## СЕКЦІЯ 3. СОЦІАЛЬНА ПСИХОЛОГІЯ; ПСИХОЛОГІЯ СОЦІАЛЬНОЇ РОБОТИ

# SOCIAL MEDIA'S INFLUENCE ON POLITICAL ATTITUDES THE CASE OF FACEBOOK IN TURKEY

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One of the main aims of the social media literature is to focus on how online conversation transforms online participation on the political thinking process. In this sense, the study investigates Facebook in Turkey, as a social media case, to comprehend the process of effective individual online political engagement. In order to do that qualitative data has been collected from two hundred ten students who were studying at seven different universities in Turkey's seven geographical regions. Linear, correlation and regression analyses have been used to focus on developing five themes: membership, frequency and relevance in posting, connection of communication mediums and encouragement for online / offline participation. The study in particularly argues these themes through digital democracy and online public sphere. Thus, this study shall then conclude the process of political techno-social engagement and social cultural theory due to the fact that the data comes from a particular nation, in Turkey.

***Key words:*** *Social Media, online participation, Political thinking, university students, psychology analysis.*

Одной из главных задач социальных СМИ является контроль за тем, чтобы онлайн-разговор превращался в онлайн-участие и в дальнейшем повлиял на процесс политического мышления. В этом смысле в статье исследуется роль Facebook в Турции как разновидности социальных сетей, средств массовой информации, для того, чтобы понять суть процесса эффективного индивидуального онлайн-политического взаимодействия. Для того чтобы сделать это, качественные данные были собраны на основе опроса 210 студентов, которые обучаются в семи различных университетах, в семи географических регионах Турции. Были использованы возможности линейной корреляции и регрессионного анализа, чтобы сосредоточиться на разработке пяти тем: членство, частота и актуальность публикации, подключение средств связи и поощрение для онлайн / оффлайн участия. В исследовании, в частности, утверждается, что эти темы возможно разрабатывать через цифровую (виртуальную) демократию и онлайн-публичную сферу. Таким образом, налицо процесс политического и технико-социального взаимодействия с социальной теорией культуры на основе социальных сетей в Турции.

***Ключевые слова:*** *социальные медиа, Интернет-участие, политическое мышление, студенты высших учебных заведений, психологический анализ.*

Туркмен Абдулла. ВПЛИВ СОЦІАЛЬНИХ ЗМІ НА ПОЛІТИЧНІ УСТАНОВКИ УЧАСНИКІВ СОЦІАЛЬНОЇ МЕРЕЖІ FACEBOOK В ТУРЕЧЧИНІ

Однією з головних завдань соціальних ЗМІ є контроль за тим, щоб онлайн-розмова перетворювалась на онлайн-участь і в подальшому вплинула на процес політичного мислення. У цьому сенсі у статті досліджується роль Facebook в Туреччині як різновиду соціальних мереж, засобів масової інформації, для того, щоб зрозуміти суть процесу ефективної індивідуальної онлайн-політичної взаємодії. Для того щоб зробити це, якісні дані були зібрані на основі опитування 210 студентів, які навчаються в різних університетах, в семи географічних регіонах Туреччини. Були використані можливості лінійної кореляції і регресійного аналізу, щоб зосередитися на розробці п'яти тем: членство, частота і актуальність публікації, підключення засобів зв'язку і заохочення для онлайн / оффлайн участі. У дослідженні, зокрема, стверджується, що ці теми можливо розробляти через цифрову (віртуальну) демократію та онлайн-публічну сферу. Таким чином, у наявності процес політичної і техніко-соціальної взаємодії із соціальною теорією культури на основі соціальних мереж в Туреччині.

***Ключові слова:*** *соціальні медіа, Інтернет-участь, політичне мислення, студенти вищих навчальних закладів, психологічний аналіз.*

**Formulation of the problem.** Social media is becoming a widespread outlet for political dialogue in Turkey. It is being used by politicians and by the public to engage in discussions about hot topics, upcoming events, representation and legislation.

**Staging jobs.** Our research focuses on this form of online communication, particular-

ly as it is facilitated through the social networking websites Facebook. The research asks whether Turkish people are using these websites to engage in political dialogue and more importantly, if this political dialogue translates to offline political engagement, voting behaviour, and identifying oneself with a specific political party.

**Analysis of recent research and publications.** The research question is relevant especially because of the attention social media has received attention from business, media, government, associations and individuals. It has become a part of mainstream, popular culture. Tapscott (2009) explains that social media will always be an important part of our society because of the up and coming generation and their demands and expectations for communication. Tapscott (2009) explains that through quantitative research it becomes clear that young people desire to have relationship with their politicians. They want direct access and the ability to dialogue with them instantly and regularly (Stelter, 2008).

Facebook often generate news stories and are now often topics of conversation among friends (Boyd, 2006). Marketing gurus write books about the mediums; each book claiming to have the key to using the communication tools to grow your small business (Kirkpatrick, 2008), understand your kids (Kelsey, 2007), or even how to use the online networks to create a buzz (Gladwell, 2010). These authors have maximized on the sexy new topic of social media. And, while they did research and talk to the group they deem to be the most avid social media users, those aged eighteen to thirty-five, and they did not look in depth at the online conversations themselves.

This study in particularly argues these themes through digital democracy and online public sphere, in order to argue that instead of generalizing political postulations or taking political stand, this study is interesting in arguing primary indications about how and why the political participation should improve their online-representations, to present crucial suggestions for the public of Turkey for recognizing our political engagement with social media, in order to be "better" participation in our politics.

Thus, this study shall then conclude the process of political techno-social engagement and social cultural theory due to the fact that the data comes from a particular nation, in Turkey. In this sense, one of the main aims of the social media literature is to focus on how online conversation transforms online participation on the political thinking process.

In order to do that quantitative data will be collected from two hundred ten students who are studying at seven different universities in Turkey's seven geographical regions. Linear, correlation and regression analyses have been used to focus on developing four themes: membership, frequency and relevance in posting, connection of communication mediums and encouragement for online/offline participation.

**The presentation of the main research material.** The study in particularly argues these themes through digital democracy and online public sphere, in order to argue that instead of generalizing political postulations or taking political stand, this study is interesting in arguing primary indications about how and why the political participation should improve their online-representations, to present crucial suggestions for the public of Turkey for recognizing our political engagement with social media, in order to be "better" participation in our politics.

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### Digital Democracy

The principles of digital democracy can be used as framework when looking at current online examples of political dialogue. By comparing the characteristics of digital democracy to current online conversations it can be determined if they are indeed a form of political dialogue.

Lincoln Dahlberg (2001) introduced the potential of digital democracy in his article "Democracy in Cyberspace". Rhetoric about digital democracy flourished with the "growth of the internet as a popular communications medium"(Dahlberg, 2001 p. 157). Dahlberg (2001) explained that digital democracy would allow citizens to move around the internet freely and "make the choices they desire without the restrictions found in 'real' space, whether bodily, geographical, cultural or political" (p. 163). Because of this unrestricted space the potential of online democracy is transformed. Dahlberg (2001) wrote that internet "would strengthen and extend democratic dialogue" (p. 158). The public sphere was expanding through the internet; he believed that in the future, if government candidates successfully utilized the free electronic space to attract participation from citizens, the online public sphere could be vital in the success of political nominees (Dahlberg, 2001).

Digital democracy weighs heavily on the ideals of deliberative democracy to be successful. Deliberative democracy facilitates

"rational discourse in the public sphere"(Dahlberg, 2001, p.158).

Digital democracy requires open discussion in order for participants to challenge claims about common issues and keep the debate open until everyone has been given the chance to give and defend their personal point of view; "in the process private individuals become public-oriented citizens" (Dahlberg, 2001, p. 167). In 2004, Web 2.0 gave great hope for digital democracy because it focused on the internet as a public space s for communication and collaboration. This public space cannot be facilitated in major urban centers today because of physical space restraints.

Digital democracy has not yet been applied in a substantial way to actual online conversations, especially those that are taking place via social media. Looking in depth at social networking sites as potential platforms for digital democracy and political engagement is an ideal place for my research to situate itself. It is the application of this concept to present day internet capabilities. Gladwell (2010) argues that Facebook do not provide grounds for political engagement. He draws on traditional political engagement examples throughout history such as protests, revolutions and face to face lobbying. Gladwell (2010) believes that these are the only legitimate means of political engagement and although social media may facilitate a conversation it does not facilitate political engagement. The research draws on less formal definitions of political engagement; people perceive political engagement different (Ottilia, Sears, and Ottilia, 2006). My research is situated in a place that asks individuals having political conversations online if they feel as if they are political engaged by doing so, and then more inclined to participate in more traditional means of political engagement offline as a result of their online experience. Gladwell's (2010) conclusion is correct, however, Facebook do open up new ways for people to engage with issues and become political aware. It should be acknowledged that a number of studies have been done, and are being done on the topic of social media and political engagement; the question of whether online conversations lead to political engagement is still to be settled. This research situates itself in this realm and attempts to relate political engagement directly to online conversations by theorizing that there is a point at which an individual feels that they are becoming politically engaged because of their online participation. One thing that can be agreed upon is that the way society is communicating has changed which means that the way society engages with the government and with local issues needs to change as well.

**Methods.**

In this sense, one of the main aims of the social media literature is to focus on how online conversation transforms online participation on the political thinking process.

This explanatory study, thereby, investigates Facebook and Twitter in Turkey, as a social media case, to comprehend the process of effective individual online political engagement. Following questions will be measured with Likert scales, and interaction between them will be tested.

1) How many political Facebook and Twitter pages people follow?

2) How many of those pages are ones that related to the political party they usually support? How many other political figures that they follow?

3) How often they check news on those pages? How often they interact with those pages?

4) How many minutes in a day they spent on those pages?

5) How often individuals post about politics on their social media accounts?

6) How much individuals identify themselves with the political party that they support?

7) How much people find themselves different or similar with the other mainstream political parties in Turkey?

8) Which political party they would vote for if there was an election today?

9) If they identify themselves with more liberal or conservative, in terms of political and economic issues?

In order to do that quantitative data will be collected from two hundred ten students who are studying at seven different universities in Turkey's seven geographical regions.

Linear, correlation and regression analyses have been used to focus on developing four themes: membership, frequency and relevance in posting, connection of communication mediums and encouragement for online/offline participation.

**Conclusions from the study.** Social media can provide individuals to engage in political activity. While doing these, there are specific themes that design this online process: frequency, membership, relevance, closeness to offline instruments, and influence for offline action.

My research suggests that social media, particularly Facebook groups, can be used to effectively engage Turkeys in the political process. Online conversations can

be considered political engagement. They can transform private individuals participating in an online discussion to public politically engaged citizens. The conversation is what has an effect on a Facebook member. The conversation is what keeps their attention, keeps them engaged, and keeps them coming back. The conversation makes them think, form an opinion or solidify the opinion they already had, and become politically engaged.

Facebook allow people to have conversations with groups of individuals with similar interests from all over the globe, or all over a city, that they would not have the chance to talk to otherwise. The online conversations stimulate and allow those who could be considered political inactive a comfortable place to voice opinions, become informed, and find a place to become engaged. We believe the conversation becomes political engagement and is what transforms private individuals into public citizens.

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# ПСИХОЛОГІЧНІ ОСОБЛИВОСТІ ПРОФЕСІЙНО-ДІЯЛЬНІСНОГО ПОТЕНЦІАЛУ ОСОБИСТОСТІ

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Стаття присвячена психологічним особливостям впливу духовності особистості на її професійну діяльність. Особлива увага приділяється проблемі особистісного та професійного самовизначення й саморозвитку.

***Ключові слова:*** *духовність особистості, професійно-діяльнісний потенціал особистості, професійне самовизначення.*

Статья посвящена психологическим особенностям влияния духовности личности на ее профессиональную деятельность. Особое внимание уделяется проблеме личностного и профессионального самоопределения и саморазвития.

***Ключевые слова:*** *духовность личности, профессионально-деятельностный потенциал личности, профессиональное самоопределение.*

Bochelyuk V.J. PSYCHOLOGICAL PECULIARITIES OF PROFESSIONAL-ACTIVITY POTENTIAL OF THE INDIVIDUAL

The article is devoted to psychological characteristics of influence spiritual personality on her professional career. Particular attention is paid to the personal and professional self-determination and self-development.

***Key words:*** *spirituality of personality, professionally-activity potential of the individual, professional identity.*

**Постановка проблеми.** Зміни в соціально-політичному, економічному житті сучасного українського суспільства, зміна старих і формування нових норм пов'язані з наявністю суперечностей між різними людьми, групами людей, які захищають різні інтереси й цінності. В умовах соціально-економічної нестабільності професійна діяльність істотно ускладнилася та більшою мірою стосується внутрішніх, психологічних резервів особистості, що спричиняються розумінням змін, які відбуваються, став-