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**TWITTER USAGE PRACTICES OF JOURNALISTS AND THE POSSIBLE  
CHANGES TWITTER USAGE PRACTICES CAN CAUSE ON  
JOURNALISM: WITH THE APPROACH OF CYBERANTHROPOLOGY**

**MASTER THESIS**

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**ABBREVIATIONS**

**WWW:** World Wide Web

**IP:** Internet Protocol

**IM:** Instant Messaging

**ATN:** Actor Network Theory

**SMS:** Short Messaging Service

**WIFI:** Wireless High Speed Internet Connection

**WIMAX:** Worldwide Interoperability for Microwave Access

**PC:** Personal Computer

**RT:** Retweet

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## RESUME

### UTILISATION DE TWITTER PAR LES JOURNALISTES ET LES CHANGEMENTS POSSIBLES QUE TWITTER PRATIQUES PEUVENT CAUSER SUR LA JOURNALISME: UNE APPROCHE CYBERANTHROPOLOGIQUE

Twitter, le fruit des applications Web 2.0, a été créé par Jack Dorsey en 2006, dans un but restreint qui se limitait à la famille ainsi qu'au cercle d'amis, afin d'échanger des informations. Cette plate-forme est un site internet présenté sous la forme de micro-blogging.<sup>1</sup>

Twitter permet également d'envoyer et de lire de courts messages instantanés appelés tweets via le site Twitter ou par une application mobile ou tablette, avec seulement 140 caractères, en plus des photos, des vidéos ou des liens hypertextes. Et cette plate-forme représente la convergence<sup>2</sup> de deux trajectoires historiques bien distinctes dans son espace concentré : les technologies informatiques et les médias.

Malgré son point de départ modeste, Twitter est utilisé de nos jours par des millions de personnes à des fins divers, et voit son nombre d'utilisateurs augmenter de jour en jour, et ceci à travers le monde. Par exemple, les hommes politiques distribuent leurs messages au public via ce medium. Twitter connaît un franc succès auprès des entreprises commerciales, qui font usage de ce dernier pour informer leurs clients de leurs offres promotionnelles ainsi que des nouveautés liées à leurs produits. De nombreux spécialistes ainsi que les chercheurs voient en Twitter un énorme potentiel commercial.

Dans l'espace limité de Twitter, la réception et la diffusion de nouvelles et d'information est l'un des modes d'utilisation. D'ailleurs, Alfred Hermida a qualifié Twitter comme étant une technologie de réseau numérique qui offre divers moyens

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<sup>1</sup> MIT Technology Review, reçue de <http://www2.technologyreview.com/tr35/profile.aspx?TRID=700> en 03.01.2013.

<sup>2</sup> By the convergence, Jenkins means the flow of content across multiple media platforms, the cooperation between multiple media industries, and the migratory behavior of media audiences who will go almost anywhere in search of the kinds of entertainment experiences they want. Convergence is a word that manages to describe technological, industrial, cultural and social changes. JENKINS, Henry, *Convergence Culture Where Old and New Media Collide*, New York University Press, New York, 2006, p: 11.



comme de collecter, de communiquer, de partager et afficher les nouvelles ainsi que les informations en temps réel, détail qui est également utile au sein du milieu journalistique à travers le monde.<sup>3</sup>

Ainsi, même les plus grandes sociétés mondiales de médias utilisent Twitter comme un complément des médias traditionnels et atteignent des millions de personnes par ce medium. Ce ne sont pas seulement les entreprises qui utilisent ce procédé, mais aussi les journalistes, qui diffusent et distribuent des informations au sein d'un espace plus démocratique et non censuré. Ils déposent leurs idées et leurs commentaires sur l'actualité malgré les limites d'utilisation de Twitter imposées par les entreprises des médias pour lesquelles ils travaillent.

Dans le contexte tous ces faits, notre but également tenter de vérifier l'hypothèse selon laquelle les pratiques des journalistes qui utilisent Twitter modifient le sens même du journalisme.

En partant de cette hypothèse, nous avons aussi essayé de trouver les réponses aux questions suivantes en imaginant comment les journalistes peuvent reproduire ce medium par le biais de leur profession;

- Comment et pourquoi les journalistes utilisent-ils Twitter?
- Quel genre de pratiques se développent-elles lors de l'utilisation de ce medium unique de son temps?
- Quels sont les changements probables que Twitter utilisation pratiques peuvent causer dans le journalisme?

En cherchant aussi les réponses aux principales questions incombant au cyberanthropologie: comment la technologie influence elle la vie humaine? Comment est-il être humain sur les médias numériques?

Au cours de cette étude sont utilisés les méthodes cyberanthropologiques comme l'interview par les e-mails et lurking (lurking ou l'observation discrète est une variante de l'observation participante sans interaction entre l'expérimentateur et le sujet qui a été déplacé vers le cyberspace) qui sont des méthodes relativement nouvelles au sein des sciences sociales ; on a procédé des interviews en ligne par le biais d'e-mails et on a gère une observation discrète avec 50 journalistes turcs qui utilisent Twitter de manière efficace: 22 femmes et 28 hommes, qui sont en moyenne diplômés du premier cycle ainsi que de cycles supérieurs; ils sont âgés entre 25-49 ans. Ils sont reporters, éditeurs des journaux, d'audio-visuel et des agences de presse.

Comme on le comprend ce travaille se base sur l'approche de cyberanthropologie. La cyberanthropologie est apparu depuis le milieu des années 1990 pour décrire une sous-branche mineure de l'anthropologie sociale qui étudie le cyberspace comme un nouveau domaine de travail, de terrain ethnographique:

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<sup>3</sup> HERMIDA, Alfred, "From TV to Twitter: How Ambient News Became Ambient Journalism", *Media/Culture Journal*, Vol. 13, No. 2, 2010, p. 1, <http://journal.media-culture.org.au/index.php/mcjournal/article/view/220>, (En ligne).

«En tant que nouveau domaine de pratique de l'anthropologie, l'étude de la cyberculture est particulièrement préoccupé par la culture, la construction, et la reconstruction à laquelle les nouvelles technologies sont fondées et qui à leur tour contribuent à façonner. »<sup>4</sup>

Dans la première partie de notre thèse nous avons décrit la cyberanthropologie et son évolution. Cette approche nous amène à la théorie cybernétique de Norbert Wiener qui a donné aux scientifiques l'idée de faire une anthropologie sur le cyberspace.

Ces études ont été lancées en partant 1942, dans une série des séminaires intitulés «Réunion Inhibition Cérébrale », qui s'est tenu à l'Institute for Advanced Etudier à Princeton, dont le sujet était «le contrôle et la communication chez l'animal et la machine» avec une préoccupation particulière pour les questions de la rétroaction et de l'autorégulation.<sup>5</sup>

Dans le titre suivant, nous avons essayé d'exposer plus profondément les champs de recherche cyberanthropologique de manière en nous référant aux discours des cyberanthropologues comme Arturo Escobar, Bryan Pfaffenberger, David Hakken et Philipp Budka. Et cette démarche nous a amené à examiner dans la deuxième partie de notre thèse, les nouveaux médias façonnés avec des outils Internet tels que le Web 1.0, Web 2.0.

Dans la deuxième partie, nous avons plus particulièrement étudié le phénomène des médias sociaux qui donnent naissance à des réseaux sociaux comme Twitter, terrain de recherche anthropologique de notre thèse. Nous avons également décrit Twitter comme un nouvel espace socio-culturel de l'interaction humaine, tout en définissant la plate-forme comme un média. Toutes ces mesures ont permis la réalisation de notre recherche et la compréhension des pratiques journalistiques (qui est devenu l'autre dans les yeux de l'ethnographe), de l'utilisation de Twitter (qui représente des constructions fondées sur les cultures ainsi que les reconstructions sur les nouvelles technologies), ainsi que les changements éventuels que ces pratiques peuvent causer dans le domaine du journalisme.

La troisième partie du travail concerne l'évaluation des données de la recherche en se focalisant sur le cas de la modification du journalisme, on constate que celui-ci évolue sous l'influence des sites de médias sociaux comme Twitter. Dans ce contexte les journalistes ont indiqué les modifications de différentes façons, comme:

- Obtenir les informations par diverses sources
- Transmission des nouvelles intemporelles et sans espace
- Relation réciproque entre les journalistes et le public
- Sortir de la gamme d'actualité choisie par des entreprises de media, la personnalisation des nouvelles sur la sphère de Twitter et être visible comme un journaliste

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<sup>4</sup> SPRONDEL Johanna, et al., «*Cyber Anthropology, Being Human on the Internet*», Working Paper No. 4 Vol. 11, P: 5.

<sup>5</sup> GERE, Charlie, «*Digital Culture*», Reaktion Books, London, 2008, p: 53-55.

Les conclusions qu'amènent par l'observation discrète « lurking », indiquent qu'entre les quatre changements qui ont été indiqués par les journalistes, la dernière a été la plus explicite et la plus pertinente comme étant une procédure pour expliquer le sens de ce changement de la profession.

Dans une plate-forme utilisée depuis 2007 par les journalistes, il en ressort que ce qui se renouvelle dans un délai maximum d'une seconde, ce qui est vivant tout au long de la journée, ce qui donne l'opportunité de la libération par le temps et par l'espace, ce qui inclue un réseau caché parmi les journalistes, est façonné par des dizaines de milliers de followers et de tweets.

Twitter permet également aux journalistes de n'être plus une signature / un visage et de présenter leur personnalité. Avec l'utilisation de Twitter, les journalistes ne sont pas devenus seulement un professionnel qui fait bien son travail : avec des tweets qu'ils envoient durant 24 heures, concernant la diffusion de nouvelles ainsi à leurs points de vue sur l'actualité planétaire, et d'autre part, leur vie privée. Twitter donc, humanise les journalistes aux yeux des lecteurs, de l'audience.

Selon nos résultats, les followers peuvent découvrir les livres lus par les journalistes, leurs goûts musicaux, leur préférence cinématographique, bref, ils peuvent avoir un aperçu des goûts personnels de ces derniers.

Et d'ailleurs, les followers peuvent devenir des partenaires de la sphère professionnelle ou bien privée des journalistes, qui publient sur Twitter des photographies. Twitter fait offre une bonne place aux journalistes qui distillent et poursuivent leur existence professionnelle dans un plus local, même de façon personnelle. Twitter est une plate-forme où la vie professionnelle et personnelle du journaliste s'interposent.

En finalité, le sondage que nous avons effectué ainsi que les résultats observés, nous amènent à dire, que ces pratiques sur Twitter interfèrent des changements au sein du contexte journalistique. Ce contexte, nous amène à l'hypothèse de cette étude, mais nous ne pouvons pas parler de changements structurels fondamentaux au sein même du journalisme.

A la fin de la recherche, nous avons vu que les journalistes utilisent Twitter, sans doute comme un point de réforme de leur vie professionnelle et personnelle. Ainsi, ils réinventent l'imagé des journalistes. Ils développent de nombreux moyens de communication, en sortant des frontières établis par l'entreprise de media pour lequel ils exercent, créent ainsi leur propre ordre du jour dans l'espace des 140 caractères qu'impose Twitter, et de partager des informations ainsi que leurs opinions relatifs à l'actualité du jour, avec les personnes qui les suivent. Ceci leur permet de créer un espace d'interaction nouveau.

En exposant leur vie professionnelle et personnelle sur cette plate-forme, les journalistes se sont humanisés aux yeux de leurs lecteurs, en ne faisant pas de séparations ces deux espaces de vie. Et donc, le cyberspace nous permet d'éclairer le phénomène de la 'réhumanisation' ou la nouvelle vision de être l'humain, cité

dans notre exemple « être un journaliste, un professionnel » sur les médias numériques comme l'indique David Hakken.<sup>6</sup>

Notre expérience de recherche nous a permis de vérifier que les anthropologues peuvent faire en toute quiétude intellectuelle de recherches dans ce nouvel espace numérique des interactions et des organisations socio-culturels. D'après Escobar, ce fait brouiller les frontières et les catégories telles que nature / culture ou homme / machine.<sup>7</sup>

En finalité, nous souhaitons que cette recherche demeure une ressource utile sur les pratiques d'utilisations journalistique de Twitter et sur les éventuels changements que peuvent provoquer les pratiques d'utilisation de Twitter au sein même du métier. Ce terrain de réflexion permettra d'élargir le champ de vision sur l'ethnographie du cyberspace qui peut inciter des chercheurs à procéder à des approfondissements dans ce domaine.

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<sup>6</sup> BUDKA Philipp, "From Cyber to Digital Anthropology to an Anthropology of the Contemporary?", Working Paper for the EASA Media Anthropology Network's 38th e-Seminars, [www.media-anthropology.net](http://www.media-anthropology.net), 2011, p: 5.

<sup>7</sup> ESCOBAR, Arturo, et. al., "Welcome to Cyberia: Notes on the Anthropology of Cyberculture (and Comments and Reply)", *Current Anthropology*, Vol. 35, No. 3, 1994, p: 223.

## ABSTRACT

### TWITTER USAGE PRACTICES OF JOURNALISTS AND THE POSSIBLE CHANGES TWITTER USAGE PRACTICES CAN CAUSE ON JOURNALISM: WITH THE APPROACH OF CYBERANTHROPOLOGY

Twitter which created by Jack Dorsey in 2006 as a fruit of Web 2.0 applications only to let friends and family know what he was doing and clarify wherever he or they might be is a social network site in the form of microblogging.<sup>1</sup>

This tool also enables sending and reading short instant messages called tweets through the Twitter website or mobile phone or tablet application, only in 140 characters in addition with photos, videos or hyperlinks. And represents a convergence<sup>2</sup> of two separate historical trajectories in its concentrated space: computing and media technologies.

Despite its departure point, today this medium is used by millions of people for different purposes increasing day by day in the world. For example, politicians are spreading their messages to the public via this medium. Commercial organizations, having great success in using Twitter to inform their customers of discounts and news related to their products. Many social media marketers and researchers believe that Twitter has a lot of business values.

In the limited space of the Twitter, receiving and diffusing news and information is one of usage purposes. In this remark Alfred Hermida approaches to Twitter as a real-time, networked digital technology that offers diverse means to collect, communicate, share and display news and information which is also useful in the remark of the journalism profession worldwide.<sup>3</sup>

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<sup>1</sup> MIT Technology Review, received from <http://www2.technologyreview.com/tr35/profile.aspx?TRID=700> in 03.01.2013.

<sup>2</sup> By the convergence, Jenkins means the flow of content across multiple media platforms, the cooperation between multiple media industries, and the migratory behavior of media audiences who will go almost anywhere in search of the kinds of entertainment experiences they want. Convergence is a word that manages to describe technological, industrial, cultural and social changes. JENKINS, Henry, *“Convergence Culture Where Old and New Media Collide”*, New York University Press, New York, 2006, p: 11.

<sup>3</sup> HERMIDA, Alfred, *“From TV to Twitter: How Ambient News Became Ambient Journalism”*, Media/Culture Journal, Vol. 13, No. 2, 2010, p: 1, <http://journal.media-culture.org.au/index.php/mcjournal/article/view/220>, (Online).

Thus, even the biggest media companies of the world use Twitter as a part of conventional media tools like newspaper, television, radio etc. and reach millions of people via this medium. Not only the companies but also the journalists use this medium by signing-in individually. For receiving and distributing news and their ideas on the news in a more democratical and uncensored space in spite of the Twitter usage limitations of the media companies that they work for.

By considering all these approaches, our research has the purpose to learn the answers of the following questions:

- How and why journalists preferring to use Twitter?
- What kind of practices do they develop while using this unique medium of its time?
- What are the probable changes Twitter usage practices of the journalits can cause in journalism profession?

And try to verify the hypothesis, whether journalists' Twitter usage practices alters the journalism profession.

By also searching the answers to the main questions that cyberanthropology deals with; how does technology influence human life? How is it to be human on the digital media?

During this study by using cyberanthropologic methods like e-mail interviewing and observation unobtrusive in other words lurking (the observation unobtrusive or lurking is a kind of observation participant without any kind of interaction between the experimenter and subject which has been shifted to the cyberspace) which are relatively new in social sciences; the subject has been examined by making online interviews via e-mail and by leading a unobtrusive observation with 50 Turkish journalists who use Twitter effectively; 22 male and 28 female, who are in average with graduate and master's degree, aged between 25-49 work at the positions as reporter, editor and news manager at newspapers, televisions (news televisions and news rooms of televisions) and news agencies.

As understood this master's thesis has a format shaped with cyberanthropology. The title cyberanthropology has been used since the mid 1990s to describe a minor subbranch of social and cultural anthropology that investigates cyberspace as a new domain of ethnographic fieldwork: "As a new domain of anthropological practice, the study of cyberculture is particularly concerned with the cultural construction and reconstruction on which the new technologies are based and which they in turn help to shape."<sup>4</sup>

To this end in the first part of the thesis we described departure point and evolution of the cyberanthropology. This approach takes us to Norbert Wiener's cybernetic theory which gave to the scientists the idea of making anthropology on the cyberspace departing from the first studies of "Macy Conferences" which were initiated in 1942 with a seminar called the Cerebral Inhibition Meeting, held at the Institute for Advanced Study at Princeton: has this subject, 'control and

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<sup>4</sup> SPRONDEL Johanna, et al., "*Cyber Anthropology, Being Human on the Internet*", Working Paper No. 4, Vol.11, P: 5.

communication in the animal and machine' with particular concern for issues of feedback and self-regulation.<sup>5</sup>

In the first part we also tried to understand cyberanthropologic fields of research more clearly and deeply by the discourses of the cyberanthropologists like Arturo Escobar, Bryan Pfaffenberger, David Hakken and Philipp Budka. In the second section of the thesis, this move takes us to examine the computer based new media shaped with the Internet tools like Web 1.0, Web 2.0.

In the second section, we examined the phenomenon of the social media which gave birth to the social networks like Twitter which accepted as an anthropological research field in our thesis. We also described Twitter as a new sociocultural space of human interaction during defining the platform as a news media.

All these steps made possible conducting our research and understanding journalists (who became the other in the eyes of ethnographer) Twitter usage practices (which represent cultural constructions and reconstructions over new technologies) and the possible changes that these practices can cause on the journalism profession.

When we focused on the alteration case of the journalism profession, we notice that the profession of journalism is changing with the influence of social media sites like Twitter. In this context journalists indicated the alteration in different ways like;

- Obtaining the information from various sources
- Timeless and spaceless news transmission
- Reciprocal relationship between journalists and their readers/audience
- Getting out of the range of chosen actuality of news enterprises, customizing the news and being visible as a journalist by also customizing Twitter sphere

According to the our observation findings on this topic, between the four changes that were indicated by journalists the last one was more visible and more powerful as a procedure for explaining the sense of the change on the journalism profession that we aimed to find at the end of this research.

In a platform used since 2007 by journalist; which renovates itself within maximum one second, which is alive all day long, which allows time and space liberation, is shaped with ten thousands of followers and tweets, is including an intra-network between journalists... etc.

It also survives journalists from being only a signature/face in the media enterprise that they work. With Twitter usage, journalists go far beyond being a professional who do his/her job well. Tweets that they send almost 24 hours, while spreading actual news and their views upon news to world, on the other hand, include what's in their private lives. So Twitter humanizes journalists in the eyes of readers/audiences who follow them.

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<sup>5</sup> GERE, Charlie, "*Digital Culture*", Reaktion Books, London, 2008, p: 53-55.

According to our findings, via Twitter, followers can learn about the books journalists read, music they listened to, and the films they watched, briefly, can have an overview of journalists' personal likes. And moreover, can become partner of a professional person's working environment or family life with the photographs' sent over Twitter. Twitter gives room to journalists for distilling and continuing their professional existence in a more local, even personal way. Twitter is a platform where journalists' professional and personal lives interpose.

At the end of this research, we can say by considering journalists' Twitter usage practices that it causes some changes in the journalism profession, according to our survey and observation results. In this context, we can state that we reach to the hypothesis of this study, but we can not talk about fundamental structural changes in the journalism.

In the conclusion of this master's thesis, we saw that journalists use Twitter with no doubt as a reformation point of their personal and professional lives. With this act they reform the image of the journalists. They develop many communication strategies, by getting out of the borders of the chosen agenda of the news enterprise that they work for, create their own agenda in the 140 characters limited space of Twitter, and, sharing news and their opinions related to agenda or reaching new information via people who follows them, which creates a new interaction space.

Just like their professional lives being carried to this platform, journalists, who also reflect their personal lives, get humanized in the eyes of their readers/audience. And thus, cyberspace provides us to enlighten the phenomenon of rehumanization or the possible new way of being human" with our example "being a journalist, a professional" on the digital media as David Hakken indicates.<sup>6</sup>

Our research experience has allowed us to verify that anthropologists can make researchs in this new area of digital interactions and sociocultural organizations. According to Escobar which can blur the categories and boundaries such as nature/culture or human/machine.<sup>7</sup>

As the last word, we wish that this research remains as a useful resource on the Twitter usage practices of the journalists and the possible changes that Twitter can cause on the journalism profession. And will be able to widen the reflexive thoughts on the ethnography of the cyberspace which can incite researchers to deepen in this field.

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<sup>6</sup> BUDKA Philipp, "From Cyber to Digital Anthropology to an Anthropology of the Contemporary?", Working Paper for the EASA Media Anthropology Network's 38th e-Seminars, [www.media-anthropology.net](http://www.media-anthropology.net), 2011, p: 5.

<sup>7</sup> ESCOBAR, Arturo, et. al., "Welcome to Cyberia: Notes on the Anthropology of Cyberculture (and Comments and Reply)", *Current Anthropology*, Vol. 35, No. 3, 1994, p: 223.



## ÖZET

### GAZETECİLERİN TWITTER KULLANIM PRATİKLERİ VE TWITTER KULLANIM PRATİKLERİNİN GAZETECİLİKTE NEDEN OLABİLECEĞİ DEĞİŞİMLER: SİBER ANTROPOLOJİ YAKLAŞIMIYLA

Jack Dorsey tarafından, arkadaşları ve ailesi ne yaptığını nerede bulunduğunu bilebilsinler diye, 2006 yılında Web 2.0 uygulamalarının bir meyvesi olarak yaratılan Twitter, mikroblog formunda bir sosyal ağ sitesidir.<sup>1</sup>

Twitter, web sitesi [www.twitter.com](http://www.twitter.com) aracılığıyla, tweet adı verilen 140 karakterlik kısa anlık mesajlara fotoğraflar, videolar ve linkler eklenerek yollanmasına ve okunmasına olanak tanır. Ve iki tarihi yörüngeyi yoğunlaştırılmış uzamında yakınlaştırır<sup>2</sup>: bilgisayar ve medya teknolojileri.

Açıkladığımız çıkış noktasına rağmen, bugün Twitter dünya üzerinde milyonlarca kişi tarafından birbirinden çok farklı amaçlar için kullanılmaktadır. Örneğin, politikacılar mesajlarını halka bu medyum aracılığıyla iletirler. Veya pazarlama organizasyonları, ürünlerini müşterilerine Twitter aracılığıyla tanıtırlar. İşte bu yüzden birçok sosyal medya uzmanı ve araştırmacı Twitter'ın ticari değeri olduğuna inanmaktadır.

Twitter'ın sınırlı uzamında, bilgi ve haber almak aynı zamanda iletme bir diğer kullanım amacı olarak karşımıza çıkmaktadır. Bu bağlamda Alfred Hermida Twitter'a haber ve enformasyon alma ve iletme şekillerine yeni anlamlar kazandıran, gazetecilik mesleği için kullanışlı gerçek zamanlı ağlarla kurulmuş bir dijital teknoloji olarak yaklaşır.<sup>3</sup>

<sup>1</sup> MIT Technology Review, <http://www2.technologyreview.com/tr35/profile.aspx?TRID=700> internet adresinden 03.01.2013 tarihinde alınmıştır.

<sup>2</sup> By the convergence, Jenkins means the flow of content across multiple media platforms, the cooperation between multiple media industries, and the migratory behavior of media audiences who will go almost anywhere in search of the kinds of entertainment experiences they want. Convergence is a word that manages to describe technological, industrial, cultural and social changes. JENKINS, Henry, “*Convergence Culture Where Old and New Media Collide*”, New York University Press, New York, 2006, p: 11.

<sup>3</sup> HERMIDA, Alfred, “*From TV to Twitter: How Ambient News Became Ambient Journalism*”, Media/Culture Journal, Vol. 13, No. 2, 2010, p: 1, <http://journal.media-culture.org.au/index.php/mcjournal/article/view/220>, (Çevrimiçi).

Günümüzde dünyanın en büyük medya kuruluşları bile Twitter'ı gazete, televizyon, radyo vb. konvansiyonel medya araçlarının bir parçası olarak kullanmakta ve bu medyum aracılığıyla milyonlarca insana ulaşmaktadır. Aynı şekilde, gazetecilerde bu yeni platformu, en yeni haberleri edinmek ve dağıtmak, haberler üzerindeki fikirlerini, çalıştıkları medya kuruluşlarının Twitter kullanım kuralları kılavuzları ile getirdikleri kısıtlamalara rağmen, daha demokratik ve sansürlenmemiş bir alanda okuyucularına iletebilmek için kişisel Twitter hesapları açarak kullanmaktadırlar.

Tüm bu yaklaşımları göz önünde bulunduran araştırmamız; 'Gazetecilerin Twitter kullanım pratikleri gazetecilik mesleğinde değişimlere yol açar' hipotezini şu sorulara aranacak cevaplarla doğrulamaya yöneliktir:

- Gazeteciler neden ve nasıl Twitter kullanıyorlar?
- Gazeteciler zamanının benzersiz iletişim araçlarından bir tanesi olan Twitter'ı kullanırken ne gibi pratikler geliştiriyorlar?
- Gazetecilerin Twitter kullanım pratikleri doğrultusunda gazetecilik mesleğinde değişimler meydana geliyor mu?

Hipotezimizi doğrulamak amacıyla, tüm bu sorulara yanıt aradığımız tez çalışmamızda; e- posta üzerinden mülakat ve araştırmacının göze çarpmadığı internet üzerinden katılımcı gözlem (lurking) gibi sosyal bilimlerde göreceli olarak yeni sayılabilecek, çevrimiçi yönetilen siber antropolojik araştırma yöntemleri kullanılmıştır.

Araştırma konumuz Twitter'ı etkin bir biçimde kullanan 50 Türk gazeteciyle e-posta aracılığıyla çevrimiçi gerçekleştirilen yarı yapılandırılmış mülakatlar ve yine Twitter üzerinden yürütülen, araştırmacının adı ve soyadı ile açılan Twitter hesabı üzerinden, gazetecilerin Twitter hesapları gece ve gündüz takip edilerek yürütülen gözlemler doğrultusunda aydınlatılmaya çalışılmıştır.

Araştırma örneklemimiz, 22 erkek - 28 kadın, ortalama olarak lisans ve yüksek lisans eğitim derecelerine sahip, 25 - 49 yaş aralığındaki gazete, televizyon (haber televizyonları ve televizyonların haber servisleri) ve haber ajanslarında muhabir, editör ve haber müdürü gibi pozisyonlarda görev alan gazetecilerden oluşmaktadır.

Bu yüksek lisans tezi, siber antropoloji disiplini ile şekillenmiştir. Sosyal antropolojinin bir alt dalı olarak 1990'larda ortaya çıkan siber antropoloji, siber uzayı yeni bir etnografik araştırma sahası olarak işaret eder. Arturo Escobar'a göre ise siber antropoloji, özellikle siber kültür anlayışını inceler. Yeni teknolojilerle, siber uzayda şekillenen kültürel yapılanmaları ve bu uzay dışında var olan yapıların, siber uzay içerisinde yeniden yapılanmaları, siber antropolojinin araştırma konuları arasında yer almaktadır.<sup>4</sup>

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<sup>4</sup> SPRONDEL Johanna, et al., "Cyber Anthropology, Being Human on the Internet", Working Paper No. 4/11, P: 5.

Bu bakış açısıyla yola çıkan tezimiz ilk bölümünde siber antropoloji disiplini tanımlar. Siber antropolojinin çıkış noktasını ve gelişimini gözler önüne serer. Bu yaklaşım bizi Norbert Wiener'in Siberetik Teorisi'ne götürür. Siberetik Teorisi, hayvanda ve makinede kontrol ve iletişim yaklaşımıyla, bilim insanlarına ilk tohumları 1942 yılında gerçekleştirilen 'Macy Konferanları'nda atılan, siber uzayda antropoloji yapma fikrini vermiştir.<sup>5</sup>

Tez çalışmamızın ilk bölümünde yer alan diğer başlıklar; siber antropolojinin araştırma alanlarını öğrenmeye ayrıca Arturo Escobar, Bryan Pfaffenberger, David Hakken ve Philipp Budka gibi önemli siber antropologların teorileriyle alanı aydınlatmaya yöneliktir. Tüm bu adımlar tezimizin ikinci bölümünde, Web 1.0 ve Web 2.0 gibi internet araçlarıyla şekillenmiş bilgisayar merkezli yeni medyayı incelememize olanak sağlamaktadır.

Tez çalışmamızın ikinci bölümünde, antropolojik araştırma sahamız olarak kabul ettiğimiz, Twitter ve Twitter gibi sosyal ağlara hayat veren sosyal medya fenomeni derinlemesine incelenmiştir. Ayrıca Twitter, bir haber medyası olarak tanımlanmıştır.

Tüm bu adımlar araştırmamızı yönetmemizi sağlarken, Twitter kullanan gazetecilerin araştırmacının gözünde birer ötekiye dönüşüp araştırma konusu olması fikrine zemin hazırlamıştır. Yeni teknolojiler eşliğinde üretilen kültürel yapıları veya var olan yapıların yeniden inşa edilmesini temsil eden, gazetecilerin Twitter kullanım pratiklerinin çözümlenmesi ise bu pratiklerin gazetecilik mesleğinde neden olabileceği olası değişimlerin farkına varılmasını sağlamıştır.

Bu çerçevede, gazetecilerle gerçekleştirdiğimiz çevrimiçi mülakatlar sırasında gazetecilerin değişimi farklı biçimlerde işaret ettiklerine tanık olunmuştur:

- Twitter üzerinde birbirinden farklı kaynaklardan enformasyon edinmek
- Zamansız ve mekânsız haber alış veriş
- Gazeteci ve okuru arasında ilişki kurulması
- Twitter alanını çalışılan medya kuruluşunun gündeminden sıyrılarak kişiselleştirmek, bir gazeteci olarak ön plana çıkıp, görünür olmak

Gazeteciler tarafından belirtilen dört değişim arasında, gözlem bulgularımızda en fazla belirginleşen son madde olmuştur; "Twitter alanını özelleştirmek, bu alanda haber iletmek ve iletilen haberleri kişiselleştirmek ayrıca bir gazeteci olarak ön plana çıkıp, görünür olmak." Bu son madde araştırmamızın sonunda bulmak istediğimiz değişimin niteliğini gözler önüne sermektedir.

Gazeteciler tarafından ad ve soyadlarıyla bir takma isme gerek duyulmadan 2007 yılından bu yana kullanılan Twitter, kendini en fazla bir dakika içinde yenileyen, tüm gün boyunca canlı, haber iletimi ve alımı açısından mobil kullanım

<sup>5</sup> GERE, Charlie, "Digital Culture", Reaktion Books, London, 2008, p: 53-55.

biçimleri ile zaman ve mekân özgürlüğü sağlayan, gazeteciler açısından yararlı ve etkin bir araç, aracıdır.

Binlerle ifade edilebilen takipçi sayısı ve yine binlerle ifade edilen gönderilip alınan kısa mesajlarla şekillenen Twitter'ın içyapısı, gazeteciler arasında kurulmuş bir iç ağ ile ilgi guruplarının aynı kutupta toplanması ve enformasyon edinme amacıyla kullanıldığı gerçeğini açığa çıkartmaktadır. Ancak Twitter, tüm bu özelliklerle sınırlı kalmayıp, gazetecileri çalıştıkları medya kuruluşunda bir imza, bir yüz olmaktan da kurtarmaktadır.

Twitter ile birlikte gazeteciler, işini iyi yapan birer profesyonel olmanın ötesine geçmektedirler. Nerdeyse günün 24 saati gönderip aldıkları kısa mesajlarla aktüel haberleri takipçilerine duyurup, yeni enformasyonlar edinirken, haberler üzerindeki kişisel görüşlerini Twitter aracılığıyla dünyaya duyuran gazeteciler, inceleme konumuz olan sosyal ağ sitesi üzerinde kişisel yaşamlarıyla da var olmaktadır. Gözlem sonuçlarımıza dayanarak bu durumun gazetecilerin kendilerini Twitter üzerinden takip eden okuyucularının/izleyicilerinin gözünde insanlaştırdığını ifade edebiliriz.

Bulgularımıza göre, gazetecileri Twitter üzerinden takip eden kişiler gazetecilerin okudukları kitapları, dinledikleri müzikleri, seyrettikleri filmleri/dizileri öğrenebilmektedirler. Kısacası gazetecilerin kişisel zevkleri hakkında fikir sahibi olmaktadır. Dahası profesyonel kişinin çalışma alanına veya aile yaşamına, gazetecilerin Twitter aracılığıyla yolladıkları fotoğraflı iletilerle ortak olmaktadır.

Twitter, gazetecilere mesleki var oluşlarını daha yerel, hatta daha kişisel bir yolla sürdürmelerine olanak sağlamaktadır. Bu durum Twitter'ı gazetecilerin mesleki ve kişisel yaşamlarının kesişme noktası haline getirmektedir.

Mülakat ve gözlem sonuçlarımıza dayanarak, gazetecilerin Twitter kullanım pratiklerinin gazetecilik mesleği üzerinde bir takım değişimlere neden olduğunu belirtebiliriz. Ve hipotezin çalışmanın sınırlılıklar içinde doğrulandığını söyleyebiliriz. Ancak, gazetecilerin Twitter kullanım pratiklerinin gazetecilik mesleğinde derin yapısal değişimlere neden olduğunu iddia edemeyiz. Burada vurgulanmak istenen değişim ve dönüşüm gazetecinin imajı üzerinde yoğunlaşmaktadır. Ve bize David Hakken'in ileri sürdüğü siber uzayda 'yeniden insanlaşmak' ya da 'insan olmanın olası yeni yolu' fenomenini, dijital medyada bir profesyonel, bir gazeteci olmak gerçeğiyle açıklama fırsatı vermektedir.<sup>6</sup>

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<sup>6</sup> BUDKA Philipp, "From Cyber to Digital Anthropology to an Anthropology of the Contemporary?", Working Paper for the EASA Media Anthropology Network's 38th e-Seminars, [www.media-anthropology.net](http://www.media-anthropology.net), 2011, p: 5.

Bu bağlamda tez çalışmamız doğa/kültür ve insan/makine gibi kategoriler arasındaki sınırları kaldıran, internet odaklı pratiklerin ortaya çıkarttığı etkileşimli alanlar üzerinde gönül rahatlığıyla çalışılabileceğini bir kez daha göstermiştir.<sup>7</sup> Umarız ki araştırmamız gazetecilerin Twitter kullanım pratiklerini, siber antropoloji yaklaşımıyla değerlendirmek açısından yararlı bir kaynak olur. Siber antropoloji alanındaki düşünceleri genişletir ve araştırmacıları bu alanda derinleşmeye çağırır.

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<sup>7</sup> ESCOBAR, Arturo, et. al., “Welcome to Cyberia: Notes on the Anthropology of Cyberculture (and Comments and Reply)”, *Current Anthropology*, Vol. 35, No. 3, 1994, p: 223.

## INTRODUCTION

Departing from 1990s computer based technologies which become cheap, fast and common entered to the humans' political, commercial and cultural lives and changed as well. In its early times computers are mostly used "against" people instead of "for" people; used for controlling people instead of freeing them; and it was time to change.<sup>1</sup> At the center of this change we can find Internet which is a centrifugal force, user-driven and open and also today represents a convergence of two separate historical trajectories: computing and media technologies. The revolutionary impact of the computer mediated forms in the modern society and culture is using Internet that called new media as a tool for production, distribution and communication at the same time in today's meaning without needing a professional producer contrary to conventional media tools.

Internet also passed one step away with the Web 2.0 service and its applications which were lanced after the World Wide Web or called Web 1.0 which carries massive amount of interlinked information about the resources. The Web, provides access to this information from any location using a web browser when user is "online" connected to Internet.<sup>2</sup> But Web 1.0 concept, in which the most of the resources available over the Web were static. As the technology evolved, the users needed a dynamic environment that adapts to the new paradigms in the world.

Then Internet users have met with the concept of Web 2.0, which is a vision of O'Reilly provides a paradigm shift especially on the design of the Web. But today we can see that it is more than design. As Ryan indicates, Web 2.0 offers to the users'

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<sup>1</sup> RYAN Johnny, "*A History of the Internet and the Digital Future*", Reaktion Books, London, 2010, p:56.

<sup>2</sup> YURTSEVER, Emre, "*Sweettweet: A semantic Analysis For Microblogging Environments*", Submitted to the Institute for Graduate Studies in Science and Engineering in partial fulfillment of the requirements for the degree of Master of Science Graduate Program in Computer Engineering, Boğaziçi University, 2010, p: 3.

information sharing, participation, user collaboration and interactivity. Web 2.0 is also called the wisdom Web, people-centric Web, participative Web, and read/write Web, is not just a new version of the same old Web it's a different thing in several ways. For example, Web 2.0 facilitates flexible Web design, creative reuse, and updates. Facilitates collaborative content creation and modification. Establishes social networks of people with common interests and engage its users more effectively.

In this context, we can announce Twitter; which carries all innovations that Web 2.0 brought. Twitter is a social network site in the form of microblogging which enables sending and reading short instant messages (tweets) through the Twitter website or mobile application, only in 140 characters in addition with photos, videos or hyperlinks.

Despite the critics of the 140 character limitation of the medium, there is an explosive growth and adoption of Twitter. For example, politicians spreading their messages to the public via this medium. Commercial organizations, having great success in using Twitter to inform their customers of discounts and news related to their products. Many social media marketers and researchers believe that Twitter has a lot of business values.

As seen, this new medium of the new media is used by millions of people for different purposes increasing day by day in the world. Receiving and diffusing news and information is one of usage purposes. Thus, even the biggest media companies of the world use Twitter as a part of conventional media tools like newspaper, television, radio etc. and reach millions of people via this medium. Not only the companies but also the journalists use this medium by signing-in individually.

To this end, Alfred Hermida approaches to Twitter as a real-time, networked digital technology that offers diverse means to collect, communicate, share and display news and information which is also useful in the remark of the journalism profession worldwide.

But as Hermida specifies: “This model of news is in flux, however, as new social media technologies such as Twitter facilitate the timeless, instant, online dissemination of short fragments of information from a variety of official and unofficial sources”.<sup>3</sup>

This new sense also started to change the attitudes of journalistic activity. For example with Twitter, news is no more only the activity of the reporter with Twitter. It is omnipresent. Twitter can be seen as a form of participatory or citizen journalism, where citizens report and break news without recourse to institutional journalism.

Hence, our research has the purpose to learn the answers of the following questions: how and why journalists are using Twitter? Does this usage practices get joint with journalism profession? And try to verify the hypothesis, whether journalists’ Twitter usage practices alters the journalism profession. Departing from this hypothesis we tried to find the answers of following questions like whether the journalists are reproducing this medium through their profession; if they recreate, what kind of strategies journalists develop while using this unique medium of its time; what the probable changes that this creation can cause in journalism profession are.

To this end, we reached to the 50 Twitter using Turkish journalists; 22 male and 28 female, who are in average with graduate and master’s degree, aged between 25-49 who are into active journalism work at the positions as reporter, editor and news manager at newspapers, televisions (news televisions and news services of televisions) and news agencies such as:

News papers that contributing journalists work at: Akşam, Bugün, Evrensel, Habertürk, Hürriyet, Milliyet, Posta, Radikal, Sabah, Star, Taraf, Vatan.

Television channels that contributing journalists work at: CNN Türk, El Cezire, Euronews, Fox TV, Habertürk, KanalTürk, Kanal D Haber, Kanal 7 Haber, Kanal 24, NTV, SHOW Haber, SKY Türk 360, TRT Türk, TV 8 Haber, 24 TV.

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<sup>3</sup> HERMIDA Alfred, “*From TV to Twitter: How Ambient News Became Ambient Journalism*,” Media/Culture Journal, Vol. 13, No. 2, 2010, p:1-6.



News agencies that contributing journalists work at: Anadolu Agency, Cihan News Agency, Doğan News Agency.

In our study, we decided to use virtual methods like e-mail interviewing (conducted between 10/11 January 2012 and 7/11 May 2012 as two phases) and observation unobtrusive or in other words lurking (conducted between 1/15 June 2012) which are unique with the cyberanthropology; which is a minor sub branch of social anthropology, deals with cyber technologies and how they are constructed, implemented and utilized in society and culture. On the other hand examines “the possible new way of being human” on the digital media.<sup>4</sup>

In this sense we can identify our research as cyber-ethnographic or cyberanthropologic; which shows effort for analyzing the relationship that journalists set with Twitter, for giving meaning how’s and why’s of their existence case on Twitter besides daily and occupational rhythm, for enlightening probable changes which Twitter can lead in journalism profession.

Our research’s outline is as follows: The first part consists to will evaluate cyber anthropology with its departing point and finalizing the section with fields of inquiry of the discipline. In the second section we will evaluate our research field which is the new media, the social network sites and, especially Twitter. In this section we will also start to understand why journalists preferring to use the Twitter. After all, in the third section of our study, we will detail our methodology and research findings which will clarify our hypothesis.

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<sup>4</sup> HAKKEN David, “*Cyborgs@Cyberspace: An Ethnographer Looks to the Future*”, Routledge, New York, 1999, p: 10.

## 1. ANTHROPOLOGY OF THE CYBERSPACE, CYBERANTHROPOLOGY

*“Culture is that relational (ca. 1848), complex whole . . . (1870s), whose parts cannot be changed without affecting other parts (ca. 1914), mediated through powerful and power-laden symbolic forms (1930s), whose multiplicities and performatively negotiated character (1960s), is transformed by alternative positions, organizational forms and leveraging of symbolic systems (1980s), as well as by emergent new technosciences, media, and biotechnical relations (ca. 2005.)”*<sup>5</sup>

By direct correlation with the accumulation, in the definition of the culture in time since the early 1990s, anthropologists have repeatedly issued a call to arms heralding the arrival of new technologies of communication as an object of study. The calls of the anthropologists announce the possibility of something new.

Some of these calls are below as Keight Axel<sup>6</sup> indicated in his article:

Hakken: *“Because the holistic tradition within the discipline justifies integrative approaches to large scale processes of change, anthropology is well placed to participate in cultural study of new technology.”*<sup>7</sup>

Escobar: *“The discipline is well suited to what must start as a rather traditional ethnographic project: to describe, in the manner of an initial cultural diagnostic, what is happening in terms of the emerging practices and transformations associated with rising technoscientific developments.”*<sup>8</sup>

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<sup>5</sup> FISCHER, Michael, M. J., “Culture And Cultural Analysis As Experimental Systems”, Cultural Anthropology, Vol. 22, No. 1, 2007, p: 1.

<sup>6</sup> AXEL, Brian, K., “Anthropology and the New Technologies of Communication”, Cultural Anthropology, Vol. 21, No. 3, 2006, p: 354.

<sup>7</sup> Ibid.

<sup>8</sup> Ibid.

Wilson and Peterson: *“Indeed, anthropology is uniquely suited for the study of socioculturally situated online communication within a rapidly changing context.”*<sup>9</sup>

Cook: *“By insisting that any examination of new technologies be situated within economic, social, and political contexts where the information and images they convey are consumed, circulated, and signified, these studies demonstrate that anthropology is particularly well suited to investigate the social (and symbolic) dimensions of new technology.”*<sup>10</sup>

This citationality commonly identifies contemporary anthropology, in the singular, as a field that is substantially (solidly) distinct (unique) in space (well placed) and time (tradition). And welcomes a new phenomenon, like multimedia anthropology or anthropology of cyberculture that called cyberanthropology; which is a minor sub branch of social anthropology deals with cybernetic systems and the culturally informed interrelationships between human beings and computer technologies.

These interrelationships include the attempts to fuse technological artifacts with human and other biological organisms, with human society, and with the culturally shaped environment.<sup>11</sup> In the following when we are discussing about the fuse of technological artificats with human being and its culturally shaped environment, in the same time we will discover that how the idea of the cyberanthropology born with in the title of “Departure Point and the Evolution of the Cyberanthropology”.

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<sup>9</sup> Ibid.

<sup>10</sup> Ibid.

<sup>11</sup> Received from, [http://en.wikipedia.org/wiki/Anthropology\\_of\\_cyberspace](http://en.wikipedia.org/wiki/Anthropology_of_cyberspace), in 27.05.2012.

## 1.1. Departure Point and the Evolution of the Cyberanthropology

The term “cyberanthropology” etymologically derives from neologisms such as “cyberspace” or “cyberculture” notions that were created by science fiction and popular culture.<sup>12</sup> The prefix “cyber”, on the other hand, was established by the mathematician Norbert Wiener at the end of the 1940s by using the notion “cybernetics” to describe the complex of sciences that deal with communication and control in artificial and organic systems, such as human/machine interaction.

Wiener had in mind the Greek word for “steersman” or “governor” *kybernetes* (κυβερνήτης) to describe a steering or controlling device for machines. In fact the Greek term had already been used long before Wiener by André Ampère<sup>13</sup> and Plato to describe related phenomena.<sup>14</sup>

Norbert Wiener, one of the principle developers of Cybernetics, which he intended to be understood “Cybernetics or Control and Communication in the Animal World” as a general theory, at the same time which he determined as the subtitle of his book dated in 1948, on which has this subject, ‘control and communication in the animal and machine’ with particular concern for issues of feedback and self-regulation.<sup>15</sup>

Cybernetics elaborated the marriage of control and communication, a vision of the human relationship with machines, for engineers and systems theorists of varying

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<sup>12</sup> The term “cyberspace” for example was for the first time mentioned in the science fiction novel ‘Neuromancer’ written by William Gibson, to describe his vision of a global computer network, linking all people, machines and sources of information in the world, and through which one could move or “navigate” as through a virtual space in 1984.

GIBSON, William, “*Neuromancer*”, Ace Books, New York, 2000, p: 67.

<sup>13</sup> André-Marie Ampère (20 January 1775 – 10 June 1836) was a French physicist and mathematician who is generally regarded as one of the main discoverers of electromagnetism. The ‘SI’ unit of measurement of electric current, the ampere, is named after him. Recieved from [http://en.wikipedia.org/wiki/Andr%C3%A9-Marie\\_Amp%C3%A8re](http://en.wikipedia.org/wiki/Andr%C3%A9-Marie_Amp%C3%A8re) in 04.05.2012.

<sup>14</sup>BUDKA Philipp, “*From Cyber to Digital Anthropology to an Anthropology of the Contemporary?*”, Working Paper for the EASA Media Anthropology Network's 38th e-Seminars, [www.media-anthropology.net](http://www.media-anthropology.net), 2011, p: 1.

<sup>15</sup>Ibid.

stripes. As a movement, cybernetics sought to extent its notions to social systems, science, and even human cultures.<sup>16</sup>

In this context, according to one of Wiener's suggestions that to understand and pursue the development of new technologies of communication, it is imperative to develop first a precise blueprint of the human as the most basic technology of communication:

*“If we could build a machine whose mechanical structure duplicated (the intellectual equipment of) human physiology, then we could have a machine whose intellectual capacities would duplicate those of humans.”*

Wiener's this approach had much reaction in this time and attracted attention of many scientists from many disciplines. Studies were aiming to create a machine whose intellectual capacities would duplicate of the humans. On the other hand studies were aiming to explain the interaction between human and the intellectual machine and the possibilities of a new social order. This new approaches were mostly argued during “Macy Conferences” and opened the gates of the path to cyberanthroplogy.<sup>17</sup>

Macy Conferences, which were initiated in between 1942 and 1953 with a seminar called the Cerebral Inhibition Meeting, held at the Institute for Advanced Study at Princeton. Organized by the Josiah Macy Jr Foundation's medical director Frank Fremont-Smith, the seminar brought together mathematicians, physiologists and engineers, to discuss the work that Wiener and others were developing and how it might be applied to different disciplines. Among those participating by invitation were Warren McCulloch, the anthropologists Claude Lévi-Strauss, Margaret Mead, Clifford Geertz and Gregory Bateson, psychologist Lawrence K. Frank, and psychoanalyst Lawrence Kubie.<sup>18</sup>

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<sup>16</sup> MINDELL, A., David, *“Human and Machine: Feedback, Control, and Computing before Cybernetics”*, The Johns Hopkins University Press, Baltimore and London, 2002, p: 4.

<sup>17</sup> AXEL, *op. cit.*, p: 359.

<sup>18</sup> GERE, Charlie, *“Digital Culture”*, Reaktion Books, London, 2008, p: 53-55.

By the 1960s, basic concepts derived from Wiener's texts began to insinuate themselves into the common reason of the social sciences, particularly in the United States. For example, Geertz defines "man" in terms of a cybernetic vision of prosthesis as the "animal most desperately dependent upon . . . extragenetic, outside-the-skin control mechanisms . . . for ordering his behavior. He argues that culture is best seen "as a set of control mechanisms . . . for governing behavior."<sup>19</sup>

Control mechanisms existing in intrarelations between humans and culture, which has been tried to be explained since 1960's starting with the studies of Clifford Geertz's, directed the theory of cybernetics towards cyberanthropology, by Gregory Bateson's studies.

Gregory Bateson, who worked in different scientific fields, from doing ethnographic fieldwork in New Guinea to research among schizophrenics and alcoholics in California, always worked in a highly innovative and interdisciplinary way, deploying concepts and methods from a whole range of disciplines.

In cybernetics he found a newly developed discipline that he expected to contribute decisively to the answering of his questions. Questions about difference, holism, context, meaning, system and the self in human and non-human interaction were in the centre of his research, creating an epistemology of cybernetics. According to Bateson cybernetics is "at any rate, a contribution to change, not simply a change in attitude, but even a change in understanding of what an attitude is." Cybernetics for him is crucial to understand complex systems, human-non-human interaction, communication within larger environments and ecologies, and also the human mind.<sup>20</sup>

In the light of the studies of Bateson and the development in the communication technologies that make possible the usage of the computers (the intellectual machines) by every simple person departing from 1990s, social scientists turned their attentions to anthropology's this new research era in a more sensitive way that tries to understand the interaction between human and computers but also existence of the human in the cyberspace that computers and internet form, with its

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<sup>19</sup> BUDKA, *op. cit.*, p: 15.

<sup>20</sup> BUDKA, *op. cit.*, p: 5.

whole capacity also including human intelligence, human psychology or human culture that exists in the offline world but also a new kind of culture that human being creates while using computers and the internet called digital media.

Within the following title we will try to understand cyberanthropologic fields of research more clearly and deeply by the discourses of the cyberanthropologists like Arturo Escobar, Bryan Pfaffenberger, David Hakken and Philipp Budka.

## **1.2. Understanding Cyberanthropologic Fields of Inquiry by Cyberanthropologic Discourses**

The requirement for conducting cyberanthropology emerges as identifying the anthropological fields of inquiry. This was for the first time done in 1994 by Arturo Escobar with his article “Welcome to Cyberia: Notes on the Anthropology of Cyberculture. The first fields are bringing about a regime of technosociality, a process of sociocultural construction activated by the new technologies and the usage of digital media. Biotechnologies, on the other hand, are giving rise to biosociality, a new order for the production of life, nature and the body.<sup>21</sup> In both forms of sociality, nature and culture are reinvented under specific political and economic conditions that should be considered in anthropology of cyberculture.

According to Escobar, “computer, information, and biological technologies are bringing about a fundamental transformation in the structure and meaning of modern society and culture.” Not only is this transformation is clearly responsive to anthropological inquiry but it constitutes perhaps a privileged arena for advancing anthropology's project of understanding human societies from the vantage points of biology, language, history, and culture.<sup>22</sup>

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<sup>21</sup> ESCOBAR, Arturo, et. al., “*Welcome to Cyberia: Notes on the Anthropology of Cyberculture (and Comments and Reply)*”, *Current Anthropology*, Vol. 35, No. 3, Jun, 1994, p: 214.

<sup>22</sup> BUDKA, *op. cit.*, p: 2.

As a new domain of anthropological practice, the study of cyberculture is particularly concerned with the cultural constructions and reconstructions on which the new technologies are based and which they in turn help to shape. The point of departure of this inquiry is the belief that any technology represents a cultural invention, in the sense that it brings forth a world; it emerges out of particular cultural conditions and in turn helps to create new ones.<sup>23</sup>

If we remember cyberanthropology or the anthropology of cyberculture deals with cyber technologies and how they are constructed, implemented and utilized in society and culture; in this respect; we have to mention that cyberanthropology is not something completely new. Since 1950s, anthropologists have been studying new and modern technologies and their impact on, particularly non-western, societies to an increasing degree.<sup>24</sup>

Besides, in current anthropology, Escobar uses the concept of “cyberculture” to analyze fundamental transformations in the structure and meaning of “modern” society and culture due to computer information, and biological technologies: “As a new domain of anthropological practice, the study of cyberculture is particularly concerned with the cultural construction and reconstruction on which the new technologies are based and which they in turn help to shape.”<sup>25</sup>

As we remarked before, for Escobar, the study of cyberculture refers to new technologies in two areas: computer and information technologies, including artificial intelligence, and biotechnologies. But these two references do not necessarily imply a hierarchization of sociotechnical systems. All those systems, from e.g. pottery making in India to software engineering in California, are highly complex and heterogeneous as Bryan Pfaffenberger in his discussion of sociotechnical systems for an anthropology of technology and material culture emphasizes.<sup>26</sup>

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<sup>23</sup> Ibid., p: 3

<sup>24</sup> Ibid., p: 2.

<sup>25</sup> ESCOBAR, *op. cit.*, p: 211.

<sup>26</sup> BUDKA, *op. cit.*, p: 2.



Pfaffenberger concludes that sociotechnical systems recognize complex social structures, nonverbal activity systems, advanced linguistic communication, the ritual coordination of labour, advanced artifact manufacture, the linkage of phenomenally diverse social and nonsocial actors, as well as the social use of diverse artifacts as parts of a single complex that is simultaneously adaptive and expressive.<sup>27</sup>

A relatively new disciplinary project, the study of science and technology, now deals with questions of technology construction and usage in the context of modern societies and complex situations. But also anthropology is on its way to put forward the analysis of complex sociotechnical systems in contemporary society. Also because there are questions about the sociocultural meaning of technology that only anthropology can answer.<sup>28</sup>

Already in 1988, Pfaffenberger argued against, what he calls, “technological somnambulism” and technological determinism in anthropology. At first he means that there is no causal link between technology, society, and culture and that hence technology is neutral. But latter he understands technology as the dictating driving force of social life, assuming that a linkage between technology and society always exists. Then Pfaffenberger argues that technology should be understood as “humanised nature”, a social construction of our surrounding nature.

Technology is thus a socially constructed phenomenon, a social or, referring to Marcel Mauss, a “total” phenomenon.<sup>29</sup> Marcel Mauss emphasized the notion of totality, the importance of social morphology of the systems and techniques.<sup>30</sup> Technology as total social phenomenon is more than material culture since it combines the material, the social and the symbolic in an associative web.

In this respect, Pfaffenberger urges anthropology to concentrate on human social behaviour “in which people engage when they create or use a technology.”<sup>31</sup> The anthropology of cyberculture has been following this path in further developing the anthropology of technology and material culture to understand the growing complexity of sociotechnical systems and phenomena in contemporary societies.

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<sup>27</sup> Ibid., p: 3.

<sup>28</sup> Ibid.

<sup>29</sup> Ibid., p: 4.

<sup>30</sup> AUGÉ, Marc, “*Les Sens Des Autres*”, Fayard, Paris, 1994, p: 150.

<sup>31</sup> BUDKA, *op. cit.*, p: 3-4.

In this context we can open a parenthesis and ask two questions just like Philipp Budka outlines in his article “From Cyber to Digital Anthropology to an Anthropology of the Contemporary?”

1. How should anthropology deal with for instance, the emerging digital information and communication technologies?
2. What are the sociocultural, political and economic consequences of these new media technologies?

Escobar identified three different projects at the beginning of the 1990s that tried to answer these questions:

1. According to David Thomas, we are witnessing a transition to a postcorporeal stage that has great promise for creative social logics and sensorial regimes. For anthropologists it is inevitable to study how these “new virtual world technologies” are socially produced.
2. “Cyborg Anthropology” considers its main goal in the ethnographic study of the boundaries between humans and machines that are specific to contemporary societies.
3. The anthropology of cyberculture, holds the discipline of anthropology is well suited for describing, in the manner of an initial cultural diagnosis, what is happening in the terms of the emerging practices and transformations associated with rising technoscientific developments.<sup>32</sup>

Depending on these three projects, which focus on the cultural contexts of “technoscience”, ethnographic research can be done in different areas or domains:

1. Fields where new technologies are produced and used, for instance computer labs and companies, Internet Service Providers and virtual reality design centres, but also homes, schools and workplaces as areas of consumption and reception.

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<sup>32</sup> BUDKA, *op. cit.*, p: 4.

2. Through the Internet, people are forming networks and communities with their own code of conduct and language. These virtual online communities and online social networks offer a rich social field for ethnographic investigation.
3. Ethnographers can, for instance, study the diverse relationships between language, social structure and cultural identity that are produced by computer mediated communication.
4. The political economy of cyberspace” is another field of ethnographic studies that investigates the relationship between “information” and “capital” as well as the cultural dynamics and politics that “information” sets in motion. Here, the political and economic relations between so called “developed” and “developing” countries must be taken into consideration.

In his book *Cyborgs@Cyberspace* David Hakken continues this outlook into the future of ethnography in relation to information and communication technologies. He, basically, identifies a potential of, what he calls “cyberspace ethnography” to contribute substantially to the “cultural construction of this new social arena.”<sup>33</sup>

For the ethnographic study of cyberspace it is necessary to outline the “key issues.”<sup>34</sup>

1. The basic characteristics of the entities carrying cyberspace
2. The self-identities formed by such entities
3. The micro, close social relation these entities construct (e.g. with intimates and friends)
4. Their mezzo, intermediate social relations (e.g. community, regional and civil relations)
5. Their macro-social relations (e.g. national, transnational)
6. The political economic structures which cyberspace entities produce and reproduce and by which they are constrained

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<sup>33</sup> Ibid.

<sup>34</sup> Ibid., p: 5.

These issues form, on one hand, a framework of cyberspace as sociocultural space of human interaction that is predestined to be investigated in ethnographic ways. On the other hand the above levels of social interaction are intended to support ethnographers in focusing on the next questions that should be asked about “this possible new way of being human” on the digital media.<sup>35</sup>

At first, the internet was a projection space for desires, ideals, visions and fears. On the one hand, it was subjected to a pessimistic critique, which described it as a dissolving force or an absolute form of simulation.<sup>36</sup> On the other hand, it was praised as a vision of a free and democratic dimension of plural identities independent of old norms, categories and power structures such as race, gender and social background. Back in the 1990s, both sides argued that the categories of sensual experience like body and space will no longer play a role in this new virtual reality.

Suggestions made by Donna Haraway, among others, namely that the anonymity in virtual space goes along with the fact that people escape their embodied selves and behavioral norms of everyday life have been refuted with reference to the behavior within social networks like *Facebook*.<sup>37</sup> Instead of escaping the bond of real world identities, one could see a strong constraint to definite positioning and stereotypic self-expression in social networks.<sup>38</sup>

So within new highly dynamic spaces of sociocultural interaction and organization created and maintained through information and communication technologies practices, anthropologists now can deal with phenomena as being human on the digital media which can blur the categories and boundaries such as nature/culture or human/machine.

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<sup>35</sup> Ibid.

<sup>36</sup> SPRONDEL, Johanna, et. al., “*Cyber Anthropology-Being Human on the Internet*”, Working Paper Series on Internet & Society, Contributions to the 1st Berlin Symposium on Internet and Society, Exploring the Digital Future, Working Paper No. 4/11, Berlin 25–28 October 2011, p: 10.

<sup>37</sup> Facebook is an online social networking service launched in February 2004, owned and operated by Facebook, Inc.[5] Users must register before using the site, after which they may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. Recieved from <http://en.wikipedia.org/wiki/Facebook>, in 14. 11. 2012.

<sup>38</sup> SPRONDEL, Johanna, et. al., *op. cit.*, p: 10.

Moreover “*cyberculture offers a chance for anthropology to renew itself without again reaching, as in the anthropology of this century, premature closure around the figures of the other and the same.*”<sup>39</sup>

Because according to Escobar with this new perception cyberanthropology holds the potential to overcome the dichotomy of the “modern self” and the “primitive other”. But this time with a new dichotomy as Clifford mentions:

*“Ethnography in the service of anthropology once looked out at clearly defined others, defined as primitive, or tribal, or non-Western, or pre-literate, or non historical . . . Now ethnography encounters others in relation to itself, while seeing itself as other. . . It has become clear that every version of an ‘other’, wherever found, is also the construction of a ‘self’.”*<sup>40</sup>

While all these dichotomies at the beginning disappear, new ones come instead. Human’s self who sets a new life on the internet, becomes “the other” in the eyes of ethnographer, because with his unique nature, a new life form which is different from those ever existed, emerges.

Here we can confirm the unique sense of creative human nature in the way that Gabriella Coleman specifies as:

*“Whenever and wherever individuals and groups deploy and communicate with digital media, there will be circulations, reimaginings, magnifications, deletions, translations, revisionings, and remakings of a range of cultural representations, experiences, and identities, but the precise ways that these dynamics unfold can never be fully anticipated in advance.”*<sup>41</sup>

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<sup>39</sup> ESCOBAR, *op. cit.*, p: 223.

<sup>40</sup> CLIFFORD, James and MARCUS, George, E., “*Writing Culture, The Poetics and Politics of Ethnography*”, University of California Press, Berkeley, Los Angeles, 1986, p: 23.

<sup>41</sup> COLEMAN, Gabriella, E., “*Ethnographic Approaches to Digital Media*”, Annual Review Anthropology, Vol. 39, 2010, p: 487.

When we're ending our first section where we identified cyberanthropology, its departure point and evolution, mostly its field of inquiry; with Coleman's unique expression about human's unique nature and that wherever he is, he has the power to create and recreating everything from zero point. In the next section, we will give a place to our research field, the structure of "Internet", that contains Web 1.0, Web 2.0, and to social media, also social networks and especially to Twitter which is a social network site in the form of microblogging for conducting more clearly to our research "Journalists' Twitter usage practices."

## 2. THE NEW MEDIA

*“People create their own reality through an iterative process where man is at the same time producer and product of the social”*

P. Berger & T. Luckmann

Today we can witness that with the computer based communication technologies and especially with the Internet, the pattern of political, commercial and cultural life is changing.<sup>42</sup> By departing from this point, our second section is about understanding the structure of the new communication technologies which altered human life in all aspects and which provide a space for self recreation. In this section we'll define the conception of the new media or called digital media that shapes with the Internet which evaluated from Web 1.0 and Web 2.0 and enabled creating new media tools like Twitter; which constitutes particularly our research field.

As we indicated at the centre of this part we can find Internet, as a technology which is not a fact of daily life but as a technology which has put power in the hands of the individual; a power to challenge even the state, to compete for markets across the globe, to demand and to create new types of media and to subvert a society.<sup>43</sup> In this respect, understanding Internet which developed through social media and matured the culture of networking by creating new realities, new practices, and new forms of life,<sup>44</sup> will implement a focus our research which mainly examines journalists, Twitter usage practices, and tries to find out the possible changes in the journalism profession with the influence of Twitter, easier.

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<sup>42</sup> RYAN, Johnny, *“A History of the Internet and the Digital Future”*, Reaction Books, London, 2010, p: 172.

<sup>43</sup> Ibid., p. 7.

<sup>44</sup> KELTY, Christopher M., *“Two Bits”*, Duke University Press, Durham and London, 2008, p: x.

## 2.1. The New Media and Development of Internet from Web 1.0 to Web 2.0 Which Brings out a Phenomenon like Social Media

The translation of all existing media into numerical data which's accessible through computers represents the new media today. The result is graphics, moving images, sounds, shapes, spaces, and texts that have become computable.<sup>45</sup>

But the new technologies that we indicated are usually not the creation of the media themselves. It is often the technological pressure of capitalist or military innovation which provides the opportunity for later civil applications, and for the media.<sup>46</sup>

For example the first computer which was created in 1943 as an electronic, digital calculating machine, is an important object in the history of modern computing, which was presented in the United States for the calculation of the ballistic tables of the Second World War by The Moore School as an idea for constructing called "Electronic Numerical Integrator and Computer or 'ENIAC'."<sup>47</sup> Internet was originally created for its military convenience to find a robust form of communication that could not be knocked out by a couple of Russian intercontinental ballistic missiles. We can say that, the Second World War was the catalytic event out of which modern electronic digital binary computing emerged and the Cold War the context in which it developed to assume its current form.<sup>48</sup>

Today, the new media of current time which passes through these stages represents a convergence<sup>49</sup> of two separate historical trajectories: computing and media technologies.

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<sup>45</sup> HASSAN, Robert and THOMAS, Julian, "*The New Media Theory Reader*", Open University Press, New York, 2006, P: 6.

<sup>46</sup> Ibid.

<sup>47</sup> GERE, Charlie, "*Digital Culture*", Reaction Books, London, 2008, p: 49.

<sup>48</sup> Ibid. P: 8.

<sup>49</sup> By the convergence, Jenkins means the flow of content across multiple media platforms, the cooperation between multiple media industries, and the migratory behavior of media audiences who will go almost anywhere in search of the kinds of entertainment experiences they want. Convergence is a word that manages to describe technological, industrial, cultural and social changes.

JENKINS, Henry, "*Convergence Culture Where Old and New Media Collide*", New York University Press, New York, 2006, p: 11.



As Hassan and Thomas indicate, the revolutionary impact of the computer mediated forms in the modern society and culture is using the new media as a tool for production, distribution and communication at the same time.<sup>50</sup>

In the middle of this revolution we can also find the Internet and its services. The most popular service available over the Internet is World Wide Web (WWW) or called Web 1.0 which carries massive amount of interlinked information about the resources. The WWW, or the Web, provides access to this information from any location using a web browser when user is “online” in other words connected to the Internet.<sup>51</sup>

But Web 1.0 concept, in which the most of the resources available over the Web were static. As the technology evolved, the users needed a dynamic environment that adapts to the new paradigms in the world. Then we have met with the concept of Web 2.0, which is a vision of O'Reilly provides a paradigm shift especially on the design of the Web. But at first it was not clearly understood. Tim Berners-Lee commented on Web 2.0 as follows:

*“Nobody really knows what it means... If Web 2.0 for you is blogs and wikis, then that is people to people. But that was what the Web was supposed to be all along.”*<sup>52</sup>

Web 2.0 concept, as the time passed, it turned out to be a new generation of web development and design. And as Ryan indicates, Web 2.0 offers information sharing, architecture of participation, user collaboration and interactivity.

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<sup>50</sup> HASSAN, Robert and THOMAS, Julian, “*The New Media Theory Reader*”, Open University Press, London, New York, 2006, p: 6-7.

<sup>51</sup> YURTSEVER, Emre, “*Sweettweet: A semantic Analysis For Microblogging Environments*”, Submitted to the Institute for Graduate Studies in Science and Engineering in partial fulfillment of the requirements for the degree of Master of Science Graduate Program in Computer Engineering, Boğaziçi University, 2010, p: 3.

<sup>52</sup> HJORTH, Larissa, “*Games and Gaming, An Introduction to the New Media*”, Berg Publications, Oxford, New York, 2011, p: 49.

Web 2.0 is also called the wisdom Web, people-centric Web, participative Web, and read/write Web, harnesses the Web in a more interactive and collaborative manner, emphasizing peers' social interaction and collective intelligence, and presents new opportunities for leveraging the Web and engaging its users more effectively.<sup>53</sup>

Moreover Web 2.0 is both a usage and a technology paradigm. It's a collection of technologies, business strategies, and social trends. Web 2.0 is also more dynamic and interactive than its predecessor, Web 1.0. Also according to Murugesan, Web 2.0 is not just a new version of the same old Web, rather, it's a different thing in several ways. For example, Web 2.0:

- Facilitates flexible Web design, creative reuse, and updates
- Provides a rich, responsive user interface
- Facilitates collaborative content creation and modification
- Enables the creation of new applications by reusing and combining different applications on the Web or by combining data and information from different sources
- Establishes social networks of people with common interests
- Supports collaboration and helps gather collective intelligence

As seen Web 2.0 describes simply the background structure of media and socialization and it creates some social applications like wikis, blogs, microblogs, mashups, content sharing platforms, social network services etc. that all we called social media.

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<sup>53</sup> MURUGESAN, San, "*Understanding Web 2.0*", IT Pro, Published by the IEEE Computer Society, July/August 2007, p: 34-41.

According to Kaplan and Haenlein, social media is a collection of Internet based applications that are built on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of user generated content. With technologies including: blogs, picture-sharing, wall-posts, e-mail, instant messaging, music-sharing, crowd sourcing and voice over IP, which are enabling creating cyberspace communities shaped around them.<sup>54</sup>

But in this perspective just like Lawrence Lessing's approach we have to distinguish the internet and its technologic extensions from cyberspace. The Internet is a medium of communication. People do things "on" the Internet. Most of those things are trivial, even if important. People pay bills on Internet, they make reservations at restaurants. They get their news from the Internet. They send news to family members using e-mail or IM (Instant Messaging) chat. These are important in the sense that they effect the economy and make life easier and harder for those using Internet. But they're not important in the sense that they change how people live. It's been made easier and more literate, but not anything fundamentally different.

Cyberspace, by contrast, is not just about making life easier. It is about making life different.<sup>55</sup> It is about making a different (or second) life. It evokes, or calls to life, ways of interacting that were not possible before. Here we don't mean that the interaction is new. The human being always had communities; these communities have always produced something close to what we will describe cyberspace to have produced.

But contemporary cyberspace communities with the help of Web 2.0 applications create a difference in degree that has matured into a difference in kind. There is something unique about the interactions in these spaces, and something especially unique about how they are regulated.

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<sup>54</sup> KAPLAN and HAENLEIN, "*The Social Media Revolution*", *Radiologic Technology*, Vol. 83, No. 2, November/December, 2011, p: 112-113.

<sup>55</sup> Unlike Marc Augé, who describes wireless Networks as non-places within the words of "mobilize extraterrestrial space for purposes of a communication so peculiar that it often puts the individual in contact only with another image of himself." Today we can call computer based Networks where societies re-formed. We can call them also as "places" which can be defined as relational, historical and concerned with identity.

AUGE, Marc, "*Non-Places*", Translated by Howe, John, Verso, London, New York, 1995, p: 77-78.

We can explain this unique sense with the polarization of interest groups and the alienation of urban existence. For the contemporary human, the Web is a space for conversation, connections, and exchange, a wildly promising location for making life in real space, different.<sup>56</sup>

In the new media age, because of these unique interactions and the power to make life different in these spaces and by the discovery of the social network sites, today we can also talk about the social media revolution an evolution which alters the human life. By departing from this point, to understand the revolution process and the changes that happen in the life of human better we will open a title like “What is a social network site?” This part will also include the definition of the “network” which also has the complementarities like individuality, interactivity and collective intelligence.

## 2.2. What is a Social Network Site?

In fact, social networks are very old and pervasive mechanisms for mediating distal interactions among people but they have become prevalent in the age of the Web. A social network site is an online service or platform that focuses on building and reflecting of social networks or social relations among people, for example, with sharing news, interests and/or activities, making subject updates and imply new understanding of media.<sup>57</sup>

Boyd first described social networking as “software applications that support the development of social connections between individuals and groups within a community.”<sup>58</sup>

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<sup>56</sup> LESSING, Lawrence, “*Code Version 2.0*”, Basic Book, New York, 2006, p: 83-84-85.

<sup>57</sup> Received from <http://mashable.com/follow/topics/social-networking/> in 15. 08. 2012.

<sup>58</sup> BOYD, D. M., and ELLISON, N. B., “*Social Network Sites: Definition, History and Scholarship*”, Journal of Computer-Mediated Communication, Vol. 13, No.1, 2007, <http://jcmc.indiana.edu/vol13/issue1/boyd.ellison.html>, (Online).

Very similarly, Barlett-Brag viewed social networking as “the range of applications that augments group interactions and shared spaces for collaboration, social connections, and aggregates information exchanges in a web-based environment.”<sup>59</sup>

As seen in the definitions, the bottom line is that social networking is based on the reality that individuals interact with each other by selecting in shared spaces for collaboration that allows the exchange of information that they interested.

We can also try to describe this communication procedure by the concept of ‘network’ which is at the heart of the current communication systems and has a long and complex history that may be traced back through a number of different academic disciplines, including anthropology, economics and sociology. But here what interests us is the migration of concepts or metaphors of networks that, from the mid-1990s passed from computer engineering into the social and cultural sciences and beyond into the popular usage.

According to Manuel Castells, an electronic computer network is an infrastructure that connects computers to each other and to range of external devices, and thereby enables users to communicate and exchange information with the usage of the Internet.<sup>60</sup>

Or more clearly a computer based network is a; ‘flow of content across multimedia platforms, the cooperation between multiple media industries, and the migratory behavior of media audiences’ where it has come to signify a new social arrangement characterized by a cyber culture which accelerated mobility of people, commodities, capital, signs and information across the globe.

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<sup>59</sup> BARTLETT-BRAGG, A., “*Reflections on Pedagogy: Reframing Practice to Foster Informal Learning With Social Software*”, 2006, <http://matchsz.inf.elte.hu/TT/docs/Anne20Bartlett-Bragg.pdf>, (Online).

<sup>60</sup> GANE, Nicholas and BEER, David, “*The New Media Key Concepts*”, Berg Publications, Oxford, 2008, p: 15.

Into the conception of network that came up with the social network phenomenon and effects current societies nearly by all aspects we can also find the features like “Network Individualism”, “Network Interactivity” and “Collective Intelligence” which are also present in the structure of the contemporary social network sites like Twitter, before we examine it.

### **2.2.1. Networked Individualism**

Networks are built by the choices and strategies of social actors which now shape the basic structure of everyday social relations between humans.<sup>61</sup>

According to Bruno Latour who shapes the Actor Network Theory (ANT), “network” is not a description of something that is simply out there, but rather a set of connections that have to be actively made. Latour concludes: “What is important in the word network is the *work*. You need to work in order to make the connection.”<sup>62</sup>

The *work* in the network is also human based and individual. As a lifestyle choice, the shift to a personalized, wireless world affords networked individualism, with each person switching between ties and networks. People remain connected, but this time as individuals.

We can easily explain this situation with the changing structure of flows of information from place-to-place to person-to-person connectivity of the new media age.

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<sup>61</sup> Ibid., p: 23.

<sup>62</sup> Ibid., p: 31.

Which identifies by Castells as ‘a new pattern of sociability based on individualism’ moving around with a laptop computer with wireless internet connection, a smartphone, or a tablet computer that makes people less dependent on place. The technology affords shifting of work and community ties from linking people-in-places to linking people where or when they are.<sup>63</sup>

But being an individual in a network does not mean fading away of face-to-face interaction or the increasing isolation of people in front of their computers or wireless devices equivalent to the computers. According to the studies in different societies, in most instances Internet users are more social, have more friends and contacts, and are more socially and politically active than non users. Moreover, the more they use the Internet, the more they also engage in face-to-face interaction in all domains of their lives. Similarly, new forms of combination of internet and wireless communication, from mobile phone voice communication to SMSs, WiFi and WiMax, substantially increase sociability. The society in the network however it is individual is not a society of isolation. People fold the technology into their lives, link up virtual reality and real virtuality. They live in various technological forms of communication, articulating them as they need it.<sup>64</sup>

The Individuals can switch rapidly between their social networks. Each person separately operates his networks to obtain information, collaboration, orders, support, sociability, and a sense of belonging, in the remark of interactivity. So in this individualized networking form, the interactivity plays a role dominant. In this sense for understanding better the computerized social networking conception, the further examination we will be on the interactivity.

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<sup>63</sup>WELLEMAN, Barry, “*Little Boxes, Glocalization, and Networked Individualism*”, Digital Cities II: Computational and Sociological Approaches, Lecture Notes in Computer Science Vol. 2362, 2002, p: 15.

<sup>64</sup>CASTELLS, Manuel and CARDOSO, Gustavo, “*The Network Society From Knowledge to Policy*”, Johns Hopkins Center for Transatlantic Relations, Washington, DC, 2005, p: 11.

### 2.2.2. Network Interactivity

Interactivity is a broad concept that can be applied to analysis of human-human, human-machine and machine-machine connectivity. Historically, the idea of interactivity is one of a number of terms (including; noise, feedback and network) which have acquired particular significance since the development of communications theory, cybernetics and related fields in the 1940s with the work of, Norbert Wiener.

In the cybernetic account there is no essential distinction between the capacities of the human and the non-human actor. Both the human and the machine act as sources and receivers of information, thereby functioning as part of an interacting system. As Peter Galison reminds us, ‘according to the cyberneticist, the world is nothing more than the internal relations of these incoming and outgoing messages’. In our days, interactivity is important for differentiating ‘new’ digital media from ‘older’ analogue forms, especially with the concept of participation. For this reason it is not unusual to find new media referred also to interactive media.<sup>65</sup>

In this perspective Schultz argues that new media interactivity is different to the kinds of two way of reactive communication that mass media traditionally relied upon to encourage audience involvement. New media interactivity is for a start, instantaneous, and tends to work in ‘real time’.<sup>66</sup>

And Stephen Graham calls this the ‘anything-anywhere-anytime dream’ in which the promise of interactivity is that it will deliver smooth and unlimited interaction between users and machines in practically any setting.<sup>67</sup>

Especially the time which is accelerated in the new media age is unique. It is a computerized time created by machines that operate and communicate with each other at speeds far beyond the sensory perceptions of their users.<sup>68</sup>

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<sup>65</sup> GANE and BEER, *op. cit.*, p: 87.

<sup>66</sup> GANE and BEER, *op. cit.*, p: 95.

<sup>67</sup> GRAHAM, Stephen, “*The Cybercityies Reader*”, Routledge, London, New York, 2004, p: 4-8.



In this meaning network interactivity refers to a regime of instant communication and information exchange in which ‘action and reaction occur almost at the same time’.<sup>69</sup> In the matter of immediacy, the space of flows is the material organization of simultaneous social interaction at a distance by networking communication.

Today information that is created individually can be shared across international and national boundaries twenty-four hours a day interactively and immediately. And this flow of information which is present in the space of flows of the social networks matures also a phenomenon like collective intelligence. For some, it is “wisdom of crowds,” for others it is an inter-subjective field of energy that comes into being when people interact from a position beyond ego. Departing from this explanation in the following we will focus on the collective intelligence phenomenon.

### 2.2.3. Collective Intelligence

The term “collective intelligence”, refers to the capacity of human communities to evolve towards higher order complexity and harmony, through such innovation mechanisms as differentiation and integration, competition and collaboration.<sup>70</sup> But collective intelligence is neither a new concept nor a discovery. It is what shapes social organizations (groups, tribes, companies, teams, governments, nations, societies, guilds, etc...) where individuals gather together to share and collaborate, and find an individual and collective advantage that is higher

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<sup>68</sup> GANE and BEER, *op. cit.*, p: 21 .

<sup>69</sup> MCLUHAN, Marshall, “Pour Comprendre Les Medias, Les Prolongements Technologiques de L’Homme”, Editions du Seuil, Paris, 1968, p: 4.

<sup>70</sup> TOVEY, Mark, “*Collective Intelligence: Creating a Prosperous World at Peace*”, Earth Intelligence Network (EIN), 2008, p: 238.

than if each participant had remained alone. We can say that collective intelligence is a positive-sum economy.<sup>71</sup>

Moreover, collective intelligence is the capacity for a group of individuals to envision a future and reach it in a complex context and is not distant from the evaluation of the communication tools.<sup>72</sup>

As a contemporary medium for collective intelligence, cyberspace and also social networks are the principal conditions for its own development. But the growth of cyberspace does not automatically determine the development of collective intelligence; it only provides a friendly environment for it.

The collective intelligence offered by cyberspace is one of the best remedies for the rapid exchange of information, destabilizing, and often exclusionary effects of the rate of technological change.<sup>73</sup>

For Pierre Levy, on the Internet people harnesses their individual expertise shared goals and objectives and Levy explains this phenomenon in this words:

*“No one knows everything, everyone knows something, all knowledge resides in humanity.”*

In this sense collective intelligence means that knowledge that is created or recorded in one place by one person and time is available for others in other places and times. And the universal access to information, informs the activities of diverse, dispersed people beyond their individual data-gathering capacities.<sup>74</sup>

From parting this explanation we can claim that, collective intelligence also depends on the ability of to navigate the knowledge space which is present into the virtual communities.<sup>75</sup>

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<sup>71</sup> NOUBEL, Jean-François, “*A Practical Guide to Collective Intelligence*”, p: 4, [http://www.complementarycurrency.org/ccLibrary/a\\_practical\\_guide\\_to\\_collective\\_intelligence-JF\\_Noubel.pdf](http://www.complementarycurrency.org/ccLibrary/a_practical_guide_to_collective_intelligence-JF_Noubel.pdf), (online).

<sup>72</sup> TOVEY, Mark, *op. cit.*, p: 268.

<sup>73</sup> LEVY, Pierre, Translated by BONNONNO, Robert, “*Cyberculture*”, University of Minnesota Press, Minneapolis, 2001, p:12.

<sup>74</sup> TREND, David, “*Reading Digital Culture*”, Blackwell Publishers, Massachusetts, Oxford, 2001, p: 253.

<sup>75</sup> *Ibid.*, p: 253.

The installation and the navigation of the knowledge space by the individuals which is accessible by the other users is very visible today on the social network sites. Today we are also explaining this situation as the space where we get much information that we get from the traditional media. Because social networks are the cyberspaces that individually composed, enabling interactivity without depending on time and space limitations and with the collective intelligence particularity aware its users with all kind of information content.<sup>76</sup>

So for progressing better and understanding the evaluation and the contemporary form of the social network sites that includes network individuality, network interactivity and collective intelligence; within the next title we will give a place to the history of social network sites before defining Twitter which holds all this specialties and which is our research field.

### **2.3. History of Social Network Sites**

The history of the social network sites is not old (See Figure 2.1). The first recognizable social network site SixDegrees.com is launched in 1997. It allowed its users to create profiles, list their friends. After SixDegrees, the next wave of social network sites began when Ryze.com was launched in 2001 to help people tidy up their business networks.

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<sup>76</sup> KAPLAN and HAENLEIN, *op. cit.*, p: 112-113.

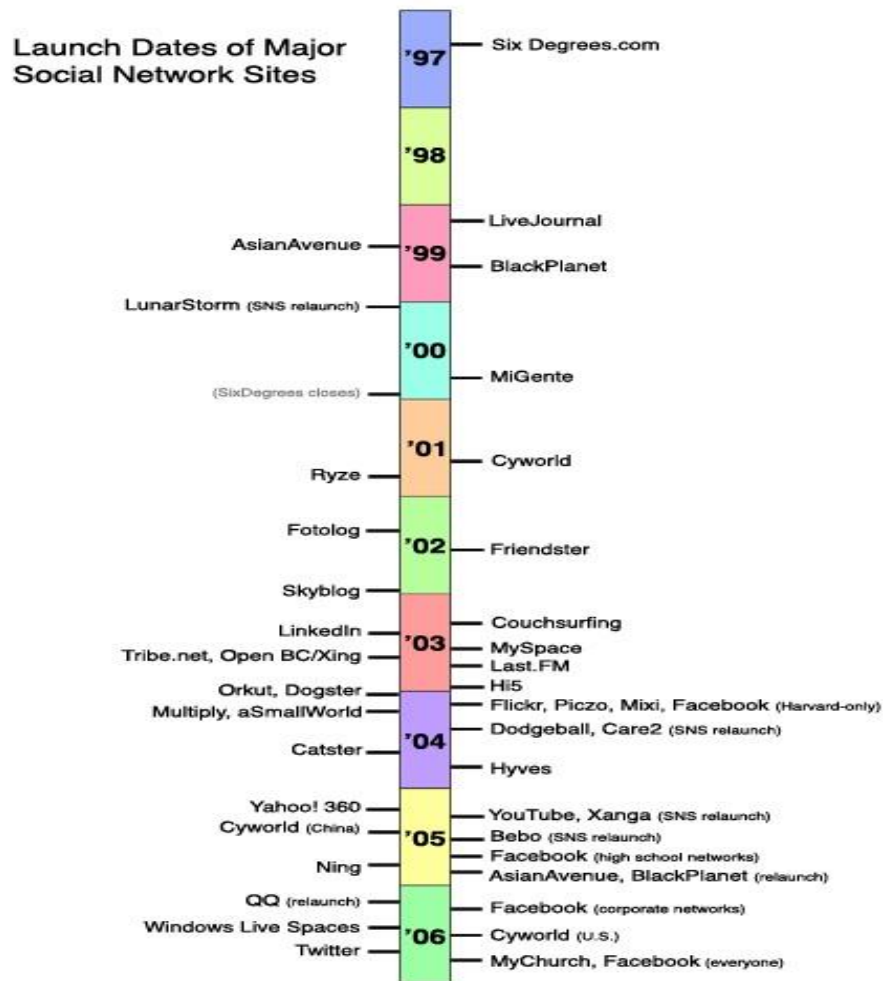


Figure 2.1 Timeline of the launch dates of many major social network services<sup>77</sup>

In 2002 Friendster launched as a social complement to Ryze. It was designed to compete with Match.com, a profitable online dating site.<sup>78</sup>

From 2003 onward, many new social network sites were launched, most took the form of profile-centric sites, trying to replicate the early success of Friendster or target specific demographics while socially-organized social network sites solicit

<sup>77</sup> BOYD, D. M., and ELLISON, N. B., "Social Network Sites: Definition, History and Scholarship", Journal of Computer-Mediated Communication, 2007, <http://jcmc.indiana.edu/vol13/issue1/boyd.ellison.html>, (Online).

<sup>78</sup> Ibid.

broad audiences, professional sites such as LinkedIn, Visible Path, and Xing focus on business people.

Social network sites like Dogster help strangers connect based on shared interests. Care2 helps activists meet, Couchsurfing connects travelers to people with couches, and MyChurch joins Christian churches and their members. Furthermore, as the social media and user-generated content phenomena grew, websites focused on media sharing began implementing social network sites features and becoming network sites themselves. Examples include Flickr (photo sharing), Last.FM (music listening habits), and YouTube (video sharing).

And in the meanwhile, one of the very popular social network site in the worldwide that is called MySpace which started in 2003 to compete with other sites.

MySpace differentiated itself from others by regularly adding features based on user demand and by allowing users to personalize their pages. This accumulation made the entry of new social networks like Facebook easy, it was also designed for enabling creating personalizes pages to its users.

Facebook began in early 2004 as a Harvard-only social network site.<sup>79</sup> To join, a user had to have a harvard.edu email address. As Facebook began supporting other schools, those users were also required to have university email addresses associated with those institutions, a requirement that kept the site relatively closed and contributed to users' perceptions of the site as an intimate, private community. Beginning in September 2005, Facebook expanded to include high school students, professionals inside corporate networks, and, eventually, everyone.

And finally in 2006, the startup company Odeo, led by software architect Jack Dorsey, created a new social network fueled by SMS technology called Twitter.<sup>80</sup> Twitter's design was unlike anything seen before. "It was designed as a message system, but the LiveJournal influence had slipped in. It was actually a very small blog or 'microblog'."<sup>81</sup>

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<sup>79</sup> Ibid.

<sup>80</sup> Ibid.

<sup>81</sup> KIND, Allison, "*Tweeting the News Case Study: News Organizations' Twitter Coverage of the 2011 State of the Union Address*", Submitted to the Faculty of the Public Communication Graduate

Following emergence of Twitter, social network sites number also augmented worldwide, however, due to our research field we are choosing to stop at the social network sites history with the creation of Twitter. And for creating better our basement while we are moving on to our research, in the following we will give a place to Twitter which is known nowadays as an influent real-time information network more an awareness system in the form of microblogging. A kind of social networking site that allows short posts rather than long ones.

Twitter with its individually created accounts which makes an interactive environment for creating space of flows including all kind of information possible and connects its users with the latest information according to their interests. Following this, comes the question: “What is Twitter in practice?” We will try to find the answer of this question in the following.

## 2.4. What is Twitter in Practice?

*“Twitter is about approach, transparency, and immediacy”*

*Jack Dorsey*

Twitter.com (See Figure 2.2) is a social network site in the form of microblogging used by millions of people increasing day by day in the world. Known as a huge online community, the medium has 140 million users in the worldwide due to the statistics of Social Media & Events Report 2012 implemented by Amiando.



Figure 2.2 The current logo of the Twitter.<sup>82</sup>

One important factor that has facilitated the popularity of this medium is its ease of use. Anyone with a device connected to the internet like a simple mobile phone, a smart phone or a tablet can quickly send a text message via Twitter to the “twitterized” community without depending on the PCs. But users can use Twitter also with the PCs.

Twitter, commonly known as a real-time information network that connects its users (mostly individually signed-up and generally with real names) to the latest

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<sup>82</sup> The New Oxford Dictionary presents two definitions: “twitter (verb): (of a bird) give a call consisting of repeated light tremulous sounds; talk in a light, high-pitched voice: old ladies in the congregation twittered; talk rapidly and at length in an idle or trivial way: he twittered on about buying a new workshop” (Pearsall, 1998: 2001).

MISCHAUD, Edward, “*Twitter: Expressions of the Whole Self An investigation into user Appropriation of a Web-Based Communications Platform*”, MEDIA@LSE Electronic Dissertation Series, 2007, p: 3-4, <http://www.lse.ac.uk/collections/media@lse/mediaWorkingPapers/>, (Online).

stories, ideas, opinions and news within the short messages (See Figures 2.2.1, 2.2.2, 2.2.3).<sup>83</sup>

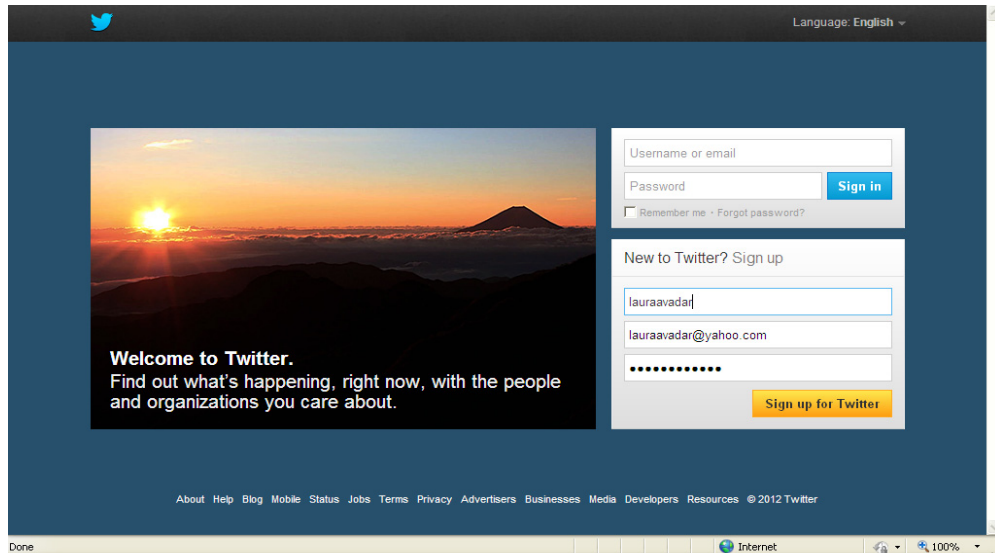


Figure 2.2.1 Current Twitter front page and sign-up process with the researchers name/surname, e-mail address and an intimate password

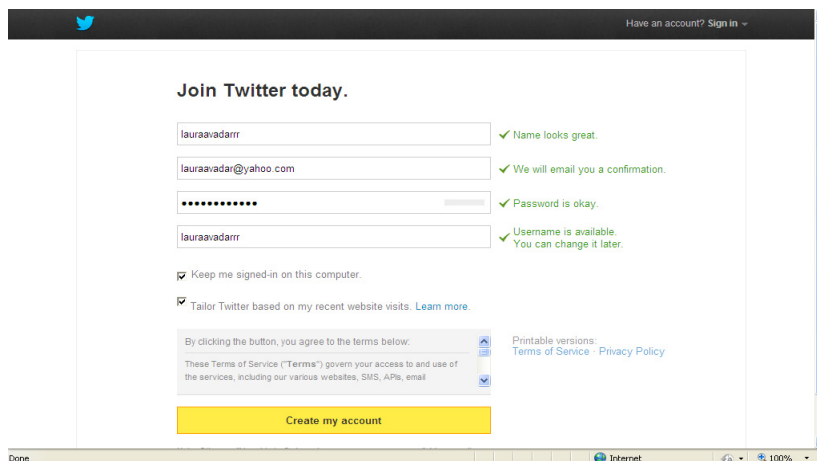


Figure 2.2.2 After the verification of the information's that given by the user, Twitter is ready for creating an account

<sup>83</sup> Received from <http://twitter.com/about>, in 17.08.2012.

HUBERMAN, B., and ROMERO, D. M., et. al., "Social Networks That Matter: Twitter Under the Microscope", *Socia*, Vol. 14, No.1, 2009, p: 2.



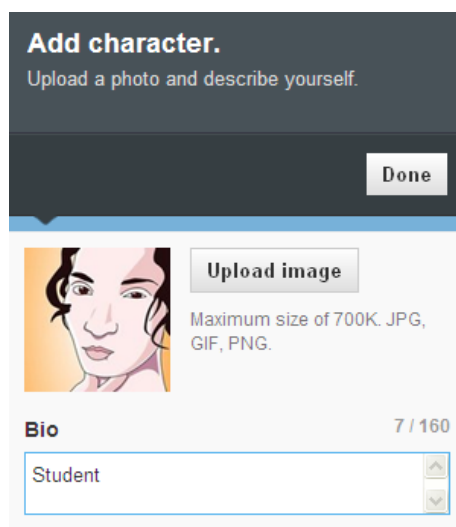


Figure 2.2.3 One of the important steps of the creating an account is adding a character including a photo and a biography that called profile. The style of expression of self, chosen by the researcher can be found above <sup>84</sup>

The messages send from the Twitter are called as “tweets” they have size limit of 140 characters. However, the content of tweets may also contain links to external services or even like photos and videos which may provide additional information about the tweet, when 140 characters are not enough for the expression. Also the tweets which are liked also can be resent to the twitterized public within the RT (retweet) feature for a better expression.

Tweets can also be directed to specific individual(s) for creating conversations in real-time or asynchronous in the case of interactivity. It is through the at-sign (@) that public Twitter-based conversation occurs.<sup>85</sup>

Messages on Twitter are automatically posted and are publicly accessible on the user’s profile (front) page. Twitter also displays a ‘feed’ of tweets of users one is ‘following’ (the other Twitter users that the user have selected to receive tweets from).

<sup>84</sup> The image that used as a profile picture is drawn in 2009 by a Turkish well known caricaturist Hakan Bilgihan.

<sup>85</sup> MURTHY, Dhiraj, “*Twitter: Microphone for the Masses?*”, *Media Culture & Society*, 2011 p: 785, <http://mcs.sagepub.com/content/33/5/779.short?rss=1&ssource=mfr>, (Online).

These users can be the people that the user is interested in (A-list of celebrities, persons from neighborhood, a professional organization, a magazine/journal, a company, etc.) and can be found through the search engine of the Twitter just like conversation topics of the Twitter (See Figure 2.2.4, 2.2.5).

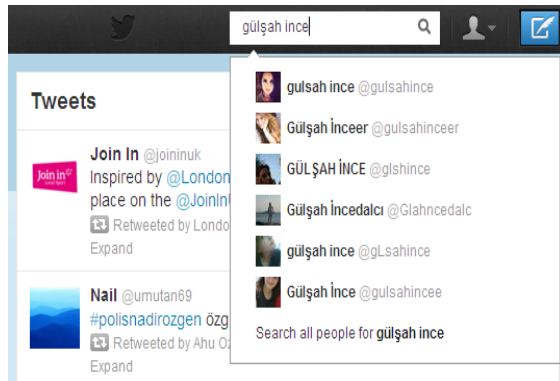


Figure 2.2.4 Finding a Twitter user from the search engine of the Twitter

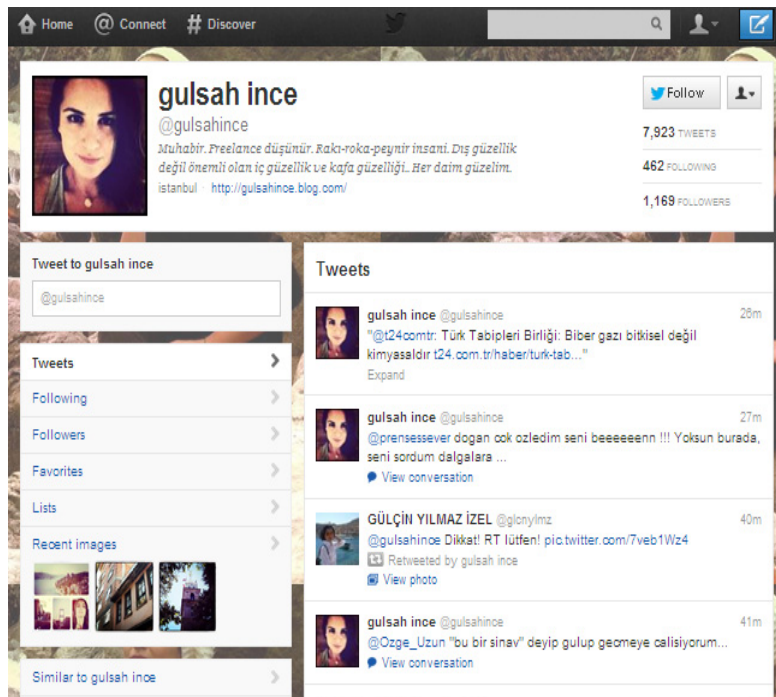


Figure 2.2.5 The profile page of a Twitter user that we found from the search engine in 17 August 2012.<sup>86</sup>

<sup>86</sup> For following a user on Twitter, it must be click on the "Follow" button for activating the "Following" process. However, in case the person doesn't will to be followed, following can be

The messages that are sent from followers shown on the front page of the Twitter, known as a ‘timeline’ which is an active space of flow (See Figure 2.2.6), appears when the user logs in and helps to create an information network. In the space of flows of the Twitter, users can find and add all kind of information which also helps create a way to conduct collective intelligence.



Figure 2.2.6 Researchers current ‘time line’ with the persons that followed and with the tweets sent by these persons in 17 August 2012

In the timeline tweets can be categorized by a ‘hashtag,’ or called ‘Trends’ which is preceded by a hash sign (#) which holds the users aware of any kind of information. Generally when a user logs in Twitter, the trend topics shows the trends of worldwide. But a user can change the trend topics due to his/her attitudes (See Figures 2.2.7, 2.2.8).

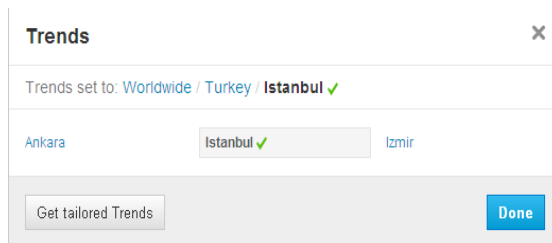


Figure 2.2.7 Changing the trend topic

finished by selecting “Unfollowing” process and from that point, the messages won’t be visible on the front page of the Twitter user.



Figure 2.2.8 The trend topics that changed from the world wide to İstanbul/Turkey in 17 August 2012 at 17:48 in local time of Turkey

But ‘Trends’ does not provide a representative sample of any one population, it does provide insights into what its users are talking about at a given point in time, which ties the users to the actual (up-to-date) news immediately with its huge information content.<sup>87</sup>

Depending on Twitter's nature that we identified above, now we can start to describe its usage sphere. For example, politicians spread their messages to the public via this medium. Commercial organizations gain great success by using Twitter to inform their customers of discounts and news related to their products. Many social media marketers and researchers believe that Twitter has a lot of business values.

As seen, this new medium of the new media is used by millions of people for different purposes increasing day by day in the world. Receiving and diffusing news and information is one of usage purposes. For this purpose, even the biggest media companies of the world use Twitter as a part of conventional media tools like newspaper, television, radio etc. and reach millions of people via this medium. Not only the companies but also the journalists also use this medium by signing-in individually.

<sup>87</sup> PEGORARO, Ann, “*Look Who’s Talking- Athletes on Twitter: A Case Study*”, International Journal of Sport Communication, Vol.3, No. 4, 2010, p: 501.

In this remark, in the following we will evaluate Twitter as a real time information network but mostly as a news medium which is also popular between the media institutions and also between the journalists in the worldwide. We will try to explain the reasons of this interest in the following by defining Twitter as a news media.

## 2.5. Defining Twitter as a News Media

*“News is, in a word, ambient, like the air we breathe”*<sup>88</sup>

In current time, news is available through a host of media platforms, but mostly internet and its services describe the ubiquitous nature of the news in today's society. Twitter, a social network site in the form of microblogging service, has become an increasingly popular platform for Web users to communicate with each other. Because tweets are compact and fast. By the time Twitter has become widely used to spread and share breaking news, personal updates, spontaneous ideas and also it “intended to help people to construct and maintain awareness of each others’ activities, context or status, even when the participants are not co-located.”<sup>89</sup>

We can also describe this situation in these words: *“Broad, asynchronous, lightweight and always-on communication systems such as Twitter are enabling citizens to maintain a mental model of news and events around them.”*<sup>90</sup>

The availability of news all around meant that citizens were able to maintain an awareness of what was taking place in the world as they went about their everyday activities.

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<sup>88</sup> HERMÍDA, Alfred, “*From TV to Twitter: How Ambient News Became Ambient Journalism*”, Media/Culture Journal, Vol. 13, No. 2, 2010, p: 1, <http://journal.media-culture.org.au/index.php/mcjournal/article/view/220>, (Online).

<sup>89</sup> Ibid.

<sup>90</sup> Ibid.

Alfred Hermida also approaches to Twitter as a real-time, networked digital technology that offers diverse means to collect, communicate, share and display news and information. In this meaning, Twitter becomes a platform where users receive a flow of information from both established media and from each other.

But how and when Twitter attracted the attention as a news diffusing and gathering medium? We can answer this question as following: Twitter has received significant attention in its use to disseminate information during disasters, including the 2008 Mumbai bomb blasts and the January 2009 crash of US Airways Flight 1549.<sup>91</sup>

In the plane crash event, Janis Krums, a passenger on the Midtown Ferry took a picture of the downed US Airways jet floating in the Hudson and uploaded it to Twitter before news crews even arrived on the scene. Krums not only uploaded his tweet and photograph with ease, but also continued tweeting as he helped with aid efforts. In an instant, he was transformed from Florida-based businessman to both citizen journalist and emergency aid worker. Likewise during the Mumbai bomb blasts in 2008, Twitter was used to circulate news about the attacks.<sup>92</sup>

By these two events though limited to 140 characters, the information contained in the tweets of the Twitter is became unprocurable for the individuals as well as print and broadcast news media outlets throughout the world. And the use of Twitter by the media companies has increased. As “The Project for Excellence in Journalism” reported that social networking is an important method for news distribution now.<sup>93</sup>

Twitter is a useful marketing and research tool for the media companies, one that supplements the traditional role of journalists as investigators and providers of timely information on news events. Twitter is also described as a media for breaking news with its omnipresent character.

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<sup>91</sup> MURTHY, Diraj, *op. cit.*, p: 786.

<sup>92</sup> *Ibid.*, p: 787.

<sup>93</sup> DEUZE, Mark, “*Journalism and the Web: An Analysis of Skills and Standards in an Online Environment*”, International Communication Gazette, Vol. 61, No. 5, October, 1999, p: 373-390.

Today lots of breaking news disperses on Twitter faster than other types of media. Even the biggest media companies like "CNN", "New York Times" or "Time" reach millions of people via Twitter. And uses Twitter as a part of conventional media tools like newspaper, television, radio. Not only the companies, but also the journalists and the columnists are also very popular; they have millions of followers who follow them during the day to read their coverage of events.<sup>94</sup>

This new sense that Twitter brings out also started to change the some attitudes of journalistic activity. In traditional media, the information that is chosen for publication and presentation is done so through a process known as gatekeeping. Gatekeeping is the process by which content creators decide what information should be given out, and how that information should be presented. In traditional news formats, such as newspapers or television news, there are usually numerous gatekeepers, including journalists, editors and even advertisers and owners potentially.<sup>95</sup> Who are the mechanisms to filter, organize and interpret the information and deliver the news in ready-made packages.

In spite of Twitter usage limitations of the media companies, today we can witness that traditional models of journalism are being challenged with the advent of a new communication technologies.<sup>96</sup>

In this remark according to Alfred Hermida *“This model of news is in a state of flux. However, new social media technologies such as Twitter facilitate the timeless, instant, online dissemination of short fragments of information from a variety of official and unofficial sources.”*

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<sup>94</sup> SÖZERİ, Ceren, “Does Social Media Reduce ‘Corporate Media Influence on Journalism? The Case of Turkish Media’”, Communication Studies Review, No: 10, December 2011, p: 70.

<sup>95</sup> WESTEMAN, David and SPENCE, Patric, R., et. al. , “Social Network As Information: The Effect of System Generated Reports of Connectedness on Credibility on Twitter”, Article in Computers in Human Behavior, Vol. 28, No. 1, 2011, P: 199-206.

<sup>96</sup> HERMIDA, *op. cit.*, p: 4.

With the Twitter the news is no more only the activity of the reporter. It is omnipresent. Twitter can be seen as a form of participatory or citizen journalism, where citizens report and break news without recourse to institutional journalism. It also forms a part of a trend in journalism that Deuze has described as a shift from “‘individualistic’, ‘top-down’ monomedia journalism to team-based, ‘participatory’ multimedia journalism’.”

As seen today journalism is experiencing what sociologist Eric Klinenberg describes as a “revolutionary period” in the transition to digital communication and information technology. The overwhelming rise of Internet requires journalists to adapt to this new situation on different fronts: newsgathering, content creating, genres and narrative forms, the relationship with audiences and interaction with users in a medium that incorporates large-scale feedback as one of its distinctive features are the principle opportunities that the internet and the social media services like Twitter enables.<sup>97</sup>

In this context, Katherine Fulton who describes the future journalists in 1996 is not far from today; “*The journalist of tomorrow is a professional who serves as a node in a complex environment between technology and society, between news and analysis, between annotation and selection, between orientation and investigation.*”<sup>98</sup>

Depending on this description we can identify contemporary journalism that use Twitter as a complex more instantaneous, more interactive, more individual, more multimediated and open to the collective intelligence with the content that gathered and created by the ordinary citizens.

Until now, as seen, Twitter is becoming an effective news medium which also attracted the attention of the news media and also the journalists. At today’s time, it started to change the meaning of the news that we used to know. And it also changed the media institutions and the journalists’ attitudes as we indicated.

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<sup>97</sup> ALVAREZ, Pilar, C., et. al., “*Journalism and Social Media: How Spanish Journalists are Using Twitter*”, *Estudios Sobre el Mensaje Periodístico*, Vol. 18, No. 1, 2012, [http://dx.doi.org/10.5209/rev\\_eSMP.2012.v18.n1.39353](http://dx.doi.org/10.5209/rev_eSMP.2012.v18.n1.39353), (Online).

<sup>98</sup> BARDOEL, Jo, DEUZE, Mark, “*Network Journalism: Converging Competences of Media Professionals and Professionalism*”, *Australian Journalism Review*, Vol. 23, No. 2, 2001, p: 91-103.



In this context by defining Twitter as a news media and considering all changes that Twitter caused on journalism, we are asking some questions for conducting our research which will focus on journalists Twitter usage practices and the possible changes that this practices can cause on journalism profession as:

- In the changing environment of the new media how and why journalist preferring to use Twitter?
- What kind of practices do they develop while using this unique medium of its time?
- Does this usage practices get joint with journalism profession?
- Do Twitter usage practices of the journalists alter the journalism profession?

We will try to find the answers of these questions that shaped our research, in the third section with the example of the Turkish journalists who use Twitter effectively.

### 3. THE EVALUATION OF THE COLLECTED DATA

#### 3.1. Methodology of the Research

This study aims to analyse Twitter usage practices of Turkish journalists with a qualitative descriptive study in cyber-ethnographic framework. We tried to emphasize the nature and the utilization features of Twitter which is present in Turkish journalists professional and personal daily lives' usage. We used cyberanthropologic virtual methods like e-mail interview and observation unobtrusive (lurking) which are relatively new in the social sciences to realize this research.

Starting with the 1990s the Internet, and particularly the World Wide Web, has enabled social scientists to create a virtual laboratory where data can be collected twenty-four hours a day, across the globe, without the costs (time, transcription errors and financial) associated with more traditional methods of research. Just as the video camera revolutionized observation methods, so the Internet is fundamentally changing the ways in which we can observe measure and report on the human condition and societal structures.<sup>99</sup> In this changing environment anthropologists started to use e-mail interview like we did in our research.

E-mail interviewing is an asynchronous mode of interviewing. It is a kind of one-to-one relationship between the researcher and the respondent, which perform by the repetitive e-mail exchanges. Making interview by e-mail is a personal form of communication. E-mail interviewing is an interpersonal journey that demands from both the interviewer and interviewees a strong commitment towards the subject under study and the interviewing process, lasting long after the first e-mail exchange.

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<sup>99</sup> HINE, Christine, "*Virtual Methods Issues in Social Research on the Internet*", Berg, New York, 2005, p: 21

Each e-mail interview is unique in terms of the personal contact between the researcher and the respondent and of the final quality of data. And it is often opted for in situations where populations are not easily accessible in an offline context. The interview situation is primarily as we indicated before an interpersonal one where the interviewer works at establishing 'an atmosphere in which the subject feels safe enough to talk freely about his or her experiences and feelings'. The technical prerequisites are for the researcher and participants to be competent and comfortable in using e-mail.<sup>100</sup>

But the main issues of e-mail interviews discussed by online researchers is precisely the question of whether text-based e-mail communication enables such close contact between the researcher and his or her interviewees, and whether it can produce sufficient data.<sup>101</sup>

In our research e-mail interview did not restrict the self expression ability of journalists and also inspite of densitive working rhythm it provided the journalists with responding to our interview. The interview that was performed by email made easier for the journalists to accept responding. And we received answers in a very short time. Although they were not present in Turkey they could respond our interview from other countries while on duty.

But also it caused us to meet some inefficiency. For that some questions which were directed to journalists were not clearly understood and misresponded. While some questions answered as long paragraphs some were only responded as yes/no. And it disturbed us to completely reach the information. If this interview was performed as face-to-face we could have opportunity to explain the questions and take clearer and more detailed answers.

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<sup>100</sup> Ibid., p: 35.

<sup>101</sup> Ibid., p: 37.

The method used in this research after e-mail interview was observation unobtrusive or in other words lurking. The observation unobtrusive (lurking) is a kind of participant observation without interaction between the experimenter and subject which has been shifted to the cyberspace. The observation unobtrusive (lurking) can be used in various internet contexts including, blogs, newsgroups or social network sites. In our research we chose to use lurking for understanding more clearly the attitudes of the journalists while they were signed in Twitter and to identify the tweets which were sent by the journalist by observing their Twitter accounts day and night, from the observers Twitter account with a field diary's help.

According to numerous academics, the idea of the lurker as beneficial or even ideal position for the ethnographer that comes up frequently. The position of the lurker has been celebrated for enabling the gathering of material at the ethnographic level (at the level of specific interactions) without the intrusiveness of recorder or without the disturbing physical presence of the observer. With lurkers position ethnographers can be at the field, without revealing themselves as individuals. Thomsen and Straubhaar explain this situation like this:

*“The Internet greatly facilitates ‘casing the scene’ prior to creating a strategy for entering into active participation. It is much easier to lurk on the Internet in most cases than to unobtrusively hang out in an Amazon village.”*<sup>102</sup>

But although avoiding face to face interaction may also have some negative consequences for the material gathered by the ethnographer. Several ethnographers like Mason, Leaning, Heath et al., and Hine, note that with the lurking the ethnographer may miss out one part of the phenomena, which may not be visible on the ‘observable’, ‘public’ list or on the webpage.<sup>103</sup> Mason illustrates this point with the example that when posting messages to a list, one discovers that offlist responses are also sent out.<sup>104</sup>

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<sup>102</sup> BEAULIEU, Anne, “*Mediating Ethnography: Objectivity and the Making of Ethnographies of the Internet*”, *Social Epistemology*, Vol. 18, No. 2-3, April-September 2004, p: 146.

<sup>103</sup> *Ibid.*, p:147.

<sup>104</sup> *Ibid.*

Thus, all these arguments emphasize the value of interaction as part of the ethnographic approach. But they do not block the big entry of observation unobtrusive or in other words lurking in ethnographic methods to observe the personalities who create and recreate the cyber culture. To clarify our methodology in the next title we will give a place to the limits of our research which will include also the research details.

### **3.1.1. Limits of the Research**

This research focuses on journalists' Twitter usage reasons, forms, strategies which they developed during Twitter usage and also, on changes that Twitter caused/may cause on journalism occupation. Journalist sample was chosen among journalists who use Twitter actively work at the positions as reporter, editor and news manager at newspapers, televisions (news televisions and news service of televisions) and news agencies.

News papers that contributor journalists work at: Akşam, Bugün, Evrensel, Habertürk, Hürriyet, Milliyet, Posta, Radikal, Sabah, Star, Taraf, Vatan.

Television channels that contributor journalists work at: CNN Türk, El Cezire, Euronews, Fox TV, Habertürk, KanalTürk, Kanal D Haber, Kanal 7 Haber, Kanal 24, NTV, SHOW Haber, SKY Türk 360, TRT Türk, TV 8 Haber, 24 TV.

News agencies that contributor journalists work at: Anadolu Agency, Cihan News Agency, Doğan News Agency.

A total of 50 journalists were first detected on Twitter considering their Twitter usage frequencies, they were selected randomly. The journalists were reached by mainly through the work organizations, and also via journalists who agreed to participate in our research, directing us to colleagues; thus, a broad sampling have been able to be achieved.

The sample of the study has 28 female and 22 male bachelors's graduate between 25-49 ages. Having detected a total of 50 journalists on Twitter and

considered Twitter usage frequencies, randomly sample province was chosen. Journalists were accessed via their institutions in which they work and via by journalists, who accepted to participate our research, that directed us to their fellow colleagues; widespread sample made possible.

Research's e-mail interview part was conducted and completed between 10/11 January 2012 and 7/11 May 2012 in two phases.

The e-mail interview that gives direction to the research consists of 8 semi-structured questions. While first four questions consists of journalists Twitter usage reasons and forms, rest four are to clarify change dimensions and character of the journalism by the usage of the Twitter, if any:

1. Since which year journalists have been using Twitter?
2. Via which devices do journalists sign in Twitter?
3. How many hours do journalists spare for Twitter in a day?
4. According to journalists, is Twitter a professional or a personal platform?
5. What are the main reasons that push journalists to use Twitter?
6. Does journalists benefit from the newsworthy tweets while writing news for the media institution that they work for?
7. What kind of strategies journalists develop while they write news in the 140 character long area of the Twitter?
8. Do Twitter usage practices of the journalists alters journalism profession and affects its direction?

As mentioned earlier, our questionnaire was sent to reporters via e-mail. Because of excessive sampling and journalists' busy agendas, the way via e-mail was preferred for questions to be delivered to and to be answered.

In this research, the other method used is the observation unobtrusive or in other words lurking. To obtain statistical information from the data that we supplied from lurking, we also used content analysis. The dates chosen for unnoticed ethnographic observation on Twitter (Lurking) are June 1 and June 15, 2012 and December 12, 2012.

Although we had known that lurking in order to understand the properties of an area for the limited portion of the 15 days was short, upon that we detected the obtained data, beginning from the day 10, has begun to loop. We must add that we reached the conclusion that it was an appropriate decision that the observation should have a 15-day-period. We have to mention that, we also realized another observation on 12.12.2012 to categorize profile summaries of the journalists which takes a day.

While transmitting the questionnaire of the interview via e-mail, journalists, were informed about lurking. And they would be observed via a Twitter account which would be opened by the researcher. Nevertheless, only two journalists chose to follow the observer on Twitter. The rest of the journalists continued their activities on Twitter, forgetting the presence of the observer.

Lurking-used observation that was conducted via Twitter account which was opened by observer's name and surname, involves 46 of 50 journalists in our sampling. Between the dates which were chosen for observation, four journalists' Twitter accounts were noted to have been closed.

Ethnographical data that was obtained via two online methods are to be examined in details, in the following section titled research findings.

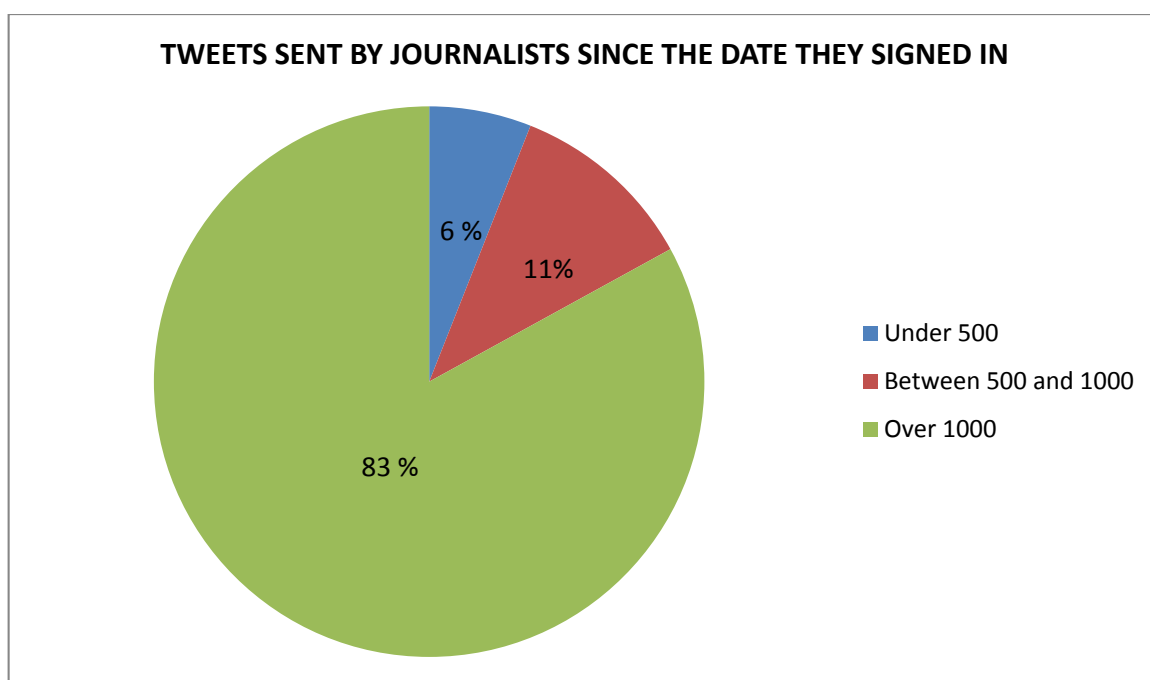
## **3.2. Analyzing Twitter Usage Practices of Journalists**

### **3.2.1. Profile Summaries of the Journalists Created on Twitter**

In the context of this study, we'll evaluate journalists' Twitter usage in eight titles totally. While first four titles aim to bring out whys and hows of Twitter usage, last four titles were arranged to lighten probable changes which can be caused by these usage practices.

Before enlightening journalists' Twitter usage practices, the methods they developed while using this medium and probable change that we can witness in journalism profession by Twitter usage, talking about profile summaries of the 46 Turkish journalists who are in our lurking sample which we can make sense of as first eye contact, from journalists' Twitter usage practices.

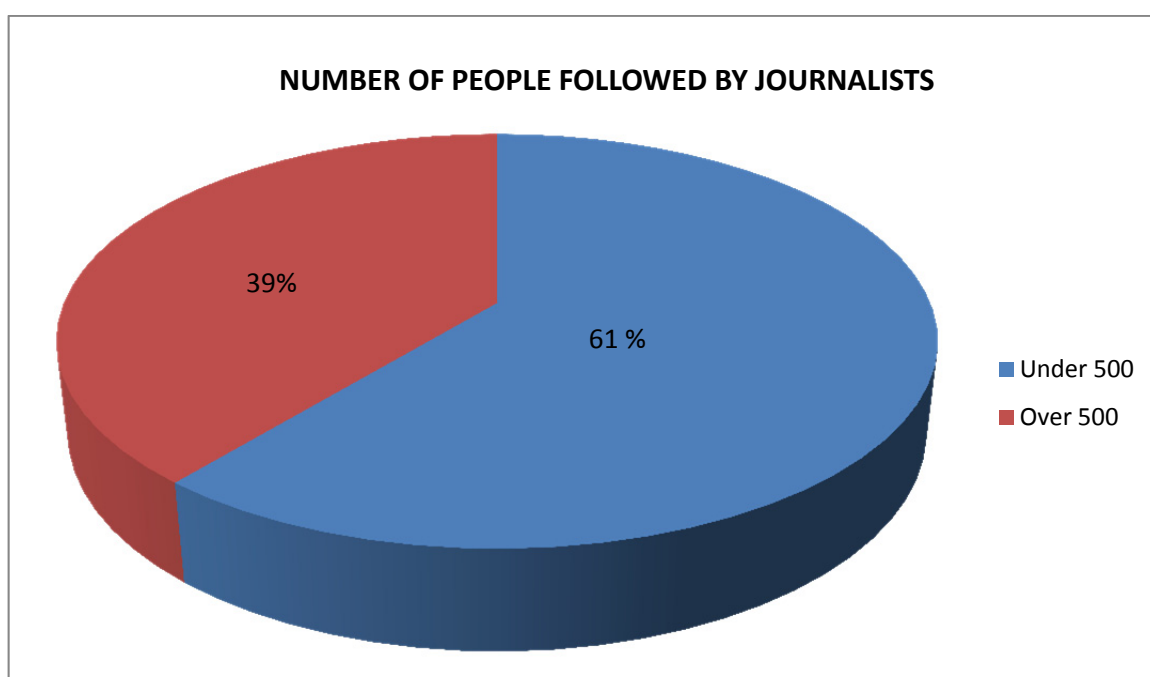
Throughout our sample, which was examined by observation, according to profile summaries of journalists, all the journalists are using Twitter with their real names and with a real portrait photography, since the day they started using Twitter until the date, 12.12.2012, on which this research was implemented, number of tweets was examined in three categories. According to this, 6% of journalists sent under 500 tweets. While 11% sent between 500 and 1000 tweets, 83% sent over 1000 tweets (See Graphic 3.1). However, when profiles of journalists who sent over 1000 were examined, journalists were found who sent over 40.000 tweets.



Graphic 3.1 Tweets Sent by Journalists since the Date They Signed In

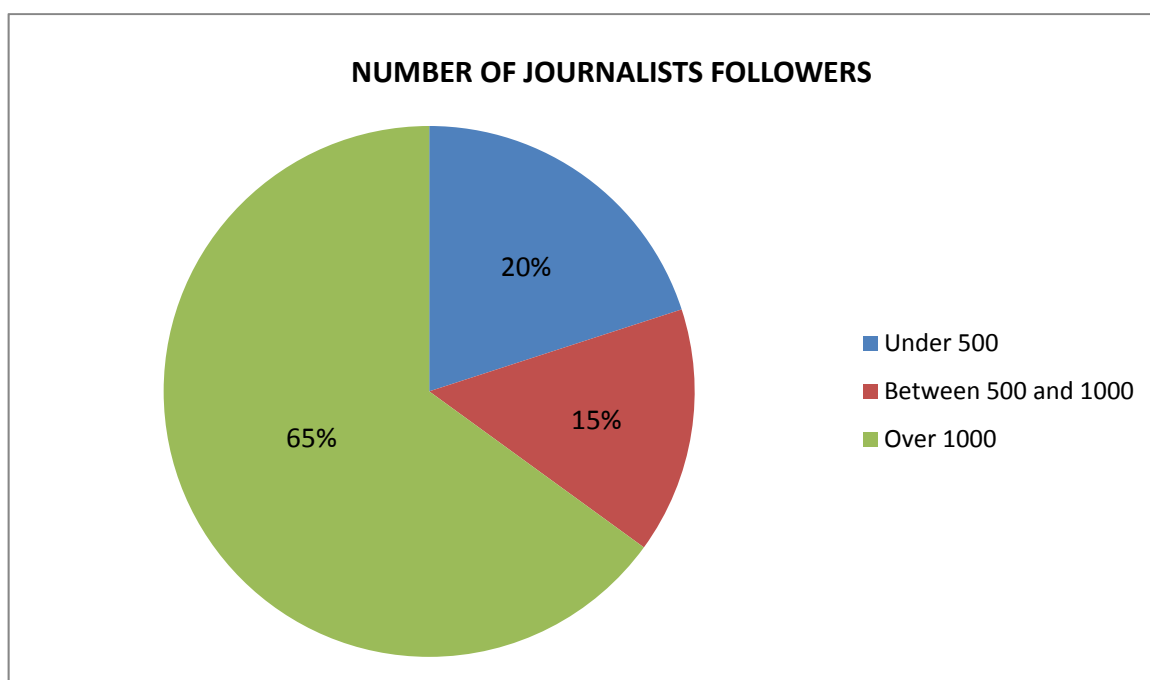


Another stop at this field is over number of people that these journalists followed. Our categories at this field were shaped as under 500 people and over 500 people. According to results that we obtained from the research which we conducted with 46 journalists, numbers of people which journalists followed were determined as 61% as people with less than 500 and 39% as people with more than 500 (See Graphic 3.1.1).



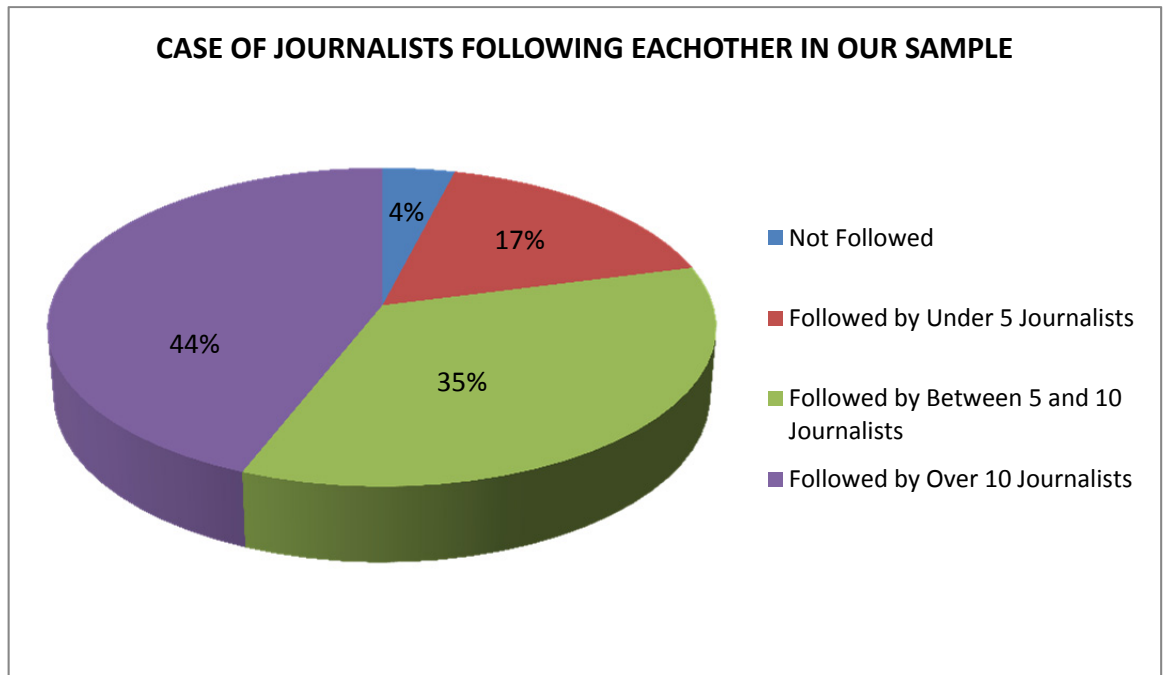
Graphic 3.1.1 Number of People Followed by Journalists on Twitter

At a glance at numbers of followers of journalists, results appear as follow: 20% less than 500, 15% between 500 and 1000 and 65% more than 1000. However, resembling tweet numbers case, category of more than 1000 includes numbers of followers which can be determined with tens of thousands (See Graphic 3.1.2).



Graphic 3.1.2 Number of Journalists Followers

In the context of this analyse, the last graphic that we'll give place is the case of journalists following each other, according to the results that we obtained from our analyse, even journalists in our research work at different media enterprises, it was detected that most of them followed each other via Twitter and formed a network among each other (See Graphic 3.1.3).



Graphic 3.1.3 Case of Journalists Following Eachother in our Sample

According to the results that we obtained, percentage of journalists who are not followed is 4%, percentage of journalists who are followed by less than 5 journalists is 17%, percentage of journalists who are followed by 5/10 journalists is 35% and percentage of journalists who are followed by more than 10 journalists is 44%.

When we gather the results, grand part of 46 journalists in our sample sent thousands of tweets since they started using Twitter. Again, at most, number of people who the journalists followed is under 500. However, number of people who follow the journalists is more than 1000 and is expressed by tens of thousands. As last, journalists are located in Twitter as to form an intra-network within, being followed by 10 and more journalists.

Advancing under lights of first data which we obtained via profile summaries belonging to our sampling, under further titles, via our questionnaire which aims to enlighten whether Twitter usage gets joint with journalism profession and whether usage of this medium leads changes in the profession, besides the results we obtained

from the questions that we directed to journalists, we'll evaluate the evidences that we reached by observation.

### **3.2.2. Since Which Year Journalists Use Twitter**

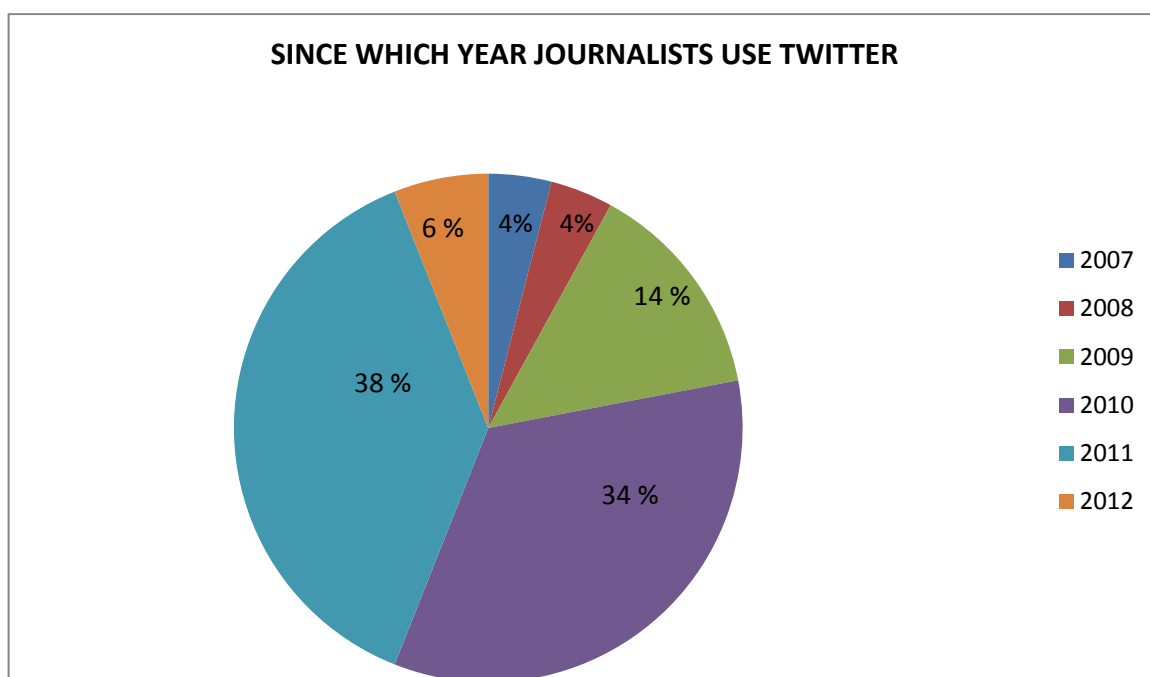
As the first question, we asked Turkish journalists in which year they started using Twitter. Here we aimed to find out since which year the Turkish journalists have been using Twitter and whether the dates which they started using Twitter have a convergence with times that Twitter usage have started becoming common in the worldwide.

According to our findings that we obtained from the answers of 50 people who are into active journalism consists of 22 male and 28 female journalists, have been started to use Twitter in 2007.

If we remember Twitter was created on 21 March 2006; the first tweet on the site, was 'just setting up my twttr', by Jack Dorsey, the creator of Twitter. But its popularity peaked after March 2007 when it achieved the Web Awards of South by Southwest conference.<sup>105</sup> Thus, we can accept 2007 as the year in which Twitter has started to be used in a popular way (See Graphic 3.2).

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<sup>105</sup> ASLAN, Okay "An Analysis of News on Microblogging Systems" Submitted to the Institute for Graduate Studies in Science and Engineering in partial fulfillment of the requirements for the degree of Master of Science Graduate Program in Computer Engineering, Boğaziçi University, 2010, p: 7-8.



Graphic 3.2 Since which Year Journalists Use Twitter

Due to our graphic, active usage of Twitter corresponds to years 2009, 2010 and 2011. These are the dates that Twitter had been defined as a new real time news medium in the worldwide. Because Twitter usage has received significant attention with its use to disseminate information during disasters, including Mumbai bomb blasts in 2008 and US Airways Flight 1549 crash at January 2009.<sup>106</sup>

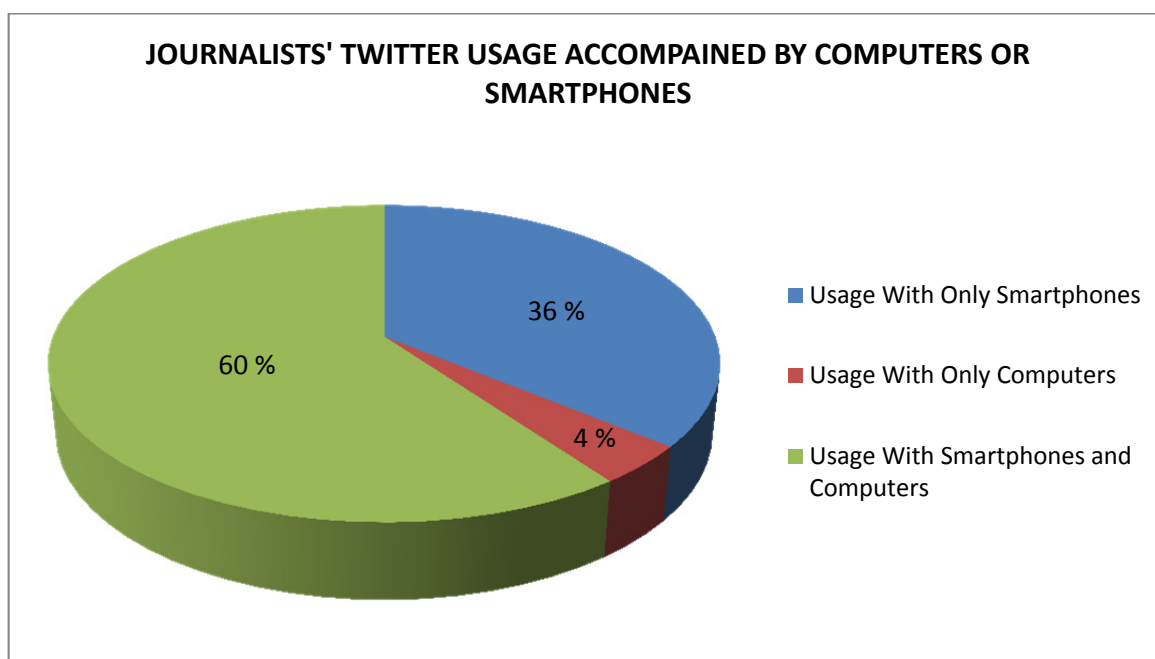
After these two significant events Twitter has started to be used by journalists in Turkey just like all over the world. It's also continued to be discovered by journalists and used as we see in our graphic. By year 2012 (even in the first months of 2012), journalists who started using Twitter also take place in our graphic.

<sup>106</sup> MURTHY, Dhiraj, *op. cit.*, p:7.

### 3.2.3. Journalists' Twitter Usage Accompanied by Smartphones or Computers

After examination, for journalists' dates that they started to use Twitter, we continue our research by Twitter usage evaluation, that accompanied with which electronic device also will be beneficial for finding out journalists' Twitter usage's why's and how's.

According to the results that we obtained from our interview that we conducted, journalists Twitter usage is accompanied by smartphones<sup>107</sup> with 36%, by computers with 4%, by smartphones and computers with 60% (See Graphic 3.3).



Graphic 3.3 Journalists' Twitter Usage Accompanied by Computers or Smartphones

As it's seen in our graphic, greatest percentages show a distribution between two categories; Twitter usage accompanied by smartphone and computer, and, Twitter usage accompanied by solely smartphone. When we give place to answers we obtained from journalists for clarifying the densitive environment with these two categories, we're in front of a scene as following:

<sup>107</sup> Smartphone is a relatively new mobile technological device it is a phone with advanced features such as WiFi, 3G, Bluetooth and WiMax which gives opportunity to users for access to Internet, and other computer related capabilities in their daily lifes, like e-mails or social networking sites.

First, is a case with Twitter usage by both smartphones and computers. A journalist explains this as: *“I use Twitter by computer at desk when I’m at the office. At times when I’m out, but except interview times, I use it by smartphone.”* (D1)

Another journalist explains this nearly in the same way with the first: *“I use Twitter generally by smartphone. But at times when I’m at the office, I use the computer.”* (L1)

Moving from these explanations, we reach the conclusions that journalists prefer Twitter usage by smartphones when they’re on the move, and, by PC, when they’re at the office desk. A journalist explains the conclusion we reached in such a way: *“When I’m at the area I use it by smartphone; and at home and at the office, by PC, I get signed in.”* (M1)

As it’s seen in our graphic, the percentage of journalists who use Twitter by solely smartphones is also rather high, when compared to solely computer usage. Journalists explain this situation best like in the following: *“I never got signed in Twitter by PC... Signing in by smartphone is more practical. I can get signed in Twitter every time and everywhere and I can Tweet or follow the Tweets.”* (R1) *“...For my job’s sake, it’s not much possible to sit at desk.”* (S1)

Due to requirement of communication on the move, makes more common the usage of Twitter via smartphones then other devices. Here we can claim that smartphones combine virtual travel of the internet and communicative travel through person-to-person messages of Twitter without any dependence to the physical time or space. The device which always enables logging in to Twitter and is also available for diffusing and receiving the information, regardless from the user is at what time or which place.

In our next stop for understanding better Twitter usage practices of journalists, we will ask that “What is your Twitter log-in time duration on a day?” With this question we will also proceed understanding this title’s conclusion’s reason for that journalists prefer using Twitter more commonly accompanied by smartphones.

### 3.2.4. Journalists' Twitter Log In Time Duration on a Day

Determining how much time journalists spend on Twitter, has been an important departure point for our research for understanding Twitter's influence on the journalists. Depending on the results that we obtained from our survey: the percentage of the journalists that always logged-in Twitter is 36% which is very large when compared with other categories. Based upon the responses that we obtained from journalists, we can see that with the usage of the Twitter is especially accompanied by the; smartphones; which erases time frame perception. When we take a brief look at Lee and Liebenau's studies that mentioned in the article that written by Panayiota Tsatsou, we can see a clear phrase for people's time perception change by technology influence:

*“New information and communication technologies and the internet in particular have influenced the dynamics of everyday life; they affect and change people's perceptions of time, and the way the time is organized.”*<sup>108</sup>

In this meaning Castells argues that network society's rise has altered human's perceivment way of time and space. Mobile or settled, Internet is a digital media that enable carrying both personal and mass communication beyond time and space.

According to Scannell: on digital media time is defined as ‘natural time... abstract time... or experiential (phenomenological) time’, with the later conceived as ‘my time’: time as experienced by me-or-anyone, my own here-and now, my situated being-in-the-world, me as a real someone someplace sometime now’.<sup>109</sup>

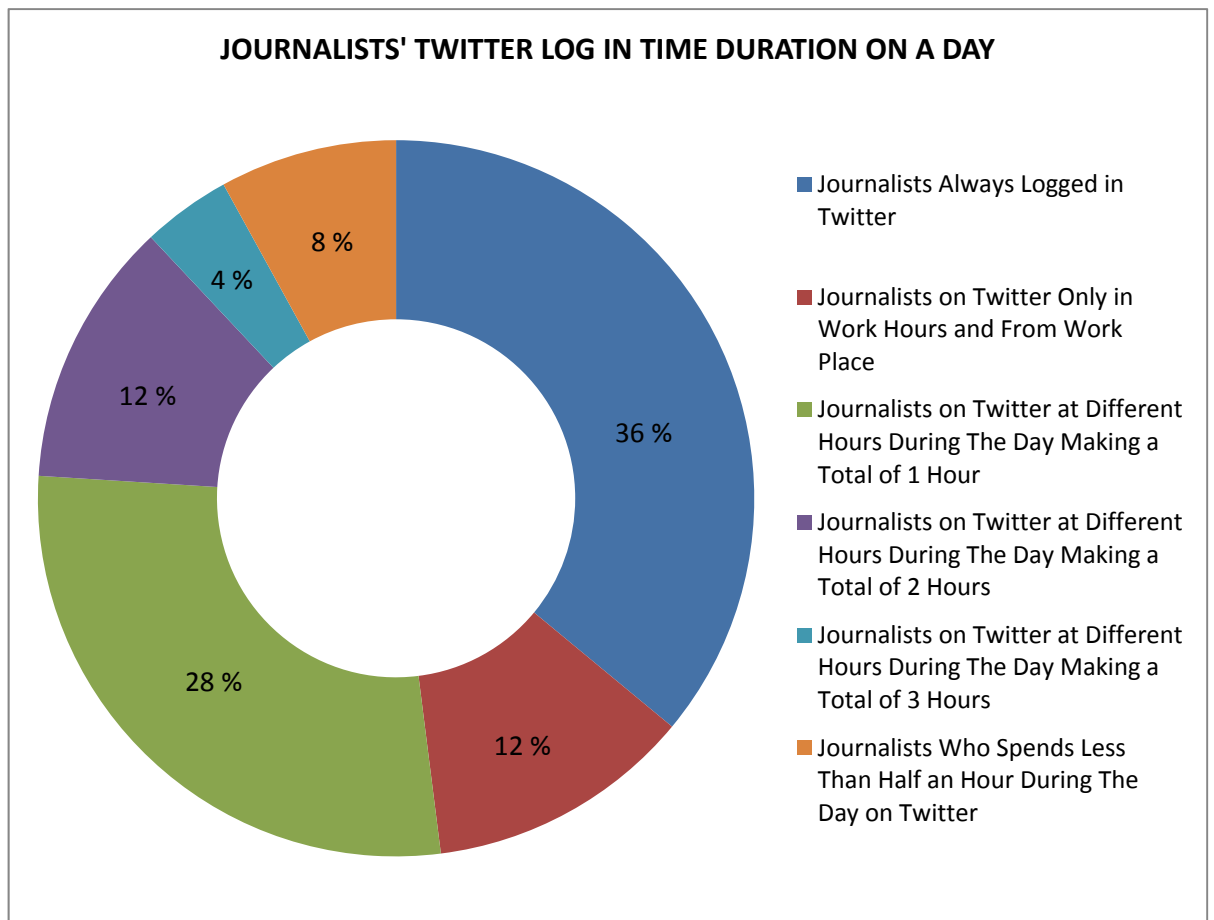
In our investigation, when we view time organization of Turkish journalists who use Twitter, we see that they created also ‘their times’ on the Twitter. For example the journalists spent their time on Twitter not less than half an hour in a day. They control Twitter's information flow continuously during the day even they don't sent Tweets. They can send tweets or they can read the newest tweets by the day, whatever its day or night (See Graphic 3.4).

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<sup>108</sup> TSATSOU, Panayiota, “Reconceptualising ‘Time’ and ‘Space’ in the Era of Electronic Media and Communications PLATFORM”, Journal of Media and Communication Vol.1, 2009, p: 20.

<sup>109</sup> Ibid., p: 12.





Graphic 3.4 Journalists' Twitter Log in Time Duration on a Day

Or as it takes place in our graphic, most part of our journalist population always stand still present on Twitter. Some journalists explain this case in such an exclusive ways: *“I’m on Twitter during all hours that I’m awake.”* (I) ... *“My Twitter account is always on. That’s why; I can follow comments on the actuality continuously. The nearest news source for me is Twitter, it’s always by my side.”* (Q)

Another journalist explains the same situation in this way: *“I’m active on Twitter all the day as long as I’m at the job. Actually, after a while your neighborhood forms at Twitter. You have friends, mates. And once you take a look, you see you had been online late night wherever you are.”* (V1)

As another most sensitive category, we see journalists spare totally one hour at different pieces of time during a day. This clears with an explanation of a journalist: *“I can say that I spare one hour at average for Twitter on a day. This duration may increase. But it doesn’t mean this, I completely give up all my works and spend one hour on Twitter. I log in Twitter by smartphone when I’m on my way to patrol. I benefit recent news shares. Or I log in on a wait during patrol. And I transmit the latest developments.”* (C)

Also in our journalist population there are journalists who use Twitter only in work hours and they explain this situation like this: *“I try to give a break on my solely one-day-off. Except this, as an international news chief during my work hours on weekdays, I use Twitter whenever I see share-worthy news for that I’m familiar with foreign sources...”* (K)

*“I mainly use it during my work hours. Because I’m by computer on work hours sensitively. During work hours, Twitter stays tuned, for almost six-seven hours. However, I can’t continuously follow. Work density can sometimes make an obstacle. But if I’m not very busy, I certainly share something via Twitter or I read Tweets that I receive.”* (M)

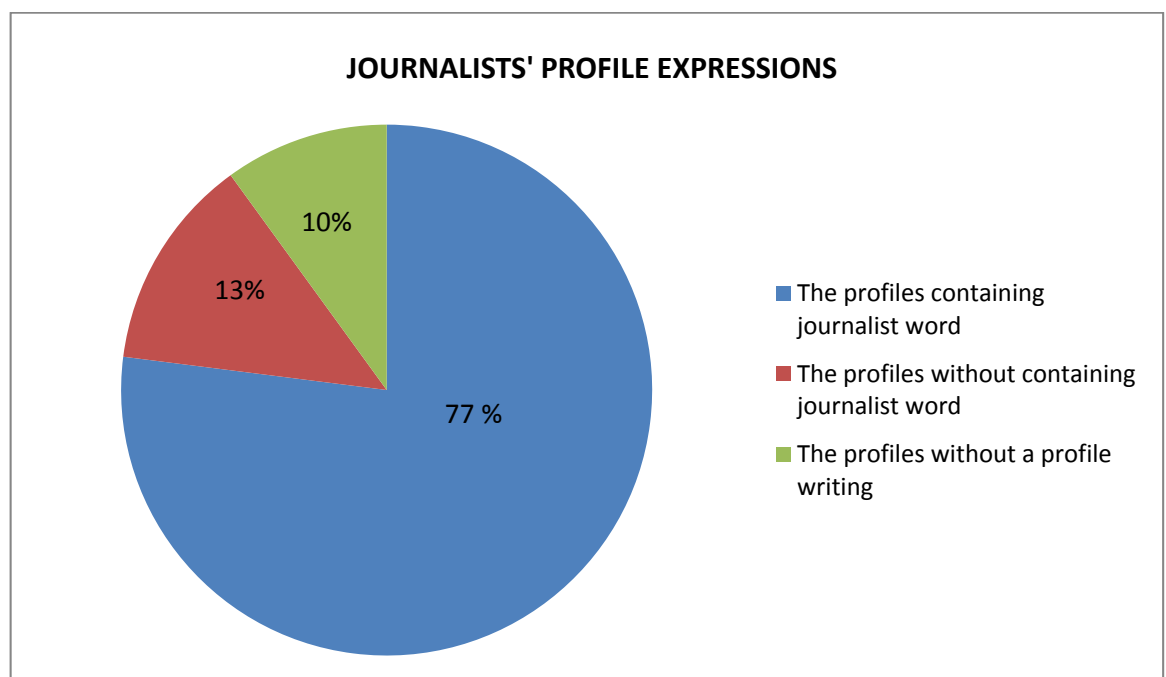
After these results, that clarified journalists log-in time duration on Twitter during a day, we can continue to clarifying our next problem that we obtained some clues via journalists’ comments: *“Is Twitter a professional or a personal sphere for journalists?”*

### 3.2.5. Twitter a Professional or a Personal Platform for the Journalists

Under this title we directed to the journalists who are in our sample the question that “Is Twitter a professional or a personal platform for you?”

In this case, for situation’s clarification, first of all we detected the journalists’ profiles that they created for expressing themselves on their Twitter accounts. As categories we chose the profiles that contain journalist word; the profiles that contain more personal expressions without containing journalist word and the profiles without profile writing.

The result that we obtained from this examination is in the following (See Graphic 3.5).

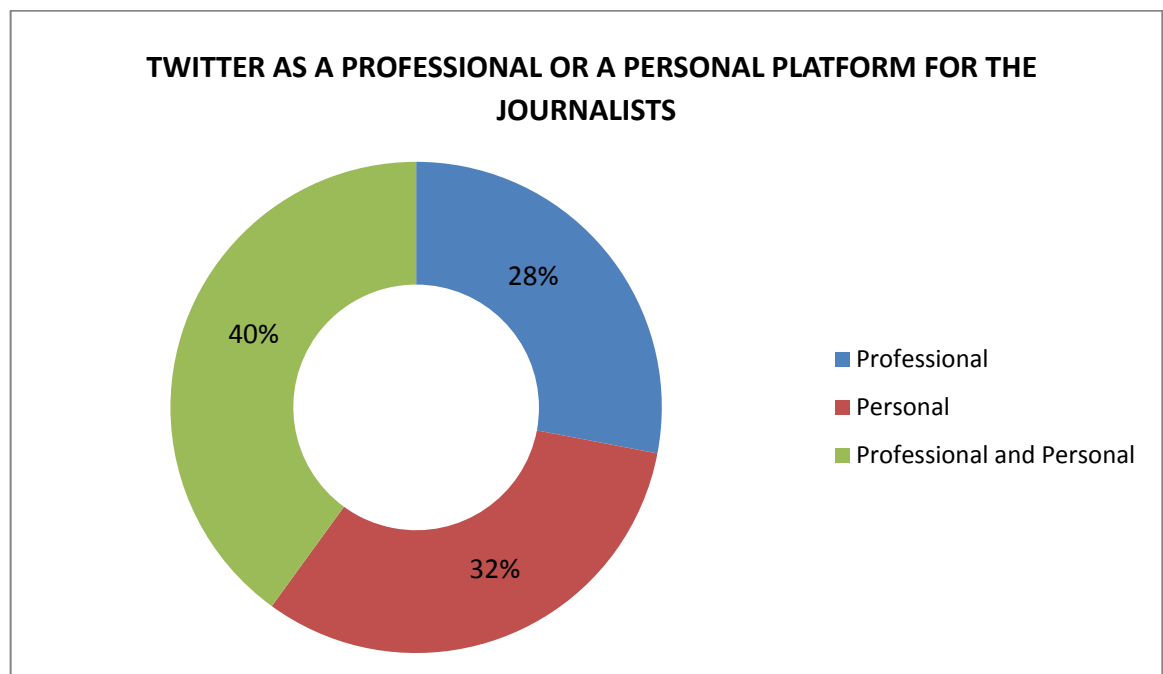


Graphic 3.5 Journalists' Profile Expressions

As seen above, percentage of journalists who express their occupation in their profiles is 77%; percentage of journalists who don't identify their occupation and express themselves with definitions from daily lives is 13%; and percentage of journalists with no profile writing is 10%.

As understood from analysis results, large percentage of journalists on Twitter identify themselves as journalists. If we remained with this first result, it could have been concluded that Twitter was solely conceived as a professional platform. However, survey results conclude that journalists see Twitter both professional and personal platform.

According to results which we obtained from 22 male, 28 female; 50 journalists at sum, Twitter is a solely professional platform by 28% rate. Twitter is a solely personal platform by 32% rate. Ones perceiving Twitter both professional and personal are 40% (See Graphic 3.5.1).



Graphic 3.5.1 Twitter as a Professional or a Personal Platform for the Journalists

In this perspective let's clarify why journalists conceive Twitter as solely professional and solely personal or both professional and personal platform, by giving place to journalists' opinions. Journalists conceive Twitter as solely professional, because:

*“Our profiles on Twitter, although stand as our personal accounts, in fact, are our professional stances' part.” (U)*

*“Of course, there are times I partially get into chat with some friends, but generally I show attention to keep it inside professional context.” (K)*

*“Twitter is a platform where journalist can reflect his/her professional point of view regardless of the institution he/she's working, so it is professional.” (H1)*

*“For a journalist Twitter has to be a professional platform. Because actively working journalist can't defend that the news contented Tweet that he/she wrote is personal. Else, journalist's job is information transmission and is tied to his/her institution, that's why I don't find the expression 'What I write is personal' right. Twitter's adoption as a platform, brings together obtaining and spreading information in professional context.” (J1)*

After the comments of the journalists that who accepts the Twitter as a professional platform there are also journalists who see Twitter as a personal platform. Journalist comments on this subject are in this way:

*“It's certain that I'll not take Twitter as a professional platform. When it comes to information obtaining and spreading, Twitter is beneficial for both. However, at least in my opinion, it doesn't make a stance for obtaining very healthy and precise information. Everyone shares first knowledge heard, but information which's not confirmed causes confusion. For this reason, social media, yes, is successful for information flow but should be questioned for security and not used as a professional platform.” (V)*

*“In my opinion, it's a platform where personal views and opinions should take place. But when we approach the theme from journalists' point, we see this occupation determines both our personality and life style. We the journalists do a job*

*that interests everyone, we need to spread the information we gained instantly. And Twitter is beneficial for this behaviour.” (D1)*

So with this comment that we obtained from a journalist which gives some clues we can shift to the reasons that why journalists sees Twitter as both professional and personal platform:

*“I use it personally but in the same time I benefit from it in my career. For example, I can access a well-known person which I can not normally access, by Twitter. Or I can share news that I make. Best of all, before I go for an interview, I tell the person I shall interview with and my followers send lots of questions that they want me to be asked about.” (W)*

*“I’m not a person who separates own private life from professional life. As much as I want to share an exhibition I visit, I get on the keyboard for spreading crimes possessed about human rights values. Sometimes I even write that I’m in love.” (V1)*

Beside the comments of the journalists on this context here we can also give a place to the results of lurking. First of all this method was used for tweet contents’ examination and for making a differentiation between professional tweets and personal tweets to understand whether journalists’ Twitter usage aim is professional or personal. For tweets in professional category, the basic differentiation point was that they contained news. The basic differentiation point for personal tweets was, there were views, comment and status related to journalists’ daily lives, in tweets. Of course, this was splitted into sub-titles in itself.

The research, in which observation unobtrusive was used and was conducted via Twitter account of the researcher, was implemented between dates 1 June 2012 and 15 June 2012. The research, involves 46 of 50 journalists who took place in our sample; four journalists’ Twitter accounts were noted as closed between the dates chosen for observation. Total Tweets during observation, which were sent by journalists, have been detected as 4960.

In the context of our research, journalist Tweets have been examined in two main categories as professional and personal contents. While examining Tweets inside professional content category, our criterions are:

### 1. Transmission of News with Report Language



**Murat Pazarbaşı** @muratpazarbasi

Anayasa Mahkemesi'nden Gul kararı cikti: Sure 7 yıl 2.kez aday olabilir..

June 15, 2012

@muratpazarbasi: Gül decision came out Constitutional Court. Duration can be seven years and he can become a candidate for second time.



**elif yilmaz** @\_ElifYilmaz\_

Chavez, twitter'daki 3 milyonuncu takipçisine ev verdi

June 2, 2012

@\_ElifYilmaz\_ : Chavez gave home to his three millionth follower on Twitter.

### 2. Transmission of the News with a Familiar Language



**Nilay Örnek** ★ @nilayornek

millet cümle sonuna AMK koyunca başka sey anlıyordum; Açık, Mert, Korkusuz demekmiş! "@medyaradar: Yeni Spor Gazetesi

June 2, 2012

@nilayornek: “Folks, while putting AMK at the end of sentence, I used to understand something different. It meant, Open, Brave, Fearless! @medyaradar: New Sports Newspaper.”



**Pinar Aktaş** @aysepinaraktas

iki doktor bir hemşire için kapişmış, biri diğeri ni bıçaklamış ya haber eksik arkadaş. hemşireyi merak ediyorum ben...

June 4, 2012

@aysepinaraktas: “Two doctors fought for a nurse, one knived other, but news lacks mate. I’m curious about the nurse.”

### 3. Link Share of News Broadcasted at the Internet Site of a newspaper, a Television or a News Agency, Including a Text or a Video



**yahya bostan** @yahyabostan

Bir haber de Çankaya Belediyesiyle ilgili. Kadın başkan yardımcısına sığınakta mobing. [sabah.com.tr/Gundem/2012/06...](http://sabah.com.tr/Gundem/2012/06...)

June 2, 2012

@yahyabostan: “Another news is about Çankaya Municipality. Mobbing on woman vice president at the shelter.”



**Inci Dondas** @incidondas

Dünyanın egzotik cennetlerini fahri konsoloslar anlattı. [stargazete.com/pazar/dunyanin...](http://stargazete.com/pazar/dunyanin...)

June 10, 2012

@incidondas: “Consulates told egzotical heavens of the world.”



#### 4. Retweeting the Tweet of a Politician, an Artist, an Academician, a Journalist or a Column Writer



**Recep Tayyip Erdoğan** @RT\_Erdogan

Türkiye-İsrail ilişkilerinin düzelmesi için İsrail'in üç adım atması gerekir.Birinci adım,Mavi Marmara gemisi baskını için özür dilemesidir.

MustafaB euronews tarafından retweetlendi

June 7, 2012

@MustafaB euronews: “For adjustment of Turkey-Israel relationships, Israel must take three steps. First is apologizing for Mavi Marmara ship attack.”



**Recep Tayyip Erdoğan** @RT\_Erdogan

İkinci adım, gemide öldürülenlerin ailelerine tazminat ödemesidir. Üçüncü adım ise Gazze'ye uyguladığı ablukayı kaldırmasıdır

MustafaB euronews tarafından retweetlendi

June 7, 2012

@MustafaB euronews: “Second, paying compensation for the ones murdered at the ship. And the third is Leaving ambargo on Gazze.”



**Nilgün Belgün** @nildaybelday

Makarna süzgecinden arada bir insanları da geçirmek istiyorum...!

Nuray Özger tarafından retweetlendi

June 3, 2012

@Nuray Özger: “Sometimes I wanna pass people through pasta colander!”

## 5. Transmission of Events Witnessed Instantly, which Carry News Feature, Sometimes by Adding Photographs



**aysuntorun** @aysuntorun

diyarbakirda esnaf diyo ki, orgut cagri yapmasa da olaylardan etkilenmemek, dükkanlarımız zarar gormesin diye kepenk indiriyoruz...

June 2, 2012

@aysuntorun: “Marketers in diyarbakır says that, we close shops for not being effected from events, for not getting our shops damaged, even if the organization doesn’t make a call.



**gulsah ince** @gulsahince

Metrobuste trafik aksayacak..! "@burakyurdaer: @MuratKazanasmaz meciyekoyde metrobus su satan adama carpti

June 15, 2012

@gulsahince: “Traffic will stop on metrobus..!” @burakyurdaer: @MuratKazanasmaz At Mecidiyekoy, metrobus crashed a mobile water seller.



**gulsah ince** @gulsahince

Metrobuste trafik aksayacak..! "@burakyurdaer: @MuratKazanasmaz meciyekoyde metrobus su satan adama carpti  
pic.twitter.com/98wLb5iq"

Fotoğrafi gizle ← Yanıtla ↻ Retweetle ★ Favorilere ekle



## 6. Introducing News before Being Published or Broadcasted on Newspaper and Television Channel



**Seval Yılmaztekin** @sevalbayazit

Başbakan'a Diyarbakır'da "Obama" önlemi...İlk kez kullanılan taktik ne?18.00'de Kanalturk haber bulteninde...

June 3, 2012

@sevalbeyazit: “ ‘Obama’ protection for Prime Minister at Diyarbakır... What’s the tactics used for the first time? On Kanalturk news at 18:00...”



**Nilay Örnek** ★  
@nilayornek

Takip ediyor



Yarın çıkacak kitap ekimizin kapağı;  
okumayı sevenlere

@AksamHaftasonu

June 14, 2012

[pic.twitter.com/yylS1fPU](http://pic.twitter.com/yylS1fPU)

← Yanıtla Retweet Favilere ekle



@nilayornek: “Cover of our book annex to be published tomorrow; to the ones who loves reading.”

## 7. Chat with Colleges on Professional Content



**S . Gürkan Tuzlu** @sgtuzlu

@gulsahince bu arada bu gun iki ozel calistim. Biri sultanahmet digeri de bu okul haberi?

[Sohbeti göster](#) June 8, 2012

@sgtuzlu: “@gulsahince by the way, I worked on two private news today. One is sultanahmet and the other is school news.”



**gulsah ince** @gulsahince

@sgtuzlu süpersin... ellerine sağlık :)

[Sohbeti göster](#) June 8, 2012

@gulsahince: “@sgtuzlu you’re super. Thank you: )”



**S . Gürkan Tuzlu** @sgtuzlu

@gulsahince kiz hangisi manasinda solemistim iltifat icin degil:)

[Sohbeti göster](#) June 8, 2012

@sgtuzlu: “@gulsahince I told it meaning which one’s that girl, not for compliment: )”



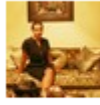
@sgtuzlu sultanahmeti gormedim cnm :(

[Sohbeti göster](#) June 8, 2012

@gulsahince: “@sgtuzlu I didn’t see sultanahmet sweetie: (”

Our criterion while examining Tweets in personal content category:

## 1. Tweets that Involve Personal Views, Likes or Critics on Daily Life



**Esra Alus** @ALUSESRA

Sıcak İstanbul günü, metrobüs yolcusuyum. Yazın gelişi ter kokan insanların çokluğuyla kendini gösteriyor. Ne desem? Sabirrrr

June 2, 2012

@ALUSESRA: “I’m a metrobüs passenger on a hot İstanbul day. Summer’s coming show itself by increasing number of people. What should I say? Patience.”



**Saadet Sarioglu** @sadosum

Samsung Galaxy s3 benim olmalımı:))) Taktım kafaya...

June 3, 2012

@sadosum: “Samsung Galaxy S3 should be mine: ))) I’m obsessed with it.”



**MustafaB euronews** @mustafa\_\_bag

Erdoğan'ın konuşması boyunca twitter'da yazılan mesajları okudum ve ne kadar kindar bir halkımız olduğunu gördüm. Partizanlık nefrete dönmüş

June 3, 2012

@mustafa\_\_bag: “During Erdoğan’s speech, I read the emssages written on Twitter and saw how a rancorous folk we have. Partisanship has turned into hate.”

## 2- Status or Localization Notification



**Burak Kara** @bkara

Abant yolcusu...

June 2, 2012

@bkara: “Abant voyager...”



**Murat Pazarbaşı** @muratpazarbasi  
 Basın kartimi kaybettim hukuksuzdur..  
 June 3, 2012

@muratpazarbasi: “I lost my press card. Has no validity..”

### 3. Chat with Friends/Colleagues on Personal Content



**Nuray Özger** @nuray\_ozger  
 @aysepinaraktas ben ağlamam ama keşke ağlayabilsem  
 Sohbeti göster  
 June 7, 2012

@nuray\_ozger: “@aysepinaraktas I don’t cry but I wish I could.”



**Pinar Aktaş** @aysepinaraktas  
 @nuray\_ozger ağla o zaman, iyi olacaksın... Havada sıkıntı var,  
 bende de bi darlanma...  
 Sohbeti göster  
 June 7, 2012

@aysepinaraktas: “@nuray\_ozger cry then, if you’ll be all right... There’s stress in the air and depression with me...”

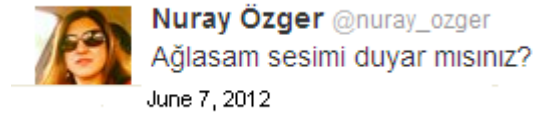


**Nuray Özger** @nuray\_ozger  
 @aysepinaraktas öyle işte hani canın ağlamak ister ya  
 Sohbeti göster  
 June 7, 2012

@nuray\_ozger: “That way, like you really want to cry.”



@aysepinaraktas: “What happened?”



@nuray\_ozger: “Would you hear my voice if I cry?”

#### 4. Video-Music, Cartoon or Photograph Shares that Contain Personal Tastes or Situations

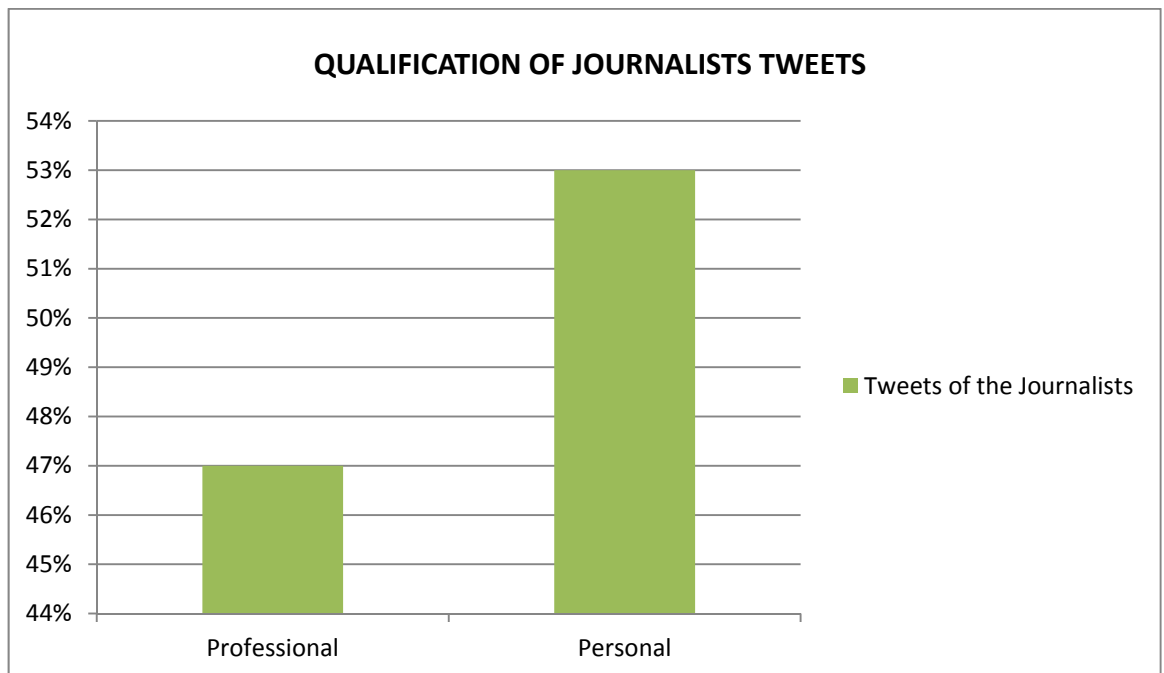


@nilayornek: “Someone put the word right in Cihangir: sticker on advertisement panel. [Pic.twitter.com/Qn8w1Wis](https://pic.twitter.com/Qn8w1Wis)”



@CHale\_Barlass: “I want one of this at each reportage I go.”

After defining our categories and clarifying them within the examples we can mention that the ratio of 46 journalists’ professional content Tweets has been defined as 47% and personal content Tweets has been 53% (See Graphic 3.5.2).



Graphic 3.5.2 Qualification of Journalists Tweets



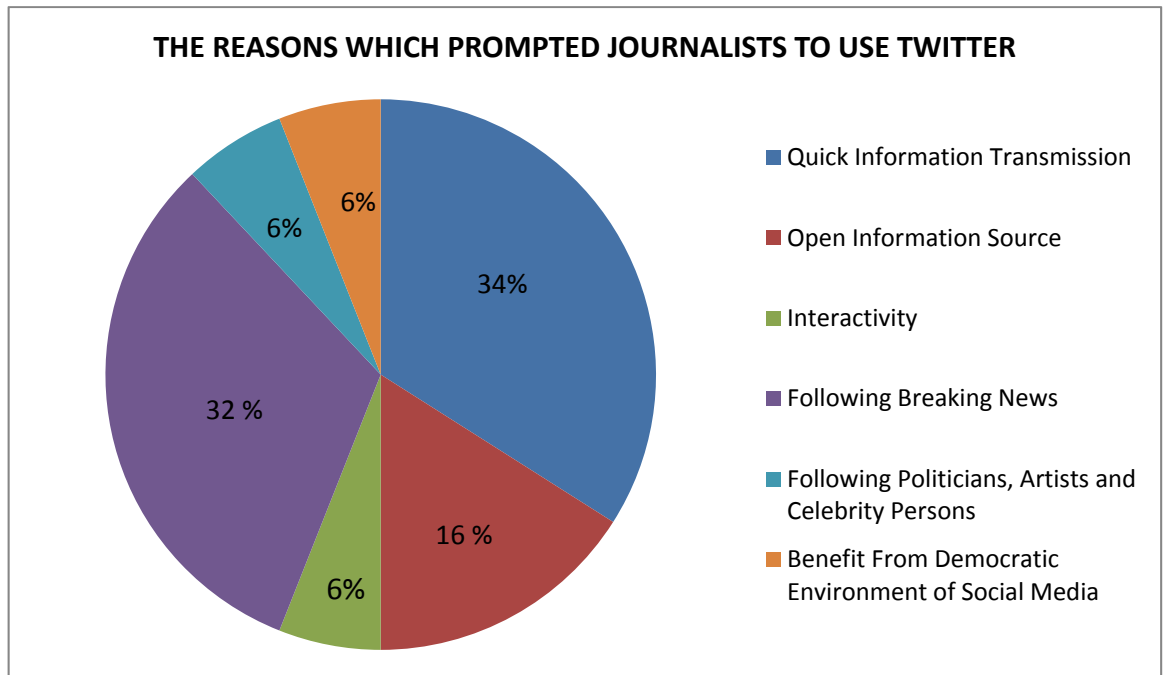
As noticed most of journalists preferred sending personal messages than professional messages on the time period that we chose for observation. But if we remember Graphic 3.5.1 where we can see that according to journalists Twitter is a both professional and personal platform. In this sense result that we obtained is not far from our second statistical graphic under this title.

Dilemmas under this title light the necessity that the journalists at the first results should identify themselves as journalists and Twitter should be used solely for professional purposes, however, at the survey results we conclude that Twitter is both professional and personal platform for journalists. When we look at tweets' contents, it's seen that journalists send mostly personal tweets. And in this situation, we can consider that professional and personal lives of a journalist are interposed on the Twitter, like they are in daily life. In this case, what's the real momentum for journalists that cause them use Twitter? We'll try to reach this question's answer under next title.

### **3.2.6. The Reasons Which Prompted Journalists to Use Twitter**

Through the direction of data that we examined under the title which we left behind that journalist define Twitter as a professional and in the same time as a personal platform. Considering these, for clarifying journalists Twitter usage practices in this title we ask: what are the main reasons that push journalists use Twitter?

As a result, depending on our interview Twitter works for journalists because, it allows fast information/news transmission, it's an open information source regarding to actuality, it's interactive, it's democratic and it shapes the way of the news throughout the day and so on (See Graphic 3.6). In the following we will discuss on the topics within the comments of Turkish journalists.



Graphic 3.6 The Reasons which Prompted Journalists to Use Twitter

- **Quick Information/News Transmission**

Increasingly mainstream news reporters are utilizing Twitter to put up news as they happen, and commentary as it pops into their heads with a high speed. In our sample of journalists it sounds the same. For them Twitter is a very fast and easy tool, accessible from anywhere and anytime for diffusing and reaching to the news. According to the journalists:

*“Twitter’s information transfer and deliver rate is incredible.” (A)*

*“Being informed about the developments in a brief time and informing others are amongst my existence’s purposes in Twitter.” (B)*

*“And also I can reach information more quickly than news agencies or news contented internet sites.” (D)*

*“I learn hot developments firstly from Twitter. For example, I learnt recent Uludere<sup>110</sup> case from Twitter, before newspapers, news channels and news sites. Twitter has become a kind of news agency for me.” (N)*

*“We learn all the developments not only in Turkey but also at whole world, very earlier from Twitter than televisions and newspapers.” (Y)*

*“Twitter is the quickest source for accessing information at our time. Accuracy of information might be due to debate, however, at least, gives an overall idea. Sometimes, pursuing our journalist colleges' tweets can equal the asset for existence at the incident point at courts which are made unable to watch live. Politicians also use Twitter sensitively. Thus, not pursuing Twitter can lead to skipping jobs. As a recent example, Gursel Tekin's<sup>111</sup> resignation can be shown. Tekin made his first declaration on Twitter aftermath his resignation; who didn't follow him missed the job.” (F1)*

As journalists points out, timelessness specialty is another reason that prompted journalists to use Twitter for information transportation. If we remember, traditional news operated on a 24-hour cycle. Internet sites shortened this to hours and blogs to minutes. Twitter shortens it further to seconds. And this situation is unique for the journalists. And they are explaining this point in these circumstances:

*“I can pursue developments immediately. I can inform my followers at a second. Twitter is a part of journalism occupation in these terms. And this is my purpose for using it. Having news without borders of time and place is a great freedom.” (C)*

*“I can share the information that I obtain at every moment.” (K)*

---

<sup>110</sup> In the event which happened in the border region near Ortasu Village bound to Şırnak's Uludere Province, F-16 warplanes bombed citizens who were bringing illegal gasoline from Iraq, whom they thought as PKK members, upon images which they received from Non-human Air Vehicle. While 35 citizens lost their lives of whom ages were under 20, some were claimed to have been lost. <http://www.radikal.com.tr/Radikal.aspx?ArticleID=1074002&CategoryID=77&aType=RadikalDetayV3>, 29.11.2012 (Online).

<sup>111</sup> Cumhuriyet Halk Partisi (CHP) Vice President. Recieved from <http://www.chp.org.tr/>, 25. 11. 2012, (Online).

- **Open Information Source Regarding to Actuality**

As another stop point due to answers of the journalists we find Twitter's 'open information source regarding to actuality'. Today without doubt Twitter's open sources, the process of developing ideas and gathering news tips are giving to the users a complete window onto the news cycle. And journalists are not far from this idea, they are commenting nearly same:

*“Twitter, in my opinion, is a 24-hours-available news and information source. (O) ... I think, yet the news spread through Twitter. (E)... Other journalists' or my followers' shares has been source of information which we can't obtain in a brief time easily in occupational terms. (C) ... And in the mean time Twitter is a wonderful source for pursuing national and international news channels. (G)... And finally, it's a great open information source for following Turkey's actuality without getting in touch with conventional media.” (B1)*

- **Interactivity**

Unlike television or newspaper, Twitter allows for a conversation. Like all new media tools, Twitter encourages it's users for discourse and feedback. Depending on this, we can mention that for journalists Twitter is a golden opportunity to build a rapport which combines with public opinion. It also makes journalists and readers feel more connected to the news.

In Twitter it's also important talking one to another. According to Turkish journalists interaction with mates and colleges is important as interacting with public in this new media tool:

*“I started to use Twitter, for meeting journalists in an interactive environment. (G)... My first purpose was chatting in a social environment with my colleges. (F)... I get the chance for contacting many journalists foreign or Turkish by Twitter. And I*

*started to discuss or get fresh news by the firsthand. I think this interactivity has beneficial sides for my occupation.” (A)*

*“Twitter helps connecting me to the colleges whom I didn't meet personally and particularly provides me with getting information on subjects that I'm interested in. For example, it has been very beneficial for having information from first hand on what happened where, with beginning of Arabic Spring. (W1)... I can say that with Twitter we can pulse the reactions of the public against an actual case. With its interactivity specialty, in this meaning, it's also a pulse instrument.” (B)*

- **Following Breaking News**

Following breaking news from Twitter is also important for the journalists because Twitter based newswires: journalists, politicians or simple woman and man that often break news stories before the mainstream press. Because of this journalists preferring using Twitter for receiving the fresh and very actual news generally before the news agencies and mainstream media. And this is an aim for using the Twitter due to many journalists. By journalists' spoken word, case's just as the following:

*“I think, first of all, there is issue of mandatory pursuit of actuality and breaking news. It is impossible for me to neglect social media, as a journalist who is trying to follow the world closely...” (S)*

*“I use Twitter to be informed about the latest news by diverse users around the world and to make people informed about the subjects which are related to Turkey's actuality...” (F)*

*“For following innovations, getting informed about the actuality and breaking news, following people's comments from different sections and missions, I use Twitter as a part of my body. And all these provide me to have different views on cases.” (X)*

- **Pursuit of People: Politics, Arts and Fame or Ordinary Citizen**

Following especially politicians', artists' and well-known people's Tweets has become a kind of news pursuit. Because, generally all these people who determine agenda, have started sharing their first thoughts over the agenda subjects or their first declarations via Twitter, before press announcement. Journalists express their thoughts over this article, which is amongst Twitter usage reasons, in this way:

*“I can tell the reason which leads me using Twitter, was that particularly some government elites and important political names, started using Twitter and giving messages regarding their professional and personal lives here.” (L1)*

*“I started using Twitter, first of all, since some ministers and public institutions were using it. For capturing their comment on actuality. In other words, I started using by obligation.” (K1)*

- **Benefit from Free and Democratic Environment of Social Media**

Although it's to debate, Twitter is seen as an environment as more democratical and uncensored, than mainstream media. But Social Media User's Guide, which was prepared by BBC and Sky News in the worldwide and Ciner Media in Turkey, brought Twitter limitations to media employees.

For example user's Guide which prepared by Ciner Media involves these articles:

*“Social Networks that are used by a Habertürk<sup>112</sup> employee, shouldn't be used to make side supporting comments which carry features as propaganda about a certain political issue or with purpose for a political wing support in a way which doesn't comply with journalism principles and demolishing the enterprise objectivity of Habertürk.*

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<sup>112</sup> Habertürk is an Turkish media complex which includes a news television, an online and print newspaper.

*As not mentioned reverse, there shouldn't be arguments made about our works, employees or subjects that carry importance for Habertürk policies, and, it shouldn't be forgotten that meetings and conferences held inside Habertürk are 'private and close to others'.*

*Social media should be used as supporting our employees. Thus, we can share our news, writings by giving links. For the material coming from other sources, sharing should be done as considering the above. An incomplete work shouldn't be shared without permission.*

*All sharings on social media should be treated with suspect. Disinformation and wrong info may spread along internet in a quick way. We should apply verification standards to be used for all sources, also on news and information shared on social Networks. Beyond everything, all social media activity should be kept at a distance which has probability for interrogation of our objectivity. Networks should be used solely with permission and control of the administrator during work hours. On the subjects that have dilemma suspicion, first administrators should be consulted and the sharing should be done aftermath. Also, it should be considered that Habertürk ethical rules are valid for all public sharings on social media.”<sup>113</sup>*

In spite of all these limitations, Twitter is being used by journalists, due to its free and democratical structure. Journalists explain their usage reasons as following:

*“I prefer to use Twitter for to see things made unseen because of censor, autocensor institutions in Turkey...” (D1)*

*“Twitter is an area which is democratic and free. It gives the occasion for accessing eye witnesses at countries which are under strict censorship. For example, I followed 2007 Iranian Presidential Elections from Twitter and I could see its all sides especially that did not take place at the main stream media...” (X1)*

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<sup>113</sup> Social Media User's Guide by Ciner Media, recieved from <http://t24.com.tr/haber/ciner-grubu-calisanlarina-twitter-kullanim-kilavuzu-hazirladi/197192>, in 27.06. 2012.

*“As a main stream media member, I share my notes from Twitter that I obtained from the courts I watched as a journalist. The reason for this was that I had no right for commenting or quoting the cases just like it happens while I was writing a report. So I can say that Twitter is a quite free and democratic space, I can even share my reactions.” (U1)*

*“As a Turkish media member, I can remark that Twitter is a sphere where I can find opportunity to read ‘realities’ which pass through to many hands then off to waste basket with the reason for carrying no journalism value. That's why Twitter is inevitable for me. Twitter can be evaluated in this sector as an oxygen source, a democratic place shaped by freedom, which is based on sales and is directly connected with the authority.” (V1)*

As we understand from the answers that journalists gave Twitter is a tool that all journalists can use to find and diffuse information sources faster, following breaking news, talk with one another or delivering/receiving the news from a more democratic perspective as a brief. Due to our findings more than a status app, Twitter is being used as a first alert mechanism for the dissemination of news and for immediate discussion surrounding that news. As Alfred Hermida calls, it is an awareness system.<sup>114</sup>

After we examine Twitter in the direction of journalists’ reason of using this medium, we continue our research by asking this question: do journalists benefiting from newsworthy tweets while writing news for the media outlet that they work for? We’ll evaluate answers of this question under next title.

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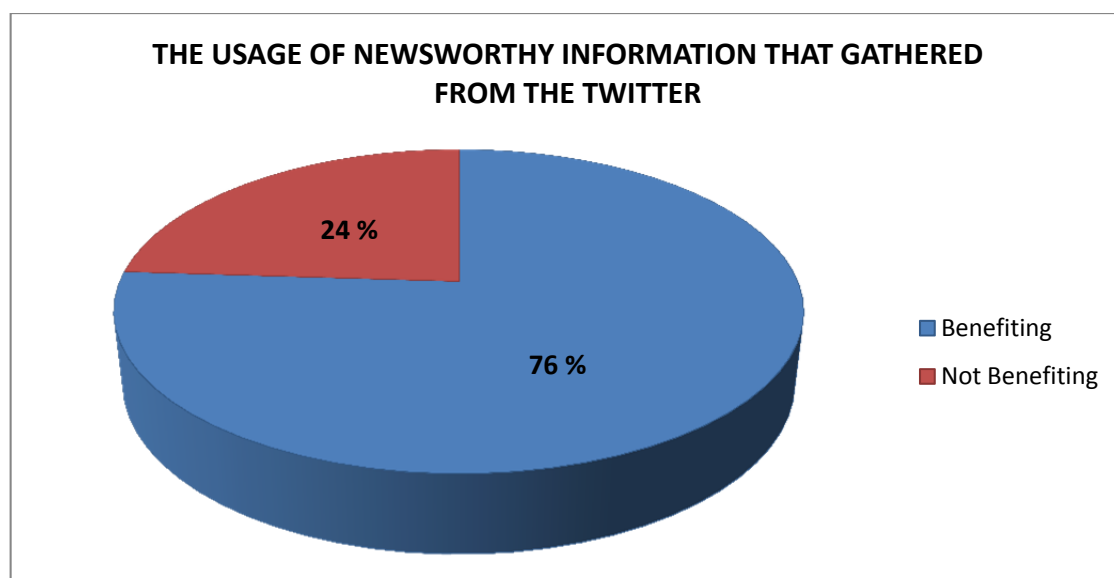
<sup>114</sup> HERMIDA, Alfred, “*From TV to Twitter: How Ambient News Became Ambient Journalism*”, M/C Journal, Vol. 13, No. 2, 2010, <http://journal.media-culture.org.au/index.php/mcjournal/article/viewArticle/220>, (Online).



### 3.2.7. The Case of Journalists' Benefition from the Newsworthy Tweets while Writing News for the Media Outlet that they Work for

The rise of social media also has changed the news diffusing and news gathering process of the journalists. In our days the growth in ‘citizen journalism’ has been facilitated by technological convergence and the development of an interactive media environment in which citizens (politicians, artists, academic, celebrity persons or ordinary people) are not simply sources of information and/or audiences, but also recorders and creators of news.<sup>115</sup> In this remark we identified Twitter as an information gathering and diffusing platform which has enabled the journalists and in the same time the public to perform. And then we asked to the Turkish journalists, when they were writing a news or an article whether they were using the information that they gathered from Twitter accounts of politicians, artists, other local/international journalists or ordinary people who just follows them.

To this question most of the journalists said ‘yes’ without hesitation (See Graphic 3.7).



Graphic 3.7 The Usage of Newsworthy Information that Gathered from the Twitter

<sup>115</sup> MYTHEN, Gabe, “Reframing Risk? Citizen Journalism and the Transformation of News”, *Journal of Risk Research*, Vol. 13, No. 1, 2010, p: 45-46.

When we take a look at benefiter's reasons, we have answers in such ways:

*“Sometimes a tweet we read in Twitter can become news all alone.” (J)*

*“I benefit from the information that I gain from Twitter during news writing. Let me tell with a concrete example. I benefited from tweets of politicians, foreign journalists' tweets during Arab Spring. Comments and evaluations of my followers helped me in understanding how situation is viewed from Turkey. Of course, there is not only this subject. Let me give another important example from Turkey. The N.Ç rape case.<sup>116</sup> Via Twitter President Abdullah Gül, evaluated High Court's approval of the penalty given to suspects at the lowest limit. His tweet was like this: "Decision also hurt my heart." The TV channel that I work broadcasted these tweets as breaking news.” (S)*

*“I should express that, during news writing not only what I thought, but also what others thought is highly important. Twitter is like a live newspaper. So I benefit from this environment.” (P1)*

*“I'm a journalist who specialized on politics. For this reason, all steps of the related people in my Twitter sphere, is a material for nurturing my news. It adds point of view. It completes absent sides of photography. Expressions on Twitter sometimes carry news feature. When it doesn't, it's important for adding perspective.” (C1)*

*“Absolutely I benefit from Tweets during news writing, however, whatever is the case, Twitter is an important news source after 2-3 checks and very inspiring, but I never use it without a control.” (E)*

---

<sup>116</sup> The event, which is known as “Court of shame” had started to be lived in 2002 in Mardin. N.Ç., who was 13 years old at those times, had been marketed to men in exchange of money by two women. 26 people, amongst whom were there government officers, had gone into sexual relationship with N.Ç. Upon the event has been heard, a court was launched against two women who marketed little girl and those who went into relationship. Mardin First Heavy Penalty Court gave 5 years of jail punishment to 24 accused's on time bottom limit and decreased punishment to 4 years 2 months-4 years 10 months for good mood bargain. 3 years 2 months of jail punishment was given to an accused under 18 years. While court was punishing, they signed under a comment that N.Ç. had gone into relationship with her own will, applying TCK (Turkish Penalty Law) 414th title, 1st article as “Whom abuses a child under 15 age, is punished to heavy sentence, not less than 5 years”. Received from <http://www.ntvmsnbc.com/id/25300196/> in 28.11.2012, (Online).

In our journalist sample, there are also numerous journalists, who do not want to benefit from the tweets of other journalists, politicians, artists, academics or ordinary people. Because of their anxiety for information confidentiality on these Tweets as we signaled above with the comment of a journalist.

*“I’m a source obtained person. I ‘must’ read something from its original, rather than Turkish. For reasons stemming from my occupation experience, I don’t find press in Turkey in this context. Except news wired from journalists friends whom I trust, I prefer a link has been placed in a news. Except this, articles which are shared become more beneficial. You suddenly see an article which you perhaps wouldn’t find after hours of search, has been read and shared by a politician, an academic or a journalist. Even, I should express that Twitter is a more beneficial sphere for me, from this view.” (K)*

*“Even I use Twitter as a news obtaining tool, I can’t show it as a source for news. It’s only a tool for reaching its source. Since I don’t believe in citizen journalism, I don’t use any information of which source I don’t know. About the politicians, of course the case is different. When the subject is a declaration and that declaration is only shared on Twitter; then, that declaration can be evaluated.” (G)*

*“Generally I find it risky to write news benefiting from Twitter messages.” (M)*

*“While writing news, information has to be confirmed by many channels. When this is not done, there comes the risk of taking an asparagus as real and making it news. That’s, it has to be also confirmed by another source, when it emerges from Twitter.” (J1)*

*“Twitter can help to have an idea about, however, conceiving Twitter context as enough and writing news will not be neither true not enough. News always needs witnessing. Virtual witnesses can be illusing.” (M1)... That’s why, pursuing official agent’s news or using my own information instead of benefiting from Twitter shares, is enough.” (W)*

As understood from journalist declarations, many journalists trust information on Twitter and supply it with taking place on main stream media. Some journalists in our journalists sampling don't find it trustworthy, since information with Tweets need to be proved and don't benefit from these while writing news.

But according to the John Pavlic, not just on Twitter but so much information on the Internet is high quality, it can be a very good source of journalistic information on important stories, sources and leads.

In the same time it is also important to verify online information from off-line sources and never to rely exclusively on online information for a story, just as one should avoid on a single source for any story (e.g., many of the best news organizations generally will not publish a story until they have confirmed it with a second source).

It is useful to follow a list of trusted journalistic, political or artistic Twitter accounts that are produced by known organizations or people and contain reliable quality content.<sup>117</sup>

When we are finishing this case with the words of John Pavlic, we have to mention that just like benefiting from Twitter in terms of news writing, in our days it is also important creating new forms when a journalists writes news on Twitter.

Because of this, within the next title we tried to examine the strategies which journalists develop while they write news in the 140 character long area of the Twitter.

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<sup>117</sup> PAVLIK, John, "*Journalism and New Media*", Columbia University Press, New York, 2001, p: 63.

### 3.2.8. Strategies which Journalists Develop While They Write News in the 140 Character Area of the Twitter

Without hesitation social networks have forced journalists to alter writing styles while they are on the cyberspace. Based on the above reasoning, in our research we also tried to reach to the answers of following question: How do you shape Twitter's 140 character long area?

In this context, journalists explained the strategy that they use on Twitter (except writing news in report jargon) in three ways:

1. Writing news within a familiar jargon, like talking with friends
2. Only giving the title of news which will diffuse on TV, newspaper or news agency reports
3. Sharing the link of news with an explaining line

First of these corresponds to inclusion of news on Twitter, in which personal views and emotions gain weight, as Weldon underlined as ‘everyman news’.

According to Weldon everyman news illuminates the concept of “*writing news stories with a familiar language and personal eye witnessing.*”<sup>118</sup> Because the writing styles in digital space embrace the softer, more humanistic approach to the reporting of daily events than in print. The journalists who take place in our research explain this phenomenon in these ways:

*“First of all, I write the least and dense. And since I have to be objective while writing, I keep the objective side for news and my personal opinion for Twitter.”* (A)

*“I show attention not to share much news on Twitter. In fact, company policies do not approve this. However, I can reflect my opinion about news on Twitter. And this makes glad for the opportunity for diffusing my opinions to many people.”* (H)

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<sup>118</sup> WELDON, Michele, “*Everyman News, The Changing American Front Page*”, University of Missouri Press, Columbia, Missouri, 2008, p: 8-11.

*“I also share interesting news and writings which couldn't take place on newspaper, but mostly the things that I think I missed.” (E)*

*“Twitter's 140 character long area gives room to journalists for constructing short and sensitive but at the same time free and personalized sentences.” (T)*

*“You can make jokes, comments and irony on various subjects on Twitter. However, when it's a subject that carries news value and which hasn't been confirmed, I write absolutely in a style that indicates a source. For example, except writing ‘Friends, too many people died in Uludere’, like, ‘Friends, I talked to DHA<sup>119</sup> journalist colleague at the region and he confirmed that 30 corpses have arrived.’” (U)*

*“I share art and culture events I contributed, my political approach about an event, my opinions about news, instant events I witnessed on Twitter with photographs.” (Y)*

*“The language I use on Twitter doesn't converge much to journalism, it is much more familiar. I also add my personal comments. When I write news for the institution that I work for, I never write resembling like Twitter's style because of norm necessities.” (Z)*

*“For example at recent days, while preparing for an interview with minister of transportation Binali Yıldırım, he was stung by a bee. I gave it as news on Twitter. But we didn't reflect this on the news on television. We seriously broadcasted the interview we made. On Twitter, I also wrote that I had directed my questions about actuality and the answers were on television channel that I worked for. Shortly, I gave the pro-news of the news to be broadcasted on TV. I can tell that, most times, the news that I publish on Twitter feature as complementary for news on television. When it comes to 140 character limit, fitting news into this area is like writing the title, flash of the news on television screen.” (R1)*

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<sup>119</sup> Doğan News Agency.

As understood from the explanations that journalists made upon strategies used on Twitter while writing news, most of all mentioned the familiar language that they use while they are writing news on Twitter which called everyman news like Weldon mentioned as a change.<sup>120</sup>

Besides Twitter that contributed different dynamics on journalism norms and journalists who adopted everyman news understanding, in the context of our sampling, there are also journalists who don't support Twitter has a personal jargon during news distribution.

Among these journalists, most preferred strategies while submitting news content messages come to be, announcement of news title or spot and sharing of news link published on newspaper, television or Internet site of the media outlet that they work for.

Journalists explain the methods they use in this way:

*“I publish only news titles and flashes on Twitter. I keep the news detail for news cast, as usual.”* (B)

*“I share the hint of the news usually in 140 characters. I get into details in the news I prepare for television.”* (F)

Like television employees, newspaper employees also choose introducing their news on Twitter and use alike strategies.

*“You can't publish your complete news on Twitter. Because news to be published on newspaper the day after loses it's meaning. The best way is to advertise news on Twitter. And so the reader gets curious about the news the day after. Because of the existing competitiveness between press enterprises, if that is not a news agency, I don't share the news I'll use in newspaper the day after. As conclusion, aim of the newspaper is to serve something different, what meaning is left with newspaper, when I share my news on Twitter?”* (P)

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<sup>120</sup> LAZAROIU, George, “Conceptualizing Gatekeeping in the Digital Era”, Contemporary Readings in Law and social Justice, Vol. 3, No.1, 2011, p: 156.

*“I don't publish news on Twitter. I only share news which was already published in the newspaper I work. But if there's a critical event, I announce it as breaking news.” (I)*

Besides journalists who use Twitter as an advertorial for the news to be published in newspaper and curiosity awakening tool, there are also ones who prefer to share the link of the news that take place on the website of the media outlet they work via their personal Twitter accounts or the Twitter account of the enterprise they work. Simultaneous short expression is among these strategies.

Journalists explain this preference in this way:

*“I prefer to share only the link to access the news, on Twitter.” (G)*

*“I share the news titles that we broadcasted on our news portal and links for access to news on Twitter via enterprise Twitter account of the newspaper I work. But I think the news language must be special on Twitter. News should be written in different forms without resembling the news that prepared for the traditional media. However, at the moment we don't have such an attempt as an enterprise.” (L)*

*“While link sharing, sometimes I only transmit news title. Or I try to tell the news in shortest and the most efficient way.” (M)*

*“I can tell that my messages on Twitter are mostly in announcement form. That's, I give the news title, the spot and the link. If I follow a conference, I can submit what's spoken at the conference as consecutive quotes. I also share links of the documentaries I like.” (X1)*

As seen, as much as Twitter is joint with news obtaining methods of journalists, also is joint with news spreading methods with different strategies. And all the journalists determine their own styles in this platform. As understood under this title, Twitter makes it necessary for the journalists to shape news diffusing



strategies for spreading their news in the shortest and accurate way in the 140 character limited area. This case comes to be an innovation which Twitter brought. From this point, if we consider the distance we took since our research's first question and remember our evidences related to Twitter usage practices of journalists:

Journalists have been using Twitter since 2007 when Twitter gained popularity. Its densitive usage starts with expression of Twitter as a simultaneous news medium. Journalists prefer gliding off time and space with using Twitter by smartphones mostly. According to journalists who are on Twitter at almost every hour of the day, Twitter is a platform where their professional and personal lives interpose.

However, again, they use it for news diffusing and obtaining. Journalists who use the information they obtained from Twitter, also for news they prepare for media enterprises which they work for, develop different strategies for news diffusing in 140 character long area of Twitter. And, while these happen, according to journalists, does Twitter alter journalism profession? We'll evaluate the answer of this last question under next title.

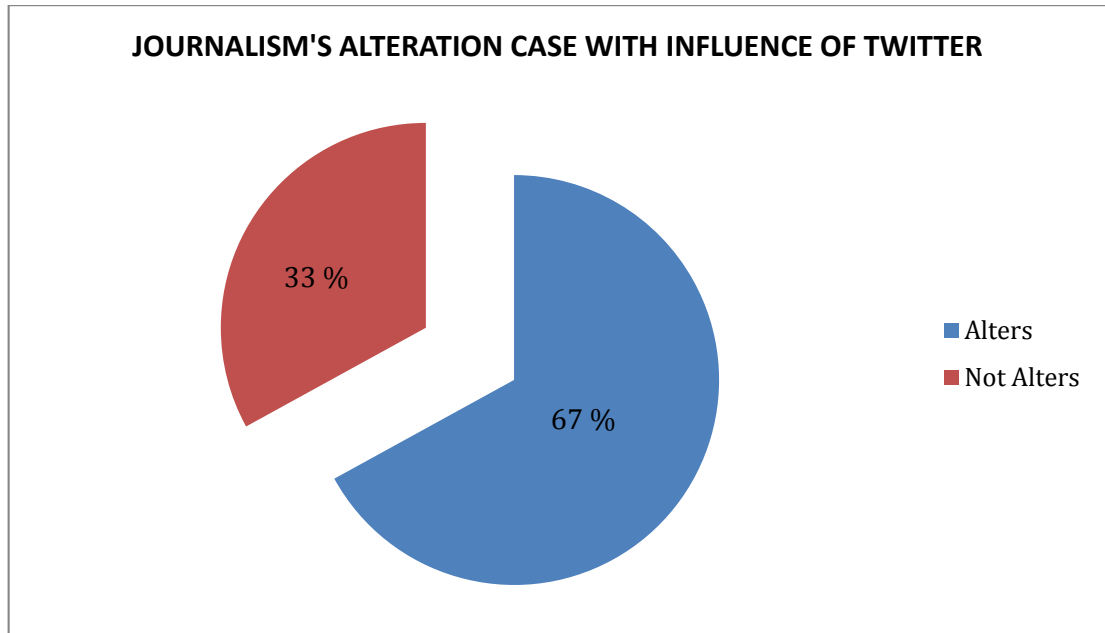
### **3.2.9. Case for Twitter Alters or Doesn't Alter Journalism Profession**

With digital media and also with Twitter 24-hour cycle of the news is broken. News transmission is provided within seconds and timeless. Everyone can reach the news at the minute that it happens. Readers also can get involved in the news by their comments or breaking news. Even though according to Clay Shirky "now everyone is a media outlet". He even contends that in the current process of mass amateurization, the profession of journalism is disappearing.<sup>121</sup>

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<sup>121</sup> POELL, Thomas and BORRA, Erik, "Twitter, You Tube, and Flickr as Platforms of Alternative Journalism: The Social Media Account of the 2010 Toronto G20 Protests, *Journalism*", 2012, p: 695, <http://jou.sagepub.com/content/13/6/695>, (Online).

In this meaning according to the Turkish journalists, the profession of journalism is not disappearing but changing with the influence of social media sites like Twitter (See Graphic 3.8).



Graphic 3.8 Journalism's Alteration Case with Influence of Twitter

Despite the possibilities, absence of objectivity and the disinformation, even sometimes collective intelligence which exists in social media converts into collective stupidity, most of Turkish journalists believe that Twitter and the social media is useful for journalism and causes some changes in the profession like:

1. Obtaining the information from various sources
2. Timeless and spaceless news transmission
3. Reciprocal relationship between journalists and their readers/audience
4. Getting out of the range of chosen actuality of news enterprises, customizing the news and being visible as a journalist by also customizing Twitter sphere

In this remark, Turkish journalists starting to comment on these changes in these ways:

*“We had asked that, ‘Is it the end for ink scented pages?’ when internet journalism gained common feature. However, now, at least journalism occupation is alive, of course with some changes brought by social media.*

*For example with Twitter a new concept is added to our occupation citizen journalism. Now everyone can become a journalist. They can share an event that they witnessed easily, by their smartphones they own. That's, they do the work which we do in a more local environment. In fact we shouldn't forget that more local events can trigger developments that can be placed at the center of Turkey actuality.*

*As another change Twitter widens sources, spheres, spaces in occupational terms, at the same time, it saves time. People can be informed about news in seconds. However, it makes the confirmation of the information in an environment where there's uncontrolled information sharing. That's, every information obtained from Twitter can not be true.*

*Manipulative news can be naturally tried to be spread. That's the point where the difference between institutional newspaper and social media. That's all right that occupation is subject to new technological developments, but institutional media continues its existence as true news source.” (C)*

According to another journalist, changes brought by Twitter in journalism occupation, demonstrate themselves by fast access feature and journalist/reader interaction.

*“Instant and bilateral interaction with the reader by providence of Twitter, brings together the enrichment of information content. Twitter is also an ideal source for getting informed about the real problems and synchronized pulsing of the public opinion. It changes and transforms journalism practices, by feature of accessing information in seconds. I believe our occupation will improve and change more by means of developing technology.” (L)*

Here we can open a parenthesis and add to the journalist reader interaction case a new reality in terms of transformation of journalism practices: due to our observation results on Twitter, journalists notifies that when he/she is making a reportage, waits query suggestions from the followers. By this, followers survive from passive position and can determine the path of the reportage which he/she will read the day after.

After adding our observation result to the case of alteration depending on journalist reader interaction, for other journalists Twitter alters journalism by getting out of the range of chosen actuality of news enterprises and by the feature of customizing the news and customizing the Twitter sphere. Journalists explain the situation in this way:

*“I can call Twitter a ‘micro newspaper’, a customized newspaper. I can share my own actuality with the news that I created on my own. And it's one of the innovations that Twitter brought. At the media institution its upside down we have to pay attention for if the news reflects the idea of the enterprise, before criterion such as the quality or the importance of the news.” (O1)*

*“Twitter, especially gives room to the journalists, working on the field; to publish news without additions or omissions of an editor. By some aspect, it “civillizes” journalists and the news.” (T)*

*“I've been a journalist for 16 years. Many of my news has been head titled in this process, sometimes I've formed actuality, however, we the journalists saw and knew this with our own environment. But the technological infrastructure we use today also opened the gates for expressing myself.*

*For a while, I've been telling daily developments on a radio program. Televisions negotiate with me for live casts. This process developed with that I started using Twitter. In other words, I've been noticed. Twitter, provided me with surpassing over my news published at newspaper, by my comments and views. At this point, I've started being known by different institutions in professional meaning.” (U1)*

At this point if we give a place to our observation results we can see that Twitter survives journalists from being only a sign/face in the media enterprise they work, emphasizing them with their personalities.

With Twitter usage, journalists go far beyond being a professional who do his/her job well. Tweets they send almost 24 hours, while spreading actual news and their views upon news to world, on the other hand, they share what's in their special lives. Twitter humanizes journalists in the eyes of readers/audience who follow them.

For example, all journalists start the day with writing good morning messages. And end the night certainly with a good night wish.



**Sefa Özkaya** @sefaozkayasefa

Üsküdar'da sabah oldu kuş sesleri günaydın kalkın diyor güzel ama  
June 13, 2012

@sefaozkayasefa: “Morning has rosen at Üsküdar, bird voices tell good morning, beatiful.”

Journalists, who notifies about the court that's being watched during mission instantly, while transmitting a protest that occurs during Prime Minister's travel, suddenly he/she can shoot the meal at the lunch and can share day's menu with followers.

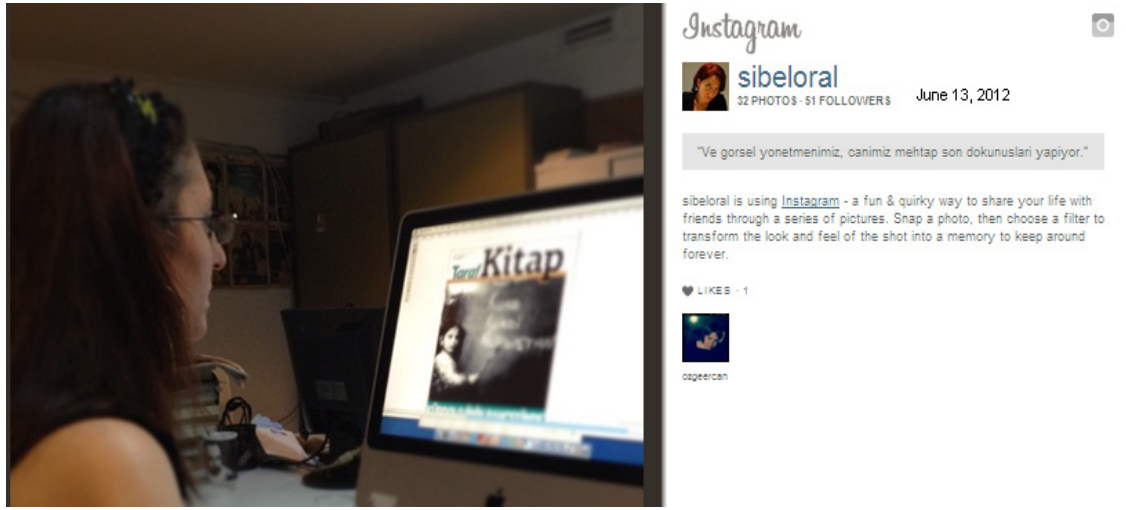


@ALUSESRS: “Day’s menu ☺”

By the help of Twitter followers can learn about the books journalists read, music they listened to, and the films they watched, briefly, can have an overview of journalist’s personal likes. And moreover, can become partner of a professional person’s working environment or family life with the photographs’ sent over Twitter.



@ALUSESRA: “Absolutely we make news.”



@Sibeloral: “And our visual director, our heart Mehtap makes the last touches.”



@ALUSESRA: “The game that started funny, shall end with crying like always:!!”

As seen in our research results most of the journalists emphasize that ‘Twitter causes some changes’ at journalism profession. They explain the change firstly by citizen journalism and its help of access of journalists to local news quicker.

But as seen in our observation findings there are other changes as we indicated even the journalist could not notice before. Like humanization of the journalists in the eyes of readers or audience.

By not noticing the humanization process on the perception of the journalist concept; journalists mainly attract attention to interaction between journalist and reader/audience as a change. Then they emphasize Twitter as an intimate media tool which slide out the journalist through the chosen actuality of newspapers and televisions. On Twitter they are publishing the news that they chose, while having the chance for adding comments and sharing their point of views. Also they have the chance to be more visible.

In this way, Twitter gives room to journalists for distilling and continuing their existence in a more local, even personal way. Problems such as being subjected to disinformation probability and diminishing of objectivity, while news is spreading not to masses but from many people, to many people comes out as a reason for journalists answering the question "according to you, does Twitter change the direction and the meaning of the journalism?" with "not changing."

When departing for this research, we had aimed to light Twitter usage practices of journalists and along with these usage practices, also some changes that could occur in the journalism profession. As seen, the data that we obtained didn't cause us to recede from this aim and provided us to see some changes. We'll evaluate all these evidences that we obtained at the conclusion part of our research.



## CONCLUSION

In this study at first sight we tried to understand Turkish journalists Twitter usage practices. The fundamental problematic was does journalists Twitter usage practices get joint with journalism and alters it? We can identify the aim of this study to clarify the mechanisms of Twitter usage practices of the journalists and the possible changes that we can witness in the journalistic activity with the usage practices. Our hypothesis is: In the contemporary era Twitter became a real-time, networked digital technology that offers diverse means to collect communicate, share and display news and information. In this meaning, Twitter usage practices of the journalists can't be apart from this approach and the profession that journalists practiced must be joint-with Twitter usage and this usage causes some changes in the journalistic activity.”

For realizing this study, we decided to make a cyberanthropologic field research with the e-mail interview and observation unobtrusive (lurking) techniques. We made online interviews semi-directives via e-mail, with 50 Turkish journalists who use Twitter effectively and observed their Twitter accounts, through a Twitter account which belongs to the researcher.

During interviews we followed eight titles totally. While first four titles aim to bring out whys and hows of Twitter usage, last four titles were arranged to lighten probable changes in the journalism activity which can be caused by Twitter usage practices of the journalists. The observation aimed to clarify the profile summaries of the journalists, qualification of the tweets whether professional or personal and the probable changes in the journalism with the influence of Twitter.

According to the findings that we obtained; journalists who are in our sample using Twitter since 2007, with their own names and photos which describe the basic characteristics of the network which is “human based and individual.”<sup>122</sup> In the same time it allows formation of self-identities as David Hakken outlines as key issues for making ethnography on the cyberspace.<sup>123</sup> However more common usage started in 2010 when Twitter gain popularity in the world wide as a news medium. And Twitter continues to be discovered by journalists.

When profiles of journalists are examined, tweets that are sent by the journalists since the date they signed in Twitter counts as more than 1000 which also corresponds quantities like 40,000 tweets.

This intensive use also shapes number of followers of journalists, because journalists who use Twitter intensively reaches a follower number like more than 1000 followers which can be expressed with up to tens of thousands. It can include journalists with micro, close social relations (e.g. with intimates and friends), mezzo, intermediate social relations (e.g. community, regional, and civil relations) and macro-social relations (e.g. national, transnational).<sup>124</sup>

Contrary to number of followers of journalists, the number of people followed by journalists is not much higher than 500 people. With this act we can say that journalists are selective when creating a following list. It can be explained by the aim for preventing disinformation that can exist on the collective space of the Twitter which contains all kind of data.

As an impressing point according to our findings, even journalists in our research work at different media enterprises, it was detected that most of them followed each other via Twitter and formed a network among each other. This point correspond the nature of Twitter and also social media by “polarization of the interest groups.”

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<sup>122</sup> WELLEMAN, Barry, *op. cit.*, p:15.

<sup>123</sup> BUDKA, *op. cit.*, p: 4-5.

<sup>124</sup> The key issues that formed by David Hakken (1999) in his book “Cyborgs@Cyberspace”, for understanding cultural construction of the cyberspace as a new social arena.

Moreover it also verifies Arturo Escobar's approach; "Through the internet people are forming networks and communities with their own code of conduct and language."<sup>125</sup>

In our study we were also curious about the device that accompanied journalists' Twitter usage. Because of their sensitive tweet rates we thought that the device that journalists use must provide time and space liberation. Here we found that journalists were using Twitter with smartphones and also with computers that depend on whether they are on the move or they are in the office. But when the categories; only with computer to usage only with smartphone, are compared; the percentage of the smartphones was much higher.

By departing from this point we tented to learn journalists, log-in time duration on a day. With this question we also closed to learn why journalists prefer using Twitter more commonly accompanied by smartphones. Depending our survey results, the percentage of the journalists who always signed in Twitter is 36%, which is very large when compared with other categories. With this large category we saw that the usage of the Twitter is especially accompanied by; smartphones; which erases time frame perception which suits on Manuel Castells argument: "Mobile or settled, Internet is a digital media that enable carrying both personal and mass communication beyond time and space". As Castells mentions network society's rise has altered human's perceivment way of time and space; and lets the users to create their time. Suits on the theory of Scannell who explains the definition of the time on digital media with these words: "On digital media time is defined as 'natural time... abstract time... or experiential (phenomenological) time', with the later conceived as 'my time': time as experienced by me-or-anyone, my own here-and now, my situated being-in-the-world, me as a real someone someplace sometime now."<sup>126</sup>

So, with smartphone usage, journalists can sign in continuously on Twitter and send tweets or they can read the newest tweets by the day in the time piece that they want, whatever its day or night without depending on internationally time frames moreover by creating their own times.

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<sup>125</sup> BUDKA, *op. cit.*, p: 3-4.

<sup>126</sup> *Ibid.*, p: 12.

Before passing through the next four titles that examine, the journalists' Twitter usage practices get joint with the journalism and this intersection alters journalism profession; we asked to the journalists that is Twitter a professional or a personal platform for you?

For lighting this question we also benefit from observation results beside interview results. First we detected journalist profiles that they created for expressing themselves on their Twitter accounts. As categories we chose the profiles that contain the word "journalist"(77%); the profiles that contain more personal expressions without containing the word "journalist" (13%) and the profiles without profile writing (10%).

As understood from analysis results, large percentage of journalists on Twitter identify themselves as journalists. If we remained with this first result, it could have been concluded that Twitter was solely conceived as a professional platform. However, survey results conclude that journalists see Twitter both professional and personal platform with 40%.

Then, for understanding this complex system of Twitter better, we tried to categorize the tweets that were sent by the journalists as professional and personal. And we found that journalists' tweets can be categorized as personal more than professional with 53% between the dates that we chose for observation.

During this examination we also found some different tweet styles that were created by journalists. For example in the category of professional tweets we can indicate following styles;

- Transmission of actual news with report language via Twitter
- Transmission of the news with a familiar language
- Link share of news broadcasted at internet site of newspaper or television enterprise
- Retweeting the tweet of a politician, an artist, an academician, journalist or column writer
- Transmission of events witnessed, which carry news feature, instantly, sometimes by adding photographs

- Introducing news before being published on newspaper and TV
- Chat with colleges on professional content via Twitter

In the category of personal tweets;

- Tweets that involve personal views, likes or critics on daily life
- Status or localization notification
- Chat with friends/colleagues over Twitter
- Video-music, cartoon or photograph shares that contain personal tastes or situations

The fusion on the professional and personal life that was created on Twitter directed us to identify Twitter as a platform which reflects the users life with all aspects not separating professional from personal.

And we continued to find the reasons that prompted journalists to use Twitter. According to the findings Twitter works for journalists because, it allows fast information/news transmission (34%), it's an open information source (16%), it's interactive (6%), it allows following breaking news (32%), it allows following politicians, artists and celebrity persons who are on Twitter (6%), it helps benefiting from democratic environment of the social media (6%).

By considering these findings, we clarified main aim that forced journalist to use Twitter as professional needs. And Twitter, being identified as a real-time, networked digital technology that offers diverse means to collect communicate, share and display news and information.

Hence, having found the usage reasons of journalists as professional rather than personal, as a next step, we wanted to learn that journalists benefiting condition from the newsworthy tweets while writing news for the media institution that they work for. Tweets include by those of international/national broadcasting publishing enterprises, journalists, politicians, artists' even ordinary people. To this question most of the journalists said 'yes' with 76% without hesitation in spite of the disinformation that can exist under the collective roof of Twitter.

Besides all, we were also curious about the strategies which journalists develop while they write news in the 140-character area of the Twitter, by considering journalists as active tweet senders. In this context, journalists explained the strategies that they use on Twitter (except writing news in report jargon) in three ways:

1. Writing news within a familiar jargon, like talking with friends
2. Only giving the title of news which will diffuse on TV or newspaper
3. Sharing the link of the news with an explaining line

If we remember we also reached to these three styles and more while we were qualifying journalists' tweets as professional and personal with lurking method.

Finally we focused on the alteration case of the journalism profession. According to the Turkish journalists, who are in our sample the profession of journalism is changing with the influence of social media sites like Twitter. Our alteration case corresponds this as alters 67% and not alters 33%. And the journalists indicated the alteration in four different ways:

1. Obtaining the information from various sources
2. Timeless and spaceless news transmission
3. Reciprocal relationship between journalists and their readers or audience
4. Getting out of the range of chosen actuality of news enterprises, customizing the news and being visible as a journalist by also customizing Twitter sphere

According to the our observation findings on this topic, between the four changes that were indicated by journalists the last one was more visible and more powerful as a procedure for explaining the sense of the change on the journalism profession that we aimed to find at the end of this research.

In a platform which renovates itself within maximum one second, it also survives journalists from being only a signature or a face in the media enterprise they work, emphasizing them with their personalities. With Twitter usage, journalists go far beyond being a professional who do his/her job well. Tweets that they send almost 24 hours, while spreading actual news and their views upon news to world, on the other hand, share what's in their private lives. So Twitter humanizes journalists in the eyes of their readers or audience who follow them on Twitter.

Due to our findings, via Twitter followers can learn about the books journalists read, music they listened to, and the films they watched, briefly, can have an overview of journalist's personal likes. And moreover, can become partner of a professional person's working environment or family life with the photographs' sent over Twitter.

The journalists, who notify about the court that's being watched during mission instantly, while transmitting a protest that occurs during Prime Minister's travel, suddenly he/she can shoot the meal at the lunch and can share day's menu with followers. Twitter gives room to journalists for distilling and continuing their professional existence in a more local, even personal way.

At the end of this research by considering journalists Twitter usage practices causes some changes in the journalism profession, but we can not talk about fundamental structural changes in the journalism. These changes, being apparent and noticeable on the image of the journalist.

Journalists who develop an intra-network inside the communities that are formed by followers who are expressed by 10,000s, use this space with no doubt as a reformation point of their personal and professional lives.

Journalists who develop many communication strategies, by getting out of the borders of the chosen agenda of the news enterprise that they work, create their own agenda in the 140 characters limited space of Twitter; sharing news and their opinions related to agenda or reaching new information via people who follows them, create a new interaction space.

Just like their professional lives being carried to this platform, journalists, who also transfer their personal lives, get humanized in the eyes of their readers or

audience, who follows them on Twitter by not splitting these two life space. And cyberspace provides us to enlighten the phenomenon of rehumanization or the possible new way of being human” on the digital media as David Hakken indicates.<sup>127</sup> Departing from just being a researcher person who gives information, on appropriate time, he/she becomes a “fellow”, who, with great purity, shares problems, anxieties, happiness, witnessing, lunch he/she ate, book he/she read, visual material of an add pane he/she saw on the road or the sorrow after a lovely colleague’s death.

In fact in 2006 Jack Dorsey created Twitter only to let friends and family know what he was doing and clarify wherever he or they might be.<sup>128</sup> But today we can witness that it effects lives of its users at all aspects; the journalists with different usage practices which verifies Gabriella Coleman’s approach:

*“Whenever and wherever individuals and groups deploy and communicate with digital media, there will be circulations, reimaginings, magnifications, deletions, translations, revisionings, and remakings of a range of cultural representations, experiences, and identities, but the precise ways that these dynamics unfold can never be fully anticipated in advance”.*<sup>129</sup>

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<sup>127</sup> Ibid.

<sup>128</sup> MIT Technology Review, received from <http://www2.technologyreview.com/tr35/profile.aspx?TRID=700> in 03.01.2013.

<sup>129</sup> COLEMAN, Gabriella, E., “*Ethnographic Approaches to Digital Media*”, Annual Review Anthropology, 2010, p: 487.



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