About the 68th issue

As the *ConnectIST* team, we are excited to present new academic studies. As you know, our journal publishes two issues every year, one of which is themed (December issue), and the other is general-themed (June issue). Our next themed issue will be 'Health Communication,' as we announced in the call text. We look forward to receiving your manuscript, which will significantly contribute to our upcoming issue. On the other hand, our faculty members continue to make valuable contributions as issue editors of general-themed issues. For our 68th issue, Fırat Tufan and İlkay Nişancı undertook the issue editing. We are deeply grateful to our professors for their meticulous and devoted work. Their efforts have been instrumental in maintaining the quality of our journal. We also thank our authors, peers, and *ConncetIST* readers.

This issue features seven original research articles and one review article:

Pınar Aslan and Esra Bozkanat in "'*Instagram* affects everyone but me:' A study on the social media mindset in Western Türkiye," analyze *Instagram*'s mindset, focusing on Postman's definition of media ecology, which mentioned how the platform affects users' perception, understanding, feeling, values and chances of survival to be able to reach conclusions on social media mindset. The most striking result of the in-depth interviews was that users were pretty aware of the effect of *Instagram* on media ecology, but they considered themselves out of this ecosystem. In "Cross-cultural adaptation of the digital literacy scale among Arab immigrants in Türkiye," the authors Serkan Bayrakçı and Haldun Narmanlıoğlu by adapting the scale they developed in 2021 to the Arab immigrant community living in Türkiye, try to contribute to the integration process by providing an effective measurement tool.

Gülden Demir and Melek Kılıçgedik, in "Use of generative AI in news production in Türkiye: 'A threat or an opportunity?'" find that journalists believe that while generative AI tools can save time on tasks like translation and fact-checking, they do not significantly reduce the overall workload. The study also highlights significant ethical concerns about the potential bias in reporting sensitive issues when using AI tools. Furthermore, the findings suggest that AI tools cannot replace journalism's essential human qualities of emotion, empathy, and contextual understanding.

Kemal Günay and Yeşim Güçdemir, in "Climate communication through dialogic communication: How non-governmental organizations and ministries foster public engagement," try to present a perspective on how climate actors should establish the best communication within the scope of public relations approaches. They analyzed 17.381 tweets and found that despite being the least used media type, the 'video' content type emerged as the most engaging, receiving the highest level of interactions. In "Porter's five forces in the age of digital streaming platforms: A framework for the audiovisual ecosystem," Onur Karahan, Heritiana Ranaivoson, and Daniele Pereira Canedo, through a comprehensive literature review and analysis of industry developments, propose specific adaptations for each of the five Porters'forces. Furthermore, they suggest a crucial sixth factor.

In "Traces of TOGG's social media ads in the brain: A neuromarketing study with EEG," Hayat Ayar Şentürk and Seyfullah Akkök conducted a neuromarketing experiment using electroencephalography to measure the physiological effects of social media ads on the brain. Their findings provide insights for brands to optimize their advertising strategies based on brain-based data and offer practical implications for enhancing consumers' positive brand experiences in the real world. Barışkan Ünal and Rukiye Serttaş in "Patriarchal discourse, episodic journalism, and ideological stances in newspapers' feminicide news in Türkiye: A case study of Başak Cengiz murder" explores how the Turkish press frames femicide and whether these framings differ according to the ideological orientation of newspapers. One of the interesting findings of the research

is that patriarchal language persisted consistently in the press, legitimizing male perpetrators regardless of any familiarity between the victim and the perpetrator.

İlker Yiğit and Polat Can, in "Evaluation of the use of *ChatGPT* from the perspective of technology acceptance models: A research on *Youtube* videos," propose extending current models to include new variables increasingly relevant to AI applications, such as work motivation, perceived autonomy, perceived competence, and status motivation.

Before closing this introduction, let me remind everyone that our journal can continue to publish academic studies in the communications sciences through your valued support and participation.

We look forward to appearing before you once again with our 68th issue.

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