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# Abstracts Book

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* List of participants include keynote speakers, chairs, presenters, and listeners, and the affiliation of participants is stated in brackets following the participant's name.

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# Preface

The abstracts book includes structured abstracts presented at the 4th International Media Studies Symposium (IMS 2020) held virtually on May 16-18, 2022. The symposium, organized by Akdeniz University Faculty of Communication and supported by Antalya Society of Journalists, Association of Mediterranean Advertisers (ARD), and Association for Supporting Education at Akdeniz University Faculty of Communication, received submissions from many different countries including Greece, Hungary, Indonesia, Malaysia, Morocco, Pakistan, Poland, Portugal, Romania, South Africa, Vietnam, and Türkiye. After an initial double blind peer review process, 25 structured abstracts were accepted for oral presentation; however, one paper was retracted by its author, one paper was not presented, and one paper was not included in this publication upon request of the author. Thus, only 22 structured abstracts were included in this abstracts book.

As in the previous three symposiums organized by Akdeniz University Faculty of Communication, IMS 2022 aimed to provide an international forum for scholars and practitioners from different disciplines related to field of communication to share their experiences and knowledge in their research interests. In line with this aim, after the opening speeches of Prof. Dr. Özlenen Özkan, Rector of Akdeniz University, and Prof. Dr. Figen Ebren, Dean of Akdeniz University Faculty of Communication, IMS 2022 hosted five notable keynote speakers namely Prof.Dr. Valérie Swaen – UCLouvain from Belgium, Assoc. Prof.Dr. Tamás Bokor - Corvinus University of Budapest from Hungary, Prof.Dr. Michael Prieler - Hallym University from South Korea, Prof.Dr. Emre Toros - Hacettepe University from Türkiye, and Prof.Dr. Robert Kozinets - University of Southern California from USA who gave their keynote talk on different topics from CSR and marketing to artificial intelligence, from representation in social media to algorithmic branding, and communication research in digital age. Furthermore, it held eight different sessions with popular themes from journalism, social media, media literacy, addiction, preservation, gender, education, public relations and politics lasting for two days, where respected presenters from eleven countries and twenty universities shared their research notes and theoretical discussions. In line with the meticulous evaluations of the peer reviewers, three awards *(best paper award, most promising young researcher award, most innovative paper award)* were issued to four distinguished papers. Thus, we believe that IMS 2022 built new paths for all the stakeholders of this Symposium to bring forth significant advances in the communication research in the digital age, and this publication has rendered it immortal.

As the editors of this abstracts book, we would like to declare that the individual contributions and any related liabilities from these contributions remain the responsibility of the authors of the contributions, and that we are not responsible for any possible damages deriving from the contents of the contributions. Furthermore, this abstracts book is subject to copyright issues, and all rights are reserved, whether partially or wholly concerned. Nothing from this publication can be translated, reproduced, stored in a computerized system or published in any form or in any manner, including but not limited to electronic, mechanical, reprographic or photographic, without prior written permission from the publisher and editors. We would like to express our gratitude to each and every one who dedicated constant support and countless time to organize this symposium. Moreover, we owe special thanks to the participants of this event who brought in substantial scientific contributions to make it a success.

Assoc. Prof. Dr. Sibel Hoştut

Dr. Hediye Aydoğan

# New Media and Digital Capitalism

*Murad Karaduman[1]; M. Arif Arık[2]*

## Introduction & Purpose

New media technologies have not only transformed the concept of culture, but also the capitalist economic structure built on direct ownership and the social order formed by face-to-face activities. The internet which is frequently used in both public and private areas with the combination of mobile technologies, digitizes individuals, relationships and social life as a result of the digital revolution. This situation has also provided the transformation of finance and economic environments and has led to the digitalization of many concepts such as labor, production and marketing. The subject of this study, which uses different sources, is to examine the digitalization process of capitalism with the information revolution, to reveal the concept of changing labor, marketing and production practices, and new financial actors that emerged with the internet. At the same time, the effects of new media technologies on these concepts have been tried to be explained.

## Study Design / Methodology

Technological developments such as telecommunications, computers and the internet in the last quarter of the twentieth century have opened the doors of a global commercial economic structure. Aside from the users of the internet and technology world, the new economy (capitalism) approach that comes with digitalization is becoming more profitable, competitive, fast and flexible for entrepreneurs. While industrial structures that lead to the commercialization and spread of the internet in particular, direct their marketing and advertising budgets and investments in general to digital tools, industrial structures created by the internet itself attract attention with the roles they play in the transformation of concepts such as labor and workforce.

Dan Schiller, who examines the new capitalist system created by information, knowledge and new media technologies, explains these changes as the digitalization of capitalism. Schiller considers the internet and its connected telecommunications systems, the globalization of financial and economic flows and actions brought about by globalization as an important turning point.

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In this context, Schiller's concept of "digital capitalism" was examined and the digitalization process of the internet and new media technologies, which is a common network in a wide area from production to advertising and banking, that expands the market and business volumes within and between countries and companies, changes the concept of labor, and digitalization process of capitalism was investigated.

**Findings**

As seen in the invention of the steam engine, computers, smart phones and the internet, almost all of the developing technologies create their own economy and are shaped according to capitalist capital and actors. Information and information systems have become a very important prerequisite for the execution and organization of economic activities in national and transnational economies.

The newest actors of the digital economy and digital capitalism are metaverse, virtual cryptocurrencies and NFT (Non Fungible Token). Metaverse is a term derived from the combination of the words "meta" and "universe". The metaverse, which was first introduced in Neal Stephenson's novel "Snow Crash", is used to describe the near-future web 3.0-based internet version consisting of 3-dimensional personal and shared digital spaces connected to a virtual universe perceived through augmented reality.

Digital capitalism, which was planned in line with the technological advances of the period in order to overcome the harsh and intense crises experienced by capitalism, continues to integrate with the ever-developing digital technologies and adds new actors and concepts to its structure day by day.

Despite the new actors and changes added to capitalism, as a result of the study, it is seen that digital capitalism should not be considered as a system that changes the most basic and unique characteristics of capitalism, but as a new phase that maintains these features in itself.

**Originality / Value**

Increasing number of users who use the new media technologies and spend most of their times online, fast and easy shopping and communication as well as personalized advertising and marketing opportunities, and the ability of users and content creators to make money from their intellectual efforts have integrated the new media technologies into capitalism, which allowed the capitalist rationality to function in the new media, a cultural production structure. As a result, it enabled capitalist rationality to work in the new media. This study aims to explain these concepts and processes.

## Research Limitations

This paper is a review article, and thus is limited by the academic literature on the topic.

## Practical and/or Social Implications

In the new post-modern order that emerged with globalization, commodities created through digital-based systems, namely knowledge and information, came to the fore. In the information age, the commercial potential of the new media, the changes in cultural and social dimensions did not escape the attention of the capital and enabled the spread of capitalism towards the digital field. Especially with the spread of the internet and computers, it is seen that since the last quarter of the twentieth century, there has been a transition to a 'new capitalism' based on knowledge and modernity in the advanced capitalist centers of the world. This study may be a reference for researchers who will study about these subjects.

## Keywords

new media, digital capitalism, digital labour

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# An Analysis of News About Turkey's First Domestic Covid-19 Vaccine "Turkovac" in Digital News Media[1]

*Aslıhan Ardıç Çobaner[2]; Nermin Alkan[3]; Canan Dural Tasouji[4]*

## Introduction & Purpose

The Covid-19 pandemic, which is characterized by the United Nations (UN) as a crisis with its humanitarian, economic and social dimensions besides being a health crisis, also discussed in terms of the significant effect and inequalities it creates. Despite all the developments in science and technology in the world, the Covid-19 epidemic has revealed how vulnerable societies can be in the face of infectious diseases. Although the measures taken since the first outbreak of the epidemic have provided help to partly control the pandemic, it has been frequently stated by the scientific circles that the actual control of the pandemic will only be possible with vaccines and their rapid, safe and equal distribution and administration worldwide. The World Health Assembly has recognized that providing comprehensive immunity against Covid-19 is a 'global public good'. Amnesty International has addressed the fundamental human rights issues arising from the development and distribution of Covid-19 vaccines under four headings (2020). They are as follows:

1) Concerns about 'vaccine nationalism' and 'intellectual property rights' creating the risk of unequal vaccine distribution around the world.

2) Lack of adequate quantity and accessibility of vaccines within countries and the challenges national health systems face.

3) Affordability and pricing issues for Covid-19 vaccines at the national level.

4) Concerns about clinical trials, compulsory vaccination schedules, and some people's opposition to getting vaccinated.

One of the important factors that can affect the equitable distribution of vaccines on a global scale is that who conduct the vaccine research, where it starts, what is prioritized and how it is financed. Alongside efforts to develop treatments for Covid-19, there are more than 100 early and preclinical stage vaccines and ten vaccine studies in clinical stages in the first three months of the pandemic (Nuffield Council on Bioethics, 2020). World Health Organization

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(WHO) monitoring and reporting vaccine development studies in the world, reports that as of November 2021, there are 194 vaccine studies at the preclinical stage and 132 at the clinical stage. The drug development process, which is a very costly process, is patented to enable companies to protect their income during the patent period, to recoup their research and development costs, and to provide coverage against economic risks. Since March 2020, many efforts have been made in the development of many tests, drugs and vaccines to be used in the diagnosis and treatment of Covid-19. Especially, given the fact that underdeveloped countries are behind in accessing sufficient amount of vaccines has revealed the importance of producing Covid-19 vaccines within national borders.

**Study Design / Methodology**

In this study, the news in the online media about the Turkovac vaccine, which has reached the 3rd phase, as a result of the domestic Covid-19 vaccine development studies in Turkey, will be analyzed through using qualitative content analysis. For the newspaper and news sites selection, the list published by alexa.com site which represent the online news media, on 28.10.2021 at https://www.alexa.com/topsites/countries/TR, was taken as a guide. Based on this, nine newspapers and news sites (Ensonhaber.com, hurriyet.com.tr, Milliyet.com.tr, Sözcü.com.tr, Haberler.com, Haberturk.com, Yenisafak) that were among the 50 most interacted websites in Turkey were selected for the analysis. In addition to this, five newspapers and news websites (Evrensel.net, Cumhuriyet.com, Birgun.net, Gazeteduvar.com, Yenicaggazetesi.com) were selected to represent the opposition and alternative press. Thus, a total of 13 newspapers and news websites constituted the sample of the research. From the aforementioned newspapers news obtained through the Interpress news agency and published between 1 January 2021 to 1 November 2021 were filtered using the keywords "domestic vaccine", "Turkovac". Around 690 news in 13 newspapers in total were analyzed using criteria published on healthnewsreview web site https://www. healthnewsreview.org/about-us/review-criteria/ and https://asibildirgesi.org/.

**Findings**

Findings related to the analyzed news have been obtained by adapting a guideline providing guiding principles regarding individual criteria, descriptions and screening points developed by healthnewsreview  for reviewing health news, to domestic vaccine news.

1.      Does the news adequately discuss the costs of developing a vaccine (budgets allocated for research and development of the vaccine)?

2.      Does the news adequately discuss the evidence for the efficiency of the vaccine? (What are the limitations of the existing trials/research evidence on Turkovac? / Was the study done on only a few people? / Was the study done in a short period of time?).

3.      Does the news adequately explain the potential harms of the vaccine?

4.      Was it mentioned in the news whether the domestic vaccine was discussed at scientific meetings or with experts?

5.      Does the news contain a commercial concern, false and sensational information about the domestic vaccine?

6.      Does Haber compare Turcovac to other available vaccines/alternatives?

7.      Does the news address the availability of the vaccine (ongoing phases of the vaccine including the time required to complete phase 2 and 3 trials and market the vaccine)?

8.      Does the source(s) of the news state the funding institution or organization?]

## Originality / Value

In the existing literature, there is no research concerning the analysis of news about Covid-19 vaccine Turkovac.

## Research Limitations

The research covers the news about the Turkovac vaccine published in 13 news channels in digital media between 1 January 2021 and 1 November 2021.

## Practical and/or Social Implications

This research aims to analyse news about Turkovac vaccine whether it provides sufficient and reliable content in terms of vaccine development processes in Turkey and costs, benefits potential effects and harms of the vaccine with the aim of contributing to the improvement of vaccine news in the Turkish media.

## Keywords

Covid-19, Vaccines, Turkey's Domestic vaccine, Turkovac.

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# How News Gets into the Media: COVID-19 Presentation in Vietnam

*Tuong-Minh Ly-Le[1]*

## Introduction & Purpose

During pandemics or health threats like COVID-19, people would look for accurate health-related information and updates. The public would rely on information from the governments, public health agencies and health organizations to make decisions and take appropriate actions to prevent and contain the spread. And they would find that necessary information from the mass media. However, while people usually rely on media for a better understanding of the topics, mass media are often criticized for framing and providing biased information. Some information is released more often, exaggerating or amplifying certain benefits or risks. Reporting or giving priorities to certain topics could distort the public perception. If a topic becomes more prominent in the media, the public will increasingly consider it important. Accordingly, public anxiety fluctuates with the amount and prevalence of news coverage about a hazard. Over-reporting of a pandemic can lead people to overestimate the risk of death and be unaware of other issues. As such, questions arise of whether the media help or hinder understanding during a pandemic.

Health information conveyed by the media has a cumulative impact on public perception and behavior. To understand how the media covers COVID-19-related issues, this study explores the balance among article topics, types and news presentation. The study looks into news articles of major Vietnamese publications and investigate the media frames and foci of the COVID-19 pandemic. If the collected ar

ticles are inclined to focus on certain topics with limited sources, then the media over- and under-reporting may be present. It would infer a knowledge gap among all the aspects related to COVID-19.

## Study Design / Methodology

This research is guided by the agenda-setting theory, which deals with how media selection and presentation of daily news affects how the public perceives the importance of news topics and issues.

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The data are collected from three of the largest and most prestigious publications in Vietnam: Tuoi Tre, Thanh Nien and VnExpress. I obtain news articles from these publications' databases with the search terms "coronavirus" and "COVID-19," and selected the articles that had been published between June 20 and September 20, 2021. This three-month time frame was chosen as it coincides with the fourth, and the most severe, wave of the pandemic, when Vietnam moved to the highest community transmission stage. This time frame also sees a surge of interest in finding COVID-19-related information, with the highest period in late August 2021, according to Google Trends.

Inclusion criteria include articles related to healthcare or medical information, and COVID-19 prevention or treatment. Creative stories related to COVID-19, lists of names, obituaries, anecdotes, and articles that casually mentioned COVID-19 as a time reference are removed.

## Findings

The researcher found that the dominant trend in reporting COVID-19 in Vietnam is the high volume of news stories, the fast speed of reporting, and the somewhat biased information. These findings agree with those of previous research on health-related news in other countries in Europe, America and Asia. It could be inferred that health-related media presentation is quite consistent among countries, despite their different levels of media effectiveness.

In addition, similar to previous studies about health-related media presentation in other countries, news about the COVID-19 pandemic in Vietnamese media is polarized and focuses on providing quick updates, cold facts, statistics, and the negative effects of the pandemic, rather than research on treatments, vaccines, or in-depth analysis of the situation. This practice can cause overwhelm, confusion, or negative emotions in the readers.

## Originality / Value

This research is the first to study Vietnam's health-related news coverage and challenge the news transparency and subjectivity in Vietnam. It is expected to provide both the public health agencies and the information receivers (the community) insights into how a health event is present in the media, and if the communication could be improved with other media platforms.

This is an exploratory study about the current media coverage of COVID-19 in Vietnam and how balanced and well-presented it can be. By understanding the main topics and article types of the coverage, one could sort out the relevant information and narrow the knowledge gaps. Such understanding is important as the impact media coverage, especially during a sensitive time like the COVID-19 pandemic. The findings of this study would benefit the communication researchers to further explore how to convey more complete health information to the public,

and how to improve media reporting in Vietnam. The study can also be expanded to other types of news to understand the news routine and agenda-setting process of the Vietnamese media.

## Research Limitations

Nonetheless, this study only assessed the nature of the COVID-19 coverage and did not delve into why the Vietnamese media chose to publish these types of information, and at this frequency. The study also did not explore the readers' perspective on how such coverage affects them, and whether the media is fulfilling its role of providing information or causing media fatigue. Further studies should evaluate from the perspectives of reporters, editors, and readers to provide a more complete understanding of COVID-19 coverage and the media effectiveness in Vietnam.

## Practical and/or Social Implications

In addition, this study contributes to the news literacy among the Vietnamese publics. The community could learn to balance their news input by seeking different news sources. The public health agencies could improve their information-sharing process with a more diverse type of news. And the media could understand and improve their current health-related news reporting to better serve their readers.

## Keywords

COVID-19, pandemic reporting, media study, mass communication, Vietnam

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# Storytelling in the Digital Age: A case study of Abel Mutua's (Kenyan Social Media Influencer) YouTube Channel

*Mwangi Zipporah Muthoni[1]*

## Introduction & Purpose

Storytelling played a crucial role in the African oral tradition. It provided an opportunity for the communities to pass on knowledge, traditions, ideologies, cultural beliefs, preserve social order, values and expected standards of living to the young generation (Thiongó, 1964,1982; Asante, 1987; Kouyate, 1989; Alidou, 2002; Chinyowa, 2004 & Tuwe, 2015). Prior research has focused on the scholarly significance of African ritual theatre (Chinyowa, 2014), storytelling as a methodology in the research on employment experiences and challenges of African Communities in New Zealand (Tuwe, 2015), the significant

role of African Oral Tradition in knowledge production (Kwofie, 2019), adaptation of twitter, sound cloud and You tube as a convergence with the indigenous media (Mpofu, 2021), the role of the integrative model of activism in predicting social media activism and offline activism on gun ownership, immigration and the use of police power (Chon & Park, 2019), leveraging documentary and comedy for public engagement in poverty (Chattoo & Feldman, 2017) and FridaysForFuture(FFF) movement appropriation of climate change and social media in their youth grassroot politics (Belotti, F. et al., 2022). However, limited research has focused on the change in African story telling in the digital age and the role of these stories in social activism in Kenya. This research aims at exploring the change in African story telling especially at a time when the cinema culture in Kenya is slowly dying and YouTube has provided a new ground for social activism against poor governance and corruption in the country.

## Study Design / Methodology

This research involves content analysis of 34 episodes of a series of stories dubbed 'Headline Hitters' on Abel Mutua's, Kenyan Social Media Influencer, YouTube channel. The series has three seasons, the shortest episode is 20 minutes long while the longest video is 55 minutes long. The content analysis involves an investigation of the length of the videos, views, likes, location, comments, story format, funding of the YouTube channel, language, content of the story and origin of the story.

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**Findings**

The research revealed that 50 % of the stories are Kenyan stories while the other 50% of the stories are from different parts of the world namely other African Countries, Europe, South America, USA and Asia. The 34 episodes have a total number of 4,419,661 views, 163,000 likes and 20,870 comments. Seven of these stories have been aired to a live audience in auditoriums giving the audience an opportunity to experience the traditional 'camp fire stories' experience. There are similarities and differences between storytelling in the digital age and in the traditional African Society. The similarities are that these stories are about war, violence, accidents, crime, heroes and historical encounters whose aim is to inform, educate and entertain the youth. Story telling is also characterized by gestures, repetition, rhythm, irony, jokes, satire and analogies. The stories also have the same structure; a short introduction, main body and conclusion. Abel Mutua, the storyteller, is a scriptwriter, actor, comedian and film producer who has received training at the Kenya Institute of Mass Communication just like the traditionally renown storytellers who had received communal traditional training. During the live shows, the audience gets an opportunity to repeat the coined phrases as would the audience in the traditional set up. However, there are a number of differences in how stories are being told in the digital age. Stories previously told around a camp fire are now shot at different sites and aired on different days on YouTube allowing viewers to visit the page and watch the stories at their preferred time. The 35year old storyteller, Abel Mutua, with a production team of 11 members tells stories in English, Kiswahili and Sheng. Coined phrases are mostly in sheng and feedback by the audience is given in the comments section of the YouTube channel. The storyteller uses crowdfunding to fund the production of the stories while sound effects have replaced the use of musical instruments in storytelling. Lastly, 50% of the introduction to the stories on Headline Hitters address poor governance, mismanagement of public funds, corruption in the Kenyan government, effect of Covid-19 on Kenyan artists, plight of Kenyan Health workers in the wake of Covid-19 and rising unemployment among the youth in the country.

**Originality / Value**

This research plays an important role in adding to the growing body of work on the role of social media in cultural production, storytelling in the Oral African tradition and the role of social media in social activism. While storytelling on YouTube takes different forms such as vlogs and videos, with Youtubers showcasing their lives, jobs, hobbies, adventures and excursions, this case study focusses on one channel (Abel Mutua's channel) that is unique in its storytelling style that depicts the Oral African tradition. The channel is not only a source of

information and entertainment but also a platform that gives the Kenyan youth room for social activism against poor governance.

## Research Limitations

This research focuses on only three complete episodes of Headline Hitters stories although the storyteller has continued to record and air more stories in his season Four which is now on episode six.

## Practical and/or Social Implications

Storytelling is significant in the Digital age especially because social media provides an opportunity to reach a wider audience all over the world. It is not only deeply entrenched in the oral African tradition, it defines African expression while providing an opportunity to pass on knowledge, cultural beliefs, traditions and values. During the pandemic Abel Mutua's channel has offered young people hope, challenged the youth to make better decisions in choosing the leadership in the upcoming elections, challenged the status quo, kept some from sinking into depression while at the same time providing them entertainment. With the impending death of Cinema halls in Kenya as a result of increased piracy of movies and mismanagement of Cinema halls (Muendo, 2021), live performances at such auditoriums provides the youth with a 'camp fire' experience in the digital era. Institutions such as schools and hospitals should harness the power of storytelling to pass on knowledge to the youth in an effort to change behavior. Abel Mutua has also recorded other stories such as Young and Stupid, Celebrity First Encounter and High on Heroins which should be investigated to gain an understanding on the behavior of the youth in Kenya, unemployment, crime and women in leadership. Social media provides the communication field an opportunity to study the youth, digital communication, cultural production, social media use and activism among the youth.

## Keywords

Storytelling, YouTube, Social Activism, Kenya.

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# Evaluating Converged South African Government COVID-19 Health Communication Strategies Using Emotional Appeals Messages

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## Introduction & Purpose

The COVID-19 pandemic has raised the need for swift and effective communication by governments globally. Since the first reports of the COVID-19 outbreak in Wuhan, China became globally known on 31 December 2019 (World Health Organisation, n.d.), governments have greatly relied on digital and social media for swift communication of messages, a move that has been crucial for timeous dissemination of information to audiences. The great reliance on digital and social media for COVID-19 communication, specifically in South Africa, has however not negated the use of traditional channels, rather a convergence of both. In addition, emotional appeals became strong mechanisms used in public health communication, to influence behavioural change and combat the spread of the Coronavirus during the COVID-19 pandemic. Many governments have relied on the use of emotional appeals including both fear and prosocial appeals to ensure the effectiveness of messages among their citizens during the pandemic.

We examine South African government converged public health communication strategies used during the first wave and second wave of the COVID-19 pandemic. We examine the effectiveness of a converged communication strategy for engaging in public health, as well as track how emotional appeals, mostly fear appeal messages were used through various channels, upon the advent of the COVID-19 pandemic in South Africa, interspersed with prosocial appeals.

## Study Design / Methodology

A quantitative study was conducted, including over 1000 participants in two South African Provinces. The total number of respondents were 1006, from Gauteng (500) and Western Cape (506). Respondents hailed from rural (15.5%), suburban (48.9%) and urban (35.6%) areas in these provinces. Of there, 52.7% were female, 47.1% were male and the balance were marked as other. The selection of participants from Gauteng and the Western Cape, was

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made based on the fact that these were the two most affected provinces as shown by infection numbers in South Africa at the time the questionnaire was administered in July 2021 (NICD, 2021).

The study was part of a Covid-19 study on innovative message framing for comprehension and uptake of health crisis communication by the University of Johannesburg, the South African Human Sciences Research Council (HSRC) and Namibia University of Science and Technology (NUST) funded by the National Research Foundation (NRF). An online administered questionnaire was given to the participants as part of a study by the joint research group project. Ethical clearance was obtained for the research project.

The questions ranged from media access by participants during the COVID-19 pandemic, their personal experiences and sources of COVID-19 information, the effectiveness of the government messages, as well as the emotions those messages invoked in them. We analysed responses on sources of COVID-19 information descriptively, mainly to questions on participants' perceptions, emotional responses as well as behavioural intentions and changes based on the government messages during the coronavirus pandemic. The data was used to evaluate the effectiveness of messaging by health communicators such as governments to influence emotional outcomes during the COVID-19 pandemic based on lessons from the South African context.

### Findings

We found that the sources of information analysed demonstrated varied access by audiences to COVID-19 information spanning various context of communication including interpersonal, mass and digital communication from the South African government. The data indicated that digital and online channels were the least accessed as sources of information, demonstrating the value of a converged strategic communication approach to public health and engagement, particularly during the Covis-19 pandemic in South Africa.

When participants were asked their perceptions about South African government messages on COVID-19, the responses provided a mixed picture in response to the government's communication strategy. Respondents were clear on government messaging that enabled them to protect themselves and others, i.e. prosocial. The reports of the daily provincial and national reports of death statistics invoked fear in individuals. The participants also found South African government public health messages informative and helped them and others to protect themselves. Participants were also asked about their emotional responses to South African government messages, and participant responses raised three predominant emotions:

Concern, Worry, and Sadness. When asked of their behavioural intentions, more than 70% of participant expressed that they would continue observing behavioural COVID-19 measures that were communicated by the South African government.

## Originality / Value

South Africa is one of the most unequal societies in the world, thus the possibility of exclusion of some members of society with potentially life-saving COVID-19 information is a real challenge. The likely unintentional reliance on citizens to spread the word through various social settings and communication channels has been a key possibility in the South African government's COVID-19 communication strategy, by appealing to citizens' emotions considering the effectiveness of word-of-mouth interpersonal communication as indicated by the participants.

## Research Limitations

The data for this study collected was from two main urban centres only in South Africa, and administered online. This study analyses the effectiveness of convergence as a communication strategy for a developing country's government, namely South Africa. The data is not generalizable, but indicates some relationship with respect to reliance on word-of-mouth for dissemination of crucial public health messages through appealing to individuals' emotions.

## Practical and/or Social Implications

Mass media continues to be a key source of critical public health communication in South Africa, particularly television and radio. Thus, for the government to widen the reach with respect to getting message out, is to employ a converged communication strategy making use of emotional appeals to drive word-of-mouth to disseminate crucial information to influence public behavioural intentions during health crises.

## Keywords

Converged public health communication; South African COVID-19 messaging; health crises, emotional appeals, emotional responses

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# The Influence of Social Media on Body Image among the Members of Generation Z[1]

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## Introduction & Purpose

Social media plays an important role in the formation of imaginations and expectations of the body. It presents idealized body images for the users. These media messages are so frequent that the presented body image is internalized by the users. In this way these irreal body images turn into a frame of reference in the assessment of the real body. In this paper we examine the effect of social media on body images.

## Study Design / Methodology

The research consists of four parts: filter bubble research, body image assessment, health concept assessment, bodypositive concept research. For our research we have randomly selected 14 Instagram posts from the trending posts at the time of the research which had one of the following hashtags: #curvy, #molet, #anorexia, #fitnes. Among the images there were professional pictures of influencers as well as amateur shots taken in a mirror. First, we analyzed the comments and reactions around the posts. In the next stage, we presented the images (without the comments and reactions) to 30 young adults. Initially, we asked their opinion on the healthiness of the persons in the images. As a separate second phase, we asked their judgement on the beauty of the person in the images. Right after this the respondents had to choose between the medical-biological concept and the holistic concept of health. In the final phase of our questionnaire we surveyed the knowledge of the respondents on the concept of body positivity and body shaming.

## Findings

The existence and operation of a filter bubble was justified by our research. In spite of the negative assessment of the beautifulness of an image by our questionnaire respondents the comments and reactions were completely positive on the same image in social media.

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Our research revealed that the composition of a social media image plays a fundamental effect in the judgement of generation Z members. Additionally, it became clear that even if a person was judged as non-healthy on the basis of her social media self-representation, she can still be considered beautiful due to the professional or emotional nature of her self-presentation.

After we confronted the diverse judgement of healthiness and beauty our respondents tended to define health in a holistic way.

Finally, our study shows that half of our respondents had heard about bodypostivity.

## Originality / Value

In a novel way we used social media images to discover the relationship of healthiness and beauty. We tried to exemplify the effect of social media body images on the judgment of their aesthetics.

## Research Limitations

The research used random social media image sample and tested it on a limited number of Z generation members.

## Practical and/or Social Implications

Our understanding of filter bubble in self-assessment and on the effect of social media on body self-awareness is deepened by this research.

## Keywords

social media, body image, body positivity

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# Micro Channels of the Production of Hate Speech: "Caps" in the Social Media

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## Introduction & Purpose

With the rapid development of the new media, we are experiencing significant changes in our everyday lives. Nowadays, the view that new communication technologies feed the creative culture by increasing user participation is often accepted. For example, Taprial and Kanwar (2012: 44) state that since people have the power to freely express themselves on the internet through social media, the amount of content created by users on the internet is increasing, so that these contents even affect the results in search engines, and companies have to take these results into account. In this context, it is often argued that the new media has expanded the public sphere and created a virtual platform for political participation and debate.

"Research on social media and political debate often focuses on the deliberative nature of communication." (Wright et al. 2015: 44). While these studies focus on how social media creates public spaces specifically designed for political discussion and negotiation, they also discuss the ways in which social media itself is indirectly used as a tool for political negotiation. Wright et al., in the light of these discussions, point out that social media can create a third space where people come together and meet between work and home, talk/write about common issues, without necessarily defining it as a political environment (Wright et al. 2015: 45). Another focus of work on social media is how it creates space for new voices and actors to engage in public debate, and how it empowers users (Shirky. 2009). Again, the third focus on this subject looks at how social media has become a field of struggle thanks to criticism and activism. Accordingly, "when new voices and actors have free access to the media and are able to express their views, they use it to voice their criticism. Social media can also be used to disseminate various views, mobilize people and get support to take different actions. Conflict rather than consensus is the main approach used for this." (Dahlberg. 2007: 837).

Parallel to these developments, the focus of the academic interest is on how and who uses blogs, instant communication tools, social networking sites, video and photo sharing sites, social and business networks. It can be said that the main factor behind this increasing visibility is people's search for cultural expression channels, which directly embrace their own interests,

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social and geographical living spaces, especially in the increasing diversity on the axis of social media.

However, it should not be overlooked that this process works in two directions. It is seen that individuals' making creative forms through social media can include the hate speech, cyberbullying, discrimination and etc. Hate speech can be antagonized in different genres based on political opinion, ethnic origin, religious belief and sect, gender and sexual identity, age, mental or physical disability. Current researches that focus on the reproduction of hate speech especially through new media, constitutes a significant literature. However, it is possible to say that micro-scale studies, which emphasize social media by relating it to the daily lives and cultural practices of ordinary people, are also important for enriching the literature.

## Study Design / Methodology

In this study, it was discussed that social media is able to legitimize hate speech as well as it feeds participatory and creative culture with its user-focused structure. This potential is embodied in humorously content that is called "caps" or "memes" as a form of visual communication. In this context, some specific accounts in Instagram, which is one of the most common social media platforms, named "İnci Caps", "Caps Ver Lan", "Bozkurt Caps" and "Sol Caps" were analyzed through semiotic analysis and evaluated in the context of hate speech and discrimination.

"Caps are shared in the virtual environment, especially through sharing sites such as Facebook, Twitter, blogger; It can be defined as a way of interpreting the events in a cynical and funny way. Caps are derived from the English word 'capture'. Capture a frame of any picture, photo or video image on the computer screen. The English equivalent of this production style, which is defined as caps in Turkish popular literature, is memes" (Aktaş, 2016: 6). "One of the main features of internet caps is that they have an intertextual nature. There are many different forms of caps, which appear as written text, animated visuals or just a text written on an image. Caps can be made from different images, videos and word games. While internet caps are usually the result of a collective effort, some examples can be produced and circulated individually. Although produced individually, the producers of I nternet caps generally remain anonymous" (Karataş and Binark, 2016: 438).

The accounts included in the sampling were determined by the criterion sampling technique, which is a purposive sampling type. In this technique, units that meet a predetermined set of criteria are included in the sample. The criterion is created by the researcher or pre-prepared

criteria list can be used (Marshall & Rossman, 2014). The basic criteria in the selection of these accounts are; They include posts with humorous caps, contain political and gender-focused posts, and have a large number of followers. The visual posts of the accounts included in the sample were analyzed through thematic semiotic analysis and evaluated in the context of hate speech and discrimination. In particular, the visuals and the explanation texts under the caps have been examined as plain and connotative in the context of the signifier-signified duality. In this context, the hate speech and discriminatory subtexts underlying the humorous content of the caps were revealed.

## Findings

The main findings of the analysis can be summarized as follows:

-As Meikle stated, each caps has its own rules and grammar (2016: 55),

-As Karataş and Binark stated, caps bring to light the social, cultural and political structure of the society in which they emerged through humor (2016: 438),

-Caps foster a creative and participatory culture with their anonymity,

-This anonymity is also an empowering aspect, especially for the criticism of absurd events related to political life and daily life,

On the other hand, thanks to this anonymity, hate speech, racist, homophobic and sexist discourses are more easily circulated,

- It is observed that discriminatory discourses can be normalized thanks to the humor element of the caps, as the slapping incident at the last Oscar award ceremony can be given as an example of the fine line between criticism and humor, this line becomes even more blurred when anonymous caps are involved.

## Originality / Value

This study has a unique value in terms of analyzing the relationship between humor and hate speech through an example of new media and regarding the current social and political agenda.

## Research Limitations

In the study, no data was collected from the content producers in the context of the anonymity of caps, and an analysis of the content was made. Subsequently, it is planned to conduct an independent ethnographic study with the content producers.

## Practical and/or Social Implications

This study contributes with an online analysis to answer the question "How much does caps production affect the political, cultural and social ones offline" (Karataş and Binark, 2016: 446). In the continuation of the study, an ethnographic research is planned in which caps content producers will be included.

**Keywords**

Caps, Humor, Hate Speech, New Media, Social Media

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# Media Literacy & Critical News Reading: Preliminary Findings

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## Introduction & Purpose

The purpose of this paper is to address the persisting need for media literacy (Potter, 2013) through targeted research, paving the way for tools which assess media literacy or document the need for interventions. This is part of an ongoing research project on media literacy, undertaken in the Department of Communication at Deree, The American College of Greece. We present preliminary findings on college students, as part of an ongoing effort to foster media literacy based on three steps: diagnose, assess, intervene.

Media literacy is a core skill in today's world, as it enables citizenship (Mihailidis & Thevenin, 2013). Without sufficient understanding of media content, citizens are less likely to make sane and informed decisions not only as voters but also as professionals (Chu & Lee, 2004; Jolls & Johnsen, 2017), educators (Reese & Cohen, 2000), NGO members (Suwana, 2017), and parents.

The advent of the web and social media has brought drastic changes in citizens' interaction and experience with mediated content. Such content appears always decontextualized (Gray, 2015); allegedly selected based on user interests, hence leading to new forms of filter bubbles and echo chambers (Bozdag & Timmermans, 2011; Geschke, Lorenz, & Holtz, 2019; Wolfowicz, Weisburd, & Hasisi, 2021); and too often uncontrolled by rules and ethical guidelines that apply in the mainstream media (Napoli, 2015; Hamada, 2018; García-Avilés, 2019; Daskal, Wentrup, & Shefet, 2020).

Mainstream media and individuals alike use a variety of platforms to reach intended audiences, attract people's attention and explain their messages. Acting as powerful sources, influential players are engaged in an ongoing effort to navigate through the speeding news cycle and stand out, potentially exerting significant influence whether reaching larger or more limited audiences (Bruns & Keller, 2020; Moe, 2008).

Research tries to discover how audiences process messages and content traced on the web and social media. Recent events have shown a lack of awareness of the way such content is produced and distributed and should, consequently, be assessed. We need to acquire more

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knowledge regarding the processes and understanding developed by both digital immigrants and digital natives. We also need to understand factors enabling individuals to properly discuss and assess content whether that be informative, persuasive, entertaining, or promotional (Gilster, 1997; Christ, 2004; Kushin & Yamamoto, 2011; Feezell, 2018; Lee & Xenos, 2019; Apuke & Omar, 2021).

## Study Design / Methodology

Though our broader intention is to map the landscape of existing knowledge; the different populations worth studying further; and the tools we can create and deploy to instill and increase media literacy, we started by exploring the awareness of college students. These students are considered to be digital natives, therefore tech savvy and fluent in the use of platforms. They often distrust mainstream media and question the validity of media content. They demonstrate significant interest in major social and environmental issues but an ad hoc rather than systematic interest in politics (Creighton, 2018; Loos, Ivan & Leu, 2018; McGrew et al., 2018; Pangrazio, 2018; Evans & Robertson, 2020; Maniou, Papa & Bantimaroudis, 2020; Menichelli & Braccini, 2020).

We designed a survey to understand the basic degree of media literacy and awareness of the issues around fake news and informative versus persuasive content (Rasi, Vuojärvi & Ruokamo, 2019).

We intended to explore the degree of media literacy observed in the area broadly defined as fake news. Therefore, we test whether students are in a position to provide accurate definitions of terms like misinformation, disinformation, and malinformation (Ireton & Posetti, 2018). Then, we demonstrate web and social media content that could fall under these categories, asking students to make the appropriate choice. Thus, we can test their theoretic understanding, as well as their applied skill.

## Findings

Though the research is ongoing, our findings indicate significant peaks and valleys with respondents demonstrating some understanding of the key challenges and issues but varying performance in identifying these when exposed to actual content. We use this small-scale research as a pilot for further exploration, especially in different age and education segments, as well as a guide that will help educators design media literacy programs and tools.

## Originality / Value

The value of this research lies in an effort to gradually create a full-scale intervention starting with an assessment and deep understanding of the situation and then proceeding with the development of tools tailored to the specific case.

## Research Limitations

This is a small sample in the first stages of the analysis. More empirical evidence can help define the specific needs of Greek College and University students so that digital literacy tools are developed. Furthermore, this research only covers fake news detection and not the entire spectrum of media literacy.

## Practical and/or Social Implications

Based on these findings, we argue that today -more than ever- people need to return to the basics of information and communication technology and purposefully revisit their relationship with the world of information and its mediators. They need to build awareness around the fundamentals of the converging industries (computing, telecoms, content) as well as their effects at an individual and collective level.

Young people, especially late Millennials and the Generation Z need to escape the shallow daily hype that consists of short-lived narratives and acquire media-related knowledge that expands beyond the experience gained by the habitual use of social networking platforms.

The ability to critically acknowledge and appreciate the practices and techniques of the contemporary obscure but dynamic and constantly evolving system of information dissemination and publicity can be acquired by revisiting the various aspects of media/digital literacy.

Discussing media/digital literacy in the era of social network/media frenzy requires cutting through the information noise and seeking the truth in people's daily interactions with mainstream media, the government and commercial brands that compete for the attention of audiences, citizens and consumers.

## Keywords

media literacy, ICT, news media, sources, social networks, audiences, information

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# Media Literacy, Fact-Checking and Cyberbullying

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## Introduction & Purpose

Discussions on the concepts of digitalization and post-truth are intensifying. The focus of these discussions, which accelerated with the pandemic process, is primarily on technologies and the effects. Therefore, by focusing on these concepts, individuals live in a universe where it refers to the technological possibilities emerging every day and the consequences of these opportunities. While this cosmos evolves from the universe known today to the Metaverse, in other respects, individuals are likewise in a centralization where a single instrument controls everything with technological convergence. Although this centralization forces all to a more accessible and more effective communication process by gathering many prospects on a single gadget, this situation has even adverse aspects. In particular, these centralized devices make information dissemination never so faster and more uncontrolled. Both velocity and lack of control combine, and we transform into individuals and societies living under the post-truth. The circumstances may adversely affect growing and developing individuals the most. Cyberbullying emerges herein and jeopardizes individuals' development and psychological health. It is possible for individuals exposed to cyberbullying to develop many psychological disorders. From a media perspective, the information does not permanently usher in the circulation of correct information. As the circulation momentum and opportunity grow, the dissemination of incorrect information therewithal augments. The spread of this untrue information may likewise trigger or pave the way for cyberbullying. Hence, the necessity of fact-checking to confirm and verify the information arises. Fact-checking methods directly correlated to digital literacy and media literacy issues. It is vital to comprehend how to verify which information and protect against false, fraud, and fake news. In this study, media literacy and cyberbullying issues are discussed on the axis of digitalization and digital transformation, and fact-checking methods and tools obtained from various sources are argued and assessed.

## Study Design / Methodology

Description of the research (include a description of the study design, research location, participants, intervention, and methods of collecting and analyzing data if applicable).

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In this study, media literacy and cyberbullying topics are studied in the context of digitalization and post-truth with the library research method, and the verification techniques used in fact-checking websites are included.

## Findings

This research provides information on media literacy and cyberbullying issues resulting from digitalization in the literature. In order to study, numerous sources have been reviewed and analyzed. Seemingly, the topic has been the subject of study in different fields.

According to Bhat, Chang, and Linscott, cyberbullying may negatively impact the school success of exposed students. Moreover, some psychological disorders and youth suicides are linked to cyberbullying. As a result, they report that some initiatives targeting young people, families, and school personnel draw attention to media literacy and implement practices aimed at the detrimental usage of social media (Bhat, Chang, & Linscott, 2010).

Furthermore, according to Kurniasih, Kuswarno, Yanto, & Sugiana, almost all participants in their study use the internet at home via a computer or smartphone. Therefore, media literacy is expected to start at home to overcome cyberbullying. Schools, parents, students, regulations, and environmental conditions are key factors in minimizing cyberbullying in children. It is essential to introduce internet features, privacy awareness, understand the legal implications, and transfer internal policies to children to avoid cyberbullying (Kurniasih, Kuswarno, Yanto, & Sugiana, 2020).

According to Bhat, Chang, and Ragan, a saturation of information communication technologies (ICTs) requires proactive and comprehensive prevention and intervention strategies. At the center of efforts are the education and regulation of students, parents, teachers, school administrators, and community members. The foundation of effectively preventing cyberbullying is to determine actions and behaviors and their consequences and boost broad media literacy. Programming shall increase knowledge and awareness of the problems and effects of irresponsible internet service in general and cyberbullying. In addition, it should attain with the rapidly developing electronic age by considering both positive and adverse opportunities proposed by the legislation (Bhat, Chang, & Ragan, Cyberbullying in Asia, 2013).

According to Beyazit, Simsek, & Ayhan, practical strategies for the prevention of cyberbullying are the use of information and communication technologies by adolescents on parental control, education on both information technology, and media literacy courses for parents and teachers (Beyazit, Şimşek, & Ayhan, 2017).

According to Jäger, Amado, Matos, & Pessoa, cyberbullying was mainly related to new technical developments and new usage patterns, lack of media literacy and media education, and lack of appropriate law, control, and reporting. The approaches to combating cyberbullying recommended by experts and trainers include providing advanced information on ICTs and e-security, good rules, monitoring mechanisms, and enforcement (Jäger, Amado, Matos, & Pessoa, 2010).

According to Akça, Sayımer, Tuesday, and Başak, combating cyberbullying is handled as a type of violence at school, focusing on its causes and effects on students and preventing cyberbullying activities with examples from the world and Turkey. The concept of digital literacy or new media literacy has also been discussed as one of the tools to combat cyberbullying (Akça, Sayımer, Tuesday, & Başak, 2014).

According to Ozmen; the conceptual framework of cyberbullying, the reasons for the increase in digital violence (ease of access to the internet, the anonymous structure of the internet and the concealment of the identity of people, the desire to increase the number of likes of their posts), awareness of cyberbullying (presentation of cyberbullying in the media, the opinions of parents, teachers) new media in preventing cyberbullying Suggestions on the importance of literacy and how cyberbullying can be thwarted (Özmen, 2018).

According to Akça and Sayımer, it is to draw attention to the risks of the digital environment, especially for children, and the need for new media literacy education in this context. As a result of the study, it has been seen that there are many quantitative studies on children's internet and social network usage habits and cyberbullying experiences in many countries, including Turkey, and some of these studies have similar results. Some have different results depending on the sample and questionnaire. On the other hand, it has been stated that there are few studies on the effect of family surveillance on cyberbullying, and there is a need for research that focuses on the fight against cyberbullying and uses different methods and techniques (Akça & Sayımer, 2017).

On the other hand, fact-checking sites such as teyit.org, dogrulukpayi.com, and malumatfurus.org in Turkey, and international websites such as BBC Reality Check, Full Fact, FactCheckNI, The FactCheck blog, The FactCheck blog, FactCheck.org, Snopes, PolitiFact, First Draft divide the disinformation types into seven categories: Fabricated content, misleading content, manipulated content, parody content, false connection content, imposter content, false context content. It is possible to deliver the fake-news every day with much content that can be evaluated under these categories. Contrarily, some verification and fact-checking methods can prevent the dissemination and adoption of disinformation. Fact-checking methods

naturally vary according to disinformation's content, type, media, date, and source. Furthermore, by fact-checking methods, observant eyes use diverse methods according to the content of each unique disinformation. Some fact-checking methods are listed as follows:

- Matching the same news from additional sources,

- Searching the visual content from search engines with reverse visual search,

- Using Google's advanced search,

- Using the deep web,

- Consulting an expert,

- Verbal confirmation,

- Video review,

- Audio recording review,

- Troll-bot profile detection,

- Tracking official channels,

- Map satellite image inspection,

- Street image check,

- Archive scanning,

- Use of automated fact-checking software,

- Benefiting from fact-checking sites.

## Originality / Value

The study emphasizes the importance of media literacy and fact-checking in line with the increasing digitalization and post-truth concepts in recent years and emphasizes that this may be an effective instrument in the struggle against cyberbullying. Although there are many studies in diverse fields, this study provides essential details and findings to the communication literature to address the matter of fact-checking on media literacy.

## Research Limitations

Since fact-checking websites are navigated by more than one institution, organization, and association in almost every country worldwide and broadcast in different languages, sites in non-English and non-Turkish languages have been neglected. On the contrary, some English sources contain duplicative information inappropriate to evaluate.

## Practical and/or Social Implications

As a result, it is crucial to verify the information as a part of media literacy in the fight against cyberbullying, as suggested in the literature and on various fact-checking websites. This study discusses this issue, and miscellaneous information was accessed by the library research method. In the light of the findings, it was concluded that media literacy from the communicator's perspective is essential as the protective shield of individuals surrounded by digitalization and post-truth while the world evolves into the Metaverse.

## Keywords

Media Literacy, Fact-Checking, Cyberbullying

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# Relation of Misinformation and New Media Literacy At The Beginning of The Ukraine-Russia Crisis: A Research on Fact-Checking Websites

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## Introduction & Purpose

The Ukraine-Russia crisis, which started on February 24 and eradicated the world's agenda, rapidly evolved into a case worldwide of social media effects. This crisis where is defined in various sources as "2022 Russia's Occupation of Ukraine", "Military operation launched by Ukraine to purge the military and Nazism," "the Ukrainian-Russian War," "Tension," and social media posts correspondingly support it. It has increased in parallel with the spread of the facts or misinformation. Users may share much inaccurate, verifiable truths about the Ukrainian-Russian crisis on social media platforms. Nevertheless, there are also fact-checking organizations: teyit.org, dogrulukpayi.com, malumatfurus.org in Turkey, and international websites such as BBC Reality Check, Full Fact, FactCheckNI, The FactCheck blog, The FactCheck blog, FactCheck.org, Snopes, PolitiFact. These websites aim to query, research, and verify the remarkable information transferred/disseminated on digital platforms. This process is a part of new media literacy, consisting of access to information, critical thinking, information analysis skills, and information production skills. In this way, it is possible to prevent misinformation, reduce its spread, and combat disinformation. Because the interpretation of information without new media literacy can be as harmful as being exposed to misinformation, in this context, this study provides details on misinformation and new media literacy. Moreover, it shares the results by analyzing the processes and findings of fact-checking organizations to verify news and sharing content formed at the beginning of the Ukraine-Russia crisis. Two fact-checking organizations' (on teyit.org and dogrulukpayi.com) verified posts between February 24 and March 24, 2022, were comparatively examined, and the findings were analyzed and shared.

## Study Design / Methodology

This study aims to analyze the content of the shares created due to verifying news and shares, in the context of new media literacy, on two fact-checking organizations' websites: teyit.org and Dogrulukpayi.com in Turkey. To determine the difference between the two platforms, we

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analyze the differences between those groups. A supported quantitative content analysis method was used.

In the study, ninety-four posts were reviewed (Photo, text, video), and the researcher quantitatively coded them according to the meaning categories. The research model was created based on three levels identified in the "Personal Branding On Twitter" study by Brems et al. (2017). The content's type and platform at the first level, the verification of the information (fact-fake), and the misinformation category at the second level (Satire or parody, misleading content, imposer content, fabricated content, false connection, false context, manipulated content); at the third level, the amount and type of interaction are analyzed. As of the stated study, re-sharing such as @Retweet) is to determine the interaction's amount and type.

In line with the purpose of the research, the research questions are as follows:

• R.Q. 1: What platforms and content types do fact-checking organizations encounter while verifying during the crisis?

• R.Q. 2: What are the misinformation categories of news that fact-checking organizations did not verify during the crisis?

• R.Q. 3: What are the interaction types and content levels reviewed by fact-checking organizations during the crisis?

• R.Q. 4: During the crisis, is there a significant difference between the misinformation categories of the confirmers on teyit.org and dogrulukpayi.com?

**Findings**

This study analyzes the verification posts on the fact-checking platforms during the Ukrainian-Russia crisis, and news and posts tested by fact-checking platforms are in different encodings. Two fact-checking platforms, teyit.org and dogrulukpayi.com, were examined and the posts discussed in the first month of the Ukrainian-Russia crisis are categorized. From the beginning of the crisis, most detected misinformation types, the content of posts, platform information, and dissemination path in evaluated posts are analyzed. According to the research findings, the posts analyzed were ninety-four from 22 February 2022 to 22 March 2022. It was specified that ninety-three of these posts are fake.

In this study, which emphasizes the importance of new media literacy, many posts were made concerning the subject on social media from the first moment military operations started. In parallel with it, fact-checking platforms have started investigating the posts and revealed the

findings. Although both platforms verify the posts' truth, they assess the matter in various ways. However, both platforms provide the source, type, content, misinformation categorization, and accuracy of the post. On the other hand, both platforms have mainly highlighted social media platforms. Therefore, it may be possible to access interaction and share information on analyzed posts when shared on SM.

Fact-checking platforms report accuracy tests with various methods and techniques, such as reverse image search, archive scanning, benchmarking data, and finding the source. Thanks to those methods, they may verify the information's accuracy. The majority of the posts in the study are on Twitter (81.91%), and the rest are on Facebook, websites, Instagram, TikTok, and WhatsApp. Its dispersal was similar to both fact-checking platforms and in the same order. Moreover, content types of rates are 46.8% from photos, 43.62% from videos, and 9.57% from texts.

teyit.org provides information about misinformation categorization in each analysis. On the contrary, dogrulukpayi.com only classifies the posts as fake, partially incorrect, and accurate. The researcher analyzes the misinformation categorization to match both platforms. Consequently, both platforms have found 70.21% false connection, 11.70% fabricated content, 7.45% manipulated content, 4.26% of misleading content, 3.19% false context, 1.06% parody/satire content. In this process, on both platforms, no imposter contents were found.

The Mann-Whitney-U test has controlled the results of the examinations via both platforms, and no significant differences were found (U = 33,00; p> 0.05).

In other respects, social media platforms allow the posts to interact in various aspects. On Twitter, they are the reply, retweet, like, and share; on Facebook, they are like or comment; on Instagram, it is like, comment, share and add to collection; in TikTok, they are like, comment and share. However, there are no specified interactions for websites. However, quoting/duplicating on all platforms (with various mentions and techniques; taking the screenshot, using #hashtag or @tagging) is frequently used. In the light of this, the posts were analyzed by both fact-checking platforms, receiving (average) sharing (only Retweet) 4586 times and interaction 3691 times (on Twitter, Facebook, Instagram, and TikTok: like + comment). Averagely, receiving more shares than interaction leads to misinformation and fake news dissemination that supports the idea of the importance of new media literacy.

## Originality / Value

The study reveals significant findings regarding a better understanding of the importance of the new media literacy in the post-truth age and a better understanding of misinformation in crisis cases such as war.

## Research Limitations

This study only analyzes 22 February-22 March 2022 on the Ukrainian-Russia crisis and analyzes information verification shares on teyit.org and dogrulukpayi.com websites.

## Keywords

New Media Literacy, Misinformation, Ukraine-Russia, Fact-Checking

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# The Effects of Smartphone Addiction on Sleep Patterns and Depression in Adolescents and Preventive Pediatric Nursing Approaches

*Abdullah Sarman[1]*

## Introduction & Purpose

The use of mobile devices is increasing day by day. This also applies to smartphones. As smartphones become more widespread, they have become an important part of the lives of children and adolescents. With an increasing number of uses, the risk of developing a smartphone addiction is increasing. The results of some studies have shown that smartphone addiction causes sleep problems in children and adolescents, reduces sleep quality, and causes mental problems such as anxiety and depression. Some studies conducted in recent years have revealed that the issue is related to the increase in the development of cyberbullying and depression among children and adolescents. Sleep is very important for the development of children. It has been determined that sleep problems cause physical, psychological, social, and somatic problems. It has been determined that light-emitting electronic devices affect circadian rhythm and cognitive performance in adolescents. The results of a global study showed that mobile device use causes late sleep, which in turn leads to reduced sleep duration in children and adolescents. Some of the studies investigating the reasons for the use of smartphones have shown that children and adolescents use these devices to access the Internet. It has been determined that long-term use of the Internet causes sleep problems. It is known that insomnia is the basis of many mental illnesses. It has been determined that smartphone addiction and sleep problems increase the risk of developing depression in adolescents. It was also determined that the physical activity levels of children with smartphone addiction decreased. It has been reported that this is a factor that reduces sleep quality and increases depression and anxiety. Adolescence is one of the periods when children commonly use technological devices. It is thought that there are still some gaps in the literature in determining the effect of smartphone addiction in adolescence on the development of sleep problems and depression. In this study, it was aimed to compile studies on the possible effects of smartphone addiction on sleep problems and depression among adolescents and to contribute to the existing literature.

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## Study Design / Methodology

A literature search was done in PubMed and Science Direct databases and studies published between 2011 and 2021 were included. The literature review was conducted between January and February 2022 using the keywords "adolescent", "depression", "nurse", " sleep problems ", and " smartphone addiction" in English. The titles and abstracts of all studies identified after the electronic search were independently reviewed by the researcher. Articles were considered eligible if any part of the article was helpful in describing the meaning, scope, premises, characteristics, results, and empirical references of the study. Studies still in progress between the case reports and the dates of the literature review of the study were excluded. Five studies meeting the criteria were included in the study.

## Findings

When the results of the research were examined, it was determined that the use of smartphones, especially at night, is common among adolescents. It has been determined that adolescents use chat and social media applications on their smartphones before going to bed at night and therefore experience sleep problems. It has been determined that adolescents are more vulnerable to the topics that interest them on smartphones than adults. It has been determined that girls develop more smartphone addictions than boys. It has been determined that girls use smartphones to communicate and boys use them for activities such as watching videos, movies, and playing games. Excessive use of smartphones can cause various negative effects in adolescents, such as anxiety, lack of social interaction, and addiction. Study results showed that girls are more likely to experience insomnia problems. It has been determined that the insomnia occurred due to excessive use of smartphones at night. Some studies have mentioned the importance of sleep in growth and development and shown that a decrease in sleep duration will negatively affect the development of adolescents. Inadequate sleep duration in adolescents may cause them to be sleepy during the day and lower their academic achievement levels. Adolescence is an important period in the development of intellectual function through academic achievement and social function through interaction with the environment. It has been stated that the prevalence of depression is higher in girls than in boys, especially if the adolescent has experienced depression before. Developmental differences between males and females in adolescence were associated with differences in depressive symptoms and levels of depression. Adolescents who experience a stressful situation and cannot solve their problems may feel worthless. This can cause long-term effects and decreased motivation. The greatest threat to a child's safety is the use of a smartphone without a parent's guidance and direction on safe use. Pediatric nurses must address the

consequences of inappropriate smartphone use with their expertise, knowledge, and assessment strategies. It is suggested that healthcare providers should be aware of the effects of smartphones on adolescents, be aware of the negative repercussions of smartphone abuse, and encourage parents to actively act as role models and monitor their children's smartphone use.

## Originality / Value

This study showed that sleep problems are common in adolescents who are addicted to smartphones. In addition, it has been suggested that various cyber risks may be encountered in such addiction situations; therefore, triggering factors should be determined beforehand and nurses should be careful.

## Research Limitations

This study is limited due to the inclusion of only articles published in the related field between 2011 and 2021. In future studies, it is thought that it will be useful to determine the causal relationships between smartphone addiction and the psychological characteristics of adolescents and to determine the triggering factors.

## Practical and/or Social Implications

Pediatric nurses should be aware of the physical, emotional, and social risks of smartphone addiction and identify adolescents with excessive use by performing various screenings.

Reduction strategies to limit long-term phone use in adolescents should be implemented.

Pediatric nurses should ask adolescents and their families about the time they spend on smartphones during the day.

Pediatric nurses should detect physical and mental changes, sleep disorders, and any problem-causing conditions in adolescents at an early stage,

Pediatric nurses should be aware of conditions such as anxiety and depression caused by incompatible smartphone use and should actively use treatment options such as preventive individual and family counseling.

## Keywords

Adolescent, depression, nurse, sleep problems, smartphone addiction.

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# Gender Discourse and Representation in Media Texts

*Badia El Harraki*[1]

## Introduction & Purpose

The present paper is an attempt to analyze the discourse of women subjected to marital violence in Moroccan media. In this regard, we will analyze how these women legitimize their discourse through different strategies, the aim of which is to establish a mode of argumentation that victimizes them and demonizes the violent husbands. The site from which the data is extracted is Medi 1TV's show. Specifically, we will be concerned with the ways women articulate propositions through moral legitimation to send messages that can be decoded only by reference to the cultural variable of language. The stories scrutinized are significant in that they foreground the extreme suffering women are subject to within a patriarchal society that leaves no room for acceptable alternatives at the economic, legal, and social levels.

## Study Design / Methodology

Our research is shaped by the assumption that the intricate relationship between media and the audience is complex and significant in the sense that the media constitute a platform where women seek to legitimize their position and delegitimize the position of the wrongdoers and a platform for Moroccans to express their attitudes and opinions about these women. Hence, we will have a chance to test whether the women in the show have succeded or failed to persuade.

## Findings

We will start by explicating the way in which the legitimations in the narrative were established by adopting Van leeween's four legitimation strategies (women's discursive practice (production) in the Moroccan context). Then, we will survey how Moroccans perceive the image of women subjected to violence in Qesset Nnass (the audience' s discursive practice in the Moroccan context). To do this, we have collected data from Medi 1 TV website and YOUTUBE, data that consists of all the comments on the show (episodes that dealt with marital violence against women) during the period starting from 9/4 2013 to 2/10 2015.

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## Originality / Value

The nature of the subject has made our research a mix of methodologies in that while whe have adopted a qualitative approach in analyzing the discourse of the women subjected to violence in the shows through direct observation, it has been compulsory to deal with the comments of the audience in a quantitative manner. This methodological step has enabled us to circumscribe the relation between media and public opinion in a manner that can make it possible to see how mutual and direct this latter can be.

## Research Limitations

One main limitation of this research has to do with the decision to focus on one show and exclude others. This decision has been taken due to the intricate nature of the topic that encompasses many issues that range from social, cultural, economic, etc… to legal ones; hence, including other show would have weakened our analysis due to time and space constraints. In addition to this reason, incorporating another show, which has a different structure and dynamics, would have deprived us of the uniformity that we look for in our analytical framework.

## Practical and/or Social Implications

we will deal with the media texts produced by these women as narratives in order to answer the question of how women discursively legitimize their practice by using the four legitimation strategies introduced by Van Leeuwen (2007): authorisation, moral evaluation, rationalization and mythopoesis, which are used by the speaker separately or in combination to legitimize the speaker's position and delegitimize his opponents' with a special focus on moral evaluation as a legitimation strategy. This is done by laying out the semantic macrostructures of the main texts under study as they constitute the key messages that are most easily stored and retrieved by the text user, and are therefore a useful starting point for analysis (van Dijk, 2009).

## Keywords

Gender violence, Women discourse, moral evaluation, Media, Morocco.

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# An Intercultural Comparative Study: Romania and Japan. Students' Perceptions of Online Teaching Experience and Learning Practice during the COVID-19 Pandemic[1]

*Cringuta Irina Pelea[2]*

## Introduction & Purpose

The present study aims to examine and compare the perceptions of online teaching experience and learning practice in students from Romania and Japan during the COVID-19 Pandemic, which has significantly impacted how university classes have taken place in the last two years.

Questions arise about how the students' cultures have affected their perceptions of the online teaching and learning process and if there are any substantial differences in the students' feedback regarding various online learning applications which have been used in class.

## Study Design / Methodology

This unpublished study was conducted from October 2021 to January 2022 in Romania. In order to collect data, ten sessions of focus group interviews were conducted using Microsoft Teams and Google Meet.

120 Romanian students from a Romanian private university and 102 Japanese students from various academic institutions were interviewed online in the Romanian and Japanese languages.

The participants were undergraduate and graduate students, with an average age of 23.2 years old, and 58.9% were females. All the interviews with the Japanese students were conducted in the Japanese language, an aspect worth mentioning as strengthening the accuracy of the results and removing any language barriers that might have hindered the research. All the data is in the process of being translated into the English language.

Four research questions guided this study:

- What are the perceptions of Romanian students towards online teaching?

- What are the perceptions of Romanian students towards their learning practice before/during/after online classes?

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- What are the perceptions of Japanese students towards online teaching?

- What are the perceptions of Japanese students towards their learning practice before/during/after online classes?

## Findings

Significant differences between the perceptions of students from Romania and Japan were recorded.

The Japanese students proved to be more worried about the outcome of the educational process and how they feel that online teaching is less effective than face to face classes. Most of them have expressed consistent worries about how the pandemic will affect their grades, graduation and future employment prospects. According to their statements, the pressure is higher than the regular classes they had before the pandemic. The Japanese students have expressed insecurities about addressing questions in online classes, given that they were not accustomed to doing so in classes before the pandemic.

Romanian students have different learning practices and exhibit other behaviour patterns in online classes, being more prone to turn off their cameras during the course, while the Japanese students do not. They are more familiar with discussing and analyzing various topics relevant to the class with the professor, while Japanese students have firm expectations of being delivered the information (they are more focused on passive learning).

The Japanese students were not familiar with any interactive applications designed to be integrated into the online teaching process, increase the attractiveness of the content, and adjust the students (e.g. Peardeck, Nearpod, Flipgrid).

Most Romanian students identified the major disadvantage of the online classes as the lack of nonverbal communication and bonding with their friends during break time. Concerning the usage of applications in online classes, the one they mentioned as being the least friendly is Flipgrid, which makes them feel less comfortable, given the premise of recording oneself and sharing the video with one's colleagues. The one they appreciated the most was Peardeck.

## Originality / Value

Until this moment, no similar research has been published. The originality of our approach lies in conducting a comparative study between Romanian and Japanese students.

Furthermore, we would like to emphasize that we have investigated the students' perceptions regarding online teaching during the pandemic by conducting the interviews in their native language: Romanian for Romanian students and Japanese, for the Japanese students.

The data we have collected also addresses to some extent the students' feedback regarding various digital tools and apps for the ones who have used the apps for a longer time or for the Japanese students who tried the apps for the first time.

## Research Limitations

The data is in the process of being translated into English.

One of the limitations encountered is culturally rooted, meaning that most Japanese students were reluctant in expressing less favourable opinions regarding the teaching process and their satisfaction with the learning practice. We had to "read" through their reluctance and interpret their answers through the lenses of Japanese culture and etiquette.

Expressing their opinions about the problems and difficulties they had struggled with in online classes was the most challenging aspect. It was much easier to conduct the interviews with the Romanian students, who confessed to being very comfortable with the environment, as they were already acquainted with the researcher.

## Practical and/or Social Implications

Practical implications: the study hints at how digital tools could be adjusted to fit from a cultural and social perspective to Japanese online university classes (for instance, some Japanese students express their lack of comfort when they had to assess their stress of comprehension level with ready-made Peardeck slides).

Social implications: the research presents two different online educational models from two distant countries (in terms of both geographical distance and culture). Thus, it also offers advice on how online teaching can be tailored according to the students' cultures to increase their learning motivation and overall efficiency of the teaching process.

## Keywords

Online teaching, intercultural study, Romania, Japan, educational digital tools

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# Instagramming Feminism in Colombia: A Critical Discourse Analysis of *@LasIgualadas*[1]

*Ana María Cuesta López[2]; Admilson Veloso da Silva[3]*

## Introduction & Purpose

The first recognized historical records of feminist movements date back to the 18th century, when small, organized, and collective protests began in some parts of the world (Rycroft, 2017). In Colombia, the initial big step when women claimed their autonomy occurred from the right to vote in 1954, during the first wave of feminism in the country (Forero, 2008). Despite being characterized as a movement that seeks gender equality; feminism has been framed by traditional media in ways that can distort its perspective in society (Beck, 1998). Some of the feminists' most significant obstacles are overcoming the stereotypes, misconceptions, and extremisms associated with this term, which seem to have broken the authentic aim of the movement.

In the last decades, the rise of the Internet-enabled issues of social interest have become topics for online discussions (Mann, 2014; Looft, 2017), including user-generated content (UGC), which extrapolates the mediation of traditional media outlets. In this regard, social media platforms have been helping feminist movements to get in the spotlight, allowing users to organize, reach, and disseminate information (Eslen-Ziya, 2013; Crossley, 2015). Within this online sphere, ranking among the most popular social media applications and with a strong approach to visualities (Highfield and Leaver, 2016), Instagram has also become a rich field for feminists to dispute the narratives around the movement (Mahoney, 2020; Crepax, 2020; Savolainen et al., 2020).

Considering the possibilities brought by new media and the Internet, this study addresses the question: how are the discourses about feminism constructed on Instagram in Colombia? Hence, the paper seeks to analyze the characteristics of the discussions carried out on the Instagram comments in the most important feminist account in Colombia, Las Igualadas (@LasIgualadas).

## Study Design / Methodology

The research covers two aspects: theoretical discussion about feminism in the specified context; and the empirical analysis of Instagram content (publications and comments). Firstly, the work covers the main theories regarding gender studies, feminism in Colombia, and new media from a communication science perspective. The empirical part consists of multimodal research combining exploratory research relying on the method of nethnography (Kozinets, 2020), followed by the critical discourse analysis (Fairclough, 2013) of the page content posted on the Instagram account @LasIgualadas, the most popular of its type in Colombia, and the discussions promoted by users in the comments section. The analyzed and interpreted dataset is selected utilizing the fifth operations procedure proposed by Kozinets (2020). The sample corresponds to the top 20 most interacted publications of the page from its creation up to March 2022, in addition to the five most popular comments on each post (based on reactions and replies to those comments).

## Findings

Due to the ongoing nature of the research, the results are yet preliminary and expected. Hence, the study will contribute to interpret what are the factors that make Colombian Instagram users have a positive or negative perspective on feminism and how the platform influences this phenomenon. Furthermore, the paper seeks to understand the impact on the way how information is conveyed in social media, when it comes to feminism, and the influence of the topic and format in which the information is presented. Preliminary results indicate that the use of Instagram by @LasIgualadas could help to create a less stereotypical perspective on the movement in contrast to traditional media coverage, generate more knowledge on how the movement works, and raise awareness about violation of rights that could lend to broader policy-making debates in society. In contrast, some parallel discussions provoked under the analyzed publications try to dispute the user's attention and deviate the main topics of discussions, as an intent to distort the initially proposed narratives and diminishing feminist agendas. However, the study indicates that user's counter-argumentations to these attention-deviating or provocative comments could balance the debate and preserve the main narratives.

## Originality / Value

This research contributes to the understanding of how feminist movements generated discussions on Instagram content can influence the online debate about their agendas by other users of the platform. Additionally, the format of this study could serve as a base for analyzing other social movements agenda debates on Instagram.

## Research Limitations

The study has a specific geographical focus, Colombia, which is directly connected to its socio-cultural aspects and to the analyzed platform usage (Instagram). Hence, the results can not be generalized to other countries or regions or to other social media platforms. In addition to it, the sample is limited by a single page @LasIgualadas and by the number of analyzed posts and comments, offering a qualitative analysis. Further research could expand this analysis to other pages and increase the number of posts/comments.

## Practical and/or Social Implications

Instagram is a popular platform that is directly connected with how we communicate nowadays, especially amongst young audiences, and thus its usage may play a role in influencing public debates. Moreover, users' argumentations following the initial topic of a publication foment a discussion that could benefit feminist movements perception by society in a more positive tone than traditional media coverage.

## Keywords

Instagram, critical discourse analysis, feminism, digital culture, Colombia

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# Studying Communication on Public Health: the Case of Obesity

*Enes Çetinkaya[1]*

## Introduction & Purpose

This study deals with the dimensions of communication on public health in the context of obesity. Two major aspects are in focus. One is the advertisements and the second is the news. This paper combines the recent literature with the recent research on the communication aspects on the "pandemic"of obesity. The commercial promotion of various products associated with human and public health are subject to public or sectoral regulations. Obesity has been accepted as a public health problem, or even a pandemic in recent years. Advertisements of food, "over-consumption of which is not recommended" is thought to have a role in the rise of obesity. Therefore, RTÜK (Radio and Television Supreme Council) introduced regulations, which necessitated the insertion of warning messages in the form of supers in certain food advertisements. However, the effect of these supers has not been questioned. Secondly, framing theory points to the fact that the way a social issue is conceptualized through news not only affects individuals attitude but also their expectations from government authorities. Although there has been previous attempts at analysing framing of obesity, the methodological frailties requires further attention.

## Study Design / Methodology

This study was designed as a literature study on public health communication through the example of obesity. In this study, the results of a study published by the author on obesity and some findings of another study that is currently under preparation will be shared. The first study is the supers used in food advertisements that are thought to cause obesity. This research, published in the Turkish Review of Communication Studies, was carried out with 11 participants. In the research, audience awareness for streaming tape messages was determined. The second study, which is under preparation, examines the news about obesity on the three most visited news sites in Turkey in 2018.

## Findings

The first study, analysis of the interviews indicated that warnings through supers were not noticed, and the main reason for this was the speed and size of the supers. The majority of the interviewees focused on the stories, music and images of the advertisements. Therefore,

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supers do not attract attention among other elements in the advertisement. The interviewees commentated the advertisements they watched as unhealthy food and beverage advertisements in general. The point to be considered here is that commercial communication of foods that may be harmful to health is at loose ends. According to the findings from the other research, which is a framing study, obesity is a problem that mostly arises from individual behaviors. In news texts, overeating, inactivity and individual choices are often cited as the cause of obesity. As a solution, it is often emphasized that individual behaviors should be changed. The point to be noted here is that public solutions are less than individual solutions. It has been determined that the social causes of obesity are ignored in the news. Another important finding is that surgery has come to the fore as one of the solutions to obesity in the news.

## Originality / Value

Obesity is an important health problem faced by countries today. Turkey is one of the countries with the highest obesity rate among European countries. Therefore, it is an important issue to take necessary precautions against obesity, which is an important public health problem in Turkey and in the world. This study focuses on commercial communication of products thought to cause obesity. It was seen that there were studies on the subtitles used in the advertisements when the literature was searched in accordance with the subject of the study. However, there is no study on supers in food advertisements whose over-consumption is not recommended. The second study is important because it questions the social sources of obesity. It is questioned how adequate the regulations to be made by public authorities are. When we look at the literature, it is seen that there are many studies on obesity. However, there is no study examining the functioning of public authorities, legal regulations and solutions for obesity through news texts. Therefore, both studies are important because they focus on an important issue related to health and because they are unique in their field.

## Research Limitations

Since the first study was conducted during the covid-19 pandemic, the interviews were held online. Therefore, data that could be analyzed together with the body language of the participants could not be obtained. The second study is currently under preparation. However, visuals are thought to be important as well as news about obesity. It takes much longer time to analyze images as well as texts. This constitutes the limitation of the research.

## Practical and/or Social Implications

The fact that obesity has become a public health problem necessitates taking precautions against obesity. For this purpose, regulations have been introduced for food advertisements that are overconsumption is not recommended. One of these regulations is the use of warning messages determined by RTÜK at the bottom of the advertisements. The duration of the supers on the screen is also determined by the regulation published in the Official Gazette. However, the findings obtained as a result of this research show that the supers are not noticed by the audience. It is not possible to read and take into account the warnings that are not noticed by the audience. When evaluated in this context, it has been observed that it is not possible for unnoticed messages to affect the target audience. The second study, which is a framing study, examines how obesity takes place in news texts, causes and solutions. It is emphasized in the news texts that individuals will not be obese or can get rid of obesity by changing their behavior. Because most of the solutions are based on individual preferences. Public authorities avoid responsibility by leaving obesity to individual preferences. Therefore, individuals who read news texts will often question their own behavior when considering the causes of obesity.

## Keywords

Advertisement, News, Obesity, Public Health

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# Digital Literacy in the Brave New E-Sphere: How To Survive in An Ocean of False Information?

*Paulo Barroso[1]*

## Introduction & Purpose

One of the messages of Huxley's Brave New World is the alarm against the dangers of technology and the control of society through the manipulation of information. The social circulation of false information is not recent; it's part of the history of the media. Despite the mission of journalism to seek and report the truth, false information already proliferated before the social media. However, the social media give a new impulse to false information, attracting and influencing public opinion. Notwithstanding the noble social functions of journalism in informing, clarifying, and socializing, McLuhan warned of the opposite effects in "Culture Without Literacy" (1953). Warning about situations of falsehood, omission, lies or manipulation that now proliferate in the e-sphere, a new networked virtual public sphere (where we immerse ourselves online in connectivity and interactivity with immanence and immediacy), McLuhan called for the care in interpreting media messages. This is an escalated and reconfigured problem with the Internet. According to Baudrillard in Simulacra and Simulation, we are in a universe in which there is more and more information and less and less meaning. The care in interpreting mass media and social media messages is emerging, imposing the need for a new literacy and citizenship in this new digital public sphere.

The objectives are to understand the repercussions of this new dimension of communication in the digital age and to recognize fake news and disinformation in the digital environment as obstacles to the modern public sphere and to media literacy, in order to survive in our new ocean of false information.

## Study Design / Methodology

By questioning the contribution of journalistic literacy in the new virtual configuration of the public sphere, we will be better able to discern what is true from what is false. As fake news is not easy to identify, media and digital literacy is basic knowledge about the new technological nature of media and how they work. Following a theoretical and conceptual approach based on the example of the journalistic model of fact-checking, this new imposition is discussed as a practice of promoting literacy, citizenship, and democracy in the e-sphere.

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**Findings**

Media literacy promotes critical thinking skills with which citizens can independently and conscientiously choose content, i.e. choose the program, the media or the way to interpret the information received. Media literacy is more difficult when the messages are ideological, rhetorical or with implicit content. In these cases, it is imperative to identify: the significant facts/events in the news; the causes of events and journalistic criteria; the connections between events and agents and their consequences; the information included and omitted; the choices of words and images (denotative or connotative) presented or shared; the order of narration of the facts; the presentation of direct speech or points of view.

With media and digital literacy, it is possible for citizens recognize whether (and how) the media are used to (dis)encourage debate based on false, distorted, or hidden information. Media and digital literacies are as one and are an important democratic instrument in the public sphere, especially in this digital age of online.

Media literacy and digital literacy are a continuum and not fixed categories. Literacies are multidimensional: cognitive, emotional, aesthetic and morals. Information speed factor (immediacy and ephemerality) is one of the main features of new digital media and their uses and consumptions without time to reflect. Digital media technology implies "digital literacy". The technology digital and "digital literacy" are interrelated.

Globalization implies both technological transformations (means and devices of communication and information) and social and cultural transformations (mediated, digital interactions). Each medium has its own characteristics and effects (i.e. its literacy requirements). The brave new world of Huxley is now a new e-sphere, a "retribalized" world-society under the influence of the media and social networks. This is where the consumption of information is more susceptible to illiteracy and fake news (like a cause-effect relationship). Considering the Portuguese have, on average, accounts created on six social networks and about 70% of the population uses social networks, and mostly via mobile phone, there is an increasing indistinction between the truth and the lie (the real and the unreal) transmitted by the media. There is not just one type of literacy, there are many depending on the case.

**Originality / Value**

The new technological means of communication means new and original ways of thinking about them and their multiple uses and effects. The same happens to the concept of literacy; it changes, becomes more comprehensive and becomes a practical and necessary capacity to participate in the public sphere, which is also a new and digital one. The originality and value

of scientific research about these themes/problems is demonstrated by the new journalistic projects of fact-checking, whose objective is to ascertain the truth of the messages that circulate in the public sphere. It is no longer enough the journalists to produce news; it is necessary to verify facts and separate them from false information. It is necessary to think and rethink the mechanisms and means of information production, namely those of the digital dimension, which allow a faster circulation and propagation of information and its consequences.

## Research Limitations

The main limitation concerns to the practical case studied and known in this investigation, which is just one existing case of fact checking in the Portuguese media the "Polígrafo" (Polygraph).

## Practical and/or Social Implications

Literacy is a practical skill; it is applicable to everyday life by any citizen in the public space. Thus, having tools to inquire about the information that circulates in the e-sphere and, mainly, in social networks, has immediate consequences and implications in the protection against misinformation or false information that contaminate public opinion. False information grows more and more and social networks abound, where most people are online and digital. The phenomena of the increasing use of mobile technological devices (such as cell phones or smartphones) and the use of social networks are closely associated with the increasing frequency of misinformation and false information. Therefore, it is necessary to acquire skills and practical skills to be preventive and react to this overwhelming phenomenon of information manipulation in an increasingly digital world.

## Keywords

Digital literacy, e-sphere, false information, new media, technology.

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# Detecting and Preventing Internal Fraud to Improve Business Efficiency: A Case Analysis

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## Introduction & Purpose

Detection of the internal frauds is a difficult process as they are hidden by fraudsters. According to the ACFE Report, the vast majority of fraudsters use different methods to hide the fraud. According to the ACFE 2022 Report, most common methods are; tip, internal audit, management review, document examination, by accident, account reconciliation, automated transaction/data monitoring, external audit, surveillance/monitoring, notification by law enforcement and confession. More than half of all tips came from employees; thus, the hotlines and an open internal communication environment is crucial for detection of fraud. The formal way of getting tips is; telephone hotline, email, web-based/online form, mailed letter/form, fax and others. The informal way of reporting fraud is to report to individuals within the organization. Whistle-blowers who don't use hotline mechanisms are most likely to report to direct supervisors, executives, internal audit teams, fraud investigation teams or their co-workers. The aim of this study is to determine the efficiency of internal communication channels by using interpersonal deception theory to understand and detect business fraud.

## Study Design / Methodology

The analytical methodology of the study was tried to be understood with the case study. The sample was selected by purposive sampling method. Case study analysis was carried out in two hotels operating in the province of Antalya. The sample of the research consists of senior managers of two hotels. Data were collected through face-to-face interviews with senior managers. The collected data were classified and analysed. The analysed data were interpreted and turned into a report.

## Findings

As a result of the research, it has been determined that business fraud is a kind of lie and therefore disinformation, causing measurable and immeasurable losses in organizations. It has been found that people who have trained in internal fraud detection are more successful than those who have not trained in fraud detection. Another important result of the research is that

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fraud can be detected earlier in organizations where whistleblowing lines (internal communication) are active. What a healthy internal communication channels should be in order to prevent internal abuse is explained in detail in this study. In addition, the importance of corporate communication is emphasized once again with this study. When the outputs are evaluated, this article will develop a whistleblowing policy from managers to employees at the lowest level, by keeping the communication channels clean and removing invisible walls. Finally, with the detection of the fraud that emerged within the company and the solution of the complications brought about by this, it has been observed that the employees act more in harmony with the organizational identity.

## Originality / Value

The scarcity of academic literature in this field, especially the support of this article with case study, reveals the value of this study. In terms of organizational discourse, the conceptualization of fraud from this angle is that we dare to research a lot beforehand, as we have done. On the one hand, the effort for the consolidation of the organizational culture, on the other hand, the professionals were afraid of the turmoil that may arise from the negative attitudes that may arise. In this respect, the comfortable working opportunities of academicians in this field have generally been limited. The originality of this work is hidden in overcoming the invisible walls created within the company and revealing the unwritten hierarchy rules that are silently created. However, another factor that makes this study valuable is that an environment where fraud can be investigated clearly was provided by hotel managers. The fact that these professionals, who faced similar problems in their previous experiences, could foresee possible problems that may arise as a result of fraud and that they wanted to cooperate with academicians to solve these situations also contributed to the clarity of this study.

## Research Limitations

Although this case study has begun to outline the internal fraud statements, the emergence of new instruments that will damage the organizational culture with each passing day threatens the sustainability of companies. In this context, future studies will be able to reveal these frauds by focusing on more micro applications. Since different discourses are developed in different sectors in daily organizational life, future studies may apply the case study in different companies instead of the accommodation sector for future studies. The case analysis applied in this study was conducted by interviewing the managers, instead, in future studies, it can be aimed to detect lower-level internal fraud with a survey study. The destination chosen for the case study is a world-renowned region in the tourism industry. An academic study in this region

is expected to be enlightening especially for the accommodation sector. In this sense, it is suggested by the authors to maintain this attitude, which is related to the selected sector in future studies.

## Practical and/or Social Implications

Hence, it has been concluded that internal losses will be reduced and thus sustainability will be ensured by increasing efficiency. It will be provided that all individuals within the organization have an impact on the decision-making body by providing information flow from the lower level to the management level through in-company whistleblowing lines. It has been widely covered in previous academic studies that the active role of all individuals in the internal decision mechanisms will positively affect the dynamics of the company and tighten the ties with the organizational culture. With the healthy functioning of internal communication channels, individuals' honest behaviours and trust towards each other will increase. Revealing internal fraud and consolidating the rotten links will remove obstacles in the way the company will reach its future goals. With the healthy working environment, the commitment between individuals will increase and thus the social implications of this work will become visible. In addition, although fraud is one of the keywords of this study, the main goal of the authors is to detect and eliminate violations that will harm the internal organizational identity. Companies that can achieve this will get rid of internal disinformation pollution and the social interaction between employees will increase in parallel.

## Keywords

Fraud, Internal Communication, Disinformation, Whistleblowing Lines, Organizational Identity

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# Rescuing the Suffocated by Information Smog: The Phenomenon of the Meme As An Information Carrier in Times of Terror and Cyber-Revolution

*Hanna Gaweł*[1]

## Introduction & Purpose

Cartoons have a long history as a comic form of social criticism. Memes, or modified visuals that exaggerate or mock the information originally depicted, became popular in the 2010s (Diedrichsen, 2020). Anyone can simply construct a meme using photographic data using a simple image editing application. Some memes are complex, while others contain only a single sentence or idiom. Their creators are rarely identified, not only because memes are widely disseminated on social media, but also because illegal use of photographs or video material frequently breaches copyright laws. When times are rough, the number of caricatures and memes increases, possibly because they can be a means to cope with real-life atrocities, such as the present war conflicts (Blackmore, 2000; Papapicco & Mininni, 2020; Weng, Flammini, Vespignani, & Menczer, 2012). Despite the serious subject matter, they are intended to make people smile and serve as a source of encouragement to not give up. They also make fun of those in positions of authority, either subtly or blatantly, exposing facts that rulers may try to hide. The meme is treated in cyberspace as both a semiotic complex and an idea behind an iconic layer. It consists of two sign-like elements: an inscription and a picture. These elements are most often borrowed from well-known texts, from popular or Internet culture, which is subject to reconstruction, modification, numerous additions, decomposition, deconstruction and finally fragmentation by replacing the upper or lower text or adding a commentary (Davison, 2012; Denisova, 2019; Heath, Bell, & Sternberg, 2001). Richard Brodie divided memes into: memes-categories - memes with which we cut the world into pieces, classifying and naming things; memes-strategies - beliefs about effects and causes and meme-associations - link memes to each other: assimilating a meme-association makes that the appearance of an object immediately triggers a corresponding feeling (Brodie, 2004).

## Study Design / Methodology

The study was designed as a mixed-methods three-case study (Poland, Ukraine, Russia, memes published in 2020-2022) with a mix of quantitative and qualitative methods.

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Quantitative data were gathered through content analysis that helped develop a picture of patterns in areas such as theme of memes, circumstances their upcoming, preferred methods of presenting information in memes, and patterns of escalation memes ('going viral') while qualitative data from two groups focus interview provided insights into the nature and resolution of communication using memes.

## Findings

The study, which was based on material from over 300 memes and focus group interviews, found that there are very few memes with neutral overtones. The creators of memes usually express their attitude towards a given event or situation, which makes their work purely subjective. Memes form an influential part of modern communication due to the speed at which audiences react to its content and its topicality. As such, internet memes can be a source of information, but should be approached with caution due to the subjectivity of their creators. Respondents said that memes were a nice distraction compared to TV news or radio announcements, which when listened to on a daily basis caused mood deterioration, uncertainty and stress, due to the bias and frequent misrepresentation of the messages. What is more important, memes may be a cure for information smog, because according to the research, collecting scraps of information contained in memes become something natural, pleasant, convenient and efficient for Internet users.

## Originality / Value

This study is unique in that memes have so far been studied mainly in relation to assumptions that they are a form of art, an element of political battle or a form of contemporary pastiche (Finkelstein, 2022; Greene, 2021; Gumkowska & Toczyski, 2016; Mihailidis, 2020; Silvestri, 2016; Sueur, 2021). This study has focused on the informatological aspect of the meme as one of the sources of information. The research methodology, which is a combination of research methods, has allowed for a thematic analysis of the content of memes, which makes it possible to compare their subject matter to current world events and thus learn about their communicative value.

## Research Limitations

Developments also resulted in more research material, which reduced it to over 300 examples. The second limitation was the language issue, due to the content of the memes, which were in Polish, English, Russian and Ukrainian. It also becomes important to know the local "cyber folklore" in order to decode the meaning of a given meme.

## Practical and/or Social Implications

Learning about the informational nature of memes can allow us to better understand the intentions of their creators and the prevailing public sentiment. This knowledge can contribute to the development of research in communication and media sciences on the interesting research material that memes are, as they are an important element of contemporary digital culture that is overlooked as a low-formal source of information. Incorporating memes and research about them into studies in communication and media sciences will allow the discipline to develop in line with the naturally evolving direction of digital activity of Internet users. Increasing knowledge about memes can also help in constructing better quality fact-checking tools to combat disinformation and fake-news.

## Keywords

Memes, information studies, communication

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# Lack of Interest in Western Media Coverage on Cameroon Crisis

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## Introduction & Purpose

A casual observation of most major Western news media sources appears to suggest that the level of international coverage is particularly lacking. Indeed, research has shown that Cameroon is amongst the least-covered countries in the African region by the news media. There have been many allegations of irresponsible and insufficient international coverage, particularly coverage of the Cameroon crisis, from a wide array of mass communication scholars and journalists. The lack of news coverage in a region can have far-reaching diplomatic, social, and cultural effects. If a crisis event is not given coverage appropriately, it cannot pressure the government for intervention or policy change. There have been many allegations of irresponsible and insufficient international coverage, particularly coverage of the Cameroon crisis, from a wide array of mass communication scholars and journalists. This study will demonstrate the degree of coverage Cameroon has received on crisis, to determine whether the Western news media agency has experienced improved coverage of Cameroon from what previous studies have shown.

## Study Design / Methodology

The theoretical approaches used in this study are cultivation, the social construction of reality, agenda-setting, and media frames. Cultivation theory holds that heavy consumption of television may cause the cultivation of common worldviews and values in those who do not receive significant amounts of information from other sources. The social construction of reality is related to cultivation theory. It is the process by which people form views of the world. It also considers how the effects of mass communication may alter people's perceptions of reality. Agenda-setting holds that the amount of attention the media give to an issue, the more that issue will become important to the public. Books, online articles, and personal observation of some Western news media coverage like France 24. CNN, and BBC were data sources.

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## Findings

There is a relative lack of interest in news coverage in Cameroon by Westerners, who are also often ignorant and insensitive to the Cameroon crisis and Cameroonian culture. There are also profound differences in media philosophies: in Cameroon, the media are often considered tools for national development, while Western media tend to be more adversarial. Another issue is the root of coverage problems that lie within the Cameroon news media agencies, a great deal of coverage was oversimplified or stereotyped, due to some degree to Western journalists' failure to understand events in the context of African history and culture. Africa and Cameroon in particular are presented as helpless, inferior, and backward. The English-speaking Cameroon crisis is difficult to cover because of political instability, transportation, and communication obstacles. Most crisis-related news media coverage of the Cameroon crisis comes to the top of the headlines but disappears quickly.

## Originality / Value

This study attempts to answer the following questions.

1.     What is the manifest content of the Western Media in its coverage of Cameroon crisis?

2.     To what extend do Western journalists understand Cameroon crisis?

3.     What percentage of Western media coverage is received by Cameroon Crisis?

## Research Limitations

Profound differences in media philosophies made it difficult to get more resourceful information.

## Practical and/or Social Implications

The lack of news coverage in a region can have far-reaching diplomatic, social, and cultural effects. If a crisis event is not given coverage appropriately, it cannot pressure the government for intervention or policy change. Being recognized as the giant in the media industry world over, the Western media needs to improve its coverage and presentation of African events and the Cameroon crisis in particular. The management of the Western media needs to work on gaining deeper access to relevant sources for information on issues they cover. It is also imperative that they improve their scope of coverage and presentation of Cameroon because if the media do not give issue attention, that issue will be less important to the public. Globally, the flow of news tends to be imbalanced because news media agencies in industrialized nations dominate the collection and distribution of news.

**Keywords**

Media, Cameroon crisis, western media, civil war.

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# Towards Netnography: Pioneering Steps by Hortense Powdermaker

*Elif Özuz Dağdelen[1]*

## Introduction & Purpose

In digital societies, digital spaces become an inseparable part of individuals and societies. To reach the meanings of the group, researchers started to look for new research techniques to communicate, understand and evaluate. Netnography is one of these research techniques, and it has its origins in ethnography. Nowadays, young people spend most of their lives not in the schoolyard but on Facebook, new mothers learn a lot of information not from their families or friends but blogs, in work environments Twitter and blogs become the most important source of news and ideas. Netnography tries to investigate this new social environment with Bronislaw Malinowski and Frans Boas's century-old method of "ethnography" (Kozinets, 2010: 4). Netnography is also defined as digital ethnography, ethnography of virtual worlds, or ethnography of digital spaces. These virtual worlds can be thought of as cultural products because various actors (programmers, designers, actors) produce them as technological objects by giving meaning and communicating (Caliandro, 2014: 3). Netnography is a method that uses online and public forums and can access more information with less time consumption. It can be defined as participatory-observer research-based online fieldwork. Collecting data by this research technique means communicating with members of a culture or community, and this communication can take various forms, but the important point is that inclusion, communication, relationship, and connection must be established with members in whatever form (Kuloğlu, 2015: 4). Netnography is a participant-observer study based on online browsing, uploading, reflection and connection. Netnographers use online and mobile data sources to arrive at ethnographic understandings and representations of social experiences. Therefore, like any type of ethnography, it also includes other elements such as in-depth interviews based on participant observation, descriptive statistics, and archived data (Kozinets, 2015). To make netnography, it is of great importance to look at the logic and historical development of ethnography. As mentioned at the beginning, ethnography, which is a very old method, has enabled the development of a research technique used to make sense of the relations in social media platforms and virtual channels with the development of media and communication technologies. While looking at the logic and historical development of

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ethnography, in addition to learning about many anthropologists involved in the British or American social anthropological traditions like Malinovski, Brown, Boas, etc., searching Hortense Powdermaker's studies, who was born in a German-Jewish middle-class family, studied anthropology at the London School of Economics and Political Science and was one of the first 3 students of Malinovski (Wolf, 1971: 783), matter. Some of the reasons can be listed as follows: "Her studies show that anthropology does not study only certain ethnic groups or tribes of people called local, she is the first female anthropologist who conducts ethnographic field research in the South Pacific, she is the first anthropologist to delve deep into the racial exclusion in the southeastern states of the USA, she is the first and perhaps the only anthropologist who carry out relevant ethnographic work in Hollywood to reveal the relationship between the social relations in filmmaking, the actual content and the meanings of films, she is first to develop an epistemology that centers around the questioning of social power relations in modern societies and drawing attention not only to the weak but to the strong analytically" (Hier ve Kemp, 2002: 255). Therefore, this study aims to mention her life, her important pieces, and the atmosphere her works are created.

## Study Design / Methodology

In this study, Hortense Powdermaker's important pieces were examined to reach the roadmap drawn by her about what kind of contributions she made to ethnography and how to make ethnography. Researcher's examined works are Life in Lesu (1933), Indianola Mississippi (1932), After Freedom (1939), Probing Our Prejudices (1944), and Hollywood, The Dream Factory (1950). In these works, it has been focused on how she uses ethnography to identify social events, relations, and forces, and how she does it by linking ethnography with visual elements, emphasizing participatory observation. Race relations in America in the study of Indianola Mississippi, teaching cultural diversity, providing sensitivity training to high school students, and preventing racial prejudices in Probing Our Prejudices, and trying to reveal the economy-based power relations that exist behind a "real and original" art of filmmaking in perhaps the most well-known and most important study Hollywood, The Dream Factory are focused.

## Findings

Powdermaker was primarily concerned with social organization, childhood, infancy, initiation rites, marriage, knowledge, magic and religion, sexual life, and work life. Because of being a woman and having an education outside the United States, she remained far from the contemporary American anthropology tradition of her time (Cherneff and Hochwald, 2006: 136). It is known that she made her first studies with the British Anthropology Tradition,

especially under the influence of Malinovski and Brown (Hier and Kemp, 2002: 255-256). But later, she decided to identify and unravel African Americans' reconciliation strategies living in multi-ethnic regions, and she became one of the first anthropological researchers to work in race relations, and until that time these issues were not common in this field (Cherneff and Hochwald, 2006). One of her most well-known and important studies was Hollywood, The Dream Factory. She thought that it is necessary to look at the social organization or structure of Hollywood and how it normally functions. This structure is usually formed by "naturally talented" and "strong" people. "There is no example that reflects American patterns as much as Hollywood" (Powdermaker, 1947: 86-87) From the perspective of anthropology, films are a set of symbolic stories that are considered culturally significant and shared. Anthropological examination of films, cultural narratives; discursive, structural, symbolic, mythological, contextual, and linguistic aspects. In this sense, "movies are much more than the stories they tell. They are a set of symbolic constructions or systems of symbols that help people think, feel, and act" (Krasniewicz, 2006: 10). According to her casual observations on the audience, the idea she reached is that they perceive movies as a reflection of life or cultural patterns. The power that movies and mass media (a kind of industry) have can influence people's feelings and emotions. For this reason, films point to a general problem as an important institution (structure) in our society. Hollywood is a caricature of modern trends. To understand this institution, it's analysis must be done in conjunction with American culture and movies. Films, like other institutions, choose to emphasize some values over others. Powdermaker demonstrates that "filmmaking can be treated as a 'big business' driven by economics and power relations" (Cherneff, 1991: 431). Although Powdermaker has been criticized for making simple psychological generalizations with social observations, she is able to go beyond the parameters of structural functionalism. She added a new alternative epistemological vision to anthropology. She drew attention to concepts such as power, conflict, and loss of self. Many of the later writings of the Frankfurt School fused what she talked about. She supported the culture industry and its interpretations of mass society. According to a comment, she successfully applied anthropology to sociological issues (Hier ve Kemp, 2012). Thanks to her studies, it is seen that while doing ethnography and netnography, it is necessary to look at systems' social structure, organization, functioning, and power relations. In addition to that, evaluation of cultural, symbolic, contextual, linguistic, discursive, and structural elements provides a better understanding, especially for symbolic constructions. The researcher can acquire this knowledge thanks to participant observation, archived data, visual elements, and every form of online and mobile data.

## Originality / Value

In Powdermaker's own words, especially in Hollywood, The Dream Factory, it is important to emphasize that it is important not to focus directly on the product (in this case, the film) while doing research, but to look at the selves of those who produce the product and the decision-makers. If a film is to be examined, the producer-writer, director-actor, and the relations between them must also be examined, and in the case of Hollywood, the social organization and structure of Hollywood must be looked at. Hollywood is an example that can reflect American patterns in this way (Powdermaker, 1947: 86-87). Anthropology can be used to examine not only certain ethnic groups, tribes or people named locally, but also culturally important content such as movies, and in this way, cultural narratives offer the opportunity to examine discursive, structural, symbolic, mythological, contextual, and linguistic aspects (Krasniewicz, 2006: 10). Powdermaker's application of anthropology as Mills mentioned, her opposition to doing it in the usual way, her attempt to cross interdisciplinary boundaries, and her attempt to gather information in different ways are just a few of his greatest contributions to visual anthropology and sociology. Based on these developments, it is important to focus on the ethnography of virtual worlds that are being used today, and to use ethnography in these areas of power relations, changes, cultural elements, and the researched content. For individuals who want to conduct netnography in the field of social sciences, it is important to have an idea about Powdermaker's point of view.

## Research Limitations

The limitation in this research would be to think that digging the basis of ethnography is just limited to the known anthropologists and their viewpoints. However, the standpoint of this research is the opposite and tries to emphasize the importance of Hortense Powdermaker's contributions to ethnography, visual ethnography, and mediately netnography.

## Practical and/or Social Implications

Researchers conducting research by netnography should look at Powdermaker's studies as one of the pioneers of anthropologists using ethnography in line with visual anthropology and sociology.

## Keywords

Hortense Powdermaker, Visual Ethnography, Netnography

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# Affective News Analysis for Twitter Content Under #darbeyehayir(nocoup)

*Semra Demirdis[1]*

## Introduction & Purpose

The research examines the news reporting dynamics under the hashtag of #darbeyehayir by drawing on the concept of 'affective news', introduced by Papacharissi and Oliveira (2012), in relation to the news reporting practices during the 2011 Egyptian uprising. Through the analysis of affective news dynamics, the aim of this study is to explore the evolving features of news reporting on social media in the 15th July coup attempt. The analysis of the news reporting process via social media during the protests is important in terms of understanding the role of social media when receiving and sharing news content.

## Study Design / Methodology

This study performed a content analysis for 5,379 tweets which posted under the hashtag. The sample data was extracted from Twitter's API. For the coding process three categories were used – emotion, opinion, and none – to differentiate between the tweets posted to share information by blending information with opinion, and the tweets posted to provide information by blending information with emotion. In addition, tweets created to share information based on information were placed in the category 'none'. The coding process was performed by using DiscoverText. To differentiate emotions from opinions in the tweets, two criteria were used: (1) tweets containing words that referred to emotions such as hatred, solidarity, anger, hope and pride were coded as 'emotion'- this process was derived from the list of emotions provided by Jasper (1998) (for example, "I am proud of my citizens who resisting against the coup) and; (2) tweets stating only opinions, views, and not containing any emotions were considered as indicating opinion (for example, "The people in Batman are on the streets with Turkish flags in their hands. No power can be successful if it does not take its strength from the public).

## Findings

It was found that Twitter users frequently posted tweets sharing information on the news in relation to the coup attempt and followingly the protests that blended information, opinion and emotion using the #darbeyehayir hashtag. For example, users reflected on news related

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to the protests by using expressive terms such as 'a historic day', 'amazing citizens', 'a horrible day', and 'proud of citizens. This suggests that the news reporting practices using this hashtag can be characterised as emotional and full of opinions, where users often used expressive patterns of communication. The results suggested that users tweeted to provide information about the protests by referring to their feelings or their interpretations of the protests. This might suggest that the news reporting practices through the hashtag were more personal – this is a genre of news that Papacharissi and Olivera (2012) term 'affective'. Opinion sharing through Twitter is certainly a significant feature in digital activism and the study findings also showed that users often highlighted their opinions about the unfolding events during the protests. In addition, the findings demonstrated that tweets about the unfolding events which were detected as affective news by blending information with emotions were accompanied by images, videos, and URLs.

## Originality / Value

While existing research has explored social media practices during the coup attempt (e.g., Devran and Ozcan, 2016; Karagoz and Kandemir, 2016; Esen and Gumuscu, 2017; Dundar, 2018) little is known about the news streaming dynamics through social media and specifically Twitter. This study offers a depth-examination to address this gap. In fact, the study shows how the hashtag of #darbeyehayir played a primary role in news streaming dynamics, with users frequently sharing information by blending emotions and opinions about the coup and followingly protests.

## Research Limitations

It is certain that more private social platforms like Facebook and WhatsApp were used during the coup and subsequent protests. It is neither offered nor claimed that this study is a complete overview of everything that users shared on Twitter during the coup period.

## Practical and/or Social Implications

The analysis of the news reporting process via social media during the coup period is important in terms of understanding the role of social media when receiving and sharing news content. It found that users often shared information about the news by blending information with emotion and opinion using this hashtag. Users referred to their emotions, such as anger, happiness and pride, in relation to the protests, or posted their opinions by interpreting and stating their views about the protests with the use of the hashtag. This finding points to how affective news populated content that was produced and shared on Twitter during the coup attempt.

## Keywords

Affective, News, Twitter, Coup.

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# Examining the Representation of Migrants in Turkish media: A Comparative Discourse Analysis

*Murad Karaduman[1]; Güneş Kılınç[2]; Sibel Karaduman[3]*

## Introduction & Purpose

Migrations have emerged as an important phenomenon since the existence of humanity. While addressing the notion of migration which may occur due to economic, political, ecological or individual reasons (Ekici ve Tuncel, 2016: 14); it is crucial to note that migrations do not depend only on the request and acquiescence of the individual. The determining factors of forced migrations are certain security concerns such as politics, war and terrorism. This type of migration is out of people's own will and obliges people to leave the place where they live. Mass migration movements emerge as a result of military interventions from outside/other countries and individuals tend to migrate to neighboring countries or developed countries in order to shrink away from conflict and violence in the country that they live in. Mass and irregular migration movements have particular meanings from the point of view of immigrants and emigrated countries. This study aims to reveal the approach of the media to the immigrant issue. Media generally submit negative representations of migrants and these representations influence people. It is thought that the media reproduces social reality through discourse and representations. At this point, the forms of representation in the media gain importance. The meanings produced and the processes of representation are effective in the formation of social ideas/ attitudes and their concretization in daily life practices. In this study, the media coverage of Syrian and Ukrainian refugees will be analyzed comparatively. The theoretical lines of the study will be formed on the axis of representation, identity and ideology. The representations of two different immigrant groups in the media will be examined. In this study, it will be tried to reveal whether the media coverage of people who migrated from different countries has changed.

## Study Design / Methodology

The news discourses are of great importance in terms of containing the ideology. In this direction, Critical Discourse Analysis Method will be used to reveal the ideology embedded in news texts. Critical discourse analysis is to analyze "opaque as well as transparent structural

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relationships of dominance, discrimination, power and control as manifested in language" (Wodak 1995:204). CDA's focus of critique is the connection of language/discourse/speech and social structure. Blommaert and Bulcaen (2000: 449) said that "It is in uncovering ways in which social structure impinges on discourse patterns, relations, and models (in the form of power relations, ideological effects, and so forth), and in treating these relations as problematic." The focal point of the study is the construction and reproduction of refugee/immigrant representations in internet news of Turkey. Therefore, critical discourse analysis will be used in the study.

The main problem of the research is to investigate the discourse of the media in the face of massive migration movements. From this point of view, the questions to be answered in the research are as follows:

1) How are mass migration movements and the issue of immigrants handled in the media?

2) How do the identity and cultural differences between the countries of immigration affect the approach of the media towards immigration and immigrants?

## Findings

The influx of Syrian refugees to Turkey first started in April 2011. Russia's attack on Ukraine and the immigration issue that emerged with the Ukrainians who immigrated to Turkey afterward is a new situation. The research began after this attack. So this research is still ongoing.

## Originality / Value

Many studies to date have included analysis of only one migrant species, but this research provides a comparative analysis. A comparative analysis of the Syrian refugees living in Turkey and the Ukrainian individuals who are likely to migrate to Turkey due to the war will be presented in the context of the news in the media. For this reason, it is thought that the study is crucial for Social Sciences.

## Research Limitations

These three newspapers represent different ideological views. The sample of the study was created by considering three different ideological perspectives: opposition, mainstream and pro-government. The limitation of the study is the examination of only three newspapers due to time constraints.

## Practical and/or Social Implications

The media is a consensus area for the dominant ideologies to gain consent over individuals. With media discourses, the existing dominant power relations are being ordinaryized and naturalized. In the process of producing and reconstructing meaning, the dominant ideologies that are positioned and hidden in the discourse through media texts are circulated in this way and tried to be adopted by large masses. That's why media discourse is of great importance. Hate speech, hate crimes and racism can be legitimized through the media. Therefore, it is considered that the research is important.

## Keywords

refugees, representation, critical discourse analysis, digital media

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# Symposium Program

| Date | Time | SESSIONS |
|------|------|----------|
| | | **KEYNOTE SPEAKERS SESSION** |
| **16.05.2022 Monday** | **11:00-11:30** | **Keynote Speaker:** Prof. Dr. Valérie Swaen (UCLouvain, Belgium)<br><br>**Title:** "Does marketing communication contribute to CSR or CSR to marketing?" |
| | **11:30-12:00** | **Keynote Speaker:** Assoc. Prof. Dr. Tamás Bokor (Corvinus University of Budapest, Hungary)<br><br>**Title:** "Smart student or bad neighbour? Lay narratives on artificial intelligence and its relation to human beings" |
| | **12:00-12:30** | **Keynote Speaker:** Prof. Dr. Michael Prieler (Hallym University, South Korea)<br><br>**Title:** "Social Media and Representation" |
| | **17:00-17:30** | **Keynote Speaker:** Prof. Dr. Emre Toros (Hacettepe University, Turkey)<br><br>**Title:** "Communication research in the digital age: Where did it go wrong and how can we fix it?" |
| | **18:00-18:30** | **Keynote Speaker:** Prof. Dr. Robert Kozinets (University of Southern California, USA)<br><br>**Title:** "Algorithmic Branding: Making Sense of Market Communication in the 2020s" |
| **17.05.2022 Tuesday** | **10:00-11:00** | **SESSION 1: JOURNALISM 1**<br>**MODERATOR: Assoc. Prof. Dr. Ismail Ayşad Güdekli**<br>**Speaker(s):** Tuong-Minh Ly-Le<br>**Title:** "How News Gets into the Media: COVID-19 Presentation in Vietnam"<br>**Speaker(s):** Aslıhan Ardiç Çobaner; Nermin Alkan; Canan Dural Tasouji<br>**Title:** "An Analysis of News About Turkey's First Domestic Covid-19 Vaccine "Turkovac" in Digital News Media"<br>**Speaker(s):** Murad Karaduman; Mehmet Arif Arık<br>**Title:** "New Media And Digital Capitalism" |
| | **11:00-12:15** | **SESSION 2: SOCIAL MEDIA**<br>**MODERATOR: Assoc. Prof. Dr. Hakan Ergül**<br>**Speaker(s):** Mwangi Zipporah Muthoni<br>**Title:** "Storytelling in the Digital Age: A case study of Abel Mutua's (Kenyan Social Media Influencer) YouTube Channel"<br>**Speaker(s):** Karabo Sitto; Elizabeth Lubinga<br>**Title:** "Evaluating Converged South African Government COVID-19 Health Communication Strategies Using Emotional Appeals Messages"<br>**Speaker(s):** Zoltán Dragon; Bertalan Pusztai; Csaba Balogh; Imre Mátyus<br>**Title:** "The influence of social media on body image among the members of generation Z"<br>**Speaker(s):** Ahmet Taylan; Duygu Özsoy Taylan<br>**Title:** "Micro Channels of the Production of Hate Speech: "Caps" in the Social Media" |
| | **14:00-15:00** | **SESSION 3: GENDER & EDUCATION**<br>**MODERATOR: Dr. Irem Inceoğlu**<br>**Speaker(s):** Badia El Harraki<br>**Title:** "Gender discourse and representation in Media Texts"<br>**Speaker(s):** Cringuta Irina Pelea<br>**Title:** "An intercultural comparative study: Romania and Japan. Students' perceptions of online teaching experience and learning practice during the COVID-19 Pandemic" |

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| | | **Speaker(s):** Ana María Cuesta López; Admilson Veloso da Silva<br>**Title:** "Instagramming feminism in Colombia: a critical discourse analysis of @LasIgualadas" |
| | **15:00-16:00** | **SESSION 4: ADDICTION & PRESERVATION**<br>**MODERATOR: Assoc. Prof. Dr. Burcu Zeybek** |
| | | **Speaker(s):** Abdullah Sarman<br>**Title:** "The Effects of Smartphone Addiction on Sleep Patterns and Depression in Adolescents and Preventive Pediatric Nursing Approaches" |
| **18.05.2022 Wednesday** | **10:00-11:00** | **SESSION 5: MEDIA LITERACY**<br>**MODERATOR: Prof. Dr. Emre Toros** |
| | | **Speaker(s):** Georgia-Zozeta Miliopoulou; Demetris Kamaras<br>**Title:** "Media Literacy & Critical News Reading: Preliminary Findings" |
| | | **Speaker(s):** Mehmet Karanfiloglu; Murat Saglam<br>**Title:** "Media Literacy, Fact-Checking and Cyberbullying" |
| | | **Speaker(s):** Mehmet Karanfiloglu<br>**Title:** "Relation of Misinformation and New Media Literacy At The Beginning of The Ukraine-Russia Crisis: A Research on Fact-Checking Websites" |
| | **11:00-12:00** | **SESSION 6: PUBLIC RELATIONS & DIGITAL LITERACY**<br>**MODERATOR: Prof. Dr. Melike Aktaş** |
| | | **Speaker(s):** Enes Çetinkaya<br>**Title:** "Studying Communication on Public Health: the Case of Obesity" |
| | | **Speaker(s):** Paulo Barroso<br>**Title:** "Digital literacy in the brave new e-sphere: how to survive in an ocean of false information?" |
| | | **Speaker(s):** Kemal Gürsoy; Mustafa Cengiz<br>**Title:** "Detecting and Preventing Internal Fraud to Improve Business Efficiency: A Case Analysis" |
| | **14:00-15:00** | **SESSION 7: POLITICS**<br>**MODERATOR: Prof. Dr. Elif Ekin Akşit** |
| | | **Speaker(s):** Hanna Gawel<br>**Title:** "Rescuing the suffocated by information smog: the phenomenon of the meme as an information carrier in times of terror and cyber-revolution" |
| | | **Speaker(s):** Kindo Diane Kwe; Ali Shuibu<br>**Title:** "Lack of Interest in Western Media Coverage on Cameroon Crisis" |
| | | **Speaker(s):** Elif Özuz Dağdelen<br>**Title:** "Towards Netnography: Pioneering Steps by Hortense Powdermaker" |
| | **15:00-16:00** | **SESSION 8: JOURNALISM 2**<br>**MODERATOR: Assoc. Prof. Dr. Emel Özdemir** |
| | | **Speaker(s):** Semra Demirdis<br>**Title:** "Affective News analysis for Twitter content under #darbeyehayir(nocoup)" |
| | | **Speaker(s):** Lim Lai Hoon<br>**Title:** "Media Framing on Covid-19 Booster Shots News Reporting in Malaysia: A Content Analysis of The Star Online" |
| | | **Speaker(s):** Murad Karaduman; Güneş Kılınç; Sibel Karaduman<br>**Title:** "Examining the representation of migrants in Turkish media: A comparative discourse analysis" |

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