

## Dijital Dönemde Haberciliğin Yeniden Yapılandırılması: Sosyal Medya Platformları Üzerine İnceleme

### Restructuring Journalism in the Digital Age: An Analysis of Social Media Platforms

Umud ORUJOV<sup>1</sup>, Rovshan GULMAMMADOV<sup>2</sup>

#### Özet

İletişim teknolojilerinin dijitalleşmesi, gazetecilik pratiğinde önemli dönüşümlere yol açmakla birlikte yeni kavramların ve pratiklerin gelişmesine zemin hazırlamıştır. Sosyal medya platformlarının yükselmesiyle birlikte gazetecilik, yalnızca bilgi aktarımına dayanan bir faaliyet olmaktan çıkmış, bu bilgilerin iletilmesinde kullanılan araçların etkisi büyük bir öneme sahip hale gelmiştir.

Bu çalışmada, Azerbaycan'da sosyal medya aracılığıyla şekillenen habercilik pratikleri araştırılmış ve analiz edilmiştir. Araştırma, Azerbaycan'da en yaygın kullanılmakta olan sosyal medya platformları, Facebook, X, YouTube, Instagram, TikTok ve Telegram üzerinden yapılmıştır. Ayrıca, Azerbaycan merkezli en fazla tıklama sayısına sahip altı haber sitesi de çalışmaya dahil edilmiştir. Veri toplama sürecinde, sosyal medya kullanımına dair istatistikler için Global Overview Report'tan yararlanılmıştır. Bu kaynaklar, hem global hem de yerel düzeyde sosyal medya kullanıcı alışkanlıklarını ve haber tüketim eğilimlerini anlamaya yönelik bilgiler sunmaktadır.

Araştırmada doküman analizi tekniği ile veriler toplanmış ve içerik analizi yöntemi ile bu veriler incelenmiştir. Elde edilen bulgular, sosyal medyanın haberciliğe sunduğu avantajları, özgürlük, hız ve operasyonel etkinlik gibi önemli unsurlar üzerinden göstermektedir. Bu çalışma, dijitalleşen gazeteciliğin yeni dinamiklerini ve sosyal medyanın bu süreçteki etkisini anlamaya yönelik önemli katkılar sunmaktadır.

**Anahtar Kelimeler:** *Gazetecilik Pratiği, Yeniden Gazetecilik, Haber, Dijital Medya, Sosyal Medya.*

#### Abstract

The digitalization of communication technologies has led to significant transformations in journalistic practices, creating a foundation for the development of new concepts and practices. With the rise of social media platforms, journalism has evolved from being merely an activity based on information transmission to one where the tools used for conveying this information have become highly significant.

This study investigates and analyzes journalistic practices shaped through social media in Azerbaijan. The research was conducted through the most widely used social media platforms in Azerbaijan: Facebook, X, YouTube, Instagram, TikTok, Telegram. Additionally, the six most visited news websites based in Azerbaijan were also included in the study. For the data collection process, statistics on social media usage were obtained from the Global Overview Report. These sources provide valuable insights into social media user habits and news consumption trends at both global and local levels.

In the study, data were collected using the document analysis technique and examined through content analysis. The findings reveal the advantages that social media offers to journalism, such as freedom, speed, and operational efficiency. This study makes a significant contribution to understanding the new dynamics of digital journalism and the role of social media in this process.

**Keywords:** *Journalism Practice, Re-Journalism, News, Digital media, Social Media*

1. Doktorant, Ankara Hacı Bayram Veli Üniversitesi, Lisansüstü Eğitim Enstitüsü, İletişim Fakültesi Lisansüstü Eğitim Enstitüsü, Gazetecilik Bölümü

E-Mail: [umudorujov@gmail.com](mailto:umudorujov@gmail.com)

<https://orcid.org/0000-0002-0347-3001>

2. Yüksek Lisans, Ege Üniversitesi, Sosyal Bilimler Enstitüsü, Gazetecilik Bölümü

E-Mail: [rovsangulmemmedov@gmail.com](mailto:rovsangulmemmedov@gmail.com)

<https://orcid.org/0009-0008-0032-9056>

<https://doi.org/10.58724/assam.1627255>

#### Article Type

Research Article

#### Application Date

26.01.2025

#### Admission Date

19.02.2025

## 1. INTRODUCTION

In the last century, the digitization of communication technologies has led to the eventual decline of journalism, much like other social and cultural structures. Not only has digitization altered the processes of news production, but it has also transformed the consumption and reception of news. The digitalization process has significantly evolved traditional media outlets, particularly newspapers and television, as they gradually shift away from publishing content on digital platforms. This transformation has paved the way for the emergence of new concepts, theories, and different models in journalistic practice. Digital journalism has become a dynamic, interactive, and rapidly spreading process that is capable of generating not just a tool for information but also a medium for engagement.

The impact of digitalization on journalism has also reshaped the role and functions of journalists. In this era, journalists present news to audiences not only through traditional media tools but also by utilizing digital platforms such as social media, blogs, video platforms, and online news sites (Adıgüzel, 2019: 1658). New digital platforms allow journalists to reach a faster, more interactive, and wider audience. However, the impact of digitalization on journalism has not been entirely positive. Along with advantages like speed and interactivity, issues such as information pollution, difficulties in verification, and disinformation have also emerged.

With the digitalization of journalism, new concepts and theories have also emerged. The digital media environment has influenced the use of terms like "re-journalism" to describe the evolving dynamics of journalism. This concept refers to journalists reassessing their traditional roles and adopting a different form of communication on digital platforms. Additionally, terms like "social media journalism" and "participatory journalism" define an era in which users are involved in the news production process and directly share content (Koz & Işık, 2022). Along with digitalization, "speed journalism" has also become an important theory. This emphasizes the rapid production and dissemination of news, but the question of how this speed can be balanced with traditional journalistic values, such as accuracy and depth, has been a subject of inquiry. Furthermore, concepts such as "transparency" and "verification" have become key theories in addressing the ethical issues of digital journalism, highlighting the importance of ensuring the reliability and accuracy of news. These concepts offer new perspectives on the functioning and responsibilities of journalism in the digital environment.

At the international level, different attitudes and approaches to digitalization have developed. In some countries, digital media and social media platforms support the development of a free and independent press, while in others, content spreading in the digital environment is subject to monitoring and censorship. In this context, digitalization has also reshaped the nature of journalism, its ethical understanding, and its social responsibility. In this process, social media platforms have become the most important tools for the production and dissemination of news. Social media has gone beyond being just a platform for sharing news; it has become the focal point of societal discussions and interactions, creating a new form of journalism that transcends the traditional boundaries of journalism.

There have been numerous studies conducted at various levels in the existing literature on the topic. Examples of these studies include Gürcan's article titled 'An Approach to Evaluation Criteria for Content and Design in News Websites,' Şen and Yılar's study 'Digitalization of Local Media and Changing Journalistic Practices: The Elazığ Example,' and Parlak's research 'New Media and the Transformation of Journalism.' Our study titled 'Restructuring Journalism in the Digital Age: An Analysis of Social Media Platforms' stands out from the other works in the existing literature as it includes media organizations broadcasting news in Azerbaijan as its sample.

## 2. JOURNALISM PRACTICES ON SOCIAL MEDIA

Social media are digital platforms where individuals interact by sharing content, exchanging information, and ideas over the internet (Sayımer, 2008: 123). Digitalization is a process in which societies and businesses increase their efficiency by integrating technology, providing fast access to information, and transforming communication. Digitalization has led to profound changes in journalistic practice, reshaping the nature of journalism. With the widespread use of social media

platforms, the centralized structures of traditional media organizations in the production and distribution of news have begun to be overcome; individuals have become actors who can produce and publish news content on their own. This change has significantly transformed both the form and the functioning of journalism. Digitalization has not only redefined information transmission, but it has also redefined the role of journalism in the social context (Burns, 2008).

In examining the impact of social media on journalism, it is essential to first pay attention to the digital dynamics of journalism. Digital platforms, especially social media platforms, have reshaped the traditional functions of journalism as environments where news is produced, shared, discussed, and transformed. One of the most striking examples of this transformation is based on the evolutions of "Web 1.0" (WEB1), "Web 2.0" (WEB2), and "Web 3.0" (WEB3). WEB1 refers to a structure where access to information is one-way, while with WEB2, platforms emerged where users actively produce content and engage with each other (such as Facebook and X) (Brings, 2007). WEB3, on the other hand, allows for a more interactive and personalized digital world, increasing the role of users in content creation and highlighting data and personal experiences. This evolution has transformed journalism from a static form of information transmission into a multifaceted and dynamic process.

Another significant transformation is the rise of "citizen journalism." Social media platforms have allowed individuals to produce news content and publish it in any form they wish through personal websites, blogs, social networks, and microblogs (Kurt, 2014: 824). This has moved journalism beyond being the sole domain of professional journalists, turning a wide user base into active content creators (Çevikel, 2011: 58). Platforms such as X and Facebook, in particular, have allowed users to share real-time updates and support them with photos and videos, enabling the rapid dissemination of social events on both local and global scales. Citizen journalism has made it possible for different perspectives on social events to reach broader and faster audiences, but it has also raised ongoing issues of accuracy and reliability. For example, during mass social movements such as the Arab Spring, social media created an environment where the influence of traditional media outlets was significantly diminished, and news spread rapidly, allowing local people to engage in direct journalism.

The speed brought by digitalization has often led journalists to overlook verification processes, resulting in the spread of content that circulates rapidly with a "breaking news" mentality but is of questionable accuracy. Additionally, the algorithms on social media platforms can make some content more visible while pushing others out of visibility. This situation allows news to reach large audiences while also carrying the risk of manipulating certain social and political dynamics. In this context, ensuring the accuracy of news spread on social media brings a different ethical responsibility compared to traditional journalism practices.

To understand the impact of social media on journalistic practice, the concept of participatory journalism also holds significant importance. Social media has allowed users not only to consume content but also to produce content and comment on it, without time or spatial limitations, at a low cost, thus becoming an active part of journalism (Bakan, 2008: 374). In this context, the dynamic nature of social media signals a process in which news consumers become producers. Users not only receive news but also contribute to social discussions by presenting different perspectives on events. While this interaction helps the media become more democratic and participatory, it can also lead to an increase in information pollution and disinformation.

Social media journalism has significantly strengthened the freedom of opposition media to publish. Digital platforms allow communities to amplify their voices independently of the access and pressures of traditional media outlets. This creates a vital opportunity, particularly for opposition media operating under authoritarian regimes, enabling alternative news to spread rapidly and reach broad audiences. However, challenges, such as disinformation and censorship, encountered in social media environments can sometimes threaten the power and independence of opposition media.

In conclusion, while social media has made journalism more dynamic, fast, and interactive, it highlights the necessity for professional journalists to operate effectively in this new digital environment while adhering to accuracy and ethical standards.

## 2.1. Journalism Practice on Facebook

Facebook, one of the largest social media platforms in the world, plays a critical role in shaping digital journalism. Mark Zuckerberg and his friends created Facebook in 2004 as a platform to enhance social interaction among students at Harvard University. Initially open only to university students, this social network quickly grew to become a media and news-sharing platform with billions of users worldwide (Yağmurlu, 2011: 7). According to We Are Social's 2024 data, Facebook's user base directly reflects the impact of the platform on journalism practice (We Are Social, 2024). Digital media has revolutionized journalism, transforming it from a mere information transfer tool into a dynamic space that produces and disseminates news. Users, by sharing content through their personal accounts or participating in group discussions, determine the form and content of news beyond traditional media outlets.

One of the most important features of Facebook that has reshaped digital journalism is the instantaneous spread of news. Users have become not only content consumers but also content producers and distributors. This transformation has made journalism a more participatory and interactive process. For example, the concept of citizen journalism has been able to reach wider audiences by utilizing the easy access and interactive nature of Facebook. In this context, examples such as "Al-Jazeera English," which was established during the Arab Spring in 2011, demonstrate how social media, especially Facebook, became an effective tool in the real-time dissemination of news (Kırık, 2012). Al Jazeera swiftly disseminated regional developments by leveraging direct information from its on-the-ground reporters and the local public via Facebook.

Examining Facebook's impact on journalistic practice highlights the significant role of the platform's algorithms. The content that users interact with, thanks to algorithms, reaches wider audiences, and as a result, the visibility of news increases rapidly. This situation fuels the concept of rapid journalism but can also lead to the disruption of verification processes. Users often share content quickly on Facebook, enabling it to reach large audiences without undergoing accuracy checks. Therefore, a tension emerges between the "speed" that journalism develops on Facebook and the "accuracy problem." During the 2016 United States presidential election, fake news spread on Facebook sparked a global debate about the platform's news verification issues. The rapid spread of these fake news stories highlighted the fact that Facebook does not have a content review structure similar to the verification processes of traditional media outlets. Facebook's algorithms, which increase the visibility of content based solely on popularity, have accelerated the spread of misinformation.

However, we cannot overlook Facebook's impact on local journalism. Local journalists have been highly successful in using Facebook's interactive platform to report on events within their communities more quickly and ensure the spread of news. During the protests in Brazil in 2013, Facebook users quickly recorded and published incidents that occurred in the streets, drawing attention to local news that traditional media outlets could not reach. In this way, Facebook emphasized the role of the local public in news production and enabled participatory journalism to reach broader audiences.

## 2.2 Journalism Practice in X

X, formerly known as Twitter, is one of the fastest-growing and most influential social media platforms, playing a decisive role in shaping digital journalism. Launched in 2006 and recognized for its character limitations, this platform represents a significant stage in the evolution of digital journalism, enabling users to quickly and effectively create and share news (Glaser, 2024). Among the reasons X has become such an important tool is the platform's fast information flow, the ability to respond instantly, and its capacity to reach large audiences at low cost. However, X's effects on journalism have brought with them controversial and complex dynamics.

Users have promoted the concept of fast journalism by instantly sharing news streams on the X platform. X's structure, where content spreads and goes viral rapidly, marks an era where traditional media races against time, and news needs to reach quickly. According to We Are Social, in 2024, X is the 8th most used social media platform globally (We Are Social, 2024).

During the 2014 Ferguson protests, X became an important platform for activists to share real-time developments and announce events globally. Specifically, after the police killing of African American teenager Michael Brown, protesters and witnesses in Ferguson provided real-time updates on X regarding the unfolding events. This situation transformed X into the first source of news and a platform for the global announcement of the social movement during a period when local and national media were slower to react. Thus, X allowed journalism to break free from the time-limited concept of the "news moment," enabling a more flexible and dynamic model of news reporting.

However, X's influence on journalistic practice extends beyond mere speed. The platform's microblogging structure has empowered users to individually create and publish news (Altunay, 2010). This has particularly facilitated the rise of citizen journalism. X users have gone beyond being mere news consumers, actively participating in the news creation process. This development has brought about a more democratic understanding of journalism as an alternative to the hegemony of traditional media outlets (Şirvanlı & Dağtaş, 2022: 14).

The speed and problems with the accuracy of information that come with digitalization also show up here. This is because social media doesn't have the same oversight systems as traditional journalism, which means that there are big problems with the accuracy of the information shared. Such misinformation and disinformation events have made using X as a news source even more complex. On the other hand, X's power to influence users and shape perceptions has weakened the impact of traditional media outlets. A new form of journalism known as "algorithmic journalism" has emerged as a result. X's algorithms shape the flow of news by making the content with which users engage more visible. While this process increases the visibility and popularity of news, it can negatively affect its objectivity and diversity (Çaba, 2019).

Another important discussion concerns the identity and ethical responsibilities of individuals practicing journalism on X. X provides a space not only for professional journalists but also for ordinary individuals to create and share news. This development challenges traditional norms of journalism. The anonymity on X creates a gap that contradicts journalism's principles of accuracy and reliability. Journalists sharing news through their interactive accounts are also required to build a "personal brand." This can create issues in terms of journalistic ethics and professional standards. For instance, when a journalist makes comments about events from their social media account, their objectivity and impartiality may be compromised. This situation leads to journalism becoming more personal and diluting professional codes of conduct.

### **2.3. Journalism Practice on YouTube**

YouTube, a video-sharing platform founded in 2005 by Steve Chen, Chad Hurley, and Jawed Karim, and acquired by Google in 2006, plays a critical role in shaping digital journalism. According to Yeşilyurt, "Tweeting is writing, speaking, and showing. The user feels they are part of a community in the same time and space. The time-space unity in oral culture is virtual on Twitter" (2015: 83). According to We Are Social, YouTube is the second most widely used social media platform globally (We Are Social, 2024). This platform, where video content can be created and shared by users, has gradually taken on a central role not only for entertainment purposes but also for the dissemination of news and information. YouTube's video format, capable of delivering both visual and auditory storytelling, has marked a significant milestone in the evolution of digital journalism, alongside traditional media journalism (Burgess & Green, 2010: 72). Today, with billions of active users worldwide, YouTube has transcended its role as a video platform to become a dynamic space for news creators, viewers, and interactors to meet.

YouTube is a platform with many elements that have transformed traditional journalism. The audiovisual nature of video content offers users a deeper and more effective experience, ensuring news reaches a wider audience. This platform especially offers possibilities to present news in a more attention-grabbing and impactful way. Videos, interviews, documentaries, live broadcasts, and exclusive content, along with photos and text formats, enrich YouTube news content. Thus, news content is not just informative but transforms into a visually strong and emotionally impactful, interactive experience for the viewer. Additionally, YouTube's video editing tools allow content creators to present their news more professionally.

The impact of YouTube on journalistic practice is also evident in the platform's interactive nature. Users not only watch videos but can also comment, like, share, and interact directly with channel owners. This feature sets YouTube apart from being just a broadcasting platform. While viewers passively receive news in traditional media outlets, on YouTube, users can actively participate in the creation and dissemination of news. This has led to the rise of concepts like citizen journalism and participatory journalism. For example, "vlog" style content on YouTube, where individuals share their experiences and opinions, offering a personal perspective on social events, has become an important form of journalistic practice. Compared to traditional media, such content offers a different perspective, allowing viewers to hear diverse voices and viewpoints.

However, individual content creators are not the only ones who use YouTube for journalistic purposes. YouTube also enables traditional media organizations to maintain a digital presence, serving as an important news dissemination platform for news channels and media companies. For instance, major media outlets like CNN, BBC, Al Jazeera, and The New York Times use YouTube channels to deliver their news to viewers, as well as broadcasting live to announce significant events instantly. Some journalists, similar to international mainstream media outlets, have also started to publish news via YouTube. For example, in Turkish media, journalists such as Cüneyt Özdemir and Ruşen Çakır stand out. The interaction between traditional media outlets and individual content creators on this platform has created significant diversity in the news production and sharing process (Yıldız & Özmen, 2023).

However, the speed and broad reach of news do not limit the impact of journalism on YouTube. YouTube's ad-based revenue model guides content creators and media organizations toward certain strategies. Media outlets, in order to attract more viewers and generate more revenue, have started to incorporate ads in their content, make sponsorship deals, and even shape it to attract user interest. This has led to ethical debates regarding journalism's independence and objectivity. For example, "clickbait" headlines and manipulative content have become common methods used to encourage users to click (Özyal, 2016: 108). While these types of content aim to increase viewer numbers, they raise concerns about journalistic standards.

On the other hand, YouTube's visual and auditory features allow news to be presented in an impactful manner; however, in some cases, there is a risk that visual appeal and emotional allure may overshadow the accuracy of the news. Especially, videos related to social events, presented merely as content with visual shock value, may lead to emotional manipulation in journalism. This can lead to the spread of content aimed at creating emotional pressure, especially in news related to wars, conflicts, or disasters. These types of content, where visuals and shocking videos are prioritized, can create issues in terms of presenting news accurately and impartially.

## **2.4. Journalism Practice on Instagram**

Kevin Systrom and Mike Krieger founded Instagram as a social media platform in 2010, and Facebook acquired it in 2012. According to We Are Social, Instagram is the fourth most widely used social media platform globally (We Are Social, 2024). Initially designed as a photo-sharing application, Instagram has rapidly evolved by adding features such as video and story sharing, establishing a strong presence in the media and news world (Çetinkaya, 2019: 4). With its visual-focused structure and dynamic features that allow users to tell stories through photos and videos, the platform has become a medium that transforms traditional forms of journalism. Instagram fosters a fresh perspective on journalism through its support for visual-based content. Traditional journalism, which prioritized text and audio content, is now increasingly shifting to a visual and video-based journalism model due to Instagram. In recent years, users have adopted the practice of "visual journalism" by sharing real-time events and developments through photos and short videos. In this context, Instagram has become not only a social media platform but also a space that fosters the development of a new language of journalism. Visual content enables the rapid sharing of events, emotional connections, and the powerful dissemination of social movements. Particularly in social movements and protest demonstrations, Instagram has allowed participants and protesters to create global impact through visual content.

An important aspect of journalistic practice on Instagram is the platform's ability to empower users to create content. Users can share newsworthy photos and videos through their personal accounts, thereby alerting larger audiences to social events. During the 2017 Catalonia Independence Referendum in Barcelona, Spain (Çelik, 2021), locals shared real-time photos and videos via Instagram, surpassing local media headlines and attracting international attention. Such user contributions helped spread the news rapidly, presenting individual perspectives and on-the-ground reports that went beyond the comments of traditional media outlets.

Instagram's interactive features have also transformed how news reaches audiences. Users can like, comment, and share posts within their networks. These features increase interaction between content creators and viewers, creating a kind of "social news flow." Users are no longer just passive recipients of news but also act as distributors and commentators. This results in news being shaped in a dynamic and multifaceted way. Instagram's "Stories," live streaming, and IGTV features serve as important tools for following real-time events and allowing users to react quickly to developments. Users can share news in a more personal and immediate manner thanks to these features.

However, news practices on Instagram also raise a range of ethical and journalistic concerns. Many content creators on the platform are amateur users or communities rather than professional journalists. This situation raises debates about the accuracy and reliability of content. On social media platforms, particularly on visually oriented platforms like Instagram, there is an increased risk of content manipulation. For example, taking images out of context or editing photos can lead to the spread of misinformation. Additionally, Instagram's algorithmic structure may limit users to certain types of content, creating "bubbles" where they remain exposed only to news that reinforces their existing views, preventing them from gaining a broader perspective.

The impact of Instagram on media and journalism has been growing, especially with the influence of the platform's advertising model. Instagram has created an environment where content creators can make advertising and sponsorship deals (Turancı & Gölönü, 2022). Media companies and journalists can earn revenue and increase their follower numbers by placing sponsored content on Instagram. This situation can raise concerns about the commercial aspect of journalism and its independence. The visual nature of Instagram content can also lead to the use of clickbait techniques to capture users' attention. This can pose risks in terms of the accuracy of news and ethical standards.

## **2.5. Journalism Practice on TikTok**

In 2016, the Chinese tech company ByteDance launched TikTok under the name "Douyin" before introducing it globally as TikTok in 2018. Known for its short video format, the platform quickly gained popularity, especially among younger users, and provided content creators with the opportunity to reach a global audience. According to We Are Social, TikTok is the fifth most widely used social media platform globally (We Are Social, 2024). TikTok's video-based structure has created a dynamic media environment where instant and impactful content spreads rapidly. These features make the platform an incredibly appealing space for journalistic practice. TikTok presents news in shorter, more visual, and interactive formats, unlike traditional media tools. However, journalistic practice on TikTok is not limited to just the delivery of news but also plays an important role in encouraging active participation from viewers and the contribution of content creators to the social media culture (Çetinkaya & Dondurucu, 2022).

TikTok's short video format and creative editing tools present news in a fast, concise, and attention-grabbing way. On this platform, journalism is increasingly shaped by user-driven content, and traditional media outlets have started adapting their news to the TikTok format in order to keep up with the platform's dynamics. TikTok's algorithm quickly identifies content that will attract users' attention, helping videos reach wide audiences. This speed stands out as a feature that reinforces the "instant" nature of journalism. During the 2020 U.S. elections, TikTok played a significant role in helping young voters access political information, with political parties and activist groups using the platform for announcements, raising awareness, and mobilizing audiences (Merabet & Dördüncü, 2023).

Journalistic practice on TikTok has created an environment where individual users contribute to the news with their own perspectives, something not previously seen in traditional media. This has led to a new dimension of citizen journalism on TikTok. Users not only passively watch the news but also participate as content creators by sharing their own opinions, observations, and experiences about events. For instance, during the 2020 Hong Kong protests, activists and local residents contributed to the global reporting of the events by sharing real-time videos on TikTok. This made it possible to deliver fast and real-time news in situations where traditional media often lagged behind (Erol, 2022).

However, journalistic practice on TikTok raises significant questions regarding ethics and reliability. TikTok's user-driven and algorithmic structure can create an environment where fake news spreads quickly. Additionally, since the content creators on the platform are often ordinary users or influencers rather than professional journalists, the accuracy and objectivity of news can sometimes be questioned. TikTok often presents content for entertainment and dramatization, which can lead to deviations from the traditional values of journalism. Furthermore, TikTok's limited video duration and visual-focused structure can result in news being shared in a superficial and detail-lacking manner (Erol, 2022).

TikTok influences not only how content creators present news, but also how users react to it. The platform is known for its interactive features; users can "like" video content, comment, and share posts, which allows the news to go viral. This not only facilitates the rapid spread of news but also creates a space for collective knowledge production among users. However, this interaction can occasionally encourage the dissemination of information that questions its accuracy, making it more vulnerable to manipulation. TikTok, as a platform where news spreads quickly but is hard to control, creates a complex space for the future of digital journalism.

## **2.6. Journalism Practice on Telegram**

Pavel Durov and his brother Nikolai Durov founded Telegram, an instant messaging application that strongly emphasizes privacy, in 2013. One of the platform's most notable features is its ability to allow users to share content through large groups and channels. Telegram exhibits several distinct differences from traditional social media platforms, such as its focus on anonymity, speed, and low data usage. These features have made Telegram an important space for journalistic practices. According to We Are Social, Telegram is the 6th most used social media platform globally (We Are Social, 2024). With its flexibility in content sharing and news flow, Telegram has expanded beyond traditional media outlets, creating a broader information-sharing network and strengthening community-based journalism.

News channels on Telegram are platforms where a manager (admin) controls content sharing, with typically one admin or a group of editors posting content. Users have the ability to subscribe to these channels, but they can only access the content that the administrators have shared. This system makes Telegram operate similarly to traditional media channels while also enabling users to engage interactively with the content. The anonymity and rapid content-sharing capabilities offered by Telegram have allowed media organizations to use the platform as an alternative space, particularly in crisis situations where speed and reliability are crucial. Telegram not only supports text but also allows the sharing of videos, voice messages, and files, enabling a variety of multimedia formats for news presentations (Küçükvardar, 2021).

One of the most striking features of Telegram is how interaction takes place in news channels. In these channels, users do not have the ability to comment on the content unless permitted by the admins. While this ensures a single voice dominates the accuracy and content of the news, it may also limit transparency and pluralism, as users cannot engage directly. The absence of comments can lead to less scrutiny of the information being shared, potentially creating an environment where disinformation spreads quickly. However, in Telegram groups where commenting is allowed, user interactions facilitate direct discussions and information flow regarding the news. These types of groups help incorporate different perspectives and user contributions into journalism while also providing opportunities to question accuracy and reliability.



Telegram’s admin feature allows administrators to oversee the content within a channel and determine sharing strategies. This feature creates a significant distinction between Telegram and traditional media organizations. In traditional media outlets, content flow and accuracy checks are determined by editors or editorial directors, while on Telegram, administrators have more flexibility and rapid decision-making power regarding content sharing. This provides a significant advantage for news sources eager to share real-time developments quickly. Particularly during crises and rapidly developing events, Telegram has become a channel for immediate information flow for journalists. For instance, journalists used Telegram as a platform to rapidly share news and information during the 2020 Azerbaijan-Armenia Nagorno-Karabakh War (Geyik, 2021). The anonymity offered by Telegram provided journalists with a safe space against state censorship, enabling the rapid sharing of developments during the war. Additionally, Telegram allowed journalists in Armenia and other regions to disseminate real-time updates about the war to a global audience.

Another important feature of Telegram’s news channels is their ability to quickly reach global audiences. Users can stay informed about important events around the world by joining channels or groups of interest. For instance, during the 2020 Belarus protests, Telegram allowed opposition groups and independent journalists to spread anti-regime news globally. Telegram's international reach and large user base have made the platform a central hub for real-time information flow worldwide.

### 3. METHODOLOGY

In order to examine the impact of social media on journalism and how it has developed and transformed journalistic practices, this study used document analysis to collect data, and the obtained data was evaluated using content analysis. In the research, the most commonly used social media platforms in Azerbaijan according to We Are Social (2024), including Facebook, YouTube, TikTok, Instagram, X, and Telegram, were selected, and 12 news channels operating on these platforms in Azerbaijan were analyzed. The news channels analyzed include "xeber\_azerbaycan" and "baku.es" (both on Instagram), "Şedevr" and "İnsanoid" (both on Facebook), "Xəbər Bələdcisi" and "Xebersiz Qalma" (both on YouTube), "BPT Azərbaycan" and "The Azeri Times" (both on Twitter), "Faktlarla - Operativ Xəbərlər" and "Operativ Məlumat Mərkəzi" (both on Telegram), and "Xəbər Zamanı" and "Azxeber.com" (both on TikTok). The aim of analyzing these news channels is to reveal how journalism began to interact with social media and how this interaction became visible on social media platforms. In this context, the news site evaluation form proposed in Gürçan’s (2014) article titled "An Approach to Evaluation Criteria for Content and Design of News Websites" was adapted for social media platforms and used in this study. In this way, the effects of social media on news production and presentation were examined and analyzed in more depth.

**Table 1. Findings**

	Instagram	Facebook	YouTube	X	Telegram	TikTok
<b>Investigated Organizations</b>	xeber_azerbaycan <sup>1</sup> baku.es <sup>2</sup>	Şedevr <sup>1</sup> İnsanoid <sup>2</sup>	Xəbər Bələdcisi <sup>1</sup> Xebersiz Qalma <sup>2</sup>	@bptaze <sup>1</sup> @azeritimes <sup>2</sup>	Faktlarla - Operativ Xəbərlər <sup>1</sup> Operativ Məlumat Mərkəzi <sup>2</sup>	Xəbər Zamanı <sup>1</sup> Azxeber.com <sup>2</sup>
Is there mobile application support, or is it only a website?	There is mobile application support <sup>1</sup> Both are there. <sup>2</sup>	There is mobile application support <sup>1</sup> Both are there. <sup>2</sup>	There is mobile application support <sup>1,2</sup>	There is mobile application support <sup>1</sup> Both are there. <sup>2</sup>	There is mobile application support <sup>1</sup> Both are there. <sup>2</sup>	There is mobile application support <sup>1</sup> Both are there. <sup>2</sup>
Only a social media channel, only a news site, or both?	Only social media channel <sup>1</sup> Both are there. <sup>2</sup>	Only social media channel <sup>1</sup> Both are there. <sup>2</sup>	Only social media channel <sup>1,2</sup>	Both of them <sup>1,2</sup>	Only social media channel <sup>1</sup> Both of them <sup>2</sup>	Only social media channel <sup>1</sup> Both of them <sup>2</sup>
Is it available on other social media	Yes <sup>1,2</sup>	Yes <sup>1,2</sup>	Yes <sup>1</sup> ; No <sup>2</sup>	Yes <sup>1,2</sup>	Yes <sup>1,2</sup>	Yes <sup>1,2</sup>

**Dijital Dönemde Haberciliğin Yeniden Yapılandırılması: Sosyal Medya Platformları Üzerine İnceleme/Restructuring Journalism in the Digital Age: An Analysis of Social Media Platforms**

	<b>Instagram</b>	<b>Facebook</b>	<b>YouTube</b>	<b>X</b>	<b>Telegram</b>	<b>TikTok</b>
platforms?						
Is there a website available?	No <sup>1</sup> , Yes <sup>2</sup>	No <sup>1</sup> , Yes <sup>2</sup>	No <sup>1,2</sup>	No <sup>1</sup> , Yes <sup>2</sup>	No <sup>1</sup> , Yes <sup>2</sup>	No <sup>1</sup> , Yes <sup>2</sup>
Is it affiliated with a media agency or institution, or is it independent?	Independent <sup>1</sup> "Bakues" LLC <sup>2</sup>	Independent <sup>1,2</sup>	Media Group <sup>1</sup> Independent <sup>2</sup>	BPT Haber Medya Ltd. Şti. <sup>1</sup> Independent <sup>2</sup>	Independent <sup>1</sup> "Breaking Media Group" <sup>2</sup>	Independent <sup>1</sup> Azxeber Media <sup>2</sup>
Is it free?	Yes <sup>1,2</sup>	Yes <sup>1,2</sup>	Yes <sup>1,2</sup>	Yes <sup>1,2</sup>	Yes <sup>1,2</sup>	Yes <sup>1,2</sup>
What is the number of followers/subscribers?	70.1K follower <sup>1</sup> 1.7B follower <sup>2</sup>	174K follower <sup>1</sup> 35K follower <sup>2</sup>	409K follower <sup>1</sup> 207K follower <sup>2</sup>	9031 follower <sup>1</sup> 17.7K follower <sup>2</sup>	36692 follower <sup>1</sup> 76235 follower <sup>2</sup>	61.9K follower <sup>1</sup> 275.7K follower <sup>2</sup>
What is the average number of likes per day?	227 like <sup>1</sup> 4767 like <sup>2</sup>	1228 like <sup>1</sup> 46 like <sup>2</sup>	307 like <sup>1</sup> 200 like <sup>2</sup>	2 like <sup>1</sup> 207 like <sup>2</sup>	35 like <sup>1</sup> 48 like <sup>2</sup>	77.5 like <sup>1</sup> 2734 like <sup>2</sup>
What is the average number of shares per day?	22 sharing <sup>1</sup> 45 sharing <sup>2</sup>	1 sharing <sup>1</sup> 10 sharing <sup>2</sup>	2 sharing <sup>1</sup> 3 sharing <sup>2</sup>	1 sharing <sup>1</sup> 6 sharing <sup>2</sup>	44 sharing <sup>1</sup> 17 sharing <sup>2</sup>	2 sharing <sup>1</sup> 17 sharing <sup>2</sup>
Text; text/video/visual; video	Text / video / visual <sup>1,2</sup>	Text / video / visual <sup>1,2</sup>	Video <sup>1,2</sup>	Text / video / visual <sup>1,2</sup>	Text / video / visual <sup>1,2</sup>	Video <sup>1,2</sup>
Is the agenda followed in real-time?	Yes <sup>1,2</sup>	No <sup>1</sup> Yes <sup>2</sup>	No <sup>1,2</sup>	No <sup>1,2</sup>	Yes <sup>1,2</sup>	No <sup>1</sup> Yes <sup>2</sup>
How often is the news updated?	1-2 hours intervals <sup>1,2</sup>	3 hours intervals <sup>1</sup> 1-2 hours intervals <sup>2</sup>	Sharing hours are not specified <sup>1,2</sup>	Once a month <sup>1</sup> Regular sharing is not available <sup>2</sup>	At most, with an interval of one hour <sup>1,2</sup>	Sharing hours are not specified <sup>1,2</sup>
Is there interaction between the news producer and the consumer?	No <sup>1,2</sup>	No <sup>1,2</sup>	No <sup>1,2</sup>	No <sup>1,2</sup>	Yes <sup>1,2</sup>	No <sup>1,2</sup>
Is there a live streaming feature?	Yes <sup>1,2</sup>	Yes <sup>1,2</sup>	Yes <sup>1,2</sup>	No <sup>1,2</sup>	Yes, but not used often <sup>1,2</sup>	Yes <sup>1,2</sup>
Is there a story feature, and is it used in journalism?	In Use <sup>1,2</sup>	In Use <sup>1,2</sup>	None <sup>1,2</sup>	None <sup>1,2</sup>	There is, not used <sup>1,2</sup>	Not used <sup>1,2</sup>
What is the average duration of video posts?	1:58 (118 second) <sup>1</sup> 1:30 (90 second) <sup>2</sup>	0:27 <sup>1</sup> 0:31 <sup>2</sup>	4:38 (278 second) <sup>1</sup> 1:32 (92 second) <sup>2</sup>	No video sharing has been done <sup>1</sup> 0:45 <sup>2</sup>	2:59 (179 second) <sup>1</sup> 0:57 <sup>2</sup>	1:56 (116 second) <sup>1</sup> 1:33 (93 second) <sup>2</sup>
Are hashtags used?	Yes <sup>1,2</sup>	Yes <sup>1</sup> No <sup>2</sup>	Yes <sup>1,2</sup>	No <sup>1,2</sup>	No <sup>1,2</sup>	Yes <sup>1,2</sup>
Is there an option to forward the news to others?	Yes <sup>1,2</sup>	Yes <sup>1,2</sup>	Yes <sup>1,2</sup>	Repost feature is available <sup>1,2</sup>	Yes <sup>1,2</sup>	Yes <sup>1,2</sup>
Are the writers of the articles/the sources of the news indicated?	Sometimes <sup>1,2</sup>	Sometimes <sup>1</sup> Yes <sup>2</sup>	No <sup>1</sup> Sometimes <sup>2</sup>	No <sup>1,2</sup>	No <sup>1,2</sup>	No <sup>1,2</sup>
Is there citizen	Yes <sup>1,2</sup>	No <sup>1</sup>	No <sup>1,2</sup>	No <sup>1,2</sup>	Yes <sup>1,2</sup>	Yes <sup>1,2</sup>

	Instagram	Facebook	YouTube	X	Telegram	TikTok
journalism content?		Sometimes <sup>2</sup>				
Is the news presented with a headline, summary, and body text?	Sometimes <sup>1</sup> Yes <sup>2</sup>	No <sup>1</sup> Sometimes <sup>2</sup>	No <sup>1,2</sup>	No <sup>1,2</sup>	Yes <sup>1</sup> Most of the time <sup>2</sup>	No <sup>1</sup> Sometimes <sup>2</sup>
Can the news be verified by other sources?	Yes <sup>1,2</sup>	Yes <sup>1,2</sup>	Yes <sup>1,2</sup>	Yes <sup>1,2</sup>	Yes <sup>1,2</sup>	No <sup>1</sup> Yes <sup>2</sup>
Is the structure of the news understandable?	Sometimes yes, Sometimes No <sup>1</sup> Yes <sup>2</sup>	Sometimes Yes, Sometimes No <sup>1</sup> Yes <sup>2</sup>	No <sup>1,2</sup>	No <sup>1,2</sup>	Yes <sup>1,2</sup>	No <sup>1</sup> Yes <sup>2</sup>
Does the news appear to have undergone editorial processing?	Yes <sup>1,2</sup>	Yes <sup>1,2</sup>	No <sup>1,2</sup>	No <sup>1,2</sup>	Yes <sup>1,2</sup>	No <sup>1</sup> Yes <sup>2</sup>
Are there any advertising contents?	No <sup>1</sup> Yes <sup>2</sup>	Yes <sup>1</sup> No <sup>2</sup>	No <sup>1,2</sup>	No <sup>1,2</sup>	No <sup>1,2</sup>	No <sup>1,2</sup>

### 3.1. Journalism Example on Instagram

Instagram is known as the most frequently used social media platform among the younger population in Azerbaijan, compared to other age groups. Additionally, businesses use this tool, which has become an integral part of modern life, to promote their products and services and gain popularity. Individuals share snapshots from their daily lives, content they like, while brands share sponsored content and special designs for business promotion. Artists present their characters and music to their followers and interact with them. The subject we have already addressed here, the restructuring of journalism in the digital age, creates a significant difference in news consumption between traditional media and new media. In this context, eye-catching colors, visuals, and videos are preferred to convey topics like politics, economy, culture, sports, entertainment, daily trends, and similar ones to followers. IGTV (Instagram TV), Reels, and Stories also feature effective headlines that help increase the reach of the news. The organizations we have discussed in the context of Instagram journalism show various differences, as seen in the table.

The "xeber\_azerbaycan" account, which operates solely as a social media channel independently and has 70.1K followers, has an average daily like count of 227 and 22 shares. We follow the agenda in real time and share news at intervals of 1 to 2 hours. This strengthens interaction on the page and enables followers to react instantly to posts. Visuals and videos accompany both posts and stories for the followers. The page also features examples of citizen journalism and the use of hashtags. The channel, which is also active on other social media platforms, has an average video sharing duration of 118 seconds. The news appears to have undergone editorial processing, yet its structure remains unclear in all posts. This is due to the inconsistency of providing titles, subtitles, and texts in every post. We observed no posts containing advertisements during the analyzed period (November 17, 2024–December 17, 2024). The Instagram page of "bakues.az," a news site operating under "Bakues LLC," has 1.7 million followers. This organization, which strives to report developing events as early as possible in Azerbaijan and worldwide, has an average of 4,767 likes and 45 shares per post. Significant numbers on the page suggest that posts are reaching a wider audience, indicating the correct execution of certain algorithmic processes. The average video sharing duration on this page is 90 seconds. It is assumed that the news is taken from the bakues.az website, and for this reason, it is thought to have undergone editorial processing. The absence of incomprehensible word clusters further confirms that its structure is understandable. The page also showcases shared content from

various sectors for advertising purposes. This not only generates income for the owner of the organization but also helps promote the services that followers need and assists in promoting emerging brands.

### **3.2. Example of Journalism on Facebook**

Facebook, in Azerbaijan, serves as a massive platform that triggers discussions, presenting societal events, political developments, cultural, sports, and other such activities to social media users. Non-profit organizations, activists, independent journalists, and others actively use Facebook to present their original ideas without censorship, advocate for the rights of different communities, and criticize the decisions and discourses of the government or opposition. In the digital space, individuals view Facebook as an infinite news source, with media organizations utilizing it to produce news and try to gain trust. Another feature that distinguishes Facebook from other social networks is its "like" button, which, instead of simply showing positive reactions, also includes emojis such as anger, sadness, surprise, laughter, and heart. This underscores the significance of verifying news from multiple sources, given the prevalence of information pollution, manipulations, and disinformation spread. After examining the pages of the organizations we discussed, the resulting table reveals different aspects.

"Şdevr," which produces news independently on social networks and has 174K followers, has an average daily like count of 1,228 and 1 share. The news is not followed in real time, which causes posts to fall outside of algorithmic rules, leading to issues such as losing followers. The page actively uses live broadcasting and stories, with an average video sharing duration of 27 seconds. This is considered a result of users' concerns about reaching information without wasting time, similar to other social media platforms. Although the comment sections of the posts are open, the lack of interaction shows communication problems between the news producer and consumer, indicating that criticism is not present, and one-sided communication is clearly evident. We can attribute this to many reasons, the most obvious being the belief that the page does not cater to the correct target audience. The page doesn't feature citizen journalism news, nor does it mention authors and sources in all posts. This allows consumers to follow other channels to verify the accuracy of the news. Unlike news websites, pages producing news on Facebook do not require the use of headlines and subtitles. "İnsanoid," with 35K followers, follows the agenda on both social media platforms and the website at intervals of 1–2 hours. The dynamic nature of the timeline helps new news appear at any time, increasing the page's engagement. With an average of 1,228 likes and 10 shares per day, the page is not dependent on any media agency. One of the advantages of journalism is the ease of sharing multimedia elements (text, photo, video, and audio) on Facebook. Stories on Facebook often feature sensational headlines, aiming to entice users to read the news. This is also seen in video posts, where sometimes irrelevant images and words are used in the cover photos of videos with an average duration of 31 seconds.

### **3.3. Example of Journalism on YouTube**

Young people in Azerbaijan frequently use YouTube as a platform to consume various types of content. In this context, users tend to prefer videos related to entertainment (comedy), general knowledge, information sharing (academic content, language learning videos), and news (politics, economy, sports). Some independent journalists, despite not working for any media organization, have the opportunity to produce original content for news production on YouTube. Additionally, news agencies and traditional television channels are also transitioning to the digital world through YouTube. As one of the environments most associated with citizen journalism examples, YouTube allows people who inform or entertain others through original content to gain fame in a short time. In some cases, the recording of events occurring in natural settings by these individuals, away from scripted content, attracts the attention of media organizations and leads to broader distribution. However, this study found no such content in the YouTube channels analyzed.

"Xəbər Bələdçisi" YouTube channel, which also produces news on other social media platforms, operates under the Media Group media organization. The channel, with 409K subscribers, has an average of 2 posts per day and 307 likes per day. In such a case, the lack of real-time follow-up

on the agenda leads us to believe that the organization's financial situation may not be in the best condition. YouTube consistently prioritizes visuals and videos over text. After recent updates, posts with more emphasis on text, as seen on other social media platforms worldwide (Facebook, Instagram, etc.), are visible. Since the news was in the post's description obscures its structure. The lack of a headline, subheading, and text in the post's description obscures its structure. These negative situations demonstrate that certain organizations in Azerbaijan are not conducting YouTube journalism, whether dependent or independent, with professionalism.

Another YouTube channel we examined, Xebersiz Qalma, only produces news on this platform. The channel, which has 207K subscribers, does not provide its followers with updates on ongoing events every day, and its daily average number of posts is 3. The average number of likes is 200. The average duration of video posts is 92 seconds. Sharing significant events that occur both in the country and worldwide through short videos can contribute to the channel's more active appearance. Sometimes, independent channels like these experience delays in news production because they feel they do not have the necessary equipment due to technical issues. The presentation of news that has not undergone editorial processing further complicates the situation and erodes the trust of the viewers.

### **3.4. Journalism Example on X**

X (formerly known as Twitter) is not as widely used in Azerbaijan. Azerbaijan uses X (formerly known as Twitter) less frequently than other social media platforms such as Instagram, Facebook, YouTube, and others. Activists preferred it for conveying developments. Azerbaijan's state institutions and politicians use X's features to share official announcements. The posts made by Azerbaijan's President Ilham Aliyev on X during the Second Karabakh War led to a large segment of the population frequently using the platform in a short period of time. Additionally, human rights advocates use Twitter to express the importance of the freedom of imprisoned individuals. The younger segments of society engage in activities like joining digital communities on X to follow and critique global trends. In Azerbaijan, hashtag campaigns, particularly those aiming to raise awareness about regional issues on the international stage, are an effective method. For instance, hashtags like #KarabFor instance, people commonly use hashtags like #KarabakhisAzerbaijan to highlight national issues. It is considered an important tool, and its character limit encourages journalists to present brief news. However, citizen journalism on X sometimes increases the risk of misinformation or manipulation. The table indicates that we did not find such cases, or examples of citizen journalism, on the two pages we examined.

BPT Azərbaycan, with 9,031 followers, does not provide real-time updates on hot developments in the country, and page management disruptions suggest the organization prefers to produce news on other platforms. The lack of use of X's basic features, such as retweets, mentions, replies, and hashtags, significantly disrupts producer-consumer interaction. The organization, whose primary purpose is to produce news on social media, does not make video posts, which are considered a crucial post type. The Azeri Times page is in a favorable situation. The situation on the Azeri Times page is relatively better when compared to BPT Azərbaycan. The average number of likes on the page is 207. Nevertheless, the irregular posting schedule indicates that the page, which operates independently, does not follow the agenda in real time. The issue of indifference toward Twitter across Azerbaijan impacts media organizations' news production. In this situation, it is not entirely accurate to say that everyone in the journalism sector prefers this platform.

### **3.5. Journalism Example on Telegram**

In Azerbaijan, people know Telegram more as a platform for news production and distribution than just a popular messaging app. Content creators, independent or citizen journalists, and media organizations utilize the features provided. Subscribers can receive news quickly thanks to this platform. This platform enables subscribers to receive news swiftly. In crisis situations, sharing the latest developments through Telegram and engaging in information exchange between producers and consumers is considered one of the significant advantages of the platform. Globally, during the COVID-19 pandemic, news increased by the second and emerged in various forms, while in

Azerbaijan, during the Second Karabakh War, updates related to martyrdom news serve as another example. Another important aspect of Telegram is that it provides producers and consumers with the option to remain anonymous. One of the key features of this platform is the active use of bots. Pre-programmed bots carry out automatic tasks such as answering questions and issuing warnings when banned words are used, effectively taking on the role of an assistant for the channel administrator. The organizations included in the research have the characteristics we aim to explore.

The independent channel “Faktlarla - Operativ Xəbərlər” has an average of 44 posts per day, with an average of 35 likes (reactions with emojis) per day. When compared to the number of posts made on other social media platforms (Instagram, Facebook, YouTube, X), it is evident that Telegram journalism is in a very important position in Azerbaijan. The main reason for this is the clarity of the news structure, which has undergone editorial processing. We have observed that the channel does not utilize live broadcasts or story features. The real-time tracking of the agenda emphasizes that the news is frequently updated, with a maximum gap of one hour between updates. The presence of a comment section strengthens the producer-consumer interaction. This situation facilitates access to citizen journalism examples for the channel administrator. It is also noticeable that the average length of the video posts shared on the channel is nearly three minutes.

The “Operativ Məlumat Mərkəzi” channel started producing news on WhatsApp and, after transitioning to Telegram, reached significant numbers of followers. The channel has also announced the launch of its official website under the Breaking Media Group to expand its operations. The channel aims to present developments in the country and worldwide in a way that can be understood by all sections of society without wasting time. However, the channel does not use live broadcasts, story features, or hashtags. The focus is on quality in video posts, with an average length of less than one minute. Since the channel has an official website, news that has undergone editorial processing is shared on the “Operativ Məlumat Mərkəzi” Telegram account in a clear and understandable format.

### **3.6. Journalism Example on TikTok**

TikTok is known as a platform that has become an integral part of daily life, especially for the younger population within the borders of Azerbaijan. Individuals who take on very different identities in their normal lives attempt to present their digital selves in the virtual world via TikTok, according to how they envision them. The driving force behind this is believed to be the desire for fame and making more money. This platform is seen as a space consumed by individuals who, for various reasons, could not find themselves or express their thoughts on other social networks, but here they discover freedom of expression. Despite all this, media organizations also benefit from the opportunities TikTok offers in news production. News agencies and individual content creators share videos that do not exceed one minute on TikTok, accompanied by striking headlines. During crisis periods, related posts are presented to content consumers using popular hashtags and trending sounds. Citizen journalism is also prevalent on TikTok, where short videos from the scene and the thoughts of witnesses can sometimes have news value. Special statements and striking visuals, when used correctly, have the potential to go viral. Additionally, trends initiated by content creators on TikTok in any country or Azerbaijan itself quickly spread to other social media platforms. We have identified surprising differences after analyzing the activities and posts of the organizations we reviewed.

The “Xəbər Zamani” channel, which operates independently and has 61.9B followers on social media only, and “Azxeber.com,” which operates under “Azxeber Media” and targets 275.7B followers on TikTok, both try to convey developments covering various topics worldwide and within the country. There is a significant difference in the average daily number of posts made by these channels. The most obvious reason for this is that the administrator of Azxeber.com's TikTok channel has quicker access to news, that is, directly from the official website. Media organizations should not ignore this reality, as TikTok content often caters to Generation Z. For this reason alone, it is assumed that Xəbər Zamani does not take this platform seriously and shares posts irregularly. Since TikTok was previously associated with entertainment-style content, journalists need to put more effort into this environment, which requires time to build their audience. The fact that the average length of video posts is more than 1 minute indicates that the administrators of these channels have not distinguished

how TikTok's algorithm works differently from other social media platforms. The fact that news isn't presented in the form of headlines, summaries, or text, that it hasn't been edited, and that its structure isn't clear makes it clear that the "Xəbər Zamanı" channel needs more help and resources to run professionally.

#### 4. CONCLUSION

Over time, people have gradually forgotten the belief that social media, an indispensable branch of new media, would eliminate journalism. The reason for this is that social media platforms, which have made significant progress in news production, have made events ready for consumption through various applications. In today's world, there is no media organization that does not take advantage of at least one of the opportunities provided by social media platforms. The fear of wasting time has allowed individuals to obtain news not from traditional media tools like newspapers and television but from social media, which facilitates rapid consumption. Organizations involved in social media journalism often share up-to-date news instantly, prompting their followers to discuss developments in real time. Individuals whose profession is not journalism record an event in the form of a photo or video and comment on it on their social media account, essentially engaging in citizen journalism. This situation demonstrates that media organizations and society have quickly adapted to the digitized journalism sector. Social media offers potential for the formation of various quality journalism approaches that could have a positive impact on media organizations' target audiences. Journalists can use social media to prepare news by utilizing important individuals' Facebook posts for their country or a specific sector, which is considered an element that facilitates their work.

This study is limited to the period between November 17, 2024, and December 17, 2024, and analyzed twelve organizations that produce news on social media in Azerbaijan. We evaluated the data across six social media platforms, highlighting the differences. According to the obtained data, it was observed that all organizations have both mobile application support and websites on the six mentioned social media platforms (except for the YouTube channels analyzed, which do not have an official website). The leadership in followers (1.7M), daily average posts (45), and daily average likes (4767) belongs to the baku.es page, which produces news on Instagram. As seen in the table, Instagram and Telegram pages/channels are preferred when it comes to following the agenda in the context of social media journalism in Azerbaijan. The general lack of interest in X (formerly Twitter) across the country, the necessity of technical equipment after a certain stage to improve performance on YouTube, and the resulting challenges in keeping up with the agenda on these channels have been noted.

During news production, we carefully consider and emphasize the establishment of strong interaction as a key aspect. Creating a sense of curiosity in the consumer about the news and triggering the reality of the producer's perspective on the event is crucial. Azerbaijani platforms other than Telegram do not take this into account, indicating a gap in digital journalism structure. In particular, the failure to use hashtags on Twitter is an indication of low social media literacy. Having a meaningful connection between the topics, problems, titles, cover photos, and tags of video posts helps the algorithmic mechanism of digital platforms function. Our observations show that social media users literally need multimedia content. Using quality photos and videos in posts makes people believe in the news and information faster. Engaging in provocative rhetoric and generating hatred undermines trust on social media. Over time, this leads to the weakening of the digital identities and social media accounts of organizations. Recommendations:

1. Journalists should learn about social media literacy and make efforts to reduce errors.
2. Free training should be provided regarding the use of social media in journalism and the execution of algorithmic processes.
3. We should establish a help center to assist social media channels in producing accurate news in opposition to mainstream media.
4. It's important to make sure that page or channel managers and citizen journalists communicate regularly.

5. Content creators should have access to training programs that cover basic design principles, photo and video editing, and editorial training.

**Etik Kurul Onayı Hakkında Bilgi:** Etik kurulu onayına ihtiyaç duyulmamıştır.

**Information About Ethics Committee Approval:** Ethics committee approval was not required.

**Araştırma ve Yayın Etiği Beyanı:** Bu çalışmanın tüm hazırlanma süreçlerinde etik kurallara uyulduğunu yazarlar beyan eder. Aksi bir durumun tespiti halinde ASSAM UHAD'nın Dergisinin hiçbir sorumluluğu olmayıp, tüm sorumluluk çalışmanın yazarlarına aittir.

**Research And Publication Ethics Statement:** The authors declare that the ethical rules are followed in all preparation processes of this study. In the event of a contrary situation, the ASSAM International Refereed Journal has no responsibility and all responsibility belongs to the author of the study.

**Çıkar Çatışması Beyanı:** Yazarlar ya da herhangi bir kurum/ kuruluş arasında çıkar çatışması yoktur.

**Conflict Of Interest Statement:** There is no conflict of interest among the authors and/or any institution.

**Katkı Oranı Beyanı:** Umud ORUJOV ve Rovshan GULMAMMADOV, çalışmanın tüm bölümlerinde ve aşamalarında katkı sağlamışlardır. Yazarlar esere eşit oranda katkı sunmuştur.

**Contribution Rate Statement:** Umud ORUJOV and Rovshan GULMAMMADOV, have contributed to all parts and stages of the study. The authors contributed equally to the study.

## REFERENCES

- Adıgüzel, O., H. (2019). Yeni toplumsal hareketlerde yeni medya etkisi: Kuzey ormanları savunması. *Gümüşhane Üniversitesi İletişim Fakültesi Elektronik Dergisi*, 7(3), pp. 1655-1674. <https://doi.org/10.19145/e-gifder.582953>
- Altunay, U. M. C. (2010). Gündelik yaşam ve sosyal paylaşım ağları: Twitter ya da "Pıt Pıt Net". *Galatasaray Üniversitesi İletişim Dergisi* (12), pp. 31-56.
- Bakan, Ö. (2008). *Halkla İlişkiler Aracı Olarak İnternet. Halkla İlişkiler. Tablet Yayınları.*
- Burns, A. (2008). *Blogs, Wikipedia, Second Life, and beyond: From production to produsage.* Peter Lang.
- Brings, M. (2007). *Journalism 2.0: How to survive and thrive: A digital literacy guide for the information age.* J-Lab. University of Maryland.
- Burgess, J., ve Green, J. (2010). *Youtube online video and participatory culture.* Polity Press.
- Çaba, D. (2019). Sosyal medya çağında gazetecilik ve inovasyon: Twitter'da gazetecilik pratikleri üzerine bir analiz. *Ankara Üniversitesi İlef Dergisi* 6(1), pp. 95-120. <https://doi.org/10.24955/ilef.574429>
- Çetinkaya, A. (2019). Çevrimiçi gazetelerin Instagram üzerinden haber paylaşımı. *Kritik İletişim Çalışmaları Dergisi*, 1(2), pp. 1-28.
- Çetinkaya, A. & Dondurucu, Z. B. (2022). Haber üretim ve dağıtım pratikleri bağlamında tiktok kullanımı. *İletişim Kuram ve Araştırma Dergisi*. 61. pp. 80-97. <https://doi.org/10.47998/ikad.1135661>
- Çevikel, T. (2011). Profesyonel haber medyasında yurttaş katılımı: CNN Türk – haberim örneğinde katılımcı gazeteciliğin sınırları. *Galatasaray Üniversitesi İletişim Dergisi*, 14, pp. 55 – 77.
- Çelik, S. (2021). 2017 Katalan bağımsızlık referandumunu açıklayan gerekçeler. *Kesit Akademi Dergisi*, 7 (26), pp. 100-109.
- Erol, S. (2022). Tiktok ve gazetecilik ilişkisi üzerine ülkeler arası karşılaştırmalı içerik analizi. *Yeni Medya*, (12), pp. 302-325. <https://doi.org/10.55609/yenimedya.1089436>
- Geyik, K. (2021). Savaş haberciliğinde değişen roller: 2. Karabağ Savaşı örneği. *Atatürk İletişim Dergisi*(21), pp. 53-71. <https://doi.org/10.32952/atauniiletisim.886017>
- Gürcan, H. İ. (2014). Haber sitelerinde içerik ve tasarıma yönelik değerlendirme ölçütlerine bir yaklaşım. *Selçuk İletişim*, 2(4), 90-99. <https://doi.org/10.18094/si.27047>
- Glaser, M. (2024). Twitter founders thrive on micro-blogging constraints. Erişim tarihi: 05.01.2024.
- Merabet, M., & Özkurt Dördüncü, F. Z. (2023). Sosyal medyada siyasal iletişim: 46. ABD başkanı Joe Biden'in sosyal medya kullanımı ve ABD 2020 dijital seçim kampanyasının analizi. *Akademik Hassasiyetler*, 10(23), pp. 312-345. <https://doi.org/10.58884/akademik-hassasiyetler.1332858>



- Koz, K., A., & Işık, U. (2022). İnternet gazeteciliği için klavuz: Google trendlerde haber keşfi. *Uluslararası Medeniyet Çalışmaları Dergisi*, 7(1), pp. 24-48.
- Kurt, H. (2014). Gazetecilik pratiği ve sosyal medya. *Gaziantep University Journal Of Social Sciences*, 13(4), pp. 821-835. <https://doi.org/10.21547/jss.256793>
- Küçükvardar, M. (2021). Haber ajanslarının anlık mesajlaşma servisi kullanımını üzerine bir inceleme: Telegram örneği. *Gaziantep Üniversitesi Sosyal Bilimler Dergisi*, 20(4), pp. 1757-1778. <https://doi.org/10.21547/jss.915740>
- Kırık, A., M. (2012). Arap Baharı bağlamı'nda sosyal medya-birey etkileşimi ve toplumsal dönüşüm. *21. Yüzyılda Eğitim ve Toplum*. 1(3). pp. 87-98.
- Kahraman, S., & Temel, F. (2022). Sosyal içerik üreten internet sitelerinde 'clickbait' yansımaları. *Erciyes Akademi*, 36(2), pp. 539-558. <https://doi.org/10.48070/erciyesakademi.1066782>
- Parlak, M. O. (2018). Yeni medya ve haberciliğin dönüşümü. *Ufuk Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 7(14), 59-82.
- Sayımer, İ. (2008). *Sanal ortamda halkla ilişkiler*, Beta Yayınları.
- Turancı, E. & Gölönü, S. (2022). Ticari reklam ve tanıtımlara ilişkin düzenlemeler bağlamında tüketicilerin influencerlara ve sponsorlu içeriklere ilişkin düşünceleri, *Yeni Medya*, (13), pp. 74-105. <https://doi.org/10.55609/yenimedya.1152332>
- Yavaşçalı, A. H., & Şirvanlı, T. (2022). Dijital mecrada alternatif medya ve anaakım medyadaki sağlık haberlerinin karşılaştırılmalı analizi: *Medyascope ve Hürriyet Örneği*. *Kurgu*, 30(1), pp. 27-46.
- Yağmurlu, D., A. (2013). Kamu yönetiminde halkla ilişkiler ve sosyal medya. *Selçuk İletişim*, 7(1), pp. 5-15. <https://doi.org/10.18094/si.57021>
- Yeşilyurt, Y. (2015). *Twitter'da Sözlü, Yazılı ve Görsel Kültürün İzleri*. Heretik Yayınları.
- Yıldız, E. & Özmen, Ş., Y. (2023). Sosyal medya platformlarıyla birlikte habercilik pratiklerinin dönüşümü. *Düşünce ve Toplum Sosyal Bilimler Dergisi*, 5(1), pp. 1-30. <https://doi.org/10.55796/dusuncevetoplum.1191122>
- Yılar, Ö. E., & Şen, A. F. (2022). Yerel medyanın dijitalleşmesi ve değişen gazetecilik pratikleri: Elâzığ örneği. *Asya Studies*, 6(21), 209-238. <https://doi.org/10.31455/asya.1129167>
- We Are Social. (2024). *Sosyal medya araçlarının kullanım istatistikleri*. Erişim tarihi: 15.12.2024: <https://datareportal.com/reports/digital-2024-global-overview-report>