

A COMPARATIVE ANALYSIS OF ZUCKERBERG'S NEW PUBLIC SPACE THREADS AND TWITTER (X)

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ZUCKERBERG'İN YENİ KAMUSAL ALANI THREADS VE TWITTER (X) ÜZERİNE KARŞILAŞTIRMALI BİR ANALİZ

Abstract

With the development of internet technologies, Habermas' public spheres have gained a much wider range and the public spheres even more in-depth perspective. The most important and visible example of this is the speed at which internet technologies have been incorporated into people's daily lives since the emergence of the internet in the 1960s. According to various studies, the development of the internet from Web 1.0 to Web 4.0, and even Web 5.0, along with the internet technologies' ability to become more participatory through the metaverse, has led to significant changes in the environments defined by the Public Sphere Theory. This shift has given rise to virtual public spheres known as social media. Among these public spheres, Twitter (X), which is among one of the most popular social media platforms, has managed to hold the biggest slice of the pie for a long time. However, the Threads platform announced by Zuckerberg was recently launched with the potential to be a competitor to Twitter (X) after a long time.

Within the scope of this study, Threads platform, which can be defined as a new public sphere and as a rival to Twitter (X), will be examined both through literature review and comparative analysis method. In this way, it is aimed to explain this new field as well as shed light on future studies by comparing Threads, which is a very new field for the world literature, and Twitter (X) platforms, which are frequently used in academic studies.

Keywords: Social Media, Threads, Twitter (X), New Public Sphere, Comparative Analysis.

Özet

İnternet teknolojilerinin gelişmesiyle birlikte Habermas'ın kamusal alanları da oldukça geniş bir yelpaze kazandı ve günümüz dünyasındaki kamusal alanlar çok daha derinlikli bir perspektife kavuştu. Bunun en büyük örneği olarak ise internetin 1960'lı yıllarda ortaya çıkmasından bugüne kadar geçen süre içerisinde internet teknolojilerinin insanların günlük yaşantılarına dahil olma hızı görülebilir. İnternet Web 1.0'dan Web 4.0'a ya da bazı çalışmalara göre Web 5.0'a kadar gelişim gösterince ve daha sonrasında 'Metaverse'in kullanıma geçmesiyle daha da katılımcı bir yapıya büründü. Bu gelişmeler ile Kamusal Alan Kuramı çerçevesinde tanımlanan çevrelerde büyük değişimler yaşandı ve sosyal medya adı verilen sanal kamusal alanlar ortaya çıktı.

Bu kamusal alanlar arasında özellikle en popüler sosyal medya platformlarından biri olan Twitter (X) ise uzun bir süre pastanın büyük dilimini elinde tutmayı başarmıştır. Ancak, Zuckerberg tarafından duyurulan Threads platformu uzun bir süre sonra Twitter'a (X) bir rakip olabilme potansiyeli ile çok yakın bir tarihte piyasaya sürüldü.

Bu çalışma kapsamında da özellikle yeni bir kamusal alan olarak ve Twitter'a (X) rakip olarak tanımlanabilecek olan Threads platformu hem literatür taraması hem de karşılaştırmalı analiz yöntemi ile incelenecektir. Bunun sonucunda dünya literatürü için oldukça yeni bir alan olan Threads ve akademik çalışmalarda sıklıkla kullanılan Twitter (X) platformları karşılaştırılarak gelecekteki çalışmalara ışık tutmanın yanı sıra bu yeni alanın açıklanması amaçlanmaktadır.

Anahtar sözcükler: Sosyal Medya, Threads, Twitter (X), Yeni Kamusal Alanlar, Karşılaştırmalı Analiz.

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Introduction

In light of new technologies, there have been significant and frequent changes worldwide, particularly since the emergence of Internet technologies in the 1960s. These changes have gradually transformed standards in human life and public spaces, notably in the context of Habermas' public spheres, largely influenced by the rise of social media platforms. Namely, most apparent alteration could be exemplified with the structural changes in the public spheres of Habermas thanks to social media platforms.

Social media, known by various terms such as social media platforms or social networking sites, fundamentally serves as an internet-based system developed to fulfill individuals' social needs and facilitate communication. Within this system, individuals can easily communicate with others, communities, or organizations regardless of their location, as long as they have an internet connection. Moreover, social media allows users to interact with different cultures, individuals, and ideologies, thus gaining new perspectives.

As a result, individuals have begun to assert their views and thoughts more confidently and effectively, thereby creating their own public spaces and contributing to the global discourse. As a result of the Internet and its impacts on life, social media platforms, which have been active, efficiently have created more interactive and distinctive public spaces, which are more digital and accessible than Habermas' public spheres. Since its inception, Twitter (X) has enabled individuals with diverse perspectives to interact effectively, establishing itself as a pioneer in the field of social media platforms. Although Twitter (X) initially stood out as a pioneering platform for diverse interactions, it now faces competition from Zuckerberg's new app, Threads, threatening its unique position in the field.

In this chapter, we begin by analyzing the Threads application, considering it as a new public space. Subsequently, we provide a concise overview of Zuckerberg and the Meta company, followed by a literature review fo-

ocusing on Musk and Twitter (X). We summarize key issues surrounding Twitter (X), the Meta company, and the Threads application, highlighting their academic significance. In conclusion, this chapter has examined Twitter (X) and Threads as competitors through a comparative analysis. We highlighted their similarities and differences, followed by a brief discussion of our findings. The chapter concludes with recommendations and conclusions drawn from the evaluation.

New Public Sphere: Threads

To understand the concept of new public spheres and discuss the Threads application within this context, it is essential to first define what is meant by public space. In this context, it is necessary to evaluate Habermas's Theory of the Public Sphere from the perspective of common interest and the benefit of society (Frazer, 2004: 106) and, as Eren quotes Habermas, from the concepts of being open to every individual (Eren, 2005: 97) or, in other words, being open to everybody. However, when looked at the differences in the implementation of public spaces, it can also be considered as the attitude of the bourgeoisie towards the state and the structure (Karadağ, 2003: 175) or physical environment in which the bourgeoisie has become a mediator over time. Considering today's conditions, however, it is also essential to consider and evaluate that communities need not have a physical presence for public spaces (Akpınar, 2021: 366). In today's structure, as a result of the development of internet technologies and the virtual or digital public spaces (Akpınar, 2021: 366), it is an inevitable fact that the vitalism of individuals to need a physical environment for interactions to satisfy their social needs has largely lost its significance. In this case, it has enabled interpersonal interaction to gain a wider framework by eliminating the physical presence of individuals to communicate or interact with other people.

After the disappearance of physical environments for interpersonal interaction, the virtual and digital worlds have gained a great attraction, and social media channels in particular have experienced a grand breakthrough. Thanks to this breakthrough,

Habermas' theory of the public sphere has not only retained its basic meaning but also has acquired a more digital or virtual structure. Especially within the framework of the idea that social media has the ability to establish an effective relationship within the society and has the ability to realize a social transformation (Babacan, 2014: 138), it can be estimated that it has a great impact on the change of public spaces. In this context, it would not be a wrong inference to say that social media is one of the cornerstones of the public sphere transformations in today's world. Given that social media can be free and independent of any higher authority under certain conditions and that it has become a space where the activities of various structures are constantly interpreted and criticized (Habermas, 1997), concepts such as freedom, equality and independence, which are the necessities of the public sphere, can be universally provided. Nevertheless, it cannot be ignored that local governments may impose access restrictions on the internet or social media platforms, which may harm the concept of public space as being independent from authority and censorship (Yegen, 2013: 131). In spite of this, it is not correct to say that social media is completely removed from the public sphere. Social media can be made accessible through various methods such as VPN or DNS, even though it can be slowed down or access barriers can be imposed by local governments or administrative units, it can be accessible by individuals, and it allows the emergence of a phenomenon called internet activism (Yegen, 2014: 88) with its ability to create social activism. In this way, the power of social media (Akpınar, 2022: 11-12) can be expressed as a new generation power that provokes the creation of public spaces at the basic level by coming to an undeniable point in terms of planning social activism, preparing the community as a result of a problem, producing a public space faster and obtaining a comprehensive framework.

In this context, the Threads application emerges as a new generation of public space. The Threads application is launched by the US-based Meta company on 6 July 2023 (Habertürk, 2023), and has started to be used globally. Threads application, which

has reached 100 million users in the world in the first week of its release (Ergül, 2023), has become a social media platform that has managed to gain a great momentum both in the world and in Türkiye with the number of users reaching 5 million in Türkiye (Kalelioğlu, 2023). At the same time, it can also be evaluated as a new generation public space such as Twitter (X), which has started to gain a place both in the world and in Türkiye. As Threads is an Instagram-based application, it creates personal spaces by allowing people to interact with their existing connections. In addition, it offers a limit of 500 characters and allows sharing photos, videos or links (Baytak, 2023) just like Twitter (X).

In this respect, in fact, the Threads application appears as a field that can leave the distinction between private and public spheres to individuals, as Habermas expresses, by offering private account or public account options to individuals. From this perspective, the social media application named Threads can be considered as a new generation or, in other words, a virtual/digital public space, just like Twitter (X) and many other social media networks. In this regard, within the framework of this study, the Threads application is considered as a new generation, digital, virtual or internet-based public space. Hence, we will compare the pros and cons of Threads with Twitter (X), examining not only their spatial aspects but also various other factors. Before doing so, however, Zuckerberg and Meta, Musk and Twitter (X) will be analyzed in a general context in order to better understand the Threads application and Twitter (X).

An Overview of Zuckerberg and the Meta Company

There are numerous companies responsible for the constant evolution and transformation of social media platforms, forming an oligarchic structure within the industry. Each company within this oligarchic structure competes closely with one another. Companies within this oligarchic structure is in close competition with each other. For example, the fact that Twitter (X) has been monopolized in its own field so far is a situation that reveals the

power of this oligarchic structure. However, the monopolization of a single company at times could disrupt the balance within the industry. This prompted the Meta company to take action and assert its presence in the monopolization process. Hence, it is crucial to examine the roles of Zuckerberg and the Meta company for a comprehensive understanding of the topic

Mark Elliot Zuckerberg, or mostly known as Zuckerberg, born in 1984 into a Jewish American family, was a child prodigy in technology field which, in fact, was the most essential ability for him to get to achieve his greatest breakthrough of his life in his university years (Nogalski, 2022: 29). He became a strong entrepreneur thanks to his interest in computer programming most importantly during his secondary school years, later on his projects in high school and finally Facebook, which he and his friend Dustin Moskovitz laid the foundations of at Harvard University (Nogalski, 2022: 29). In this respect, it is more accurate to define Zuckerberg as a technology-oriented character since the early stages of his life, rather than being defined as a rising entrepreneur and technology giant.

With Facebook's name change, various products that we used to know as Facebook products have gone under their new name, Meta, and has started to be evaluated as products under this roof and renewed themselves. When Mark Zuckerberg was asked about the reason for this name change, he has stated that in general terms, since Facebook is an iconic social media, it no longer has a perspective that covers all products of the brand (Kocabay Şener, 2021: 175). The Meta company briefly referred to their story on their website as "When Facebook launched in 2004, it changed the way people connect. Apps like Messenger, Instagram and WhatsApp further empowered billions around the world. Now, Meta is moving beyond 2D screens toward immersive experiences like augmented and virtual reality to help build the next evolution in social technology" (Meta, 2020). In addition, while explaining their own principles, the company preferred to explain their principles under 5 basic headings by

giving importance to inclusiveness. These 5 basic titles are, respectively, "Give People a Voice, Build Connection and Community, Serve Everyone, Keep People Safe and Protect Privacy, Promote Economic Opportunity" (Meta, 2020). In this respect, it is feasible to see Meta as a company that tries to offer an egalitarian structure in a globalizing world, that assists the voices of individuals to be heard through social media, and that is committed to serving billions of people around the world. Nevertheless, it should be kept in mind that Meta, like any other company, is a profit-oriented organization and that economic or political hegemonic may have a positive or negative impact on these principles from time to time.

In this context, it should not be ignored that we should consider Zuckerberg and the Meta company he created among today's technology giants, as well as, as Zuckerberg mentioned in his speech, each of the things learned from closed platforms that struggle with social problems should be accepted, and it should be underlined that the time has come to devote ourselves to being a helpful force in building the future with the "metaverse" (Kocabay Şener, 2021: 175). When looked at this statement made by Zuckerberg, it is mentioned that they will be an auxiliary force in the transition to the metaverse, in other words, the meta-universe (Akpınar, 2023: 320), which is another three-dimensional world other than the physical world reproduced by digitalized virtual worlds freed from physical reality. Therefore, when this explanation is taken into consideration, it is argued that what originally underlies Facebook company taking the name Meta is the possession of an implicit concept of metaverse. Given that this is not an official announcement, it should be viewed as a potential direction for the company's future, warranting further examination of their upcoming steps.

An Overview of Musk and Twitter (X)

In addition to Facebook or Meta, Twitter (X) is also part of the oligarchic structure of social media channels. Furthermore, Twitter (X) has long held a distinct position among social media giants, serving as a valuable virtual public space due to its unique features.

However, the newly launched Threads application, which has yet to be extensively studied academically, aims to challenge Twitter (X)'s dominance in this regard. Therefore, in order to better understand the impact of the Threads application, it is necessary to take an overview of Musk and Twitter (X).

Born in 1971 in South Africa, Elon Musk, or Elon Reeve Musk, moved to Canada in 1989 to continue his education at Queen's University in Kingston, Ontario, and after continuing his education there for a while, when the calendars showed 1991, he continued his education at the University of Pennsylvania to complete his Economics and Physics departments, and then moved to Silicon Valley in 1995 (Muegge and Reid, 2019: 20) and took up the interest in technology. Musk, who has played an active role in the realization of many projects since he became interested in technology, has become known as a technology entrepreneur and giant, especially thanks to his establishment of companies such as Tesla, SpaceX, Neuralink and The Boring Company (Tesla, 2023) and his subsequent acquisition of Twitter (X). This section focuses on defining the application and explaining its development phases, particularly in the context of Twitter (X).

Twitter (X) emerged into our lives in 2006 as an internet-based application founded by Evan Williams, Jack Dorsey, Biz Stone (Odabaşı, Mısırlı, Günüç, Timar, Ersoy, Som, Dönmez, Akçay and Erol., 2012: 94) and according to some sources, Noah Glass, who were the original technology entrepreneurs of that period. Thanks to this feature, it has succeeded in emerging as one of the most important microblogging environments not only in Türkiye but also in the world (Odabaşı, et al., 2012: 93). It was able to achieve this success with its simple interface and short and clear content (Sagolla, 2009 was quoted in Altunay Cemiloğlu, 2010: 36). Additionally, the fact that Twitter (X) facilitates the formation of an interactive structure by enabling the recognition and visibility of people who produce creative content (Greenhow, 2009: 11) has also played an effective role in the development of the scope of the application. Afterwards,

the opportunities offered by Twitter (X) have been able to continue to grow by renewing itself by showing a greater development. In particular, its text-based structure was supported with visuals and videos in the following years, its 140-character structure increased to 280 characters, and although an agreement was reached on the sale of Twitter (X) to Musk on 25 April 2022, the purchase of Twitter (X), which was suspended on 13 May 2022 and terminated on 8 July 2022 as a result of the alleged violation of various provisions in the agreement, was officially transferred to Musk's management as a result of Musk winning the lawsuit filed until 28 October 2022 (Okay Zengin, 2022). With the transition of Twitter (X) to the management of Elon Musk, there have been a great number of policy changes. Among these alterations many features such as paid subscription of the blue tick, expanded text, video, viewing, interaction and adaptation of the home page flow can be listed; however, these features are not detailed there as they will be looked into in the comparative analysis section.

Methodology

In order to ensure the reliability of the study, a literature review is carried out and, in this way, the study is tried to be strengthened by taking the support of the discourses produced from past scientific studies (Akpınar, 2021b: 65). The influential role of social media in contemporary society is indisputable. In this context, it is essential to note in comparative analysis that social media and internet technologies have far-reaching effects on human life. Comparative analysis is one of the primary methods used by Aristotle to compare the constitutions of ancient Greek city-states (Kutlu, 2020: 8). Given the breadth of social media applications, this study focuses on comparing Twitter (X) with the emerging platform Threads, which is purported to challenge Twitter's (X) dominance, using comparative analysis. The comparative analysis method is chosen for its effectiveness in examining similarities and differences between two or more samples. "Due to the nature of the study, informed consent or ethics committee approval was not required."

Results

Table 1: Comparative Analysis of Twitter (X) and Threads	
Reference: Prepared by the author of the chapter.	
Twitter (X)	Threads
When Twitter (X) was first launched, it was predominantly a text-based application, and later, with the updates it received, it gained a structure where visuals and videos could be added.	As Threads is a brand-new application, unlike Twitter (X), it not only has a text-based application, but also a text, visual and video-based application.
Twitter (X) is an independent application and in order to use it, you must first register a Twitter (X) account. Also, if you delete your account, only your Twitter (X) account will be deleted.	Since Threads is an Instagram-based application, you must first have an Instagram account in order to have an account in this application. Also, if you delete Instagram, your Threads account will be deleted.
If you do not have Twitter's (X) blue tick (Twitter (X) Blue) subscription, the content you can produce can consist of a maximum of 280 characters.	In the Threads application, you have a limit of 500 characters of content without any subscription.
As Twitter (X) is registered independently, you will not be able to use the usernames you use on your other social media accounts if they have already been taken.	As Threads is an Instagram-based application, you can use the username you use on your Instagram account here.
Twitter (X) has a local and global agenda tab where you can follow events in Türkiye and around the world.	Threads, on the other hand, does not yet offer an alternative to follow local and global agendas.
The use of hashtags on Twitter (X) is very common and a lot of content is produced using hashtags related to the agenda.	Contrary to Twitter (X), the use of hashtags is not very common in Threads.
Within Twitter (X), posts can be re-shared, comments can be made, and other users can access the content by tagging them.	In threads, posts can be re-shared, comments can be made, other users can access the content by tagging them.
Twitter (X) limits the amount of content you can see if you do not have a blue tick subscription.	Threads social media application is not yet known to impose a content viewing restriction. However, it is mentioned that it may be introduced in the near future.
Twitter (X) blue tick subscribers can only upload videos slightly longer than 2 minutes, while blue tick subscribers can upload videos up to 120 minutes.	The Threads application does not yet mention a subscription system, allowing each user to upload videos up to 5 minutes.
Twitter (X) does not allow normal users to edit any posts. However, those who are blue tick or in other words Twitter (X) Blue members can edit their content and posts.	Threads has not yet announced that they will allow editing of content and posts in any form.
Private messages can be sent via Twitter (X).	Threads has not yet made a plugin that allows users to send private messages to each other.
Digital marketing activities can be carried out and advertised via Twitter (X).	No statement has been made that any digital marketing or advertising activities can be carried out through Threads.
Twitter (X) offers two different alternatives on its home page: for you and followed.	Threads, on the other hand, shows a mixture of the people you follow on the home page and the content recommended to you by the application algorithm.

Looking at Table 1, it can be observed that Twitter (X) and Threads social media applications are similar at many points, but in some cases, there are differences between them. For instance, it is observed that both applications allow both text, image and video sharing. This can be considered as a great similarity in general terms and when this data is analyzed, it can be predicted that both applications can be used in similar ways. Besides, these similarities, however, there are also distinctive differences. For case in point, the fact that Twitter (X) is an independent application in its own right and that it is a requirement to open an account within itself can be evaluated at this point. Although the social media platform called Threads appears as an application similar to Twitter (X), unlike Twitter (X), it is not an independent and separate application, but rather uses the infrastructure of the social media platform called Instagram, so individuals who want to have a Threads account must first have Instagram accounts. Due to these aspects, these two applications are differentiated from each other.

To look at it from the perspective of another example, although there is no text restriction for users who are subscribed to a blue tick account called Twitter (X) Blue, if you are a user without a Twitter (X) Blue subscription, the content you can produce is limited to 280 characters, which is a feature that distinguishes Twitter (X) from Threads. There is no subscription system in Threads and each user has the right to produce 500 characters of content. Likewise, when choosing the username of your Threads account, you can transfer directly from Instagram, but on Twitter (X), if the username you want to get has already been taken by someone else, you are not allowed to use that username.

Unlike Threads, Twitter (X) offers a feature called Agenda, which lists popular topics that are being talked about both in Türkiye and around the world, allowing users to be aware of what is happening both locally and globally. On the other hand, since such a feature is not yet available in Threads, it is quite difficult to follow the agenda. Likewise, although hashtags are used very frequently

on Twitter (X), hashtags are not used so frequently on Threads, and it is not as easy for individuals to participate in the agenda as Twitter (X).

Threads and Twitter (X) both have the ability to re-share, like and comment on posts. In this way, users can contribute to the development of content by utilizing these features regardless of which application they use. One of Twitter's (X) the latest regulations, however, is that users other than Twitter (X) Blue subscribers can access restricted content, which may prevent this feature from working effectively enough. Indeed, although the Threads application has been discussed, the fact that it does not yet have a subscription system and that it does not restrict the content is at the point of having a position that may undermine Twitter's (X) power in this sense.

Another disadvantage of Twitter's (X) own subscription system against Threads is the restrictions on video duration. This is because users without a Twitter (X) Blue subscription can only upload videos on Twitter (X) that are slightly longer than 2 minutes. However, Threads allows uploading videos up to 5 minutes in length, allowing for longer videos to be shared. In this respect, it can be seen in a more advantageous position. Given that Twitter (X) Blue subscribers can upload up to 120 minutes of video, however, the difference between advantages and disadvantages may vary.

Despite all this, the social media application called Twitter (X) has some very strong advantages over Threads. Briefly, these aspects are that private messages can be sent via Twitter (X), digital marketing activities can be carried out, and users can offer alternative streams where they can see only the people they follow as well as the topics they may be interested in. Whereas the inability to send private messages via Threads, the fact that digital marketing is not yet available, and the fact that the home page feed presents a combination of the people you follow, and the content recommended by the algorithm can often cause users to see out-of-scope content, which provides a partial disadvantage.

In the view of all these, although it is seen that Twitter (X) and Threads applications are similar to each other, it could not be observed as a result of the comparative analysis that they are actually different at some points and cannot exhibit a clear superiority over each other. Therefore, it is recommended that future studies should be more comprehensive and try to reach more detailed information.

Conclusions and Suggestions

In the current state of the technology and the Internet around the world, the power of social media has reached a position that cannot be underestimated. Especially considering the increase in new generation internet technologies, new developments and technology giants constantly trying to upgrade their applications, it is seen that we are still at the very beginning of what internet technologies can do and that each change we see is actually the beginning traces of various forward-looking steps. Due to the fact that technology giants are investing more and more in internet technologies, the increase in various technological sciences, and the innovations taking place on the axis of software, artificial intelligence and social media, there are many problems in predicting even a few years from where we are now. For this purpose, the necessity of following technological changes and transformations more closely and taking more accurate steps has been revealed.

In this sense, within the scope of this chapter, social media, which is the new public spaces evolving constantly with progresses of the Internet, have succeeded to incline people towards using them and needing them to satisfy their social needs. Additionally, Threads, which has threatened Twitter's (X) use rate, and Twitter (X) having been able to keep its sole place in the field of social media platforms have been discussed on with the changes in the social media. Also, it is aimed to briefly compare the positive and negative positions of the Threads application, which may be a competitor to Twitter (X), against Twitter (X), and to shed light on future studies on this new application, which is indeed

the main purpose of this study. This issue, which may be important for communication sciences or more specifically for social media studies, has been elaborated and the Threads application, which is still very new, has been explained and explained. Thus, it is aimed to serve as a good basic source for future studies in this field.

Within the perspective of this perspective, in the first part of the study, the Threads application, which has the potential to emerge as a new public space within the framework of the Public Sphere Theory by referring to Habermas, is defined and explained in a general structure. As a result of this explanation, the development process of the application is mentioned and some current definitions that may help to define this application in the future are made. In this manner, the Threads application has been supported in terms of creating its own literature.

Under the second heading of the study, an overview of Zuckerberg and Meta, the producer of the Threads application, is given. With this overview, Zuckerberg's life is concisely mentioned and the processes he has gone through at the point of the establishment and name change of Meta company are mentioned. As a consequence of this, how the Threads application emerged and why the company, which started out as Facebook but later changed its name to Meta, needed to change its name were referred. At the meantime, the reasons behind this name change have been analyzed.

In the third section of the chapter, in addition to briefly mentioning Elon Musk's life, the processes that Twitter (X) has gone through from the time it was founded to the present day, by whom it was founded when it first appeared on the market, what processes it went through, how it was bought by Elon Musk, and the changes it has undergone from the first date to the present day have been briefly mentioned, and the literature that Twitter (X), which has already been frequently studied, has acquired so far, has been tried to be summarized. At the similar time, the features of Twitter (X) were quickly

reviewed, and a comparative analysis of Twitter (X) and Threads applications was made.

The comparative analysis of the Twitter (X) and Threads applications is the final section of this study and essentially summarizes the research findings. For this rationale, it has been detailed as much as possible and each item has been summarized after the table. As a corollary, the similar points as well as the opposite points of Twitter (X) and Threads applications have been analyzed and the advantages and disadvantages they have against each other have been mentioned. As an outcome of these discussions, it has been concluded that Twitter (X) and Threads do not have a great superiority or inferiority over each other, that although they are largely similar applications, they differ in various situations within themselves and that they have many decent and inadequate features in themselves. However, in the light of this accessed data, it is seen that Threads is a newly launched application. Hence, it is thought that this application or, in other words, the social media platform should be analyzed in more depth in the future.

In summarizing all this research, it should be underlined that this study is among the pioneering studies and the limitations of the literature review should be taken into consideration, given that the Threads application is a new application and almost no study has been published not only in Türkiye but also in the world literature. This study is considered to be even more important because there is no one who has published in this field even in the world yet, and it is thought that this study will serve as a basic source for future studies. In adding to the results of the study, it can be predicted that Threads, which appears as a new social media platform, will be heard much more in the future. For this specific reason, it is suggested that much more research should be done on Threads and that the academic community should show a keen interest in this subject. This will both enrich the academic literature and further illuminate the obscure areas of this new field that this study could not reach.

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