpoints. Even though there are millions of information circulated on the Internet, it is interesting to note that the similarity of these all huge files of news and information is remarkable. As a result, diversity of news is shrinking dramatically on the Internet.

### **1.3. The importance of mobile phone in news**

In the journalistic side, when mobile phones have digital cameras, the story of news since then has been changed dramatically. Evolution of technology throughout the history has become the fate of news. This evolves to photography, video, audio, satellite positioning and mobile technological advancement, particular advancement in digital camera. The size of digital cameras and its cost is being decreased by the innovation of technology and by the competition occurred between big corporations. Technological advance of mobile phones have triggered its diffusion and spreadability. For Jenkins, Ford and Green (2013), spreadability of mobiles depends on the changes happening in the nature of technologies which make it easier to produce, upload, download, appropriate remix recirculate and embed content. Digitalization helps the spread of news via mobile phones. In this context, Siapera (2012) said that the process of digitalization will turn all media into digital media. All unique medium comes together and are connected to each other in just a mobile phone. According to Blaagaard (2014), Internet is presented as invaluable news source that has not been seen before in the matter of constant information, diversity of ideologies and multi-layered story telling. This means that news through mobile phones is coming from every corner of the world in order to be seen, to be published or to be made comments as feedback. It is the first time, each news - regardless of important or unimportant - has the opportunity to be visible to all people in the world. In the past, there were barriers for accessing news in terms of speed and sources.

The most significant feature of mobile phone is its convergence that means that many media technologies come together into a new medium. Loon (2009) claims that a connection and convergence between different types of mediation, particularly visual, aural and tactile have been enabled by the support of electronic mediation. All technologies of media communication are embedded into one tiny gadget. Jordan (1999) claims that when cables and phone lines are connected to the computer, this parallel world of cyberspace is

created. With the help of technological convergence, mobile phone is able to give a great amount of information to the citizens, which flows all across the world. According to Fidler's (1997) definition, convergency is a notion that communication industries are coming together to generate new forms of communication. With this new connection of mediation like brain nerves, human communication has turned into a new way of thinking. Convergence of technologies and digital technologies ultimately lead to new forms of multimedia. They are in the process of transformation. The older forms of media usually do not die but take a new shape in the process then become a new one. This news information is real-time and never-ending information flows. With the globalism, time and space compression that Harvey has identified as a new phenomenon is difficult to imagine for new economies without the service of the informational space of flows (as cited in Jordan, 1999, p. 170).

There are many advantages of mobile phone for people to use. Cell/mobile phones are essential requirements and enormous time saver if it is compared with old mediums of communication. In this context, Fidler (1997) explains some features of mobile phones which are compatible, complex and reliable as well as portable. According to him, new communication technologies, such as mobile phones, emerge from the metamorphosis of old media. The mobility of mobile phones is an important feature that consumers pay attention to. The mobility is a big chance for any individual reporters to send and share news information with the help of all convergence of media technologies. These give opportunities for anyone to contribute, to collaborate, to create exchanges, pictures, video sharing and mashups provide the contents. In this results, anyone can publish anything online via mobile phones which connect virtually all people. This means that by a tiny little gadget, news can be produced easily and quickly. All events happening in the society can be witnessed by anyone who are randomly present at the scene. This witnessing, recording and crucially also publishing by citizens with mobile media, feeds into this modes of a media-director disintermediated, more personalized and experiential kind of politics (Siapera, 2012, p. 163). If anybody carries mobile phones in the pocket, she/he can be a reporter and is able to spread the news all across the world. It is clear that news reporting has been carried out by the help of technologically equipped mobile phones. Both professional or amateur journalists when they practice their jobs on the ground, they use this opportunities of cutting-edge technology of communication. In this context,

Gillmor (2004) support the idea that the appearance of camera phones and small-digital cameras has given professional journalists great new power and also provide many ordinary people to make news. Some examples has shown us that mobile phones has been used in activistic reportings and news dissemination on social media, particularly in Arab Spring Unrest. Some local reporters who are activists use mobile phones and portable keyboard to write, take photos, record short videos and then publish their reports online both easy and fast. According to Allan (2010), the significance of mobile journalism as we called, where everyday people are able to take charge of their stories has taken everyday mundane events into the networked world to be known by people.

#### **1.4. News in social media**

First and foremost, as a formation of Web 2.0, social media transform the way we communicate in the process so we have to pay attention to it. Today, we live in the last stage of news media. All types of audio, video, data and content have been transferred into digital media. The media are considered that speech, orality was the first ``medium``. The media evolves from orality to written language, from written language to radio and tv broadcasting then from tv to the social media. This means that news via Internet technology, any news events occurred in any place of the world can be informed very soon, and any news can be popped up to anyone who interested in news. With the opportunity of new news technology, everyone can be a news maker and easily shares news events quickly on social media. According to Lievrouw (2011), there are three main components of social media; 1. The material appliances that extend people's abilities to connect people and share, 2. The communication activities that people engage in as they use those devices, 3. The longer social arrangements and organizational forms that people create and build round the devices and practices.

Technology and communication are inter-connected dialectically in the course of the history. This relation as a dividing topic between media scholars is still on the agenda. Sütçü (2015) argues that technology is a term that explains the struggle of man against nature. In this perspective, it is defined as a socialized knowledge, which focuses on the need of people that lead to technology. Communication, partially news, is basically necessary for socialization. Sharing this information is occurred through medium which is transformed during the course of the history. In the historical process, it might be clear

that new medium generally becomes a popular medium for news because of its usefulness. Today, social media as sharing information and news platforms represents the last stage of news medium and is shown highly popular among young generation. Changing mediums throughout history have some impacts in the practising of journalism. In other words, the level of technology in the side of media news has transformed both the content of journalism and its implimentation process in due time, from print media to social media. Today, we have a breath-taking environment for news gathering, access to the news sources, news-making, setting the agenda, publishing and dissemination of news and so on. Here the key is Internet. It is a base for social media which is the key element of changing of news mentality and of news procuders. In the case of accessing news, formating, and distribution of news, social media provide the journalists unlimited efficiency in the way of storage, speed and time and space. Yılmaz and Yılmaz (2015) suggest the importance of news is that it creates public opinion, form social delicacy and ensuring political and social participation and supervision as fourt state in the favour of public interests.

How can social concept be identified into the social media? All media are related to social relationship and connectivity. Communication is a reciprocal process between at least two humans, in which symbols are exchanged and all interaction partners give meaning to these symbols (Funch, 2014, p. 5). If you write a report alone it is not social but if you chat on Twitter that is social. Social media have both positive and negative sides. Social media have to be seen as a part of a whole picture. The social web is creative, collaborative, couragous, collective, and intelligent but in terms of negative dark side of it, it can be seen as commodification, surveillance, and consumption crisis and so on. Many media scholars claim that social media create a new virtual public sphere where netizens are able to make a seperated-like groups by making their identities visual to each other. Dahlgren (2014) argues that Facebook, Twitter, and YouTube is becoming important public space of netizens`gathering to share news and opinions.

Alongside with its public sphere function, new media, particularly social media, have introduced a significant shift from compsumption of news to the production of news. Today, news is produced as millions of circulated information in an accelerated way that could not imagine before. In this context, Siapera (2012) criticizes that news production,



feeding back like retweets, and analyzing by non-journalists cause to increasing of online news, ending up with news depreciation and whole devaluation. The increasing of news produced by any ordinary individuals creates many unconfirmed news like a chaos. Unclassified online news do not give any professional work of journalism with ethical code and principles and rules as well. It is a new potentiality of producing news and also has many risks in terms of truthness, credibility, trusted news sources, and like many things. The notorious fake news concept are commonly mentioned in the age of internet and of social media, which technologically makes easier for individuals to make and to disseminate news. With the help of digital camera of mobile phones, social media user becomes an amateur reporter but without any journalistic training. The lack of professional ethics code and training, the resources of fake news might spread. For Nielsen and Graves (2017) claim that fake news is not only about doctored news but also it is about a large scale of dissatisfaction with the information sources. According to them, the misinformation occurred during the 2016 US presidential election put the fake news phenomena on the agenda across the world. It is a pursue for political advantages, which creates rumor, lie, distorted information and so on. In the social media age, the dissemination of fake news is easy and quick. That is dangerous for objective news that should be given to the public.

Generally, one of criteria for news is the speed of information coming from any source in any place, especially today, the era of social media. The momentum of publication news and dissemination have the main criteria if it compares with other news priorities. This means that immediate and spontaneous news largely cover on the social media without investigative and in-depth analysed news reports. This declines the quality of news in this new era. On this issue, Bennett (2012) criticizes new appearance of news form that critical investigation and time-news starts to disappear. He thinks that stories are depended on the easiest sources or manufactured stories, content updates increase to keep website buzzing.

Social media support people to participate for any purpose in order to fund, unrest, donate, company together, entertain, and so on. By virtue of the Internet connection, all people have favorable circumstances of contact with each other without any barrier first time in human history. This occurs only with technological supplements such as video, audio and

text sharing, creative exchange, upload and download, change format and feed back. On the contrary to mass media, social media users are active, not passive when it comes to produce news. As a supporting idea on this context, Kalogeropoulos, Negrodo, Picone and Nielson (2017) assert that the advancement and diffusion of digital media technologies present new and easier forms of participation. This technology allows news to be created by non-professional journalists and gives space for anyone who wants to share her/his opinions like an author or columnist. Gillmor (2006) emphasizes that contrary to old media, social media can be: one-to-one, one-to-many, and many-to-many. Many-to-many communication allows all of people come together in collaborative way so as to discuss a political issue, unrest for economic inequality, fund for those who are needy, play games as a group, support for any sport team or a political party, organize any events and so on. Therefore, people are able to participate around any thing they wish. So it can be said that collaboration and participation are the two significant pillars of new media technology for democratic improvement and healthy decision making. This development makes participants of Internet users appetite to share daily news between each other. This triggers a new journalistic model, which is deeply different from mass media.

In this technological age, some social media platforms are competing with each other to give news to the audience as fast as possible but in the past, news readers had to wait so long to access the news. News was accelerated as quick as a click and its speed will continue in a speedy way. Higher speed and lower cost are the main root causes of diffusion of social media among the people who have less purchasing power. Another reasons of diffusion of social media, according to Algül (2015), are technology acceptance, perceived usefulness and perceived ease of usefulness.

Taking photographs by selfy and then exhibit it without hesitation is a trendy social activity among young people. Appealing to be visible and wishing to show identity datas and personal privacy information to anybody are common among social media users. Many build virtually their identities in social media as a playing game because they can change their identities frequently and easily. Therefore, having many identities have been celebrated by post-modernist theorists. It glorifies the relativity and opposes just one unique of identity. By having changable identity, people might lose authenticity and real sense of existence.

In terms of accessing news, new technology provides the social media users with unlimited convenience in the way of storage, prevalence, penetration, space and time. Each of social media platform has own functions, purposes and different targeted customers as well. On this point, the new study, conducted by PRC (2015) in association with the John S. and James L. Knight Foundation, shows that majority of Twitter (63%) and Facebook users (63%) now say each platform perform as a source for news. According to PRC, although these two social networks have the same portion of users in terms of getting news, there are clear differences in their news dissemination. The rate of users who say they follow up breaking news on Twitter is nearly twice as high as those who say they do so on Facebook (59% vs. 31%). Twitter, Wikis, Blogs etc. rather target to those who want to access to news. Some of social platforms support communication, some shares common work, user-generated content and pay attention to community-building. Twitter just allows short and limited text messages. Therefore, it is hard to say that a systematic and informative knowledge could be shared in a short text message. In this regard, Funch (2014) states that it is not meaningful to discuss any political debates based on 140-characters short messages. In his opinion, a short text message means simplistic argument about any serious issue. He claims that entertainment-oriented followers are the nine out of ten on Twitter platform, only Barack Obama is just one exception. Just Twitter, according to many media scholars, it is able to virtually create a kind of Habermas' public sphere through the connected all people around the world. When it comes to followers, those who have money and visibility have more followers and the power to say and to be listened. Celebrities, politicians or singers have more followers than ordinary people. Re-tweets are more frequent for famous people. The first period of Tweet, advertisement was not used but then its policy has changed and becomes a profit-oriented corporation. Twitter is dominantly used by middle-class but excludes some groups who are generally workers and farmers. However, it is a new space potentially for everyone to express their thoughts and opinions if it is not forbidden by any government. According to Funch (2014), social media are predominantly related to entertainment, not related to serious politics. He criticizes social media to sell their users to the advertisers, even though social media contents are created by their users for free. Additionally, users are monitored and surveilled by social media in order to get information from their personal data so that advertisers are able to get targeted. Some

critics claim that for example, Facebook is a good place to escape the harsh economic-social depression of the world, especially for young users who are in the risk of losing taste of reality. By creating virtual space, social media decrease the face-to-face communication which is essential for healthy relationship between humans.

In some aspects, as an informational website, Wikileaks was/is a non-commercial and non-profit prospect and tries to give news information for the interest of public but recently it is under the threat of coercive force of market economy. Some media scholars states that this situation is similar to what happened to some British newspapers in late 18th century, when government put huge tax increasing for these newspapers so that they could be shut down. Wikileaks represents largely communication-based public platforms just for now but for future, it is not clear. In this perspective, Marichal (2012) talks about two kinds of social media deviation; one is free market-based, the other one is communication-based. This situation suits the use-value news and exchange-value news dichotomy. In this perspective, many social media platforms try to get the attention of consumers with downloaded videos, news information and many other sharings in order to get advertisement.

One of the gloomy repercussion of social media is about brain functionality. Social media has negative effect on brain functioning. On this issue, Carr (as cited in Hayles, 2012) argues that our concentration and intellectual capacity are being imperiled when we follow social media news. It diminishes the understanding capacity, especially the one which covers the complex texts. The news readers of social media should carefully focus on the shared content for a long time to comprehend. Otherwise, they are easily bored and then try to find another web, break off for playing games, change the websites immediately and surf on many webs at the same time.

Emotion has gradually become a norm of making news in social media due to the lack of rules and principles. News naturally contains emotion, which is highly likely value-laden and non-objective. As known, emotion is subjective, changable and personal feelings that represents anybody's thought. Maybe one of reason for losing credibility of social media news in terms of trustiness is emotion. When it is exposed to especially on social media, its effect becomes so effective due to the capability of being seen by anyone. Sparks (2015) argue that Tweets combine sensation with belief or partizanship, and

dramatization with fact, showing extremely subjective stories of interpretations and events as they unfoulded.

In some perspective, the arguement that social media has a free platform to discuss public issues like a public sphere of the past is losing ground when twitter starts to delete some messages and accounts that are defined as unproper and a violation to its policy. The Guardian online newspaper (2020) reported that Twitter has deleted more than 170,000 accounts from the social media site, many of which are about Hong Kong protests, Covid-19 and the US protests in regard to George Floyd. It deleted some partisanships`accounts and tweets in Turkey as well. The argument that social media have not a gatekeeping similiar to mass media is not completly true. This shows that flow of information is controlled by social media companies even though they claim vice versa.

## **CHAPTER 2: TECHNOLOGICAL DEVELOPMENTS AND SOCIAL MEDIA**

Social media as a new news diffusion platform have popularity particularly among new generation thanks to the coming out of Webs. McLuhan (as cited in Bendall and Robertson, 2018) asserts that the attractiveness of a new kind of communication is not just the content but also the social and political evolution it occasions. His well-known statement is that the medium is the message where time and space has shortened. He pins down the significance of technology over media. Without the technological capability of internet, there was no social media. According to Mulpeter (2009) the Internet began life as a network called ARPANET (Advanced Research Projects Agency Network), a project undertaken by the United States Department of Defence to examine country-wide data communication. In the first, ARPANET was used for army but then it could be used by civilians, too. Then it has spread quickly to the daily life of ordinary people. Because it has adapted to the human life so fast. However, it should not be forgotten that this new technological development is the part of socio-economic construction.

Technology paves the way many positive developments but in some aspects it has negative consequences, either. Digital division is one of them. By giving importance to the socio-economic condition of the society, Funch (2011) said that 'economy is more fundamental and grounding in society than political and cultural system' (p. 50). In modern time, majority of societies consist of classes which means that people economically divided according to their financial income power. Callinicos (2004) claims that consuming is depended on the earning that any worker can get from the owners of the companies. As a result, this class-divided society generates inequality. Economic gap between rich and poor is increasing. Digital inequality is not just a structural problem of a specific country, it is a fact that people encounter with it globally. Thus, digital division reflects this economic inequality. The Guardian Newspaper (2020) reported that almost 87% of people living in rich countries have internet connection in matched with 19% in the poorest countries, generating a digital divide that will gradually diminish unskillful workers. This fact clearly indicates that accessing the Internet is not equally allocated in the world where communities socially and economically are divided. It is not difficult to anticipate that those who are less accessible to the Internet are expected to less reach the

news. Some media experts think that inequality in digitalization depends on the purchasing power. Those who have less purchasing power live in a difficult social environment. Apart from reaching internet for news, it is hard for them to survive for their lives. At this point, Dijk (2005) said that the digital divide was defined as the gap between those who have computers and internet connection and who do not have. If majority population of people cannot use Internet for news, how we mention about a deliberate participatory democracy. Internet, for example, is so crucial for farmers. With the help of the Internet, farmers can keep away from overspending and raise the crop yield for better. About digital divide, Arya (2020) said that Indian agriculture sector has still not been able to defeat the digital divide that is pervasive since so many years in rural development scenario.

### **2.1. Web 1.0, web 2.0 and web 3.0**

Web pages are written and created by a tiny special number of writers, who have unique knowledge about high technology, designed web pages for considerable number of readers in Web 1.0. The WWW or Web 1.0 is a technological system of inter-connected, non-linear text written paper accessed through the Internet. The internet and the web is in some aspects separated from each other, on the other hand they have close relationship. Internet globally connects millions of computer no matter where the computer is located or connected. World Wide Web is a way of displaying web pages where users can use a browser, by hyperlinks they are able to access the information which contains various video, audio, graphics, and text. In Web 1.0, any writing documents was allowed to read or shared by the users but consumers were not part of producing. There was little feedback or comments to contribute and interact for news or information. This means that the users was still passive not active in Web 1.0. Naik and Shivalingaiah (2014) state that Web 1.0 is related to be presence online and creates information available for any user at any time. When news were shared via Web 1.0, it was still revolutionary but it was a basic form of information. The form of information shared Web 1.0 was in a slow motion version of Web 2.0. Additionally, if we compare to the other Web, Web 1.0 had a chunky nature and needed to be refresh when users opened up a new page. It was just depended client-pull model. Unlike, the other Webs, Web 1.0 did not promote two-way communications. In this perspective, Naik and Shivalingaiah (2014) put forward that Web 1.0 was about stable and simple content, one-dimensional form of communicating and of

broadcasting of stories without any contact between context-creators and readers, in other words, a few of context-creators were dominant over the readers. It was rather about publishing, not about participation where information could be read and could allow to connect people. Technically, it did not have the capability to make connection between consumers and producers in compliance with flows of information and news. Therefore, news making in this perspective was so limited in terms of democratic participation and collaboration. In a simple way of communication technology, Web 1.0 potentially was not possible to make social media news such as video sharing, digital camera footages, 3G mobile phones, user-generated content and so on. Consequently, for this reason, the requirements of being individual journalism such as witnessing, reporting, sharing, dissemination etc. were not possible with Web 1.0.

According to Website Builders Com.(2019), there are some characteristics of Web 1.0 which differentiate Web 1.0 from two other Webs. They are; static pages, Website content stored in files, combination of content, e-mailing of forms and guestbooks. The main differences of Web 1.0, according to Weblinkindia.net (2010), are hyperlinking and bookmarking of web pages. The software of new technology to contribute content and to make a direct contact with other web users has fundamentally transformed into the environment of the web. The main differences between these two, according to Cormode and Krishnamurthy (2008), content creators were few in Web 1.0 with the large portion of users simply performing as consumers of content, while any contributor can be a content producer and a great many technological assistances have been made to amplify the capability for content. Feeding back any shared content is the crucial difference between Web1.0 and Web 2.0 in terms of participation of netizens. Web 2.0 is called participative social web in which users freely communicate, share opinions, videos, audio and so on. The reason why it is called participated social web is that people can upload and download in the first time.

Wilson, Longstreet, Lin and Sarker (2011) underline some specialities for Web 2.0 in order to be understood well. Some of social web platforms are mixing up two or more Web services or applications, sharing of information from videos to photos to articles to bookmarks or links, helping users to contact with anybody they want and receiving updates from anything/anybody, tracking updates to various sites on the Web,



aggregating the various feeds for later consumption, updating easily and generally displaying in reverse chronological order and using a website that anyone can edit.

After these some attribution of Web 2.0, we can define what it is. R. Craig Lefebvre (as cited in Dooley, Jones and Iverson, 2012), made a definition, which is brief and can be simple to understand. According to him, Web 2.0 involves the use of Web pages as a two-way of communication between online content creators, enable them to generate and allow to share content such as information, photos, videos, and links. According to Sfetcu (2017), the term social media is increasingly used and nearly substitute the term Web 2.0 and write down the many different social activities that mesh technology, social cohesion, and content creation. Social media uses a lot of techniques, such as web association feeds, blogs, photo sharing (Flickr or Instagram), wikis (news sharing), video sharing (YouTube), postcasts, collaborative bookmarking, mashups, social networks (Facebook), virtual worlds or microblogs (Twitter, Wahsapp or Weibo). Through few basic steps, it is allowed many users to publish their own contents, story tellings, political opinions or controversial issues, which was not possible in the Web 1.0. By fundamentally altering the structure of media, there are huge piles of information surfacing on the Internet, which makes difficult for anyone to reach all. Moreover, in the context of news, for any news reader to reach all news information circulated nearly unlimited webssites is naturally even more difficult. It needs to be ordered and organized. In this situation, machine learning gets involved and organize this messy huge files of news information.

Cormode and Krishnamurthy (2008) argue that Web sites based on some particular technologies such as Web sites which demonstrate a strong social component, covering user profiles, friend links; Web sites which inspire user-generated content (USC) in the text-messages, video, and photo postings along with comments, tags, and ratings. By publishing and disseminating news, citizens can produce news and in some aspects, set the agenda without any obstacles. Mata and Quesadahe (2014) argue that appearance of Web 2.0 is characterized by the development and use of instrument that allow the interchange of information between users by the way of websites, blogs, wikis, chats, syndication mechanisms, such as atom, podcasts, and mashups. Social media have some characteristics; a) cooperate with other people via social networks b) cooperating and doing things with others c) producing and sending content; and d) discovering,

consuming, arranging and reusing content. Web 2.0, in the case of news, is mostly assembling information and allowing it to be shared.

UGC is a deep upheaval in terms of social interactive and share information due to technological advancement of Web 2.0. In this regards, Crane (2012) points out that Web 2.0 is an area to look for people, to inter-change ideas, and to demonstrate creativity for an audience. It is like a public sphere where you can get together to share information and updated news that you cannot get from the traditional media. The power of technology like Web 2.0 go on to extremely affect how people work, play, learn, socialize, and collaborate. When they have contact with each other, they share fresh news, which have got from any social media user.

Funch (2014) criticizes Web 2.0 business strategies. According to him, corporate digital companies circle the majority of free communication and sell social media users who access to communication networks in interchange for sacrificing their privacy and making them as advertising bait.

The third generation and the last evolution of World Wide Web is Web 3.0. Definition for web 3.0, Ausbild (2013) states that the term 'Web 3.0' indicates a network data storage system which, via the addition of machine-readable meta-information, allows machines to automatically generate and discover contextual relations between data objects. Moreover, micro formats, natural language search, recommendation agents which are commonly known as Artificial Intelligent (AI). AI are components of Web 3.0. The users of Web 1.0 can just read and share the information. Web3.0 also known as semantic web is personalization like my yahoo, iGoogle etc. The language is reconstructed and took a new form in this Web. The reason behind this, the system rather than human can read and categorize. It is a kind of automation in digital world. By social media applications, to store and record the information makes Web 3.0 more precise and helpful for the web users. By this, it is viable to have data gathering and huge information for the news. Pawełoszek (2015) defined that the term "Web of data" emphasizes the structure approach to data gathering and the data orientation.

Web 3.0 has some certain features that are different from Web 1.0 and Web 2.0. they are semantic, artificial intelligence, 3D graphics, connectivity, ubiquity and huge data base.

Lal and Lal (2011) point out that there are four characteristics of Web 3.0. They are intelligence, personalization, interoperability and virtualization.

The Semantic Web is an evolving of the web 3.0 that gives opportunity for people to perceive the information much deeper level the meaning of the search terms and the context in which they are used. Metz (2007) states that Web 3.0 is something called the Semantic Web, a term coined by Tim Berners-Lee, the man who invented the first World Wide Web. In his view, it is a place where the net can be trolled better by search engines and software agents and search engines can find what users are looking for. Semantic notion is an idea that machine can better peruse, recognize, and operate all data surfing via cyberspace. Morris (as cited in Bruwer and Rudman, 2015) point out that merging of data is the elementary substructure of Web 3.0, and by using metadata which is a term used to set out data within data, which supplies information about a item's content, imbedded in Websites, data can be converted into useful information, and be located, evaluated, stored or delivered by software programs designed to collect information based on the users' interaction with the Web.

Ontology as a language operates with words where each concept shares attributes and creates relations with other concepts. According to Farah (2012), intelligent Web agents poke the Web searching for related datas. This can be done as Web 3.0 will confine clusters of information called ontologies. Ontologies are neither knowledge nor information. Web 3.0 will have natural language search capabilities that allow users to inquire a concluded question, rather than input noun phrases in desolation. The advancement of search engines is to interpret and to process complete sentences.

Browser behaves like any helper to help you do anything you enjoy to find on the Internet. And browser can learn what you are interested in by tracing back your researches. It is like a machine avatar that do things instead of you.

The three-dimensional design is being operated extensively in websites and services in Web 3.0. As a significant component of Web 3.0 is, 3D graphics infiltrates into every day life so fast. Within this context, Sergeenkov states (2019) that such as museum guides, computer games, e-commerce, and geospatial contexts will be widely utilized in sites and services in Web 3.0. Connectivity is another function of Web 3.0, in which data is more

conjoined by cause of semantic metadata. As a result, the user experience turns into another level of connectedness that beefs up all the reachable information. Ubiquity is the final function of Web 3.0, whose subject matter is reachable by numerous applications, every appliance is linked to the web, the services can be utilized everywhere.

## **2.2. Artificial intelligence**

The significant attribution of web 3.0 is AI. Farah (2012) that AI aims to upgrade machine behavior in dealing with some complex tasks. Information can be designated by computers like people in order to support faster and more consistent results. According to Luger and Stubblefield (1998), the goals of AI is the creation of programme that has the ability to understand human language. By understanding language, the demands of users are fulfilled more professionally. Wang (2019) said that already, just a single click can sway what notifications pop up on our social media accounts such as posts, advertisements, friend suggestions, and more, by virtue of AI products, such as recommendation engines and chatbots. In addition to his idea, AI technologies, including facial recognition and natural language processing, are helping companies improve customer service and market their products more effectively. Recommendation engines are the mechanisms behind these personalized videos and posts. According to him, the recommendation engines accumulate all information on the subject matters that you deal with, from attaching a picture on Twitter to argumentation on an Instagram post, and then they show up the textiles that they prepare for you will take pleasure. In the context of news, AI is a significant effect. Eco-chamber is a creation of AI. According to Ramirez (2020), an echo chamber takes place when an individual with a certain set of beliefs preoccupies with political news with only like-minded people or outlets. This means that eco chamber is a sort of bias which is generally about negative feelings. Seneca (2020) claims that social media companies build upon adaptive algorithms to evaluate our interests and flood us with information that will keep us writing. The algorithms do not care the replication of what our friends or relatives are sending and instead attend to what we “like,” “retweet,” and “share” to keep supplying content that is familiar to what we have specified makes us enjoyed.

AI usage has also some advantages to control and to trace coronavirus pandemic. McCall (2020) AI is inducing a paradigm change in health care and there might be helpfulness in the utilization of AI to the current COVID-19 outbreak, maybe it might predict the presumptive outbreak. AI application arranges methods of contact-tracing and patient isolation. It performs on the web-based platform, Healthmap, which visually exposes global disease outbreaks in accordance with location of infectious patients, the time of infection, and the person who is possible suspect of virus. By AI application on mobile phones in China, there are three cards, of which are red, yellow and green. Those who have red card records on the mobile phone are restricted to travel outside of the city, those who have yellow card records are allowed to travel limited places and those who have green card can travel freely. By this method, virus can be controlled and prevented to spread to other places of the country. In context of news, this kind of development is a breakthrough in terms of news gathering. Normally before this, reporters were sent to the scene in order to give information about health crisis and patients to the public. In this case, there is no need to deploy reporters, to have huge budget for news organisation, to wait for publication and so on. Digital news media as McLuhan (cited in Loon, 2009) suggested becomes an extension of human body. Since mediation itself is exactly technologic.

Facial recognition, which becomes controversial issue in democratic societies, is used in some countries and so it deserves to mention. Facial recognition necessitates many levels of neural networks, which utilize machine learning to single out any elements of an object, in this case, facial features. It was written in Financial Times (2019) that Chinese facial recognition firms have forged ahead in serving this growing international market. Facial recognition is not just for being for social and behavioral control but also it is used to prevent crimes, violence, an unwanted social disaster, and recording people behavior for gathering news and so on. According to Techopedia (2020), a facial-recognition company that has placed 2 million of its cameras at entrance gates in many countries, started preparing for the coronavirus in early January. Social credit system that is a structural social classification in which the behaviours of people are valued as either positive or negative and distilled into a single number. According to Bostman (2017), this system would build up Citizen Score and it encourages citizens to develop a good personality that is suited to the requirement of the state. With this rating system, citizens can be promoted or punished by the state. In this regard, Foucault (as cited in Hindess, 1996)

puts forward the idea that state power tends to build up decent and proper citizens by using discipline, control and surveillance. This kind of community is called Foucault's Panopticon. However, there are some beneficial result of facial recognition for the security of community. For example, it could prevent crime and make people secure if it is used for people's interest.

As a social media platform of China, for example, WeChat is used for payment without money or credit card. Many countries might adapt to cashless payment system in the future. This kind of society is termed as a cashless society. Within this context, Weinland and Ju (2018) states that data can be analysed by the company's lending platforms, which give loans to both consumers and to small businesses. For the cashless society, Alipay and WeChat Pay are wrestling to be the king in the future of the markets.

### **2.3. Algorithm**

According to Techterms website (2013) an algorithm is a set of instructions outlined to carry out a unique mission. This can be a simple process, such as accumulating two numbers, or a complex operation, such as playing a compressed video file. Search engines use proprietary algorithms to show off the most relevant outcome from their search index for specific questions. By operating efficient algorithms, developers can make certain their programs run as fast as possible and use minimal system resources.

Cooper (2020) claims that the Facebook algorithm means that how Facebook determines which posts users see, and in what procedure, generally they monitor their newsfeeds. In his view, in 2020, Facebook's target is on making its platform more transparent for users, and giving people more direct control over what they see. Therefore, there is now a button to click if you wish to know why a post is pop up in your feed.

Data points about a user's past behaviour is identified ranking signals. For examples, What is your favourite Group? How many news sharings are available for you to see over? How new are they? All these questions are the signals that rate and order the news which reveal the front at the top of the page. The answers of these questions determine the newsfeed which is made by algorithms.

The acceptance of the post are the focal point for algorithms. In addition, it allows people command the algorithm precisely what is significance or irritating. This means that users can ask for Facebook to request certain posts from a particular person, or to see more from a particular page. It is a kind of rearrangement. Swan (2020) tries to find the question of why some sharing go viral with engagement, while others fade without so much as a few courtesy likes. Facebook has manifested at a slow pace how explicitly it collates and gives precedence to content in users' News Feeds. A positive reaction from users is the focal point for social media ranking systems. Facebook's ranking now rather depends on the content sent and posted from friends and relatives than companies, claiming that it gives importance to meaningful interactions. The highest engagement of users is the significant spot that the algorithm concentrate on since social media companies are able to find out the necessary data in order to get advertising. In this matter, emotion is also a useful weapon. Video rankings is the newest algorithm. In order to detect spammy or clickbait titles, they have provided the algorithm to perform. According to Swan (2020), four factors determine a story that is related to a user's News Feed. The accumulation of all subject matter can reveal to a user on Facebook's News Feed. Signals represent can collect about a piece of content. Predictions express is able to see the behavior of a user that is a positive interaction or not. Score is designated to a piece of content formulated on the possibility the user will repost positively to it. In this situation, especially for advertisers, the signals of content is the only part of the process that they have control over. View time, story sort, time posted, and other metrics non-active metrics are passive signals. Shares, likes, comments, and interpretations are active signals. Facebook's News Feed algorithm is in the favour of positive interactions between followers and others. The content which is shared on Facebook should create provocation, in that, users can discuss, making conversation, even fight for any matter. Content should always be related to audiences who are able to set up a community which is too close in a circle. Products, education, lifestyle imagery, all of these should build on user's identity as a brand answering to a specific audience. The new Facebook algorithm measures up content that works well organically, and users can construct that momentum by boosting or promoting that content with ad dollars. Their content should encourage to attract without having to ask. Users should keep their content meaningful by being a conversation starter. According to him, users should pay attention to these important tips. These are; supporter

of your audience, keep away from clickbait, foster your best-performing organic content, trace your performance with Facebook Insights and other tools. To show the news at the front, these tips are so important in the new algorithms.

The Facebook algorithm has charge of the regulation and presentation of posts, so users look at what is most admissible to them. The year of 2018 of the Facebook algorithm was arranged to heed subject matter around individuals' close friends and family members. In 2019, Facebook now come up with a model to why users look at certain organic posts and ads. The reason behind this new development is that Facebook intends to draw advertising from many organizations or companies. Facebook struggles against 'fake news', misleading content and misinformation. The Facebook algorithm cares about relevant content and prioritizes personalization. This means that Facebook users get the news from the people who are the friends, relatives, close friends or anybody who are known by users. This produces one sided-news and information that create bias, discrimination or fake news.

According to Cotter, Cho and Rader (2018), Facebook uses algorithmic curation which are automated election and status of content intends to get a individualized list of posts for consumption. Facebook - liking, clicking, commenting or sharing a post - do not always explain the story of what is most worthwhile. The Ranking code contains a combination of 'how' and 'why' accounts. The News Feed algorithm arranges stories to exert influence on the News Feed that appears in the front page. As Gillespie (as cited in Cotter, Cho and Rader, 2018) expostulated, algorithms undertake a personnel editorial process consisting of 'proceduralized choices of a machine, arranged by human operators to automate some proxy of human judgment or unearth patterns across collected social traces.' The news storage has become a vast and unorganized sources without algorithms. Because of that, strategy of automatic classification for huge piles of news is needed.

Martens, Aguiar, Gomez-Herrera and Mueller-Langer (2020) underline that the greater number of online news is now reachable to consumers without constraint. Consumers can prefer any article and no longer purchase a huge accumulation of articles by printing or broadcasting. This triggers demand for news and motivates to reach in unlimited news sources. Apart from direct news distribution via news publishers' own websites, two-thirds of online news consumption is guided through algorithm-driven platforms such as



search engines and news aggregators, and social media websites. The main peculiarity of these online news platforms is the detachment of roles of news production (the editor) and allocation (the curator). Editors keep control over the content of articles and news but fail to control over the curation or preference of articles and news that is effectively accessible for potential readers. Algorithm-driven platforms combine articles from divergent publishers and order them in accordance with popularity basis, often with a view to maximize the user numbers and advertising earnings. What readers observe does not only build upon their favour news sources but also on the selection of close friends in network communities and many others. Inherently, this new situation helps readers to leave their `echo chambers` and enlarge their news horizon. On the other hand, it may challenge them with news content that they abhor or have a lack of trust. Online algorithmic circulation blurs the efforts of newspaper editors and erodes their trusted intermediary relationship with readers. False news makers may intentionally bet the network features of social media and ranking algorithms in order to reach unsuspecting consumers. They may also use advertising tool to agitate their news. It is not so much the shift from offline to online distribution that has led the way to quality concerns in news but rather the move from direct access to newspapers to indirect algorithm-driven distribution of news.

## **2.4. Machine learning**

Machine learning is a part of New Media Technology, which is the automation of social media. Frankenfield (2020) defines that machine learning is the notion that a computer program can grasp and suit to new data documentation without human involvement. Machine learning is a branch of AI that maintain a computer's built-in algorithms. A compound algorithm or source code is fixed on a computer that empowers for the machine to know data and create around the data that it locates. Machine learning is convenient in defining the mountainous of information to accommodate in decision making. Machine learning can be put into use in a variety of areas, such as in investing, advertising, lending, organizing news, fraud detection, and more. One method of AI that is increasingly put to use for big data processing is machine learning. The model utilizes parameters designed in the algorithm to form patterns for its decision-making process. When new or additional data becomes available, the algorithm automatically regulates the parameters to check for

a pattern change. The model built into the system surfs the web and collects all types of news events from, industries, countries, businesses and cities, and this information makes up the data set.

On (2018) underlines the idea that machine learning are applied in social media as well. Instagram is one of them. Whenever users touch the explore icon, there is a portion designated 'For You' that lets users have a personalized feed formulated on the pictures and videos users have clicked on in the past. Facebook uses a sort of algorithms to dictate users may know based on friends that users connect with, the profiles users frequently look up, users' advantages, occupations, groups, etc. Face recognition is a part of machine learning, which spreads quickly and allow users to collect news and information at the ground. Whenever you send a picture with you and many other friends, Facebook can notice and memorize their faces. This is depended on metrics such as the projections in the picture and unique facial features, measuring the differences between them with people in your friend's list. There are some cutting-edge surveillance systems nowadays powered by AI and making it possible to become aware of any crime or any news before it occurs.

A user is likely to adhere to gain an understanding of actions executed by other users linked to the user in the social networking system. These activities include, writing of comments , status updates, photo uploads, transactions, wall posts, recommendations, likes indicated on other users' photos, videos, and the like. The social networking system stockpiles other types of data that is likely to be in the interest of a user, for example, activities related to social groups or events taken place in the social networking system. The social networking system validates social information as news feed stories, also charged with herein as stories or feed stories. The user may have more interest in certain stories compared to others. Users select to see stories that they are more interested in grouped with stories that they detect less fascinating when they interconnect with the social networking system. The news feed ranking system regulates news feeds for a user based on information describing other users linked to the user in the social networking system. Information identifying other users tied up to the user includes interactions of the other users with objects associated with news feed stories. These interactions contain

commenting on a news feed story, liking a news feed story, or retrieving information, for example, pictures, videos associated with a news feed story.

Banos, Katakis, Bassiliades, Tsoumakas, and Vlahavas (2006) claim that the rate of accessible information that is ready to use became gigantic, making amount of useful information worthless data. This fact is commonly named `Information Overload` and this contains a main issue that blocks the user to obtain the needed information in time. Machine Learning and especially Text Classification is a promising field that has the potential to play a part in the solution of many problems. In TC, a classifier is trained to sort out interesting messages on behalf of the user. Automation is needed because manual moderation of thousands of comments is laborious and often neglected for that reason. In particular, media organizations producing dozens of videos per day on YouTube are confronting real problems moderating hateful comments. Therefore, fully automatic or computer-aided moderation is needed to be a source of strength to the health of online communities.

The size and complication of datasets mean that users are not able to extract useful information. People can get bored when they look at huge files of news information. The problems of human limitation go away if there can be an intelligent machine do the dirty works instead of human. It is about making computers modify and adapt their actions so that these actions get more accurate, where accuracy is measured by how well the chosen actions reflect the correct ones. Data mining is a significant of application. Learning is called supervised, in contrast to unsupervised learning. Instead of us, machine learning selects news that we like, comment, rewrite, retweet, interpret, share, and advice to anyone and the likes.

## **2.5. News feed**

News was created for social media users so as to draw attention for frontier news which can be seen on the web pages. According to Rouse (2013), the definition of News Feed is that a news feed is list of newly published content on a website. News Feed might show up before social media users to read news stories that are shared in social. Even Facebook creates a fact checker of news in News Feed. On this subject, Su (2017) states that Facebook will start using updated machine learning to distinguish fabricated news and

more potential hoaxes. This misinformation can be addressed to third-party fact checkers. If any news has been investigated by fact checkers, it may show the fact checking stories below the original post.

Social media is radically different from other media, in that, it consists of information shared by unknown others, much of which is user generated. Bode (2015) thinks that users who are low-class members have fewer barriers to reach absorbing information and therefore, learning for them become so easy. In News Feed, users have many options to see more articles and news, on the contrary they might choose not to see more news and have control over the news limitations and can choose which news they can see. This is a kind of gatekeeping control system. In social media, this is in the hand of users but in mass media it is in the hand of editors, new agencies, states or company owners. On facebook, news feed consists of how many likes comments and shares the post has and decay the post is. All this contents shares by affinity that users have any relationship. Facebook is ordered the postings and shares in many ways to try to convey what is most relevant, how it is new, who it was posted by, whether users are clicking on it. It is the algorithm that decides the ranking will change. Largely, these sharing and postings come from families and friends rather than other sources. In the past, postings were come from brands, shops and the topics related to upbeat the consumerism. There is a bit of a learning tendency when you are just getting started sharing, posting, liking, and using other Facebook features. News feed page is where you can see and surf through anything posted by the people and business pages you follow. Walker (2020) points out that the News Feed is where you arrive when you log in to Facebook. The News Feed is about your friends and what they are doing, while your profile page is about you and the information you agree with sharing. Your News Feed page is a flow of constantly updated information from your friends and any groups or Facebook pages you follow. You can prioritize certain posts. Facebook has made relevant and useful posts really easy to set your preferences for your news feed. According to Myers (2020), as advertising grew on the platform, Facebook started monitoring how users interact with sponsored stories. When users deal with a certain type of sponsored content by liking, sharing or commenting, they started seeing similar advertising types in their News Feeds. The Facebook News Feed is consist of stories from friends, followed Pages, and groups joined. Ranking is the process Facebook uses to organize all of those stories so that their users can see the most relevant

content at the front, every time they open Facebook. 'Ranking' was formerly called 'EdgeRank' - date back in the early 2010's. Myers (2020) has classified ranking into four elements: the available unique of stories, the signals, or data points that can give information ranking decisions. The predictions are made, including how likely users think someone is to comment on a story, share with a friend, etc. and a relevancy score for each story.

Based on feedback from the community, Facebook knows that public content - posts from businesses, brands, and media - is expel the personal moments and the things that lead us to connect with each other. Facebook incites users to feel good. In case of negative comments and sharings, Facebook wants to ensure that it is a place where we can feel good. A place that is good for our well-being. This news feed vision means that it does not pay attention serious news stories and topics that include investigative journalistic reports and writings. Rather, it is interested in entertainment. News Feed is like the front page of newspapers. The selection of news are chosen by newspapers editors and owners, on the contrary in social media, it is filtered, ordered by algorithms and learning machine.

## **2.6. Research on social media**

Understanding news in terms of selection, Winter, Metzger and Flanagin (2016) claim that framing method and selection of news is not just related to by mass media but online headlines and summaries may not be fundamentally different from traditional newspapers. According to their thought, the common root cause behind the preference of news in social media is that news sites offer options to recommend, rate, share, or comment on articles. The social media news is almost design of user-generated and this has manifested that readers pay attention to these social information cues and assess. The credibility of online content based on accounts the circle that are from friends or unknown others. That leads to online news at risk in terms of credibility and truthfulness. The news source that they get is not supported by any trusted organizations and the news are created by non-professional citizens who do not train in journalism. They underpin more important problem of social media which disseminate fake news and then result from this, people are perplexed what is true or fake, even they have doubted about any real issue need to be solved.

In the study, their main aims are to analyze the relative significance of message cues and social cues. The method of their study is based on some hypothesis which conducted in a large U.S. university. By clicking on the headline, the attendants of the study were able to read any whole article (nearly 500 words).

In the findings of their study, readers had a tendency of a justification bias in that they more frequently selected attitude-consistent than attitude-challenging articles. This shows that people are affected the contents they see on the social media. Articles that were accompanied by a high number of Facebook likes were clicked on more frequently, selected earlier, and read for longer than articles with a low number. Results even showed the tendency for a stronger confirmation bias for accuracy-motivated participants in comparison to the control group.

Social media, particularly Twitter, for Vis (2012) has some functions that are attracted by media news users. Why it is so attractive. Her explanation is that it is an open platform for everybody, easily collected and reachable of data, purpose a range of communication practices which come from interpersonal news making activities. Because of its producing by everybody, Twitter plays a big role in breaking news situations. During different crisis events, from popular uprisings, to the aftermath of natural disasters, traditional media outlets for her may have difficulties in getting to locations and verifying information. Trustworthiness of information is one of the important essential of journalism. In her view, 'Twitter Effect' is that Twitter provides live coverage. The availability of Twitter makes it the first medium of news that can report the fresh news. And also, she pointed to the importance of key agents such as the emergency services who are able to share crucial and risky information in real time, for example through "hashtags" allowing for the labelling and easy location of tweets. But Twitter has short 140 characters creates a fragmented update, without any details with systematic analyzing. Continually, she tries to show us both white and black sides of Twitter. Twitter produces a various of news, information and feed-back or comments, usually tied up to current reality, but without any rule-based principle.

With the content analyzing method, study which is rest on two journalists' writings on Twitter during UKs riots was made of a codifying language. In the study, it is indicated that these two journalists actively used the Twitter as an effective reporting tool. In this

matter, Twitter should be accepted as part of a complicated ecosystem of journalism. It becomes a blended medium for new and old news media as a convergence, which brings many news sources at the same time. Professional and amateur journalists have the same space at the same place to report breaking news. If the technological capacity does not allow to do it, it is not possible to merge many news mediums into just one.

In terms of news articles to influence sharing activities, Khuntia, Sunb, and Yimb (2016) used a publicly available secondary data sets of records. They considerably concentrated on interactivity and sharing of news on the social media. As the primary basis of communication, sharing and interactivity are activities of readers shared on social networks to retrieved information and the result of this they gratify their needs. According to Campbell, Pitt, Parent, and Berthon (as cited in Khuntiaa, Sunb, and Yimb, 2016), readers are expected to give a more central role not only by consuming but also by producing and distributing news accounts. Like many scholars, they also point out that Internet usage is increasing in a very speedy phase. According to the PRP, 41 % of adult Internet users have shared news stories, and 46% have discussed a news issue or event (as cited in Khuntiaa, Sunb, and Yimb, 2016). The reason behind the increasing of Internet news, the audience base has been extended to all place of the world via technological advances in news distribution. Continually, they pay attention to connection of a wide range of news consumers in masse on social media.

The study is prepared a set of relationships to give proof of the results. According to them, a firm's internal media content data contains articles, images, and videos, while external data includes posts, comments, and activities from social media platforms, such as Facebook, Twitter, and Instagram. They find that the average length of words in a title is negatively associated with the sharing of the users, with a unit extension associated with a 10% drop in the number of shares. The number of words is positively corralated with the number of shares, but the effect size is too small to be meaningful. They found that subjective writing styles, polar sentiments in titles, embedding content with links and images, use of social media platforms. The underlining result from the study is that title and subjectivity of written style are a focal point for sharing. Second, they find that fortifying the reading experience with interactive media, such as videos and pictures or images, is not as effective as previously believed.

Hladík and Štetka (2017) examine the impact of social media on Czech news media content. They said that journalists were accustomed to take the role of mediators in the communication process between elites - the main sources of news - and citizens. Nowadays, the infiltration of social networking sites (SNSs) permits citizens to bypass other media. They point out that facing the budget cuts and face up to the usually circumscribed access to elites (particularly politicians and celebrities), many journalists willingly disseminate further the easily available, ready-made content provided on social media. By scanning data, they use social media as news sources in the Czech Republic. About the use of social media, they claim that as news sources for mainstream media can be postulated as a sign of hybrid news system. Social media get to be a distinct platform for creation and dissemination of information, which secures importance especially in exceptional circumstances, such as social upheavals or natural disasters.

They chose to investigate the three most widespread SNS in the Czech Republic, Facebook, Twitter, and YouTube, in terms of news sources by the major print and electronic media in the country. Their analysis show to what type of social media content is to get sourced by news media: textual, visual, or both. Their analysis demonstrates that the hybridization of the news cycle remains a relatively peripheral phenomenon. They found that social media become visible as sources in only a small fraction of the news content and when they conduct the role of sources, they usually do so only in a secondary capacity. The increasing diverse of voices in the news or the ordinary numbers increase in inclusion of citizens' voices translates into democratization of the news agenda.

Bendall and Robertson (2018) wrote about fake news and post-truth and its effectiveness in the society, which merge in the domain of social media and become a very controversial issue. They define that it encloses what is considered unreliable in the media environment; second, it has turned out to be a weaponized term by populist governments to delegitimize news with which they disagree or which seemed temporally inconvenient. As they underline, post-modernist theorists claim that the idea that few can agree on what is 'real', and it has been asserted by Lyotard (as cited in Bendall and Robertson, 2018) and others. It is also closely related to manipulation. They said that manipulation could shift from commercial to directly political impetus. During war-time with fake stories



propagated about German armies eating babies in the First World War might be an example which happened in the past. Previously, mainstream media was controlled by gatekeepers and filtered by editors and media owners in accordance with their news policy, news tactics, ethical codes and principles and etc. But today, as Schlesinger (as cited in Bendall and Robertson, 2018) identified, political actors represent a new delivery route for selling truths. Social media boost systemic manipulation. Political marketing and propaganda have long existed as Lippman (as cited in Bendall and Robertson, 2018) would attest. Hence the industrialized use of digitalized disinformation, could be perceived as novel, expanding on politics, geo-strategy, military and commercial utilization of manipulation.

Waisbord (as cited in Bendall and Robertson, 2018) identified five concerns: depoliticization, cynicism, simplified issues, exclusion of citizens and press negativity. Moreover, they point out that degradations of political culture include: voters shun the political sphere unable to discern what truth is; complex issues become vulgarized. The more disinformation increases in democracies, the greater the risk that challenges culminate into crisis. Social media allow people to spread fake and bias news more than before because of its potentiality.

Salzman (2015) claims that shopping, campaigning, communicating, and information gathering are just a few of the mindset that have been radically evolved by improvements in mass communication technology, specifically via the Internet. According to Kaplan and Haenlein (as cited in Salzman, 2015), social media are some of Internet-based applications that mirror the generation and exchange of UGC, such as popular social media applications include Facebook, Twitter, YouTube, and LinkedIn. The primary goal of Salzman's study is to frame an image of social media users in Latin American states. This project used survey data that attended to specifically on political news information. Employing data from 2008, Salzman and Albarran (as cited in Salzman, 2015) analysed news media consumption by putting to use three factor categories: ability, interest, and expectation. Whereas trust in news media may be expected to positively relate to consumption of traditional news media, individuals with less trust in the traditional domestic news media are anticipated to provide the Internet and social media more to avert news outlets they see as untrustworthy.

He underlines that individuals with less trust in the domestic news media will take on social media for data gathering purposes. This finding shows the importance of hardware and hard abilities for social media. Therefore, it should be recommended that Internet use demands a set of financially and educationally determined abilities. The study made clear that social media users in Latin America are wealthier, better educated, and more urban than their non-user counterparts. The results of his study explicated that social media is another tool for individuals who are interested in politics to strengthen that interest. It was indicated that individuals with less trust in the local or domestic news media would similarly manipulate social media more for political purposes. In short, individuals who utilize social media for generating and exposing political information are more able and interested, but appear unaffected by their expectations of traditional domestic media.

Larsson (2018) tries to examine whether the tabloidization of news is still ongoing matters for social media or not. In his view, newspapers have provided content online since the popularization of the internet in the mid-1990s, and the comparably recent influx of social media like Twitter and Facebook have provided several new platforms on which to publish news and for the audience to interact with the content provided. In his study, two major Swedish newspaper on social media were examined, with respect to tabloidization of news. He remembered us that the increased business orientation of news actors and its supposed resulting focus on providing brief, entertainment-oriented content rather than more in-depth news stories. Alberg and Curran (as cited in Larsson, 2018) demonstrate how a news diet primarily including celebrities, sports, or human interest-type stories will lead to a less-informed citizenry in comparison to a pattern of news consumption with more items pertaining to politics and economics. In this regard, Trilling and Schoenbach (as cited in Larsson, 2018) give an account of a representative survey from the Netherlands, finding that “news on the Internet reaches those who are unlikely to seek news offline and wish to be entertained instead of informed” with their aim in mind, these findings advocated that Facebook news consumers might be more appetite to interact with soft news.

For the beneficial of social media news, he underlines that various online channels would be able to provide more and better information about society. As suggested by Bird (as cited in Larsson, 2018), high-cost, arduous, and less popular ones always lose the battle

against the cheap, easy and popular story. Explaining how news making on social media, in the context of Facebook, he emphasizes that interactivities for news can be understood in terms of so-called likes, shares and comments. He identifies news on social media, first as a digital thumbs-up, liking a post seems to suggest a supporting notion towards the content provided.

Newman, Dutton and Blank (2012) mentioned about the role of media as a Fourth Estate. This is possible because users can source their own information, having autonomy of any single institution, using the capabilities supported by search and social media. Also, users can generate subject matter in many forms - like blogs, e-mail, tweets, comments on websites - that furnish with even substantial autonomy from other institutions and propose an instrument whereby public opinion can be directly appeared. But some media scholars like Sunstein (as cited in Newman, Dutton and Blank, 2012) claim that social media could lead to less diversity because of its echo chambers character. According to them, an echo chamber is launched when anybody looks for to obtain information and sources that support their viewpoints and filter out countervailing information. In the case of the news, social media might strengthen online news, and cause a greater propensity for displacement of print media and the Fourth Estate. Moreover, the role of social media can be particularly worthy of attention around breaking news events.

The circulating of “personal media” has led to a rebalancing of the traditional relationship between news producers and consumers. Underlying these trends was a deeper concern, that in a period of time where anybody could bring out an opinion or become a “citizen journalist”. The value of sifting and checking facts was being diminished by creating news by someone on the social media.

This research tries to prove with some evidence that the Internet is providing the Fourth and the Fifth Estate, which actually support one another in a new news ecology.

Stoycheffa, Pingreeb, Peiferc, and Suid (2018) researched whether agenda setting is created on social media or mass media and how effective social media when it comes to agenda setting. Shortly, according to them, agenda setting is the media’s ability to influence the public so as to prioritize some issues in the society. Also, media are successful in telling its reader what to think. Further, they claim that divergent mentality

of news making on social media means that different point of view has opportunities to have space to be expressed. This leads to make public more democratic in terms of setting agenda. As a result of this, individuals now create news by themselves and get news from variety of gatekeepers. One early study by Althaus and Tewksbury (as cited in Stoycheffa, Pingreeb, Peiferc, and Suid, 2018) indicated that both print and online news exposure led individuals to mention over 60% more international issues encountering the country, proposing large effect sizes may extend to the online news. In this regard, as user-generated social media channels, like Twitter and Facebook, continue to agglomerate and convey news. Journalists are the obvious gatekeepers of story selection, but with social media, issue priorities are instead reflective of a critical mass of users, both media professionals and lay citizens alike. So, the more individuals who comment, share, like, and retweet coverage of an issue, the more expected it is to reveal as a trending social media topic and provide as a cue to others about issue importance. They saw the similarity between mass media and social media in term of agenda setting. Just as journalists have considerations other than issue importance when selecting news stories, so does the social media community. According to a recent PRS research for 2014 (as cited in Stoycheffa, Pingreeb, Peiferc, and Suid, 2018) 73% of social media users regularly encounter entertainment news in their feeds, as object to 55% who follow news about national politics, and only 39% who are interested in international news. From that result, they put forward that social media news followers do not have enthusiasm in serious and important problems of society.

Qin, Zhang, Zhang, and Zheng (2013) study news event detection from Twitter messages (tweets). They classified tweets into three groups: 1) news events, or breaking news, such as a football match; 2) hot topics that expose to among a large amount of Twitter users, such as horoscope; and 3) heterogeneous collections or, non-event tweets that has no news value, such as ``let`s buddy have a chat``. On the other hand, they criticized tweets in some aspects; 1) tweets are too short and sometimes cannot carry enough information; 2) tweets contain many noisy words, which can be harmful for event detection and 3) the messages of Twitter and its information data are overwhelmingly large, which makes event detection a big data problem. Therefore, it is very complicated and time-consuming matter to scrutinize all of Twitter messages. However, according to them, it is hard to make distinguish between newsworthy or non-newsworthy news. It is dependable,

relative and subjective in accordance with any individual so they claim that there are two main topics that make this difficult to differ; 1) newsworthiness cannot distinguish news from some topics, includes horoscope topics and topics such as “fox; rip; Selena Gomez”, which show up with piece that can also often be seen in Wikipedia; 2) as a single measure, newsworthiness is subject to a tradeoff between precision and recall, while a high precision can be obtained only with an extremely low recall (about 10%). Despite this complication, they point out that tweets contain useful information that can address the weakness of news worthiness. But generally, such as football and basketball games, which appear almost every day, take a large fraction of news events. Among all events, concert news or gossips about celebrities such as Justin Bieber and Taylor Swift draw much more and much longer attention.

They propose a classifier based method for event filter in and define a set of novel features that capture statistical, social and textual information from event clusters. Their work mainly concentrates on news event detection problem on Twitter. They collect three types of features for the filter, representing statistical, social and textual information related of event clusters, respectively. The Twitter data they use were crawled from Twitter timeline, which is the real-time tweet stream containing all tweets published by Twitter users from January 1st to January 15th, 2013.

Karlsson and Clerwall (2013) claim that consumers’ first choice has always been important in news circulation, as news creators are dependent on readers for economic and legitimacy reasons. Traditionally, they assert that user preferences have influenced news production in limited, abstract and indirect ways. For them, certain users connected the news organization and share out their views. They argue that the conditions have radically changed, as one of the defining characteristics of digital news production is the capability for news producers to record, effectively in real time, what types of news stories users choose to expose themselves to and to adjust the news flow accordingly. According to Bakker, another development (cited in Karlsson and Clerwall, 2013) is content farming, where large quantities of low-quality news are produced and/or assembled and optimized for search engines. In their view, every move (every click) that the user makes is traced by the server and stored in a server log. As a result, following up clicks could make online news making even more market oriented than its offline counterparts. As

suggested by them, clicks, or hits, have become a significant point in the editorial process. News goes online, journalists are inspired to find ways of attracting readers by the help of Google's search engine because advertising rates are, largely, being associated with the number of hits received. Although journalists' discretion may be restricted, it is certainly one of the key aspects influencing the actual collection, selection and framing of news stories. The clicks are crucial for all editorial processes and discussions. The second influence of clicks concerns how individual news stories are handled depending on whether or not they generate many clicks. It is definite that user awareness is a crucial facet in determining the work of making a news story. If an emergency news story is not drawing user attention, journalists have done something wrong. Thus, clicks can be implemented as a tool to make sure critical issues reach the audience. The clicks' role is spectacular in news when they diverge from journalistic expectations. It can be said that this makes clear both that many of the time users appear to be in tune with the journalistic selection and that journalistic judgments are still the norm.

The study was done by in-depth interviews with ten journalists in management positions who make daily and/or strategic decisions concerning nationwide Swedish online news sites.

Swart, Peters and Broersmin (2019) focus specifically on how news becomes embedded in everyday life. In other words, their work centers around the temporal aspects of media use and how news becomes part of people's daily rhythms. They indicate us that before the invention of the press, people noticed a need to exchange information about what was happening around them. As practices of news use are becoming part of people's everyday life, they request to not only ponder when and where news is being consumed, but also with whom users are engaging through news. More broadly, the findings are related to the changing role of news and journalism in people's daily communications, updating earlier insights in how news facilitates the connection of networks. According to them, first, creating online communities became possible by social media platforms. With just one click, news information can be exchanged without barriers and shared without waiting by users with their networks. Second, social media provide new modes of engagement with news content. They claim that the news has not just more than just an informational purpose and but also it can also foster sociability and community dates back many

decades. The main differences, in their study, is the technological development, such as “like” news, recommend stories to others or tag fellow users and connect over news anywhere and anytime so social media users are increasing. According to Newman et al. (cited in Swart, Peters and Broersmin, 2019), Reuters’ latest Digital News Report, which conducted news users across 36 countries, over half of the respondents said they had used social media for news in the past week.

This study seeks to research how the relational structures in which social media perform is embedded affect people’s connective practices around news and journalism. They point out that international survey data indeed show that the use of social media platforms that enable to users more control over the news they diffuse, such as WhatsApp, continues to rise. Parents and other close friends serve as a filter, discussing public problems they think are important for them to know and explaining their relevance in youngsters’ everyday life. Despite they were very much deal with the local community through social activity, work, sports and the likes, local news was scarcely remarkable in their WhatsApp group, nor consumed in general. Some attendants said that they used Twitter as an additional news source. They found that people’s local networks continue to serve as connecting hubs of information.

Corni`ere and Sarvary (2017) claim that a few large social networks have become the dominant online media outlets for most people. The largest among these, Facebook has succeeded to have over two billion active members across the globe who, on average, spend about an hour each day on the platform. The news industry in particular has been affected by this change: studies (as cited in Corni`ere and Sarvary, 2017) show that more than 50% of consumers use social media as a source of news, and 14% as their main source. Facebook has recently surpassed Google as the main external source of traffic to newspapers’ websites. Even though the content that a consumer gets exposed to be based on the behavior of his friends, platforms maintain a considerable number of controls over the content that is displayed, and can choose to emphasize one type of content over another. A social platform and a newspaper, both advertising-supported, battle for consumers’ attention. The social platform depends on its users to create UGC, such as personal stories or pictures. In the past, news stories produced by the publisher. Social networks have gained tremendous importance in the last decade, fundamentally transforming media consumption. They replicated two robust findings. First, that, unless

there is a great number of consumers who are not interested in reading news, the social network always has an incentive to bundle news in its newsfeed. Second, they found that publisher(s)' profits are always lower under content bundling compared to the benchmark where the social network only shows UGC to its members. The social platform and the publishers are equally efficient at monetizing consumers' attention on their respective websites. There is no rational reason to believe that there is a significant difference between the two sites in this regard. They have identified that quality decreases if there is a strong "softening effect" or when newspapers compete head-to-head. Content bundling extends overall news consumption. Moreover, if news quality decreases significantly, news consumption may actually decrease in equilibrium.

The goal of their paper is to study how the emergence of social platforms as a major source of news affects newspapers' incentives to provide quality content, their profits, as well as consumers' news consumption. The central question is how these intermediaries impact the consumption of news as well as the quality of content production.



## CHAPTER 3: RESEARCH

This study focuses on the importance of news in social media whose media users are active, producers and deliverers thanks to technological development which transform the form and content of news dramatically. Low-cost, easy to access, immediacy, speed and diversity are the reason why news on the social media or on the Internet are so popular and largely used.

There is a close correlation between the demand of people and technological development in terms of popularity of mediums among consumers when it comes to preference. Turkish Statistical Institute (TÜİK) (2020) gave some information about the average rate of Internet usage in Turkey for 2019. According to TÜİK, the usage of internet in Turkey is 76.639.695, if it is compared with the total population of turkey, it is accounted for nearly 95.3 % percent, the number of mobile phone users is 80.790.877, this number is over the population of Turkey. If it comes to social media usage in Turkey, according to Bayrak (2020) who writes for Dijilopedi website, over 54 million of people actively use social media. This number is accounted for 64 % percent of the population. For spending time, according to Akdağ (2015), daily average of Internet usage in Turkey is 4.9 hours on privately own computer, 1.9 hours for the mobile phones and 2 hours and 32 minutes for social media. When it comes to the purpose of Internet usage, 78 % of users say that it is for social media, 74.2 % of users for online news, 67.2 % for reading online newspaper and magazines. This statistic shows us that in Turkey, the popularity of Internet usage for news is highly increasing day by day. This all shows that the number of internet and social media usage is increasing time from time and that this trend is highly likely will continue. Moreover, as many media scholars claims, the statistic shows that newspaper readers are in the trend of decreasing particularly in the appearance of internet. According to TÜİK (2019) statistic, the circulation and subscription of magazines and newspapers in the year of 2019 compared with the year of 2018 are dropped nearly 8 % percent.

Lievrouw (2011) argues that audience are active and engaged, bring their own aims and meaning to media content, and make rational choices among media and messages according to the particular needs and interests. Why people choose social media because they need to be socialized, to communicate and to get informed. We are a social animal.

Also, social media satisfies and entertain citizens. There is no doubt that users are motivated by social and communicative needs and desires to use social media (Funch, 2014: 64).

New developments in communication technology are so attractive especially for new generation. In this regard, Suci (2019) showed that a newly published PRC report 55% of U.S. adults now get their news from social media either "often" or "sometimes", an 8% increase from last year. This clearly shows that reading and following news has been shifted from traditional media to social media. The electronic news gathering and production technologies that are common today or foreseen desktop publishing and explosion of news graphics made possible by personal computer (Fidler, 1997, p. 4).

### **3.1. Aim of the research**

As technological digitalization goes on, news in all respects transform in tandem. Gradually, people start to follow news on social media so this research pays attention to this new phenomenon. There is a new trend among especially young generation to follow news in social media. Traditional news except tv is in crisis. Therefore, it is so significant to examine the reliability of news in social media and its credibility. It is the focal point of this study to draw attention to the reliability of social media news. Largely, news is increasingly occurred in social media. There are a lot of reasons and incentives for that. Since the stimulus behind the usage of social media is people's need and their satisfaction with fast, easy-access, low-cost and efficient news media. If social media becomes an addiction and people spend their time mostly with social media, it makes people satisfy and mitigate with their interest and need. Yet, the most indicative stimulus behind the human behavioral change in terms of using news media are their need, in other words their satisfying or interest. From this point of view, the center point here is people's activeness in social media, contrary to mass media. Why people choose social media because they need to be socialized, to communicate and to get informed. We are a social animal. Also, social media satisfies and entertain citizens.

### **3.2. Research hypotheses**

1. Is there a significant correlation between reliability of social media news and reasons to prefer social media to reach news.
2. Is there a significant correlation between reliability of social media news and preferring social media as to reach different views and comments.
3. Is there a significant correlation between reliability of social media news and news reach alternatives in social media and the internet.
4. Is there a significant correlation between reliability of social media news and preferring individuals and news that are closer to user's own view.
5. Is there a significant correlation between reasons to prefer social media to reach news and preferring social media as to reach different views and comments.
6. Is there a significant correlation between reasons to prefer social media to reach news and news reach alternatives in social media and the internet.
7. Is there a significant correlation between reasons to prefer social media to reach news and preferring individuals and news that are closer to user's own view.
8. Is there a significant correlation between preferring social media as to reach different views and comments and news reach alternatives in social media and the internet.
9. Is there a significant correlation between preferring social media as to reach different views and comments and preferring individuals and news that are closer to user's own view.
10. Is there a significant correlation between news reach alternatives in social media and the internet and news that are closer to user's own view.

### **3.3. Research restrictions**

This study is to concentrate on the importance of social media in terms of accessing to news. Thanks to Internet connection, people diffuse news across the world so it is possible for everyone to reach that news with a click. Therefore, news sharing and dissemination has become so easy and efficient.

There are normally several factors that determine and adjust the limitations of this research. In order to calculate the new development in the field of news shaping, this study has been conducted among people who use social media as source of news. However, the number of participants who were attended in the study, may be limited not just for general outlook and also for objective result. The answers that participants were given, might be not reflect their own true perspective and ideology. Maybe they are in a sensitive circumstances that comes from outside. The majority of participants were chosen from a sepecific regions, which cannot represent the whole and the total population. So, it is well-known that sample might just represent a small portion of total population. Regions are different from each other in terms of behaviours, attitudes, perspectives, social media usage and so on. The sample was selected in a special area and factors such as value, personality, point of view and promotion were not taken into consideration. And also, randomly selected population who are online social media users might not give a healthy result for any research.

The limitation of this research was COVID-19, which is still affecting human health across the world. As a result, research was done by online survey, which was an obstacle for face to face communication. This covid-10 pandemic has been significant and serious implication for the world in many aspects. Therefore, in this restricted environment, this study was done via Internet with some questions to have been asked to the social media users.

### **3.4. Survey findings**

The information about study group that related to their Personal Demographic was presented with percentage and frequency tables. This information of data is useful in order to correlated with the attitude of participants related to social media news usage, particularly to the news. This findings help to understand the social media effectiveness

and the changes happened in the domain of news. The questions asked social media users to monitor that changes.

### 3.4.1. Reliability of survey

Reability means consistency and accountability. If the rate of reability is high, the fault of the research becomes low. Also, it means that the numbers of the study are close to the real numbers.

**Table 1:** Cronbach`s Alpha

| Reliability of Statistics |            |
|---------------------------|------------|
| Cronbach's Alpha          | N of Items |
| ,786                      | 14         |

As illustrated at the table 1, the value of Cronbach`s Alpha is 0,786. This value is enough for reliability for this kind of research. Reliability is an important component of the research. If it is not enough to be trusted, the findings could lose the scientific trustworthiness.

### 3.4.2. Factor analysis of survey

**Table 2:** KMO and Bartlett's Test

| KMO and Bartlett`s Test                          |                    |          |
|--------------------------------------------------|--------------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |                    | ,755     |
|                                                  |                    |          |
| Bartlett's Test of Sphericity                    | Approx. Chi-Square | 1659,210 |
|                                                  | Df                 | 91       |
|                                                  | Sig.               | ,000     |

As shown at the table 2, the value of KMO is 0,755. This result is sufficient for credibility.

### 3.4.3. Rotated component matrix of survey

**Table 3:** Rotated Component Matrix

|                                                                              |                                                                                                             | <b>Component Value</b> |
|------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|------------------------|
| <b>F1-Reliability of social media news</b>                                   | Q11 I trust the news sharing of print media on social media.                                                | ,800                   |
|                                                                              | Q8 I trust the news on social media without being verified.                                                 | ,762                   |
|                                                                              | Q10 I trust the news sharing of print media on social media.                                                | ,743                   |
|                                                                              | Q9 I share the posted social media news with my followers without being verified.                           | ,733                   |
| <b>F2-Reasons to prefer social media to reach news</b>                       | Q13 The reason why I follow the news on social media is that I can access it via mobile                     | ,781                   |
|                                                                              | Q14 I use my Internet package for the news, too                                                             | ,742                   |
|                                                                              | Q16 I prefer social media so as to allows me to make comments                                               | ,721                   |
|                                                                              | Q12 I prefer social media to traditional media in reaching the news and following the agenda (trend topic). | ,558                   |
| <b>F3- Preferring social media as to reach different views and comments</b>  | Q18 I follow the person who has different point of views in social media.                                   | ,878                   |
|                                                                              | Q17 I prefer the news on social media so as to allows me to see other people`s comment.                     | ,812                   |
| <b>F4-News reach alternatives in social media and the internet</b>           | Q20 I follow the website of internet newspaper.                                                             | ,836                   |
|                                                                              | Q22 I prefer the breaking news from the important people whom I follow in social media.                     | ,823                   |
| <b>F5-Preferring individuals and news that are closer to user`s own view</b> | Q21 I add the account of the person whose point of view is close to mine.                                   | ,768                   |
|                                                                              | Q19 I read the news which is close to my own view.                                                          | ,583                   |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

#### 3.4.4. Frequency tables of survey participants

In section, there are two parts. One is the Demographic Features of participants and the other part is the Questions for analysis to test the hypotheses.

##### 3.4.4.1. Demographic features of participants

In this study, 435 participants were attended to the research and answered some demographic questions. The results of the demography are

In this section, the gender of participants is the first question to find out in this study. The distribution between male and female important due to the distribution of working force.

**Table 4:** Demographic Distribution of Participants for Gender (N: 435)

| Gender | Frequency | Percentage (%) |
|--------|-----------|----------------|
| Female | 199       | 45,75          |
| Male   | 236       | 54,,5          |
| Total  | 435       | 100,0          |

In the sample above, it is clear that the percentage of male is much more than the percentage of female. It is normal result that normally male is interested in news more than female. The rate of female participants is 45,75% (n: 199). The male rate of male participants are 54,5% (n: 236).

In this section, marital status was examined about consuming time. This question is related to the finding time for the social media.

**Table 5:** Marital Status of the Participants (N: 435)

| Marital Status | Frequency | Percentage (%) |
|----------------|-----------|----------------|
| Single         | 220       | 50,57          |
| Married        | 215       | 49.43          |
| Total          | 435       | 100,0          |

As illustrated above, the percentage of single participants is a little higher than married ones. Both are nearly the same percentage. The rate of single participants is 50,57% (n:

220) but the rate of married participants is 49,43% (n: 215). Normally, single individuals are supposed to have much more free time than the married ones. If it is so, single participants have much more time than married ones for using social media.

This section aims to find out the place where participants live. The importance of place is related to the internet connection. Some place which is far from the cities has some problem with the Internet. Therefore, those who live in a village do not have the opportunity to access the news and the news updates.

**Table 6:** The residence of the Participants (N: 435)

| Place of living | Frequency | Percentage (%) |
|-----------------|-----------|----------------|
| Big Cities      | 255       | 58,62          |
| Cities          | 53        | 12.18          |
| County          | 118       | 27,13          |
| Village         | 9         | 2,07           |
| Total           | 435       | 100,0          |

As shown above in the graph, the majority of participants live in big cities. The least rate for participants to live is the village. The interesting result is that the participants who live county is more than those in the city. This shows that participants come from different places. The rate of the participants who live in big cities is the highest. It shows that majority of residents live in the big cities, that corresponds to 58,62 (n: 255)

This section is about the participant`s age. Normally, old people cannot adapt to and get benefit from it. For adaptation of new technology, people need to be trained in order to use. They do not usually have a chance go to the course or school to get education. Young people naturally are hot-blooded and tend to take risk and they are openness to new things.



**Table 7:** Demographic Distribution of Participants for Age (N: 435)

| Age           | Frequency  | Percentage (%) |
|---------------|------------|----------------|
| Between 20-30 | 177        | 40,69          |
| Between 31-40 | 154        | 35,40          |
| Between 41-50 | 63         | 14,48          |
| Others        | 41         | 9,43           |
| <b>Total</b>  | <b>435</b> | <b>100,0</b>   |

The numbers above show that the age group between 20-30 (n: 177) has the highest number of the total population. After this group, the age group between 31-40 (n: 154) follows. It is slightly lower than the first group. The total percentage of these groups is 76,09. It is clear that the participants who attended to the study consists the majority of population. That is the healthy outcome for news. Since, it is predicted that mutual age groups are supposed to read or follow the news mostly.

By this question, it is possible to evaluate the social media users` behavior, the way of communication. It can give some patterns to predict the usual habit of the social media users in some degree. Each social media platform has own hardware and unique feature. Thus, every individual can prefer any social media which is appropriate for her/his test. Mostly, social media are used when people are free and have time to do things that they want. In summary, internet usage also depends on the income level of people who want to use social media, particularly for social media news.

**Table 8:** Distribution of Social Media Platforms (N: 435)

| Social Media Platforms | Frequency  | Percentage (%) |
|------------------------|------------|----------------|
| Facebook               | 98         | 22,53          |
| Twitter                | 82         | 18,85          |
| Instagram              | 184        | 42,30          |
| Linkedin               | 12         | 2,76           |
| Pinterest              | 2          | 0,46           |
| Tumbir                 | 0          | 0,00           |
| YouTube                | 33         | 7,59           |
| Google+                | 10         | 2,30           |
| Others                 | 14         | 3,22           |
| <b>Total</b>           | <b>435</b> | <b>100,0</b>   |

The remarkable result in the graph is that participants chose the Instagram by the rate of 42,30 per cent (n: 184). Following Instagram, the rate of Facebook is 22,53% (n: 98). As one of the most popular social media platforms for news, Twitter comes to the third place by the rate of 18,85% (n: 82). YouTube comes to the fourth place by 7,59%. If we look at the whole population of Turkey in terms of social media usage, the outcome is somehow similar. According to Statcounter website (2021, March), the usage of Facebook is 39.11 % percent, the usage of Instagram is 28.71 % percent, the usage of YouTube is 14.1 % percent, the usage of Pinterest 9.15, the usage of Twitter is 8.3 % and the usage of Tumblr is 0.24 % percent. The significant outcome of this graph is the rate of Twitter that largely contains news information, opinion sharing and allows users to argue some important problems and hot topics. Other social media platforms share news. Too but they generally share other contents more than serious news that need to be discussed. From this result, some media scholars claim that new generation rather choose the short news video that should not be bored and the news that contains enjoy and entertainment.

With the appearance of internet, people's behaviors have changed in terms of spending time in their free time.

**Table 9:** Time Spent on Social Media Platforms (N: 435)

| <b>Time spent on social media platforms per day</b> | <b>Frequency</b> | <b>Percentage (%)</b> |
|-----------------------------------------------------|------------------|-----------------------|
| <b>0 hour</b>                                       | 8                | 1,84                  |
| <b>1-2 hours</b>                                    | 204              | 46,90                 |
| <b>2-4 hours</b>                                    | 125              | 28,74                 |
| <b>4-6 hours</b>                                    | 59               | 13,56                 |
| <b>6-8 hours</b>                                    | 21               | 4,83                  |
| <b>8-10 hours</b>                                   | 7                | 1,61                  |
| <b>10+ hours and more</b>                           | 11               | 2,53                  |
| <b>Total</b>                                        | 435              | 100,0                 |

Spending 1-2 hours in social media networks is 46,90% (n: 204). The majority of participants who spent time between 1 and 2 hours in a day. The second most spending time for participants is the hours between 2 and 4 hours by the percentage of 28,74% (n: 125). The remarkable result from the graph is that nearly 76 percent of participants spent

time between 1 and 4 hours. The second remarkable result is that the 13,56 (n: 59) percent of participants used social media with 6 or 8 hours per day.

Table 10: Access to Social Media

There are many ways to access social media platforms. Transformation from computer to mobile phone is a new way of communication and it is a big change.

**Table 10:** Access of Social Media Sites (N: 435)

| Access social media and networking sites application | Frequency (n) | Percentage (%) |
|------------------------------------------------------|---------------|----------------|
| Access via IT gadget                                 | 422           | 97,01          |
| Access via home PC                                   | 6             | 1,38           |
| Access via office PC                                 | 7             | 1,61           |
| <b>Total</b>                                         | 435           | 100,0          |

As illustrated above, nearly almost of the participants used mobile phones for social media by the percentage of 97,01 (n: 422). Home and office computer were used for social media together by less than 3 percent (2,99%, n: 13). It is dropped nearly at the bottom level of usage in social media. The reason why mobile phone is used, the answer is simple. Mobile is portable and easy to use. These advantages probably increase its usage rate among people.

#### **3.4.4.2. Analyses of questions**

This section is about analyzing some questions in order to find out the importance of social media in the context of news. With the help of these questions, this study is to try to see the whole picture of transformation in the field of communication. Social media is so effective on people who follow the news. As the latest statistics show that traditional media is losing its effectiveness in the historical process particularly in the perspective of news. Therefore, it is important to research this radical changes and transformation in which new media is taking shape.

**Table 11:** I Trust The News On Social Media Without Being Confirmed (N: 435)

| Question 7                                                      |                   |         | Scores        |                |
|-----------------------------------------------------------------|-------------------|---------|---------------|----------------|
|                                                                 |                   |         | Frequency (n) | Percentage (%) |
| <b>I trust the news on social media without being verified.</b> | Strongly Agree    | Count % | 11            | 2,53           |
|                                                                 | Agree             | Count % | 25            | 5,75           |
|                                                                 | Neutral           | Count % | 60            | 13,79          |
|                                                                 | Disagree          | Count % | 169           | 38,85          |
|                                                                 | Strongly Disagree | Count % | 170           | 39,08          |
| Total                                                           |                   | Count % | 435           | 100,0          |

As indicated above in the graph, trusting the news on social media is highly lower. Its ratio is 8,28%. The rate of those who said strongly disagree and disagree to the question of trusting social media news are considerably high. The rate of not trusting the news on social media is 77,93%. The majority of participants do not trust social media news in a high percentage. That reminds of fake news surfing on the social media in some degree.

**Table 12:** I Share The Posted Social Media News With My Followers Without Being Verified (N: 435)

| Question 8                                                                           |                   |         | Scores        |                |
|--------------------------------------------------------------------------------------|-------------------|---------|---------------|----------------|
|                                                                                      |                   |         | Frequency (n) | Percentage (%) |
| <b>I share the posted social media news with my followers without being verified</b> | Strongly Agree    | Count % | 12            | 2,76           |
|                                                                                      | Agree             | Count % | 26            | 5,98           |
|                                                                                      | Neutral           | Count % | 41            | 9,43           |
|                                                                                      | Disagree          | Count % | 143           | 32,87          |
|                                                                                      | Strongly Disagree | Count % | 213           | 48,97          |
| Total                                                                                |                   | Count % | 435           | 100,0          |

As shown above, participants do not intent to share the news which is not verified. From this result, people are sensitive when they suspect that the news are not confirmed whether it is true or false. The rate of those who do not share news without being confirmed is 81,84% (n: 356). That is very high number. Those who share news with followers without being verified are very low percent. Their rate is 8,74%. In this case, the number of Neutral is lower than the average number of others, corresponding to the 9,43% (n: 41).

This shows us that they are sensitive to fake news that is misleading and misinformation. Nowadays, deceiving people is a piece of cake. Because it reaches everywhere and so fast. Internet is a new world where there is no space, no borders and no barriers.

**Table 13:** I Trust In The News Sharing Of Print Newspapers On Social Media (N: 435)

| Question 9                                                             |                   |         | Scores       |                |
|------------------------------------------------------------------------|-------------------|---------|--------------|----------------|
|                                                                        |                   |         | Frequency(n) | Percentage (%) |
| <b>I trust in the news sharing of print newspapers on social media</b> | Strongly Agree    | Count % | 27           | 6,21           |
|                                                                        | Agree             | Count % | 95           | 21,84          |
|                                                                        | Neutral           | Count % | 144          | 33,10          |
|                                                                        | Disagree          | Count % | 96           | 22,07          |
|                                                                        | Strongly Disagree | Count % | 73           | 16,78          |
| Total                                                                  |                   | Count % | 435          | 100,0          |

In the graph, the remarkable result is that those who trust the news sharing of print newspapers on social media are highly neutral, equally to the percentage of 33,10 (n: 144). That is the highest number in this question topic. The second important result is that participants do not trust print newspapers on social media, the percentage of this group is 38,85%. The number of those who trust the sharing of print newspaper on social media are 122, accounting for the percentage of 28,05. What it is understood that the high number of participants do not trust traditional newspapers, even posted on social media. The thought of participants is not clear in terms of trusting to the print newspapers, even they do not trust in social media, too. This is a remarkable result for trusting in print newspaper that is highly low. Another point is that the percentage of neutrality for trusting in print newspaper is high.

**Table 14:** I Trust In The Social Media Post Of Internet Newspaper (N: 435)

| Question 10                                                    |                   |         | Scores        |              |
|----------------------------------------------------------------|-------------------|---------|---------------|--------------|
|                                                                |                   |         | Frequency (n) | Percentage % |
| <b>I trust in the social media post of Internet newspaper.</b> | Strongly Agree    | Count % | 20            | 4,60         |
|                                                                | Agree             | Count % | 83            | 19,08        |
|                                                                | Neutral           | Count % | 143           | 32,87        |
|                                                                | Disagree          | Count % | 119           | 27,36        |
|                                                                | Strongly Disagree | Count % | 70            | 16,09        |
| Total                                                          |                   | Count % | 435           | 100,0        |

By this question, trusting of Internet newspaper on social media was tested. The result is similar to the result of previous question. The highest number of participants are neutral to the question of trusting to Internet newspapers. The rate of neutral participants is 32,87% (n: 143). This means that majority of participants are confused in terms of trusting Internet newspapers. If we compare trusted and untrusted number of participants to the Internet newspapers, the numbers of untrusted participants are slightly higher than trusted ones. Trusted participants are the lower group. Its rate is 23,68% (n: 103) while the rate of untrusted participants is 43,45% (n: 189). This shows that participants of this study do not trust Internet newspaper. The majority of participants do not trust and the second highest rate of group is neutral. In the context of news, Internet has a huge volume of information due to technological capacity. It is the first time in the history that every each of individual is able to post, disseminate, create and report.

**Table 15:** I Prefer Social Media To Traditional Media In Reaching The News And Following The Agenda (N: 435)

| Question 11                                                                                     |                   |         | Scores        |              |
|-------------------------------------------------------------------------------------------------|-------------------|---------|---------------|--------------|
|                                                                                                 |                   |         | Frequency (n) | Percentage % |
| <b>I prefer social media to traditional media in reaching the news and following the agenda</b> | Strongly Agree    | Count % | 64            | 14,94        |
|                                                                                                 | Agree             | Count % | 145           | 33,33        |
|                                                                                                 | Neutral           | Count % | 97            | 22,30        |
|                                                                                                 | Disagree          | Count % | 86            | 19,77        |
|                                                                                                 | Strongly Disagree | Count % | 42            | 9,66         |
| Total                                                                                           |                   | Count % | 435           | 100,0        |

In the graph, the percentage of preferring social media to traditional media is higher than the opposite one. The rate of preferring social media for news is 48,27% (n: 209). This shows that the transformation in the side of communication is still going on. The group of disagree and of strongly disagree components are 29,43 (n: 128). If this compares with the other group, this is highly a lower percentage. Also, this graph shows that people's behavior and attitudes start to change and tend to prefer mostly social media over traditional media. This trend might increasingly go further.

**Table 16:** The Reason Why I Follow The News On Social Media Is That I Can Access It Via Mobile (N: 435)

| Question 12                                                                                |                   |         | Scores        |              |
|--------------------------------------------------------------------------------------------|-------------------|---------|---------------|--------------|
|                                                                                            |                   |         | Frequency (n) | Percentage % |
| <b>The reason why i follow the news on social media is that i can access it via mobile</b> | Strongly Agree    | Count % | 139           | 31,95        |
|                                                                                            | Agree             | Count % | 209           | 48,05        |
|                                                                                            | Neutral           | Count % | 34            | 7,82         |
|                                                                                            | Disagree          | Count % | 30            | 6,90         |
|                                                                                            | Strongly Disagree | Count % | 23            | 5,29         |
| Total                                                                                      |                   | Count % | 435           | 100,0        |

The significant result from the graph is that the large number of participants agreed and strongly agreed that the reason to access the news on social media is to have mobile phones. This preference is the largest percentage of this study, equal to 80,00% (n: 348). The thought of neutral rate is 7,82% (n: 34). The rate of those who strongly disagree and disagree the thought of following the news because of mobile phone is 12,19 % (n: 53). Reaching social media for news is so easy by using mobile phone. This reality increases the numbers of population who want to use social media for news. The other gadgets are not easier to use social media or the internet. Mobile phone is so portable and attractive for people. What the graph showed us is that the majority of users used mobile phones to reach in news.

**Table 17:** I Use My Internet Package For The News, Either (N: 435)

| Question 13                                           |                   |         | Scores        |              |
|-------------------------------------------------------|-------------------|---------|---------------|--------------|
|                                                       |                   |         | Frequency (n) | Percentage % |
| <b>I use my Internet package for the news, either</b> | Strongly Agree    | Count % | 116           | 26,67        |
|                                                       | Agree             | Count % | 212           | 48,74        |
|                                                       | Neutral           | Count % | 44            | 10,11        |
|                                                       | Disagree          | Count % | 34            | 7,82         |
|                                                       | Strongly Disagree | Count % | 29            | 6,67         |
| Total                                                 |                   | Count % | 435           | 100,0        |

As illustrated above, the rate of participants who agree and strongly agree that they use Internet package for the news is 75,41% (n: 328). Those who have the Internet package also use this for the news. Those who do not use their Internet package for news are relatively low, accounting for the percentage of 14,49 (n: 63). The portion of the neutrality group is 10,11 (n: 44).

**Table 18:** I Prefer Social Media For Reaching News In Social Media Because Of Its First Publication (N: 435)

| Question 14                                                                                     |                   |         | Scores       |                |
|-------------------------------------------------------------------------------------------------|-------------------|---------|--------------|----------------|
|                                                                                                 |                   |         | Frequency(n) | Percentage (%) |
| <b>I prefer social media for reaching news in social media because of its first publication</b> | Strongly Agree    | Count % | 101          | 23,22          |
|                                                                                                 | Agree             | Count % | 200          | 45,98          |
|                                                                                                 | Neutral           | Count % | 62           | 14,25          |
|                                                                                                 | Disagree          | Count % | 44           | 10,11          |
|                                                                                                 | Strongly Disagree | Count % | 28           | 6,44           |
| Total                                                                                           |                   | Count % | 435          | 100,0          |

The breaking news is the important reason to be preferred for participants. If the news comes late, it loses its news value. This graph shows that the 69,20 percent (n: 301) of participants agree or strongly agree that they prefer social media news because of its first publications and dissemination. Nearly third of participants get into the social media for news. Neutrality rate is 14,25 % (n: 62). 16,55 percent (n: 72) of participants reject the idea of preferring news in social media because of its dissemination.

**Table 19:** I Prefer Social Media Because It Allows Me To Make Comments (N: 435)

| Question 15                                                  |                   |         | Scores        |                |
|--------------------------------------------------------------|-------------------|---------|---------------|----------------|
|                                                              |                   |         | Frequency (n) | Percentage (%) |
| <b>I prefer social media as to allow me to make comments</b> | Strongly Agree    | Count % | 56            | 12,87          |
|                                                              | Agree             | Count % | 113           | 25,98          |
|                                                              | Neutral           | Count % | 78            | 17,98          |
|                                                              | Disagree          | Count % | 132           | 30,34          |
|                                                              | Strongly Disagree | Count % | 56            | 12,87          |
| Total                                                        |                   | Count % | 435           | 100,0          |



The graph shows that attendants of this study relatively do not prefer social media just to make comments for any topic. The rate of those who prefer just for making comments is 38,85 (n: 169) while the rate of those who do not prefer social media for comments is 43,21% (n: 188). This section underlines the importance of democratic process in which people have the capacity to be heard and send messages. Social media give more opportunities to people for freedom of speech and have more space for people to make comments. The high rate of this section shows that if there is more choice, there is more usage. Social media make communication more democratic and allow users to choose many different news and information. Technically, social media has democratic processes than any communication ways before.

**Table 20:** I Prefer The News On Social Media So As To Allows Me To See Other People`S Comment  
(N: 435)

| Question 16                                                                              |                   |         | Scores        |                |
|------------------------------------------------------------------------------------------|-------------------|---------|---------------|----------------|
|                                                                                          |                   |         | Frequency (n) | Percentage (%) |
| <b>I prefer the news on social media so as to allow me to see other people`s comment</b> | Strongly Agree    | Count % | 65            | 14,94          |
|                                                                                          | Agree             | Count % | 154           | 35,40          |
|                                                                                          | Neutral           | Count % | 74            | 17,01          |
|                                                                                          | Disagree          | Count % | 97            | 22,30          |
|                                                                                          | Strongly Disagree | Count % | 45            | 10,34          |
| Total                                                                                    |                   | Count % | 435           | 100,0          |

In the graph, the percentage of those who agree and strongly agree that preferring social media to see other people`s comments is 50,34% (n: 219). It is slightly ahead of the group who disagree the idea of preferring social media to see the other people`s comments. The portion of disagreed group is 32,64% (n: 142). Here is the important point. If people want to see other people`s points of view, it means that people pay attention to democratic procedures. Social media give a chance of democratic arguments and allow people to debate political or other social issues. This shows us that the participants of this study have the tendency of democracy.

**Table 21:** I Follow The Person Who Has Different Point Of Views In Social Media (N: 435)

| Question 17                                                                 |                   |         | Score         |                |
|-----------------------------------------------------------------------------|-------------------|---------|---------------|----------------|
|                                                                             |                   |         | Frequency (n) | Percentage (%) |
| <b>I follow the person who has different point of views in social media</b> | Strongly Agree    | Count % | 79            | 18,16          |
|                                                                             | Agree             | Count % | 191           | 43,91          |
|                                                                             | Neutral           | Count % | 61            | 14,02          |
|                                                                             | Disagree          | Count % | 69            | 15,86          |
|                                                                             | Strongly Disagree | Count % | 35            | 8,05           |
| Total                                                                       |                   | Count % |               |                |

The percentage of those who agree that follow the person who has different views is 62,07% (n: 270). This rate is highly significant. Neutrality is 14,02% (n: 61). Those who disagree the idea of following different views in social media represents the portion of 23,91% (n: 104). This result illustrates that social media relatively is more democratic than traditional media. Comparatively, traditional media gradually contain similar point of views and move away from diverse policy.

**Table 22:** I Read The News Which Is Close To My Own View (N: 435)

| Question 18                                           |                   |         | Scores        |                |
|-------------------------------------------------------|-------------------|---------|---------------|----------------|
|                                                       |                   |         | Frequency (n) | Percentage (%) |
| <b>I read the news which is close to my own view.</b> | Strongly Agree    | Count % | 39            | 8,97           |
|                                                       | Agree             | Count % | 124           | 28,51          |
|                                                       | Neutral           | Count % | 89            | 20,46          |
|                                                       | Disagree          | Count % | 123           | 28,28          |
|                                                       | Strongly Disagree | Count % | 60            | 13,79          |
| Total                                                 |                   | Count % | 435           | 100.0          |

The result shows that nearly all group have the same percentage. The rate of those who agree that they read the news which is close to them is 37,48% (n: 163). Neutral participants rate is 20,46 (n: 89). The rate of those who disagree the idea of reading news that is close to their own views is 42,07% (n: 183). What is understood from the result is that comparatively social media allows people to show different views. So, people do not just read the same of their views also read different views. In this section, people want to read different views on social media more than the news that is close to their own views. This shows that people give importance to the news that is diverse and different.

**Table 23:** I Follow The Website Of Internet Newspaper On The Internet (N: 435)

| Question 20                                                       |                   |         | Scores        |                |
|-------------------------------------------------------------------|-------------------|---------|---------------|----------------|
|                                                                   |                   |         | Frequency (n) | Percentage (%) |
| <b>I follow the website of Internet newspaper on the Internet</b> | Strongly Agree    | Count % | 80            | 18,39          |
|                                                                   | Agree             | Count % | 182           | 41,84          |
|                                                                   | Neutral           | Count % | 68            | 15,63          |
|                                                                   | Disagree          | Count % | 75            | 17,24          |
|                                                                   | Strongly Disagree | Count % | 30            | 6,90           |
| Total                                                             |                   | Count % | 435           | 100,0          |

The participants of the study answered positively the question whether you follow the website of the Internet newspaper on the Internet. The portion of this group equals to 60,23% (n: 262). The participants who disagree of this question represents the portion of 24,14% (n: 105). Neutrality rate is 15,63% (n: 68). This shows that participants do not tend to buy print newspaper instead they read and follow traditional print media on the Internet. This kind of mixed togetherness is increasing nowadays. In this question, convergence of new and old media was tested. Is traditional media still effective or not? Increasingly, traditional newspapers share news on social media because of decreasing numbers of sales. This forces them go online.

**Table 24:** I Add The Account Of Any Person Whose Point Of View Is Close To My Own View (N: 435)

| Question 21                                                                 |                   |         | Scores        |                |
|-----------------------------------------------------------------------------|-------------------|---------|---------------|----------------|
|                                                                             |                   |         | Frequency (n) | Percentage (%) |
| <b>I add the account of any person whose point of view is close to mine</b> | Strongly Agree    | Count % | 58            | 13,33          |
|                                                                             | Agree             | Count % | 153           | 35,17          |
|                                                                             | Neutral           | Count % | 62            | 14,25          |
|                                                                             | Disagree          | Count % | 105           | 24,14          |
|                                                                             | Strongly Disagree | Count % | 57            | 13,10          |
| Total                                                                       |                   | Count % | 435           | 100,0          |

In the graph, it can be understood that the rate of those who agreed that they add the account of any person whose view is close to theirs is 48,50% (n: 211). This represents roughly half of the population in the survey. In this study, whether similar views affect the behavior of people in social media is tried to test. Is there a democratic debate to

happen in social media? The rate of those who disagree to this question is 37,24% (n: 162). This shows that this kind of tendency triggers the bias, not openness to the different views and thoughts. Keeping in mind that social media, if compare with mass media, give the chance to users who can view variety of contents and participate any sort of discussion and join different social media platforms and they are able to chat with any user that they wish. In mass media, this kind of participation cannot happen. This owns the development of IT today.

**Table 25:** I Prefer The Breaking News From The Important People Whom I Follow In Social Media (N: 435)

| Question 22                                                                               |                   |         | Scores        |                |
|-------------------------------------------------------------------------------------------|-------------------|---------|---------------|----------------|
|                                                                                           |                   |         | Frequency (n) | Percentage (%) |
| <b>I prefer the breaking news from the important people whom I follow in social media</b> | Strongly Agree    | Count % | 83            | 19,08          |
|                                                                                           | Agree             | Count % | 173           | 39,77          |
|                                                                                           | Neutral           | Count % | 63            | 14,48          |
|                                                                                           | Disagree          | Count % | 78            | 17,93          |
|                                                                                           | Strongly Disagree | Count % | 38            | 8,74           |
| Total                                                                                     |                   | Count % | 435           | 100,0          |

This question is about to test the effectiveness of important person on the participants. The rate of those who agree that they follow the breaking news from important people is 58,85% (n: 256). 26,67% (n: 116) of participants do not support the idea that they follow the breaking news from important persons. Neutral rate is 14,48% (n: 63).

### 3.4.5. Correlations between questions

1. “Reliability of social media news” vs “Reasons to prefer social media to reach news.”  
Is there a significant correlation between reliability of social media news and reasons to prefer social media to reach news?

Ho: There is not a significant correlation between reliability of social media news and reasons to prefer social media to reach news.

H1: There is a significant correlation between reliability of social media news and reasons to prefer social media to reach news.

As  $p=0,000$  is smaller than  $0,005$ , hypothesis is accepted. Therefore, there is a high significant ( $p=0,000$ ) positive correlation ( $r=0,188$ ) between “Reliability of social media

news” and “Reasons to prefer social media to reach news”, which shows that more the reasons to prefer social media to reach news increase, more the media news is found reliable.

## 2. “Reliability of social media news” vs “Preferring social media as to reach different views and comments.”

Is there a significant correlation between reliability of social media news and preferring social media as to reach different views and comments?

Ho: There is not a significant correlation between reliability of social media news and preferring social media as to reach different views and comments.

H1: There is a significant correlation between reliability of social media news and preferring social media as to reach different views and comments.

As  $p=0,000$  is smaller than  $0,005$ , hypothesis is accepted. Therefore, there is a high significant ( $p=0,000$ ) positive correlation ( $r=0,200$ ) between “Reliability of social media news” and “Preferring social media as to reach different views and comments”, which indicates that more preferring social media as to reach different views and comments increases, more the media news is found reliable.

## 3. “Reliability of social media news” vs “News reach alternatives in social media and the internet”

Is there a significant correlation between reliability of social media news and news reach alternatives in social media and the internet?

Ho: There is not a significant correlation between reliability of social media news and news reach alternatives in social media and the internet.

H1: There is a significant correlation between reliability of social media news and news reach alternatives in social media and the internet.

As  $p=0,000$  is smaller than  $0,005$ , hypothesis is accepted. Therefore, there is a high significant ( $p=0,000$ ) positive correlation ( $r=0,184$ ) between “Reliability of social media news” and “News reach alternatives in social media and the internet”, which states that more the news reach alternatives in social media and the internet increase, more the media news is found reliable.

4. “Reliability of social media news” vs “Preferring individuals and news that are closer to user’s own view.”

Is there a significant correlation between reliability of social media news and preferring individuals and news that are closer to user’s own view?

Ho: There is not a significant correlation between reliability of social media news and preferring individuals and news that are closer to user’s own view.

H1: There is a significant correlation between reliability of social media news and preferring individuals and news that are closer to user’s own view.

As  $p=0,000$  is smaller than  $0,005$ , hypothesis is accepted. Therefore, there is a high significant ( $p=0,000$ ) positive correlation ( $r=0,165$ ) between “Reliability of social media news” and “Preferring individuals and news that are closer to user’s own view”, which indicates that more preferring individuals and news that are closer to user’s own view increases, more the media news is found reliable.

5. “Reasons to prefer social media to reach news” vs “Preferring social media as to reach different views and comments.”

Is there a significant correlation between reasons to prefer social media to reach news and preferring social media as to reach different views and comments?

Ho: There is not a significant correlation between reasons to prefer social media to reach news and preferring social media as to reach different views and comments.

H1: There is a significant correlation between reasons to prefer social media to reach news and preferring social media as to reach different views and comments.

As  $p=0,000$  is smaller than  $0,005$ , hypothesis is accepted. Therefore, there is a high significant ( $p=0,000$ ) positive correlation ( $r=0,387$ ) between “Reasons to prefer social media to reach news” and “Preferring social media as to reach different views and comments”, which indicates that more preferring social media as to reach different views and comments increases, more reasons to prefer social media to reach news do.

6. “Reasons to prefer social media to reach news” vs “News reach alternatives in social media and the internet.”

Is there a significant correlation between reasons to prefer social media to reach news and news reach alternatives in social media and the internet?

Ho: There is not a significant correlation between reasons to prefer social media to reach news and news reach alternatives in social media and the internet.

H1: There is a significant correlation between reasons to prefer social media to reach news and news reach alternatives in social media and the internet.

As  $p=0,000$  is smaller than  $0,005$ , hypothesis is accepted. Therefore, there is a high significant ( $p=0,000$ ) positive correlation ( $r=0,299$ ) between “Reasons to prefer social media to reach news” and “News reach alternatives in social media and the internet”, which states that more the news reach alternatives in social media and the internet increase, more reasons to prefer social media to reach news do.

7. “Reasons to prefer social media to reach news” vs “Preferring individuals and news that are closer to user’s own view.”

Is there a significant correlation between reasons to prefer social media to reach news and preferring individuals and news that are closer to user’s own view?

Ho: There is not a significant correlation between reasons to prefer social media to reach news and preferring individuals and news that are closer to user’s own view.

H1: There is a significant correlation between reasons to prefer social media to reach news and preferring individuals and news that are closer to user’s own view.

As  $p=0,000$  is smaller than  $0,005$ , hypothesis is accepted. Therefore, there is a high significant ( $p=0,000$ ) positive correlation ( $r=0,320$ ) between “Reasons to prefer social media to reach news” and “Preferring individuals and news that are closer to user’s own view”, which indicates that more preferring individuals and news that are closer to user’s own view increases, more the reasons to prefer social media to reach news do.

8. “Preferring social media as to reach different views and comments” vs “News reach alternatives in social media and the internet.”

Is there a significant correlation between preferring social media as to reach different views and comments and news reach alternatives in social media and the internet?

Ho: There is not a significant correlation between preferring social media as to reach different views and comments and news reach alternatives in social media and the internet.

H1: There is a significant correlation between preferring social media as to reach different views and comments and news reach alternatives in social media and the internet.

As  $p=0,000$  is smaller than  $0,005$ , hypothesis is accepted. Therefore, there is a high significant ( $p=0,000$ ) positive correlation ( $r=0,290$ ) between “Preferring social media as to reach different views and comments” and “News reach alternatives in social media and the internet”, which indicates that more the news reach alternatives in social media and the internet increase, more preferring social media as to reach different views and comments does.

9. “Preferring social media as to reach different views and comments” vs “Preferring individuals and news that are closer to user’s own view.”

Is there a significant correlation between preferring social media as to reach different views and comments and preferring individuals and news that are closer to user’s own view?

Ho: There is not a significant correlation between preferring social media as to reach different views and comments and preferring individuals and news that are closer to user’s own view.

H1: There is a significant correlation between preferring social media as to reach different views and comments and news that are closer to user’s own view.

As  $p=0,000$  is smaller than  $0,005$ , hypothesis is accepted. Therefore, there is a high significant ( $p=0,000$ ) positive correlation ( $r=0,219$ ) between “Preferring social media as to reach different views and comments” and “Preferring individuals and news that are closer to user’s own view”, which indicates that more preferring social media as to reach different views and comments increases, more preferring individuals and news that are closer to user’s own view does.

10. “News reach alternatives in social media and the internet” vs “Preferring individuals and news that are closer to user’s own view.”

Is there a significant correlation between news reach alternatives in social media and the internet and news that are closer to user’s own view?

Ho: There is not a significant correlation between news reach alternatives in social media and the internet and news that are closer to user’s own view.



H1: There is a significant correlation between news reach alternatives in social media and the internet and news that are closer to user's own view.

As  $p=0,000$  is smaller than  $0,005$ , hypothesis is accepted. Therefore, there is a high significant ( $p=0,000$ ) positive correlation ( $r=0,234$ ) between "News reach alternatives in social media and the internet" and "Preferring individuals and news that are closer to user's own view", which indicates that more news reach alternatives in social media and the internet increase, more preferring individuals and news that are closer to user's own view does.



## CONCLUSION

This thesis tries to illustrate how news media head towards to social media in all respects, particularly in the context of news. Social media democratize news information both in its production and its dissemination aspects. In this new atmosphere, there is a constant battle between users and those demanding to commercially exploit or politically control social media users. In this regard, what remarkable result from this study is that people prefer social media news mostly for its democratic potentiality. Digital camera is a tool for producing news in social media. It, embedded in mobile phones, allows people to act as witness of any event posted online or sent to mainstream broadcast media. By this transition, there is no longer any need to wait so long for the news media to gather, filter, arrange, select and package information. With some tested questions in the study, the reason to prefer social media for news was largely due to its democratic structure. With the help of internet, ordinary citizens can produce and send news to wherever they wish. Therefore, news is created without professional training, rules and regulation. As a result, there are some controversial issues to appear such as the misinformation, manipulation, propaganda and so on. Because of this, the reliability of social media news was chosen to analyze.

Now, we are witnessing the fourth even fifth generation of Web, which provides quick and easy access to the internet. Related to this function of the internet, question asked to a few of online social media users to analyze the reliability and effectiveness of social media in terms of news. The outcome of the result confirmed that quick and easy access to the news was the main reason of preferring social media. The significant attribution of social media is its spread which is the result of shift in the nature of technology that make it easier to produce, upload, download, appropriate, remix recirculate and embed content. Digitalization has made news simpler to change its contents and cheaper to circulate in many social media platforms. With the help of digitalization, readers in social media can perform as publishers, filter, gatekeeper, and curator of news. They might also comment, critique or analyze sharing information on social media.

It was found that 45,75 % of participants were female while 54,25% of participants were male. The most used social media platforms are Instagram 42,30% (n: 184). Following Instagram, Facebook was the second most used social media platform, accounted for

22,53%. Mostly contained news. Twitter came the third place that used by participants, accounted for 18,85%. Another remarkable result from the research is that participants spent their time mostly between one hour and 2 hours, accounted for 46,90%. Following this group, 28,74% of participants spent time between 2 hours and 4 hours. From this result, it can be said that participants spent much time with social media. Nearly almost of participants used mobile phones for social media, accounted for 97,01%. This research mainly concerns with three topics, which are the reliability of news in social media, preferring social media for its easy-access news, diversity of news in social media is the reason that people prefer. The reliability of social media news, if it is compared with the reliability of traditional media, relatively slightly higher. Trusting in both media news is not high. Trusting in the news sharing of print newspapers on social media is very low, accounted for 28.05 % percent while those who do not trust is 38.75 %. Those who are neutral for trusting is high, accounted for 33.10 %. All this shows that there are high numbers of participants do not trust print news on social media and they are highly neutral. The same is vital for trusting in the social media post of internet newspaper. Trusting in internet newspaper is totally 23.68 % while untrusting in internet newspapers is 43.45 %. The number of neutral for trusting in internet newspaper is high number, accounted for 32.87. Preferring social media to traditional media to reach in news is increasingly high, accounted for 48,27% for social media while 29,43% for traditional media. The gap between preferring social media to traditional media for news is so wide. This show us that news is preferred in social media much more than traditional media. One of the remarkable results is that 75,41 percentage of participants answered that they used internet package also for the news.

As non-parametric analysis, Whitney U Test, Kruskal Wallis Test and Spearman correlation test were used for interpreting ten research hypotheses. The reliability of the study is (,786) and Kaiser-Meyer-Olkin Measure of Sampling Adequacy is (,755). From the result of this study, there is a significant positive correlation between increasing usage of social media and reaching in news in social media in terms of reliability, in terms of different views and comments and in terms of reach alternative news and news that are closer to user's own view. And also, some conclusions have been reached with the help of the findings obtained from the online participants. They are as follows;

- In terms of trustworthiness of social media, it is clear that the more reasons to prefer social media to reach news increase, the more media news is found reliable, that the more preferring social media so as to reach different views and comments increase, the more the media news is found reliable, that the more reaching alternative news in social media and the internet increase, the more the media is found reliable, and that the more preferring news that closer to user`s own view increase, the more media news is found reliable.
- In terms of reaching different views and comments in social media, it is clear that the more preferring social media so as to reach different views and comments increase, the more reasons to prefer social media to reach news do, that the more news reach alternatives in social media and the internet increase, the more reasons to prefer social media to reach news do, and that the more the news reach alternatives in social media and the internet increase, the more preferring social media so as to reach different views and comments does.
- In terms of preferring news that are closer to user`s own view, it is clear that the more preferring news that are closer to user`s own view increases, the more the reasons to prefer social media to reach news do, that the more preferring social media so as to reach different views and comments increases, the more preferring news that are closer to user`s own view does, and that preferring news in social media and the internet increases, the more preferring news that are closer to user`s own views does.

Consequently, the developed 10 hypotheses were analyzed in this study. It was shown that all hypotheses were accepted since all  $A_p=0,000$  variables are smaller than 0,005. This study illustrates that if democratic capacity of social media increases, online social media users have the reasons to prefer social media to reach news. If users find alternative views and comments and the views that close user`s view, the reliability of media news increases. The more the news reach alternatives in social media and the internet increase, the more preferring social media as to reach different views and comments does.

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## APPENDİCES

| Sosyal medya araştırması                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                               |                       |                           |                       |                                |                       |                       |                       |                       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|-----------------------|---------------------------|-----------------------|--------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <p>Değerli Katılımcı;</p> <p>Bu araştırma Sakarya Üniversitesi Sosyal Bilimler Enstitüsü Medya ve İletişim Çalışmaları PR.(İngilizce tezli) Yüksek Lisans programı kapsamında yapılmaktadır. Araştırmanın amacı sosyal medyanın habere ulaşmada önemini araştırmaktır. Elde veriler kişisel bazda değerlendirilmeyecektir. Bu nedenle sorulara içtenlikle cevap vermeniz beklenmektedir. Araştırmaya katkıda bulunduğunuz için teşekkür ederiz.</p> <p>Hatip İZİN<br/>Sakarya Üniversitesi<br/>Sosyal Bilimler<br/>Enstitüsü Medya ve İletişim Çalışmaları<br/>Yüksek Lisans Öğrencisi</p> |                               |                       |                           |                       |                                |                       |                       |                       |                       |
| Kişisel Bilgi Formu ve Sorular                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                               |                       |                           |                       |                                |                       |                       |                       |                       |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Kadın</b>                  | <b>Erkek</b>          |                           |                       |                                |                       |                       |                       |                       |
| <b>S1:</b> Cinsiyetiniz                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <input type="radio"/>         | <input type="radio"/> |                           |                       |                                |                       |                       |                       |                       |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Evli</b>                   | <b>Bekar</b>          |                           |                       |                                |                       |                       |                       |                       |
| <b>S2:</b> Medeni Durumunuz?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <input type="radio"/>         | <input type="radio"/> |                           |                       |                                |                       |                       |                       |                       |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Büyükşehir</b>             | <b>Şehir</b>          | <b>İlçe</b>               | <b>Köy</b>            |                                |                       |                       |                       |                       |
| <b>S3:</b> Yaşadığınız Yer?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <input type="radio"/>         | <input type="radio"/> | <input type="radio"/>     | <input type="radio"/> |                                |                       |                       |                       |                       |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>20-30</b>                  | <b>31-40</b>          | <b>41-50</b>              | <b>Diğer</b>          |                                |                       |                       |                       |                       |
| <b>S4:</b> Yaş Grubunuz                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <input type="radio"/>         | <input type="radio"/> | <input type="radio"/>     | <input type="radio"/> |                                |                       |                       |                       |                       |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Facebook</b>               | <b>Twitter</b>        | <b>Instagram</b>          | <b>Linkedin</b>       | <b>Pinterest</b>               | <b>Tumblr</b>         | <b>Youtube</b>        | <b>Google+</b>        | <b>Diğer</b>          |
| <b>S5:</b> Hangi sosyal medya hesabını kullanıyorsunuz                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <input type="radio"/>         | <input type="radio"/> | <input type="radio"/>     | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>0</b>                      | <b>1-2</b>            | <b>2-4</b>                | <b>4-6</b>            | <b>6-8</b>                     | <b>8-10</b>           | <b>10+</b>            |                       |                       |
| <b>S6:</b> Sosyal medyada ne kadar süre geçiriyorsunuz?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <input type="radio"/>         | <input type="radio"/> | <input type="radio"/>     | <input type="radio"/> | <input type="radio"/>          | <input type="radio"/> | <input type="radio"/> |                       |                       |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Cep telefonu</b>           | <b>Ev bilgisayar</b>  | <b>İş yeri bilgisayar</b> |                       |                                |                       |                       |                       |                       |
| <b>S7:</b> Sosyal medyaya girmek için en çok hangi aracı kullanıyorsunuz?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <input type="radio"/>         | <input type="radio"/> | <input type="radio"/>     |                       |                                |                       |                       |                       |                       |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Kesinlikle Katılıyorum</b> | <b>Katılıyorum</b>    | <b>Kararsızım</b>         | <b>Katılmıyorum</b>   | <b>Kesinlikle Katılmıyorum</b> |                       |                       |                       |                       |



|                                                                                                             |                       |                       |                       |                       |                       |
|-------------------------------------------------------------------------------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <b>S8:</b> Sosyal medya üzerinden ulaştığın bir haberi, doğrulatmaya ihtiyaç duymadan inanırım              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>S9:</b> Sosyal medya üzerinden ulaştığım haberleri, doğrulatmadan takipçilerimle paylaşıyorum.           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>S10:</b> Basılı olarak dağıtılan gazetelerin sosyal medya paylaşımlarına güvenirim.                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>S11:</b> İnternet gazetelerinin sosyal medya paylaşımlarına güvenirim.                                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>S12:</b> Habere ulaşmada ve gündemi takip etmede sosyal medyayı geleneksel medyaya tercih ederim.        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>S13:</b> Haberleri sosyal medyadan takip etme nedenim mobil olarak erişilememdir                         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>S14:</b> İnternet paketimi, sosyal medyada haberlere ulaşmak için de kullanırım.                         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>S15:</b> Haberler, ilk önce sosyal medyada yer aldığı için habere ulaşmada sosyal medyayı tercih ederim. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

|                                                                                                                     |                       |                       |                       |                       |                       |
|---------------------------------------------------------------------------------------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <b>S16:</b> Sosyal medyayı, haberlere yorum yapmamı sağladığı için tercih ederim.                                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>S17:</b> Sosyal medyadaki haberleri, başkalarının yorumlarını görebilmemi sağladığı için tercih ederim.          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>S18:</b> Sosyal medyada farklı görüşlere sahip olan kişileri takip ederim.                                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>S19:</b> Sosyal medyada kendi görüşüme yakın olan haberleri okurum.                                              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>S20:</b> İnternet\te haber gazetelerinin sitelerini takip ederim.                                                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>S21:</b> Sosyal medyada düşünceme yakın kişileri hesabıma eklerim.                                               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>S22:</b> Güncel haberleri ve gündemi, sosyal medyada takip ettiğim önemli kişilerden takip etmeyi tercih ederim. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

## **CURRICULUM VITAE**

Hatip İZİN finished his high school in Ankara, then he graduated from Anadolu University in the field of Sociology. İZİN worked as a worker in many different departments in Municipality in Kocaeli, which is an institution that belongs to Metropolitan Municipality of Kocaeli. He left his vocational course as a teacher and then started to work as an amateur translator for two years. After two years of working, he has been working again at KOMEK since then. At the same time, he is a graduate student at the Department of Communication Design and Media of the Sciences Institute at Sakarya University.

