

News Production and Consumption Practices in Online Journalism: A Cross-Platform Review

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ABSTRACT

Internet-based technologies, which mark a revolutionary period in journalism, have revealed new understandings in journalism. This change in the news media has affected the established forms of production and consumption, and has transformed traditional relations and understandings. Expanding information distribution capacities and reader expectations growing, differentiating and specializing necessitate using new communication technologies more effectively. Social media platforms and online environments, which provide additional channels to reach the reader, both open new areas for news producers and reveal different usage patterns from traditional media for consumers.

The study investigates the trends in news production, distribution, and consumption in different social media platforms as an alternative field. In the study, Twitter, Instagram, and Telegram platforms were discussed, and content production, distribution, and consumption styles were examined in the context of journalism, based on the assumption that Telegram is an alternative channel for creating public opinion, increasing interaction and creating their brands for journalists. In this context, Twitter, which functions more as a news sharing application, Instagram, which has increased in popularity in recent years, and Telegram, which stands out with its bot and channel creation features, are evaluated. The shares on the Cia Medya Telegram channel, Cia Haber Instagram page and Cia Haber Twitter page, which constitute the sample of the research, were analyzed by content analysis method, and it was concluded that the Telegram platform is used more actively in content production, distribution and interaction.

Keywords: Online Journalism, Social Media Journalism, Telegram, Instagram, Twitter.

Çevrimiçi Gazetecilikte Haber Üretim ve Tüketim Pratikleri: Platformlar Arası Bir İnceleme

ÖZ

Gazetecilikte devrimsel bir döneme işaret eden internet tabanlı teknolojiler, habercilikte yeni anlayışları ortaya çıkarmıştır. Haber medyasındaki bu değişim, yerleşik üretim ve tüketim biçimlerini etkilemiş, geleneksel ilişkileri ve anlayışları dönüştürmüştür. Genişleyen bilgi dağıtım kapasiteleri ve büyüyen, farklılaşan, özelleşen okur beklentileri, yeni iletişim teknolojilerini daha etkili biçimde kullanmayı gerektirmektedir. Okura ulaşmada ek kanal sağlayan sosyal medya platformları ve çevrimiçi ortamlar, hem haber üreticileri için yeni alanlar açmakta, hem de tüketiciler açısından geleneksel medyadan farklı kullanım kalıpları ortaya çıkarmaktadır.

Çalışmanın amacı, alternatif bir alan olarak farklı sosyal medya platformlarında haber üretimi, dağıtımı ve tüketimindeki eğilimleri araştırmaktır. Çalışmada Telegram'ın, kamuoyu oluşturulmasında, etkileşimin artırılmasında ve gazetecilerin kendi markalarını yaratmasında alternatif bir mecra olduğu varsayımından hareketle, Twitter, Instagram ve Telegram platformları ele alınmış, habercilik bağlamında içerik üretim, dağıtım ve tüketim biçimleri incelenmiştir. Bu bağlamda daha çok haber paylaşım uygulaması olarak işlev gören Twitter, son yıllarda popülaritesi artan Instagram ile bot ve kanal oluşturma özellikleriyle ön plana çıkan Telegram uygulamaları karşılaştırmalı olarak değerlendirilmiştir. Araştırmanın örneklemini oluşturan Cia Medya Telegram kanalı, Cia Haber Instagram sayfası ve Cia Haber Twitter sayfasında yer alan paylaşımlar içerik analizi yöntemiyle incelenmiş; Telegram platformunun içerik üretiminde, dağıtımında ve etkileşimin sağlanmasında daha aktif kullanıldığı sonucuna varılmıştır.

Anahtar Kelimeler: Çevrimiçi Gazetecilik, Sosyal Medya Gazeteciliği, Telegram, Instagram, Twitter.

1. Introduction

The increasing use of the internet in human life covers many areas of daily practice. The transition to digital communication and information technologies has also opened a revolutionary period in the field of journalism. In addition to the emergence of new professional fields that require technological competence in the news industry, "field definitions have been made with rich index distinctions between online journalism and traditional journalism" in the academic dimension (Boyer, 2010, p. 80). The structural features of the news product and the technological features of the medium used in the transmission are interrelated. While the video-based television format largely excludes news that do not contain visual elements, radio journalism shapes the contents with indirect and short narrative technique, and in the

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newspapers the page arrangement of the news is done within the field. The form of storytelling and transmission in these formats generally tends to be fixed. Internet-based technologies, on the other hand, as a factor shaping journalism practices and news consumption patterns, have influenced both journalists and readers in terms of production, distribution, consumption and participation. Due to the multiple content, speed, archiving and interaction features offered by the online environment, digital journalism is a more advantageous field than traditional journalism in many respects. The news content includes various media elements such as text, sound, picture, graphic, video and also provides a transition between different texts. It reduces the speed factor, which is among the basic principles of journalism, to the moment and becomes the primary news source for more and more people. It provides users with the opportunity to access content anywhere at any time and replaces a two-way interactive model instead of a one-way information flow model.

The new media, which determines the broadcasting strategies of news organizations, has also opened up alternative areas. Especially the convergence of communication and the increase in the use of mobile media have directed journalism practices to this field. With the increasing use of smart phones, many activities such as video calls, file sharing and meeting organization have started to be carried out with these technologies, this situation necessitated the use of social media and messaging applications. This technological and sociological change is also the driving force of innovation processes in the field of journalism. In order to reach an audience that consumes content through mobile technologies, content production for mobile devices and mobile journalism have been the priority area (López-García et al. 2019, p. 10). Moving journalism to interactive social media platforms that allow simultaneous and two-sided content sharing, as well as mobile sites (making websites compatible with the mobile view) and mobile applications, is an important pillar of integration into new ways of engaging with audiences. Social media, which millions of people use to connect to the world, has revealed radical new ways of interacting, and has changed social practices and the fabric of the social world (Hansen, et al. 2010, p. 11-12). This change, which is reflected in the news media, has made social media platforms an alternative and functional area in journalism.

In the context of "platforms such as Twitter, Facebook and Instagram as a rising and popular trend in the collection, production, distribution and consumption of news and information" (Kuyucu, 2020, p. 72), social media and journalism studies gain more importance with the increasing use of internet and mobile technology. According to the Digital 2022 Global Overview Report published in partnership with We Are Social and Hootsuite, the average daily time spent on the Internet in Turkey is 8 hours, and more than half of this time (4 hours 16 minutes) is spent on mobile devices. In this context, the study aims to consider social media journalism, production, and distribution practices in Turkey from a cross-platform perspective and to evaluate the consumption patterns of news content by social media users in the context of platforms. The literature of field is very rich in terms of Twitter and Instagram-oriented studies. However, compared to other platforms, the number of studies dealing with Telegram in the sample of Turkey is low (Küçükvardar, 2021; Akgün et al., 2021). In this context, it is thought that the study will contribute to the field. Telegram, distinguished from other messaging applications with its bot and channel creation features, and ranking 13th in social media world usage rates (Digital 2022 Global Overview Report, 2022), is assumed as an alternative channel for creating public opinion, increasing interaction and creating their own brands for journalists. Based on this assumption, Twitter, Instagram and Telegram platforms were discussed in the study, and content production, distribution and consumption styles were compared in the context of journalism.

2. Online Journalism

In parallel with the development acceleration of information and communication technologies, there have been new trends in the news media. Internet technologies, which have largely reshaped traditional journalism practices, have revealed and strengthened digital/online news media as an alternative field. At the point where technology has come, the diversification of online journalism and the possibility of the reader's choice have opened up space for personalized news formats. Thematic, interest-oriented,

narrower scoped journalism practices have emerged, and as networked platforms have diversified, the skills required by journalism have also diversified.

Online journalism or digital journalism is a type of journalism in which news content is created and distributed online, operating through internet-based technologies. "Online journalism is a contemporary form of journalism in which editorial content, particularly news, analysis and content related to current issues is published" (Apuke and Omar, 2021, p. 1). At Law Insider (Dictionary of Legal Definitions), online journalism is defined as "news writing through internet-based technologies; collection of information and images; the arrangement of news-oriented or informative materials, including news, information, opinions, photographs or audio-visual data, for the purposes of production, broadcast, transmission and distribution." While applications on social media platforms such as blogs, news sites, Twitter and Facebook are referred, offline applications such as digital cameras and mobile phones, which are indispensable tools for online news production, are also considered as complementary platforms of this field (Song & Lin, 2012, p. 400). Since, in the digital age, journalism practices, norms and forms have been transformed and diversified with formats such as innovative videos, podcasts, snap stories, and interactive channels (Beizer, 2018).

With the emergence of online journalism in the late 1990s, the news production process is defined by multimedia, hypertextuality and interaction features (Song & Lin, 2012, p. 400). Inputs such as sound, moving and still images, text, graphics, each of which are separate formats in traditional broadcasting, are converted into a common digital form consisting of 0 and 1 in new technologies. This technological convergence "enables content sharing between newsrooms and integrated management of content produced by different newsrooms" (Domingo, 2006, p. 76). Hypertext with multiple links can be said to "dissolve the basic linearity that characterizes written and printed texts from the very beginning" (Dahlgren, 1996, p. 65). Thus, the necessity of following the text from beginning to end, as in the storytelling logic of traditional mass media, is eliminated. With hyperlinks and reference points, it is possible to go from text to text, from part to part. Thanks to the links that allow versatile reading, other texts and related contents can be accessed through key concepts. Thanks to hypertextuality, the reader determines this non-linear, flexible reading style. While the characteristic of traditional mass media based on one-way notification and transmission causes a clear distinction between the sender and the receiver, the participatory nature of digital technologies blurs this distinction and allows interaction. The interaction feature, which shortens the distance between the journalist and the reader by providing feedback, shows the potential of digital technologies in terms of increasing civic participation and strengthening the public opinion. In addition to these features, digitalization offers unlimited and indefinite archiving opportunities. While archiving and searchability of media were previously dependent on time and space, thanks to digital technologies, both the archive capacity has increased and it has become easier for anyone with technological access and usage proficiency to scan and access recorded information. This transformation, which provides diversity in sources, content and news forms, has led to changes in the logic of journalism.

The early view of the process, which started with the presence of large news organizations in the digital environment in the 1990s, is the publication of digital samples of newspapers. By the 2000s, online newspapers emerged and the speed of news transmission brought digital journalism ahead of traditional media (Orellana-Rodriguez & Keane, 2018, p. 75-76). With the use of social media platforms and mobile devices that can connect to the internet, there has been a revolutionary transformation.

3. Social Media Journalism

Digital platforms, which are an important area in terms of alternative media, not only provide access to more news sources compared to traditional media, but also support participatory culture by increasing interaction. In this context, social media platforms are popular alternative fields in journalism with their features such as speed, diversity, diffusion, access and interaction, despite the disadvantages such as the reliability of the source, misinformation, the fact that the news does not pass editorial control, and the boundaries of news-advertisement-entertainment become more vague. Online journalism refers to the production and distribution of news content, especially by journalists, via the internet, emphasizing a

professional field as in the traditional -print, audio, visual-media. The distinction between professional journalism and individual initiatives becomes blurred due to the growing popularity of social media and its commercialization through advertising and clicks. Anyone with mobile technologies has the potential to produce news content and spreads it easily, especially through social media platforms. However, online journalism is a different journalism practice than citizen journalism. While citizen journalism is run by amateurs, online journalism emphasizes professional reporting practices. Thus, the important role of journalists in identifying, collecting, filtering, producing and distributing news continues (Singer et al., 2011, p. 27). In this context, social media journalism is also discussed within the framework of the journalism profession in the study.

The term social media refers to “computer-based technologies that facilitate the sharing of ideas, thoughts and information through virtual networks and communities” (<https://www.investopedia.com>), “the forms of electronic communication in which users form online communities to share information, ideas, personal messages and other content (such as videos)” (<https://www.merriam-webster.com>). Its main characteristic is that it allows fast and two-sided sharing of user-generated content and interaction in the online environment. Social media applications, most of which are free and easy to use, are the primary working tool for the journalist as the dominant communication tool of the age, while they become the first news source for the reader (Laor & Galily, 2020, p. 1). Social media offers journalists advantages such as reaching new readers, increasing the number of visitors, publishing content freely regardless of corporate policies, discovering the trends of news consumers, capturing breaking news; eyewitness shares; first-hand reports, and reaching potential people they may want to interview (Zubiaga, 2019, p. 2). Social media “provides opportunities to build and expand audiences, increase geographic reach, respond to news events and issues faster than ever before, and engage with news consumers more quickly and directly” (Bowd, 2016, p. 129). In addition, the social media field, where the professional and personal boundaries are blurred, brings the journalist's credibility into question. Ancak haber ile kişisel görüş ve yorum ayrımının netliğini kaybetmesi olumsuz sonuçlar doğursa da geleneksel medyada olmayan kaynak çeşitliliği sayesinde sosyal medya platformları ve farklı haber mecraları, ek bilgi katmanları yaratarak okura geniş bir yelpaze sağlamaktadır. Therefore, the norms of transparency and objectivity of traditional journalism maintains its importance in gaining the trust of users who have the ability to access the primary source and verify the news, and access various up-to-date content on different platforms, and keeping their interests alive (Liang et al., 2016, p. 254-255). Trust and attention are also important factors for individual journalists who want to create their own brand. Because online environments and social media platforms are strong alternative areas for individual initiatives against the institutional structure of traditional journalism.

Social media, where one-way journalism practices evolve into two-way conversations, challenges the traditional mass communication concept. The facility of users to provide instant feedback, make comment, make change or contribute to news content has broken the closed model of traditional media (Adornato, 2018, p. 20). Interaction, which redefines the journalist-reader relationship, has also changed the role of news consumers. Instead of passively consuming news content produced by others, consumers participate in the production, distribution and shaping of news. Having fundamentally changed the capacity of individuals to be active participants in the public sphere instead of being passive readers, listeners or viewers (Benkler, 2006, p. 212), social networks create networked public spaces by creating clusters of connections that challenge the dominance of mass media (186). Social media is characterized by engagement, openness, conversation, community, and connectivity. This technology, which allows geographically dispersed individuals to connect without a central coordination, is an area where news production is enriched, diversified and restructured with the contributions of user experiences (Hermida, 2012, p. 310-311). In this context, the characteristics of social media journalism can be listed as follows:

- providing a continuous, fast and updatable content flow,
- users' interaction in various ways such as likes, comments, re-sharing and their participation in the news process as an active buyer,
- shortening the distance between the journalist and the target audience,
- the possibility of direct access to the news source and the diversity of sources,

- the creation of geographically dispersed, networked public spaces,
- thematic journalism for self-made private publics,
- being an area where journalists who want to operate individually outside the corporate organization can create their own brands.

Certain conditions of cyberspace are also effective in journalism and reader practices. Media logic, which refers to certain forms and processes that organize the work done in a given setting, will also change according to the environment and type of media production and consumption (Dahlgren, 1996, p. 63). In this context, Telegram, Twitter and Instagram platforms, which make the relationship between the journalist and the reader direct, offer different journalism and reader experiences within the framework of their features, usage practices and purposes.

3.1. Telegram

Telegram is a free instant messaging application that allows users to share content such as audio, photo, video, text files. It differs from other messaging applications with its bot and channel creation features. Channels used to reach large audiences are chat rooms open to participants up to 200,000 members, allowing subscribers to send messages. The bot helps organize content, search for information, and interact. Thus, it facilitates the gathering of individuals with similar goals, thoughts and interests. Thanks to bots, even if there is no invitation link, a Telegram group can be found and joined. Bots supported in Telegram since 2015 are small programs placed in chats or channels that can perform certain functions. On this platform, which allows the sharing of videos and all kinds of documents up to 2 GB, various emojis can be added to original posts, comments can be made and content can be shared again. There is also a view counter that indicates all views of the content.

Telegram messaging application is one of the fastest growing areas in terms of audience and content in the development process of mobile social networks. Apart from its privacy and encryption features, one of the most important reasons for the rise of the application is the change in Whatsapp policies. Facebook's assertion that sharing user information is a necessity for the use of Whatsapp has led many people to Telegram. Pavel Durov, the founder of Telegram, stated that this is the biggest digital migration in human history (Durov, January 14th, 2021). The outstanding features of Telegram are that it is not connected with other platforms, it has the opportunity for open discussion and the capacity to collect feedback, and that it provides the direct access to the channel manager. In addition, it is an alternative field for individual journalism activities and thematic journalism that want to create their own public opinion and brand.

3.2. Twitter

Twitter is a free online social networking service that allows posts that can contain photos, videos, text and links. Twitter's most distinctive feature is the character limit. Since the posts are limited to 280 characters, the posts should be prepared as concisely as possible. If there is a wide range of content, it is possible to publish content in series with consecutive tweets. On the site, which allows the posts to be sent to the followers, users can browse according to their interests, follow them and create filters by removing the topics they do not want to see. The forms of interaction on Twitter are retweet, reply, like and forward. Retweet (RT) and retransmission are used to re-share the current post on the same or a different channel and forward it to the followers, a heart icon is used to like the post, and a reply icon is used to add a comment to the original post. For private communication open only to the sender and receiver, a direct message (DM) is sent to the user.

Twitter, which is a mixture of instant messaging and blogging, has concise content and a large audience. Constantly updating the flow, providing direct access to the shares of news sources, reaching the target audience related to categorized news contents, interacting with short contents and feedbacks make Twitter a high potential area in news dissemination. So, most of the trending topics on Twitter are news content (Kwak et al., 2010). The Twitter platform is an important tool in journalism due to the simultaneous collection and verification of information, creating a channel for news sites, providing a self-

selected target audience, involving users in the content and ensuring branding (Orellana-Rodriguez & Keane, 2018, p. 77).

3.3. Instagram

Instagram, a photo and video sharing application, is a free social media platform that allows text sharing in the form of description or comments. The distinctive feature of this platform, which is becoming more and more popular, is that it is completely based on visuals. In addition to the main feed updated with the latest posts from the users followed, there is a discover page that lists content for the interests. In the application that allows text sharing in the form of subtitles, descriptions or comments, the forms of interaction are likes, comments and retransmissions. Users can also chat privately via the direct messaging system. By adding hashtags, connections between accounts, people and texts can be established. Stories, which are posts that are customizable via filters and viewable within 24 hours, are another way to connect on Instagram. With the Instagram Live feature, which allows live broadcasting, it is possible to message during the broadcast, and short or long videos can be shared with the Instagram Reels and IGTV application.

Instagram is an important resource in online journalism because, in addition to the increasing number of users, it adds a different dimension to news transmission with live streams and stories, diversifies the possibilities of interaction, updates the stream according to relevance, and users are exposed to content by chance (Valeriani & Vaccari, 2016, p. 1859). Although users' habits are not directly linked to news consumption, allowing the news media to provide an alternative access to viewers requires journalists to be active on Instagram (Vázquez-Herrero et al. 2019, p. 10).

4. Results and Discussion

In the study, Twitter, Instagram and Telegram platforms were discussed, and their content production, distribution and consumption styles were examined in the context of journalism, based on the assumption that Telegram is an alternative channel for creating public opinion, increasing interaction and creating their own brands for journalists. Telegram, which ranks 13th in social media usage rates in the world, is compared with Twitter, which stands out especially in the sharing of news content, and Instagram, which is defined as the most favorite social media platform by users around the world (Digital 2022 Global Overview Report, 2022).

Telegram uses search filters that make it easy to access channels, groups, media, links and documents. The words media, news and newspaper were searched in Telegram, and Cia Medya, one of the news channels with the highest number of subscribers and present on all three platforms, was chosen as a sample. The fact that Cia Medya news channel, which has 44276 subscribers as of March 23, 2022, has carried out branding through social media platforms instead of traditional journalism, and the absence of a news site is another factor in determining it as a sample. In this context, the contents shared on Cia Medya Telegram channel, Cia Haber Instagram page and Cia Haber Twitter page between 20-24 March 2022, which were determined by random sampling, were evaluated by content analysis method.

While the Cia Haber Instagram page was created on March 23, 2019, the Twitter account joined in August 2020, and the Telegram channel was created on December 19, 2020. As of March 24, Telegram Cia Media channel has 44,194 subscribers, Twitter Cia News has 2,831 followers, and Instagram Cia News has 210,000 followers.

Table 1. Number of Content Shared by Platforms

	Telegram	Twitter	Instagram
March 20th, 2022	43	7	13
March 21st, 2022	36	4	16
March 22nd, 2022	36	9	16
March 23th, 2022	36	10	18
March 24th, 2022	43	9	17
Total	194	39	80

The number of daily content shared by platforms is given in Table 1. Accordingly, while an average of 38.8 news were shared on the Telegram platform in a 5-day period, this number is 7.8 on Twitter and 16 on Instagram. The most content sharing was made via Telegram, and 185 of the total 194 shares were news. 9 shares are advertisements, online surveys, questions to measure user opinion, and chat posts. The news contents were generally shared without comment, personal comments were included in 5 news, and users' opinions were asked in 1 news. There is no content other than news on Twitter, where a total of 39 content is shared. On the other hand, 78 of Instagram posts are news, 1 is advertisement and 1 is promotion of another news page.

While 109 of the news shared on the Telegram platform contain only text, 59 news with photos and 17 news with videos were shared. All of the content on Twitter and Instagram is visual, and 4 of the Instagram posts contain videos. It is thought that the possibility of sharing without the use of visual elements is effective in the high number of news content in Telegram. Thus, short contents or information related to previously given news can be given quickly and easily without adding or editing visual elements. This is one of the advantages of Telegram over other image-based platforms

Table 2. Daily Total Likes/Emoji Rates by Platforms

	Telegram	Twitter	Instagram
March 20th, 2022	6.466	6	40.453
March 21st, 2022	4.911	2	40.410
March 22nd, 2022	3.919	6	40.004
March 23th, 2022	3.721	9	59.500
March 24th, 2022	2.783	9	36.718
Total	21.800	32	217.085

The forms of interaction on Twitter and Instagram platforms are in the form of liking and commenting. However, in Telegram, emojis that indicate reaction and emotional states such as likes, anger, laughter, applause can be added to the original post, apart from comments. Also, there is no icon indicating a like. Table 2. shows the daily likes and emoji rates of the shared content. Accordingly, while the daily average of the expressions left on Telegram posts is 4.360, the 5-day average of the number of likes is 6.4 for Twitter and 43.417 for Instagram. The platform with the highest interaction through likes is Instagram. This figure corresponds to 20.6% of the users on the Cia Haber Instagram page, which had 210 thousand followers on March 24. On the other hand, on the Cia Medya Telegram channel, which had 44,194 subscribers on the same date, it is seen that 9.8% of the subscribers participate in the content with emoji on average daily. Like the number of posts on Twitter, the number of likes for the content are also very low. On the Cia Haber Twitter page, which has 2,831 followers, the interaction provided by the followers through the likes is 0.2%. In addition, a total of 2 content was retweeted once in a 5-day period. The daily likes/emoji percentages of the content shared on Telegram, Twitter, and Instagram platforms according to the number of followers/subscribers are given in Table 3.

Table 3. Daily Likes/Emoji Rates by Number of Followers/Subscribers

	Telegram %	Twitter %	Instagram %
March 20th, 2022	14.6	0.2	19.2
March 21st, 2022	11.1	0.07	19.2
March 22nd, 2022	8.8	0.2	19
March 23th, 2022	8.4	0.3	28.3
March 24th, 2022	6.2	0.3	17.4

According to the data in Table 3, the platform with the highest likes/emoji ratio is Instagram, while Telegram ranks second. The platform with the lowest interaction via likes/emoji was Twitter. The fact that Instagram is in the first place can be associated with the fact that this platform is based on visuality and seeing. Accordingly, liking a post is also an expression of seeing the post. Considering within the framework of interaction, it is seen that Instagram serves this purpose more. However, when it is considered in the context of reaching a wider user base, it is not possible to clearly say which platform is

in the first place. Because although there is a view counter that indicates the number of times Telegram posts are viewed within the platform, there is no such feature in other social media channels. Telegram content was viewed by an average of 8,757 users per day.

Table 4. Daily Comment Rates by Platforms

	Telegram	Twitter	Instagram
March 20th, 2022	5.621	1	2.195
March 21st, 2022	4.911	0	1.822
March 22nd, 2022	2.833	0	2.633
March 23th, 2022	2.079	0	3.319
March 24th, 2022	1.391	0	1.265
Total	16.835	1	11.234

The daily number of comments shared by Cia Haber/Cia Medya on Telegram, Twitter and Instagram platforms is given in Table 4. On the Twitter platform, which stands out with news sharing, a total of 1 comment was made on the contents of the Cia News page. However, the total number of comments made on the Telegram channel in a 5-day period is 16,835, and the total number of comments on the posts on the Instagram page is 11,234. Therefore, higher interaction was achieved on Telegram and Instagram platforms. Considering the number of comments, followers and subscribers, it is seen that direct participation in the Telegram channel is higher. The ratio of daily comments to followers/subscribers by platforms is as in Table 5.

Table 5. Daily Comment Rates by Number of Followers/Subscribers

	Telegram %	Twitter %	Instagram %
March 20th, 2022	12.7	0.03	1,04
March 21st, 2022	11.1	0	0.8
March 22nd, 2022	6.4	0	1,2
March 23th, 2022	4.7	0	1,5
March 24th, 2022	3.1	0.03	0,6

When the ratio of daily comments between platforms to the number of followers/subscribers is analyzed, it is seen that the channel with the highest comment interaction is Telegram. When we look at the comments made on the Cia Medya Telegram channel, it is seen that there is a bone mass that regularly comments, these subscribers living in different cities both comment on the content, expand the news context with related topics, and also respond to the comments of other users and the channel admin. On Instagram, which ranks second in the interaction provided through comments, comments are more directly related to the content. From this point of view, it can be said that Telegram and Instagram platforms are more effective than Twitter as samples. It has been seen that the Telegram channel is an advantageous channel in creating public opinion, with subscriber comments mainly in the form of mutual conversation and chat. Also on Instagram followers were invited to the Telegram page a total of 4 times, almost every day for a content. This is an indication that page administrators care about the Telegram channel and are more active on this platform.

5. Conclusion

Digital technologies have brought various areas that make online communication possible, such as chat rooms, blogs, social media platforms. These interactive environments have changed the conditions for the dissemination of information, and in this context, new trends have emerged in the field of journalism. Online journalism, which offers many opportunities against the mainstream media, has reshaped the forms of source, production, distribution and consumption. One of the most important driving forces of this transformation is social media platforms. Fast, updateable and interactive social media, which changes traditional practices for news providers, is increasingly becoming a primary source for consumers as well. Because, in addition to traditional journalism, conducting journalism activities only through social media platforms without a news site or internet page provides an alternative space for both professionals and

readers. Thus, journalists who do not have a corporate identity have the opportunity to create their brands. At the same time, the reader catches an alternative consumption and participation area with the practice of use and interaction.

Online journalism and reader practices vary according to the type, characteristics and purposes of use of digital media. For this purpose, the production, distribution and consumption differences between the journalism activities carried out on Telegram, Twitter and Instagram platforms were examined. The research discusses news shares and reader participation of Cia Medya, which has reached a significant number of followers and is branded in online journalism on three platforms. Accordingly, the media where the most content is shared is the Cia Medya Telegram channel. The fact that visual elements are not as dominant as Instagram and Twitter in Telegram, which stands out mainly as a messaging application, allows instant sharing of even short information and content without visual editing. Because all of the Instagram and Twitter shares contain images, as opposed to Telegram posts that contain only text. In addition, it was concluded in the research that there are advertisements, surveys, reader opinions, and personal comments among Telegram shares, apart from news content. This situation is thought to be effective because the number of content and interaction through comments are higher than on other platforms.

Cia Haber Instagram page is the platform with the highest likes/emoji rates according to the number of followers/subscribers. It is seen that the most effective medium for providing interaction through likes is Instagram, which is based on visuals. The high number of likes allows the content to fall into "discover" and to be reached by those who are not followers of the page. Thus, the reader takes an active role in the news distribution. However, even if Instagram does not include information about the number of times visual content other than videos has been viewed, even if it has been "discovered", news distribution is only followed through likes and comments interactions. In the Cia Medya Telegram channel, it was observed that the interaction levels of the users based on comments were higher. In Telegram, which allows the formation of a more closed group among channel subscribers compared to Instagram and Twitter, comments are both aimed at news content, expanding the content, and are carried out mutually as a discussion room. Shares of subscribers that contain personal comments and information about each other also reveal that the participants show continuity. In addition, unlike other social media platforms, the view counter in Telegram provides information about the size of the audience reached regardless of the number of emojis/likes and comments. This feature provides an advantage over Instagram and Twitter channels in following the news distribution. From this point of view, it is thought that the Telegram platform is an effective alternative field in creating public opinion in social media journalism. The results support the assumption that Telegram application is an alternative and powerful medium for creating public opinion, increasing interaction and creating their own brands for journalists. In the research, it was concluded that Cia Medya, which has reached a significant number of followers and has become a brand in online journalism, shares more content on Telegram than other platforms, the interaction level of users is higher on this platform, the participants show continuity and the potential to form public opinion is high.

In this context, it provides a preliminary idea that Telegram, as an important area in online journalism, is more active and interactive.

From this point of view, the study, as a matter of fact, foresees studies dealing with following topics Telegram specifically:

- current and potential journalism practices in reaching the news source, creating content, disseminating the news, interacting with the reader, creating public opinion and creating a brand;
- the communication styles of networked individuals who prefer social media as their primary source of news, come together online for a specific purpose, and the cyber public spaces they reveal, and the dynamics that affect the acquisition, attention and participation of information;
- how civil society and the power of public discourse are affected.

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Çalışmada herhangi bir kurum veya kişi ile çıkar çatışması bulunmamaktadır.
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