From Reality To Virtuality:
The New Media Factor

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Abstract
In the rapidly changing world after the Industrial Revolution, all physical elements, especially technology, as well as approaches, have changed beyond recognition in a few centuries. Scientific discoveries and new technologies have changed many elements of life, from living spaces to professions, from educational opportunities to entertainment. In this period, which is called the Modern Age, approaches, philosophies of life and goals have also changed. The communication and entertainment tools used in traditional life, mostly in rural areas, have been replaced by high-tech multifunctional and attractive vehicles. The functions and fun features of modern tools have made people dependent on themselves. Especially after the Digital Revolution, computer-based transactions, sharing and new media-based communication and entertainment opportunities have become widespread all over the world. With the development of various possibilities for official transactions, private transactions, communication and sharing actions in the digital environment, new media has become the main business and communication tool all over the world.

Keywords: New media, reality, unreality, internet, virtuality.

Gerçeklikten Sanallığa: Yeni Medya Faktörü

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Özet

Sanayi Devrimi'nin ardından hızla değişen dünyada, tüm fiziksel unsurlar, özellikle teknoloji ve yaklaşımlar, birkaç yüzyıl içinde tanınmayacak kadar değişti. Bilimsel keşifler ve yeni teknolojiler, yaşam alanlarından mesleklere, eğitim olanaklarından eğlenceye kadar hayatın birçok unsurunu değiştirdi. Modern Çağ olarak adlandırılan bu dönemde yaklaşımlar, yaşam felsefeleri ve hedefler de değişmiştir. Çoğunlukla kırsal kesimde geleneksel yaşamda kullanılan iletişim ve eğlence araçlarının yerini yüksek teknolojili, çok işlevli ve çekici araçlara bırakmıştır. Modern araçların işlevleri ve eğlenceli özellikleri, insanları kendilerine bağımlı hale getirmiştir. Özellikle Dijital Devrim'den sonra bilgisayar tabanlı işlemler, paylaşım ve yeni medya tabanlı iletişim ve eğlence fırsatları tüm dünyada yaygınlaştı. Dijital ortamda resmi işlemler, özel işlemler, iletişim ve paylaşım eylemleri için çeşitli olanakların geliştirilmesi ile yeni medya tüm dünyada ana iş ve iletişim aracı haline geldi.

Anahtar Kelimeler: Yeni medya, gerçeklik, gerçekdışılık, internet, sanallık.

Introduction

In this study, going away from reality and living in virtual environments through media, which is defined as new media, was considered as a problem, the character of the new media was evaluated, the problems experienced through new media were analyzed, and the role of new media in transition from reality to virtuality was emphasized. The transition from a real world to a virtual world has been possible, adopted and approved, with the computer-based communication environment called new media. New media, which offers people all kinds of communication and sharing opportunities, provides people with the opportunity to get away from the troubled and troubled realities of the world and to experience temporary happiness in virtual universes (Shukla and Singh, 2011: s. 49). Face-to-face meetings, family gatherings, visits, traditional meetings and rituals in traditional times have decreased, and new media activities have increased. In a sense, new media has made a cultural revolution with technology (Johnston, 2017: s. 1). With the new media factor, traditional social and cultural activities have been replaced by the new media environment.

The fast and diverse communication environment of the new media and the diverse entertainment opportunities it provides to people have made it known as one of the main tools of life. Although the rapid flow and diversity sometimes cause confusion and mistakes, it has been a kind of lifesaver for those who want to get away from the tiring and tense rhythm of the real world (Asmolov and Asmolov, 2009: s. 121). The new media, while offering attractive opportunities to people with all sorts of temptations, also creates dangers such as alienation from essential duties and humanitarian values. While people think that they live in a fascinating new media world without realizing the dangers, new media is settling into people's lives every day with new and attractive functions (Stafford et al., 2012: s. 418). In a sense, the new media takes place in people's lives as an alternative to the real world.

Internet fraud has increased enormously in recent years, and many victims have emerged, from children to the elderly, from official workers to farmers. There are many different methods of fraudulent activity on the Internet (Nkotagu, 2011: s. 3). It is argued that the new media has completely changed the meaning and content of reality. The impact of new media, especially on young people, is deemed worthy of extensive scientific research. There are data that young people and children use the new media the most (Macintyre et al., 2001). There are also data that the new media are used in the field of education and provide great convenience to students' education (Changgen & Xuemei, 2017: s. 682). However, the problems arising

from its distancing people from the real world and consoling them in a virtual universe are being discussed more.

Virtual Reality

Virtual Reality (VR) has been known by names such as synthetic environment, cyberspace, artificial reality, simulator technology and so on and so forth before VR was eventually adopted since late 1960s. The exciting field of VR has the potential to change lives in many ways. There are many applications of VR presently and there will be many more in the future (Onyesolu and Eze, 2011: s. 68). Computer allows to see the surrounding world in other dimension and to experience things that are not accessible in real life or even not yet created. Virtual Reality is now involved everywhere. People can't imagine their lives without the use of VR Technology (Mandal, 2013: s. 308). The virtual reality is the technology equivalent of what people cannot find in the real world.

Life often puts heavy burdens on people's souls and overwhelms people. Both in traditional times and in the modern age, people have created cultures based on dreams and wandered in unreal worlds in order to get away from the problems of real life and get rid of them (Franklin and Zyphur, 2005: s. 73). In the modern age, technology has dominated all life and has come to a position to respond all needs of people. Virtuality, which is needed much in the modern age, is now created by technology (Toshniwal ve Dastidar, 2014: s. 7033). New media is the main actor of virtual creation.

Virtual reality is a fiction mixed with dreams, produced through technology. Virtual reality is a set of applications used in all areas from education to shopping, from formal transactions to entertainment (Mehler-Bicher and Steiger, 2017: s. 139). Virtual reality is also described as a game that deceives people by creating a sense of reality and making people believe that they live reality. In a modern sense, computer-based virtual reality is the application that starts with 3D environments and proceeds with the transfer of the feeling of "being there" to the human (Kaminski, 2016: s. 278). Many people take shelter in virtual reality environments provided by computer technology to get away from the tiring and tedious realities of the real world.

Virtual reality is often referred to as a Computer Assisted Virtual Environment and refers to the effect of the participant's senses to a certain extent and degree (Kind et al., 2019: s. 67). Therefore, sometimes, suicides and murders may occur (Cereci, 2018: s. 101). People's desire to move away from reality and seek a new universe and reach an unreal one is the most

important factor in the formation of virtual reality. Virtual reality applications, which started with Morton Heilig's machine called "Sensorama", have reached dimensions that challenge minds with new media (Seller et al., s. 80). It is impossible to say that the first virtual reality devices, despite being useless and complex, did not receive attention. People have always been interested in virtual reality and have always been curious (Roy, 2014: s. 198). In line with the curiosity and interest of people, technology manufacturers have also produced technologies that can move people away from reality to the most intense virtual reality.

In the modern age, virtual reality is used effectively in areas such as health, travel, military, entertainment, games, industry, defense industry, culture, tourism, especially education. It is known that virtual reality increases the desire to learn and entrepreneurship, especially in children and some professions (Thieme, 2017: s. 44). However, it is known to cause different problems in many children or adults. Virtuality, which is derived from imagination, is in a way an alternative to reality and is the natural choice of people who cannot adopt reality. People who are faced with the harsh and rigid effects of reality and who have problems see the soothing features of virtual reality in their desperate search and choose it (Jörissen, 2007: s. 223). This choice is directly related to the harsh conditions of modern life.

Simulation Lives

While James Clerk Maxwell's discovery of electromagnetic waves is described as one of the greatest discoveries of the earth, devices and techniques working with electromagnetic waves have formed the main elements of the modern world. The electromagnetic adventure, which started with a wireless, continued with telephone, radio and television, and reached the information age with the widespread use of the internet developed for military purposes. The new media, which developed with computer-based techniques after the traditional media period lasting about 300 years, created modern media, and an age of message flow that is not easy to control started, especially with the Internet. The Internet has been the beginning of a technological evolution in world history.

Social media, which provides people with opportunities such as simultaneous interaction, message transmission, sharing and obtaining information on the basis of new media, has become the most used media of the modern age, leaving behind all traditional media due to its easy accessibility and ease of use. Social media, which provides more satisfaction due to the use of many people and the messages reaching a large number of people, attracts a lot of attention due to the presence of all kinds of ideas and characters. However, social media, which sometimes contains true and real messages, is sometimes criticized for its virtual

content, which is far from the truth. Despite all the criticisms, social media is used by a large number of people with its ease of access, variety of messages, attractive and entertaining features.

While modern technology, which meets many needs of people, made life easier and fun for them, it caused the weakening of human relationships, but also created addiction due to their attractiveness. Social media, in particular, has become a routine that cannot be applied every day. Social media is the general name of internet-based tools through which people can transmit messages mutually (Dewing, 2012: s. 1). The nature and necessity of social media, which cannot be explained by only one factor, emerges as a result of many dynamics and influences in the modern world. Especially the human profile in the modern world explains the necessity of social media (Troitter and Fuchs, 2014: 34). Social media, which is a place of relaxation, entertainment and energy expenditure for people who mostly run for money and other material interests, whose spiritual feelings and human relations are more in the background, seems to be an invaluable savior for modern age people.

The media, especially the internet, which make the unrealistic ones look real, give the most competent examples of the simulation. By simulating almost everything, the media opens new ways for those who prefer to move away from the real world and live in an unreal world (Alic, 2010: 208). Social media, the most common extension of new media, makes it easier for people to follow and control, beyond providing mutual sharing (Rasmussen, 2915: 4). Thanks to advanced digital technology called new media and modern technology that is always in contact with their skins in the closest proximity of people, it enables people to be followed and directed by transferring all kinds of information to control centers. People who feel condemned to new media because traditional communication and entertainment methods have been abandoned, refer to new media and especially social media, from making decisions to reacting.

From Reality to Virtuality

Lately, the media often talk about crimes, mistakes and accidents that occur in the virtual world of new media. The virtual world of the new media has turned into a source that leads people to mistakes (Vogt, s. 72). There is no doubt that the new media are the most common means of communication in the modern age. New media are used not only for communication but also for purposes such as status reporting, following social activities, spending time, ego satisfaction (Zawacki-Richter and Bedenlier, 2016: s. 22). The new media has convinced

people that people are fulfilling almost all their emotional and spiritual needs. The virtual world of new media draws in all people with its extraordinary charms.

Fake identities in social media, virtual messages, virtual money in the market, utopian TV series on television, point to a real danger as well as an unreal world. In a period when reservations, shopping, marriages and even frauds are made in a virtual environment, getting away from the real world and getting closer to the virtual world still attracts people (Flate, 2016: s. 17). The tiring rhythm of modern life is tried to be passed over with the new media, which is the most popular tool of modern life, and people use new media, believing that they meet their many communication and cultural needs through new media. New media is seen as a way of thinking that you are getting away from the problems and boredom of modernity in the modern age and that you are relaxing in virtual worlds (Leingartner, 2017: s. 42). Due to the problematic modern way of life spreading all over the world, large numbers of people are taking advantage of new media.

Social media, the most effective product of new media, is used by almost everyone, from presidents to students, businessmen to housewives. In addition to unlimited communication and entertainment opportunities, new media is seen as a great danger for children and young people (Kant, 2020: s. 6). On the one hand, the virtual world on the Internet provides opportunities such as detecting criminals and capturing terrorists; On the other hand, it plays a role in the commission of crimes such as murder and others (Koong et al., 2012: s. 447). Most of the time, the fact that the parties do not show themselves in online communication makes it easier to commit crimes and causes malicious people to turn to new media (Norris et al., 2019: s. 11). New media contain dangers not only in terms of crimes, but also waste of time, neglect of daily work, adoption of wrong directions.

The new media creates a new style in industry, economy, science and art with new effects and changes the world. Messages, shapes, movements, likes, behaviors, thoughts and approaches in new media change (Baikulova and Suderevskaia, 2019: s. 57). The ready-made messages of the new media prevent the development of imagination, especially in children. Tales, epics, quotations that move the imaginary world in traditional culture have turned into elements that are ready and do not move the imagination in the new media (Kiley, 2019: s. 33). It is discussed and researches are made that the new media direct children and young people to new initiatives with some impulse effects. However, data are obtained that positive results can be achieved when new media are used in a controlled manner (Parsons, et al., 2020: s. 12). The benefits of controlled use are deemed valid for all technology products.

Applications of new media are preparing the conditions for a new world, from children to the elderly. The new media has created a very attractive virtual world for people who are tired and bored of the high-rhythm lifestyle of the modern age, drawing them into their own world (Javed vd., 2020: s. 13). New media provide opportunities for ego satisfaction for people who want to get away from problems, various games, competitions, entertaining videos and photos. Tired of reality, many people are turning to the virtual world of new media (Hall, 2018: s. 167). New media are used by a large number of people who think that the real world is only problematic.

Applications of new media are preparing the conditions for a new world, from children to the elderly. Children no longer play virtual games with virtual cars, virtual dolls, but high-tech products. Adults constantly share messages and expect appreciation for their photos in the new media environment. The new world moves forward with a virtual chain of actions and forms the foundations of the next stage (Balfanz, 2010: s. 29). The virtual world of the new media, which is especially preferred by people who have nothing to do with the facts and who want to get away from the realities and become addicted by using them constantly, mislead people in the solution of real world problems (Holl, 2018: s. 11). People who are detached from the real world live in a different universe from reality by substituting the virtual environment of the new media for reality.

The main features of the new media are interaction, depersonalization and asynchrony (Singhal, 2016: s. 65). The most important feature of the new media is the interaction where the parties can reach each other and transmit messages. Depersonalization, on the other hand, refers to sending messages according to the characteristics of the target audience, not to a homogeneous audience. The principle of asynchronization means that the recipient in the communication process receives and decrypts the message whenever they want (Arda, 2020: s. 2949). Although the ability to simultaneously transmit messages is one of the important features of the new media, it is also considered a great opportunity for the recipient to access and open the message whenever they want.

A large number of people use new media for ego satisfaction and personal satisfaction as well as communication and message sharing (Evers-Wölk and Opielka, 2016: s. 143). The new media adorned with virtuality is the environment that people who have not found the way of satisfaction in the real world apply for virtual satisfaction. People who cannot establish relationships with real people and cannot find production methods in the real world try to meet their satisfaction needs in the virtual world, in new media (Herzig and Martin, 2017: s.

132). In this context, new media provides people with countless possibilities that push the limits of their mind.

The complex and high-rhythm character of modern life makes people tired and bored. People who are overwhelmed under severe psychological conditions need environments where they can feel comfortable and happy and have fun (Faber and Schulz, 2010: s. 31). The virtual environment of the new media provides very entertaining virtual environments for the people of the modern age.

Conclusion

Virtuality and reality are concepts that have always been discussed and put forward with various theories. Virtuality, which is partially the opposite of reality, has emerged as a necessity in every period. When people got tired of reality, they turned to virtuality and made virtual creations. Imagination culture, which is the basic cultural creation of traditional ages, has been replaced by high technology in the modern age. In the modern age, technology now creates virtual culture.

Virtuality, which is the illusion of reality mixed with dreams, has come into existence with new media, the magnificent product of the modern age, and has entered the real life of people. High technology, which emerged with many scientific inventions and technical developments after the Industrial Revolution, dominated people's lives; On the one hand, it meets the needs of people related to work and daily life, on the other hand, it has become a way of escape for people who are tired and exhausted. People who are bored in the complex and tiring business and daily life of the modern world have turned to new media to relax and have fun, albeit virtually.

New media is the life element produced by modern technology that meets many needs of modern people. The modern age, where technological developments determine the lifestyle and dominate life, is the period that tires people and causes problems with an exaggerated ambition to possess and win. On the one hand, people are distracted by the various and fun elements of the modern age, on the other hand, they are tired and bored with high-rhythm work, possession and winning movements. In this context, it seeks ways to avoid fatigue and boredom.

The high technology of the modern age provides people with opportunities that meet many needs, from communication to education, from shopping to official transactions. Among these possibilities, new media is the most sought-after technology, both meeting needs and having

fun time. People communicate simultaneously and interactively through new media, share their private messages, be aware of social media, follow the world agenda and have fun by accessing entertaining messages. All these possibilities are beneficial for people who are overwhelmed by the problematic modern life. People spend pleasant time in a virtual world away from the boring and overwhelming atmosphere of the modern world, albeit temporarily.

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