

## Social Media Addiction: Yeşilay's Awareness Campaigns Against Social Media Addiction

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**Abstract:** As with other addictions, social media addiction causes the individual to be exposed to many mental and physical problems. The Yeşilay has an important place in the fight against addiction, especially in creating individual and social awareness. In this study, it is examined what kind of studies the Yeşilay conducts on social media addiction, whether it conveys methods of combating social media addiction, and whether it informs about individual responsibilities regarding social media addiction. Within the scope of the study, a total of 5 brochures published on the official website of the Yeşilay under the name of technology addiction were analyzed. The brochures were analyzed in terms of target audience, subject, language and visuals. It was observed that the brochures provided information about technology addiction, the effects of technology addiction and methods of protection from addiction. The Yeşilay has brochures on technology addiction. However, the Yeşilay should also prepare brochures that deal entirely with social media addiction. In addition, the brochures should frequently inform individuals to receive professional psychological support within the scope of combating addiction.

**Keywords:** Journalism, Social Media, Social Media Addiction

### 1. Introduction

According to the Digital 2024 report, prepared in collaboration between We Are Social and Meltwater, more than 5 billion people use social media. The report states that the number of social media users worldwide increased by 5.6% over the past year (We Are Social, 2024). While social media provides individuals with entertainment, information, and communication opportunities, excessive and uncontrolled use can lead to addiction. Social media addiction manifests through symptoms such as an inability to control the time spent on social media platforms, distancing from face-to-face communication, and experiencing psychological problems. This addiction is not just an individual issue but has also become a societal problem. Yeşilay organizes various campaigns to raise awareness about social media addiction. This study examines Yeşilay's activities in combating social media addiction, the content of its published brochures, and their impact on the target audience. The effectiveness of Yeşilay's campaigns in increasing both individual and societal awareness of social media addiction has been investigated. A review of relevant studies indicates that most research focuses on the psychological, physiological, and social effects of social media addiction, while academic studies on Yeşilay's role in combating addiction remain limited. Since this study analyzes the adequacy and effectiveness of Yeşilay's published brochures, it holds particular significance. The research explores whether the brochures designed for different age groups align with their target audiences and whether they effectively convey their messages.

Social media addiction, video game addiction, internet addiction and smartphone addiction are some of the technology addictions. Social media addiction can be explained as spending too much time on social media platforms such as Facebook, Instagram, X and TikTok.

Various media policies have been developed both in Turkey and around the world to combat social media addiction. Media literacy education is of great importance in the new media age. As a matter of fact, the media literacy course has emerged as an option to solve the problem and has been included in the education and training curriculum of the Ministry of National Education as a state policy (Kılıç, 2022, p. 66).

Today, the Yeşilay provides important services in the fight against social media addiction in our country. The Yeşilay prepares various seminars, public service announcements, projects, posters, magazines, newspapers and brochures to raise public awareness against social media addiction. The types of addiction that the Yeşilay fights against are as follows (Yeşilay, nd):

- Alcohol Dependence
- Gambling Addiction
- Tobacco Addiction
- Substance Abuse
- Technology Addiction

The Yeşilay stated the purpose of its establishment as follows (Yeşilay, nd):

"The Yeşilay Society was established in an atmosphere of moral and cultural development in our country in order to fight against all harmful habits that destroy the physical and mental health of society and youth such as tobacco (smoking), alcohol and substance addiction, as well as all harmful habits that harm youth and society such as gambling, internet and technology addiction, and to raise generations that are loyal to their national culture."

As can be understood from these statements, Yeşilay is a non-governmental organization that fights against harmful habits such as substance addiction and technology addiction and aims to raise awareness among the society. In this study, it is aimed to determine what kind of activities the Yeşilay carried out to raise awareness among the target audience about social media addiction. In this context, the textual and visual elements in the brochures published by the Yeşilay were analyzed in detail. The following questions were determined within the framework of the purpose and subject of the study:

- What is the definition of social media in the brochures?
- Do the brochures include methods to combat social media addiction?
- Are individual responsibilities communicated in the brochures?
- Did the brochures use emotional language or informative language?
- Who is the target audience of the brochures?

## **2. Social Media**

Emerged in the second half of the 20th century and developed over time, the process of change and development of the internet has accelerated especially in the last years of the 20th century (Dedeoğlu, 2016, p. 33). Web 2.0 technology has brought about a major transformation in the field of internet usage as it will completely change user interactivity (Irak & Yazıcıoğlu, 2012, p. 14). Users have been offered platforms where they can communicate interactively through social networks.

One of the most important features of social media platforms is that they provide the opportunity to reach very large masses (Güçdemir, 2012, p. 41). A post made by a user on social networks reaches large masses in a very short time (Kahraman, 2013, p. 21). Peltekoğlu (2012, p. 7) stated that disciplines, sharing, security and freedom have gained new meanings with social media and that the relationships and sharing in the virtual environment have caused reality to gain a new dimension.

Kara (2013, p. 142) categorized social media into 6 categories, noting that social networks have different characteristics in terms of application, business model and user profile:

1. Social Networks
2. Professional Networks

3. Content Aggregators
4. Blogs
5. Microblogs
6. User Generated Content and Others

Some of the prominent features of social media are that anyone can create content and share images such as photos or videos without paying any fee. The ability to create and share content is an important factor in the preference of social media and its many users (Poynter, 2012, p. 209). One of the most important features of social media is that users receive feedback on their posts. A user who receives positive feedback spends more time on social media and makes more posts (Aydemir, 2021: 123). The basic characteristics of social media are listed as follows (Blossom, 2009, p. 30-32, cited in Kırık, 2013, p. 76-78):

- Social media is an accessible, scalable and useful technology.
- Providing individual-mass communication.
- It has a profound power of influence.
- Continuity in social media.
- All types of posts, such as text and images, can be used over and over again.
- Social networks have search functions, allowing the user to search or research.
- Facilitating the collection and measurement of data.
- Non-locality.

### 3. Social Media Addiction and Its Symptoms

Addiction is the persistence of a substance or behavior. The first type of addiction that comes to mind when it comes to addiction is substance addiction. A substance addict uses substances such as alcohol, cigarettes or drugs frequently. However, addiction is not only about substance abuse. Gambling, video games and actions on social media also lead to behavioral addiction. Therefore, social media addiction is considered in the category of behavioral addiction.

Kuş (2023, p. 77-78) mentioned that there are various steps leading to addiction formation:

- **Phase One:** The first stage is also called the trial process. In the first stage, the substance or behavior is used for the first time. The person either stays in this stage or prefers to move on to the second stage.

- **Second Phase:** The display of the substance or behavior is defined as the second stage. The use and display of the behavior is repeated irregularly. The person may stay in this stage or move on to the next stage.

- **Stage Three:** At this stage, the person is now using the substance regularly and exhibiting the behavior regularly.

- **Stage Four:** In the fourth stage, it is understood that the person has entered a risky use phase. The behavior or substance use has become a goal. The person isolates himself/herself from his/her social environment. He moves away from the sense of responsibility. This stage is considered as the last stage before addiction.

- **Stage Five:** This is the final stage. In the fifth stage, addiction occurs and the person continues to use the substance or exhibit the behavior throughout the day. This has now become permanent. One of the prominent features of this stage is that the person has lost control of the substance or behavior.

How social media is used, for what purposes it is used and what kind of risks it poses for both adults and children are some of the issues that draw attention. On social media platforms, users face a number of problems such as the capture of personal data and threats to personal privacy. Sanlav (2014, p. 158-

159) stated that parents should follow and take care of their children, especially when it comes to the use of the internet, because today computers can be more dangerous than the streets. Sanlav also emphasized that Prof. Dr. Nevzat Tarhan warned families about technology addiction and said that parents of children who are disconnected from real life and spend time on the internet constantly should definitely apply to a clinic and should not condemn their children to the computer. Families have great responsibilities in terms of social media addiction. Especially in order to prevent social media addiction, families should act consciously, guide and help their children in the right way. A person who is addicted to social media cannot distinguish between real and virtual and isolates himself from social life (Kırık, 2013, p. 97-98).

There are many factors that lead to social media addiction. There is an important difference between the real and virtual self on social media. Users present only the parts of themselves they want to show in the virtual self. In social media, a person can reflect his/her physical appearance differently (Karahisar, 2013, 81). Individuals can also spend more time on social media platforms due to the need for socialization, but this can lead to addiction over time (Babacan, 2016, p. 19).

The Department of Combating Cybercrime lists the symptoms of social media addiction as follows: (Siber Suçlarla Mücadele Daire Başkanlığı, nd)

- The user has the desire to be online all the time. These individuals spend more time on social media platforms than other users.

- Using social media tools intensively and frequently.

- The individual focuses on social networks even in social environments. This is explained by the fact that the individual is interested in social networks even in places where he/she is present in order to maintain social relations.

- The individual moves away from face-to-face communication. The individual prefers to communicate through social media platforms, one of the virtual social environments.

- Damage to an individual's social relationships is one of the symptoms of social media addiction. The person's isolation from the outside world by isolating himself/herself from daily life will cause direct damage to social relationships.

- Some of the important symptoms of social media addiction include feeling restless and deprived if the individual does not have an internet connection or is away from social media.

- An individual's desire to share every moment, step and activity is an indicator of social media addiction.

- The urge to constantly compare one's own life with the people one follows is one of the symptoms of social media addiction.

There are many studies on the effects of social media addiction especially on the psychology of individuals. In their study, Gökbulut and Bilen (2024, p. 73) found that social media addiction is related to psychological conditions such as anxiety, depression and stress. In a study on social media addiction, it was found that social media addiction showed a positive relationship with depression and social phobia. In a study conducted by Karadağ and Akçınar (2019, p. 154) to determine the relationship between social media addiction and psychological symptoms in university students, it was found that social media use and mindfulness levels had a predictive relationship with students' depression, obsessive-compulsive disorder and somatization symptoms. Social media addiction does not only pose a risk for children or young people. There are also studies showing that social media addiction causes significant problems for individuals over middle age. In his research on social media addiction, Ünlü (2018, 171) revealed that a significant portion of middle-aged individuals are not aware of this situation

despite being close to addiction, and that individuals who are mostly retired and away from their loved ones spend more time on social media. Uslu (2021, p. 370) in his research on social media addiction, determined that the rate of social media addiction decreases with increasing age, but shows a slight increase in retirement, and that there is a positive relationship between the time spent on social media and social media addiction. In another study on the subject, it was revealed that divorced adults are more addicted to social media compared to married adults, and adults with low monthly income have higher virtual tolerance (Sağar, 2019, p. 29). In addition to the negative effects of social media addiction on the psychology of individuals, it is also seen to cause serious problems in terms of adaptation to society (Söner & Yılmaz, 2018, p. 61).

Aktan (2018, p. 419-420) emphasized that the increase in the time spent on social media leads to an increase in addiction levels, and in order to prevent individuals from becoming addicted to social media, especially the duration of use should be kept under control. Aktan therefore stated that addiction can be prevented if social media usage times are kept under control.

#### **4. Objective**

Yeşilay has an important role in raising awareness of the target audience and combating addiction in order to protect the social health as well as the physical and mental health of the society. The aim of this study is to determine what kind of activities the Yeşilay has carried out to raise awareness about social media addiction.

#### **5. Method**

In line with the purpose of the study, the brochures prepared by Yeşilay within the scope of technology addiction were selected as a sample, and these brochures were analyzed using qualitative content analysis. The brochures were designed to appeal to different age groups. To evaluate Yeşilay's awareness-raising activities on social media addiction, brochures related to technology addiction published on Yeşilay's official website were examined.

The selection of brochures in the study was based on the following criteria:

- The brochures were chosen based on their relevance and up-to-date content.
- Brochures containing direct or indirect information on social media addiction were selected.
- Brochures addressing various age groups were analyzed.

To assess the existing campaign content measuring social media addiction awareness, the content analysis method was employed in this study. Through this method, the language, visuals, and themes used in the brochures were categorized, and content-related elements were examined in detail. The structure and language of the messages in the brochures were analyzed using content analysis.

The validity of a study is related to whether the data collection technique used is sufficient and appropriate for the research objectives. An important consideration regarding validity is that a scale or technique valid for one study may not be applicable to another. Therefore, validity varies from one study to another (Saruhan & Özdemirci, 2011, p. 138). The data collection technique chosen for this study was considered valid as it aligned with the study's objectives.

For reliability, the coding was reviewed and analyzed by two different researchers at different times to ensure objectivity. One of the commonly used methods for inter-coder reliability is the reliability formula proposed by Miles and Huberman (Aydemir & Akyıl, 2021, pp. 419-420). This formula calculates how consistently two or more coders classify the same data to ensure reliability. A reliability score above 70% is generally considered acceptable (Miles & Huberman, 1994, p. 64).

$$\text{Reliability} = \frac{\text{Number of Agreements}}{\text{Total Number of Agreements} + \text{Disagreements}}$$

In this study, the formula was applied, and the agreement percentage among coders was determined to be 85%. This percentage was considered sufficient for reliability.

Within the scope of the study, a total of 5 brochures published on the official website of the Yeşilay under the name of technology addiction were analyzed. While examining the brochures through qualitative content analysis, four categories were created as age group, subject, language and visuals in order to conduct a detailed analysis:

#### **a) Age group**

Within this category, the target audience of the brochures and the age group for which the brochures were prepared will be analyzed.

#### **b) Subject**

**Definition:** The brochures will be examined for the definition of addiction and social media addiction.

**Effects of Addiction:** The brochures will be examined to see whether they provide information on how addiction and social media addiction affect the individual psychologically and physically.

**Solution Proposal:** It will be examined whether solutions are offered to prevent social media addiction.

**Awareness:** It will be examined whether the responsibilities of individuals are explained in the context of raising awareness in society.

#### **c) Language**

In this category, the kind of language used in the brochures was analyzed. The use of language that causes anxiety, worry and fear in the society in the brochures means that emotional language is used. The use of language that educates the society about social media addiction indicates the use of informative language.

#### **d) Visual**

One of the most important aspects of brochures is the visuals used. In this category, the visuals used in the brochures on social media addiction and the colors used in the visuals will be examined. In addition, it will be examined whether the visuals support the text in the brochure.

## **6. Findings and Comments**

### **1. Brochure**

When the brochure is examined as a whole, it is evident that the main focus is on computers. However, in today's context, technology addiction is not limited to computers alone. Social media addiction, in particular, arises not only through computers but also through smartphones and other digital platforms. Additionally, the use of a fear-inducing tone in the brochure may cause anxiety among children, who are its target audience. Instead of a frightening approach, an informative and educational style should be adopted.

#### **a) Age group**

The brochures prepared by the Yeşilay on social media addiction are indicated in the visuals. It is seen that the total number of brochures prepared for the preschool age group is 2. The content of the brochures and the way they are conveyed vary according to the target audience.



## **b) Subject**

### **Definition**

In this brochure, the fact that spending a long time in front of the computer leads to addiction and what kind of negative effects this addiction causes in children is presented through storytelling. Since the brochure was prepared for kindergarten students, presenting technology addiction through storytelling made the message more effective. The main character in the story is the hero named 'Yeşilcan'. Yeşilcan represents a hero. Because in the story, Yeşilcan helps his friends who are addicted to technology to get rid of this situation. Yeşilcan described himself as follows:

"I do everything healthy. I stay away from everything harmful. I love spending time with my friends. Whenever they need me, I am always there for them!" In the brochure, the explanation of addiction and technology addiction is presented in the form of a story. In the story, two siblings who spent too much time on the computer encountered some health problems, went to the doctor and realized that they should spend very little time on the computer.

### **Effects of Addiction**

In the brochure, children who play games and watch cartoons on the computer for a long time:

- Consuming junk food at the computer
- They don't read their books
- Not doing their homework
- They don't paint
- It was reported that they neglected their budgies and after a while their stomachs ached and their eyes were damaged because they consumed junk food.

### **Solution Proposal**

Yeşilcan, the main character of the story about computer addiction, reported that very little time should be spent on the computer and only on weekends or on vacation.

### **Awareness**

In the brochure, it is stated that the computer is a technological tool that makes our lives easier, but it should be used in a limited and correct way, what kind of problems can be encountered if it is not used correctly, and that it is necessary to spend time with family and friends, not at the computer. It was determined that the brochure was generally aimed at raising public awareness on computer addiction.

## **c) Language**

Giving details such as the siblings screaming for help, saying that they cannot see clearly, and that their knees and stomach ache will cause anxiety and fear in the individual. Therefore, it was determined that emotional language was used. It is seen that the brochure mainly uses informative and educational language. Again, when the language used for informing was analyzed, it was determined that short and comprehensible language was used:

"Children, the computer is a technological tool that makes our lives easier. We should use it in a limited and correct way. There are other fun things we do with our family and friends. If we don't use the computer correctly, it will harm us."

## **d) Visual**

When the visuals in the brochure are analyzed, it is seen that the computer screen is used and visuals are frequently used to support the message about addiction. It was determined that there were visuals suitable for storytelling. Many visuals such as children in front of the computer, children with stomach aches due to eating junk food, children going to the doctor and children playing ball were presented in

this brochure prepared for kindergarten students. In the image of children who spend less time on the computer and play ball outside, healthy and happy children were identified. Children who spend time on the computer are presented with dramatic visuals. In these visuals, children are unhappy and parents are worried. In the brochure, the logo of the Yeşilay was used. This is an important detail in terms of both introducing the Yeşilay and reassuring the target audience. The first color that comes to mind when it comes to the Yeşilay is green. It was determined that the color green, which represents both health and nature, was used especially in the images of children playing ball.

## **2. Brochure**

In this brochure, only superficial suggestions are provided regarding the negative aspects of digital environments. To effectively raise awareness on the subject, brochures should incorporate topics such as media literacy and digital responsibility.

### **a) Age group**

As seen in Figure 2, 1 brochure prepared by the Yeşilay for primary school children on technology addiction was found.

### **b) Subject**

#### **Definition**

In this brochure, messages about addiction were tried to be given through the character Yeşilcan. The brochure defines addiction and gives information about technology addiction. In the brochure where the harms of technology addiction are explained, examples are given for a better understanding of addiction. In the brochure, addiction is explained as "Being addicted to something means not being able to do without it, being extremely unhappy without it." In the brochure, it is stated that situations such as a child constantly spending time on the internet, playing games, getting angry when not playing games, having problems with friends and family because of the game, losing sleep because of the game and not being able to study are indicators of technology addiction.

#### **Effects of Addiction**

The brochure describes the effects of technology addiction on children. It is stated that children who are addicted to technology are constantly distracted, have few friends, their bones weaken and their brains become lazy due to sitting too much.

#### **Solution Proposal**

In the brochure, the solution is presented under the title 'How to Protect Myself'. In order to prevent technology addiction, it is recommended to spend less time on the computer and tablet, do a lot of painting, do sports, play ball, ride a bicycle and read books.

#### **Awareness**

The brochure contains many messages aimed at raising awareness about technology addiction, especially among children. Important information on how addiction occurs, what addicts experience, what the harms of addiction are and what to pay attention to in order not to be addicted are included.

### **c) Language**

It was determined that the brochure did not use any emotional language that would cause fear and anxiety. It is seen that informative language is preferred in the brochure. In particular, it was determined that detailed information was provided in order to fight against addiction and that information was provided on the child's regular exercise in order to protect him/her from addiction.



#### **d) Visual**

In the brochure in Figure 2, the harms of addiction are explained with symbols. There is also an image of a child playing computer. While talking about methods of protection against addiction, the brochure includes an image of children riding bicycles. It is seen that mostly green and red colors are used in the brochure. It is known that red is among the stimulating colors.

### **3. Brochure**

When the brochure is examined in detail, it becomes evident that the causes of addiction are not explored in depth. Instead of relying on fear-based warnings, the brochure should provide information that fosters the development of media literacy.

#### **a) Age group**

In Visual 4, it was determined that there was 1 brochure published for secondary school students.

#### **b) Subject**

##### **Definition**

In the brochure, addiction is defined and how addiction develops is explained in stages. In the first stage, the individual starts to use a site or application out of curiosity; in the second stage, the individual starts to spend too much time on social media; in the third stage, the individual uses social media for fun or to escape from problems; and in the fourth stage, the individual spends all his/her time in front of the screen in a way that disrupts his/her responsibilities. The brochure generally mentions the harms of technology addiction and how to protect the individual from these harms.

##### **Effects of Addiction**

In the brochure, it is stated that addicted individuals will be stressed and unhappy, have neck and shoulder pain, experience disruption in their responsibilities towards their family and friends, and experience disruptions in their sleep and eating patterns.

##### **Solution Proposal**

The brochure makes 6 recommendations for individuals to prevent addiction. These are:

- Determine the duration of use
- Doing sports
- Going out
- Seeking help with addiction
- Changing the time or place where technological tools are used
- Making time for homework

##### **Awareness**

The slogan "Let technology be your tool, not your purpose!" in the brochure draws attention at the point of awareness. The brochure explains what technology addicts experience and the harms of addiction, and tries to raise awareness in the society by making some suggestions on the subject.

#### **c) Language**

The brochure is more informative and educational rather than emotional.

#### **d) Visual**

It was found that purple, which is seen as a reassuring color, was mostly used in the brochure. It is noteworthy that the brochure includes many visuals such as phone, computer screen, person talking on the phone, person riding a bicycle, person playing ball, person doing homework and technology icons.

In general, it is seen that the visuals support the intended message. Such visuals make the message more effective.

#### **4. Brochure**

The brochure presents some solutions for social media addiction. However, most of the proposed solutions focus on reducing addiction through physical activities. These solutions should not be limited to physical activities but should also include various techniques for managing screen time and promoting education on digital literacy.

##### **a) Age group**

Looking at the brochures prepared by the Yeşilay under the name of technology addiction, it was found that 1 brochure was published for high school students.

##### **b) Subject**

###### **Definition**

This brochure explains what addiction is, how it occurs, what the symptoms are, what the physiological and psychological effects are, the harms of addiction and methods of protection from addiction.

###### **Effects of Addiction**

Addiction seriously affects both the mental and physical health of the individual. In the brochure, it is stated that an addicted individual may experience impairment in thought processes, tendency to aggression, loneliness and attention deficit.

###### **Solution Proposal**

In order to protect themselves from addiction, the individual was offered solutions such as reading books, doing sports, reducing multiple devices and using a single device by sharing it with family members, asking for help and seeking treatment.

###### **Awareness**

In the brochure, it was emphasized that addiction progresses step by step, that addiction causes regressions especially on language skills and that doing sports has an important place in the fight against technology addiction.

##### **c) Language**

It was determined that the brochure used an informative and educational language about addiction:

"Regular sports and playing a musical instrument keep you away from addictions."

"Reduce your time on the computer and learn new social skills to prevent addiction."

##### **d) Visual**

When this brochure, which was prepared for high school students, is examined, it is seen that it is mostly text rather than visuals. In order to convey technology addiction, an image of a young person focusing on his/her phone in one of the visuals and a young person focusing on his/her computer in the other was shared. Suggestions for protecting oneself from technology addiction were supported with images of young people playing sports and musical instruments. Another striking visual in the brochure is the image of a group of 5 friends coming together and each of them focusing on their computers, tablets and phones instead of chatting and having a pleasant time with each other. This visual is particularly important in drawing attention and raising awareness of technology addiction among high school students. It was determined that mostly green and purple colors were used in the brochure.

## **5. Brochure**

In this brochure, technology addiction is addressed in general; however, there is no specific explanation of social media addiction.

### **a) Age group**

When the official website of the Yeşilay was examined, it was determined that a total of 1 brochure was prepared for adults on technology addiction.

### **b) Subject**

#### **Definition**

What is striking about the brochure is that it provides more detailed information about addiction compared to other brochures as it is aimed at adults. The brochure explains what addiction is and then describes its stages in four articles. In the brochure, the reasons for the occurrence of technology addiction are explained, and it is stated that an addicted individual will face many problems, especially in their work and relationships.

#### **Effects of Addiction**

In the brochure, it is stated that the addicted individual will experience withdrawal syndrome, his/her body will be damaged, his/her emotional state will deteriorate, his/her psychological state will be injured, his/her sleep patterns, functionality and eating patterns will be disrupted.

#### **Solution Proposal**

The brochure makes 6 recommendations on how to protect oneself against technology addiction. These are:

- Changing the places where technological devices are used
- Joint use of the addictive device with the family
- The addicted individual asks for help from his/her close environment
- Individual's determination of the duration of use of the technology device
- Doing sports
- Making time for oneself.

#### **Awareness**

The brochure provides a comprehensive overview of how addiction occurs and its harms. It is emphasized that addiction causes impairment in the thought processes of the individual and retardation in social development and it is tried to raise awareness among adults about addiction.

### **c) Language**

In this brochure, the causes of technology addiction are listed and the harmful effects of addiction are explained in detail. Therefore, it was determined that an educational language was used in the brochure.

### **d) Visual**

In this brochure, in which the harms of addiction and methods of protection against addiction are explained, it was observed that there were a lot of visuals on the subject. It is noteworthy that the color purple is mostly preferred in the visuals. Under the heading 'How to Protect Myself', the messages given by supporting the texts with visuals were more effective. Under this heading, images of two friends having a conversation, an individual doing sports and an individual playing a musical instrument were included. Along with the text on the harms of addiction, a visual showing that addiction leads the individual to loneliness was presented.

## 7. Conclusion and Evaluation

In this study, the brochures published by the Yeşilay on social media addiction were analyzed. The brochures provide information on how to fight against addiction. The brochures frequently emphasized what to pay attention to especially at the point of limited use. What is noteworthy here is that the target audience of each brochure is taken into consideration when determining the methods of struggle. For example, in the brochures prepared for the Preschool age group, technology addiction was presented through storytelling. Choosing the appropriate narrative style for the target audience makes the message intended to be given in the brochures more effective. In addition, it was observed that the visuals in the brochures were determined in accordance with the age group. It has been determined that the visuals are related to the text in the brochure and support the desired message in terms of emotion. When the visuals were examined in terms of the colors used, it was seen that mostly green and purple colors were preferred. In the visuals representing individuals who are not addicted to technology, it was noteworthy that healthy and happy individuals were included. Visuals describing the effects of technology addiction were presented in every brochure. The logo of the Yeşilay was used in all of the brochures analyzed. It was determined that the brochures analyzed within the scope of the study mostly provided information about individual responsibilities. It is noteworthy that the brochures generally use an informative language rather than an emotional language. In addition, it was determined that a comprehensible language suitable for the target audience was used. It was observed that the target audience of each brochure was different. The target audience of the brochures consisted of preschool, primary school, secondary school, high school and adults. In the brochures, how individuals who are addicted to technology should follow a path and the situations that require treatment are explained.

When it comes to the fight against addiction, the first non-governmental organization that comes to mind is the Yeşilay. The Yeşilay has important duties and responsibilities in raising awareness in the society about social media addiction. In this study, it was concluded that information about social media addiction was provided only through brochures prepared under the name of technology addiction. Social media addiction is one of the most common types of addiction today. The Yeşilay should prepare brochures on social media addiction, which emerged due to the intensive use of social media tools and can be seen in all age groups today, and in the brochures prepared, individuals who are addicted to social media should be frequently informed to receive professional psychological support within the scope of combating addiction.

When examining the brochures, it is evident that they primarily address technology addiction, while social media addiction receives very little attention and is not specifically discussed. This is a significant issue because social media addiction affects children, teenagers, and adults in different ways. The lack of sufficient emphasis on social media addiction in Yeşilay's brochures creates challenges in raising awareness. When discussing social media addiction, the most frequently mentioned issue is the duration of usage. However, social media addiction is not solely about screen time; it also leads to problems such as cyberbullying and privacy violations. These topics should be highlighted in the brochures as well. In conclusion, Yeşilay should pay closer attention to social media addiction by preparing and publishing dedicated brochures on the subject. This would enhance the effectiveness of Yeşilay's efforts in combating technology addiction. The study presents the following recommendations:

- Yeşilay should prepare brochures specifically focused on social media addiction.
- The importance of seeking professional support for social media addiction should be emphasized.
- The symptoms, effects, and prevention methods of social media addiction should be clearly communicated.
- Detailed information about risks such as cyberbullying and privacy violations related to social media addiction should be provided.

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