

-RESEARCH ARTICLE-

FROM SOCIAL MEDIA TO E-GOVERNANCE: HOW COMMUNICATION TECHNOLOGIES RESHAPE PUBLIC ADMINISTRATION

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Abstract

Communication has been one of the most significant phenomena continuously evolving throughout human history. The importance of interaction with others has remained constant not only for humanity but also for all living beings. By observing the animal and plant kingdoms, it is evident that communication transcends mere verbal language. As humanity has transformed, so too have the methods and channels of communication, entering a rapid cycle of change. The internet era undoubtedly marks the sharpest transition in the history of communication. The early 21st century represents the dawn of the modern communication age, characterized by three primary models: body language, verbal communication, and written communication. Following the invention of the printing press, written communication emerged as the most widely used form. The advent of modern technology initiated a new communication process, fundamentally altering social structures and relationships. This study particularly examines how these transformations influence public administration paradigms, focusing on e-governance and citizen engagement. It investigates the positive and negative impacts of evolving communication formats on social life, offering insights into how technological advancements continue to shape our interactions and societal norms. Methodologically, the study adopts descriptive analysis, a qualitative approach based on a systematic literature review, and interprets its findings through Manuel Castells' network society theory alongside New Public Management and digital-era governance debates. The discussion addresses e-government service delivery through the case of Türkiye's e-Government Gateway, digital participation platforms in several countries, and social media use in crisis communication during the COVID-19 pandemic. The findings indicate that digital tools strengthen transparency, accessibility and citizen co-production, yet uneven digital literacy, algorithmic opacity and the persisting digital divide constrain inclusive governance. It therefore recommends human-centred, ethical and digitally literate strategies for public administration.

Keywords: *New Communication, Communication Technologies, Social Life, Public Administration.*

JEL Codes: *H83, O33, O38, L86, D72, Z13.*

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-ARAŞTIRMA MAKALESİ-

**SOSYAL MEDYADAN E-YÖNETİŞİME: İLETİŞİM TEKNOLOJİLERİNİN
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Öz

İletişim, insanlık tarihi boyunca sürekli olarak evrim geçiren en önemli olgulardan biri olmuştur. Başkalarıyla etkileşimde bulunmanın önemi yalnızca insanlık için değil, tüm canlılar için de değişmeyen bir gerçek olarak varlığını korumuştur. Hayvanlar ve bitkiler alemi incelendiğinde, iletişimin yalnızca sözlü dil ile sınırlı olmadığı açıkça görülmektedir. İnsanlık dönüşüm geçirirken iletişim yöntemleri ve kanalları da aynı şekilde hızlı bir değişim sürecine girmiştir. İletişim tarihindeki en keskin dönüşüm şüphesiz internet çağı ile başlamıştır. 21. yüzyılın başları, modern iletişim çağının başlangıcı olarak kabul edilmekte olup, bu dönemde beden dili, sözlü iletişim ve yazılı iletişim olmak üzere üç temel iletişim modeli ön plana çıkmaktadır. Matbaanın icadının ardından yazılı iletişim en yaygın kullanılan iletişim türü haline gelmiştir. Modern teknolojilerin gelişimi ise yeni bir iletişim sürecini başlatarak toplumsal yapıları ve ilişkileri köklü şekilde değiştirmiştir. Modern teknolojinin ortaya çıkışı, toplumsal yapıları ve ilişkileri köklü şekilde değiştiren yeni bir iletişim sürecini başlatmıştır. Bu çalışma, özellikle bu dönüşümlerin kamu yönetimi paradigmasını nasıl etkilediğini, e-devlet ve vatandaş katılımı odaklı olarak incelemektedir. Değişen iletişim formatlarının sosyal yaşam üzerindeki olumlu ve olumsuz etkilerini araştıran çalışma, teknolojik ilerlemelerin etkileşimlerimizi ve toplumsal normları şekillendirme biçimlerine dair önemli çıkarımlar sunmaktadır. Yöntem bakımından çalışma, nitel araştırma geleneği içinde yer alan betimsel analize dayanmakta ve literatür taramasından elde edilen bulguları Manuel Castells'in Ağ Toplumu Teorisi ile Yeni Kamu İşletmeciliği ve Dijital Çağ Yönetişimi tartışmaları ışığında yorumlamaktadır. Tartışma; Türkiye'deki e-Devlet Kapısı örneğinde e-devlet hizmetlerini, çeşitli ülkelerdeki dijital katılım platformlarını ve COVID-19 pandemisinde sosyal medyanın kriz iletişimde kullanımını kapsamaktadır. Bulgular, dijital araçların şeffaflık, erişilebilirlik ve müşterek üretim kapasitesini güçlendirdiğini; ancak dijital okuryazarlık farkları, algoritmik belirsizlik ve süregelen dijital uçurumun kapsayıcı yönetişimi sınırladığını göstermektedir. Bu nedenle çalışma, kamu yönetimi için insan odaklı, etik temelli ve dijital okuryazarlığı önceleyen stratejiler önermektedir.

Anahtar Kelimeler: Yeni İletişim, İletişim Teknolojisi, Sosyal Yaşam, Kamu Yönetimi.

JEL Kodları: H83, O33, O38, L86, D72, Z13.

“Bu çalışma Araştırma ve Yayın Etiğine uygun olarak hazırlanmıştır.”

² Genişletilmiş Türkçe Özet, makalenin sonunda yer almaktadır.

1. INTRODUCTION

There have been radical changes in communication that has turned it from a way of talking to each other into one of mass interaction. Television, radio, cinema, newspapers and magazines, then the internet have made communication possible like never before. Changes like this one have lots of impact on various cultures, social orders, family dynamics, and interactions (Kırık 2017: 231).

Tracing back communication journey from its early primitive beginnings during human history to the historic revolutionary inventions in this field, one of those defines written based communication is the printing press invention. Writing brought communication into the mass-oriented world. Later visual communication media, like the television, only further transformed mass communication — both bringing us together and tearing us apart in a way.

Traditional face-to-face communication started to fade away with the development of internet. Social networks substituted traditional means of communication and resulted in social alienation, as well as individual isolation. As these networks became more widely used, people increasingly cited no time for face-to-face interactions as an excuse (Karagülle & Çaycı 2014: 1).

Mobile internet allows us to stay connected with others at any time and in any place, which empowers people through urgency to rise above. This was a watershed, the first information-communication revolution. As an example, busy residents in the cities increasingly use numerous digital platforms for essential daily routines like shopping and banking, education or personal relationshiping. This change typically brings worries of social interactions becoming more robotic and alienated from a human point of view, so to speak.

The internet's omnipresence, complemented by mobile applications and widespread wireless connectivity, has greatly enhanced convenience. Yet, alongside these remarkable advancements, their adverse consequences are equally noteworthy. Despite the rapid pace of technological progress, which often overwhelms comprehension, it also offers profound benefits, such as enabling real-time, face-to-face virtual meetings with loved ones who might otherwise remain unreachable. Communication remains pivotal, continuously evolving with unprecedented speed over the past two decades. This article examines these dynamics, highlighting their implications for social life.

1.1. Theoretical Framework and Conceptual Background

In this part of the study, the relevant theoretical framework and conceptual infrastructure are presented. In this context, basic concepts such as the concept of new media, communication technologies and social transformation, information society, and Manuel Castells' network society theory are briefly mentioned.

1.1.1. Concept of New Media

Where traditional media communication is largely a one-way, passive, consumptive model, and new media is multi-directional and interactive, it's not hard to get involved. For instance, social media allows people to become content devourers and prosumers (Toffler 2008). Therefore, this expands people's tangible social networks, allows access to digital personas, and provides for global communication (Jenkins 2006).

New media is a different form of communication from traditional media; qualities of new media include digitization, interactivity, and public non-expert participation (Lister et al. 2008). New media creates an ever-changing environment in which one has the opportunity to create, relay, and participate in anything, anytime, anywhere, from the internet to social networking sites to mobile apps (Manovich 2001).

1.1.2. Communication Technologies and Social Transformation

Communication technology has been directly responsible for some of the greatest historical transformations ever. For example, the Information Age arguably started with the telegraph, progressed with the telephone, radio, and television, and entered a new era with the increased use of the Internet by the late twentieth century (Fidler 1997).

Alongside changes with communication technology, social structures have historically transformed. As technology becomes more ubiquitous, information is accessible more rapidly, and people become transformed in their socioeconomic and political realities (Castells 2013). Therefore, Manuel Castells' Network Society Theory is an appropriate theory through which to assess how society exists today because of various communications technologies.

1.1.3. Information Society and Manuel Castells' Network Society Theory

An information society refers to a period where production, distribution and consumption of information becomes integral to socio-economic realities (Webster 2007). Considering the most prominent sociological theories to analyze this development, the most useful would-be Castells' Network Society. He argued that the information society became a reality as technological advancements reorganized economic, cultural and social life through digital networks (Castells 2009).

Castells suggested that a network-centered society has replaced the previously centralized structure known as modernity. Instead of information being disseminated from a central node, information is simultaneously received at multiple digital nodes via digital networks (Castells 2009). This network-based paradigm intersects with New Public Management (NPM) approaches in public administration. NPM emphasizes efficiency and decentralization in public services (Hood 1991), aligning with e-government's technological goals. However, critics caution that NPM may

overlook equity issues exacerbated by digital divides (Norris 2001), creating tension between technological potential and inclusive governance.

This became more solidified post-COVID-19 pandemic when so many people and organizations were forced to rely on the Internet and mobile devices; this changed how individuals and entities approached information, fundamentally. Thus, Castells' findings helped clarify the ramifications of digitization for populations; for example, he asserted that social media not only change how people communicate but also how they construct their identities, perform cultural acts, and engage in political endeavors (Castells 2015).

Arguably, the most important dimension of network society is that it transformed populations from "information consumers" into "information producers" (Van Dijk 2020). For example, via social media, people can create agendas, compete in political elections and connect with other forms of networks. Castells' notion of "mass self-communication" assists with such understanding (Castells 2013). In conclusion, the concepts of new media, communication technologies and an information society are crucial to contextualizing contemporary society. In particular, to theoretically ground our understanding of the position of digitization in social change, Castells' Network Society provides an excellent framework. Therefore, when assessing the impacts of communication technologies on social lives, we must understand the changes from a socio-structural perspective beyond just interpersonal dynamics

2. METHODOLOGY

This study uses descriptive analysis, one of the qualitative research methods, to examine the evolution of communication technologies and their impact on social life. Descriptive analysis is an approach that aims to analyze concepts, theories and phenomena systematically by examining the existing literature on a particular topic (Yıldırım & Şimşek 2021).

In the study, a literature review was conducted in a broad framework, starting from the historical development of communication technologies to the individual and social effects of social media platforms. In this context, various academic sources were utilized, especially the main theoretical approaches in the field of communication and Manuel Castells' Network Society theory. The data was gathered based on secondary sources and relevant sources especially books and articles were examined. The academic studies especially examining communication, media studies and social change were scrutinized in detail.

The sources included in the study had been specifically selected. Furthermore, the results were categorized under thematic headings and positive and negative impacts of communication technologies on social life were analyzed thoroughly. This approach allowed us to condense the remaining literature and consider the impact of communication technologies in society across multiple dimensions. This study also

explores the adaptation of Weberian bureaucracy in the context of digital governance where hierarchical structures overlap with efficiencies based on network.

3. FINDINGS

3.1. The Reflections of Social Networks on Social Life

Relying heavily on the deep insights by Manuel Castells, and using particularly his promising concept of "network society", it could be reasonably claimed that social life has increasingly and mostly shifted into immense digital spaces of interlinked social networks. The speed and scale at which information is being spread, aided and abetted by advancements and innovations in technology, has essentially opened up entire new realms of innumerable dynamic socialization spaces that have fundamentally changed how people connect with each other. These also affected the interpersonal communication, socialization process, lifestyle as well as environment significantly (Karagülle & Çaycı 2014: 2).

The last transformation is characterized by the emergence of "new media," which has no precedent in communication history. However, unlike traditional media; new media offers spaces for self-expression and communication with an audience (Çambay 2015: 240). The reach of advanced communication technologies, especially computer-enabled ones, have transcended the limits of time and physical space resulting in a restructuring of social forms and processes. This makes possible a reconstruction of identities and offers new forms of interaction, drawing on the flexibility and diversity offered by newer media (Alioğlu 2011).

These technological tools affect all aspects of life, including cultural, economic and social life. New media, in contrast to traditional media such as television, radio or newspapers—which mainly facilitate one-way communication—promotes interactive and bi-directional communication. Yet it then headed toward over-reliance on traditional media which resulted in declining inter-personal interaction skills. On the other hand, if we use these new media responsibly it can provide us significant new opportunities to engage economically, socially and politically by presenting ourselves in different fields and creating meaningful connections (Akça 2014:19).

Social hardware such as social media platforms, blogs or different online applications reshape the type and quality of our social relations (Çambay 2015: 241), reconstructing the society around them. Social media connects people, allowing them to communicate and collaborate with one another; however, it provides for what is essentially socialization without the depth needed for meaningful interaction. The ability of new media to individualize and virtualize people at once has helped engender a motionless, contact-free social arrangement (Binark 2007: 23).

Additionally, the instantaneous nature of new media enables immediate responses to global developments, facilitating both individual and collective reactions. However, the widespread use of social media has blurred the distinction between private and

public spheres, challenging traditional notions of privacy (Avcı 2016: 642). Furthermore, the rapid pace of social interactions in digital spaces has raised concerns about the erosion of trust and the prevalence of superficiality. It is crucial to investigate why, despite extensive social networks, individuals in industrialized societies continue to experience loneliness (Pittman & Rich 2016).

3.2. The Negative Impacts of Social Networks

Social media platforms have radically changed the way individuals communicate and have become an important part of social life. However, the unconscious and excessive use of these platforms can have a wide range of negative effects ranging from individuals' psychological well-being to their social relationships. These effects can be analyzed under three headings: psychological effects, social effects and cultural effects.

3.2.1. Psychological Effects and Negative Consequences on Mental Health

The widespread use of social media platforms can have significant negative effects on individuals' mental health. Especially young users tend to constantly compare themselves with others in social media environments, which can lead to feelings such as loss of self-confidence and dissatisfaction (Huang 2017).

Studies reveal that psychological problems such as anxiety, depression and loneliness increase with the increase in time spent on social media (Keles et al. 2020). Especially on visual-oriented platforms such as Instagram, which attract the attention of users, users expose themselves to idealized lifestyles, which can lead to negative effects on self-perception.

In addition, feedback mechanisms such as likes and comments received on social media are known to trigger approval seeking and addictive behaviors in individuals. The deliberate design of social media platforms with “infinite scroll” and notification mechanisms increases the time users spend on the screen, which increases the risk of digital addiction (Montag et al. 2019).

3.2.2. Negative Effects on Social Relationships

The instant and uninterrupted communication opportunities offered by social media platforms can lead to a decrease in face-to-face interactions between individuals. While elements such as eye contact, body language and emotional expression play an important role in face-to-face communication, the lack of these elements on digital platforms can weaken social bonds (Turkle 2016).

Most of the relationships established through social media can remain superficial and can increase the sense of social isolation in individuals. Especially among young individuals, the intensification of online interactions can lead to a weakening of real-life social skills (Twenge 2017). In addition, a condition known as “fear of missing out” (FOMO), in which individuals fear missing out on events or moments shared on

social media, can increase feelings of restlessness and burnout (Przybylski et al. 2013).

3.2.3. Cultural and Social Impacts

Sadly, the very power of social media to spread information quickly and widely has created adverse effects within society. For example, during crises or during pivotal moments of a country's operation, such as election time, social media serves as an efficient spreader for misinformation and disinformation efforts and fake news (Vosoughi et al. 2018).

Furthermore, the notion that people connect with like-minded people raises concerns of digital echo chambers and filter bubbles. For example, access to information that solely supports independent views raises polarization and avoids social discourse—both negative elements for a society that needs to function healthily (Pariser 2011). In addition, social media platforms present significant risks that jeopardize user privacy. For example, one of the most prominent problems is the unauthorized gathering and manipulation of private information, which violates one's right to privacy and, subsequently, allows for the manipulation of private actions for monetary and political purposes (Zuboff 2019).

Therefore, despite their status as a natural part of the contemporary digital world, social media platforms are excessively used inadvertently and have adverse effects on individual psychological well-being, interpersonal connections and larger sociological dynamics. By creating a culture of appropriate integration into the digital world—especially for youth—problems associated with low self-esteem, social isolation and sociological degradation can be avoided. Awareness can be encouraged through educated digital literacy champions, social media companies creating more transparent content algorithms and a diversion from online socialization.

3.3. The Positive Impacts of Social Networks

Although digital communication technologies and social media have been criticized for their negative effects such as reduced face-to-face communication and social alienation, these platforms also have significant positive contributions in various fields. When used consciously and effectively, digital tools can support individual and social development in areas such as education, social awareness and digital literacy.

3.3.1. Contribution to Education and Learning

Digital communication tools have induced disruptive changes in the process of learning as virtual and hybrid classrooms emerge to complement and enhance the traditional learning experience. From an institutional perspective, many classrooms never closed, and online education was rendered during the pandemic via Zoom, Microsoft Teams and Google Classroom (Moorhouse 2020). These digital platforms allow the same teacher-student interaction to occur without allowing information learned to stay within the four walls of the real classroom.

In addition, digital platforms allow for supplemental access to video, e-books, games and other interactive experiences. Thus, students are afforded the opportunity to extend beyond the intended and planned curriculum and embrace personal learning opportunities with topics of interest (Dhawan 2020). In addition, social media-driven learning avenues abound with YouTube, LinkedIn Learning, Coursera and AI Platforms to develop skills and professional endeavors.

3.3.2. Enhancing Social Awareness and Civic Engagement

Social media is a powerful awareness tool for social and political change. When people and organizations can share information on platforms like Twitter, Instagram and Facebook, it fosters awareness, championing and even efforts toward social change with the potential for mass action (Bennett & Segerberg 2013).

For example, social equality efforts have gone viral in the past with the trending topic of #MeToo for a call for gender equality or the trending movement of #BlackLivesMatter, acknowledging racial injustices. In addition, social media enables large scale international NGOs to reach vulnerable communities while small, grassroots efforts can gain large followings, which encourage cultural dialogue and potential collaboration (Jenkins et al. 2015). Therefore, it raises awareness of social citizenship obligations for all with many younger users becoming active, engaged citizens.

3.3.3. Improving Digital Literacy and Critical Thinking Skills

As access to digital resources becomes increasingly integrated into daily living, learning digital literacy becomes critical. Digital literacy is an individual's ability to find, evaluate, and use information in online environments (Livingstone & Helsper 2007). Social media can boost one's digital literacy as long as people are careful when using these online platforms. For example, sites like Reddit or Quora expose people, not necessarily unintentionally, to various points of view based on the ability to post information or collaborate on discussion boards.

These sites allow people to determine if certain threads or pieces of information hold merit and get to the bottom of who the author may be and whether that individual is credible as a source of information (Rheingold 2012). These skills-development opportunities make people more careful and empowered to combat digital deception, including catfishing, fake news, online harassment, and invasion of privacy.

Thus, despite much research suggesting how social media has negatively impacted our lives; we cannot overlook the positive prospects that social media endeavors can provide to society. When users are aware and responsible with such powerful digital communication tools, social media can vastly improve access to educational resources, foster heightened social engagement, and empower people's ability to create better digital literacy skills.

4. DISCUSSION

4.1. Communication and Humans

Communication channels have always been a powerful and influential force throughout human history. Numerous technological advancements have sparked the transition from traditional forms of interpersonal communication to networks created through technology, mainly using the internet and mobile channels. As social creatures, humans must interact and live among others. In order to satisfy this need, they began using all possible ways from the first spoken language, constructed language such as “bird language”, writing, drawing and other tools for communication, smoke signals or sounds.

Communication, as a subject of concern for thinkers, philosophers, artists and societies is as old an interest area as such that reminds the universality of its importance. Over the last two hundred years the means of communications have developed quickly enough that its worth changed from social basis to individual (Güngör 2018: 13). Communication, though not new is preferred better with technology that dates back to the invention of telegraph by Samuel Morse in 1837 The telegraph set the stage for decisive scientific and technological developments in communication systems (Mısırlı 2007: 129).

The industrial society waited only a little while after the Industrial Revolution before being replaced by an internet-driven information society. Such technological advancements have had deep implications for nations across the globe; it has changed societies (Koçak 2011: 40). The 21st century, known as the age of information society, has enabled or accelerated the process of learning and information processing to boost economic development with highly educated and skilled human resources. The information society comes out of the merging communication and information revolutions (Kocacık 2003: 2).

Technological developments in communication have transformed social life, thus nothing will be what it used to be. Television, radio, and newspaper were controlled by the states or private entities. Yet, the internet has made it easier for anyone to have access and a phone can now be used for complete visual/audio communication (social media). People now build their own audience by communicating with the world through social media platforms (Güngör 2018: 14).

This shift from traditional to digital communication tools has introduced both positive and negative transformations in social connections. Social media, as a versatile communication tool, allows instant participation, rapid organization, and mass engagement, offering significant advantages over traditional methods (Özgül 2015). While these advancements foster global connectivity and new dimensions in areas like shopping, education, health, and transportation, they also present unique challenges, particularly for societies resistant to new technologies (Koçak 2011: 38).

Whether we want to or not, it is not possible to escape the existing reality. We are now living in a period when we have to accept that we are in a very different world. The rapid transformation of new communication technologies shows us that there is a communication gap between generations, especially if we look at it on the basis of communication. Generation X, which includes those born between 1965 and 1980, is more prone to technology than the previous generation of baby boomers (1944-1964). Generation X is a generation that has witnessed important technological developments such as the introduction of television sets, multi-channel, color televisions and the increasing use of computers in daily life. They could not escape from technology and had to use it (Duygulu 2018: 638).

Generation Y (1981-1999), also called the millennial generation, has witnessed the development of technology and is therefore familiar with it. Along with the computer, the development of the internet was realized with this generation (Duygulu 2018: 638). The increased use of the internet has integrated this generation with the world, new information has been learned and the opportunity to dominate the international arena has arisen. The level of education has increased, the use of technology has expanded, and the financial power of this generation has also increased. When we come to Generation Z (those born in 2000 and after), this generation is also called the internet generation.

Since they have to live intertwined with the internet from a very young age, this generation has the ability to integrate into the world through all technological devices such as smartphones, tablets, smart computers, etc. They think similarly to their peers, dress similarly, and like similar things (Duygulu 2018: 639). They strongly use social media. Social media communication and interaction channels such as instagram, facebook, and youtube are platforms for them to communicate virtually. Generation Y also makes strong use of social media. Generation X is also aware that they have to use these applications because the world now flows in this virtual reality.

4.2. How to Use Technology More Consciously?

The world has fully embraced the age of telecommunications and information, or more broadly, the era of digital transformation. Towering above all, there is hardly any house without internet connection, and other devices such as smartphones tablets and computers have become a basic necessity. Tools that were meant to serve humans became indispensable extensions of our bodies, a reflection of humanity's power to innovate. But along with this erratic pace of technological advancement has come a reordering of the power dynamics; even though humans used to control and manage technology, gradually, some measure of control has shifted onto technology as it begins to manage human behavior (Artut 2014: 12).

By the mid-20th century, computers went through huge advances in power and function. By the last quarter of that century, revolutions in communication technology had radically changed individual and social life (Kurt 2018: 63). The objective of these

innovations was to make tasks easier, more efficient and improve quality of life. But the trail of technology — for better or worse — is entirely a matter of how you use it.

Information technology is an increasingly impactful accelerator of processes in multiple fields, including education, commerce, production, transportation and communication (Kurt 2018: 64). The achievements in these domains have paved the way for an electronic communication platform, thus facilitating real-time exchange of information across continents. This connectivity provides unparalleled opportunities but also burdens such as vice through virtual platforms and deterioration in face-to-face communication skills. With every technological tool and platform comes its pros and cons, and it is society's responsibility to use both appropriately.

As stated by visionaries like Alvin Toffler, the duality of this concept is underlined. Toffler in *The Third Wave* identifies three great revolutions that drive human history: the agrarian revolution, the industrial revolution and last-but-not-least the information revolution. 'The information revolution reorganises all our ideals of life from family to economy, society and so on (Toffler 2008: 15–16). Manuel Castells has also justifiably characterized the new world as a "network society", one in which production, power, and cultural processes are increasingly organized around interdependent systems (Castells 2009; Kurt 2018).

The way that people use digital platforms makes the difference between their contributions being constructive or catastrophic. On the one hand, social media enables us to connect with people around the globe; on the other hand however it has made it hard to differentiate between private and public spheres resulting in dilution of personal boundaries (Avcı 2016: 642). Besides, the urgency of digital life has created an immediacy culture that can erode trust and depth in social relationships. Examining why we feel lonely even though our social networks are larger than ever in modern societies (Pittman & Rich 2016).

4.3. Understanding New Generation Communication Technologies

Technological Components Technology in Communication was first introduced when Samuel Morse invented the telegraph, as already mentioned. Information technologies have greatly improved information & technology, while digitalization has given way to the emergence of the information society transforming industrial societies into knowledge-based communities (Orhan & Yılmaz Genç 2018: 266). The implementation and improvement of information technologies depended on, among other things the existence of networks, social skins, which are formed via internet infrastructures that have provided strong communication systems during this process (Özgül 2015: 461).

Moreover, the proliferation of the internet with wireless and mobile internet applications have significantly changed time and space perceptions by transforming the world into a metaphorical global village (McLuhan 2007; cited in Kurt 2018). In a communication revolution, the 1970s and 1980s were historical periods that

contributed to the modern world based on analog FM technology for early mobile systems. The dawn of an era started with FM technology also known as the first generation (1G) wireless technology.

Second-generation (2G) digital technologies emerged in the 1990s, with examples like personal communication systems (PCS), significantly expanding that wireless network's reach and utility. Third-generation (3G) technologies enabled mobile phones to become a necessity of daily life by the 2000s (Özkan 2005). Today the internet age has reached its pinnacle with 4G and 4.5G technologies, each equally significant bringing in xilons of transformation within domains of socialization, economy and governance.

The advancements in AI, among others reflect the ongoing evolution of communication technology. Modern examples of this technology include AI software, which can read and understand input data, as well as intelligent networks that allow for Swift international data transmission. Fiber optics innovations have increased the quality and capacity of communication; silicon-based circuits allow for more compact and energy-efficient information processing instruments (Özgül 2015: 462).

Mobile apps and social media platforms such as WhatsApp, Facebook, Instagram and Twitter have connected the world like never before. These tools are essential daily communicators for almost every age group, from adults to children. These platforms have now become integral to contemporary life, expediting numerous interactions, but their wide-spread use could generate anxieties around traditional face-to-face engagement and the threats these pose to substantive social bonds. These technologies, although giving ample opportunities to revolutionize networking and enhance innovation, their impact is solely dependent upon the way they are integrated into daily life. When this is done with conscious effort, the tools can emerge as precious resources for education, social support and collaboration.

4.4. Digital Services and the Role of E-Government in Public Administration

The nature of public administration has technologically evolved so that public services occur quicker with greater transparency and accessibility. In particular, e-government (electronic government) applications expand citizen access to public services and more effective and efficient bureaucratic activities (West 2004). E-government is the act of providing electronic public services and the theoretical foundation which ties such services to public administration through a paradigm shift (Layne & Lee 2001). Whereby e-government services lead to a more effective application of public administration tenets like transparency, participation and accountability.

E-government applications foster accessibility to public services while simultaneously reinforcing the tenet of public administration. For example, Turkey's e-Government Gateway provides citizens access to everything from tax payments, insurance-specific transactions and land registry (Can & Eke 2020). Therefore,

accessibility to these merged services increases time efficiency in public service delivery and decreases transaction costs.

Likewise, the Government 3.0 model attests to this principle in South Korea since it allows citizens to obtain certain information electronically based upon personalized needs (Nam 2016). The hope is that citizens are not merely recipients of service, but instead, a collaborative entity in the decision-making process. In addition, social media platforms have also become an important tool in public administration. Municipalities, ministries and other public institutions use social media accounts to inform citizens, direct them to services and provide quick information in times of crisis (Criado et al. 2013).

However, the success of e-government applications depends not only on technical infrastructure but also on citizens' digital literacy levels. The inability of individuals with low digital skills to benefit from these platforms may lead to a deepening of the digital divide (Norris 2001). Therefore, public institutions need to invest in digital education programs and improve citizens' digital literacy skills.

E-Government applications reduce bureaucratic burden in addition to conforming to the logic of the New Public Management (NPM) paradigm that assumes and nourishes efficiency, decentralization and citizen-centred services (Hood 1991). For example, the adoption of New Public Management (NPM) principles in the Turkish e-Government Gateway as it reduces transaction costs and improves transparency. But the digital divide and advanced age division (low digital literacy among the elderly) make inclusive policies an important issue of public administration, especially in scholarship like Norris (2001). Future researches may address how well e-government projects fit Hood's (1991) theoretical 'administrative reform'.

4.5. Examples of Digital Participation in Public Policy

This is where the digitization introduces a greater participatory and transparent approach than traditional methodologies to public policy formulation and implementation processes. In the field of public administration, it opens up new opportunities as citizens can participate in decision-making dialogues through social media (Bonsón et al. 2015).

Digital participation refers to citizens developing their relationship with public governance moving beyond voting and signing petitions into active digital engagement (through the opportunities available digitally). That is, in the sense of municipalities and local governments having social media accounts to allow citizens to quickly express their wishes that can be used in policy making (Mossberger et al. 2013).

These digital participation tools, exemplified by initiatives such as 'Better Reykjavik', can be located on the boundary between tokenism and citizen power in Arnstein's (1969) well known 'ladder of citizen participation'. The platforms act as

operationalizer of the governance theory of 'co-production', according to which citizens actively participate and interact in the decision-making processes that transform public policy (Ostrom 1996). However, the hard algorithmic Embedding of Social Media platforms can exclude people, potentially causing questions of equity—one of the famous public administration debates (Zuboff 2019). That is, the correct technology must also be somewhat similar for policy makers and democratic principles, so it should not just reproduce existing power asymmetries.

Better Reykjavik in Iceland is one of the most successful examples of digital participation initiatives. The portal can be accessed by the people to file suggestions as well as complaints regarding urban planning, traffic control or even teaching. The suggestions are then ranked through public voting, and the highest-ranked ones are introduced on the agenda of the city council (Peixoto & Sifry 2017). Another successful initiative includes “Decide Madrid” in Spain, which encourages active citizen participation to formulate policies for the city and ensures that city resolutions will respect clear recommendations communicated by the community (Royo et al. 2020).

Digital activism is also critical in changing public policies. Movements like #MeToo, #BlackLivesMatter and #SaveThePlanet are illustrative of how social media has the potential to bring specific issues into the mainstream public discourse and influence policies on such issues (Bennett & Segerberg 2013). These practices enhance democratic engagement in public administration and contribute to the participation of citizens not only as recipients of services, but also as decision-making agents. As noted by Zuboff (2019) in the context of surveillance capitalism debates, requiring well-designed legal furniture to avoid algorithmic exclusion, these are promising platforms but exactly such need a strong legal framework.

4.6. Social Media and Public Crisis Management

Social media platforms are crucial to the communication potential of public institutions as these networks allow for rapid dissemination of information during a crisis. And more recently, in the wake of COVID-19 pandemic, social media platforms served to increase citizens' awareness of public policy issues by facilitating dissemination of health-related information (Jin & Austin 2022).

For instance, in the 2020 Australian bushfires, appropriate authorities used platforms including Twitter and Facebook to disseminate real-time alerts advising residents of which areas to abandon and what emergency plans were in place (Alexander 2014). Other governments managed to limit casualties by communicating directly with their citizens, through public institutions.

The importance of social media in terms of crisis management can be 'fit' into the 'collaborative governance' (Ansell & Gash 2008) framework, where it facilitates the coordination among multiple stakeholders. In the context of COVID-19 pandemic, platforms such as Twitter allowed governments to communicate with their citizens in

real time while outbreaks of misinformation exposed gaps in regulatory frameworks. The need for public administration to evolve towards agile governance models is already addressed by the OECD (OECD 2020), which proposes similar frameworks to tackle such issues as through their 'digital government strategies'.

However, for social media to be used effectively in crisis management, public institutions need to be prepared for the risks of disinformation and manipulation. The potential for misinformation to spread rapidly carries the danger of misleading the public and causing panic (Oh et al. 2011). Therefore, it is critical for public institutions to effectively use social media algorithms, data analysis tools and crisis communication strategies.

CONCLUSION

This study researched the influence of communication technologies and social media on social interaction and ultimately found both positive and negative results. The findings demonstrated that communication technologies influence the nature of human connection, education and socialization greatly. Social media and the availability to communicate significantly contribute to increased access to information, social awareness and the ability for people to communicate across the globe.

Therefore, in terms of education for example, proper communication in the digital realm only enhances the learning experience and enables people to better themselves. In addition, communication technologies have successfully fueled social awareness campaigns and social movements. However, without educated minds and overuse, these technologies can also promote social isolation, distraction and social pollution. In addition, screen addiction, diminished interpersonal skills and struggle with identity development has increased among younger generations. Therefore, in this context, to enhance communication technologies experience and minimize negative influences, the following recommendations should be made: Digital literacy should become more reliable and successful and people should be so aware of digital platforms that they can question and fact check information they see online, avoiding pitfalls of unsafe Internet usage. Digital literacy training courses can increasingly exist within schools which will better teach students how to acknowledge their relationship with communication technologies. For instance, social media users should take part in social media detoxes to promote balance on these forums so that they can better manage their time when on them. In addition, social media groups should have forums that promote better awareness and regulation to avoid social pollution through better substantiation and reporting opportunities. In addition, increasing algorithm transparency will enable users to better understand the background of the content presented to them.

This study underscores that communication technologies are not merely social tools but pivotal instruments for public sector innovation. To fully harness their potential, governments must integrate them into broader public administration frameworks,

such as digital governance models (Dunleavy et al. 2006) and smart city initiatives. Future research should explore how technologies like AI can align with Weberian bureaucracy principles or New Public Service values (Denhardt & Denhardt 2000). Future research could also examine AI's role in public administration through dual lenses: Weberian bureaucracy's formal rationality versus network society's flexibility (Castells 2009). Comparative studies across different governance models (e.g., NPM vs. Digital Era Governance) would further enrich this debate.

The experience of learning at educational institutions should not be limited to the transmission of course content; instead, they should use digital extensively so that interaction-based environments can be created for creative thinking. Parents should take a leading rather than forbidding role to guarantee that their kids enjoy a correct relationship with the digital world. Having family rules on digital usage, particularly with younger audiences is helpful for children to develop a healthy attitude towards technology. In summary, the full potential of communications technologies necessitates a mindful, proportionate and supported use approach. This would allow digital platforms to grant society greater benefits if the guidance of technology is human-centred and ethical.

SOSYAL MEDYADAN E-YÖNETİŞİME: İLETİŞİM TEKNOLOJİLERİNİN KAMU YÖNETİMİNİ DÖNÜŞTÜRME BİÇİMLERİ

1. GİRİŞ

İnsanlık tarihinin en önemli dönüşümlerinden birini hiç şüphesiz ki iletişim teknolojileri temsil etmektedir. Bu çalışma iletişim teknolojilerindeki gelişmelerin sosyal yaşam ve kamu yönetimi üzerindeki etkilerini incelemeyi amaçlamaktadır. İlk iletişim biçimleri olan sözlü ve yazılı ifadelerden günümüzün dijital iletişim araçlarına kadar uzanan bu çetrefilli sürecin bireyler arası ilişkileri, toplumsal yapıları ve kamu yönetimi paradigmalarını köklü bir şekilde değiştirdiğine tanık olunmuştur. Özellikle internetin yaygınlaşmasıyla birlikte, sosyal medya ve dijital platformlar iletişimin doğasını yeniden şekillendirerek yeni bir toplumsal düzenin ortaya çıkmasına vesile olmuştur.

Çalışmanın temel odak noktasında, iletişim teknolojilerinin bireylerin günlük yaşam pratiklerini, sosyal ilişkilerini ve devlet-vatandaş etkileşimini nasıl dönüştürdüğü analiz edilmektedir. Bu bağlamda yeni medya araçlarının yol açtığı olumlu ve olumsuz sonuçlar, kuramsal bir çerçeve içinde değerlendirilmiştir. Ayrıca, e-devlet uygulamalarının kamu yönetimine sağladığı katkılar ve karşılaştığı zorluklar ele alınmıştır.

2. YÖNTEM

Bu çalışma nitel araştırma yöntemlerinden biri olan betimsel analiz kullanılarak hazırlanmıştır. Araştırma sürecinde iletişim teknolojileri, sosyal medya ve kamu yönetimi alanlarında yapılmış akademik çalışmalar, kitaplar vb. incelenmiştir. Bu çalışma Manuel Castells'in Ağ Toplumu Teorisi'nin sunduğu toplumsal dönüşüm zemininde, Yeni Kamu İşletmeciliği ve Dijital Çağ Yönetişimi paradigmalarını rehber edinerek kamu yönetiminin geleneksel Weberyen bürokratik yapısından, vatandaşın karar alma süreçlerine müşterek üretim ve işbirlikçi yönetim kanallarıyla dahil olduğu etkileşimli bir modele evrilmesini kavramsal çerçevesinin merkezine almaktadır.

Veri toplama sürecinde, öncelikle iletişim teknolojilerinin tarihsel gelişimi ve toplumsal etkilerine odaklanan kaynaklar taranmıştır. Akabinde, sosyal medyanın bireyler ve kurumlar üzerindeki etkilerini inceleyen çalışmalar analiz edilmiştir. Son olarak, e-devlet uygulamalarının kamu hizmetlerine entegrasyonunu ele alan araştırmalar değerlendirilerek elde edilen bulgular tematik başlıklar altında sunulmuştur.

3. BULGULAR

Çalışmanın bulguları, iletişim teknolojilerinin sosyal yaşam ve kamu yönetimi üzerinde çok boyutlu etkiler yarattığını göstermektedir.

3.1. Sosyal Yaşam Üzerindeki Etkiler:

Sosyal medya bireylerin iletişim biçimlerini kökten değiştirmiştir. Sosyal medyanın olumlu etkileri arasında küresel ölçekte bağlantı kurma, bilgiye hızlı erişim ve sosyal hareketlere katılım örnek olarak sunulabilir. Ancak aşırı kullanım durumunda, yalnızlık, kaygı ve yüz yüze iletişimin azalması gibi olumsuz sonuçlar da ortaya çıkabilmektedir. Özellikle Z kuşağı, dijital dünyada sosyalleşirken, gerçek hayatta ilişki kurma becerilerinde zayıflama yaşamaktadır.

3.2. Kamu Yönetimi ve E-Devlet Uygulamaları:

E-devlet sistemleri kamu hizmetlerinin daha şeffaf, erişilebilir ve verimli hale gelmesini sağlamıştır. Örneğin, Türkiye’deki “*e-Devlet Kapısı*” uygulaması, vatandaşların pek çok resmi işlemi dijital ortamda gerçekleştirebilmesine imkân tanımış bulunmaktadır. Bununla birlikte, dijital okuryazarlık eksikliği ve teknolojiye erişimdeki eşitsizlikler, e-devlet uygulamalarının etkinliğini sınırlandıran faktörler olarak karşımıza çıkmaktadır.

3.3. Kriz Yönetimi ve Dijital Katılım:

Sosyal medya, kriz dönemlerinde hızlı bilgi paylaşımı için kritik bir rol oynamaktadır. *COVID-19* pandemisinde olduğu gibi resmî kurumlar sosyal medyayı kullanarak vatandaşları bilgilendirmiş ve yanlış bilgi yayılımını engellemeye çalışmıştır. Ayrıca “*Decide Madrid*” gibi dijital katılım platformları, vatandaşların karar alma süreçlerine dahil olmasını sağlamıştır.

4. TARTIŞMA

İletişim teknolojilerinin dönüştürücü etkisi, toplumsal yapıları ve kurumsal işleyişi yeniden şekillendirmektedir. Bu çalışma, belirtilen etkileri genel hatlarıyla Castells’in Ağ Toplumu Teorisi ve Yeni Kamu İşletmeciliği (NPM) yaklaşımı çerçevesinde ele almıştır.

4.1. Sosyal Medya ve Toplumsal Dönüşüm:

Sosyal medya, bireylerin kimlik inşasından siyasal katılımına kadar pek çok alanda yeni olanaklar sunmaktadır. Ancak dijital platformların aşırı kullanımı gerçek sosyal ilişkilerin zayıflamasına ve psikolojik sorunların artmasına da neden olmaktadır. Bu durum, teknolojinin bilinçli kullanımının önemini ortaya koymaktadır.

4.2. E-Devlet ve Kamu Hizmetlerinde Dijitalleşme:

E-devlet uygulamaları kamu yönetiminde verimliliği artırmış olsa da, dijital uçurumun derinleşmesi riski bulunmaktadır. Özellikle yaşlı ve düşük gelirli grupların bu hizmetlere erişimde zorluk yaşaması eşitsizlikleri artırabilir. Bu nedenle dijital okuryazarlık programlarının yaygınlaştırılması ve erişilebilir teknoloji çözümlerinin geliştirilmesi gerekmektedir.

4.3. Gelecek Araştırmalar İçin Öneriler:

İletişim teknolojilerinin kamu yönetimi üzerindeki etkilerinin daha derinlemesine incelenmesi için, farklı ülkelerdeki e-devlet modellerinin karşılaştırmalı analizleri yapılabilir. Ayrıca yapay zekâ ve büyük veri uygulamalarının kamu hizmetlerine entegrasyonu üzerine çalışmalar gelecek araştırmalara yön verebilir.

SONUÇ

Bu çalışma, iletişim teknolojilerinin sosyal yaşam ve kamu yönetimi üzerindeki dönüştürücü rolünü ortaya koymaya çalışmıştır. Sosyal medya bireylerin iletişim biçimlerini ve toplumsal katılım dinamiklerini değiştirirken; e-devlet uygulamaları ise kamu hizmetlerinin sunumunda yeni bir çağ başlatmıştır. Fakat ilgili süreçte ortaya çıkan dijital eşitsizlikler ve psikolojik etkiler, politika yapıcıların dikkate alması gereken kritik konular olarak karşımıza çıkmaktadır.

Dijital dönüşümün olumlu etkilerinden tam anlamıyla yararlanabilmek için teknolojinin insan odaklı ve kapsayıcı bir şekilde kullanılması gerekmektedir. Bu bağlamda dijital okuryazarlık eğitimlerinin yaygınlaştırılması, erişilebilir teknoloji politikalarının geliştirilmesi ve sosyal medya kullanımında bilinçlendirme çalışmalarının artırılması önerilmektedir. Gelecek çalışmalar bu alanlarda derinlemesine araştırmalar yaparak, dijital çağın sunduğu fırsatların ve risklerin daha iyi anlaşılmasını sağlayabilir.

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Fikir veya Kavram / <i>Idea or Notion</i>	Araştırma hipotezini veya fikrini oluşturmak / <i>Form the research hypothesis or idea</i>	Mustafa DEMİRKOL
Tasarım / <i>Design</i>	Yöntemi, ölçeği ve deseni tasarlamak / <i>Designing method, scale and pattern</i>	Mustafa DEMİRKOL
Veri Toplama ve İşleme / <i>Data Collecting and Processing</i>	Verileri toplamak, düzenlenmek ve raporlamak / <i>Collecting, organizing and reporting data</i>	Mustafa DEMİRKOL
Tartışma ve Yorum / <i>Discussion and Interpretation</i>	Bulguların değerlendirilmesinde ve sonuçlandırılmasında sorumluluk almak / <i>Taking responsibility in evaluating and finalizing the findings</i>	Mustafa DEMİRKOL
Literatür Taraması / <i>Literature Review</i>	Çalışma için gerekli literatürü taramak / <i>Review the literature required for the study</i>	Mustafa DEMİRKOL