

Araştırma Makalesi | Research Article

A Study of Users' Proclivity to Access News on the Axis of Digital Transformation

Dijital Dönüşüm Ekseninde Kullanıcıların Haberlere Erişim Eğilimleri Üzerine Bir İnceleme



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Abstract

The purpose of this research is to find an answer to one of the fundamental questions about the copyright of news content published on the internet and the future of online news content production. Hereof, "Is access to online news content on the internet a free right for users, or is it viewed as a commercial value that can be accessed for a fee?" According to the findings obtained from the study with 385 users; it has been observed that users who follow daily news have a low proclivity to pay digital platforms to access their news content. On the other hand, the target audience with the highest proclivity to pay for online news content has been identified as male users between the ages of 20 and 29 who have a habit of purchasing services from other digital platforms and following daily news. According to the data, online news content is not seen as having a commercial value like other digital platforms where services are purchased, and the proclivity for free access is higher among users who follow daily news.

Keywords: Online News, Digital Transformation, User Proclivity, Copyright.

Öz

Bu çalışmada; internette yayınlanan haber içeriklerinin telif hakları ve çevrimiçi haber içerik üretiminin geleceği ile ilgili temel sorulardan birinin cevabı aranmaktadır. Buna göre; "Kullanıcılar nezdinde internetteki haber içeriklerine erişim kendilerine sunulmuş ücretsiz bir hak mıdır, yoksa ücret karşılığında erişilebilen ticari bir değer olarak mı görülmektedir?" sorusunun yanıtına veri sağlayacak bulgulara ulaşılmaya çalışılmıştır. 385 kullanıcı ile yapılan çalışmadan elde edilen bulgulara göre; günlük haber takip eden kullanıcıların haber içeriklerine erişmek için dijital platformlara ödeme yapma eğiliminin düşük olduğu görülmüştür. Öte yandan çevrimiçi haber içerikleri için ödeme yapma eğilimi en yüksek olan hedef kitlenin; diğer dijital platformlardan hizmet satın alma alışkanlığı bulunan, günlük haber takip eden, 20-29 yaş arası erkek kullanıcılar olduğu görülmüştür. Ayrıca çevrimiçi haberlerin iletilmesinde ağırlıklı olarak; uçtan uca şifrelenmiş anlık mesajlaşma uygulamalarının, yani karanlık sosyal medyanın benimsenmesinin çevrimiçi haber içeriklerinin okunma metriklerinin oluşturulması ve ücretlendirilmesi açısından sorun teşkil ettiği görülmüştür. Elde edilen veriler doğrultusunda; çevrimiçi haber içeriklerinin hizmet satın alınan diğer dijital platformlar gibi ticari bir değer olarak görülmediği, günlük haber takip eden kullanıcılar nezdinde ücretsiz erişim hakkı eğiliminin daha fazla olduğu ortaya konulmuştur.

Anahtar Kelimeler: Çevrimiçi Haber, Dijital Dönüşüm, Kullanıcı Eğilimi, Telif Hakkı.



Introduction

“Will digital media replace traditional media?” Over the years, the subject has been debated from a variety of perspectives. One of the focuses of the debate until recent years was whether users would prefer digital media. The general opinion is that while younger users would prefer digital platforms to get news, the elderly population would prefer traditional media to get news. However, according to a study, especially during the COVID-19 pandemic, the elderly population in Australia is increasingly turning to social media platforms to get news. The percentage of the population over 75-years old who use social media as their primary news source has increased more than threefold in two years, from 3% to 10%. The transfer to social media as the dominant news source among this age group has been seen as part of a gradual shift away from traditional news media, such as television, radio, and print media (Park, et al., 2020). In other words, an increase in the rate of access to online news by users of all ages has been observed. However, digital transformation in the media and news sector does not only refer to the digitalization of platforms or devices utilized by individuals seeking news information. As the sector systematically restructures its business and revenue models to align with digital, it will be possible to discuss digital transformation. In today's terms, in the age of digital communication, when the rules of the game change rather than the game changing, the stakeholders of the media sector and the expectations that must be handled have also changed. Indeed, recent copyright and revenue model discussions about news content between the world's leading technology companies and governments have shown the need to restructure in order to protect the copyrights of publishers generating news content. It has attempted to defend content producers' rights by making agreements with businesses such as Google and Facebook, particularly in France and Australia (Rosemain, 2021). The issue of news content and distribution, which has not been a concern since the birth of the Web 1.0, has now emerged as a topic on which governments and technology companies must reach an agreement. Because, as can be seen, the agenda, particularly in European Union countries and Australia, is how the industry will reform itself, how revenue will be distributed, and how parties' rights will be protected.

Users' news reading habits, on the other hand, change as a result of this process. On the one hand, while interest in online news via smart phones is growing, it is clear that users are only at the beginning of the digital transformation and will retain parts of their traditional media habits. As with traditional media, users' habit of accessing news content for free via media such as television and radio creates additional issues in the context of copyright and the sustainability of content production for all content produced, particularly online news content.

As a result, in addition to discussing the economic models of press organizations or technology platforms, we believe it is critical to investigate whether users perceive online access to news information as a commercial value and their payment habits in this regard. It is also critical to understand the tendency of users who pay for digital platforms with a lot of content, such as music, movies, and series, to pay for daily news follow-up on online news platforms. In fact, the research aimed to examine the online news reading habits of users on digital platforms, and the willingness of users to pay for this content in Turkey on the axis of digital transformation.

Digital Transformation as A Driver of Users' Proclivity to Access News

Digitization is defined as “converting anything into a form that computers can store and read” and “beginning to use digital technology such as computers and the internet to accomplish something” (Cambridge Dictionary, 2021). Another meaning of digitalization is “the electronic display of data on a screen” (TDK, 2021). As the definition of the term suggests, when we use the term “digitalization,” we are attempting to express the usage of computers as gadgets. On the other hand, the phrase “digital transformation” has a distinct connotation than the word “digitalize,” and this idea appears to be susceptible to misinterpretation or meaning shift. Furthermore, it has been observed that this misuse of the term has an impact, not only on the linguistic level, but also on the strategic ways of doing business of digital transformation leaders in the business world.

Digital transformation, as a term, implies not only technological changes, but also changes in business models and social changes in places where the internet has entered (Popp, Rost-Hein, & Klewes, 2017). Companies like Uber and Airbnb, for example, rent cars and homes all over the world through the internet despite not owning their own vehicles or properties. According to traditional view, a company cannot rent a product that it does not own or manufacture, or that it has never seen. However, new business models have emerged as a result of the technological opportunities provided by digitalization. These companies' business models are strategic examples of digital transformation. On the other hand, this transformation has been felt not only in terms of the business model, but also in terms of users. Every day, millions of individuals have the option of renting a house in a country they are unfamiliar with through companies such as Airbnb and Uber or calling them to the location they desire from their smartphones when they need a car. The rapid growth of the “solo traveler” trend can be viewed as one of the societal consequences of digital transformation, notably as mobility has gotten simpler around the world in recent years. As fact, Peterka gave the following example of the impact of this development on the social dimension: “We now recognize that our communication psychology has shifted dramatically. We recognize that without smartphones and global video calls, we cannot and do not want to communicate.” (Peterka, 2017). However, the essential point to emphasize within the context of this study is that strategy, not technology, is the driving force behind digital transformation. According to Deloitte research conducted in 2015 with 4,800 professionals from 27 industries in 129 countries, leading companies do not only focus on implementing technologies such as social, mobile, analytics, and cloud, but also integrate these technologies into their processes to help transform the way they do business. Another noteworthy finding from the study is that the main distinction between “digital leaders” and other leaders is that they have the culture and leadership competencies to drive transformation, as well as a clear digital strategy (MIT Sloan Management Review and Deloitte University Press, 2015). As a result, it is critical for executives to comprehend the distinction between digitalization and digital transformation. In other words, to modify various business processes in a world where the game, not the rules, change.

As in all businesses, it is critical for media executives to proactively prioritize digital transformation. However, unlike in other industries, media organizations that create online content compete with tech companies. As a result, there has been confrontation in recent years between media companies, governments, and digital platforms. Copyright is one of the most serious issues raised by digital transformation in the media business. As the world of online news reading has expanded, tech companies have faced international

pressure to pay more to content providers on their platforms. Because broadcasting organizations' content was also published on Google indexes or Facebook, technology companies profited from the ads displayed on these pages (Khalil, 2021). However, with the new agreements reached in Australia and France, the parties have begun to seek new solutions as of 2020, and therefore the media sector has taken an important step in the scope of its own digital transformation (The Times of India, 2021).

After extensive discussion, the European Union (EU) enacted the final regulation, considering both the benefits and disadvantages of digitalization, particularly for content producers/authors. Despite the fact that implementation began later, the European Union enacted new laws in 2019 because the laws suitable for the new business models brought about by digital transformation were insufficient and outdated. As a result of "*the needs arising from new consumer behaviors and digital technologies changing the way of producing, distributing, and accessing creative content*", European Union (EU) updated their copyright laws. According to their statements, a modern copyright law suitable for the digital age will achieve three main goals: "more cross-border access to online content; expanded opportunities to use copyrighted materials in the fields of education, research, and cultural heritage, and a better functioning copyright market" (Europe Commission, 2019). This regulation prohibits the uploading of content protected by copyright rules on digital platforms such as Facebook, YouTube, Instagram, and Twitter. Platforms such as "Google News," on the other hand, need publishers to enter into a license agreement with each of them for their content to be published (Aktan, 2019). This rule is particularly crucial for broadcasting firms that generate news content to protect their copyrights on digital platforms.

On the other hand, as previously stated, it is critical that not only the industry, but also users, adapt to digital transformation. In fact, since the rise of the Internet, people have had unlimited access to information and entertainment content. Many concerts, stage shows, and movie screenings has been available for free on the internet. This habit appears to be a continuation of the traditional media habit that allows easy access to news content, such as radio and television. In other words, for a long time, many users appear to have considered accessing news content to be a "free" practice. It is now possible for users to quickly access news from social media, instant messaging applications, and news sites. Is it conceivable, in this context, to attribute a commercial value to news in the perspective of today's users?

In order to provide a response to such a question, it is also necessary to examine users' daily habits and mindsets in attempt to get insight about their proclivity to access news. Customers have evolved to be more digital and ecologically sensitive, according to recent global research. According to the report, 59 percent are more price-conscious, while 50 percent are more environmentally conscious (PwC, 2021). In other words, while people are likely to use more digital platforms than ever before, it seems that paying for news content may be more difficult than ever all across the world as well.

According to another research that has been conducted by Reuters Institute it is found that; although payment for internet news has increased significantly in a few wealthy Western nations, the general percentage of individuals who pay for online news is still low. In the previous year, 17 percent of people in 20 countries where publishers have asked for greater online payments purchased any online news, a two-point increase (Newman , et al., 2021, p. 10). In other words, it is observed that users' proclivity to pay

for online news content has evolved over the years. In fact, as the study indicates, there is a link between the tendencies in paid access to news and a country's degree of welfare. And that kind of thinking may also refer to a basic understanding in society that news content is protected by copyright and has a commercial value. In this scope, there may be a link between higher wealth and a high degree of education, thus understanding of copyrights. However, because such information was not included in the study, we believe it is a question that requires additional research. In addition, according to a recent study in Turkey in 2021, 44 percent of internet users share their news content via social media, instant messaging programs, or e-mail. YouTube has the largest percentage of shares (40%) followed by Twitter (34%), Instagram (34%) and WhatsApp (30%). In this context, it's unsurprising that 81 percent of respondents consider online media to be their primary news source, whereas just 30% cite print media as a source (Newman , et al., 2021, p. 109).

In the research, it was tried to reach findings that would contribute to online news-oriented digital platforms in Turkey on the axis of digital transformation while aiming to reveal if users perceive online news as a commercial value.

Research Method

Survey research, which is one of the quantitative research methods, was used in the study. The survey method is used as a data collection method in survey studies. The online survey method was preferred in this research, because it is the fastest way to reach the participants through the internet and can reach larger masses. The SurveyMonkey application was preferred for the online surveys. Within the scope of the research, the scale of the study conducted with 89.850 people under the title of "Digital News Report 2020, Digital News Report 2020" at the University of Canberra News & Media Research Center in Australia was taken as the basis (Park, et al., 2020). Since the scale used in the study was translated into Turkish, a pilot study was conducted to correct the conceptual differences and make them understandable. However, the answers of the users who participated in the preliminary study were not included in the sample.

Ethics Committee Permission

Within the framework of the decision taken during the meeting by İstanbul Medipol University Social Sciences Scientific Research Ethics Committee dated 13/07/2021 and numbered 83; the study does not contain any ethical issues.

Aim and Scope

With the entry into force of the European Union Copyright Law in 2019, which protects digital news content producers (especially in France and Australia), the protection of copyright on the internet has started to be discussed more. It has been seen that there are different studies in the literature on users' internet habits, access to news, copyrights, and digital transformation by the literature research. However, no similar study has been found in Turkey on the axis of digital transformation and copyright of online news content. The purpose of the research is to seek an answer to a fundamental question about the copyright of news content published on the Internet and the future of online content production since the findings will provide data for the answer to the question "Is access to news content on the internet a free right given to users, or is it seen as a commercial value that can be accessed for a fee?". In a similar way, it aims to understand the target audience trends for content producers in Turkey and to provide an output for cooperation. Hence, it has been tried to examine the online news reading habits of users

on digital platforms and the tendency of users to pay for news content in research. The scope of the study is limited to these findings and the discussions of the possible business models and research in the triangle of the media industry, digital platforms, and users are excluded.

Population and Sample

It is aimed to include the user in the research population with the minimum sample size according to the 95% (.05) reliability level representing the population, since the exact number of the research population is unknown and not all users can be reached. For this purpose, the research population consists of 385 people. The purposive sampling method was used within the scope of the study. In the "Digital News Report: Australia 2020" survey, it was found that the minimum acceptable sample size level (n: 2.034) used for the universe (N: 26M) was fulfilled. In the research, the minimum sample size is 384, according to the 95% reliability level, representing the population of 10 million. Hence, the study was conducted with 385 people to reach the minimum sample level.

Findings

In the study, it was tried to create a homogeneous group in terms of age and gender. The research was conducted with a total of 385 participants, 221 females and 164 males. When the users are examined over the gender variable, it can be mentioned that a homogeneous group was organized. The percentage of male participants was 47.6%, and the rate of female participants was 57.4% in the study. It was observed that 205 users were in the 20–29 age range in terms of the age variable. The percentage of users aged 20–29 is 53.2%. 28 of the users in the study are in the age group of 30-39. The percentage of users in this age group is 7.27%. It was determined that 37 of the participants in the study were between the ages of 40-49. The percentage of users between the 40-49 age is 9.61%. It was observed that 43 of the participants in the study were between the ages of 50-59. The percentage of users aged 50–59 is 11.17%. It was observed that 72 of the participants in the study were 60 years of age or older. The percentage of users aged 60 and over is 18.70%.

When examining how often the participants in the study accessed the news, it was observed that the users mostly read the news "more than 3 times a day" via radio, television, newspaper, online news, and social media. 111 users stated that they access the news more than 3 times a day and the percentage of users in this category is 28.3%. 104 of the participants in the study stated that they access the news at least 3 times a day, the percentage of users in this category is 27.01%. 99 of the participants in the study stated that they accessed news once a day or less, the percentage rate of this group is 25.71%. The total number of users stating that they access the news only a few times a week is 55 and their percentage is 14.29%.

The participants in the study are examined how much they are interested in the news in their daily lives, it is observed that they are mostly "moderately interested". 18 participants stated that they were excessively interested in the news in their daily lives. The percentage rate of this group is 4.68%. 135 of the participants in the study stated that they are very interested in the news in their daily lives. The percentage rate of this group is 35.6%. 154 users who participated in the study stated that they are moderately interested in news in their daily lives. The percentage rate of this group is 40%. 55 of the participants in the study stated that they are less interested in news in their daily lives.

The percentage rate of this group is 14.29%. The total number of users who stated that they are not interested in the news is 23, and their percentage is 5%.

When the participants in the study were asked, which devices did they use to access online news in the previous week, it was seen that their smartphones were used the most. In the frequency analysis, it was seen that 341 users used their smartphones to access online news in the previous week. The percentage rate of this group is 88.57%. 175 participants stated that they accessed the news with a computer/laptop. The percentage rate of this group is 45.45%. Among the users participating in the study, 123 users stated that they accessed the news via smart television. The percentage rate of this group is 31.95%. 40 participants stated that they accessed the news with tablets/e-books. The percentage rate of this group is 10.39%. It was observed that 8 users participating in the study accessed online news with wearable/voice-activated devices in the previous week. The percentage rate of this group is 2.08%. According to the findings smartphone (88.57%), computer / laptop (45.45%) and smart television (31.95%) were used the most as devices to access online news, respectively.

When the participants are asked which of the following ways they share news in a week, it was proven that they mostly use instant messaging applications. 302 users who participated in the study stated that they shared news with others via instant messaging applications (WhatsApp, Facebook Messenger, BiP, etc.). The percentage rate of this group is 78.44%. 192 participants stated that they shared news with others on social media. The percentage rate of this group is 49.87%. 55 participants stated that they shared news with others via e-mail. The percentage rate of this group is 14.29%. 43 participants stated that they did not share news. The percentage rate of this group is 11.17%. 22 users of participants in the study stated that they shared news with others through other channels. The percentage rate of this group is 5.71%.

When the participants in the study were asked that some web content providers on the Internet began to ask for payment to access certain news content and that they were likely to pay for a news source they liked when faced with such a demand, the answer was, "I would never pay" at most. 227 users who participated in the study answered that "I would definitely not pay". The percentage rate of this group is 58.96%. 40 participants stated that they could partially pay. The percentage rate of this group is 10.39%. 72 participants stated that they were hesitant. The percentage rate of this group is 18.70%. 36 participants stated that they could make payments. The percentage rate of this group is 9.35%. 10 participants stated that they would definitely pay. The percentage of this group is 2%.

When the participants were asked if they would not be able to access news from social media or online platforms without paying a fee due to company policies, would they agree to pay to these platforms, 162 users stated that they would not pay. The percentage rate of this group is 42.08. 64 users in the study stated that they could pay partially. The percentage rate of this group is 16.62%. 88 users who participated in the study stated that they were hesitant. The percentage rate of this group is 22.86%. 55 users stated that they can make payments. The percentage rate of this group is 14.29%. 16 participants stated that they would definitely pay. The percentage rate of this group is 4.16%.

When the participants were asked whether they paid monthly to any digital platform (e.g.: Netflix, Spotify, Fizy, Dergilik, etc.) that provided content during the study, it was observed that 268 users paid at least one digital platform. The percentage rate of this

group is 69.61%. 117 participants stated that they did not pay for the content of any digital platform. The percentage rate of this group is 30.39%.

It was examined as a result of the data collected from 385 people whether the users' use of news sources shows a significant difference according to their following daily news in this research. H₀ and H₁ hypotheses for the research were formulated as follows:

1H₀: Users' use of news sources does not differ significantly according to their daily news.

1H₁: Users' use of news sources differs significantly according to their daily news.

According to the result of the 1H hypothesis, the users' use of news sources shows a significant difference according to their following daily news ($F_{(17,546)} = 5.056$; $p < .05$). According to this result, the H₁ hypothesis is accepted. According to the results of the *Tukey test*, which was carried out to determine between which variables the differences were; The average usage trends of radio (M. = 3.50; S.D. = 0.84), printed newspapers and magazines (M. = 3.66; S.D. = 0.82) and television (M. = 3.67; S.D. = 0.82) were close to each other. On the other hand, it was observed that the average usage trends of online news (M. = 3.36; S.S. = 0.76) and social media (M. = 3.17; S.D. = 0.72) differed. In other words, it is seen that users who follow daily news prefer social media and online news as news sources more than traditional media.

It was examined whether there is a significant relationship between the use of smartphones and age among those who follow the daily news. The hypotheses are formulated as follows:

2H₀: There is no relationship between age and smartphone usage among daily news followers.

2H₁: There is a relationship between age and smartphone usage among those who follow daily news.

Among those who follow daily news, there is a statistically significant relationship between smartphone use and age ($X^2(20) = 59.330$; $p < .05$). The frequency observed in the study and the expected frequency values were found to be quite different from each other. As a result of the hypothesis, the H₁ hypothesis is accepted. In other words, there is a difference between the use of smartphones and age among those who follow the daily news. Especially for users in the 20-29 age group, the use of smartphones is crucial to follow the daily news.

It was examined whether there is a significant relationship between users who have the habit of reading news online and users who tend to pay for online news content. The hypotheses are formulated as follows:

3H₀: There is no relationship between users who have a habit of reading news online and users who tend to pay for online news content.

3H₁: There is a relationship between users who have a habit of reading news online and users who tend to pay for online news content.

There is no statistically significant relationship between users who have the habit of reading news online and users who tend to pay for online news ($X^2(6) = .884$; $p > 0.05$). The frequency observed in the study and the expected frequency values were found to be quite close to each other. As a result of the hypothesis, the H₀ hypothesis is accepted.

It was examined as a result of the data obtained from 385 people whether the habits of paying for the news content of the users show a significant difference according to their education level. H_0 and H_1 hypotheses are formulated as follows:

$4H_0$: The news reading habits of users 3 times a day or more do not differ significantly according to their tendency to pay for news content.

$4H_1$: The news reading habits of users 3 times a day or more show a significant difference according to their tendency to pay for news content.

According to the result of the 4H hypothesis used in the study, the news reading habits of users 3 times a day or more do not show a significant difference according to their tendency to pay for news content. ($t_{(385)} = .705$; $p > 0.05$). According to this result, the $4H_0$ hypothesis is accepted.

Whether users' buying habits on digital platforms show a significant difference according to their payment for online news content was examined through 385 people. H_0 and H_1 hypotheses for this study are formulated as follows:

$5H_0$: Users' purchasing habits on digital platforms do not differ according to their payment for online news content.

$5H_1$: Users' purchasing habits on digital platforms differ according to their payment for online news content.

According to the result of the 5H hypothesis used in the study, the buying habits of users on digital platforms differ according to their payment for online news content. ($t_{(385)} = 4.367$; $p < 0.05$). According to this result, the H_1 hypothesis is accepted. The average of users who do not have service buying habits on digital platforms ($M. = 4.36$; $S.D. = 0.97$) is higher than the average of users who have service buying habits on digital platforms ($M. = 3.52$; $S.D. = 1.26$). This result shows that the habit of buying services on digital platforms have a higher intensity than the habit of not paying for news content among users who have a habit of buying services on digital platforms. According to the independent t-test results made in the hypothesis, the $5H_1$ hypothesis is accepted. Thereby, there is a significant difference between users who do not have the habit of purchasing services on digital platforms, and users who do not have the habit of purchasing services on digital platforms, according to their payment status for online news content.

It was examined through 385 people whether the payment habits of users for news content show a significant difference according to gender. H_0 and H_1 hypotheses for this study are formulated as follows:

$6H_0$: Users' payment habits for online news content do not differ by gender.

$6H_1$: Users' payment habits for online news content differ by gender.

According to the result of the 6H hypothesis used in the study, users' paying habits for news content differ according to gender. ($t_{(385)} = 3.972$; $p < 0.05$). According to this result, the $6H_1$ hypothesis is accepted. The average of men's paying habits for news content ($M. = 3.97$; $S.D. = 1.16$) is higher than the average of women's paying for news content ($M. = 3.95$; $S.D. = 1.01$). This result shows that men tend to pay more for news content than women. According to the independent t-test results made in the hypothesis, the H_1 hypothesis is accepted. Hence, there is a significant difference between male and female users' paying habits for news content.

It was examined as a result of the data collected from 385 people whether the habits of paying for news content show a significant difference according to age. H_0 and H_1 hypotheses were formulated as follows:

$7H_0$: Users' payment habits for online news content do not differ significantly by age.

$7H_1$: Users' paying habits for online news content differ significantly by age.

According to the result of the 7H hypothesis used in the study, users' paying habits for news content show a significant difference according to age ($F_{(12,243)} = 2.659$; $p < .05$). According to this result, the H_1 hypothesis is accepted. According to the results of the *Tukey test*, which is carried out to determine which variables the differences were; It is observed that the age range of 20-29 (M. = 3.79; SD = 1.08) differed from other groups. 40-49 years old (M. = 4.06; S.D. = 1.14), 30-39 years old (M. = 4.12; SD = 1.06), 50-59 years old (M. = 4.17; S.D. = 0.93) to 60 and the averages of the older age group (M. = 4.18; S.D. = 1.06) is close to each other. Hence, users' paying habits for news content differ significantly by age. It has been determined that users in the 20-29 age group more tend to pay for news content than other age groups.

It was examined as a result of the data collected from 385 participants whether the habits of paying for the news content of the users show a significant difference according to their education level. H_0 and H_1 hypotheses were formulated as follows:

$8H_0$: Users' payment habits for online news content do not differ significantly according to education level.

$8H_1$: Users' paying habits for online news content differ significantly according to education level.

According to the result of the 8H hypothesis used in the study, the habits of users to pay for news content do not differ significantly according to their educational ($F_{(3,750)} = 1.068$; $p > .05$). Thereby, the H_0 hypothesis is accepted. In other words, there are no difference between the primary, secondary, undergraduate, and graduate education levels of the users and their payment habits.

Conclusion

According to the findings of a study performed with 385 users on the proclivity of users to get news on the axis of digital transformation, 11.95 % of users are willing to pay for online news content (46 users). Users in this group indicate that they will "certainly pay" and that they will "pay." When the proclivity of users to pay for these platforms is analyzed, it is shown that 18.45 % (71 users) have a tendency to pay if they will not be able to get the news from social media or online platforms without paying a charge due to company policies. In this context, it was found that restricting access to news made a 7% difference, but users' willingness to pay digital platforms to obtain news content remained low. Furthermore, 78.44 % of users indicated they shared news with others via instant messaging apps (WhatsApp, Facebook Messenger, BiP, etc.). Dark social media instant messaging programs are classified as end-to-end encrypted private channels that cannot be monitored by internet services (Southern, 2016). According to the study's findings, the use of mostly dark social media in the distribution of online news appears as a significant issue when it comes to setting reading metrics and pricing for online news content. According to the study's findings, users who follow daily news choose online news platforms and social media channels as news sources over traditional media

instruments like radio, newspapers, and television. With the rise of digitalization, it has become clear that digital platforms are chosen as a news source over traditional media tools (1H). In other words, it is clear that digital platforms play an essential role in people's news habits. On the other hand, among those who follow daily news, there is a difference in smartphone usage and age. When compared to other age groups, the 20–29 age group uses smart phones more for daily news follow-up (H2). In terms of online news access user behaviors, the group aged 60 and up has been shown to trail the age range of 20–29. In this context, this data demonstrates that demand for digital access to news has begun to emerge in groups aged 60 and up in Turkey. It is considered as a noteworthy finding in this regard.

Another key finding in the study is that there is no statistically significant correlation between those who read the news online and those who pay for online news content (H3). In other words, it is thought that there is no correlation between users' online news reading and their perception of content's commercial value, namely, their willingness to pay for it. This highlights the difficulty of positioning online news content as having commercial value. In fact, when the proclivity of consumers to read the news three times a day or more is compared to their proclivity to pay for news information, there is no significant difference (H4). This confirms the H3 theory; it has been observed that there is no positive correlation between the user's frequency of online news access and their proclivity to pay. Users who do not have the habit of purchasing services on digital platforms, on the other hand, are more likely to not pay for news content than users who do have the habit of purchasing services on digital platforms (H5). In this regard, it is considered that there is a correlation between the proclivity to pay for online news content and the purchase of services on digital platforms. While commercially positioned online news content, it is understood that the primary target audience should be users who have a habit of purchasing services from other digital sources. Moreover, it has been found that there is a substantial variation in the habits of male and female consumers when it comes to paying for news content (H6). Male users appear to pay more for internet news content than female ones. In fact, there was a significant difference in users' paying habits for news content based on age. It has been revealed that users aged 20–29 are more likely than other age groups to pay for news content (H7). According to the study's findings, given that there is no difference between users' primary, secondary, undergraduate, and graduate education levels and their payment habits (H8), the target audience with the highest proclivity to pay for online news content is men aged 20-29 who have a habit of purchasing services from other digital platforms.

In a survey titled "To what extent have digital technologies affected your industry?" 41 % of participants said "very much," while 35 % said "a great deal." On the other hand, 76 % of the managers interviewed stated that digital transformation had begun to impact the way businesses operate (MIT Sloan Management Review and Deloitte University Press, 2015). In other words, while managers understand that the way they do business must change, it seems like the adaptability required for transformation cannot be achieved yet at the same rate in terms of culture, user habits, and workflow processes. In our research it is seen that, in the context of online copyrights, the proclivity of users to access news and the revenue sharing model between content providers and technology corporations have taken center stage in the axis of digital transformation. As of 2020, the industry has begun to take the required steps to protect author rights, both within the framework of European Union regulations and Australia's agreements with Google and Facebook. Because it has

been understood that generating content for free is not viable for authors and does not allow for the development of an ecosystem suitable to the generation of creative content. In this context, we conclude that users' categorization of online news content as "free" is an issue that requires critical sectoral consideration. In fact, our research has revealed that users' proclivity to perceive online news content as having commercial value is quite low. However, to ensure cultural continuity, as in traditional media, it appears fair that the works of content producers, publishers, photographers, graphic artists, and authors are subject to copyright and are protected in the digital transformation process. In this context, we consider that discussing the issue of copyright on digital platforms and its implications for cultural continuity will be in the parties' societal interests.

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Dijital Dönüşüm Ekseninde Kullanıcıların Haberlere Erişim Eğilimleri Üzerine Bir İnceleme

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Genişletilmiş Özet

Dijital haber içerik üreticilerini koruyan Avrupa Birliği Telif Hakkı Yasası'nın 2019 yılında yürürlüğe girmesiyle birlikte internette telif haklarının korunması tartışılan bir konu haline gelmiştir. Öte yandan, çevrimiçi haberlere ilgi artarken, dijital platformlarda günlük haberleri takip eden tüketicilerin geleneksel medya alışkanlıklarını çeşitli şekillerde sürdürdükleri görülmektedir. Bu çalışmada, çevrimiçi haber içeriklerinin telif hakları ve çevrimiçi içerik üretiminin geleceği ile ilgili temel bir soruya yanıt aranmaktadır. "Kullanıcılar nezdinde internetteki haber içeriklerine erişim kendilerine sunulmuş ücretsiz bir hak mıdır, yoksa ücret karşılığında erişilebilen ticari bir değer olarak mı görülmektedir?" Çalışmanın amacı, Türkiye'de bu sorunun yanıtına kanıt oluşturacak sonuçlar üretmektir.

Dijital liderler, net bir dijital stratejinin yanı sıra dönüşümü yönlendirmeye hazır bir kültüre ve liderlik yetkinliklerine sahiptir (MIT Sloan Management Review ve Deloitte University Press, 2015). Diğer bir deyişle, özellikle liderlerin dijitalleşme ile dijital dönüşüm arasındaki farkı anlamaları, yani çeşitli iş süreçlerini dönüştürmeleri kritik önem taşımaktadır. "Dijital dönüşüm" terimi, "dijitalleşme" kelimesinden farklı bir anlama sahiptir. "Dijitalleşme anlam olarak; sayısallaştırma ve/veya "bir şey yapmak için bilgisayar ve internet gibi dijital teknolojileri kullanmaya başlamak" anlamına gelmektedir (Cambridge Dictionary, 2021). Öte yandan dijital dönüşüm, sadece teknolojik değişimleri değil, iş modellerindeki değişiklikleri ve internetin nüfuz ettiği alanlardaki sosyal değişimleri de ifade etmektedir (Popp, Rost-Hein ve Klewes, 2017). Bu nedenle medya yöneticilerinin diğer sektörlerde olduğu gibi dijital dönüşümü stratejik olarak önceliklendirmesi önem taşımaktadır. Dijital medyanın yükselişiyle artık çevrimiçi haber içeriği oluşturan kuruluşlar teknoloji şirketleriyle rekabet etmektedir. Bu sebeple son yıllarda medya kuruluşları, hükümetler ve dijital platformlar arasında sıkça sorunlar yaşanmaktadır. Kullanıcılar arasında çevrimiçi haber okuma eğilimi arttıkça, teknoloji şirketleri platformlarında çevrimiçi içerik yayıncılarına daha fazla ödeme yapma konusunda uluslararası baskıyla karşı karşıya kalmaktadır (Khalil, 2021). Ancak Avustralya ve Fransa'da varılan yeni anlaşmalar ile taraflar 2020 yılı itibari ile yeni telif hakkı çözümleri aramaya başlamış ve böylelikle medya sektörü dijital dönüşüm yolunda önemli bir adım atmıştır (The Times of India, 2021). Ayrıca 2019 yılında dijital dönüşümün getirdiği yeni iş modellerine uygun kanunların yetersiz kalması ve güncelliğini yitirmesi nedeniyle Avrupa Birliği yeni kanunlar çıkarmış ve telif kanunlarını güncellemiştir (Avrupa Komisyonu, 2019). Bu bağlamda; kullanıcıların olduğu kadar sektörün de dijital dönüşüme uyum sağlaması oldukça önemlidir. Nitekim uzun bir süredir kullanıcıların içeriğe erişiminin "ücretsiz" bir hizmet olduğu gözlemlenmiştir. Bu sebeple, medya kuruluşlarının veya teknoloji platformlarının iş modellerinin tartışılmasının yanı sıra, kullanıcıların çevrimiçi haber içeriğine erişim için ödeme eğilimlerinin ve alışkanlıklarının da incelenmesinin önemli olduğunu düşünmekteyiz.

Çalışmada kullanılan nicel araştırma yöntemlerinden biri tarama araştırmasıdır. Çalışmada veri toplamak için anket yöntemi kullanılmıştır. Çalışma için çevrimiçi anket yöntemi, internet üzerinden katılımcılara hızlı bir şekilde ulaşılması ve Türkiye’de daha geniş bir kitleye ulaşabilmesi nedeniyle tercih edilmiştir. Araştırmaya temel olarak Avustralya’daki Canberra Üniversitesi Haber ve Medya Araştırma Merkezi’nde “Digital News Report 2020-Digital News Report 2020” başlığı altında 89.850 kişi üzerinde gerçekleştirilen çalışmanın ölçeği kullanılmıştır (Park, et al., 2020). Çalışma evreninin tam büyüklüğü bilinmediği ve tüm kullanıcılara ulaşamadığı için kullanıcı evrenini temsil eden %95 (.05) güven düzeyine dayalı, mümkün olan minimum örneklem büyüklüğü çalışma evrenine dahil edilmiştir. Bu sebeple çalışma evreni 385 kişiden oluşmaktadır. Araştırma kapsamında amaçlı örnekleme yöntemi kullanılmıştır. Evren (N:26M) için kullanılan kabul edilebilir minimum örneklem büyüklüğü düzeyi (n:2.034) “Digital News Report: Australia 2020” anketinde karşılanmıştır. %95 güven düzeyine göre, çalışmamız için minimum örneklem büyüklüğü 384 olup, Türkiye’de 10 milyonluk nüfusu temsil etmektedir. Bu sebeple araştırma, minimum örneklem büyüklüğünü karşılamak için 385 kişi ile gerçekleştirilmiştir.

Araştırmadan elde edilen bulgulara göre; günlük haber okuyan bireylerin haberlere erişmek için dijital platformlara ödeme yapma eğilimleri düşüktür. Öte yandan, çevrimiçi haber içeriği için ödeme yapma eğilimi en yüksek olan hedef kitlenin 20-29 yaş arası erkekler olduğu ve diğer dijital platformlardan hizmet almanın yanı sıra günlük haberleri takip etme eğiliminde oldukları görülmüştür. Ayrıca, uçtan uca şifreli anlık mesajlaşma uygulamalarının, yani karanlık sosyal medya (dark social) kullanımının çevrimiçi haber içeriği için ölçümler ve fiyatlandırma açısından bir engel olarak ortaya çıktığı görülmektedir.

Elde edilen bulgulara göre, çevrimiçi haber içeriği, hizmetlerin ücretli olduğu diğer dijital platformlar gibi ticari bir değere sahip olarak algılanmamaktadır. Öte yandan günlük haber okuyanlar arasında ücretsiz erişim eğilimi daha da güçlüdür. Bu bağlamda, teknoloji platformlarının içerikten gelir elde ettiği bir senaryoda, özgün çalışmaların oluşturulmasına olanak sağlayacak bir ekosistem oluşturmanın kolay olmayacağı görülmektedir. Kullanıcıların çevrimiçi haber içeriklerini bu bağlamda “ücretsiz” olarak konumlandırmaları önemli bir sektörel sorundur. Nitekim araştırma, kullanıcıların çevrimiçi haber içeriği için ödeme yapma eğilimlerinin oldukça düşük olduğunu ortaya koymuştur. Bu sebeple, sektörel olarak tartışılması gereken önemli konulardan birinin de dijital çağda kültürel sürekliliğin sağlanması için çevrimiçi haber içeriklerinin ticari bir değer olarak konumlandırılması olduğu düşünülmektedir.

Anahtar Kelimeler: Çevrimiçi Haber, Dijital Dönüşüm, Telif Hakkı.

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In this study, the rules stated in the "**Higher Education Institutions Scientific Research and Publication Ethics Directive**" were followed.

Yazarların çalışmadaki **katkı oranları** eşittir.

The authors' **contribution rates** in the study are equal.

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There is no **cost** with any institution or person within the scope of the study.

Etik Kurul İzni | Ethics Committee Permission

Within the framework of the decision taken during the meeting by İstanbul Medipol University Social Sciences Scientific Research Ethics Committee dated 13/07/2021 and numbered 83; the study does not contain any ethical issues.

İstanbul Medipol Üniversitesi Sosyal Bilimler Bilimsel Araştırmalar Etik Kurulu'nun 13/07/2021 tarihli toplantısında alınan 83 sayılı karar çerçevesinde çalışma etik açıdan bir sakınca içermemektedir.