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## The Effect of Careless Content Production on Media as a Privacy Issue on Forms of Abuse

## Abstract

Public problems, rather than being resolved, are deepened and complicated by the careless language and presentation approaches used in media. The diversification of media usage with the advent of social media also affects the accurate perception of these problems. Therefore, the relationship between the impact of this type of content production approach on the concept of privacy and the visibility of certain forms of abuse is the subject of this current research. This aim is to highlight the impact of careless and careless content production on social problems. Data obtained through the research, conducted using field survey techniques, a qualitative research method, was subjected to content analysis. The results suggest that the concept of privacy has been sacrificed to the pragmatic tendencies of popular culture. Furthermore, with social media expanding the boundaries of privacy, it appears that actions once avoided in the physical environment have become commonplace in cyberspace. This situation results in certain forms of abuse either being ignored or being considered normal. Therefore, it is recommended that social values education be expanded from an early age to include all individuals and that greater awareness be raised through scientific studies regarding these concrete social problems.

**Keywords:** Privacy, Abuse, Media, Popular Culture, Content Production.

## Bir Mahremiyet Sorunu Olarak Medyada Özensiz İçerik Üretiminin İstismar Biçimlerine Etkisi

## Öz

Kamusal sorunlar, medyaya taşınırken kullanılan özensiz dil ve sunum yaklaşımları nedeniyle çözüme kavuşmak yerine daha çok derinleşmekte ve karmaşık hale gelmektedir. Sosyal medyanın devreye girmesiyle birlikte medyanın kullanım amaçlarının çeşitlenmesi, bu sorunların doğru algılanmasını da etkilemektedir. Burada özellikle beğeni, takipçi kazanma ve bu yolla gelir elde etme arzusu nedeniyle dikkatsiz ve özensiz içerik üretiminin artması, mahremiyet kavramının elastikiyetini arttırmıştır. Dolayısıyla bu tür bir içerik üretimi yaklaşımının mahremiyet kavramı üzerindeki etkisi ve özellikle bazı istismar biçimlerinin görünür kalması arasındaki ilişki hali hazırdaki araştırmanın konusu olarak belirlenmiştir. Böylece iyi niyetten kaynaklansa bile dikkatsiz ve özensiz bir içerik üretiminin toplumsal sorunlar üzerinde yaptığı etkinin görünür kılınması amaçlanmaktadır. Nitel araştırma yöntemlerinden alan taraması tekniğiyle yapılan araştırma kapsamında ulaşılan veriler içerik analizine tabi tutulmuştur. Çıkan sonuca göre mahremiyet kavramının, popüler kültürün pragmatist eğilimlerine feda edildiği anlaşılmaktadır. Öte yandan, sosyal medyanın mahremiyet sınırlarını genişletmesiyle birlikte fiziksel ortamda yapılmasında çekinilen eylemlerin siber ortamda sıradanlaştığı görülmektedir. Bu durum bir takım istismar biçimlerinin artık ya algılanmamasını ya da bir fiil olarak normal görülmesini beraberinde getirmektedir. Dolayısıyla, bu tür somut sosyal problemlere yönelik erken yaşlardan itibaren toplumsal değer eğitiminin tüm bireyleri kapsayacak şekilde yaygınlaştırılması ve bilimsel çalışmalarla daha çok farkındalık yaratılması önerilebilir.

**Anahtar Kelimeler:** Mahremiyet, İstismar, Medya, Popüler Kültür, İçerik Üretimi.

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## **1. Introduction**

In situations where interaction with society is necessary and on topics where a certain public opinion power is desired, media elevates to the position of a useful tool. At this juncture, the ways in which social problems are reflected in the media become crucial. This is because the media can influence the resolution or deepening of these problems, depending on the language used in message production and the manner in which the subject is handled. For instance, while awareness can be raised by telling the stories of abusers and those subjected to abuse through media via news texts, photos, documentaries, and dramas, the media actors themselves can become abusers when careless usage occurs in news or advertisement content (UNICEF, 2007: 39-40). In this study, "careless content production" refers to both a disregard for socio-cultural values and a failure to avoid careless, vulgar, and offensive language.

A study examining the presentation of abuse news in newspapers revealed that 70 percent of abuse reports in newspapers consisted of sexual abuse news (Koc & Pasli, 2021: 111) , suggesting that media usage is often not well-intentioned. This is because it is plausible to argue that other forms of abuse are overlooked in such news due to the desire to obtain commercial gain through the potential for sensationalism. This type of publishing can also lead to the problem of trivializing sexual abuse. Therefore, even if stemming from a good-willed approach like raising awareness, such usages can contribute to the deepening of the problem. The presentation of even social responsibility topics with a lack of sensitivity in the media indicates that the content is produced not with the aim of preventing abuse, but out of a concern for viewership or readership.

The internet has been developed as a new technological environment where people of all age groups share their views and experiences and can contribute to policy development at national and local levels. Usage here can be directed towards a variety of goals, depending on individual attitudes such as need, tendency, and the desire for socialization. Thus, as part of social culture, the internet both influences culture and is reshaped in accordance with the needs of that same culture. In line with the deterministic approach's claim that technologies have a transformative effect on society, the internet can contribute to societies' meaning production through the sharing of thoughts and dreams (Castells, 2003: 3). For example, concepts characterizing values, such as shame and sin, have changed in modern society that emerged with the industrial revolutions, giving way to concepts like useful and valid (Ziyalar, 1999: 354). Here, it is possible to say that the individual, who is a social value, has their thought World -fed by content produced via new media- affected either positively or negatively in the context of values. The concept of privacy has also inevitably changed in the perceptual world due to the use of new technologies. The existence of voluntary disclosure examples in the context of social media use today (Duman, 2019: 30) indicates both that the boundaries of the concept of privacy have expanded and that the types of abuse have diversified and become ambiguous.

The Turkish Constitution focuses on two points within the scope of measures against abuse: the protection of children (Article 41) and religious abuse (Article 24). The first states: "The State shall take protective measures for children against all kinds of abuse and violence". The second states: "No one shall exploit or abuse religion, religious feelings, or things held sacred by religion, in any manner whatsoever, in order to base, even partially, the State's social, economic, political, or legal order upon religious tenets, or to gain political or personal interest or

influence". Article 20 of the Constitution states that everyone has the right to demand respect for their private and family life, and that the privacy of private and family life is inviolable; and Article 22, after declaring that everyone has the freedom of communication, specifies that the secrecy of communication is fundamental (Official Gazette, 1982). When examining the references to abuse and privacy summarized in these four articles of the Constitution, it is understood that legal measures are insufficient against violations occurring through new technologies. This is because violations related to these two concepts have diversified dramatically with new technologies. However, parallel to the world, legal regulations are also being made in Turkey to control the problems arising from the use of new technologies (Official Gazette, 2022). Yet, regulations at this point also lead to reactions claiming that freedoms are being restricted, such as the restriction of media usage (Euro News, 2022; Cumhuriyet, 2011). For this reason, it is not possible to claim that the existing regulations can prevent abuse. Nevertheless, since new internet technology offers everyone opportunities and promises to follow their dreams both economically and socially (KEIDANREN, 2016), enacting regulations that satisfy both sides emerges as a necessity. From this perspective, it is understood that there is a need for more effective awareness campaigns regarding the concept of privacy and the resulting problem of abuse, due to new media usages where ethical concepts clash with profit-driven markets.

This study, conducted using field research, a qualitative research method, examines the concept of privacy in media use in terms of its impact on forms of abuse. Literature on privacy and abuse was first consulted, and the findings were gathered and interpreted under various headings. Subsequently, a study was conducted using current data to uncover current attitudes toward abuse in media content. The data obtained was visualized and analyzed in tables, and the hypothesis was discussed in the conclusion to test its validity. The study revealed that sexual abuse, in particular, has been extensively studied. This study, which is hoped to contribute to the visibility of other forms of abuse, is considered a valuable and original contribution to future scientific and academic endeavors.

### **1.1. Aim and Importance of the Research**

A review of the existing literature shows that the concepts of privacy and abuse have been the subject of many separate studies; however, studies on the mutual impact of these two concepts are rarely encountered. Therefore, the current study focuses on the change in the perception of privacy due to the diversification of media usage patterns and the effect of this situation on the visibility of abuse types frequently featured as news subjects. Thus, while the impact of the desire to gain likes, followers, and consequently generate income on the boundaries of privacy is revealed, the study also aims to uncover the trivialization of various forms of "abuse" depending on the usage goals. The sacrificing of the concept of privacy to pragmatic tendencies, the subsequent expansion of privacy boundaries, and the normalization of abuse forms are addressed as distinct problems. Consequently, demonstrating the co-existence and mutual influence of the concepts of privacy and abuse, and specifically revealing the effect of media usage patterns on these two concepts, adds unique value to the field.

### **1.2. Materials and Methods**

Data obtained through the literature review technique, one of the qualitative research methods, were subjected to content analysis using a systematic approach. This is because qualitative content analysis examines meanings, themes, and patterns, which may be manifest or latent in

a particular text (Zhang & Wildemuth, 2009: 1). Here, content analysis was preferred over discourse analysis because the focus was on the meaning of the data, rather than its background information. In this framework, the ways in which the concepts of privacy and abuse are reflected in the media via news and other user-generated content were examined in terms of subject, headline, photo usage, and placement. Given that almost all institutions and organizations have now transferred their data to the internet environment, this environment offers a rich data volume regarding the subject. Therefore, the universe of the present study consists of data obtained via the internet. The research sample included the printed front pages of the 4 best-selling newspapers between July 13-17, 2024, as well as the social media platforms X, Facebook, and *sikayetvar.com*. The reason *Sikayetvar.com* was chosen was because people write their complaints about specific situations on this site, making their grievances concrete and visible. The digital PDF versions of the newspapers' front pages were accessed by conducting date-based searches on the *Gazete Oku* website. The same news reports were compared based on their presentation on the respective newspaper's website and X social media account. Furthermore, data was collected from the X social media platform by searching with the hashtags harassment, rape, and abuse. The data obtained from newspaper headlines and the X social media platform were visualized in tables under five headings and analyzed with an exploratory approach. Aiming for a conceptual conclusion, these tables sought to explain the violation of privacy and its relation to abuse. The following questions were sought to be answered within this scope:

- a. Is the phenomenon of "abuse" used for commercial concerns in the media?
- b. Do the media's usage goals erode the concept of privacy?
- c. Does the erosion of privacy deepen the problem of abuse?

In light of the questions developed during the literature review process, the research hypothesis was determined as follows: Media usage patterns affect the erosion of privacy. Consequently, some forms of abuse are becoming ambiguous. The hypothesis is tested by evaluating all data obtained from the research.

## **2. Literature Review**

### **2.1. The Appearance of the Phenomenon of Abuse in the Literature**

The field research conducted for this article did not encounter any explicit definition of the concept of abuse within Turkish scientific studies. The lack of clear definition here may stem from the fact that Western and Eastern societies perceive concepts such as the public-private sphere distinction, abuse, and privacy differently. However, a paper on emotional abuse, citing Gavin, provided the following definition: "Abuse is a form of behavior that means applying power over another person and controlling them through intentional methods such as humiliation, intimidation, and verbal or physical attacks" (Nazir & Ozcicek, 2022: 243). In supporting this definition, a review of foreign-sourced studies revealed a similar avoidance of providing a general definition of abuse as seen in domestic studies, with a focus instead on forms of abuse, particularly child abuse. This situation means that empirical studies are insufficient to arrive at a complete definition. Therefore, dictionaries were utilized to achieve a full definition. In this context, abuse is defined in the Cambridge Dictionary as the use of something for the wrong purpose in a way that is harmful or morally wrong; the continuous abuse of one's position/aut-

hority by getting others to do something for oneself (Cambridge.org, 2024). The Webster Dictionary covers a wide range, including misusing a privilege, using substances like alcohol and painkillers excessively or for purposes other than intended, ill-treatment in a way that injures or harms, verbal assault, and causing what is wrong or invalid to be accepted as right or valid (Webster.com, 2024). The Turkish Language Institution (TDK) Dictionary briefly defines it as the misuse of someone's good intentions (TDK, 2024).

Based on the information above, the concept of abuse can be defined as a general term for behaviors such as intentionally using verbal, emotional, or physical force to harm another person, benefitting from something in a morally wrong way, and presenting what is wrong as correct to ensure its acceptance as valid. When reviewing sources related to abuse, which can be briefly understood as harming another person to gain power or advantage, the following forms of abuse stand out (Hse.ie, 2024; International Centre, 2024; Miller, 2015; SHCEK-UNICEF, 2010):

**Table 1:** Types of violence

<b>Form of Abuse</b>	<b>Definition</b>
Physical	The use of force, the threat of force, or ill-treatment by one person towards another, resulting or not resulting in physical harm or injury, and taking control.
Sexual	Any behavior perceived to be sexual in nature that is coercive (physical, psychological, verbal, virtual/online), exploitative, harmful, unwanted, or controlling toward another person.
Emotional/Psychological (Including Bullying and Harassment)	Behavior that psychologically harms another person and creates anxiety or mental distress through threats, humiliation, or other verbal/non-verbal acts. Controlling or harming others by exploiting their weaknesses or vulnerabilities.
Economic	Harming or controlling a person by misusing their financial resources or economic status. Unauthorized and inappropriate use of any resource, including funds, property, pensions, or other legal rights or benefits. An act in which a person is deprived of control over their financial status or personal belongings, or is financially exploited by another person.
Organizational	Ill-treatment resulting from poor or inadequate services, support, or systematic malpractice affecting all types of care environments.
Neglect	Unequal treatment, harassment, or abuse based on a person's age, disability, race, ethnic group, gender, sexual identity, sexual orientation, religion, family status, or membership in a migrant community.
Human Trafficking/Modern Slavery	The procurement and movement of persons by improper means such as force, threat, or deception for the purpose of exploitation. It can take many forms, including confinement, forced criminality, forced labor, sexual exploitation, and organ harvesting.
Online or Digital Abuse	Abusive or exploitative interaction occurring in an online or social media context.
Verbal Abuse	Affecting a person's emotional or psychological well-being by using insults, threats, shouting, or manipulative language.
Abuse of Power	Misusing the power or authority one possesses to control or harm others.
Mental Abuse	Controlling or manipulating a person by exploiting their mental health, thoughts, or beliefs.

It is understood that every instance of neglect includes several different forms of violence, with one being prominent. These forms of abuse, which are particularly increasing against women, children, and the elderly, can often be interconnected and manifest in different contexts (Fuller, 2021). Looking at research conducted in this field:

- Data from interviews with 1606 adolescents living in Turkey in 2008 revealed that 48 percent had been subjected to physical abuse and 60 percent to emotional abuse. It was concluded that 8 percent had been subjected to sexual abuse and 17 percent to neglect (Irmak, 2008: 163).
- A 2013 study involving 7764 children aged 11-16 showed that the rate of those subjected to physical abuse was 58 percent, emotional abuse was 70 percent, and neglect was 42 percent (Sofuoğlu et al., 2013: 47).
- Regarding the global prevalence of psychological abuse in sampled countries, it was found to be 23 percent in the UK, 11 percent in the US, 23 percent in Canada, and 34 percent in Australia (Gilbert et al., 2009: 70).
- According to a study conducted in Turkey, children and adolescents aged 7-18 were most frequently subjected to emotional abuse, at 51 percent (Serter, 2018: 1472). However, its proportion within all abuse studies ranks last at 8 percent. This low interest in emotional abuse is generally attributed to its tendency not to occur alone, its lack of concrete symptoms, or the late manifestation of its effects (Esen, 2020: 33).
- On the other hand, a 2013 study by Fuentes et al. with a participant group exceeding ten thousand revealed that the rate of those subjected to sexual abuse during childhood was 10.14 percent (Perez-Fuentes et al., 2013: 16). However, the fact that sexual abuse is the most researched form among all types of abuse, at 36.72 percent, is attributed to its greater appeal to public opinion and researchers (Bakir & Kapucu, 2017: 18).

Turning to the media perspective:

- A study on the presentation of child news in the written press revealed that 16 of the 70 news reports examined across 12 tags were related to abuse. This figure places the abuse tag second, after the war-victim children tag with 19 news reports (Tok et al., 2019: 545).
- A study examining the distribution of child abuse news in newspapers by abuse type analyzed 176 news reports from 6 newspapers, finding that 113 (64 percent) were related to sexual abuse. The same study found that 15 (9 percent) concerned emotional abuse, 29 (16 percent) physical abuse, and 19 (11 percent) economic abuse (Doğrucan & Yildirim, 2011: 181).
- Another study found that 95 (58.6 percent) of the 121 news reports examined were related to sexual abuse. Emotional abuse was the subject of 18 reports (11.1 percent) and physical abuse was the subject of 32 reports (19.7 percent) (Koc & Pasli, 2021: 106).
- A study on the year-on-year distribution of sexual abuse news concerning individuals with intellectual disabilities in National News Agencies identified 105 reports between 2006 (1 report) and 2018 (35 reports) (Cekil & İpci, 2020: 740). This indicates an increasing use of the phenomenon of abuse in journalism.
- A study on the reflection of child abuse in US newspapers determined that sexual abuse news constituted 50 percent of all news (Koc & Pasli, 2021: 111).

- A study across 100 television channels revealed that 72 channels began their evening news with a crime-related report (Gokulu & Hosta, 2013: 1843).
- Data from Turkish newspapers showed that Posta Newspaper reported 56 murder, 29 rape, and 18 assault incidents monthly; Hurriyet Newspaper reported 28 murder, 11 rape, and 12 assault incidents; and Sabah Newspaper reported 28 murder, 21 rape, and 6 assault incidents.
- A UK study indicated that despite violent crimes constituting only 6 percent of general crimes, British newspapers reported violent crimes 64.5 percent more frequently than general crime news (Williams & Dickinson, 193: 40).
- These data show that the media uses incidents of violence intensively in news reports, while also devoting more coverage to sexual abuse and particularly child abuse incidents than to other acts of violence. This situation leads to the misconception in society that this form of abuse is more common than other types of abuse (Koc & Pasli, 2021: 111).

## **2.2 Media's Approach to Privacy and Forms of Abuse**

The circulation anxiety of newspapers as a media organ directs them toward news that can attract interest. The sensational nature of acts of violence, due to the emotional impact of the tension they create on individuals, turns these acts into news subjects. For this reason, incidents of violence against women, in particular, are frequently featured in newspapers. The media's exploitation of the public's interest in local violence news -even if driven by concerns for their own safety- constitutes one of the problematic situations visible as a form of abuse (Gokulu & Hosta, 2013: 1838-1839). This situation also causes the media to be accused of encouraging crime, in addition to exploiting violence. Furthermore, it is stated that the written press advertises crime in a way by teaching crime techniques, making crime appear ordinary, attractive, and exciting, presenting it as a beneficial activity, giving the criminal a respectable personality, and portraying them as a kind and sympathetic person (Yavuzer, 2001: 243). It is also stated that due to this interest in violence news, the majority of individuals can become victims as a result of the violence news in the media, even if they are not direct victims of a crime (Potter, 1999: 1).

A study examining the presentation of personal information in the written press determined that children's personal information was disclosed in 43 out of 65 news reports (Tok et al., 2019: 5-7). Moreover, a propaganda for the justification of violence can be observed when news content is reported using a hierarchy of innocence (Moeller, 2002) consisting of babies, children under 12, pregnant women, young, elderly, and other women, young men, and all other men. For example, news reports are linked to social sensitivities by centering on letters written by children to soldiers or by showing the innocent behavior of children dressed in military uniforms during the funerals of deceased soldiers. In this instance, a justification is offered to the masses with a sub-message about war, and propaganda is used to change thought patterns against war (Ayhan & Cakmak, 2018: 16). Furthermore, Article 9 of the Press Advertisement Agency's Principles of Ethics states that "publications that negatively affect the development and protection of the personality of children and young people within society, or that encourage sexual harassment and promote violence against them, cannot be made" (BİK, 2022). Despite this, the privacy of the child victim of rape is abused in news reports based on the statement given by the person who killed the rape suspect, by detailing the murder or the

explicit statements of the perpetrator (Tok et al., 2019: 51). In such a situation, which can harm the child by negatively affecting existing perceptions of childhood, the perception of violence is not only reduced but the act itself can also become trivialized (Kucuk, 2016: 57-58).

Journalists who raise awareness about children's rights by exposing abuse incidents can significantly influence the perception of children due to their ability to shape public opinion and affect behaviors. Therefore, journalists must carefully consider the potential consequences of their work (UNICEF, 2007: 46). However, despite all broadcasting organizations committing in principle to adhere to the Press Advertisement Agency's Principles of Ethics, the media, through its ethical hypocrisy, can indirectly provide personal information that should not be shared (Tok et al., 2019). Thus, news about children presented as the perpetrator on one end and the victim on the other serves a commercial logic of marketing information and influencing the readership, rather than creating an anti-abuse public sphere. It should be stated that highlighting children in news headlines and photographs is related to their high news value. Since people find children's voices, faces, and expressions appealing and can more easily trust what children say, children are used as material for advertising campaigns, TV series, cinema, and other publications at every opportunity, increasing their victimization. A report prepared by UNICEF states that the media's distorted portrayal of young people harms both children and the wider society while also violating their rights. This situation makes it possible to agree with the view that despite the media having an important role in raising awareness about rights, it will continue to be a problematic area due to the adoption of commercial and popular broadcasting (UNICEF, 2007: 39-40).

A review of programs produced on television shows that women are mostly presented by highlighting their sexuality in various content formats (Ozcağlayan, 2000: 128). Parallel to this data, which shows a form of sexual exploitation is carried out by the media itself, the observation that advertising content is produced with the effort to create consent for the behavior patterns and actions determined for women can be interpreted as an attempt to legitimize this type of abuse (Inanc & Yusupova, 2019: 140). Furthermore, the finding that 72 channels begin their evening news with a crime-related report also indicates that the incidents of violence themselves are being exploited (Gokulu & Hosta, 2013: 1843). In addition, the lack of censorship in most online series and the more effective use of slang and violent language can be interpreted as these contents serving the normalization of verbal violence (Yildirim, 2019: 115).

Inspections covering the Internet era show that media usage patterns have two sides: the first is related to production, and the second is related to consumption. The capital accumulation on Facebook and the commodification of users and their data -as mentioned by Fuchs for Web 2.0 and later- arise from the activities of individuals who use both of these media usage patterns and are termed producer-consumers over the internet. Zuckerberg states, "the world will be better if you share more," and expresses a desire to help people and create an open society with Facebook tools, even though he claims not to care about profit. However, he wants to obtain information -such as communication, education, knowledge, care, welfare, nature, culture, technology, public transport, housing etc. required for human survival in the contemporary economy- through these activities (Fuchs, 2012: 156). This desire from a social media founder indicates that abuse actually begins from the initial design of these activities. Moreover, this perspective, as an indicator that privacy and control over personal information have been

made part of all human interaction regardless of age, should be discussed as a priority (McCormick, 2014: 608).

The collaborative approach of Web 2.0 tools, focusing on communication and interaction for information, content creation, storage, and sharing, has given individuals the opportunity to share their experiences (Ajjan & Hartshorne, 2008: 71). This transformation of consumers into active producers is rapidly turning social media into a mass communication platform. It is already stated that in this new system, where regulations concerning the public good can be ignored, the shifted audience members are now becoming members of a consumption market, not a national community. In this context, the era of public service has seen democracy, publicness, identity, national culture, political and social concerns transformed into "commercial barriers" that need to be eliminated (Morley & Robins, 1997: 32). The desire of individuals to present an idealized self-presentation, separate from their standardized and one-dimensional identities, further complicates the problem of supervision. This is because in social media, which offers the masses the opportunity to produce various behavioral patterns, these behaviors and the relationships established by individuals also determine the new practices of social networks (Koc M., 2017: 269). These opportunities have also fueled malicious use, making digital environments the most common place for abuse. In this context, individuals openly share content about their lives, such as photos and videos, through virtual identities with strangers, and the establishment of secret relationships in these environments undermines privacy, leading to abuse problems (Duman, 2019: 30). However, it can be argued that these shared experiences, based on individual consent and voluntariness, remain outside the perceptual realm due to the synoptic and omniscient transformation of the postmodern surveillance society (Okmeydan, 2017: 45).

It is more alarming that individuals voluntarily disclose their own private information on a large scale through personal accounts rather than someone from outside. A study on the disclosure of privacy found significant sharing in the following areas (Aydemir, 2021: 126-136):

- Family gatherings (Dinner tables, parties, etc.)
- Innocent moments (Children's faces, bride and groom, births, etc.)
- Exposure of the body (all violations, including eroticism)
- Display of material wealth (money, work environment, ostentatious displays, etc.)

According to a study, 70.2 percent of those who strongly disagree, disagree, and are undecided that starting a relationship via Instagram is a violation of privacy indicate that disclosing privacy has become a significantly more normalized practice. 29.9 percent of participants stated that such a situation is definitely not a violation of privacy, while 14.9 percent stated that it is definitely a violation of privacy (Simsek, 2019: 19). This data, which demonstrates a societal perspective on the expansion and transformation of privacy boundaries, supports Gidens's (2010: 91) thesis that the transformation of privacy occurs primarily in the areas of sex and gender, but is not limited to it. On the other hand, Michael MacDonald and Terence Murphy's argument in their book "Sleepless Souls" that "the style and tone of newspaper reporting on suicide in 18th-century England encouraged an increasingly secular and tolerant attitude toward self-immolation" can be applied to today's social media. Today, the careless and endless sharing of privacy violations and abuse in print, broadcast, and digital media will inevitably lead to even more dire consequences than those in 18th-century England. This topic requires

further research in itself. However, the current study is framed by findings regarding the commercial use of the phenomenon of "abuse" in the media; how the purposes of media use erode the concept of privacy; and how the erosion of privacy deepens the problem of abuse.

### 3. Findings

#### 3.1. Appearances of Exploitation in Conventional Media

Below, the images used in the print versions of four different newspapers for five consecutive days are examined in terms of their appearance of abuse.

**Table 2:** Abuse Appearances in Hurriyet Newspaper Headlines

Tarih	News Topic	Where to Use	Abuse Outlook	Newspaper Exploitation	Headlines
17.7.2024	Magazine	Top headline	Women/Sexuality	Use of photographs	Kalizma's first lady
17.7.2024	Violence	Sub headline	Child Abuse	Use of photographs	Excuse extension in shame case
17.7.2024	Stray Animal	Top headline	Emotional Abuse	Use of photographs	Street animals proposal to be discussed today
16.7.2024	Violence	Sub headline	Children and violence	Photo use	The us is discussing this weapon
15.7.2024	-	-	-	-	-
14.7.2024	Magazine	Headline	Women/Sexuality	Use of Photography	I was once the tarkan of ferries
14.7.2024	Violence	Sub headline	Violence against women	Use of Photography	She set a trap with a fake ad
13.7.2024	Stray Animal	Sub headline	Emotional abuse	Use of Photography	Here is the street dog offer

Table 2 (Gazete Oku, 2024), created by examining the online PDF editions of Hurriyet newspaper between July 13-17, identifies seven news items suggesting abuse. Of these, one of the three violence news items was found to be a sexual abuse report. Two street animal news items showed traces of emotional abuse through the photographs used. Two tabloid news items, however, highlighted sexuality, suggesting the commodification of sexuality through the use of a photograph of a woman. An examination of the same news items on websites reveals that the news items are presented with even more detail. For example, in the sexual abuse news item, the name of the abuser, his institution, and the names of the abused's parents are clearly given, while the victim's name and surname are presented using their initials. Furthermore, in the case where the court outcome has not been finalized, photographs of the defendants in handcuffs were also clearly used (Hurriyet.com.tr, 2024).

An examination of the newspaper's social media account on platform X during the same period reveals that news stories outside the print version were also included, and many of these stories were supplemented with short videos. The video used for the news story about a child suffering from "Bullosis Pemphigoid," which is not available in the print version, clearly shows the child with his wounds, without any icing, and without clothing. The "Hiranur" news was published multiple times on the same day, in different formats. This can be presented as evidence that Hurriyet Newspaper uses data vulnerable to exploitation, and also demonstrates a more relaxed approach to data use on its social media platforms (Hurriyet, 2024).

**Table 3:** Abuse Appearances in Sabah Newspaper Headlines

Date	News Topic	Place of Use	Abuse Scene	Newspaper Exploitation	News Headlines
17.7.2024	Health	Top Hadline	Child Photo	Photo Use	The nightmare of rotavirus in children
17.7.2024	Dometic	Sub Headline	Child Photo	Photo Use	You will all be judged individually
17.7.2024	Life	Sub Headline	Child Photo	Photo Use	The martyrs of karbala were Commemorated with prayers
16.7.2024	Magzine	Headline	Child Photo	Photo Use	We are grateful to our heroes
15.7.2024	-	-	-	-	-
14.7.2024	Life	Top Headline	Child Photo	Photo Use	No house was left without a flag on july 15th We feel loved in turkey
13.7.2024	Violence	Sub Headline	Violence Against Women	Photo Use	Lost erva is the victim of a Blood-curdling atrocity
13.7.2024	Violence	Sub Headline	Violence Photo	Photo Use	A generation of children was Murdered

Table 3 (Gazete Oku, 2024), based on the online PDF editions of Sabah Newspaper published between July 13-17, shows that of the eight news items suggesting abuse, two were about violence, two were about life, and one each about magazine, health, and domestic news, using images that appeared to be abuse. The same newspaper's website displays longer versions of all these news items (Sabah, 2024). On its social media account, photographs of children are used in news items not included in the print version, such as "This is the drone that killed my father" and "Deaths continue due to the hunger crisis caused by the closure of crossing points in Gaza" (Sabah, 2024). This data demonstrates that, while no evidence of sexual abuse was found in Sabah Newspaper, emotional abuse through photographs of children was extensively used.

**Table 4:** Abuse Appearances in Sozcu Newspaper Headlines

Date	News Topic	Place of Use	Abuse View	Abuse of the Newspaper	News Headlines
17.7.2024	Life	Top Headline	Child photo	Use of photography	Three out of every ten children in Turkey are poor
16.7.2024	-	-	-	-	-
15.7.2024	-	-	-	-	-
14.7.2024	Foreign News	Sub Headline	Child photo	Use of photography	Israel strikes safe zone
13.7.2024	Internal news	Sub Headline	Child photo	Use of photography	What is in the AKP's sleep proposal?

According to table 4 (Gazete Oku, 2024), compiled by examining the online PDF editions of Sozcu Newspaper published between July 13-17, no reports of sexual abuse were found in the three news items suggesting abuse. However, two news items appearing to be about economic abuse, along with the child's photograph used in the Israel news item, indicate emotional abuse. While the online and social media versions of the abuse parallel the printed version, headlines such as "What's in the AKP's sleep-inducing proposal?" may not be present in the online versions due to constant updates. The online presentation of the news is more detailed, similar to the two newspapers mentioned above (Gazete Sozcu, 2024).

**Table 5:** Abuse Appearances in Cumhuriyet Newspaper Headlines

Date	News Topic	Place of Use	Abuse Appearance	Newspaper's Violation	News Headlines
17.7.2024	Education	Headline	Children's Cartoon	Cartoon use	Secular scientific education has collapsed
16.7.2024	Life	Headline	Ideological Abuse	Cartoon use	Learn a lesson
15.7.2024	-	-	-	-	-
17.7.2024	Violence	Headline	Emotional Abuse	Photo use	
17.7.2024	Domestic news	Lower Headline	Emotional Abuse	Photo use	Safe zone trap kills Children also demand justice
13.7.2024	Domestic news	Headline	Emotional Abuse	Photo use	The claim of an Islamic model for education

According to table 5 (Gazete Oku, 2024), which was created by examining the online PDF editions of the Cumhuriyet newspaper between July 13-17, it was observed that of the five news items suggesting abuse in the print version of the newspaper, there were no reports of sexual or emotional abuse, but rather news appearing to suggest economic and political abuse. A similar pattern is observed in the online and social media versions of the newspaper (Cumhuriyet, 2024).

This data indicates that while data on abuse is used in the newspapers, the use of sexual or sexist content is limited, violating the boundaries of privacy. Therefore, it is not possible to say that the print and digital versions of the newspapers contain sufficient data to exacerbate the problems of abuse. However, the repeated reporting of an incident on social media, such as the Hiranur news, creates the perception that multiple incidents of abuse have occurred. This supports Kurkcu's (2017: 63) assertion that the constant reporting of sexual violence on social media leads to the normalization of such behavior, especially among young people. According to Table 4 (Gazete Oku, 2024), which was created by examining the online PDF editions of the Cumhuriyet newspaper between July 13-17, it was observed that of the five news items suggesting abuse in the print version of the newspaper, there were no reports of sexual or emotional abuse, but rather news appearing to suggest economic and political abuse. A similar pattern is observed in the online and social media versions of the newspaper (Cumhuriyet, 2024).

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### 3.2. Views of Abuse on Social Media

Recently, news stories such as "she lost 360,000 TL to someone she met on social media" or "she was defrauded of 310,000 TL with the promise of marriage" have been frequently encountered (Ntv.com.tr, 2024; Ntv.com.tr, 2022; Ntv.com.tr, 2024; Youtube.com, 2024). Such news suggests a connection between communicative activities established through social media and incidents of abuse. In this regard, when X's social media content is examined, the following data is obtained:

**Table 6:** Abuse Sharing Density on Social Media Platform X

Date	Kanal	Tag	Review Time	Number of Messages
22.07.2024	X	Harassment	11.15-15.15	316
22.07.2024	X	Rape	08.30-12.30	324
22.07.2024	X	Abuse	08.40-12.40	144

A search conducted on the X social media platform using the "latest" feature between 11:15 a.m. and 1:15 p.m. on July 22, 2024, revealed the spread of 316 harassing messages in a four-hour period. This time period was not specifically chosen for the study. The aim here is to obtain completely random data on the subject. The tags "rape" and "abuse" were also searched in different time zones on the same date, and 324 messages containing the "rape" and 144 containing the "abuse" tags were identified. An examination of the content of these messages, which appeared to violate 784 privacy-related messages within four hours, reveals that the majority of these messages stemmed from the high volume of messages generated by the sharing of two actual incidents (the horse abuse incident and the alleged abuse incidents in Kayseri). Some of these messages were reporting on and protesting the incident, while others appeared to be simply generating engagement. A review of the comments on these messages reveals that far more violations were committed than the original messages (X.com, 2024).

On the X social media platform, topics are structured around "tags." Occasionally, these topics are often populated with innocent posts that could voluntarily violate people's privacy. For example, the #FilterlessPhotoChallenge hashtag reveals people sharing content from all kinds of situations and moments they consider natural. The fact that women are particularly drawn to this hashtag can be presented as evidence that, in line with Giddens's approach, privacy is primarily violated by women and sexuality, and is not limited to it (X.com, 2024).

Facebook has no search feature that allows for setting hashtags and topic/date limits. However, it does have a search feature that allows only entering the year and tag name. Using this feature, searches were conducted for the tags harassment, rape, abuse, privacy, and sexuality. However, because there are no time, day, or month limits like on X, it was observed that an incalculable number of messages were shared manually. The following findings were obtained from the analysis:

Facebook in accordance with law no. 5651;

- It states that it blocks content that violates a person's privacy and/or visual privacy rights,
- Constitutes harassment or bullying,
- Encourages violence or crime,
- Threatens the safety of others,
- Contains hate speech,
- Contains violent images,
- Contains spam (Facebook.com, 2021).

However, when searching for hashtags that could violate privacy, it was determined that numerous messages contrary to these principles were shared and could be viewed and read without obstacles (Facebook.com, 2024). This finding is supported by a study conducted in the UK, which revealed that social media platforms like Facebook and Instagram recommend pages containing violence, harassment, rape, and sexual content to users (Sozcu.com.tr, 2021). Furthermore, comments on Facebook posts frequently contain profanity and abusive language.

For example, in the comments to a news article titled "Turkey Rape Statistics," a statement made by a media celebrity about rape against women, some users were observed using all manner of intimate words, including obscene profanities (Facebook.com, 2016).

Parallel to this carelessness seen on Facebook, a look at social media platforms like Instagram and TikTok reveals an even worse situation. On one platform where violations are reported, the following posts can be found (sikayetvar.com, 2024):

" Title: Private Intimate Images Shared: A user on Instagram is sending nude images of me to my followers and demanding money to delete them. These contents are being shared without my privacy or permission, and I am being asked for money in return. Please help, I am in a terrible situation."

"Title: Unfounded Accusations About Me on Instagram: There is a sexually explicit complaint against me. I want it removed. It's not true! My Instagram username has been used. I've been slandered... I want the offensive and vulgar language deleted and this post removed."

"Title: Account Security and Privacy Violation: Today I saw a post made by an account... They created a platform that said 'the woman who lies on my husband's back every day' and took a screenshot using someone else's video. I don't understand what this situation means."

"Title: Girls Are Being Harassed on Instagram: A user named 'm\*\*\*\*' is constantly sending me messages and harassing me through the Instagram app..."

These posts can be cited as clear indicators that others on social media are exploiting privacy through false accusations, threats, bullying, and blackmail. This data also suggests that sharing abuse cases, even for emotional reasons, undermines the very concept of privacy.

#### **4. Discussion and Conclusion**

The internet's penetration into our mobile phones has made information sharing extremely easy, allowing us to instantly share thoughts and consume them in the same way and at the same speed (Spitulnik, 1993: 293). In this situation, which demonstrates that technology is becoming increasingly individual and interpersonal, it should be noted that media usage patterns are diversifying and expanding as much as the number of individuals and their areas of activity (Erdogan & Alemdar, 2002: 188). In such an environment, where public concerns have become "commercial barriers," individuals' desire to idealize standardized and one-dimensional identities and present a more appropriate self-presentation paves the way for a reinterpretation of the social. These desires, which shape the new practices of social networks, thus enable the masses to create various behavioral patterns (Koc M., 2017: 269). These opportunities have also triggered malicious use, making digital environments the most common place for abuse. In this context, individuals share content about their lives with strangers through virtual identities and the ability to establish secret relationships in these environments have led to the concept of privacy being interpreted at the individual level (Duman, 2019: 30).

The fact that the concept of privacy can change in perceptual worlds due to the use of technology, and that sharing, even reaching voluntary disclosures within the framework of social media, demonstrates the expansion of the boundaries of this concept. This change aligns with deterministic approaches, suggesting that technologies have a transformative impact on society. Concepts such as "shame and sin," which characterized values in modern society, which

emerged with the industrial revolutions, gave way to concepts such as "useful and valid" (Ziyalar, 1999: 354). Thus, in an environment where the concept of privacy is interpreted so differently, it is possible for some forms of abuse to be trivialized, even rendered invisible. This is because, in line with the diversified purposes of media use, individuals may approach flexible concepts like privacy within the framework of the uses and gratifications approach (Katz et al., 1974). This leaves the concept and domain of privacy vulnerable to abuse depending on media use purposes.

Each type of abuse can be explained by varying levels of privacy. However, as seen in social media posts like the # FiltresizFotoğrafChallenge, some forms of abuse become obscured depending on the purpose and format of media use. The repeated portrayal of women, often with their sexuality highlighted in television content, demonstrates that a form of sexual exploitation is perpetrated by the media itself (Ozcağlayan, 2000: 128). As a form of media, advertisements attempt to establish consent through the behavioral patterns and actions of women (Inanc & Yusupova, 2019: 140). Furthermore, a study found that 72 out of 100 television channels began their evening news with a crime-related news report, demonstrating that violent incidents themselves can be exploited (Gokulu & Hosta, 2013: 1843). Furthermore, the lack of censorship in most online series and the more active use of slang and violent language can be interpreted as contributing to the normalization of verbal violence in these content (Yildirim, 2019: 115). Furthermore, although one study found that children and adolescents aged 7-18 experienced the most emotional abuse at 51 percent (Serter, 2018: 1472), it is noteworthy that this rate is at the bottom of all abuse studies at 8 percent. Another finding indicates that although the rate of childhood sexual abuse is 10.14 percent (Perez-Fuentes et al., 2013: 16), the fact that it is the most researched form of abuse at 36.72 percent does not seem well-intentioned. Because it shows that the issues that are more remarkable for the public are also discussed more in scientific research (Bakır & Kapucu, 2017: 18).

Looking at the media, the fact that a study on the presentation of news about children in the print media revealed that 16 out of 70 news stories were about abuse (Tok et al., 2019: 545), and that 113 out of 176 news stories (64 percent) examined in another study were about sexual abuse (Doğrucan & Yildirim, 2011: 181), is also not well-intentioned. This is because these data show that the media gives more coverage to sexual abuse, and especially child abuse, than to other violent incidents. Furthermore, a study examining the presentation of abuse news in newspapers revealed that 70 percent of the abuse news in newspapers consisted of sexual abuse news, demonstrating this type of intention (Koc & Pasli, 2021: 111). Moreover, this type of presentation of sexual abuse news leads to the misconception that it is more common than other types of abuse (Koc & Pasli, 2021: 111).

In fact, the print media's reporting of abuse should foster a public opinion against abuse, thereby stimulating the adoption of preventative measures. However, increased attention to abuse cases not only makes the media a problematic medium but also increases its responsibilities. For example, a violation of privacy in a news story about abuse violates the privacy of the individual, as well as that of their social circle and family. Such a situation, which can negatively impact existing perceptions of childhood and harm a child, can not only reduce the perception of violence but also normalize the current act (Kucuk, 2016: 57-58). Furthermore, when the data in Tables 1, 2, 3, 4, and 5 are evaluated alongside social media data, it is determined that the prevalence of abuse in traditional media is relatively low. This is because social media

includes both news distributed through traditional media and content produced by individuals themselves. This, coupled with the sharing of the same content multiple times and the numerous comments on these posts, contributes to the intense salience of interesting topics on social media. Furthermore, when considered within the context of uses and gratifications theory, it appears that people can easily engage in actions they might otherwise hesitate to engage in in real life due to various concerns on social media. For all these reasons, a reevaluation of privacy is essential not only to foster healthy relationships for future generations but also to ensure control and security. Consequently, parents and children should be educated about the necessary boundaries of privacy, and policymakers should be encouraged to demand a curriculum that provides this education (McCormick, 2014).

Based on this, the media can be expected to have a significant impact on public opinion if it becomes more active in overcoming populist journalism and undertakes a more significant educational role in identifying and promoting the phenomenon of abuse (Stevanović, 2017). This is because actions that people once considered abuse are now considered normal. This should be considered a significant indicator of the erosion of social values and the problems it causes. Furthermore, the language of the news, the way the incident is presented, and media usage patterns shaped by social media posts by all citizens can be said to be significant factors in making abuse cases invisible. Therefore, reconsidering the concept of privacy from a critical perspective, in a way that makes abuse cases visible, can foster a self-control mechanism to prevent violations resulting from social relations.

As a form of content, careless presentation during the production phase of news and other social media posts does not contribute to resolving abuse cases. Sharing for the sake of "likes and clicks," as it's being put, undermines the concept of privacy. Protecting personal information about children and their families, including the right to privacy, that could harm them by affecting their dignity and psychological integrity, should be prioritized over the public interest and all other interests. Relevant parties, especially reporters, editors, and journalists, must fully implement the parameters of professional journalism and publish content in a way that doesn't threaten people's dignity and integrity. Despite encountering instances of abuse in conventional media, the use of this practice is far less frequent than in social media. However, due to the repetitive logic inherent in television broadcasting, an incident can be encountered repeatedly. This creates the perception in society that this type of abuse is prevalent. Therefore, citizens, including children, should be educated about the potential problems of these posts, ensure easy access to the rules, and be clearly warned about their duties and criminal responsibilities.

Because certain interests are prioritized in the content shared, sensitivity must be exercised when sharing situations that could be considered violations of privacy and abuse. The media must overcome the journalistic style developed by populist approaches and commercial concerns and take an active role in addressing problems rather than exacerbating them. For example, news about child abuse should be reported in a way that takes the child's best interests and rights into account. This way, it not only serves as a monitoring tool for state policy regarding the granting of rights and protection from violence, but also serves to raise public awareness against abuse. This is how the media can identify and publicize forms of abuse, and more importantly, provide comprehensive education on the issue. In this context, social values education should be expanded from an early age to encompass all individuals, and more scientific and academic studies should be conducted to raise awareness on this issue. On the

other hand, the concepts of privacy and abuse have been the subject of numerous separate studies. However, the lack of a study that establishes a connection between privacy abuse and its various forms, examines its media portrayal, and examines how the media impacts these two concepts together, highlighting the unique value this study brings to the literature.

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