

Social Media and Political Participation

Ziya Kıvanç KIRAC¹  0000-0002-8728-2834

Firat University, Vocational School of Social Sciences, kkirac@firat.edu.tr

Article Type: Original Research Article

Vol 2 (Issue 1) 2020: 37-45

Doi:

Received: 17.04.2020

Revised: 16.05.2020

Accepted: 20.05.2020

Abstract

Today, it is seen that people have the opportunity to access and use political information more quickly through the information age and possibilities of new media. Advances in New communication technologies have led to the emergence of the concept of social media, along with the concepts of new media and Web 2.0. This has set the stage for the production of interactive, two-way communication content by users on social media networks. Studies on this subject focus on the innovations, benefits and harms of new media platforms and technologies in terms of politics and political participation. Social media is a crucial factor in participatory democracies, making it easier for citizens to participate in politics. The effectiveness of social media tools in directing the public has been tested in the public uprisings against the Middle Eastern regimes such as the Arab Spring. The aim of this study is to explain the changes, innovations and opportunities created by social media as a method and scope in "Political Participation", which is one of the most fundamental subjects of political science.

Keywords: Social Media, Political Participation, Public Opinion

1. Politics and Participation

The main part of politics is shaped by our ideas, values and assumptions about how society should be organized, and our fears and hopes for the government. The beliefs, symbols and values we have about the society we live in are vital for legitimacy and political stability. The assumption that beliefs and values are a part of political culture has gained weight since the 1950s. Political culture; It is the "orientation structure" of political objects in the context of beliefs, symbols and values such as parties, government, constitution. It points to a different concept from the public in that it is the result of values that have been set for a very long time from the reaction to certain policies and problems (Heywood, 2007: 289-290). Political socialization is the name given to the process of learning the culture of the society. During the socialization process, children often learn life-long patterns. It is adapted to behaviors such as swearing loyalty to the flag, singing national anthems, and obeying authority. Family is the leading factor in socialization. It is the fact that parents who affect political behavior the most affect the psychological structure of the individual for decades. More purposeful socialization occurs at school. It was observed that participation and interest increased as the level of education increased. It is an element that affects political values in friends and close environment. It is a very effective tool recently in terms of socialization in mass media. However, there are claims that this effect is negative. If the state itself can finally provide rising living standards, it is a means of socialization. Government activities are also used as a tool to build loyalty (Roskin etc., 2013:156-159).

Political Participation, on the other hand, is a concept that determines the status, attitudes and behaviors of the community members in the face of the political culture they live in. It would be incomplete and incorrect to consider it just to vote. Because participation behavior covers a wide range of activities, ranging from simple curiosity to intense action. According to Robert Dahl, the dimensions of political participation explain "interest", "caring", "knowledge" and "action" (Kapani, 2017:144). It does not have the same importance and degree for all individuals, nor does it lead to the same kind of actions and behaviors. Although the most well-known participation behavior seems to be voting, a number of action types such as election activities, lobbying, organizational efforts, private contacts, and violent actions can also be covered in this context. Considering that there are certain tendencies and attitudes behind each action, it is normal to have certain political attitudes and tendencies behind the political participation behavior (Dursun, 2008:236).

¹ Corresponding Author: kkirac@firat.edu.tr



Individuals may have a certain knowledge of the functioning of the political system. This information can undoubtedly complement individual compliance with the system as a whole. On the other hand, the individual can reject the system under the influence of his family or friends. It may not suit emotionally the imposed things. Or the individual may subject the system to a moral evaluation. For example, the individual's democratic norms may lead to the conclusion that the system does not respond adequately to political demands. These three dimensions of cognitive, emotional and judgmental have an interconnectedness (Sarıbay, 2008:82). However, considering that individuals do not show the same degree of interest in politics, it should be kept in mind that there are variables that lead to these different perspectives. For example, one of the psychological factors affecting political participation appears as a "sense of activity". It was seen that political participation decreased or increased when the "sense of activity", which emphasizes whether the person believes that he can influence his own actions and thoughts and the flow of events, is weak or strong (Kapani, 2017:146). The sense of political activity is also related to political culture. Local culture is a system in which the individual does not have an expectation from the political system in which he is interested in events that develop within a narrow environment, and therefore different political types are not observed. In national culture, individuals show a passive level of participation as they do not think that they will be effective on the system. In participatory culture models, individuals are in intensive contact with both input and output of politics. In this case, local culture can provide a harmonious environment in traditional systems, nationalist culture in authoritarian systems and participatory culture in democratic systems (Almond ve Powell, 1993:17-23). Although it is seen that political participation is much higher in democracies than in other systems, it can also be said that it depends on emotions rather than rational choices. Because a significant part of society does not have ingrained convictions. They're ambivalent about a lot of things, and they don't even know what's going on. Considering all this, the effect of mass media on changing old opinions and instilling new opinions is revealed (Kapani, 2017:165-166).

2. Media and Participation

As a result of destructive wars in the last century, the need of ideologies to reach the highest audience in the fastest way has prompted them to produce messages that stimulate emotional reactions and spread them through media technologies. The development of mass media has enabled political communication to gain importance and political parties to reach larger masses after World War II. With its broadest content, political communication covers the entire area of interaction for political purposes, from propaganda to gossip, from bottom-to-top relationships to public relations, from open news to news sessions, from brainwashing to political advertising (Çankaya, 2015:13). In the tense environment of the 1930s, which approached the Second World War, the importance given by the states to radio and radio broadcasting as a mass media has increased. There has been a significant increase in radio stations broadcasting to the public in both the European countries and the United States. In the same period, the interest of the public and the public institutions in the news increases and the radio has a superiority over the newspapers for the first time. Britain's well-known radio station BBC news bulletins were limited by time and content by newspapers and news agencies. Before the war, restrictions on the BBC are removed with the support of the UK Ministry of Information; Thus, news bulletins have become more widespread (Yüksel, 2007: 2010). Radio broadcasting, which first started in the USA in 1921, was used at the end of the First World War during the Presidential elections in the United States. The radio, which has a very important function as a propaganda tool, also played an important role in the Nazis coming to power in Germany during the Second World War. Germany used the radio as an effective propaganda tool to persuade the masses (Tokgöz, 2014:37). In 1932, for example, Roosevelt, who ran his election campaign via radio, was elected president with 57% of the vote. 42 of the 48 states favored Roosevelt (Topuz, 1991:133).

The fact that radio and television, which started broadcasting after the newspaper, was installed in the middle of our homes and increasing its effectiveness, has become the most important leisure time activity of modern societies. The fact that television broadcasts are free and accessible and creates a false sense of participation has made it a producer and distributor of the popular element of popular culture. Since the 50s, television has become a mass media. The number of buyers, which was three million in the USA in 1950, reached 57 million in 1961. In the same years, 11 million TV channels have been watched in Great Britain, 4.6 million in Germany and 1.9 million in France (Frederic and Lavenir, 2001:264-270). It is known that the performance of presidential candidates in the television discussion programs in United States, which is the most watched country in the world, affects the outcome of the presidential elections. For example, in the 1952 presidential election, it has been suggested that Eisenhower's televised election speech determined the outcome (Aziz, 2007:113-114). As in United States, political communication has become effective with the spread of television in France. Television in France entered political life with the 1960s. But it was in 1974 that politicians met in a television debate. This first period of television consisted mostly of De Gaulle using it unilaterally in the creation of public opinion (Çankaya, 2015:154-155). Although the election campaigns in Turkey are limited, these campaigns cannot be considered



as effective works, although they have been carried out from the single party period to the present day. It can be said that a serious political communication campaign was carried out for the first time in the general elections held in 1950. The Democratic Party, which was founded in 1946, ran for a second election in 1950 and ran an extensive and intense campaign against its rival, the Republican People's party. Radio was used as an effective means of Mass Communication under the conditions of that period. In addition to current developments and news via radio, time and space are devoted to opposition and ruling party news and propaganda speeches. In 1950 elections, which were considered the turning point of political life in our country, flyers and posters hung on the walls were used by the opposition parties except for the radio. With the amendments made in the Political Parties Law for the purpose of propaganda in the elections of 1950, it was given the right to make radio election speeches for the first time in radio broadcasts, including the opposition parties. Because of the ban imposed, the opposition parties could not use the radio, which was the only electronic means of mass communication, in the elections held after 1957. Therefore, the election campaigns of the opposition parties have been limited to rallies, posters and the support of pro-party newspapers. (Aziz, 2007:136-138). Television and other facilities began to be widely used in the 1970s.

As a result it can be said that, in this period, mass media has become: not only a propaganda tool of totalitarian systems, but also an important element of political competition in democratic systems. The increasing importance of mass media has created the newest dimension of the relationship between technological developments and politics. In order to reach the audience in the shortest way and to deliver effective messages, mass media has become an attractive channel. The power of mass communication to manipulate large audiences has received critical acclaim over time. Marxist theory has suggested that Mass Communication in capitalist societies is not just a "communication" technique. In particular, the Frankfurt School has treated mass media as cultural and ideological stories. According to them, the media is actually spreading the ideology of the ruling class to the society by imposing certain meanings on the events it deals with.

3. Social Media

With the transformation in the field of communication and informatics, the transition from traditional media to new media has accelerated; analog systems have been replaced by digital systems. The new media, called information and communication technologies or information technologies, began to take shape, especially after the developments in the field of computer and computing after the 1970s were adapted to the field of communication (Törenli, 2005:88).

Social media are computer-mediated tools that allow people to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks. Social media are different from traditional or industrial media in many ways, including quality, reach, frequency, usability, immediacy, and permanence. Social media operates in a dialogic transmission system, (many sources to many receivers). This is in contrast to traditional media that operates under a mono-logic transmission model (one source to many receivers). Social media describes websites that allow users to share content, media, etc. (Udoka, 2015:135-136). In this sense; It is a type of media that communicates with computer, television and mobile phones over the internet network. In this communication, individuals instantly share messages / messages simultaneously. These social networks, which are supported by Internet Web software, can bring together people from similar and different classes on their platforms. These networks, which were originally established as an innocent dating site, later on; has taken the process of influencing individuals and societies organized or unorganized. In these networks known as social media, a large number of information accesses of all kinds can be accessed and users can communicate on social media. These networks, which can be partially audited and managed in terms of security and ethics, have brought along multi-directional interaction recently. Social media has become a well-organized public communication tool, on the one hand, where industrial products are marketed (Alav, 2014:3).

Social media shows itself as one of the most ideal channels for communication in terms of its features such as being continuously updated, being open to multiple use and enabling virtual sharing. People can write their daily thoughts on social media, discuss these thoughts and come up with new ideas. They can also share various photos and videos, search for jobs, and also live the real world in a virtual environment without getting bored. (Bat and Vural, 2010:349).

Social media tools find themselves in a wide perspective. These;

- Social networks such as Facebook, MySpace, LinkedIn, Friendster, Hi5, Friendfeed, Formspringa, Xing,
- Sites like news networks such as Twitter
- Video sharing networks such as Youtube, Dailymotion, Google Videos, Yahoo Video
- Photo sharing networks such as 1x, Flickr, Deviantart, photosig, Fotocommunity, Photo, Photodom,
- Wiki style information sharing networks such as Wikipedia, Intelipedia,



- Company blogs, blogs such as Cnet, TheHuffington Post, BoingBoing, Techcrunch.

It should be said that internet-based social media has different functions than traditional media. Some important differences can be listed as follows.

- Anyone else who produces content in traditional media is the users who consume it. They are users who both produce and consume content on social media.
- While there is a bi-directional, simultaneous and interactive communication in social media, there are no such features in print publications such as newspapers and magazines in traditional media.
- Social media is fast and provides instant access to the masses. There is quite a big difference in speed with regards to the delivery of news and the formation of perception.
- Social media provides a wider audience than traditional media.
- Social media is a freer platform because censorship and filtering are out of the question. (Özutku and etc., 2014:83-84).

Unlike mainstream media, individual-centered social networks transmit messages to wider audiences much faster and provide a boost because the message once delivered can be repeated many times over. Unlike the mainstream media, the internet and social networks, and individuals and provides an interactive dialog to make other people share their ideas heard, debate, democratization information briefly to other like-minded people and break the spiral of silence and braver to pursue to be aware of rights preparing the ground (Türk, 2013:6). In this sense, the impact of social media on the transmission of political ideas to large audiences and its success in mobilizing large audiences are important. One of the main advantages of social media compared to traditional propaganda tools is that this method is either free or very low cost compared to traditional propaganda tools. Therefore, this new method removes politics from the monopoly of a limited number of elites, making it an area for anyone who thinks about socio-political problems and thinks about influencing the political system to deal with. Because it is a very costly event to carry out an election program that will be extended to the country, especially in general elections. Both rallies and leaflets that are meant to be delivered to the people are very difficult for an ordinary citizen to handle by his own means. Despite all these costs, reaching the electorate remains a major challenge for all parties (Köseoğlu and Al, 2013:116). Social media has become coordinated tools within almost all the world's political movements. The use of social media in political marketing has evolved severely over the past decade. Platforms such as Facebook, YouTube and Twitter have clearly enhanced the power of social media in terms of delivering campaigns and candidates to voters (Okan and etc., 2014:135). Of course, the growing impact of social media is related to the increasing rate of use.

Two-way communication has a big role in engaging social media. When preparing a message on a topic on social media, it is important that the alternatives of the message are prepared and given to the recipient, not a coding technique that serves their own ideology, opinion or benefit. Thus, the receiver receive different messages from the same channel on the same topic directed at the reaction that react to individual responses rather than thought out because it will be the speed of the process of social media communication, democratic structure, an open-source contact being open, the reaction is positive or negative message or an instant message that can be received as soon as Grant makes a powerful and attractive features such as social media. On social media the individual is both inside and outside of social media. Social media also carries with it dangers. Many dangerous criminal organizations and products that can make harmful habits masquerading as innocent images (marketing) can make social media dangerous (Alav, 2014:5). It is very important for political advertising to facilitate access to the internet and to increase the number of internet users from year to year. Now more than half of the world's population is actively using the Internet

Table 1: Usage USers and Populations

Internet Usage	Internet Users	World Population %
November 2000	361,000,000	5,8
September 2010	1,971,000,000	28,8
December 2019	4,574,150,134	58,7

(<https://www.internetworldstats.com/stats.htm>)



Considering the features of the new media, the main reasons why political parties and leaders especially started to use Web 2.0, which enables the sharing and dissemination of content that is interactive and user-derived, can be listed as follows:

- • Promoting themselves and their discourses of political parties and leaders,
- • To inform voters about party activities with regular information flow,
- • Organizing voters' opinions on certain issues by gathering them together,
- • To raise financial support for the party to the extent permitted by political regulations,
- • Supporting and monitoring the activities of the political party and / or leader in offline environments. (Çetin ve Elmasoğlu, 2014: 224).

4. Social Media and Politics

In the intervening two decades, nearly sixty percent of the world has access to and use the internet. According to the “wearesocial.com” datas; worldwide, there are 3.80 billion social media users in January 2020, and that number has risen more than 9 percent (321 million new users) since last year. More than 5.19 billion people worldwide use mobile phones, and the number of users increased by 124 million (2.4 per cent) last year. An internet user spends 6 hours and 43 minutes online every day on average. Despite several challenges over the past few years, Facebook is still the most popular site socially. Trends in user numbers reported in the company's earnings announcements indicate that the platform should already have passed the historic 2.5 billion monthly active users (Mau) mark, with user numbers continuing to grow steadily in most countries through 2019.

Therefore, the new medium where politics is carried is social media. USA is the first country where internet based political communication applications, which we can call online politics' or 'political chat', are implemented. The magical world of social networks discovered by politicians since the 2000s, especially with the transition to Web 2.0 technology, reached its climax with the 2008 US Presidential elections and constituted a “milestone” in this field. In the preselections of the USA in 2008, the first black American presidential candidate Barack Obama from the Democratic Party witnessed the struggle of the first female Presidential candidate Hilary Clinton (Genel, 2012:24-25). Social media provides voters with the opportunity to question, ask accounts, determine content and respond to every word of the politician. Youtube's Worldview channel also creates an interactive environment between high-level politicians and voters, such as President Abdullah Gül, US President Barack Obama, EU Commission President Jose Manuel Barroso, and Israeli Prime Minister Benjamin Netanyahu, and the most voted questions from other users. He asks a guest politician through a journalist and offers the opportunity to obtain information (Türk, 2013:57).

Using the right to protest, one of the democratic rights of the people, has also emerged as a functional tool in social networks. The agenda set by the mainstream media and the created silence spiral is broken by people who exchange information and have awareness through social networks. In addition, new media technologies provide people with an easily organized environment. In addition, it is seen that social movements or actions are not announced by the mainstream media or partially published after the government made a statement. Social networks play an important role in the announcement and dissemination of events and provide an appropriate environment for people to organize and seek rights. The explosive effect of social media lies mostly in the emergence of the opposition style, which leads to the questioning of protest and dominant forms of power. For example, with the motto of “We Open Governements” of Wikileaks, the US bureaucrats' correspondence with each other and the secret policies of multiple states, especially the USA, with the world public led to a situation defined as the “September 11” of diplomacy. Correspondence among these documents, especially concerning the Middle East, has led to the consolidation of the hatred and hatred feelings of the peoples of the region that already exist against their own presidents. This situation was the factor that led to the transformation of emotions into actual actions in the stalemate created by oppression and contempt (Sargöl, 2015:205-206).

An important example of the power of social media to influence the masses is the social media event known as one of the biggest public movements in the 21st century and called the "Arab Spring". The movement that started with the burning of Muhammed Buzazi, a university graduate from Tunisia on 17 December 2010, The masses, which were organized through social media in a short time, rebelled against the social injustice, unemployment and poverty in the country and took to the streets. On January 16, 2011, Tunisian prime minister Zeynel al-Abidine Ben Ali fled abroad and the people declared victory. The citizens of other countries inspired by this movement have also caused political power to change hands in Libya and Egypt, organized through Facebook and Twitter. The fact that the popular movements organized over social media sites reach and overthrow the oppressive government and dictators show that social media has an important role in politics and popular movements. On the internet network platforms, organizing actions were initiated by



establishing the group "We Are All Khaled Said" in memory of the young man who was killed in Alexandria. 1,123,065 users became members of the Facebook group, 2,004,057 users liked, and 91,656 of these members reported that they would take action (<https://tr-tr.facebook.com/elshaheed.co.uk/>). Studies investigating the impact of social media on the Arab Spring have achieved striking results. For example in a study The average age of the people participating in the organization is 28.5. 75.4% of the users are men and 24.6% are women. 60.3% of the users are college or license, 9.6% of them are master's degree, 14.1% stated that they received secondary or lower education It has. 80% of users have access to social media networks at home found internet, 52% of the internet on mobile phones accessed from the bases. 36% of users participate in the organization operation on the first day. 34% was poured into squares in the following days. 51% of users are Facebook, 12% of users used blogs (Tüfekçi and Wilson, 2012:364-370). The impact of social media on events has also been effective in naming revolutions. The revolution in this country has been called the "Twitter Revolution" since Twitter was used extensively in the uprisings in Tunisia. The revolts in this country were named as "Servebook / Revolution book" because of the Egyptian youth's interest in Facebook (Kışlakçı, 2013:79).

Another action in the center of social media is Gezi Park events. The process started with the establishment of tents in the park on May 27, 2013, with 50 people who wanted to react to the 'Pedestrianization Project' approved by the Municipal Assembly, has been included in the literature as Gezi Park Protests. The politicization phase refers to the two-week period between June 1 and June 15, 2013, when Gezi Park protests reached their peak. The distinctive feature of this phase has been the rapid and comprehensive transformation in terms of both the objectives, the geographical features of the shows and the demographic quality of the audience. The events started by an activist group of about 50 people spread throughout the country since the night of May 31. With this development It has gained the character of an anti-government demonstration, which also includes the objectives of Gezi Park but expresses more general claims and demands (Ete and Taştan, 2013:20-23). The Prime Minister's description of social media as a "nuisance" shows the power of social media, which has a great contribution to the organization of the people in Gezi Park events and the spread of the actions throughout the country. According to a survey by Konda consulting and Research Company, 69% of Taksim Gezi Park activists said they heard the events on social media (Kongar, 2013:33).

Twitter use during action in Turkey tabled by New York University's Laboratory of Social and Political Participation. According to the report released by the university, 2 million tweets about the demonstrations were posted on Friday, May 31, between 16.00 and 00.00. While #resistancezipark is on the labels with 950 thousand tweets, then #occupygezi (170 thousand tweets) and #geziparki (50 thousand tweets) came. Rapporteur on the night of 3 thousand tweets per minute even after half continued to be taken to the disposal specified, 90 percent of disposable tweet was stated that Turkey was sourced. In the report, which was reminded that these figures occurred despite the 3G connection being broken or weak in the places where the shows were organized, it was also stated that the workplaces in the area removed the wireless modem passwords. The report also underlined that this intensity was due to the media's lack of communicating events (Radikal, 04.06.2013). 1.599.977 different messages were analyzed in detail from the messages shared with the #direnceziparki tag on Twitter. 523,126 of these messages were shared on 2 June, the day of the most severe events. 386,275 of these messages were sent with photos, 10,592 of them with video content. It has been determined that 2,620 are Spanish and 318 are Russian. When 465.556 different messages were analyzed in detail from messages shared with the tag #occupygezi; 149,499 of these messages were shared on June 2, the hardest day of events. It was determined that 121.919 of the 466 thousand shared messages, 4.117 of them were sent with video content, 159.712 of them were in English, 16.918 of them were in German, 8.195 of them were in French, 8,547 of them were in Spanish and 412 of them were in Russian. When 154.645 different Twitter messages were analyzed in detail from messages shared with the tag #direnankara; Of these messages, 110,298 of these messages were shared on June 2, the day when the events were the harshest. Shared with 31,425 photos and 1,051 videos posted It was determined that 5,769 of approximately 155 thousand messages were in English, 214 were in German, 91 were in French, 199 were in Spanish and 5 were in Russian. (Banko and Babaoğlu, 2013:17-26).

Facebook, like Twitter, has become an effective network platform in Gezi Park events. For example, 94,198 people liked the "Taksim Gezi Park Association" group page and 2,215 people talked about the group page. The collapse of Gezi Park at night hours on May 28 was first announced on this Facebook group page via social media. 43,521 people liked the group page in June. "Everywhere Taksim Everywhere Resistance" group page was established on June 2, 2013. The group liked 223.966 people and 231 talked about the group page. The group page was liked most in early June. Diren Gezi Park group was established on 31 May 2013. 655,385 people liked its page, 26,177 people talked about the group page. In June, 50,468 people liked the group page (Yeniçikti, 2014:276-278).

Another social media-centered action took place in the United States in 2011. The movement, which started in Zucotti Park on September 17, 2011 to protest Wall Street, the financial center in New York, is known as Occupy Wall Street as it started in social media. This Social movement aimed at economic inequality and the financial companies in Wall Street



to come to the point where the state controls. To highlight the injustice of the income distribution among the remaining 99% people with the 1% highest level of welfare in the United States, as its main motto is “we are the 99%!” was chosen. The movement, which started with about 200 people, became famous with the establishment of a mail group and the creation of the OccupyWallSt.org site. (<http://occupywallst.org/>). The most used tags in the Occupy Wall Street process are #OWS, #OccupyWallStreet, #OccupyWallSt, #OccupyWallStNYC and #NYPD. Looking at 15,784,639 messages shared with these tags, it is possible to see that 11,126,729 of these messages are shared with the #OWS tag, 3,669,708 of them with the #OccupyWallStreet tag, 500,672 of them with the #NYPD and 462,063 of the #OccupyWallSt tag. The total number of messages shared with the #OccupyWallStNyc tag is 14,124. The events in New York were a process that spanned months and even years, and continued for over 4 months with over 1 million message sharing. Canada, Britain, Egypt, Spain, Australia and France are the countries that support the actions that started to be experienced as of September 17, 2011 and partially whose relatives on social media continue. While examining these external supports, it should not be forgotten the effect of the echoes in the homeland of the minorities living in America. Although the total number of messages shared in the Occupy Wall Street process is quite low compared to the Gezi Park Events, the number of people it has affected on social media is 25 Billion since it has been going on for almost two years (Babaoğlu and Banko, 2013:27-31). Newyork Marketing Company measured that Occupy Wall Street organizations were used more intensively in New York between September 10 and October 10, 2011. The public mostly exchanged information via Twitter. Accordingly, users of New York; - 82.5% Twitter, 12.6% of their blogs, 2.8% Facebook, 0.8% is Flickr, 0.6% News, 0.5% used Youtube. It is the low rate acquired in the use of traditional mass media during the actions, which draws attention with the company's analysis. The Occupy Wall Street movement has taken very little place in traditional media, but it has taken up a lot of space on social media platforms (Güler, 2015:350).

It is also seen that organizations made through social media cause resignations and affect politics. In Ukraine, social media played an important role in the anti-government protests that began after the decision not to sign the Free Trade and Cooperation Treaty with the European Union was taken. Among the most important social media tools used in Ukraine are Facebook, Twitter and VKontakte. In fact, there have been differences among certain age groups about the content of social media shares. According to survey results from two researchers, Tamara Martsenyuk and Olga onuch, who participated in protests on behalf of a British research company, the majority of social media users in the riots in Ukraine were 30 years of age and older, but 30 years of age and under used social media more consciously. According to the study, students and the younger generation under 30 make better use of terms familiar to the media. The terms they use refer to abstract concepts such as “EU membership,” Global Human Rights “and” freedom.” He resigned from the position of Prime Minister of Ukraine Mikola Azarov on January 28, 2014, when confusion increased (<http://turksam.org/ukrayna-daki-ayaklanmalarda-sosyal-medya>).

The Communist Party won the 2009 elections in Moldova. However, the opponents who claimed that the elections were involved in cheating started protests. The young people who were mostly involved in the protests turned out to be organized using the blessings of technology without the direct assistance of the opposition parties. It was provided by social networks such as Twitter and Facebook. Since mobile phone networks and television broadcasts in the country have been interrupted or tightly regulated, young people have been organized using social networks on the Internet (<https://www.ntv.com.tr/dunya/moldovada-teknolojik-devrim,hjYfn-9CFU2C3IQ0m-0AYg>). This event was called the Twitter revolution.

With its easy access and attractive use, social media is especially popular among the young population. Today, it is the star of the social media, which provides easy and cheap opportunities for socializing and sharing information. However, there are also comments on their negative aspects. The focus of these comments are (Eren and Aydın, 2014:202-203);

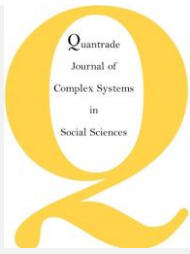
Social engineering attacks: the fact that social media allows the rapid and easy organization of social events makes it easier to organize social engineering attacks from within and outside the country, or both, based on cooperation.

Provocation, disinformation and incitement: although these methods are also used in social engineering attacks, these possibilities find a wider use.

Addiction: the future of countries is the younger generation. Making these generations dependent on games, movies or social media tools is a big threat in itself.

It can be used independently from time and place with smartphone applications: In addition to the widespread use of social media, it has been possible to receive, use and disseminate information wirelessly from mobile networks with the fact that smart phones, which are similar to a desktop computer, are available to the public.

Dangerous Information Sharing and Manipulation: One of the biggest risks of social media is dangerous information sharing and manipulation. Although it offers individuals broad freedoms in the field of information and communication,



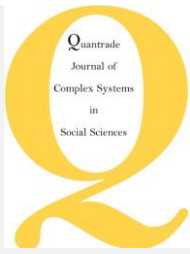
social media also poses great risks in terms of social order, stability and security as it mediates the sharing of dangerous information without passing a certain audit filter.

5. CONCLUSION

Internet and social networks are among the most preferred communication tools of the 21st century. The internet and social networks play an important role in ensuring communication between individuals and sharing their ideas. In this context, individuals establish political communication with their friends and other people through the internet and social networks, they can form political attitudes and behaviors and engage in political participation activities at various levels within the scope of the information they obtain in these channels. Internet and social networks play a role in various ways in the political participation of individuals. An example of the impact of these digital technologies on political attitudes and behaviors is that the person follows political news through the internet and social networks, engages in intellectual discussions on political issues with other people, communicates with political candidates, participates in and supports political activities over the internet, and supports them. . Even the mobility and political action styles created by social networks have brought up the concept of digital hype as a new style. Protest actions organized worldwide with the impressive power of social media are also an interesting example of political participation. However, social networks may have negative effects on forming a public opinion or reveal a logic of use that needs to be considered in terms of the risk of misleading. The question of whether new media and social networks can be a developing force for democracies has also emerged in the world where all political systems are clogged.

References

- Alav, O. (2014). "Sosyal Medyanın Birey ve Toplumsal Yapıya Etkileri". *Elektronik Sosyal Bilgiler Eğitim Dergisi*, 1(1): 1-22.
- Almond, G. and Powell, G. B. (1993). *Comperative Politics: A Developmental Approach*. Little Brown and Company. Boston.
- Aziz, A. (2007). *Siyasal İletişim*. Ankara: Nobel Yayın Dağıtım.
- Banko, M. and Babaoğlu. A. R. (2013). *Gezi Parkı Sürecine Dijital Vatandaş'ın Etkisi*. İstanbul: Kişisel Yayınlar.
- Barbier F. and Lavenir, C. B. (2001). *Diderottan İnternete Medya Tarihi*. Çev: Kerem Eksen. İstanbul: Okuyanüs Yayınları.
- Bat, Mikail and Vural B. A. (2010). "Yeni Bir İletişim Ortamı Olarak Sosyal Medya: Ege Üniversitesi İletişim Fakültesine Yönelik Bir Araştırma". *Yaşar Üniversitesi Dergisi*, 20(5): 3348-3382.
- Çankaya, E. (2015). *Siyasal İletişim*. Ankara: İmge Yayınları.
- Çetin, S. and Elmasoğlu K. (2014). Politik Propaganda Aracı Olarak Sosyal Medya: Siyasilerin Gezi Parkı Olayları Etnasında Twitter Kullanım Pratikleri Üzerine Bir İnceleme. *Teoriden Uygulamaya Siyasal İletişim*. Ed: Samet Kavoğlu, Ankara: Nobel Yayınevi, (223-239).
- Dursun, D. (2008). *Siyaset Bilimi*. İstanbul: Beta Yayınları.
- Eren, V. and Aydın A. (2014). "Sosyal Medyanın Kamuoyu Oluşturmadaki Rolü ve Muhtemel Riskler", *KMÜ Sosyal ve Ekonomik Araştırmalar Dergisi*, 16: 197-205.
- Ete H. and Taştan C. (2013). *Kurgu ile Gerçeklik Arasında Gezi Eymeleri*, Ankara: SETA Yayınları.
- Genel, M. G. (2012). "Siyasal İletişim Kampanyalarında Sosyal Medyanın Kullanımı (12 Haziran 2011 Seçimleri "Twitter" Örneği)". *The Turkish Online Journal of Design, Art and Communication – TOJDAC*, 2(4): 23-31.
- Güler, M. A. (2015). "Kriz ve Yeni Toplumsal Hareketler: "İşgal Et" Örneği". *Gazi Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, 17(3): 330- 362.
- Heywood, Andrew, (2007), *Siyaset*. Çev: Zeynep Kopuzlu, Ankara: Adres Yayınları.
- Kapani, M. (2017). *Politika Bilime Giriş*. İstanbul: BB101 Yayınları.



- Kışlakçı, T. (2013) *Arap Baharı*. İstanbul: Mana Yayınları.
- Kongar, E. (2013), *Gezi Direnişi, Türkiye'yi Sarsan Otuz Gün*. İstanbul: Cumhuriyet Kitapları.
- Köseoğlu, Y. And Al H. (2013). “Bir Siyasal Propaganda Aracı Olarak Sosyal Medya”, *Akademik İncelemeler Dergisi*, 8(3): 103-125.
- Özutku, F., Küçükıymaz, M. M., Çopur, H., İltter, K. Sığın, İ. and Arı, Y. (2014). *Sosyal Medyanın ABCsi*. İstanbul: Alfa Yayınları.
- Roskin, M. G., Cord, R. L., Medeiros, J. A. And Jones, W. S. (2013). *Siyaset Bilimi*. Çev: Atilla Yayla. Ankara: Adres Yayınları.
- Sarıbay, A. Y. (2008). *Politik Sosyoloji*. İstanbul: Everest Yayınları.
- Sarıgöl, A. (2012). Arap Baharı'nın Son Darbesi Suriye'de Muhtemel Bir Kürt Oluşumunun Türkiye'ye ve Ortadoğu'ya Etkileri, Ed: B. Adıbelli. *Emperyalizm Oyununda İkinci Perde Arap Baharı ve Suriye*. İstanbul: IQ Kültür Sanat Yayıncılık, (197-272).
- Tokgöz, O. (2014). *Siyasal İletişimi Anlamak*. Ankara: İmge Kitabevi Yayınları.
- Törenli, N. (2005). *Bilişim Teknolojileri Temelinde Haber Medyasının Yeniden Biçimlenişi: Yeni Medya, Yeni İletişim Ortamı*. Ankara: Bilim ve Sanat Yayınları.
- Tüfekçi, Z. and Wilson, C. (2012). “Social Media and the Decision to Participate in Political Protest: Observations From Tahrir Square”. *Journal of Communication*, 62: 363–379.
- Türk, G. D. (2013). “Demokrasinin Dördüncü Kuvveti Yeni Medya Teknolojileri”. Türkiye'de İnternet Konferansı, *İNEDT*, XVIII: 55-60.
- Udoka, U. E. (2015). “Social Media and Political Effects: A Case Study of the 2015 Nigeria's Presidential Election”. *International Journal of Social Science and Humanities Research*, 3(2): 134-141.
- Yeniçıktı, N. T. (2014). “İletişimsel Eylem ve Facebook: Gezi Parkı Olaylarında Sosyal Medyanın Gücü”. *Selçuk İletişim Dergisi*, 4(2): 263-284.
- Okan, E. Y., Topcu, A. and Akyüz, S. (2014), “The Role of Social Media in Political Marketing: 2014 Local Elections of Turkey”. *European Journal of Business and Management*, 6(22,): 131-140.
- Yüksel, A. (2007). *İletişim Bilgisi*. Eskişehir: Anadolu Üniversitesi Yayınları.
- www.wearesocial.com Erişim Tarihi: 12.01.2020.
- <https://tr-tr.facebook.com/elshaheed.co.uk/> Erişim Tarihi: 14.01.2020.
- <http://turksam.org/ukrayna-daki-ayaklanmalarda-sosyal-medya> Erişim Tarihi: 02.02.2020.
- <https://www.ntv.com.tr/dunya/moldovada-teknolojik-devrim,hjYfn-9CFU2C3IQ0m-0AYg> Erişim Tarihi: 04.02.2020.
- <https://www.internetworldstats.com/stats.htm> Erişim Tarihi: 04.02.2020.
- <http://occupywallst.org/> Erişim Tarihi: 07.02.2020.
- Radikal, 04.06.2013. http://www.radikal.com.tr/gezi/tum_haberler-69/ Erişim Tarihi: 17.