T.C.
SAKARYA UNIVERSITY
INSITUTION OF SOCIAL SCIENCES
DEPARTMENT OF CULTURAL STUDIES

THE ROLE OF SOCIAL MEDIA ON POLITICAL PARTICIPATION AND VOTING TENDENCY

Veli ESEN

MASTER DEGREE THESIS

Thesis Supervisor: Prof. Dr. Yusuf ADIGÜZEL

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"This thesis was defended face to face on 26/03/2024 and was unanimously accepted by the jury members whose names are listed below."

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- Retrospective studies in accordance with the personal data protection law.)

Veli ESEN

26/03/2024

THE PREFACE

My advantage in analyzing the utilization of person to person communication destinations in the political circle, especially as they turned out to be more important in the constituent field, began just after the 2016 U.S. general political decision. The Experts of Correspondence program at the college of Sakarya, Mr Adiguzel furnished me with the chance to lead one of the most difficult exploration ventures of my scholar and expert life. This excursion could never have been conceivable without the unqualified help and support from my consultant, Yusuf Adıgüzel. His understanding and confidence in me roused me during the some dusk 'til dawn affairs I needed to pull while likewise working all day. My appreciation likewise goes to my folks, Ahmet Esen and Neriman Esen, who raised me to continuously go for the gold, to never surrender and to challenge myself continually.

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ABSTRACT

Title of Thesis: The Role of Social Media on Political Participation and Voting Tendency

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An important element of democracy is political participation, which gives citizens a voice in decisions that affect both their personal lives and social progress. By participating in politics, individuals and organizations can shape public policy and hold elected officials accountable for their actions. Political participation can take many different forms and can be influenced by a variety of factors such as level of education, socio-economic status, and availability of resources and information. In order to maintain a fair and representative democracy, it is essential that everyone has the opportunity to participate in politics and make their views heard. Voting patterns and political participation have been strongly influenced by social media in recent years. Social media sites such as Facebook, Twitter and Instagram have become effective political campaign tools, allowing candidates to interact with voters in real time and reach a wider audience. When completed, the study will show how the use of social media improves political participation and voting propensity. It will also provide insight into the impact of social media use on voting tendencies before and after elections.

The study examines the link between political views and political participation as well as the impact of social media use on voting behavior. The survey will include 367 participants from Sakarya via Google Forms. The survey results will show that voters are the primary users of political information on social media and that having civil and productive conversations about politics is important to them. Participants in the study will complete a questionnaire that provides information about their frequency of social media use and how this affects their voting habits, political attitudes and levels of political participation.

The aim of the survey questions is to collect information on the pre-election decision-making process. After the elections, some results based on the responses will be discussed to determine whether social media has a significant impact on voting preferences. Using the same survey of people around the world, these results will be compared in different cultural contexts. We hope to find evidence when the results are released. The same survey will be distributed to people around the world and the results will be compared in different cultural contexts. When the results are in, we hope to see evidence on whether social media influences people's political views and how they vote.

Keywords: Social Networks, Political Participation, Electoral Trends, Attitudes, Elections

ÖZET

Başlık: Sosyal Medyanın Siyasi Katılım ve Oy Verme Eğilimi Üzerindeki Etkisi

Yazar: Veli ESEN

Danışman: Prof. Dr. Yusuf ADIGÜZEL

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Demokrasinin önemli bir unsuru olan siyasi katılım, vatandaşlara hem kişisel yaşamlarını hem de toplumsal ilerlemeyi etkileyen kararlarda söz hakkı verir. Bireyler ve kuruluşlar siyasete katılarak kamu politikalarını şekillendirebilir ve seçilmiş yetkilileri eylemlerinden sorumlu tutabilirler. Siyasi katılım çok farklı şekillerde olabilir ve eğitim seviyesi, sosyo-ekonomik durum, kaynak ve bilgi mevcudiyeti gibi çeşitli faktörlerden etkilenebilir. Adil ve temsili bir demokrasinin sürdürülebilmesi için herkesin siyasete katılma ve görüşlerini duyurma fırsatına sahip olması esastır. Oy verme kalıpları ve siyasi katılım son yıllarda sosyal medyadan güçlü bir şekilde etkilenmiştir. Facebook, Twitter ve Instagram gibi sosyal medya siteleri, adayların seçmenlerle gerçek zamanlı olarak etkileşime girmesine ve daha geniş bir kitleye ulaşmasına olanak tanıyan etkili siyasi kampanya araçları haline gelmiştir. Çalışma tamamlandığında, sosyal medya kullanımının siyasi katılımı ve oy verme eğilimini nasıl geliştirdiğini gösterecektir. Ayrıca, sosyal medya kullanımının seçimlerden önce ve sonra oy verme eğilimleri üzerindeki etkisi hakkında da fikir verecektir.

Çalışma, siyasi görüşler ve siyasi katılım arasındaki bağlantının yanı sıra sosyal medya kullanımının oy verme davranışı üzerindeki etkisini de incelemektedir. Anket, Google Forms aracılığıyla Sakarya'dan 367 katılımcıyı kapsayacaktır. Anket sonuçları, seçmenlerin sosyal medyada siyasi bilginin birincil kullanıcıları olduğunu ve siyaset hakkında medeni ve üretken konuşmalar yapmanın onlar için önemli olduğunu gösterecektir. Araştırmaya katılanlar, sosyal medya kullanım sıklıkları ve bunun oy verme alışkanlıklarını, siyasi tutumlarını ve siyasi katılım düzeylerini nasıl etkilediği hakkında bilgi veren bir anket dolduracaktır.

Anket sorularının amacı, seçim öncesi karar verme süreci hakkında bilgi toplamaktır. Seçimlerden sonra, sosyal medyanın oy verme tercihleri üzerinde önemli bir etkisi olup olmadığını belirlemek için yanıtlara dayalı bazı sonuçlar tartışılacaktır. Dünyanın dört bir yanındaki insanlarla yapılan aynı anket kullanılarak, bu sonuçlar farklı kültürel bağlamlarda karşılaştırılacaktır. Sonuçlar açıklandığında kanıt bulmayı umuyoruz. Aynı anket dünyanın dört bir yanındaki insanlara dağıtılacak ve sonuçlar farklı kültürel bağlamlarda karşılaştırılacaktır. Sonuçlar açıklandığında, sosyal medyanın insanların siyasi görüşlerini ve nasıl oy kullandıklarını etkileyip etkilemediğine dair kanıtlar görmeyi umuyoruz.

Anahtar Kelimeler: Sosyal Medya, Politik Katılım, Seçim Trendleri, Politik Katılım Davranışları, Seçimler

INTRODUCTION

The majority that controls the government needs political support to empower its citizens to make decisions that affect both their own lives and the fate of the entire population. Participation in the political cycle allows individuals and groups to influence public policy and consider electing officials who will oversee their actions.

Political support refers to the different ways in which individuals and groups participate in the political process. This can include democratic decision-making, attending political rallies or demonstrations, interacting with officials, belonging to political groups, running for public office, and participating in political contests, political debates and speeches.

Political support can take many different forms and is influenced by factors such as a person's socio-economic status, level of education, and access to resources and data. To ensure fair governance and the transfer of power to a majority government, everyone should have the opportunity to participate in the political process and express their views.

Today, web entertainment has a profound impact on voting intentions and political support. Online entertainment platforms such as Facebook, Twitter and Instagram have become valuable tools for political campaigns, providing opportunities to reach wider audiences and engage voters over time.

Making it easier for people to learn about political issues and engage in political debates is one of the main ways that web entertainment influences political support. The online entertainment platform allows users to share their views and opinions with a wide audience and follow political opponents, news outlets and other sources of political information. This can help prepare and encourage people to participate in democratic activities such as attending meetings or protests and reaching out to elected officials.

Online entertainment games also influence voting tendencies of voters. Political missions can use online entertainment to target specific socio-economic groups with personalized messages and advertisements, as well as to continuously monitor and evaluate public behavior. Virtual entertainment platforms are also used to spread misinformation and lies that can influence public opinion and voting behavior.

Overall, web entertainment has a significant impact on political support and voting intentions. During the political cycle, this can increase engagement and openness to data, but it can also exacerbate polarization and the spread of misinformation. Individuals

should become primary consumers of political information through online entertainment and engage in insightful and productive political debate.

There have been numerous lawsuits and complaints about the ability of the current majority rule system to maintain or aggravate the so-called state of emergency, starting with the virtual provision of entertainment and moving to regular correspondence. It is argued that virtual entertainment could increase the closeness between delegates and the public through more direct and transparent forms of representation. Based on these hypotheses, this proposal aims to assess the impact of online entertainment on the behavior of political representation in Turkey.

Political participation is an important element of democracy, which gives citizens a voice in decisions that affect both their personal lives and social progress. When checked the literature, it can be said that voting patterns and political participation have been strongly influenced by social media in recent years. Social media sites such as Facebook, X, and Instagram have become effective political campaign tools, allowing candidates to interact with voters in real time and reach a wider audience. When completed, the study will show how the use of social media improves political participation and voting propensity. It will also provide insight into the impact of social media use on voting tendencies before and after elections.

This study examines the relationship between political partisanship and political opinion, as well as the relationship between virtual entertainment use and voting propensity. Quantitative method has been used in our study and in a survey of 367 members using Google Frames, the data provided by members revealed that online entertainment consumption had a greater impact on members' political cooperation and voting intentions. Overall, it believes that voters are primary consumers of political information through online entertainment and should engage in civil and constructive political debate.

The Subject of Research

Social media plays a significant role in shaping political participation and influencing voting tendencies. Social media platforms serve as sources of news and information, allowing users to access a wide range of perspectives on political issues and candidates. This can lead to increased political awareness and engagement among users. Social media enables political campaigns and advocacy groups to mobilize supporters, raise funds, and

organize events more efficiently than traditional methods. Platforms like Facebook, X, and instagram are used to rally supporters, share campaign updates, and coordinate grassroots efforts. Social media allows individuals to share their political views with their networks, potentially influencing the opinions and voting decisions of their friends and followers. Studies have shown that exposure to political content shared by peers on social media can influence political attitudes and behavior.

Political campaigns use social media advertising to target specific demographics with tailored messages and ads. This micro-targeting capability allows campaigns to reach undecided voters or supporters of opposing candidates with persuasive content designed to sway their opinions or mobilize them to vote. Social media provides a platform for advocacy groups and grassroots organizations to raise awareness about specific political issues and mobilize support for their causes. Hashtags, viral campaigns, and online petitions can amplify the voices of activists and bring attention to overlooked issues. While social media has the potential to facilitate dialogue and debate, it can also contribute to political polarization by creating echo chambers where users primarily exposed to opinions that align with their own beliefs. This can deepen existing divisions and make it more difficult for individuals to consider alternative viewpoints.

Social media platforms have been criticized for their role in spreading misinformation and disinformation during political campaigns. False or misleading information can spread rapidly on social media, potentially influencing public opinion and voter behavior. Overall, the role of social media in political participation and voting tendencies is complex and multifaceted, with both positive and negative implications for democratic processes. Its influence continues to evolve as technology and online communication platforms develop.

Importance of Research

Social media platforms have billions of active users worldwide, making them powerful tools for reaching and engaging with a large audience. Political candidates and organizations can use social media to communicate directly with voters, bypassing traditional media channels. Younger generations, who are often more active on social media, can be reached and mobilized for political participation through these platforms. Social media provides a space where young people can discuss political issues, share their

views, and get involved campaigns. Social media empowers grassroots movements by enabling individuals to connect with like-minded people, organize events, and mobilize support for political causes. Movements such as the Arab Spring and Black Lives Matter have utilized social media to coordinate protests and amplify their messages.

Social media allows for the rapid dissemination of news and information about political events, debates, and campaign developments. Users can stay informed about political issues and candidates in real-time, leading to greater political awareness and engagement. Social media facilitates political dialogue and debate by providing a platform for individuals to share their perspectives, engage in discussions, and challenge opposing viewpoints. This exchange of ideas can lead to greater understanding of complex issues and encourage civic participation. Political campaigns use social media to mobilize supporters, raise funds, and drive voter turnout. By targeting specific demographics with tailored messages and ads, campaigns can encourage undecided voters to support their candidate or cause and motivate supporters to vote on Election Day.

Social media enables citizens to hold politicans and public officials accountable for their actions and decisions. Through platforms like X and Facebook, individuals can directly communicate with elected representatives, express their concerns, and demand transparency and accountability. Social media can make political participation more accessible and inclusive by providing a platform for marginalized communities to have their voices heard. People who may face barriers to traditionsl forms of political engagement, such as those with disabilities or limited mobility, can participate in political discourse and advocacy online. Overall, social media plays a crucial role in shaping political participation and voting tendency by facilitating communication, engagement, and mobilization among citizens and political actors. Its impact on democratic processes continues to evolve as technology and online communication platforms develop.

Purpose of Research

Social media platforms provide a space for political candidates, parties, and organizations to communicate directly with voters. They can share their platforms, policies, and campaign updates in real-time, fostering engagement and dialogue. Social media is used to mobilize supporters and volunteers for political campaigns. Candidates and organizations can use platforms like Facebook, X, and instagram to organize rallies,

fundraisers, and volunteer events, as well as to coordinate get-out-the-vote efforts. Social media allows political actors to reach a broader audience beyond traditions media channels. They can target specific demographics with tailored messages and ads, increasing their visibility and influence among key voter groups.

Social media encourages voter engagement by providing opportunities for individuals to participate in political discussions, share their opinions, and connect with like-minded people. Platforms like X, and Facebook facilitate public discourse on political issues, helping to educate voters and shape public opinion. Social media makes political participation more accessible to a wider range of people, including those who may face barriers to traditional forms of engagement. Individuals with disabilities, limited mobility, or geographic constraints can participate in political discourse and advocacy online.

Social media empowers grassroots movements by providing a platform for marginalized communities to organize, raise awareness about social and political issues, and mobilize support for their causes. Movements like Black Lives Matter have used social media to amplify their messages and effect change. Social media enables citizens to hold politicians and public officials accountable for their actions and decisions. Individuals can use platforms like X and Facebook to directly communicate with elected representatives, express their concerns, and demand transparency and accountability. Social media can drive voter turnout by reminding people about upcoming elections, providing information on polling locations and voting procedures, and encouraging individuals to exercise their right to vote. Campaigns can use targeted messaging and ads to motivate supporters and undecided voters to cast their ballots. Overall, the purpose of social media on political participation and voting tendency is to enhance democratic processes by fostering communication, engagement, and mobilization among citizens and political actors.

Method of Research

The study examines the link between political views and political participation as well as the impact of social media use on voting behavior. In this study we have used quantitative method as it is particularly useful for exploring complex phenomena and gaining a deeper understanding of social, cultural, and psychological processes. We have thought that quantitative method enables us to understand the natural context by conducting in-depth

interviews, observations, and textual anlaysis. Quantitative methods are flexible and adaptable, allowing us to modify their approach based on emerging insights and new research questions. They can adjust the focus of their inquiry, explore unexpected findings, and probe deeper into specific areas of interest as it has given ideas to us about the role of social media on political participation and voting tendency.

Another reason why we have used quantitative method in our study is that it prioritizes the perspectives and voices of research participants. Through the survey we have had the chance to engage with the participants directly and have the ideas about expressing their views, beliefs, and experiences in their own words. Quantitative methods often prioritize ethical considerations by emphasizing the importance of informed consenet, confidentiality, and respect for participants' autonomy and privacy.

We have sent a survey to 367 participants from Sakarya via google forms. The participants have been chosen in different vocations such as labors, teachers, students whose ages are ranging from 18 to 65. The survey results have shown that voters are the primary users of political information on social media and that having civil and productive conversations about politics is important to them. Participants in the study have completed a questionnaire that provides information about their frequency of social media use and how this affects their voting habits, political attitudes and levels of political participation.

The aim of the survey questions is to collect information on the pre-election decision-making process. After the elections, some results based on the responses will be discussed to determine whether social media has a significant impact on voting preferences. When the results are in, we hope to see evidence on whether social media influences people's political views and how they vote.

CHAPTER 1: SOCIAL MEDIA AND POLITICAL PARTICIPATION

1.1. The Evolution of Social Media

The evolution of social media has been a dynamic and transformative journey encompassing the emergence of multiple platforms, significant technological advances and changes in user behavior. The first online communities emerged in the late 1980s and early 1990s, marking the beginning of the evolution. The origins of online communication are found in Usenet groups and bulletin board systems (BBS), where users could exchange information and send messages. In the mid-1990s AOL and Internet Relay Chat (IRC) appeared for the first time. Real-time text communication was made possible by IRC, and more interactive online communication became possible with the advent of AOL's chat rooms and instant messaging services (Leiner, 2009, p. 32).

The development of the Internet is the first important trend. Many people refer to today's internet as "Web 2.0". Web 2.0 revolves around various social media platforms and online communities. Coined by Tim O'Reilly in 2005, the term "Web 2.0" simply refers to advances in Internet-based communication and shows how networking and electronic communication have reached new heights. Rapid advances in mobile technology and various mobile devices have played a vital role in the development and use of social media. A modern, feature-rich smartphone can also serve as a giant mobile studio. Information and communication technology services and applications are increasingly interconnected. A new form of "intelligence" has become ubiquitous in the various hardware and services we use, allowing them to communicate with each other without any specific action on the part of the user (Anderson, 2012, p.38).

Among the first widely used social networking sites that allowed users to create profiles, connect with friends and share content were Friendster (2002) and MySpace (2003). In 2004, the launch of Facebook changed social media by focusing on news feeds, user profiles and fostering online connections between people. It became popular very quickly and set the standard for the platforms that followed it. With the aim of "giving people the power to build community and bring the world closer together", the platform was first introduced as a guide for Harvard students in 2004. In September 2006, the platform went public (Facebook Newsroom, no date). Key features of the platform include creating

online and offline networks of friends, following pages and interacting with online groups. Users can post status updates to the structure in text, image or video, and other users on the network can reply, share and comment on them.

Founded in 2006, Twitter helped popularize micro blogging by allowing users to follow and share short messages called tweets. Its open and real-time format has made it a major player in social networks. From its initial idea as an SMS messaging site, it quickly evolved into a mobile-focused social network (Greenhow, Robelia, 2009, p. 45). When posting, ask users "what are you doing. " A question was asked and an instant focus platform was created. The site embodies many firsts, including hashtags that allow users to categorize content into their own categories, retweets (shares), and public posts that use the @ symbol to inform other users about the post. The platform is largely asymmetric and one-sided, with users "following" people rather than "friending" them.

As a result, a user may have thousands of followers, or just one or two. Today, many people use the platform as a source of information, and journalists are rapidly adopting it as a way to deliver authentic information to their audiences (Broersma & Graham, 2015, p. 58). Nevertheless, there is still active political debate on Twitter. Through web links or other references, Twitter can also be used to direct users to other locations with more in-depth content. However, studies on the use of Twitter to influence voting decisions have focused only on a small number of 'super users'.

Wikis and other text collaborations are web pages that can be edited by anyone with the appropriate permissions. The most famous wiki and "wiki-like" work is Wikipedia. Wikis are based on the concept of voluntary, decentralized and open knowledge sharing. You do not need to change the overall structure of the page to add text, edit it or add new sections. People who verify and add new information do so together. The great advantage of a wiki is its ability to take advantage of group intelligence and the ability of a large number of people to participate in a common task. On wiki pages, the quality of content remains largely constant, despite the occasional spoilery update. On the other hand, on some wikis, such as Wikipedia, users agree to maintain high standards and work together to resolve issues when disagreements arise in user-generated content.

When Video Revolution and YouTube were launched in 2005, they enabled users to upload, share and watch videos. It has become an important source of information and entertainment, influencing the way people use the internet to consume content. As early

as 2009, it was argued that social media could provide an easy way for representatives to find out what their constituents think and expand their reach to the public (McLoughlin, 2019, p. 63).

When Instagram and its visual content sharing feature was first launched in 2010, the focus was on sharing photos and videos. The growing importance of visual communication on social media has become even more prominent with the success of Instagram. The platform has a chronologically filtered social wall and supports one-way networking, similar to X. However, the site is mainly about images, with text, comments and captions limited. By tagging their images with location and hash tags, users have the opportunity to present their content to a wider audience. Snap chat (2011) pioneered ephemeral content by introducing disappearing photos and videos. Other platforms were inspired by this idea and developed similar features. Since its founding in 2003, LinkedIn has established itself as a leading professional networking platform that brings professionals together and encourages career-related interactions. Tik Tok (2016) is known for its short, original videos that appeal to young audiences and demonstrate the possibilities of short-form video content (Kafadar, 2022, p. 135-144).

Live streaming media such as Periscope, Facebook Live and YouTube Live have gained momentum by enabling customers to stream video content in real time, gradually engaging with viewers and sharing encounters. Virtual entertainment has become central for large companies to use their subscribers to promote their products, management and goals. Brands are starting to use power centers for their storefronts. Advances in the integration of augmented reality (AR) and computer-generated reality (VR) are starting to make their way into web-based entertainment, enhancing the customer encounter experience and providing better ways to deliver content. The evolution of online entertainment continues to be influenced by advances in innovation, consumer trends and evolving cultural patterns that shape the way we present, interact and deliver data in the coming age (Haimson & Tang, 2017, p. 48-60).

As mentioned earlier, each stage develops different corresponding genres and styles (Alhabash, Mundel & Hussain, 2017, p. 285-299). For example, in the 2016 US political decisions, Instagram was seen to be used to deliver more complex, engaging messages to the incoming crowd, while Twitter was seen as a way to address the posting of less pleasant, more specific content. Similarly, it has been observed that Twitter customers

tend to use theater to express the purpose of the recording (such as party membership), while Facebook and Instagram are more about emotion, friends and meeting up with friends. While the scene initially generated excitement, there is no sign that the sites have become a publicly accepted standard. Online magazines attract media attention, academics and technologists, but ultimately fail to attract a wider readership

When people return home, they still depend on innovations, even new structures such as Zoom and other remote coordination frameworks. Entertainment on the web has become an important method of social cohesion, with physical separation replacing traditional forms of communication. Be that as it may, as individuals spend more time online and on the web, the importance of web entertainment as a political newsroom has become clearer. Similarly, new concerns have emerged regarding the impact of web entertainment on biological data systems, and new measures have gradually been put in place to address these concerns. Clinical misinformation spread through online entertainment, misleading cases about the origin and spread of infections and fake solutions have become common. Stages responded with emotional and extraordinary measures: Forced removal of content deemed dangerous, promotion of content from reputable sources (including legitimate sources) and the above Web sites dedicated to providing accurate data and helping coordinate elements of the pandemic response.

The first elaboration can be traced back to Van Alstyne and Brynjolfsson who warn that data innovation can lead to network equalization. Innovation can "reduce geographical distance and work with data trading", ultimately creating a world-class city, but this is only one of the possible outcomes. The researchers note that "the Web makes it easier to find similar people" and "can interact with and strengthen networks of typical but geographically dispersed philosophical settings". They argue that a situation in which the social order is further fragmented and communication fragmented will be a selective one; moreover, "when like-minded people come together", "the connections created can also enliven perspectives and even clarify invitations to action" (Van Alstyne & Brynjolfsson, 1996, p. 1479-1480).

Debates on the Internet and majority government have evolved from naïve expectations (Tambini, 2018, p. 47). Persistent judgments cast doubt on the Web's commitment to providing ever-increasing sources of data and ideas. More and more journalists are being forced into the "private enterprise observation" corner of the web marketplace, where a

few extremely powerful theater organizations offer more generous commissions and coordinated support for designated advertising, and lies that undermine the validity of efforts by charging fees. People who are increasingly eager to disrupt existing administrative systems. He himself claims to have been influenced by recent decisions to focus on information-driven campaigns, often supported by security-backed advances in surveillance, with the aim of profiling voters and focusing on their shortcomings. Some, including Epstein (this chapter), go so far as to guarantee that power brokers like Google and Facebook can and do influence the outcome of races.

1.2. Social Media and Political Participation

The web and virtual entertainment have a significant impact on people's public activities and political cooperation (Hamid et al, 2022, p. 61-79). Computer correspondence as virtual entertainment provides a space where legislators (recruits, government officials, and individuals from ideological groups) can create and influence dissemination outcomes. Virtual entertainment significantly influences mission outcomes and the dissemination of policy data. The use of the web in politics is now being integrated into electoral efforts, strategy development, government correspondence and citizen activism. In fact, even before the Web reached its maximum capacity for government business, during an official US delegation in 2004, progressive member Howard Senior's superior declared without hesitation: "The Web is the most democratized development we've ever seen." all the time, even more so." therefore the machine printed it.

Sociologists have long been broadly interested in political partisanship and have been trying to find the reasons for the declines in voter turnout rates in many countries around the world. In any case, political cooperation is not limited to voting. Donating money to a good cause or an ideological group, petitioning, becoming a member of an ideological group, joining the opposition or encouraging others to do so are all inherently "political" activities insofar as they aim to influence an activity to achieve an outcome. Although this topic has been widely addressed, there is as yet no generally accepted or agreed-upon topic on the meaning of policy support or what exercises should be included. Building on the previously considered definitions (including Teorell's), Ekman and colleagues propose a broader arrangement of activities that constitute political support; these activities are divided into empty political cooperation: a) interest in legislative issues and

a sense of involvement in the meeting with a political project, and b) a commitment to the metro that reiterates deliberate work towards improving the conditions of the surrounding local area; in addition, explicit political investment: a) voting, b) coordinated support through membership in ideological groups, c) forms of activism such as marking petitions, participating in peaceful struggles or exhibitions, and required participation in illegal and violent exercises and struggles (Ekman & Amnå, 2012, p. 283-300).

Browsing is primarily about paying attention to other people's correspondence on the Internet, but rarely participating or limiting one's actions to simple, low-effort tasks, such as upvoting a post on Reddit or liking and sharing posts on other virtual entertainment sites. The book Delegates at Large suggests that the 224 delegates play a role in strengthening the character of the meetings they serve, articulating the interests, outcomes and perspectives of the meetings.

Races are important because individuals participate in decisions to choose their own representatives. Individuals need to have the necessary education and knowledge to be able to choose the right type of individual. Political competition provides ways and steps for people to choose which party they want to meet in an influential place. Decisions determine the sharing of public power, the registration of two seats in parliament and the state authority determines the meeting and the scope of association. Managing and managing bad habits forms the largest framework for community building. Previously, entertainment on the web was seen as a means of entertainment, where letters and documents were shared. Today, however, online entertainments such as Whatsapp, Facebook, X, YouTube, MySpace and Google Play have had a huge impact in changing the nature of organizations. Examples of this are the Bedouin Creek and the unrest in Egypt. It has rapidly gained importance as a place where political activities with their various structures take place. Web-based entertainment venues like Twitter, Facebook and YouTube offer better approaches to encourage participation in politics, where races and organizational missions are central. Today, online entertainment plays an important role in races.

Facebook organizer Imprint Zuckerberg has spoken of replacing the "old", state-run social platform that "opposes progress on knowledge, exchange and migration" with another local sector around the world. Zuckerberg also said: "In many ways, Facebook looks more like a government than an ordinary organization. " Google's Jared Cohen and

Eric Schmidt explain the revolutionary impact of the Web on legal issues. They predicted that legislators "would be surprised if the majority of their residents, who are in fact armed only with PDAs, were to participate in small-scale uprisings challenging their authority". Web entertainment scenes have the potential to strengthen the system of majority rule by reflecting public judgment. Dirt Shirky suggests that online entertainment can help expand opportunities and change individuals' political views by exposing them to different judgments given by friends, relatives and coworkers (Kandara & Çelikyay, 2017, P. 105-115).

At the turn of the millennium, online entertainment became known for shifting power from authoritarian systems to traditional individuals seeking opportunity and citizenship. Peter Vocalist and Emerson Brooking wrote in 2018 that online entertainment scenes "highlight the dark wrongs committed long ago by autocrats and offer a powerful new approach to grassroots grooming." Manuel Castells describes virtual entertainment as a "preparatory force" capable of "destroying a system that assumes people will come together". These steps could ease the burden of irregular meetings by reducing cost coordination fees while increasing general awareness. Of course, Web-based entertainment scenes were introduced in Moldova in 2009 during the general uprisings in Iran, known as the "mainstream unrest on Facebook," during the Iranian political unrest in 2009, known as the "political unrest on Twitter," during the "political unrest on Facebook," during those on the brink of uprisings in Russia in 2011, and in Russia in 2011. "In Russia in 2011 and in the Middle East in 2011." He played a role in a wave of social misery in which Tunisian and Egyptian youth, armed by Facebook, demonstrated "the liberating power of entertainment on the Web."

According to Vocalist and Brooking, these developments are associated with the "peak" of the Web's popularity, followed by "a wave of anti-authoritarianism that used virtual entertainment, restrictions and surveillance of all kinds" and even "brutal repression." There are no predetermined consequences for recreational use on the web. These steps fail to "unite the world", Facebook's stated main goal, and only help to attract individuals who value the voting system. As Zeynep Tufekci notes, they also "connect with revolutionary Buddhist monks in Myanmar, who have a much more powerful apparatus to promote ethnic cleansing or with racist oppressors in Myanmar, who can undeniably recruit more members" (Bernal, 2018, p. 48). Virtual entertainment is used to support

occupying lawmakers within a country or to distribute misleading advertisements to foreign authoritarian powers and mobilize power based on popularity. Similarly, when used by egalitarians, it represents a fundamental challenge to neo-liberal philosophy, spreading lies and creating partisan shocks that influence citizens' decisions.

Computer adoption can be catered to by both media and national political opportunities. Different advanced innovations can have different impacts as they affect diffusion through different political institutions. They hypothesize that different types of data innovations may affect majority rule in different ways, perhaps through the intervention of various political actors. Online entertainment allows public administrations to provide enhanced data to the public, as web-based entertainment is an almost constant channel of correspondence (Jaeger & Bertot, 2010, p. 371-376). One of the main barriers to the introduction of web-based entertainment to legislatures is the lack of protective rules or vulnerability to them and the lack of professors who can keep up with virtual entertainment venues. Lawmakers should consider and learn from the virtual entertainment activities of other government agencies before launching online entertainment websites. Online entertainment can also be a "regulatory force" for traditional media (Lin & Lazer, 2011, p. 193-200).

One of the most important consequences of the widespread use of virtual entertainment and advances in web-based entertainment is in the realm of government affairs. As the power of online entertainment to engage the public becomes more apparent, it is also attracting the attention of legislators and political activists. In many parts of the world, the dominance of entertainment on the Web is seen as an asset that allows legislators to assert themselves in their political missions. The influence of Web entertainment on legislative issues is not limited to its use by celebrity pioneers and political gatherings. Extreme political protests can also take advantage of online entertainment. Finding it difficult to engage with audiences through traditional media for various reasons (e.g. limitations, the interest-driven nature of the established press), extremist political groups have found a solution: Online placement is a catalytic option. Recently, the world has witnessed political activists able to communicate, educate politicians on friendly issues and mobilize protests through online entertainment. The Bedouin Spring and the promotion of property rights are two of the best known and most worthy contenders in the series of legislative struggles that have taken place in recent years. In both cases,

virtual entertainment is tied to conversations and debates. For example, the impact of virtual entertainment in the Middle East spring has sparked fierce debate in some academic circles.

Experts such as Philip Howard and Muzammil Hussain of the University of Washington, for example, place great emphasis on the role of web entertainment in the Middle East Spring and see virtual entertainment as an important variable behind the events. Juergen Pfeffer and Katheen Carley of Carnegie Mellon University disagree that virtual entertainment played a fundamental role in the Bedouin Spring. They do not fully accept that virtual entertainment is a source of unrest (Agence France-Presse, 2013). In Turkey, a country with a large internet population, the influence of virtual entertainment in state affairs has recently begun to manifest itself. Opinion groups and their leaders have started to communicate with individuals through virtual entertainment tools such as Facebook pages, Twitter accounts and YouTube channels. In times of political competition, virtual entertainment is effectively used for propaganda purposes. In Turkey, as in other cases around the world, political activists and associations have started to use virtual entertainment to raise political awareness and sometimes to prepare for the struggle.

New developments and virtual entertainment have disrupted and in some cases contradict the way people collaborate and use speech and data capabilities, as well as other related fundamental freedoms (Adler-Nissen, 2014). In its early days, the Web was hailed as a beacon of intersectionality and freedom, but the "democratization" of content creation and the centralization of online distribution channels such as Twitter, Google and Facebook have potential side effects. About fake news, private and public disinformation strategies and the emergence of extremely powerful secret performers with real data trail, especially in the voting-based space. Legislators around the world, whether legislators or non-state experts, have steadily increased their efforts to control data in the virtual entertainment space in an effort to stifle online speech and, in any case, suppress political dissent. According to Opportunity's latest report, policing and disinformation strategies certainly played a significant role in elections in 17 different countries last year, undermining the public's ability to elect their leaders based on verifiable information and real debate. This affects the reality of the majority government and causes security problems.

As noted in the 2018 Global Development Report, the majority of global web traffic now comes from mobile phones. Of the 7.6 billion people in the world, about 4 billion are web consumers (attracting the S of the entire population) and 3.2 billion are active online entertainment customers (attracting the B of the entire population). Most have moved to the Americas, Europe and the Middle East. Between 2017 and 2018, the number of web customers grew by 7% and the number of active online entertainment customers grew by 10%. A typical web shopper spends around 6 hours online every day. Combine this with each of the world's 4 billion web shoppers, and individuals will spend a huge amount of time online in 2018. Much of this time will be spent on online entertainment sites: Facebook (2,167 million customers), YouTube (1.5 billion), Instagram (800 million) or Twitter (330 million).

Facebook, Twitter and other similar web-based entertainment platforms were not originally designed for political purposes, experts say. But as IT innovations have grown, many have realized their true capacity for policy making. Large online entertainment companies benefit from the way customers share their data, including their political beliefs, assumptions and strategic views. It is now clear that misinformation has become pervasive because of its ability to dampen the emotional responses of online entertainment consumers and their subsequent interactions. Acting as a true innovation, web-based entertainment informatics seems well suited to the founding idea of fighting back. After all, virtual entertainment and on-demand tasks seem to form an ideal pairing, with one serving the utility logic of tech organizations and the other serving the desire of startups and conferences to win votes. The countries with the most active Facebook customers are the US (214 million), India (191 million), Brazil (122 million), Indonesia (106 million) and Mexico (76 million). According to the research, Twitter has and will continue to focus on the minute - the creation, experience and reporting of events that happen continuously. Facebook has also added access points to provide customers with instant data via Facebook Live. These new components to keep pace with the ever-educating individual have imposed new types of communication and constantly new data requirements on residents.

Online entertainment has become an invaluable space for political associations and activists to express their views and advertise to large numbers of people with minimal cost and effort. More recently, the world has witnessed its various effects as the power of

web entertainment over government affairs has been secured and exercised. The US official policy decision in 2008 was significant because it showed the world that the use of informal organizations can be an important tool to accomplish political missions. Also recently, the world has witnessed significant developments in public protests showing that online entertainment can also be an asset for political activists. These public events showed the world how important online entertainment can be in raising political awareness and preparing for political struggles. Legislators can help use web entertainment to build and deal with their social image.

Similarly, keeping track of how ideological groups spend their assets can be difficult or even illegal in some countries. In addition, global entities such as Facebook and Twitter have global headquarters and may be far from public observation tools. Opinion groups have embraced these new data innovations to support their own trends, promote new ones and win more votes in races. For example, according to The Watchman and the New York Times, 87 million Facebook profiles were harvested by Cambridge Analytica and thus used to help political rivals and races in many countries. Does online entertainment affect the outcome of political races? According to a famous story, Twitter played a public role in both the last official races in the United States and the "Brexit" decision in the United Kingdom. Many believe this is necessary for internet entertainment to have a broader impact on political polarization and the re-emergence of liberal parliamentarians in many countries. For example, the US government's chief policymaker stated that he had "no idea how much real damage Facebook has done to the system of majority rule". A selective point of view suggests that the web entertainment medium is skewing traditionalists and that a younger, moderately left-leaning clientele may be doing this to legislators. Regardless, the available evidence for evaluating these different (causal) claims is limited.

In recent years, widespread concern about the impact of virtual entertainment on majority rule has led to an explosion in research in many different fields and in many different corners of academia. As another open space, the web can work with conversations, encouraging the exchange of new thoughts and feelings. Today, data can be disseminated and collected faster, cheaper and "processed" by anyone with a cell phone with a web connection. The creation of long-term informal communication sites (SNS) such as Meetup.com, Facebook, Twitter and WhatsApp has opened new doors for citizens,

policymakers, government officials, ideologues, policymakers and, surprisingly, traditional news sources (Méndez, 2020). Today's online entertainment has helped validate the possibility of the "global city", first proposed by the literary scholar Marshall McLuhan in the 1960s, and proposed by the 21st century writer Thomas L. Friedman. According to Friedman, computers and optical connection speeds for data exchange represent an ever-increasing divergence, virtually eliminating the barriers of reality. For data and correspondence to advance, it is crucial that virtual entertainment becomes an important means of influencing society.

Many governments have tried to suppress or block diverse and open interactions, and entertainment on the internet has overcome these prohibitions. A real model is the unrest in Egypt in 2011, which was part of the "Bedouin Spring". In Cairo's Tahrir Square, many people are relentlessly sending data and updates in the form of messages, images and videos around the world via the internet. Yochai Benkler, a Harvard professor specializing in correspondence and data sharing between organizations, highlights typical individual behavior focused on creating improved content. He said that he goes above and beyond the expected and shares his insight, wisdom and first-hand encounters with friends. Traditional media is playing a really important role. Although some reporters, such as British-American essayist Andrew Sharp, argue that the various online entertainment networks are destroying our Western culture and dragging us down into a somewhat engaging and seriously constructed and compiled Emotional garbage dump, the general rule is that what is going on is more complex. Traditional media, with its broadcasts, newspapers and magazines, is dynamically communicating with web entertainment: Traditional media is moving in the direction of web entertainment, but parts of the latter can also be considered as entertainment of the former.

It is too early to guarantee that traditional media will disappear and be replaced only by virtual entertainment services. But the American writer Malcolm Gladwell usefully reminds us of the limitations of online entertainment. Real change in public opinion requires the active support of individuals, often facing challenges and bail. The content presented in online entertainment can be viewed by anyone from anywhere in the world, physical barriers and frames disappear, which means that opportunities for conversation are now opportunities for journalism and therefore opportunities to come together. Marius Rohde Johannessen, in his review "Web Entertainment as Open Arena", argues that

correspondence through virtual entertainment can help foster public conversation and debate. In his view, it becomes easier to create open space and build "social capital" in web entertainment than in local fieldwork. These groups of people operate through correspondence between people who come together for their normal interests, but can generate many different opinions on different topics, but appropriate local topics that are not part of creating an open space for comment.

Several studies suggest that the increased mobility of data generated by online entertainment will strengthen the fundamental boundaries between residents and their states, while other studies argue that between web usage and virtual entertainment, on the one hand, support for a majority government system as a beneficial form of governance, on the other hand, show that the relationship has strengths. Finally, many creators argue that the use of the whole web and online entertainment provides more accurate information about people's interests and is part of large-scale social development (Castells, 2011; Metaxas and Mustafaraj 2012; Cohen et al. 2012).

Access to the internet has become so important that "many states, such as Estonia, Finland, France, Greece and Spain, have officially recognized the right to access the internet as a central right". In addition, "the United States of America (UN) has designated access to the Internet as a fundamental right in a report by Candid La Mourn, the distinguished rapporteur on the development and security of opportunities for the assessment and use of the Internet. Maximum abuse" (Laidlaw, 2015, p. 20-21) and the European Free Court has ruled that blocking websites "may directly contradict the actual text of Article 10(1) of the Declaration, so that the privileges set out in that article are enjoyed "regardless of provinces". High levels of social capital provide cooperation or electronic support through web entertainment, while high levels of investment create more friendship capital. The new open space has created space for the formation of independent associations working together as a single gathering, forming the essence of the common community.

A more comprehensive meaning of online entertainment has been adopted by Obar and Wildman, who define virtual entertainment as a facilitator with four attributes: 1) virtual entertainment management is (currently) a Web 2.0 application, 2) customer-generated content is the soul of online entertainment, 3) people and communities create customer-facing profiles for a website or application that are planned and monitored by a virtual

entertainment facilitator, 4) authority Online entertainment management seeks to develop an informal online community by linking a profile with community profiles, among others (Obar and Wildman, 2015, p. 1). By fundamentally influencing how individuals perceive and focus on real friendships; how news is created and consumed; how individuals seek entertainment and expend energy; and this is just the tip of the iceberg. Online entertainment has transformed elements of correspondence between political pioneers, writers and citizens in general, transforming itself into a coercive force in government affairs and opening up more extensive avenues for urgent political dialogue and debate (Owen, 2017).

The monetary incentives that empower new media such as Google, Facebook and Twitter rely on attracting large audiences to generate advertising revenue. Political content is used to drive customers to elements of virtual entertainment as opposed to its ability to raise public awareness to enlighten the public (Owen, 2017). Corporations are pushing big media agencies to highlight the current issues that attract the most attention. Moreover, as the popularity of scenes grows, similar content often becomes fragmented, with media power concentrated in a few old and new media. Web directories direct customers to a limited number of highly targeted and well-supported positions (Hindman, 2009; Pariser, 2011). Platforms like Facebook and Twitter allow candidates to connect directly with voters, find allies and influence public planning. These major changes in political correspondence give policymakers a wide scope to make important decisions (Stier, 2017). Although scholarly research on the online entertainment struggle has long been evolving, it is still unclear exactly what arguments legislators are putting forward at these stages, as previous studies have mostly provided through correspondence posts such as retweets, @ notifications, likes or hashtags. Focus on meta-information. Understanding how parliamentarians tailor elements of their messages to the eccentric nature of different eras will lead to a better understanding of how web entertainment shapes political correspondence (Stier, 2017).

Online entertainment differs from other forms of media because it empowers and supports collaboration between customers; a growing collaboration and rapidly expanding data flows within the company. This creates new challenges for organizations: 1) how to adapt to these models from an organizational and legal point of view; and, 2) how to leverage it to create a more fluid and coherent discourse with the public and thus strengthen

majority rule. To answer these questions, the study will focus on the measures taken to address the explosion and acceptance of web entertainment during election campaigns. The evaluation will examine whether online entertainment training in the work environment is engaging and necessary through specific models. This will work with reception having an informed discussion about the rules involved. Be that as it may, new media seem to be central to the ability to tailor messages on the web to the preferences of most voters in accordance with mass correspondence models (Downs, 1957; Druckman, Kifer, & Parkin, 2010). In these phases, lawmakers are directly introduced to clients with quite clear segment characteristics and policy interests (Schoen et al., 2013), and they need to adapt to these phases. The specific possibilities of virtual entertainment venues. Candidates can thus adapt their correspondence to the sociotechnical conditions of scenes like Facebook and Twitter (Stier, 2017). It examines the salience of circulation on certain topics (Iyengar, 1979, p. 396) when mission messages are focused on a large crowd or more specific arrangements of crowds (Iyengar, 1979, p. 396). (2) various virtual entertainment activities, and (3) our commitment to discern in the distribution of this content from multiple material layers (legislators and gangs through web entertainment). Some have turned to new media as an expected adjustment. For example, web-based entertainment platforms such as Facebook, Twitter and Instagram are touted as ways to increase engagement among incumbents and allow them to enlighten their political representatives on what they believe needs to be done. What they need most is the inability to do so. This involves using the discourse between voters and the people they vote for as an element of representation. This hypothetical perspective treats representation as an open spectacle. Expanding communication can encourage greater participation in institutional relations and increase trust in a voting-based system (Williamson, 2010). Large numbers of people seek to use the mandate not only to consult political data but also to publish, react, share, influence and organize (Ellison & Boyd, 2013; McNair, 2018, p. 63). Because online entertainment sites often emphasize sequential progress, public records, and can work with client correspondence, scholars have begun to consider virtual entertainment opportunities as places of exchange.

Many hope that the internet's ability to make correspondence between individuals faster, cheaper and simpler will create a system of majority rules. Virtual entertainment may also correct past patterns that have led to residents being less accepted by city authorities as

correspondence can move towards a more organized and widespread understanding. Since legislators have websites, phones and offices and do not have any virtual entertainment profiles, having a web entertainment account is now considered somewhat practical and commonplace, and is seen as the exception rather than the norm. The web has for some time been seen as a useful response to the problems and challenges facing liberal popular governments; with the help of open spaces, it increases the viability of incumbents and, surprisingly, sets the stage for another kind of majoritarian system of government. For example, although most posts on landing sites such as Facebook and Twitter are message-based; both contain a lot of image and video content.

Meanwhile, other web-based entertainment platforms such as Instagram, Snapchat and YouTube also provide predominantly video or image content. The variety of multimedia content poses a problem for quantitative research because the encoding of broadcasts alone is of enormous value. One of the conclusions from the written survey is that the inclusion of virtual entertainment as a general term often leads to misleading findings. If each virtual entertainment has features that make it comparable here and there, they also present key fundamental contrasts that shape customer behavior or underpin usage designs decisively. Another analysis of web and virtual entertainment is that it causes laziness. Slacktivism is a term derived from the combination of the words "wandering" and "activism" and is used to refer to being active on the web, essentially being lazy on a page or reposting without being really interested or committed to spreading awareness about the development. Some experts agree that individuals sign petitions over the internet, change logos in their unofficial organizations, attend a few internet meetings for fun without much effort. Either way, it doesn't really play a big role in initiating development. Eugene Morozov illustrates this analysis with the Facebook campaign "Save Africa's Children", which had 1.7 million participants but raised only 12,000 dollars (Morozov, 2011).

A study titled "TT City President (Model Theme)" was conducted by Istanbul College. In this study, Twitter users' comments on the profiles of the mayors of three major urban areas (Istanbul, Izmir and Ankara) were analyzed. The purpose of this evaluation was to identify the city leaders who made the best announcements (positive announcements), the worst announcements (negative announcements) and the most announcements (positive negative neutral announcements). The review was supported by categorizing tweets sent

through mayors' Twitter profiles. This study was the seventh subject in the world to stay awake for 35 minutes and the first in Turkey to stay awake for fifteen hours. This study shows that Twitter users in Turkey are highly skilled at commenting on and condemning local government officials. Each entertainment site on the web has its own audience and style; Twitter proved to be more of an information-based organization, while Facebook and Instagram proved to be a stage in disconnected cyberspace. The differences in organization appear to have resulted in each stage appealing to different geographical communities. Facebook focused more on neighborhood issues, with content focusing on demographic or regulatory issues related to voting that could make a difference for voters, while Twitter attracted more public attention.

According to Suomen Toivo's book, online entertainment has had a significant impact on the way individuals communicate. Suomen's book, "The New Power of Political Influence", includes eight key changes it has created. Participating in online entertainment is a collective act. It is therefore important to understand that influencing online entertainment is a very different and challenging endeavor than working with traditional media. The key change that is clearly identified with online entertainment is the anonymity of agents, which means that authors and commentators often use pseudonyms or aliases. While ambiguity provides valuable opportunities to comment on sensitive issues, it can also sometimes lead to "fire-fighting" and evasion of responsibility. Using the real name of the article author will make the message stand out (e.g. in a "Letter to the Editor"), as the author needs to be identified as the person who provided the comment. Posters should have the option to appear under their own name. The next change lies in the richness and diversity of entertainment data on the Internet. No longer are customers dependent on a single address for different news and information, but can skillfully use many different media in parallel. The traditional method can be considered curation, where media outlets use, modify and reorganize content accumulated from different media. It also doesn't make sense to participate in every conversation with the changing data landscape.

The third change is common property; there can be no reserved locations or secret spaces. The private property of prominent members of society and public property have merged to become public space. Many MPs have been confronted with a phrase they used inappropriately or a joke they told in a private discussion being recorded by trolls and

immediately posted online. The fourth change is speed. Information and data are spreading faster than at any time in recent history, and the desire for speed can also lead to reports that require almost no verification. William Davidow, an architect and advocate of financial innovation, describes the current era as "hyperconnectivity": We are communicating constantly and very quickly, and at the same time we are unable to manage a reasonable amount of new data because of its complexity. He gives the example of advanced stock trading, which has become a particularly exotic beast due to computerization and mechanization. The fifth change is the sheer number of tasks customers expect and the connections between them. It is normal for web entertainment to have no clear sequential progression. A practical model is the Internet reference work Wikipedia, which doesn't actually have a managing director but a large number of journalists, researchers and editors. In any case, if an error is detected, who in Wikipedia will the complaint be coordinated with? The answer to this question is: Try not to complain. All things being equal, complete the cited article and correct only obvious errors.

The sixth amendment is a shift from objectivity to subjectivity. In the United States, for example, some of the so-called traditional establishment press has given up on promoting balance and pluralism. One case observed in various virtual entertainment scenes is the rumor that the current leader of the United States, Barack Obama, is a Muslim. Although this false data has been repeatedly debunked, more than 100,000 Americans still accept that Obama is a Muslim. The seventh change is the new ability to combine different types of data in a truly adaptive way. Online entertainment is not limited to text, images, sound, video and events, but is being combined. When existing miniature video cameras, recorders, PCs and mobile phones are combined with reasonable programs, of course, significant promotions can be made and modified.

The eighth change is that traditional navigation techniques are almost non-existent. Regulators may try to limit virtual entertainment content, but traditional oversight cannot keep up with the continuous growth of pages on the web. China and Saudi Arabia, for example, strictly control people's use of the Web and virtual entertainment. On the other hand, it is very difficult to intercept even the most extreme broadcasts transmitted over the Web. Web entertainment is essential for all activities as diverse as Web communication and online collaboration. As tasks depend on rapidly changing content,

links and shares, a functional "centralized online pecking order" becomes necessary, requiring the creation and support of quality and attractive websites. Visitors to different websites need to be able to effectively track new gratifications posted on the website without actually using the website. Sharing tasks such as AddTh is and ShareTh is or RSS channels provide these possible outcomes. Sharing options often appear as buttons on websites and make it easy for customers to improve website content. Many websites also have a Facebook "Like" button which, when clicked, will recommend that website to people's friends. Again, RSS channels notify customers of changes to the website but do not pass this data on to others. Recently, online entertainment venues have come under a lot of scrutiny over how they decide to display content. Many of these concerns stem from Facebook's breach of protections in the wake of the Cambridge Analytica scandal and how the platform chooses what information to show people and the use of advertising on stage.

There has been no backlash against Twitter since it became clear that unknown countries were using Twitter to distort information and influence decisions or create divisions in society (Broniatowski et al, 2018). Access to the web varies by region and by country. The International Telecommunication Union (ITU) 44 estimated that 4.1 billion people accessed the internet in 2019, representing more than a third of the world's population. This targets more than 3.8 billion dynamic interactions between individuals worldwide. According to reports from Hootsuite and We Are Social, the average time spent on virtual entertainment (on any device) by people aged 16 to 64 in 2019 was about 2 hours and 24 minutes per day. Over the last decade, the use of new media for online entertainment has skyrocketed with the emergence of platforms such as Facebook, Twitter, Snap chat, Instagram and YouTube. Research on media effects has evolved significantly from unhappy and powerless audiences (Lasswell, 1927; Lippmann, 1922) to the limited effects hypothesis. Thus, the influence hypothesis was revised: How media influence individuals, how individuals actually manipulate the media - the intention and taste hypothesis.

Studies focusing on the impact of new media, and in particular cutting-edge innovations, are just beginning to emerge. In the relatively recent past, the rise of web entertainment has generated extraordinary hope about its real ability to soften the monetary and political acceptance of open doors, empowering general business and operations with new kinds

of connections. Its undeniable widespread use has spawned a series of editorials and sponsorships aimed at combining deep knowledge of the wider media, financial issues and social development with this new innovative possibility in the field of correspondence. After much political turmoil and political races, the outlook has become much less encouraging, both in the popular press and in academic debates. Facebook and Twitter are necessarily seen as incubators of "fake news" and advertising, rather than tools for empowerment and social change. The focus of subsequent research has also shifted, with researchers now focusing on earlier writings on misperceptions and influences to better understand today's challenges. The unexpected rise of egalitarian gatherings and candidates in established majoritarian rule systems and the new rise of political brutality in countries such as Myanmar, Sri Lanka and India have added gravity to the debate about the role of promoting Web-based advances and entertainment in fostering polarization and influencing fanatical ill will (Barberá, 2020).

The fact that web entertainment increases openness to different political views of weak parties does not necessarily mean that it significantly affects political polarization. Previous work suggests that reopening cross-referenced data would promote political control; this could explain why political polarization in the United States is least prevalent among the population least likely to use online entertainment (Boxell, Gentzkow, & Shapiro, 2017). Be that as it may, a new set of studies argues against this conclusion, arguing that this extension of intersectional perspectives that may have polarizing effects is precise (Bail et al. 2018; Suhay, Bello-Pardo, & Maurer, 2018). Research on online entertainment and writing in "closed, protected environments" has shown that, contrary to intuition, there is convincing empirical evidence that the targets of interpersonal communication increase the range of political views to which people are exposed. But this leaves us with little information about the impact on individual views and the resulting impact on polarization at the aggregate level.

Political scientists have long seen openness to non-traditional perspectives as a vital condition for robust political consultation taking place in growing populist social orders. But beyond this standardization argument, a variety of considerations that can significantly affect people's trust and solidarity are equally important. Multidimensional cooperation helps people to perceive the reasons for their own and their competitors' positions. These organizations are part of groups because of their informational value,

their work processes, which are widely shared in the media, and their typical orientation towards events, opinions, distractions, procedural and governmental problems of powerful authorities, as well as their sense of responsibility and professional ethics among authors and towards public support. Characterized by formal and informal hierarchical norms, programs and techniques.

As thought goes elsewhere, publicity follows, particularly as individuals increasingly care about props and administrations that offer publicity on a modest, set scale, such as hunting, virtual entertainment, informational applications and the like. This means that huge innovation organizations like Google and Facebook are quickly overtaking computerized publicity, universally capturing a larger portion of it, and numerous different media organizations, including literally the entire news industry, are looking for the remainder. Significant scene organizations, like Facebook and research, are as of now working on a variety of items and administrations (the vast majority of which are shared, generally open frameworks incorporated by numerous entertainers for various purposes) with infrastructural features, in ways that are basically represented by acquired legitimate and administrative structures and individual organizations' own sense of mission and terms of administration. At the singular level, the steady progression towards a more computerized, more multifaceted, more progressive media climate involves a rapid shift from direct acceptance of news sources to a heavy reliance on distributed disclosure through props and administrations such as web search tools and virtual entertainment that offer us new things.

While strengthening approaches to accessing, consuming and acting with news that comprehensively emphasize more diverse and in some cases participatory news use, it also brings with it the potential for wider web-based provocation, vulnerability to disinformation, and greater political polarization and social instability in news use. The shift to computerized media was the result of widespread media experimentation, especially broadcasting in the mid-20th century, a widespread, simultaneous experience - a single local space conceived around a single informational program - in which millions of people watched a similar program (you might watch the news on TV anyway, but you might never watch it again). It will no longer target what it once did), alongside the general decline, the equally limited consideration given to online information increases the likelihood of concern and the disdain for privacy. But a significant number of the most

frequently voiced concerns about the consequences of majority rule in our changing media landscape are not borne out by careful scrutiny. In many countries, trust in information from web search engines and online entertainment is lower than trust in news media in general (Newman et al, 2019), but it is not yet clear whether the shift to disclosure dissemination has led to an overall decline in trust in the news media. Of course, when evaluating different information options, individuals will experience what we call "collective suspicion"; here, those who distrust the primary gatekeepers (distributors) also distrust the secondary gatekeepers (tiers) - and often for reasons of comparison.

Individuals often cannot see how story processes work, let alone the algorithmic selection of information, but this does not mean that they blithely accept what they encounter (Fletcher & Nielsen, 2019). Contemporary liberal majoritarian systems, like authoritarian systems, typically do not regulate speech through state-coordinated restriction, i.e. through a ruling official approving or modifying content transmitted through a media channel. The systems work in a rather roundabout way and involve controlling access to communication channels through permits; monitoring sources of revenue to support private media; providing general guidance on the type of happiness that will or will not be considered satisfactory; promoting specific content through open telecommunications and various means; it also involves creating systems that are highly tolerant of criticism and requests for protection from private residents, including lawmakers and other public figures. France and Germany are the two largest media markets in continental Europe. While media management in France and Germany has many similarities in practice compared to other European countries and the United States, important characteristics emerge where the two countries differ. These characteristics are impressive in their own right and represent how the two largest media markets in continental Europe approach media management. They are also important contextual variables that various actors in France, Germany and the European Union should take into account when assessing whether and how to take public measures or Europe's potential to combat disinformation trends. As we will see, the main promotions of hazardous substance control on the websites of both countries provide clues to these differences, which emerge as really important problems in the way both countries manipulate the traditional media.

Advertising reporting remains an important part of the media landscape but coexists with unbiased, data-driven insights. The media is seen as an important social institution, worthy of state support and security, and is characterized by its attractiveness, surprisingly high competence and formal unity. Corporatist countries with majority rule usually have long-standing free, vote-based systems, and efficiency is realized in an institutional structure that emphasizes agreement and solid legal authority. The third model is the liberal model that Hallin and Mancini often use, with Canada, Ireland, the United Kingdom and the United States. Like popularity-based corporatist states, liberal states adopt good practices in terms of journalistic opportunities, commercial media and the early development of liberal platforms. However, unlike corporatists with majority power, the role of the state is generally more limited and the media is largely shaped by market influences rather than philosophical or other radical political goals. Zuckerberg, the pioneer and Chief Corporate Officer of Facebook Imprint, has gone so far as to suggest that his industry needs some form of informal legislation. Facebook and Google have begun to adjust their calculations and make more explicit political choices about what constitutes content. Google's YouTube, for example, blocked Alex Jones from using its services. Facebook, on the other hand, changed its calculations starting in 2017, significantly increasing the number of human drug control officers. It also organizes an autonomous appeals process to adjudicate appeals from this component accusing Facebook of selecting inappropriate substance interventions.

Two extremely large platforms, Facebook and Google, and a somewhat more modest third platform, Twitter, serve today as the main communication channel for a large number of individuals in the United States and around the world. These stages are thought to be positioned similarly to the stages of the three major broadcast networks in the early days of live television broadcasting in the United States. Scenes may not have limited data infrastructure providers; instead, they are transmission assets; in fact, what they share has an unprecedented impact on what large numbers of individuals see and hear through the choice to focus on one particular element over others.

At the point when web-based entertainment and online entertainment outlets played a complex and disturbing business in recent political events, from the 2016 US political decision and the UK Brexit mandate to the massacre in Myanmar, a burgeoning chorus of researchers, policymakers, and experts began to declare that virtual entertainment,

dubbed a decade ago as a liberating "freedom innovation", can now incite polarization and sabotage majority rule all over the planet. As the leaders of Google, Facebook, Twitter, and other notable organizations are called to certify before elite authorities in North America, Europe, and Asia, and as policymakers talk about different administrative measures to contain the so-called advanced monsters (Moore & Tambini, 2018), people in general are demanding an increasingly prominent responsibility from innovation organizations that run administrations that depend on their sensitive information, individual correspondence, and thoughts. According to a famous view, web-based organizations, and especially virtual entertainment, can lead to so-called "channel bubbles" or "protected, closed spaces". According to this idea, online entertainment - in contrast to conventional broad communication channels - can operate by organizing and using unregulated data, either by using computations or by allowing people to self-select their preferred content.

Some studies also challenge the idea that increased polarization due to online channels is quantitatively important (Flaxman et al, 2016; Guess, 2018; Boxell et al, 2019). Assuming that online entertainment is certainly important for political race outcomes, we can anticipate that there should be heterogeneous effects across citizen communities. Specifically, Bayesian renewal suggests that citizens who lack the power to hold on to a particular party should depend on persuasion. Aries A. Arugay predicts the possible business of virtual entertainment in the coming polls, especially in relation to Filipino races and web-based entertainment all over the planet. Disinformation will be more prevalent. The ongoing pandemic gives virtual entertainment a more fundamental importance. The harmful idea of constituent warfare is increasing with web-based amusement. Miniaturized focus takes into account disinformation pieces to deal with open constituencies. The danger of unknown obstruction and influence poses a potential threat in the 2022 races. Like decisions in different nations, the 2022 races might be directed or obstructed in an unconventional way. This is a credible and dangerous danger that jeopardizes decisions as the sovereign expression of Filipino voters.

Practically speaking, it is difficult to separate the broad communications challenge from the virtual entertainment mission, and it is difficult to separate the "natural" web-based entertainment challenge driven by "intentional" sharing and preference, and the use by missions of the commercial promotional administrations offered by online entertainment.

Strong missions use these three components together. However, below we focus on the paid component, which has specific implications for political race authenticity and often populates and prepares the web-based entertainment crusade and thus engages in broad communication with stories. Assuming that an organization has information about you and that a profile is sold to advertisers and included in the eligibility calculation that determines what you are served, there is a danger that this single profile decides the "channel bubble" (Pariser, 2011) effect of what you are served.

With regard to decisions, the "publicity bubble" effect can destroy authenticity in the absence of genuine openness to pluralism, to the extent that individual independence and unrestricted choice are sabotaged and consultation is sabotaged. As a result, each resident may be ideally served by living in various "channel bubbles" operating with isolated information ecologies. Where there are high clearing costs and buyers are safe, customers may be less ready to exercise "popularity-based discipline" at stages - for example by demanding more explicit dominance over private information, greater openness about relevance and explicit quality, and fair treatment and "rollback" freedoms with respect to removals and blockages (Tambini, 2018). There is growing evidence that Facebook has become an "all-in-one resource" for political missions that need to convene, profile, segment and target, and that recipient trust due to lack of information intensifies its effects. A dominant entity like Facebook, especially one that offers an upwardly coordinated "all-in-one resource" for political race administrations, is in an exceptional position overall, and as an unfamiliar entity, it is a place where trust and vote-based authenticity would be destructive if left unchecked. The advantages of virtual entertainment are regularly present in the latest computerized world, especially in the US, where it is an important medium in political missions and correspondence research, and an organization for this feature (Rossini et al, 2018, p. 245). So much so that contemporary political races prepared by ideological groups and entertainers are increasingly focusing on and contributing to interpersonal organization locales as an elective channel to traditional media for disseminating political data. This somewhat new methodology brings the mix of political amusement and gatherings to dialogic and non-progressive conditions and an enormous shift in task experience, while likewise gaining perceivability about thoughts and political perspectives arising from virtual social connections.

1.3. Media and Voting

It has been suggested that platforms, including websites and online magazines, can do much to rebuild connections between delegates and voters through an extended network. Nadler 2016 argues that news and media often give the public what they need to hear in order to ensure that news networks earn the public's respect, thus enabling competitors to continue to approach and respond to misleading messages published in the news. According to Nadler, the editorial approach of advertising focuses on consumer criticism, which determines the activities of news producers, how they present and describe developments, the latest news, as well as how they participate in debates in the media. Virtual entertainment is adaptive because profile owners have almost unlimited power over the posts they view and follow in their streams, except in special cases such as ad-supported advertising. If customers conclude that they do not like the content shown to them, they have the option to unfollow the advertisement in question or edit their profile if necessary.

Because ads are often served on virtual entertainment networks at the expense of the organization in question, recipients may become frustrated when they try to remove certain notifications from their feeds. The storefront data framework allows researchers to better understand how customers react to promotions, whether they follow the organization's lists or like the organization's posts. The way a person's web fans perceive them, whether they choose to help a newcomer or not, can cause friendly resentment. Self-image can be changed by a simple act of support or protest online.

The "liking" feature has a major impact on political contestation. Newcomers have their own profiles where they can grow with original content, while loyal followers can see what they follow or like and reveal small or hidden parts of their organizations. In a society where there are forces that are valued and often respected within the dominant society, partisans are more likely to mimic the activities of a force. People try to support the activities and behaviors of the forces to be reckoned with, citing their own goals and mindsets. While there is a basic expectation that online political action should respond to conversations and express valuable ideas, this leads to biased impressions of citizens and opponents. While online behavior and course of action during the political race cycle can influence voting or follow a particular upswing, it can also damage mental behavior, as officially determined by Taiwan in 2016. After studying the behavior of 'likes', he

discovered that the strength of an online 'like' often predicted survey results. Since the advent of convenience devices and tablets, many features traditionally associated with less convenient personal computers have now become portable. For example, many email clients work great. Regardless, there is evidence that the way people browse mail on their cell phones is different from the way they browse email in their workspaces.

In Japan, for example, there are those centrally concerned with the development of new mobile social societies, or Keitai culture, and the multifaceted presentation of only local languages and creative genres for remote collaboration. Research on the impact of mobile messaging also suggests that individuals are more likely to engage in habit-forming reactive behaviors on mobile phones compared to their workspace due to their innate need for additional generations for immediate feedback. A study focusing on media literacy also found that customers have different impressions of the value, quality, usability and intended use of data on mobile phones versus the uptime of data on non-cell phones. Several studies have found some important differences between the use of compact and non-compact devices, with one emerging pattern suggesting that mobile web browsing is more related to customers' unique circumstances, expanding their "own data space" (Baeza-Yates et al, 2007). Individuals' focus on more immediate environmental factors and on themselves when using a cell phone also applies to what they post on the Internet.

Through virtual entertainment, one realizes that the content generated on mobile phones is not actually the same as in the workplace. Content produced on handheld devices should include the creator's environmental factors, thoughts, emotions and news snapshots (Murthy et al, 2015). Similarly, there are differences in the flexible semantic styles of creators depending on their field of work (Murthy et al, 2015, p. 833). In many cases, web innovations and virtual entertainment are positioned as a desirable way of reconnecting legislators and citizens (Coleman, 1999; Coleman & Blumler, 2009; Graham, 2011). One well-researched area of web-based entertainment and law is support for collective action (Bennett & Sergerberg, 2012). These actions range from petitioning and organizing political events to atrocities and armed warfare (Slope, 2010; Margetts et al, 2015, p. 10). Notable early examples of this phenomenon were the so-called "Twitter riots", including the 2010 UK student fights and the Middle East Spring (Howard & Hussain, 2013; Hensby, 2017). Evidence suggests that when networks are established through web-based entertainment, there is something different and quieter about struggles

in collective action that can be seen as politically dynamic (Islin & Ruppert, 2015; Penny, 2017).

Teresi and Michelson have contributed to the field by showing through controlled study that exposure to political messages on Facebook increases voter support (Teresi et al, 2015). Essentially, examining four different public surveys in Chile, Navia and Ulriksen found that consuming information through online entertainment increased an individual's propensity to vote (Navia & Ulriksen, 2017). Valenzuela and colleagues found a positive association between Facebook use and life satisfaction, social trust and commitment to the subway" (Valenzuela et al, 2009). For example, online platforms such as Facebook can serve as tools to facilitate political participation and subsequently help create an era of networked peace. The prospect of using SNS and the "contagious voting" hypothesis is extremely encouraging. Schmitt-Beck and Mackenrodt show that people who learn that their relatives will participate in the survey should prepare according to their own patterns (Schmitt-Beck et al, 2010).

Campaigning, being a community worker and voting are all ways in which an individual can participate and contribute to the work of government. Voting gives people the opportunity to vote, the opportunity to express dissent, the opportunity to remove someone from office and gives us the opportunity to express and communicate our views. While voting is a popular idea, the existence of free and fair races in Turkey and the existence of equivalent democratic privileges for all should not be taken for granted, especially given the country's experience with authoritarian systems. Accordingly, voting can be done depending on various sources of inspiration and various verifiable factual factors. Appreciative cooperation can generally be considered the type of political expression most focused on by academics and legislators in the hope of mobilizing voters. Online entertainment connects people who are far from better places. Distance makes no difference when talking to individuals right now.

Virtual entertainment has become a stage where young people talk about big organizations. Earlier traditional media became the only way for individuals to be informed about decisions, but today the situation has changed and online entertainment plays an important role in encouraging individuals to actively cooperate in the voting process. For almost two decades, many countries have experimented with different Internet voting solutions to consolidate their political privileges. Switzerland, for

example, launched an "electronic voting" initiative in 2000 to test its robustness. Since then, more than 150 primaries have been held in the country and many states have offered electronic ballots to their citizens. In 2008, Norway also began testing online voting and held several primaries in the 2011 municipal elections and 2013 parliamentary elections. Online voting is available in Canada. It has been possible in some regions (Ontario and Nova Scotia) since 2003. Perhaps the best effort was made in Estonia. Discussions about online voting began in 2001 and since 2005 it has been recognized as a more restrictive and legally restrictive form of voting.

Web-based entertainment is of fundamental importance for legislators and ideological groups as it allows them to receive support, invest and exchange ideas in an open and uninterrupted way. In particular, web entertainment creates a positive environment that legislators can capitalize on by allowing highly motivated individuals to create a more productive environment where less attractive individuals can persuade without becoming activists. The emerging web-based entertainment and its political and public impact has started to change political cycles and mission strategies. MPs are now using virtual entertainment and the internet, which opens the door to another sphere of government work. This has a positive impact on the political struggle. Its influence on the ideological judgment of a group is more important than the influence of political and religious beliefs. Integrating online entertainment into political activism and profiling newcomers can contribute to increased political awareness and appreciation. Web entertainment helps ideological groups and newcomers to reach a large number of voters more effectively in a very short time.

Virtual entertainment incorporates the beliefs of ideological groups and candidates; this allows them to share their goals and achievements directly with voters, making them feel more directly connected to the mission. This allows allies to offer a "behind-the-scenes" perspective on their mission and makes engagement extremely simple. These new media discussions are also taking place close to the latest and most important target meetings. Government and media issues have always been of particular interest to each other and have attracted the two mainstays through which philosophical influence and control operate (Herman & Chomsky, 1988). Property cases are now characterized by public support and power rather than utility (Schiffrin, 2017). These decisions are often seen as an important test between media and legal issues, between media capture and media

freedom. Events organized around the world in the last decade show the rise of virtual entertainment.

Not only does entertainment on the Internet influence the survival of individuals in authoritarian systems, but it is now also used as an important tool in the political correspondence of popular governments. This is possible thanks to the "open and free space of the Web" (Castells, 2013). In 2008, the nomination of Barack Obama to the official American political ticket seemed to be the starting point for all this. Links were even drawn between President Barack Obama's innovative use of the Internet in 2008 and President John F. Kennedy's pioneering use of television in the 1960 US presidential race (Aronson, 2011). Facebook was used in a very interesting way to "collect data about the Crusades, communicate mission-related news to others, and exchange political views and express help to newcomers" (Kushin & Yamamoto, 2010). Using Web 2.0 smart devices, Obama's mission has influenced how government officials identify allies, communicate about them to voters, talk to them, and protect them from analytics. As an official candidate, Obama has been extremely active in the web entertainment space, attracting nearly 5,000,000 web allies. In November 2008, Obama had about 2.4 million Facebook allies, compared to 640,000 allies for his rival John McCain. On Twitter, Obama has more than 11,000 supporters compared to less than 5,000 for McCain (Hwang, 2016).

The new US political campaign in 2016 brought web entertainment once again to the forefront of on-demand tasks in America. Donald Trump's extensive use of web entertainment, combined with his flamboyant personality, helped propel him into the limelight (Hwang, 2016). Bernie Sanders' mission ahead is also fascinating in that it is largely determined by his allies. The hashtag #FeelTheBern, created by Sanders' Twitter followers, has been widely used to promote Sanders' arrangements and to mobilize and demonstrate support for him (Kasenally & Awatar, 2017). At the same time, the shocking impact of the UK vote and the US decisions in 2016 resulted from the spread of fake news (Allcott & Gentzkow, 2017; Tambini, 2017), the use of psychometric profile manipulation (Cadwalladr, 2017) and disruptive behavior. The proliferation of legitimate media coverage has led to widespread coverage of responsible and ultimately web entertainment with honesty and openness in decisions.

Virtual entertainment is becoming increasingly popular as cell phone usage increases worldwide. It is therefore particularly interesting to observe the impact of virtual

entertainment in non-Western countries where access to cell phones and the Web is becoming increasingly easy. Three countries stand out: India (with over 1 billion inhabitants and often referred to as the world's most majority-ruled country), Nigeria (Africa's most populous and indebted country) and Ghana (arguably the most stable country). Countries in Africa).voting-based system). These three countries offer great experience in the use and impact of new online entertainment in their recent campaigns (Kasenally & Awatar, 2017). In 2014, India's general elections were the longest in the country's history and saw the highest voter turnout. This policy decision was also a new one in terms of using web entertainment to communicate with voters (Biswas et al, 2014). Web entertainment was used by newcomers and their gatherings to disseminate data and attract public support and affection (Aduloju, 2016). Animated event hashtags were created to facilitate access to news and data on Facebook and Twitter (Aduloju, 2016). Online entertainment can be a game changer in the political arena, as it can increase political cooperation among young voters who are not usually interested in government issues (Aronson, 2012). The proliferation of web-based entertainment media such as YouTube, Facebook and Twitter, especially among young people, offers a remarkable environment for citizen development and collaboration opportunities (Vitak et al, 2009). During his mission in 2008, Obama saw the desirable progress of web-based entertainment among young people. For this reason, "Facebook's main proponent Chris Hughes has always been associated with "innovation", disrupting the new media campaign and allowing different stages of interpersonal interaction to resonate with millennials" (Stelter, 2008, p. 6).

A political race is a crucial moment in a citizen's existence. It is not just about the choice to vote, but about the ability to participate in an important conversation about what kind of society we want to live in (Kasenally & Awatar, 2017). Another prominent model for the presentation of political events is the promotion of political pioneers. Their quest for certain encounters and alliances clearly made their leaders the main protagonists. This has led to a vanguard-oriented contest because the focus is on the individual rather than on the strategies that the party needs to develop (Kasenally & Awatar, 2017). Politicians around the world are concerned about the growing influence of virtual entertainment on voting preferences. At the time of writing, there was a heated debate about whether theater providers should "censor" content related to political decisions in the United States.

Capitalizing on the diversity in potential shock media caused by Twitter's popularity, our paper provides some important empirical evidence that online entertainment can influence the outcomes of political races. (Fujiwara, Müller, & Schwarz, 2022).

The power of web entertainment to influence society depends solely on its social aspects: this means cooperation and support. The results of a number of different studies on established democratic tendencies since Lazarsfeld's exemplary work in the 1940s have shown that voter preferences are often not based on correspondence in one go. Additional two-stage correspondence is necessary, i.e. communication with evaluators, partners, coaches and associates who can strengthen or weaken the citizen's point of view. The Web offers a range of tools (e-mail, blogs, Web writable, hypertext contracts, etc.) that allow people to teleconference on their own and create "extremely comprehensive, conversational collaborative content" (Benkler, 2006, p. 215-219). This situation has reinforced the rise of "non-commercial artists" and the formation of an "open and organized arena" where everything is equal, determined not only by numbers but also by relationships. In this "open and organized arena" people can "block and disrupt the use of broad communication power" through rapid access to multiple data sources and the dissemination of information.

Individuals or communities with "serious political commitment" can become artists through journalism, but unlike traditional mass communication their influence is "culture through your own eyes". These features clearly operate through the articulation of collective political action and the consolidation of democratization in "open space" (Benkler, 2006, p. 220). Web search and virtual entertainment intermediaries can shape online social cooperation not only because they have the power to codify the terms of these communications, but also through their ability to create profiles ("profiling") and predict the credit and behavior of their customers. These organizations have access to "computerized behavioral profiles such as Facebook preferences, review logs, search queries, or purchase histories, including sexual orientation, identity, hard points and policies, personality traits, insight, satisfaction, drug use, parental division, age." and routing. "It can be used to naturally and accurately predict the size of individual loans with high sensitivity" (Graepel et al, 2013). In addition, these planners can use this data to create very accurate profiles of their clients, predict trends, and even target them with personalized information and public behavior patterns to motivate or defeat them.

There are many public and global guidelines aimed at preventing the media and correspondence from undermining the honesty and integrity of decisions and referendums. At the global level, intergovernmental organizations such as the Organization for Security and Cooperation in Europe (OSCE), the Council of Europe, the European Union and the United Nations are engaged in political action on race control to ensure freedom and justice. The issue of racist media influence and government control of the media has become increasingly important to these oversight missions, but associations around the world have done little to address this issue. Most countries control spending or gifts, offer free but tailor-made political programs on television, and enforce strict rules on the openness and disclosure of meetings and missions. Moreover, in the more than 50 years since radio and more recently television became the dominant media, broadcasters have made serious commitments to ensure their ability to influence a just political decision. In Europe at least, most have no commitment to balance and impartiality and their role in promoting politics is managed. For example, many popular governments, including the United Kingdom, France, Spain, Denmark and Ireland, impose direct restrictions on political advertising on television (Tambini et al, 2017; Holz -Bacha & Kaid 2006; Falguera, Jones & Ohman 2014; Piccio 2016; Piccio et al, 2014) and others have imposed partial boycotts. Italy, for example, only allows it on nearby TVs. No such guidelines exist for entertainment on the web.

Experts have expressed long-standing concerns about the undermining of the nature of deliberation; since 2016, there have been concerns about the dissemination of contradictory or incoherent messages in the various interactions of a mission. Or vice versa, foreign messages are deliberately intended to deceive and provoke. The phrase "the medium is the message" was coined by Canadian correspondence expert Marshall McLuhan (Aslan, Karakoç & Bekiroğlu, 2021). The identification of innovation in electronic correspondence as the most popular way of influencing and changing human existence (Altun, 2006, p. 41) has now reached its peak with entertainment on the Web. The pages of informal communities and interpersonal organizations are more likely to track both productive and pessimistic contacts, as well as political and social engagement. Another study (Housholder & LaMarre 2015, p. 138-139), which compiled task interviews and analyzed discovered seat location information for the 2010 US races,

examined whether virtual entertainment assumptions were met on the task and audience side.

The analysis shows that connecting to a mission through virtual entertainment scenes definitely increases the likelihood that voters will recall their key political endorsements. Basically, participating in a mission through virtual entertainment is found to be a fundamental and robust predictor of voting preferences. Countless people living in Turkey, especially in large urban communities, want to share and evaluate policy-oriented donations. But many people also use web entertainment just to keep in touch with others and play online games. Even individuals who use virtual entertainment for fun and correspondence read political messages from their connections. Thus, the scope of sharing and policy exchange in peer-to-peer organizations is not limited to people interested in legal issues. The general trend in Turkey is that as the number of web entertainment consumers increases, the use of virtual entertainment for political purposes increases and the constructive consequences of web entertainment are seen in political awareness. Voting as eligible residents of the City is an obligation of the City and individuals who decide to vote need to determine how they participate in political activities, either publicly or independently.

In the so-called computer age, innovation, and more specifically virtual entertainment, is affecting a wider segment of society. In particular, the relationship between those who are empowered by entertainment on the web and those engaged in online political activism are power fields associated with lifestyles defined by virtual entertainment. Entertainment on the web is driven by the possibilities of social models in terms of form, mantra, photography or political ideas. In the midst of political race cycles, political interest is growing in all of the highly interactive gatherings between the various entertainments scenes on the Internet.

Web entertainment is used in various ways by voters and opponents throughout the political decision-making cycle. Voters will often pay close attention to collaboration between citizens, including the discussion and evaluation of political issues. Web entertainment aims to be an informal community and this is clearly achieved by customers connecting effectively with each other. Online engagement varied according to each person's situation, but interestingly most voters admitted that they were particularly interested in certain measures. Reposting and endorsing are two interactions that help an

opponent or idea; activities such as making jokes are motivated by challenge or conflict. Although participants were more aware of their involvement in certain allegiances, they did not hesitate to express that individual citizen or newcomers participate in worse actions. This reveals a personalization of perspective through web entertainment, even if one tries to take advantage of it.

CHAPTER 2: METHODOLOGY

Methodology serves as the backbone of a thesis, providing a systematic framework for conducting research, ensuring its credibility, and facilitating the advancement of knowledge in the field. Methodology is crucial in our study for different reasons. It ensures that the research conducted is rigorous, systematic, and transparent, which enhances the credibility and reliability of the findings. A well-defined methodology allows other researchers to replicate the study to validate its results, contributing to the overall body of knowledge in the field. It provides a clear framework for how the research was conducted, guiding readers through the process and helping them understand the steps taken to reach the conclusions.

By detailing the methods chosen for data collection, analysis, and interpretation, the methodology section demonstrates that the chosen approaches are suitable for addressing the research questions or objectives. Researchers must justify their methodological choices, explaining why certain methods were chosen over others and how they contribute to the study's goals. Methodology outlines ethical considerations such as consent procedures, data privacy protection, and any potential risks to participants, ensuring that the research adheres to ethical standards. It helps establish the validity and reliability of the research findings by demonstrating that the methods used are appropriate for generating accurate and trustworthy results. Methodology lays the groundwork for data analysis and interpretation, providing a basis for drawing meaningful conclusions from the research findings.

2.1. Socio Demographic Information of Participants

There are 367 people in total in the sample of the research. The gender of these people is evenly distributed. Women are slightly more than half of the entire sample, while the proportion of men is close to half of the entire sample.

The ages of the participants ranged between 18-65. In order to ensure a balanced distribution, the age variable was divided into two. While making this distinction, the average age was accepted as the cut-off point. Accordingly, the average age of the participants was found to be 32.03. The proportion of participants whose age is younger and older than this average is close to each other. Similar to the gender variable, the

proportion of people between the ages of 18-32 was 48.2%, while the proportion of people between the ages of 33-65 was 51.8%.

Category	Factor	Number	Percentage
Gender	Male	182	49,6
	Female	185	50,4
Age (average: 32,03)	18-32	177	48,2
	33-65	190	51,8
Marital Status	Single	192	52,3
	Married	175	47,7
Education Status	High School and Lower	84	22,9
	University and higher	283	77,1
Occupation	Labor	152	41,4
	Student	120	32,7
	Worker	35	9,5
	Self-employment	37	10,1
	Housewife / not working (unemployed)	12	3,3
	Retired	11	3

Table 1: Socio-Demographic Information

Source: Created by the Author

When the marital status of the participants is analyzed, it is seen that there are more single people than married people. Considering the entire study group, the rate of singles is slightly more than half while the rate of married participants is 47.7%.

In the study, the education variable was also reduced to two categories. Among these people, there are those with education levels such as primary school and secondary school. When the educational status is analyzed, it can be said that almost eight out of every ten of the participants have a university degree or higher. However, there are also those with high school education and below.

The professions of the participants are quite diverse in terms of titles. For this reason, it was aimed to facilitate interpretation by bringing together groups of residences that are similar and/or have the same meaning. Two-fifths of the participants (41.4%) are civil servants and more than one in three (31.7%) are students. The proportions of workers and self-employed are close to each other. However, some of the respondents are housewives

and some are actively unemployed. In addition, a small number of retired people were included in the study group.

2.2. Research Model

The study examines the link between political views and political participation as well as the impact of social media use on voting behavior. In this study we have used quantitative method as it is particularly useful for exploring complex phenomena and gaining a deeper understanding of social, cultural, and psychological processes. We have thought that quantitative method enables us to understand the natural context by conducting in-depth interviews, observations, and textual anlaysis. Quantitative methods are flexible and adaptable, allowing us to modify their approach based on emerging insights and new research questions. They can adjust the focus of their inquiry, explore unexpected findings, and probe deeper into specific areas of interest as it has given ideas to us about the role of social media on political participation and voting tendency.

Another reason why we have used quantitative method in our study is that it prioritizes the perspectives and voices of research participants. Through the survey we have had the chance to engage with the participants directly and have the ideas about expressing their views, beliefs, and experiences in their own words. Quantitative methods often prioritize ethical considerations by emphasizing the importance of informed consenet, confidentiality, and respect for participants' autonomy and privacy.

We have sent a survey to 367 participants from Sakarya via google forms. The participants have been chosen in different vocations such as labors, teachers, students whose ages are ranging from 18 to 65. The survey results have shown that voters are the primary users of political information on social media and that having civil and productive conversations about politics is important to them. Participants in the study have completed a questionnaire that provides information about their frequency of social media use and how this affects their voting habits, political attitudes and levels of political participation.

2.3. Research Hypotheses

H1: There is a significant relationship between the frequency of participants' social media use and their gender.

H2: There is a significant relationship between the frequency of participants' social media use and their age.

H3: There is a significant relationship between the frequency of participants' social media use and their level of education.

H4: There is a significant relationship between the frequency of social media use of the participants and their marital status.

H5: There is a significant relationship between the degree of loyalty of the participants to the party they intend to vote for and their gender.

H6: There is a significant relationship between the degree of loyalty of the participants to the party they intend to vote for and their age.

H7: There is a significant relationship between the degree of commitment of the participants to the party they intend to vote for and their level of education.

H8: There is a significant relationship between the degree of commitment of the participants to the party they intend to vote for and their marital status.

H9: There is a significant relationship between the degree of interest of the participants in national problems and their gender.

H10: There is a significant relationship between the participants' degree of interest in national issues and their age.

H11: There is a significant relationship between the degree of interest of the participants in country issues and their educational background.

H12: There is a significant relationship between the degree of interest of the participants in national issues and their marital status.

H13: There is a significant relationship between the participants' level of interest in political campaigns and issues during the election period and their gender.

H14: There is a significant relationship between the participants' level of interest in political campaigns and issues during the election period and their age.

H15: There is a significant relationship between the level of interest of the participants in political campaigns and issues during the election period and their level of education.

H16: There is a significant relationship between the level of interest of the participants in political campaigns and issues during the election period and their marital status.

H17: There is a significant relationship between the participants' voting status influenced by social media during the election process and their gender.

H18: There is a significant relationship between the participants' age and their voting status influenced by social media during the election process.

H19: There is a significant relationship between the participants' voting status influenced by social media during the election process and their educational background.

H20: There is a significant relationship between the participants' marital status and their voting status influenced by social media during the election process.

H21: There is a significant relationship between the gender of the participants and the degree to which they find social media effective in political decision-making processes.

H22: There is a significant relationship between the gender of the participants and the degree to which they find the internet effective in political decision-making processes.

H23: There is a significant relationship between the age of the participants and the degree to which they find social media effective in political decision-making processes.

H24: There is a significant relationship between the age of the participants and the degree to which they find the Internet effective in political decision-making processes.

H25: There is a significant relationship between the educational levels of the participants and the degree to which they find social media effective in political decision-making processes.

H26: There is a significant relationship between the educational level of the participants and the degree to which they find the internet effective in political decision-making processes.

H27: There is a significant relationship between the marital status of the participants and their degree of finding social media effective in political decision-making processes.

H28: There is a significant relationship between the marital status of the participants and the degree to which they find the Internet effective in political decision-making processes.

H29: There is a significant relationship between the occupation of the participants and their degree of finding social media effective in political decision-making processes.

H30: There is a significant relationship between the occupations of the participants and the degree to which they find the Internet effective in political decision-making processes.

CHAPTER 3: SURVEY AND FINDINGS

In the findings and interpretation section, the responses of the students who participated in the study to the questionnaires are presented. The tables obtained from their responses and to see the significance levels of the tables t tests, one-way analysis of variance (Anova, Scheffe, Tukey HSD), parametric one-way analysis of variance (Games-Howell). The correlation analysis and the existence of significant differences between the variables and their correlation with each other and their relationships have been intended to be measured.

3.1. Frequency of Participants' Social Media Use

In order to descriptively express the participants' general frequency of social media use, they were asked about their general frequency of use and their frequency of use in a session. Accordingly, more than three quarters of the participants (76%) use social media regularly every day. The other participants use social media to varying degrees, at least once a week. There is also a very small percentage of respondents who do not use social media at all.

However, the most frequent frequency of social media use in a session is limited to 1 hour (53.4%). Almost one-fifth of the participants (17.7%) use social media for two hours in a session, while a similar proportion uses social media for 3 and 4 hours. Almost one in ten participants (8.2%) use social media for 5 hours or more in a session.

Usage Frequency	Number	Percentage
Every day	279	76,0
Once / Twice a week	22	6,0
3 – 4 times a week	35	9,5
5 – 6 times a week	24	6,5
Never	7	1,9
Frequency of use in one session	**Number**	**Percentage**
1 hour	196	53,4
2 hours	65	17,7
3 hours	50	13,6
4 hours	26	7,1
5 hours and more	30	8,2

Table 2: Frequency of Social Media Use

Source: Created by the Author

3.2. Frequency of Participants' Use of Social Media Tools

Under this heading, the frequency of participants' use of various social media tools is presented. According to Table 3, Instagram has a higher than average usage rate among the participants (65.9%), while Facebook is not one of the most preferred social media tools (64.3%).

Half of the respondents (50.2%) use Youtube with a frequency above the general average. Almost two-fifths of the individuals (39.2%) indicated Twitter as a social media tool that they use most of the time and always.

Category	Factor	Frequency				
		Never	**Rarely**	**Sometimes**	**Often**	**Always**
Instagram	**Number**	38	28	59	104	138
	Percentage	10,4	7,6	16,1	**28,3**	**37,6**
Facebook	**Number**	160	76	58	40	33
	Percentage	**43,6**	**20,7**	15,8	10,9	9
Youtube	**Number**	5	50	128	106	78
	Percentage	1,4	13,6	34,9	**28,9**	**21,3**
Twitter	**Number**	95	63	67	65	77
	Percentage	25,9	17,2	18,3	**17,7**	**21**
WhatsApp	**Number**	4	12	23	80	248
	Percentage	1,1	3,3	6,3	**21,8**	**67,6**
Linkedln	**Number**	237	60	43	19	8
	Percentage	**64,6**	**16,3**	11,7	5,2	2,2
Snapchat	**Number**	262	34	36	23	12
	Percentage	**71,4**	**9,3**	9,8	6,3	3,3
TikTok	**Number**	252	49	28	20	18
	Percentage	**68,7**	**13,4**	7,6	5,4	4,9

Table 3: Frequency of Use of Social Media Tools

Source: Created by the Author

WhatsApp is the social media tool with the highest usage rate. Almost nine out of ten respondents (89.4%) use WhatsApp most of the time and all of the time. This may be due to the fact that WhatsApp is used more as a communication tool (calling, messaging, video chatting, etc.) rather than a social media platform.

LinkedIn and Snapchat are the least preferred social media platforms by the participants. This may be due to the fact that Linkedln is generally used to share information about people's careers. This is because LinkedIn does not have a content sharing network like

Instagram, Facebook or Twitter. Similarly, the reason why the use of Snapchat is lower than other media tools may be that other media tools are already doing each of the actions performed on Snapchat.

The rate of TikTok usage among the participants is also quite low. More than four-fifths of the participants (82.1%) stated that they never and/or rarely use TikTok.

3.3. Frequency of Participation in Political Activities on Social Media

Under this heading, the intensity of participants' participation in political activities on social media is presented descriptively. The extent to which each phrase is preferred by the participants and the extents to which they perform these actions are included (Table 4).

Four-fifths of the participants (80.9%) performed the action of adding political news to their social media profiles very rarely during the election period. A similar proportion (85.6%) had an impact on adding or deleting a political application on their phones.

Three out of every five respondents (60%) did not like any political candidate or political party on social media during this period. Almost seven in ten respondents (67%) did not prefer to engage in political discussions on messaging apps. A similar proportion was reluctant to discuss political information on instant chat apps, preferring to share it rarely or not at all.

Category	Factor	Frequency				
		Never	**Rarely**	**Sometimes**	**Often**	**Always**
Adding or deleting political news to profile	**Number**	244	53	36	22	12
	Percentage	**66,5**	**14,4**	9,8	6	3,3
Adding or deleting a political application	**Number**	284	30	33	10	10
	Percentage	**77,4**	**8,2**	9	2,7	2,7
Liking a political candidate or party	**Number**	158	62	78	48	21
	Percentage	**43,1**	**16,9**	21,3	13,1	5,7
Discuss political information in the message application	**Number**	171	75	54	35	32
	Percentage	**46,6**	**20,4**	14,7	9,5	8,7
Discussing political information in an instant chat application	**Number**	178	76	57	33	23
	Percentage	**48,5**	**20,7**	15,5	9	6,3
Joining or leaving a political group	**Number**	298	28	21	14	6
	Percentage	**81,2**	**7,6**	5,7	3,8	1,6
Posting a status update with political content	**Number**	258	56	29	15	9
	Percentage	**70,3**	**15,3**	7,9	4,1	2,5
Sharing a photo of a political event	**Number**	239	63	33	21	11
	Percentage	**65,1**	**17,2**	9	5,7	3
Sharing a photo of a political person, candidate or leader	**Number**	266	50	28	10	13
	Percentage	**72,5**	**13,6**	7,6	2,7	3,5
Sharing a political link	**Number**	274	41	25	18	9
	Percentage	**74,7**	**11,2**	6,8	4,9	2,5
Sharing a political document	**Number**	285	29	25	19	9
	Percentage	**77,7**	**7,9**	6,8	5,2	2,5
Making comment on a political content	**Number**	219	77	37	15	19
	Percentage	**59,7**	**21**	10,1	4,1	5,2

Conducting or participating in a political poll	**Number**	213	77	42	19	16
	Percentage	**58**	**21**	11,4	5,2	4,4
Following the latest political developments	**Number**	65	40	82	96	84
	Percentage	17,7	10,9	**22,3**	**26,2**	**22,9**
Writing replies/ sending invitations to others on political issues	**Number**	244	57	34	18	14
	Percentage	**66,5**	**15,5**	9,3	4,9	3,8
Sharing videos about political issues or candidates	**Number**	254	54	28	21	10
	Percentage	**69,2**	**14,7**	7,6	5,7	2,7

Table 4: Frequency of Participation in Political Activities on Social Media
Source: Created by the Author

When it comes to both posting a status update with political content and sharing photos of a political event, a high percentage of respondents prefer not to do these actions. Similarly, when it comes to sharing photos of a political candidate-leader, sharing a political link, sharing a document or commenting on political content, almost eight out of every ten participants either rarely or never do these actions. When it comes to filling out a political survey, the odds are in favor of never or rarely taking the action.

Despite the low level of taking action on social media regarding political protests, the majority of respondents indicated that they sometimes, most of the time and always follow breaking news. Nevertheless, responding to another person on social media or sending an invitation was seen as an action that the participants almost never did. In terms of sharing videos about political candidates, the majority of the respondents preferred not to do so.

3.4. Participants' Level of Agreement with Political Judgments

Under this heading, participants' level of agreement with various political phrases is presented (Table 5). About four-fifths of the participants (78.2%) stated that they understood the political problems in the country. Three out of five (60.2%) think that they have a say in politics. A similar proportion (73%) sees their vote as valuable and thinks that their vote will make a difference. In contrast, half of them do not consider themselves qualified in politics.

The belief that politicians work on behalf of everyone is very weak (62.2%). Similarly, respondents strongly disagree that politicians make decisions based on citizens' demands. More than half of the respondents (53.6%) do not think that political institutions cater to all citizens. Slightly more than those (58.7%) respondents do not think that politicians provide efficient services to citizens.

More than six out of every ten respondents (63.2%) think that today's Turkish democracy is not working well, while two-fifths (40.6%) think that not everyone contributes to it. The rate of those who think that politicians' decisions are not transparent is 71.1%.

Category	Factor	Level of Participation				
		I do not agree at all	**Disagree**	**Undecided**	**I agree**	**Completely Agree**
I have a good understanding of the important political issues facing our country	**Number**	14	14	52	171	116
	Percentage	3,8	3,8	14,2	**46,6**	**31,6**
I consider myself qualified to participate in politics	**Number**	90	90	76	67	44
	Percentage	**24,5**	**24,5**	20,7	18,3	12
People like me don't comment on what politicians do	**Number**	111	110	84	47	15
	Percentage	**30,2**	**30**	22,9	12,8	4,1
It doesn't matter who I vote for, it won't make a difference	**Number**	166	102	40	35	24
	Percentage	**45,2**	**27,8**	10,9	9,5	6,5
Politicians work on behalf of everyone	**Number**	125	103	98	31	10
	Percentage	**34,1**	**28,1**	26,7	8,4	2,7
Politicians make decisions based on citizens' demands	**Number**	116	110	99	39	3
	Percentage	**31,6**	**30**	27	10,6	0,8
Our political institutions (e.g., government, political parties,	**Number**	86	111	76	71	23
	Percentage	**23,4**	**30,2**	20,7	19,3	6,3

etc.) represent all citizens						
Politicians provide efficient services to citizens	**Number**	92	120	101	47	7
	Percentage	**25,1**	**32,7**	28,5	12,8	1,9
Today's Turkish democracy is working well	**Number**	148	84	71	45	19
	Percentage	**40,3**	**22,9**	19,3	12,3	5,2
Turkey's democracy is the result of everyone's contribution	**Number**	74	75	82	98	39
	Percentage	**20,2**	**20,4**	22,3	26,7	10,4
Politicians' decisions are transparent	**Number**	156	105	77	13	16
	Percentage	**42,5**	**28,6**	21	3,5	4,4

Table 5: Participants' Level of Agreement with Political Judgments

Source: Created by the Author

3.5. The Level of Influence of Communication Tools in Political Decision Making

Under this heading, the extent to which participants' use of various media tools influenced their political decisions is presented (Table 6). Accordingly, the participants think that television, newspapers and radio broadcasts are quite ineffective communication tools in the political decision-making process.

Category	Factor	Degree				
		Very ineffective	**Ineffective**	**Somewhat effective**	**Effective**	**Very effective**
Television Broadcasting	**Number**	83	47	106	90	41
	Percentage	**%22,6**	**%12,8**	%28,9	%24,5	%11,2
Newspapers	**Number**	116	85	104	47	15
	Percentage	**%31,6**	**%23,2**	%28,3	%12,8	%4,1
Radio Broadcasts	**Number**	131	97	85	43	11
	Percentage	**%35,7**	**%26,4**	%23,2	%11,7	%3
Candidates' rallies and visits	**Number**	89	62	102	93	42
	Percentage	%18,5	%16,9	%27,8	**%25,3**	**%11,4**
Election posters, advertisements and leaflets	**Number**	107	86	112	48	14
	Percentage	**%29,2**	**%23,4**	%30,5	%13,1	%3,8
Internet	**Number**	14	14	45	109	185
	Percentage	%3,8	%3,8	%12,3	**%29,7**	**%50,4**
Social Media (Instagram, X, Facebook, etc.)	**Number**	17	11	42	105	192
	Percentage	%4,6	%3	%11,4	**%28,6**	**%52,3**

Table 6: Level of Influence of Communication Tools in the Political Decision Process

Source: Created by the Author

However, slightly more than one in every three respondents (36.7%) find candidates' rallies and trips effective. The internet and social media platforms are the most effective communication tools. Election posters, advertisements and brochures are not considered to be very effective communication tools.

3.6. Participants' Loyalty to Political Parties, Interest in Country Problems, Interest in Political Issues-Campaigns and Social Media's Influence on Voting

Under this heading, the opinions of the participants regarding their loyalty to political parties, interest in national issues, interest in political issues-campaigns and the influence of social media on voting are presented. In this process, the participants were asked how much they were interested in the variables shown in Table 7 and were asked to rate this degree between 1-10.

Since there were ten different options for each variable, 5 points as the average of the lowest score 1 and the highest score 10 was accepted as the average value (cut-off point) and the variables were categorized as 1-5 and 6-10.

Accordingly, the ratios of 1-5 and 6-10 points in the degree of loyalty of the participants to the party they voted for are close to each other and almost half of the entire sample. It can be concluded that the respondents are loyal to the parties they vote for at an average level. However, when it comes to interest in national problems, more than four-fifths of the participants (82.8%) gave themselves a score of 6-10. It can be inferred from this that the respondents take the country's problems seriously on their agenda and show a keen interest in this issue.

In terms of interest in political campaigns and issues during the election period, there is an average interest of the respondents, as in the case of loyalty to the party voted for. More than three-fifths of the participants (65.1%) stated that they were not influenced by social media in the political decision-making process.

Factor	Number	Percentage
Degree of loyalty to the party voted for		
1-5 points	183	49,9
6-10 points	184	50,1
Degree of Interest in Country Problems		
1-5 points	63	17,2
6-10 points	304	82,8
Degree of interest in political campaigns and issues during the election period		
1-5 points	186	50,7
6-10 points	181	49,3
The degree to which social media influences voting		
1-5 points	239	65,1
6-10 points	128	34,9

Table 7: Respondents' Degree of Interest in Various Issues

Source: Created by the Author

The findings so far include descriptive information of the participants. In the next section, the relationship between different variables was analyzed using various tests.

3.7. Participants' Frequency of Social Media Use According to Various Variables

Under this heading, the relationship between the frequency of social media use of the participants according to various variables was examined. In this context, each variable was subjected to a Chi-Square test with the frequency of social media use in order to determine whether gender, age, educational status and marital status variables show a significant relationship with social media use. The findings obtained from these tests are analyzed separately under each heading.

3.7.1. Frequency of Social Media Use by Gender

More than three quarters (76%) of the participants in the study use social media regularly every day. According to gender, 69.20% of men and 82.70% of women use social media regularly (Table 8).

		Gender			
Frequency		**Male**	**Female**	**Total**	**p**
Never	Number	4	3	7	
	Frequency	2,20%	1,60%	1,90%	
1-2 days in a week	Number	14	8	22	
	Frequency	7,70%	4,30%	6,00%	
3-4 days in a week	Number	25	10	35	
	Frequency	13,70%	5,40%	9,50%	
5-6 days in a week	Number	13	11	24	**0,027**
	Frequency	7,10%	5,90%	6,50%	
Every day	Number	126	153	279	
	Frequency	69,20%	82,70%	76,00%	
Total	Number	182	185	367	
	Frequency	100,00%	100,00%	100,00%	

Table 8: Frequency of Social Media Use by Gender

Source: Created by the Author

Chi-square test was conducted to determine whether there is a significant relationship between the gender of the participants and their frequency of social media use. Accordingly, a statistically significant relationship was found between the gender of the participants and their frequency of social media use and H1 was confirmed ($p<0.05$).

3.7.2. Frequency of Social Media Use by Age

More than four thirds of the participants (76%) use social media regularly (Table 9). When broken down by age, 80.20% of those aged 18-32 use social media regularly every day, while 72.10% of those aged 33-65 use social media regularly every day.

		Age			
		18-32	**33-65**	**Total**	**p**
Never	Number	4	3	7	**0,001**
	Frequency	2,30%	1,60%	1,90%	
1-2 days in a week	Number	4	18	22	
	Frequency	2,30%	9,50%	6,00%	
3-4 days in a week	Number	10	25	35	
	Frequency	5,60%	13,20%	9,50%	
5-6 days in a week	Number	17	7	24	
	Frequency	9,60%	3,70%	6,50%	
Every day	Number	142	137	279	
	Frequency	80,20%	72,10%	76,00%	
Total	Number	177	190	367	
	Frequency	100,00%	100,00%	100,00%	

Table 9: Frequency of Social Media Use by Age

Source: Created by the Author

Chi-square test was conducted to determine whether there is a significant relationship between the age of the participants and their frequency of social media use. Accordingly, there is a statistically significant relationship between the age of the participants and their frequency of social media use ($p<0.05$). This result confirms H2.

3.7.3. Frequency of Social Media Use According to Education Level

More than four thirds of the participants (76%) use social media regularly (Table 10). When broken down by education level, this rate is 71.40% for high school and below, while this rate is 77.40% for university and above.

		Education Level			
		High School and below	**University and above**	**Total**	**p**
Never	Number	2	5	7	**0,070**
	Frequency	2,40%	1,80%	1,90%	
1-2 days in a week	Number	3	19	22	
	Frequency	3,60%	6,70%	6,00%	
3-4 days in a week	Number	8	27	35	
	Frequency	9,50%	9,50%	9,50%	
5-6 days in a week	Number	11	13	24	
	Frequency	13,10%	4,60%	6,50%	
Every day	Number	60	219	279	
	Frequency	71,40%	77,40%	76,00%	
Total	Number	84	283	367	
	Frequency	100,00%	100,00%	100,00%	

Table 10: Frequency of Social Media Use by Education Level

Source: Created by the Author

A chi-square test was conducted to determine whether there is a significant relationship between the participants' educational background and their frequency of social media use. Accordingly, no statistically significant relationship was found between the participants' educational status and their frequency of social media use and H3 could not be confirmed ($p>0.05$).

3.8. Frequency of Social Media Use According to Marital Status

According to marital status, 81.80% of single respondents use social media regularly every day, while this rate is 69.70% for married respondents.

		Marital Status			
		Single	**Married**	**Total**	**p**
Never	Number	5	2	7	**0,001**
	Frequency	2,60%	1,10%	1,90%	
1-2 days in a week	Number	5	17	22	
	Frequency	2,60%	9,70%	6,00%	
3-4 days in a week	Number	10	25	35	
	Frequency	5,20%	14,30%	9,50%	
5-6 days in a week	Number	15	9	24	
	Frequency	7,80%	5,10%	6,50%	
Every day	Number	157	122	279	
	Frequency	81,80%	69,70%	76,00%	
Total	Number	192	175	367	
	Frequency	100,00%	100,00%	100,00%	

Table 11: Frequency of Social Media Use by Marital Status

Source: Created by the Author

Chi-square test was conducted to determine whether there is a significant relationship between the marital status of the participants and their frequency of social media use. Accordingly, there is a statistically significant relationship between the marital status of the participants and their frequency of social media use ($p<0.05$). This finding confirms H4.

3.9. Participants' Degree of Loyalty to the Party They Voted for According to Various Variables

Under this heading, the relationship between various variables and the degree of loyalty of the participants to the parties they voted for was analyzed. In this context, in order to determine whether gender, age, educational status and marital status variables show a significant relationship with the degree of loyalty to the parties they vote for, each variable was subjected to a Chi-Square test with the degree of loyalty to the party they vote for. The findings obtained from these tests are analyzed separately under each heading.

3.9.1. Degree of Commitment to the Party They Voted for by Gender

When the degree of commitment of the participants in the study to the party they voted for is compared, 1-5 commitment degrees and 6-10 commitment degrees are proportionally close to each other (Table 12).

		Gender			
		Male	**Female**	**Total**	**p**
1-5 points	Number	93	90	183	**0,639**
	Frequency	51,10%	48,60%	49,90%	
6-10 points	Number	89	95	184	
	Frequency	48,90%	51,40%	50,10%	
Total	Number	182	185	367	
	Frequency	100,00%	100,00%	100,00%	

Table 12: Degrees of Commitment to the Party They Voted for by Gender

Source: Created by the Author

The chi-square test was conducted to determine whether there is a significant relationship between the frequency of the participants' gender and their degree of loyalty to the parties they vote for. Accordingly, there is no statistically significant relationship between the gender of the participants and their degree of loyalty to the parties they vote for ($p>0.05$). This finding did not confirm H5.

3.9.2. Degree of Commitment to the Party They Voted for by Age

When the degree of loyalty of the participants in the study to the party they voted for is compared in general, the 1-5 degree of loyalty and the 6-10 degree of loyalty are proportionally close to each other (Table 13). While more than half of the respondents between the ages of 18-32 received a score of 1-5, the rate of the respondents between the ages of 33-65 received a score of 6-10 is similar (Table 13).

		Age			
		18-32	**33-65**	**Total**	**p**
1-5 points	Number	91	92	183	**0,567**
	Frequency	51,40%	48,40%	49,90%	
6-10 points	Number	86	98	184	
	Frequency	48,60%	51,60%	50,10%	
Total	Number	177	190	367	
	Frequency	100,00%	100,00%	100,00%	

Table 13: Degrees of Commitment to the Party They Voted for by Age

Source: Created by the Author

The chi-square test was conducted to determine whether there is a significant relationship between the frequency of the participants' age and their degree of loyalty to the parties they vote for. Accordingly, there is no statistically significant relationship between the age of the participants and their degree of loyalty to the parties they vote for ($p>0.05$). This finding did not confirm H6.

3.9.3. Educational Status and Degree of Commitment to the Party They Voted for

When the degree of loyalty of the participants in the study to the party they voted for is compared, 1-5 loyalty and 6-10 loyalty degrees are proportionally close to each other (Table 14). More than two-fifths (44%) of the respondents with high school education and below is scored 1-5, while the rest is scored 6-10. In the university and above education level, half of the participants received 1-5 points, while the other half received 6-10 points.

		Educational Level			
		High School and below	**University and above**	**Total**	**p**
1-5 points	Number	37	146	183	**0,225**
	Frequency	44,00%	51,60%	49,90%	
6-10 points	Number	47	137	184	
	Frequency	56,00%	48,40%	50,10%	
Total	Number	84	283	367	
	Frequency	100,00%	100,00%	100,00%	

Table 14: Degrees of Commitment to the Party They Voted for by Educational Background

Source: Created by the Author

The chi-square test was conducted to determine whether there is a significant relationship between the frequency of the participants' educational levels and their degree of loyalty to the parties they vote for. Accordingly, there is no statistically significant relationship between the educational levels of the participants and their degree of loyalty to the parties they vote for ($p>0.05$). This finding did not confirm H7.

3.9.4. Marital Status and the Degree of Commitment to the Party They Voted for

When the degree of loyalty of the participants in the study to the party they voted for in general is compared, the degrees of 1-5 loyalty and 6-10 loyalty are proportionally close to each other (Table 15). Slightly more than half of the single respondents (52.60%) were 1-5, while the rest were 6-10. Among married people, almost half (46.90%) had a commitment level of 1-5, while the rest had a commitment level of 6-10 (Table 15).

		Marital Status			
		Single	**Married**	**Total**	**p**
1-5 points	Number	101	82	183	**0,271**
	Frequency	52,60%	46,90%	49,90%	
6-10 points	Number	91	93	184	
	Frequency	47,40%	53,10%	50,10%	
Total	Number	192	175	367	
	Frequency	100,00%	100,00%	100,00%	

Table 15: Marital Status and the Degree of Commitment to the Party They Voted for

Source: Created by the Author

The chi-square test was conducted to determine whether there is a significant relationship between the marital status of the participants and their degree of loyalty to the parties they vote for. Accordingly, there is no statistically significant relationship between the marital status of the participants and their degree of loyalty to the parties they vote for ($p>0.05$). This finding did not confirm H8.

3.10. Participants' Level of Interest in Country Problems According to Various Variables

Under this heading, the relationship between the level of interest of the participants in the country's problems according to various variables was examined. In this context, each variable was subjected to a Chi-Square test with the level of interest in country issues in order to determine whether gender, age, educational status and marital status variables show a significant relationship with the level of interest in country issues. The findings obtained from these tests are analyzed separately under each heading.

3.10.1. Level of Interest in Country Problems by Gender

When the interest levels of the participants in the study are compared, the 1-5 commitment levels and the 6-10 commitment levels are proportionally close to each other (Table 16).

		Gender			
		Male	**Female**	**Total**	**p**
1-5 points	Number	25	38	63	
	Percentage	39,70%	60,30%	100,00%	
	Total	6,80%	10,40%	17,20%	
6-10 points	Number	157	147	304	
	Percentage	51,60%	48,40%	100,00%	**0,084**
	Total	42,80%	40,10%	82,80%	
Total	Number	182	185	367	
	Percentage	49,60%	50,40%	100,00%	
	Total	49,60%	50,40%	100,00%	

Table 16: Level of Interest in Country Problems by Gender

Source: Created by the Author

Approximately two-fifths of the men (39.70%) had an interest level of 1-5 points, while more than three-fifths of the women had an interest level of 1-5 points. When 6-10 points are compared, the proportion of men and women is quite close to each other (Table 16). The chi-square test was conducted to determine whether there was a significant relationship between the participants' gender and their level of interest in national issues. Accordingly, there is no statistically significant relationship between the gender of the participants and their level of interest in national issues ($p>0.05$). This finding did not confirm H9.

3.10.2. Level of Interest in Country Issues According to Educational Background

When the educational status of the participants in the study is compared in general, it is seen that people with university and above education level constitute approximately eight out of every ten of all participants (77.10%). However, when both those with 1-5 points and those with 6-10 points were compared, it was observed that those with university education and above scored higher (Table 17).

		Educational Level			
		High School and below	**University and above**	**Total**	**p**
1-5 points	Number	23	40	63	
	Percentage	36,50%	63,50%	100,00%	
	Total	6,30%	10,90%	17,20%	
6-10 points	Number	61	243	304	
	Percentage	20,10%	79,90%	100,00%	**0,005**
	Total	16,60%	66,20%	82,80%	
Total	Number	84	283	367	
	Percentage	22,90%	77,10%	100,00%	
	Total	22,90%	77,10%	100,00%	

Table 17: Level of Interest in Country Problems by Education Level

Source: Created by the Author

The chi-square test was conducted to determine whether there is a significant relationship between the participants' educational status and their level of interest in country problems. Accordingly, there is a statistically significant relationship between the participants' level of education and their level of interest in country issues ($p<0.05$). This finding confirmed H10.

3.10.3. Level of Interest in Country Issues by Age

When the age of the participants is compared with their level of interest in national problems, those who scored 1-5 points among those aged 18-32 are more than three-fifths of the participants (63.50%). On the other hand, when we look at those who scored 6-10 points (Table 18), more than half of the participants are in the 33-65 age range, while the remaining part consists of people in the 18-32 age range.

		Age			
		18-32	**33-65**	**Total**	**p**
1-5 points	Number	40	23	63	
	Percentage	63,50%	36,50%	100,00%	
	Total	10,90%	6,30%	17,20%	
6-10 points	Number	137	167	304	
	Percentage	45,10%	54,90%	100,00%	**0,008**
	Total	37,30%	45,50%	82,80%	
Total	Number	177	190	367	
	Percentage	48,20%	51,80%	100,00%	
	Total	48,20%	51,80%	100,00%	

Table 18: Level of Interest in Country Problems by Age

Source: Created by the Author

Chi-square test was conducted to determine whether there is a significant relationship between the participants' age and their level of interest in country problems. Accordingly, there is a statistically significant relationship between the age of the participants and their level of interest in country issues ($p<0.05$). This finding confirmed H11.

3.10.4. Level of Interest in Country Issues According to Marital Status

When the marital status of the participants and their level of interest in national problems are analyzed (Table 19), approximately two-fifths of those who scored 1-5 points are married (36.5%), while the rest are single. When we look at those who scored 6-10 points, there is equality between marital statuses.

		Marital Status			
		Single	**Married**	**Total**	**p**
1-5 points	Number	40	23	63	
	Percentage	63,50%	36,50%	100,00%	
	Total	10,90%	6,30%	17,20%	
6-10 points	Number	152	152	304	
	Percentage	50,00%	50,00%	100,00%	**0,051**
	Total	41,40%	41,40%	82,80%	
Total	Number	192	175	367	
	Percentage	52,30%	47,70%	100,00%	
	Total	52,30%	47,70%	100,00%	

Table 19: Level of Interest in Country Problems According to Marital Status

Source: Created by the Author

A chi-square test was conducted to determine whether there is a significant relationship between the marital status of the participants and their level of interest in country problems. Accordingly, there is no statistically significant relationship between the marital status of the participants and their level of interest in country issues ($p>0.05$). This finding did not confirm H12.

3.11. Participants' Level of Interest in Political Campaigns and Issues during the Election Period according to Various Variables

Under this heading, the relationship between the participants' level of interest in political campaigns and issues during the election period according to various variables is analyzed. In this context, in order to determine whether gender, age, educational status and marital status variables show a significant relationship with the level of interest in political campaigns and issues during the election period, each variable was subjected to Chi-Square test with the level of interest in political campaigns and issues during the election period. The findings obtained from these tests are analyzed separately under each heading.

3.11.1. Level of Interest in Political Campaigns and Issues in the Election Period by Gender

Regardless of gender, the proportions of the participants who scored 1-5 and 6-10 points in the level of interest in political campaigns and issues during the election period are close to each other (Table 20). Considering the differences between genders, more than two-fifths (43.5%) of the participants who scored between 1-5 points are men, while more than half of them are women. More than half of the respondents with interest scores between 6-10 points in the level of interest in political campaigns and issues during the election period are male, while the rest are female (Table 20).

		Gender			
		Male	**Female**	**Total**	**p**
1-5 points	Number	81	105	186	
	Percentage	43,50%	56,50%	100,00%	
	Total	22,10%	28,60%	50,70%	
6-10 points	Number	101	80	181	
	Percentage	55,80%	44,20%	100,00%	**0,019**
	Total	27,50%	21,80%	49,30%	
Total	Number	182	185	367	
	Percentage	49,60%	50,40%	100,00%	
	Total	49,60%	50,40%	100,00%	

Table 20: Level of Interest in Political Campaigns and Issues during the Election Period by Gender

Source: Created by the Author

Chi-square test was conducted to determine whether there is a significant relationship between the gender of the participants and their level of interest in political campaigns and issues during the election period. Accordingly, there is a statistically significant relationship between the gender of the participants and their level of interest in national issues ($p<0.05$). This finding confirmed 13.

3.11.2. Level of Interest in Political Campaigns and Issues during Election Period by Age

When the interest levels of the participants in political campaigns and issues during the election period regardless of age are analyzed (Table 21), it is seen that the interest levels of those in the 18-32 age range are proportionally close to those in the 33-65 age range. However, more than half (53.8%) of those who received 1-5 points are in the 18-32 age range, while the rest are in the 33-65 age range. More than two-fifths (42.5%) of those who scored 6-10 were between the ages of 18-32, while about three-fifths were between the ages of 33-65.

		Age			
		18-32	**33-65**	**Total**	**p**
1-5 points	Number	100	86	186	
	Percentage	53,80%	46,20%	100,00%	
	Total	27,20%	23,40%	50,70%	
6-10 points	Number	77	104	181	
	Percentage	42,50%	57,50%	100,00%	**0,031**
	Total	21,00%	28,30%	49,30%	
Total	Number	177	190	367	
	Percentage	48,20%	51,80%	100,00%	
	Total	48,20%	51,80%	100,00%	

Table 21: Level of Interest in Political Campaigns and Issues during Election Period by Age

Source: Created by the Author

Chi-square test was conducted to determine whether there is a significant relationship between the age of the participants and their level of interest in political campaigns and issues during the election period. Accordingly, there is a statistically significant relationship between the gender of the participants and their level of interest in national issues ($p<0.05$). This finding confirmed 14.

3.11.3. Level of Interest in Political Campaigns and Issues during Election Period According to Educational Status

When the level of interest of the participants in political campaigns and issues during the election period is analyzed regardless of their educational level (Table 22), it is seen that the rate of those with university and higher education differs significantly from those with high school and lower education. While a quarter of those with 1-5 points have high school and below education level, three quarters have university and above education level. One fifth (19.90%) of those with interest levels between 6-10 have high school and below, while eight out of ten (80.10%) have university education or above.

		Educational Level			
		High School and below	**University and above**	**Total**	**p**
1-5 points	Number	48	138	186	
	Percentage	25,80%	74,20%	100,00%	
	Total	13,10%	37,60%	50,70%	
6-10 points	Number	36	145	181	
	Percentage	19,90%	80,10%	100,00%	**0,177**
	Total	9,80%	39,50%	49,30%	
Total	Number	84	283	367	
	Percentage	22,90%	77,10%	100,00%	
	Total	22,90%	77,10%	100,00%	

Table 22: Level of Interest in Political Campaigns and Issues during the Election Period by Education Level

Source: Created by the Author

A chi-square test was conducted to determine whether there is a significant relationship between the participants' educational status and their level of interest in political campaigns and issues during the election period. Accordingly, there is no statistically significant relationship between the gender of the participants and their level of interest in national issues ($p>0.05$). This finding did not confirm 15.

3.11.4. Level of Interest in Political Campaigns and Issues during Election Period According to Marital Status

When the interest levels of the participants in political campaigns and issues during the election period were analyzed according to their marital status, it was observed that 60.8% of those who showed interest at the 1-5 point level were single and approximately two fifths were married. On the other hand, about half (43.6%) of the respondents with interest levels between 6-10 points were single and more than half (56.4%) were married (Table 23).

		Marital Status			
		Single	**Married**	**Total**	**p**
1-5 points	Number	113	73	186	
	Percentage	60,80%	39,20%	100,00%	
	Total	30,80%	19,90%	50,70%	
6-10 points	Number	79	102	181	
	Percentage	43,60%	56,40%	100,00%	**0,001**
	Total	21,50%	27,80%	49,30%	
Total	Number	192	175	367	
	Percentage	52,30%	47,70%	100,00%	
	Total	52,30%	47,70%	100,00%	

Table 23: Level of Interest in Political Campaigns and Issues during the Election Period by Marital Status

Source: Created by the Author

Chi-square test was conducted to determine whether there is a significant relationship between the marital status of the participants and their level of interest in political campaigns and issues during the election period. Accordingly, there is a statistically significant relationship between the gender of the participants and their level of interest in national issues ($p<0.05$). This finding confirmed 16.

3.12. The Participants' Voting Situations Influenced by Social Media during the Election Process according to Various Variables

Under this heading, the voting status of the participants influenced by social media during the election process was analyzed according to various variables. In this context, in order to determine whether gender, age, educational status and marital status variables show a significant relationship with the voting status influenced by social media during the election process, each variable was subjected to Chi-Square test with the voting status influenced by social media during the election process. The findings obtained from these tests are analyzed separately under each heading.

3.12.1. Voting by being influenced by the Media during the Election Process by Gender

When the participants' voting by being influenced by the media during the election process is analyzed according to their gender (Table 24), it is seen that the gender of the participants who have a voting level of being influenced by the media between 1-5 points is almost half and half. This situation has a similar ratio among the participants with 6-10 points.

		Gender			
		Male	**Female**	**Total**	**p**
1-5 points	Number	115	124	239	
	Percentage	48,10%	51,90%	100,00%	
	Total	31,30%	33,80%	65,10%	
6-10 points	Number	67	61	128	
	Percentage	52,30%	47,70%	100,00%	**0,440**
	Total	18,30%	16,60%	34,90%	
Total	Number	182	185	367	
	Percentage	49,60%	50,40%	100,00%	
	Total	49,60%	50,40%	100,00%	

Table 24: Voting Influenced by the Media during the Election Process by Gender

Source: Created by the Author

Chi-square test was conducted to determine whether there is a significant relationship between the gender of the participants and their voting status influenced by social media during the election process. Accordingly, there is no statistically significant relationship between the gender of the participants and their voting status influenced by social media during the election period ($p>0.05$). This finding did not confirm H17.

3.12.2. Voting by being influenced by the media during the election process according to age

When the voting status of the participants according to their ages is analyzed (Table 25); 47.70% of the respondents with a voting level of 1-5 points who were influenced by the media consisted of people between the ages of 18-32, while more than half of them were between the ages of 33-65. There is a similar proportional difference among respondents with 6-10 points. Almost half (49.20%) of the respondents with an impact level between 6-10 points are between the ages of 18-32, while slightly more than half are between the ages of 33-65.

		Age			
		18-32	**33-65**	**Total**	**p**
1-5 points	Number	114	125	239	
	Percentage	47,70%	52,30%	100,00%	
	Total	31,10%	34,10%	65,10%	
6-10 points	Number	63	65	128	
	Percentage	49,20%	50,80%	100,00%	**0,781**
	Total	17,20%	17,70%	34,90%	
Total	Number	177	190	367	
	Percentage	48,20%	51,80%	100,00%	
	Total	48,20%	51,80%	100,00%	

Table 25: Voting with Media Influence during the Election Process by Age

Source: Created by the Author

Chi-square test was conducted to determine whether there is a significant relationship between the age of the participants and their voting status influenced by social media during the election period. Accordingly, there is no statistically significant relationship between the age of the participants and their voting status influenced by social media during the election period ($p>0.05$). This finding did not confirm H18.

3.12.3. Voting by being influenced by the media during the election process according to education level

When the voting status of the participants according to their educational attainment is analyzed (Table 26), one fifth of the respondents with 1-5 points have an educational level of high school and below, while the remaining 80% of the respondents have an educational level of university and above. Among the respondents with 6-10 points, approximately one out of every three respondents (27.3%) has a high school education level or below, while 72.7% have a university education level or above.

		Educational Level			
		High school and below	**University and above**	**Total**	**p**
1-5 points	Number	49	190	239	
	Percentage	20,50%	79,50%	100,00%	
	Total	13,40%	51,80%	65,10%	
6-10 points	Number	35	93	128	
	Percentage	27,30%	72,70%	100,00%	**0,137**
	Total	9,50%	25,30%	34,90%	
Total	Number	84	283	367	
	Percentage	22,90%	77,10%	100,00%	
	Total	22,90%	77,10%	100,00%	

Table 26: Voting by Being Influenced by the Media during the Election Process by Education Level

Source: Created by the Author

Chi-square test was conducted to determine whether there is a significant relationship between the participants' educational status and their voting status influenced by social media during the election period. Accordingly, there is no statistically significant relationship between the educational status of the participants and their voting status influenced by social media during the election period ($p>0.05$). This finding did not confirm H19.

3.12.4. Voting by being influenced by the media during the election process according to marital status

When the voting status of the participants according to their marital status is analyzed (Table 27), it is seen that more than half (54.40%) of the participants with a voting level of 1-5 points who were influenced by the media were single and the rest were married. Among the respondents with a score of 6-10, it was determined that the proportion of married respondents was higher than the proportion of single respondents.

		Marital Status			
		Single	**Married**	**Total**	**p**
1-5 points	Number	130	109	239	
	Percentage	54,40%	45,60%	100,00%	
	Total	35,40%	29,70%	65,10%	
6-10 points	Number	62	66	128	**0,276**
	Percentage	48,40%	51,60%	100,00%	
	Total	16,90%	18,00%	34,90%	
Total	Number	192	175	367	
	Percentage	52,30%	47,70%	100,00%	
	Total	52,30%	47,70%	100,00%	

Table 27: Voting by being Influenced by the Media during the Election Process According to Marital Status

Source: Created by the Author

Chi-square test was conducted to determine whether there is a significant relationship between the marital status of the participants and their voting status influenced by social media during the election period. Accordingly, there is no statistically significant relationship between the marital status of the participants and their voting status influenced by social media during the election period ($p>0.05$). This finding did not confirm H20.

3.13. Degree of Influence of Communication Tools in Political Decision Making Process According to Various Variables

Under this heading, the degree of influence of communication tools (social media and internet) in the political decision-making process of the participants was analyzed according to various variables. In this context, in order to determine whether gender, age,

educational status, marital status and occupation variables show a significant relationship with the degree of influence of communication tools in political decision-making process, each variable was subjected to Chi-Square test with the degree of influence of communication tools in political decision-making process. The findings obtained from these tests are analyzed separately under each heading.

3.13.1. Impact of Social Media and the Internet on Political Decision-making by Gender

The impact of the use of social media and Internet tools by gender of participants on political decision-making processes is examined in Table 28. Nearly nine out of every ten men indicated that social media was highly influenced. The same is true of women. More than 90% of women believe that social media is highly influential in political decision-making (Tablo 28).

A ki-kar-test was conducted to determine whether there was a meaningful relationship between the participants' gender and how social media was found to be effective in political decision-making. Accordingly, no statistically significant relationship was found between the participants' gender and how social media was effective in political decision-making, and H21 was not confirmed ($p>0,05$).

	Gender		Very Ineffective	Ineffective	Some Effective	Effective	Very Effective	Total	p
Social Media Impact	Male	**Number**	12	6	20	48	96	182	**0,432**
		Percentage	6,60%	3,30%	11,00%	26,40%	52,70%	100,00%	
		Total	3,30%	1,60%	5,40%	13,10%	26,20%	49,60%	
	Female	**Number**	5	5	22	57	96	185	
		Percentage	2,70%	2,70%	11,90%	30,80%	51,90%	100,00%	
		Total	1,40%	1,40%	6,00%	15,50%	26,20%	50,40%	
	Total	**Number**	17	11	42	105	192	367	
		Percentage	4,60%	3,00%	11,40%	28,60%	52,30%	100,00%	
		Total	4,60%	3,00%	11,40%	28,60%	52,30%	100,00%	
	Gender		**Very Ineffective**	**Ineffective**	**Some Effective**	**Effective**	**Very Effective**	**Total**	**p**
Internet Impact	Male	**Number**	8	9	21	52	92	182	**0,765**
		Percentage	4,40%	4,90%	11,50%	28,60%	50,50%	100,00%	
		Total	2,20%	2,50%	5,70%	14,20%	25,10%	49,60%	
	Female	**Number**	6	5	24	57	93	185	
		Percentage	3,20%	2,70%	13,00%	30,80%	50,30%	100,00%	
		Total	1,60%	1,40%	6,50%	15,50%	25,30%	50,40%	
	Total	**Number**	14	14	45	109	185	367	
		Percentage	3,80%	3,80%	12,30%	29,70%	50,40%	100,00%	
		Total	3,80%	3,80%	12,30%	29,70%	50,40%	100,00%	

Table 28: Impact of Social Media and the Internet on Political Decision-making by Gender

Source: Created by the Author

A similar percentage of participants found the Internet to be effective in political decision-making. (Tablo 28). 95% of men say that the Internet has a high degree of influence in political decision-making, while women have a similar percentage. A ki-kar-test was conducted to determine whether there was a meaningful relationship between the participants' gender and finding the Internet effective in political decision-making. Accordingly, no statistically significant relationship was found between the gender of participants and the effectiveness of the Internet in political decision-making, and H22 was not verified ($p>0,05$).

3.13.2. Impact of Social Media and the Internet on Political Decision-making By Age

The impact of social media and Internet tools on political decision-making by age of participants is examined in Table 29. Almost all (18-32 years of age) (95.5 per cent) believe that both social media and the Internet have a moderate and higher level of influence. Though the percentage of 33-65-year-olds is smaller than that of 18-32, nine out of every ten in the age group from 33 to 65 indicated that social media and the Internet (separately) have a medium or higher impact on political decision-making processes. (Tablo 29).

A ki-kar-test was conducted to determine whether there was a meaningful relationship between the participants' age and how social media was found to be effective in political decision-making. Accordingly, a statistically significant relationship was found between the age of participants and how they found social media to be effective in political decision-making, and H23 was confirmed ($p<0,05$).

	Age		Very Ineffective	Ineffective	Some Effective	Effective	Very Effective	Total	p
Social Media Impact	18-32	**Number**	5	3	19	39	111	177	**0,002**
		Percentage	2,80%	1,70%	10,70%	22,00%	62,70%	100,00%	
		Total	1,40%	0,80%	5,20%	10,60%	30,20%	48,20%	
	33-65	**Number**	12	8	23	66	81	190	
		Percentage	6,30%	4,20%	12,10%	34,70%	42,60%	100,00%	
		Total	3,30%	2,20%	6,30%	18,00%	22,10%	51,80%	
	Total	**Number**	17	11	42	105	192	367	
		Percentage	4,60%	3,00%	11,40%	28,60%	52,30%	100,00%	
		Total	4,60%	3,00%	11,40%	28,60%	52,30%	100,00%	

	Age		Very Ineffective	Ineffective	Some Effective	Effective	Very Effective	Total	p
Internet Impact	15-32	**Number**	6	4	20	44	103	177	**0,052**
		Percentage	3,40%	2,30%	11,30%	24,90%	58,20%	100,00%	
		Total	1,60%	1,10%	5,40%	12,00%	28,10%	48,20%	
	33-65	**Number**	8	10	25	65	82	190	
		Percentage	4,20%	5,30%	13,20%	34,20%	43,20%	100,00%	
		Total	2,20%	2,70%	6,80%	17,70%	22,30%	51,80%	
	Total	**Number**	14	14	45	109	185	367	
		Percentage	3,80%	3,80%	12,30%	29,70%	50,40%	100,00%	
		Total	3,80%	3,80%	12,30%	29,70%	50,40%	100,00%	

Table 29: The Impact of Social Media and the Internet on Political Decision-making by Age

Source: Created by the Author

A ki-kar test was conducted to determine whether there was a meaningful relationship between the age of the participants and how the Internet was found to be effective in political decision-making. Accordingly, there was no statistically significant correlation between the age of participants and the effectiveness of the Internet in political decision-making, and H24 was not verified (p>0,05).

3.13.3. Impact of Social Media and the Internet on Political Decision-making by Educational Status

The impact of social media and Internet tools on political decision-making processes by educational status of participants is examined in Table 30. Accordingly, more than three out of five (61.9 per cent) of people with high school and six levels of education find social media very influential in political decision-making, with approximately one out of three (27.4 per cent). Half of those with university or higher education (49.50 per cent) find social media highly influential in political decision-making. One in three respondents (29%) said that social media is effective.

A ki-kar-test was conducted to determine whether there was a meaningful relationship between the participants' educational status and how social media was found to be effective in political decision-making. Accordingly, no statistically significant correlation was found between the participants' educational status and their finding that social media was effective in political decision-making, and H25 was not verified (p>0,05).

	Educational Level		Very Ineffective	Ineffective	Some Effective	Effective	Very Effective	Total	p
Social Media Impact	High School and below	**Number**	2	2	5	23	52	84	
		Percentage	2,40%	2,40%	6,00%	27,40%	61,90%	100,00%	
		Total	0,50%	0,50%	1,40%	6,30%	14,20%	22,90%	
	University and above	**Number**	15	9	37	82	140	283	
		Percentage	5,30%	3,20%	13,10%	29,00%	49,50%	100,00%	**0,187**
		Total	4,10%	2,50%	10,10%	22,30%	38,10%	77,10%	
	Total	**Number**	17	11	42	105	192	367	
		Percentage	4,60%	3,00%	11,40%	28,60%	52,30%	100,00%	
		Total	4,60%	3,00%	11,40%	28,60%	52,30%	100,00%	
	Educational Level		**Very Ineffective**	**Ineffective**	**Some Effective**	**Effective**	**Very Effective**	**Total**	**p**
Internet Impact	High School and below	**Number**	2	2	10	19	51	84	
		Percentage	2,40%	2,40%	11,90%	22,60%	60,70%	100,00%	**0,256**
		Total	0,50%	0,50%	2,70%	5,20%	13,90%	22,90%	

	University and above	**Number**	12	12	35	90	134	283
		Percentage	4,20%	4,20%	12,40%	31,80%	47,30%	100,00%
		Total	3,30%	3,30%	9,50%	24,50%	36,50%	77,10%
	Total	**Number**	14	14	45	109	185	367
		Percentage	3,80%	3,80%	12,30%	29,70%	50,40%	100,00%
		Total	3,80%	3,80%	12,30%	29,70%	50,40%	100,00%

Table 30: Impact of Social Media and the Internet on Political Decision-making by Educational Status

Source: Created by the Author

When the participants saw the Internet as an effective tool in political decision-making, the rate of finding the Internet effective followed a journey similar to finding social media effective. At both educational levels, over 90% see the Internet as an effective tool for political decision-making.

A ki-chi test was conducted to determine whether there is a meaningful relationship between the participants' educational status and how the Internet is effective in political decision-making. Accordingly, there was no statistically significant correlation between the educational status of participants and the effectiveness of the Internet in political decision-making, and H26 was not verified (p>0,05).

3.13.4. Impact of Social Media and the Internet on Political Decision-making by Civilization

The impact of social media and the use of Internet tools on political decision-making processes by civilization of participants is examined in Table 31. Both single and married people have said that social media and the Internet are very effective means of communication in political decision-making. (Table 31).

A ki-kar test was conducted to determine whether there is a meaningful relationship between finding social media effective in the political decision-making process, based on the participants' civic circumstances. Accordingly, there was no statistically significant correlation between participants' civilisation and their finding that social media was effective in political decision-making, and H27 was not verified (p>0,05).

	Marital Status		Very Ineffective	Ineffective	Some Effective	Effective	Very Effective	Total	p
Social Media Impact	Single	**Number**	7	4	19	53	109	192	**0,345**
		Percentage	3,60%	2,10%	9,90%	27,60%	56,80%	100,00%	
		Total	1,90%	1,10%	5,20%	14,40%	29,70%	52,30%	
	Married	**Number**	10	7	23	52	83	175	
		Percentage	5,70%	4,00%	13,10%	29,70%	47,40%	100,00%	
		Total	2,70%	1,90%	6,30%	14,20%	22,60%	47,70%	
	Total	**Number**	17	11	42	105	192	367	
		Percentage	4,60%	3,00%	11,40%	28,60%	52,30%	100,00%	
		Total	4,60%	3,00%	11,40%	28,60%	52,30%	100,00%	

	Marital Status		Very Ineffective	Ineffective	Some Effective	Effective	Very Effective	Total	p
Internet Impact	Single	**Number**	7	4	21	58	102	192	**0,355**
		Percentage	3,60%	2,10%	10,90%	30,20%	53,10%	100,00%	
		Total	1,90%	1,10%	5,70%	15,80%	27,80%	52,30%	
	Married	**Number**	7	10	24	51	83	175	

	Percentage	4,00%	5,70%	13,70%	29,10%	47,40%	100,00%
	Total	1,90%	2,70%	6,50%	13,90%	22,60%	47,70%
Total	**Number**	14	14	45	109	185	367
	Percentage	3,80%	3,80%	12,30%	29,70%	50,40%	100,00%
	Total	3,80%	3,80%	12,30%	29,70%	50,40%	100,00%

Table 31: The Impact of Social Media and the Internet on Political Decision-making by Civilian Situation

Source: Created by the Author

A ki-chi test was conducted to determine whether there is a meaningful relationship between the participant's civic circumstances and how the Internet is effective in political decision-making. Accordingly, there was no statistically significant correlation between participants' civilisation and their finding that the Internet was effective in political decision-making, and H28 was not verified (p>0,05).

3.13.5. Impact of Social Media and the Internet on Political Decision-making by Occupation

The impact of social media and the use of Internet tools on political decision-making processes by occupational status of participants is examined in Table 32. Participants view both social media and the Internet as mediums and overpowers in political decision-making. (Table 32).

	Occupation		Very Ineffective	Ineffective	Some Effective	Effective	Very Effective	Total	p
Social Media Impact	Public Servant	**Number**	11	6	22	43	70	152	**0,045**
		Percentage	7,20%	3,90%	14,50%	28,30%	46,10%	100,00%	
		Total	3,00%	1,60%	6,00%	11,70%	19,10%	41,40%	
	Student	**Number**	4	1	13	30	72	120	
		Percentage	3,30%	0,80%	10,80%	25,00%	60,00%	100,00%	
		Total	1,10%	0,30%	3,50%	8,20%	19,60%	32,70%	
	Labor	**Number**	2	2	2	12	17	35	
		Percentage	5,70%	5,70%	5,70%	34,30%	48,60%	100,00%	
		Total	0,50%	0,50%	0,50%	3,30%	4,60%	9,50%	
	Self-employment	**Number**	0	0	4	8	25	37	
		Percentage	0,00%	0,00%	10,80%	21,60%	67,60%	100,00%	
		Total	0,00%	0,00%	1,10%	2,20%	6,80%	10,10%	
	Housewife / Not working (Unemployed)	**Number**	0	1	1	4	6	12	
		Percentage	0,00%	8,30%	8,30%	33,30%	50,00%	100,00%	
		Total	0,00%	0,30%	0,30%	1,10%	1,60%	3,30%	
	Retired	**Number**	0	1	0	8	2	11	
		Percentage	0,00%	9,10%	0,00%	72,70%	18,20%	100,00%	
		Total	0,00%	0,30%	0,00%	2,20%	0,50%	3,00%	
	Total	**Number**	17	11	42	105	192	367	

		Percentage	4,60%	3,00%	11,40%	28,60%	52,30%	100,00%	
		Total	4,60%	3,00%	11,40%	28,60%	52,30%	100,00%	
	Occupation		**Very Ineffective**	**Ineffective**	**Some Effective**	**Effective**	**Very Effective**	**Total**	**p**
Internet Impact	Public Servant	**Number**	7	10	21	49	65	152	**0,285**
		Percentage	4,60%	6,60%	13,80%	32,20%	42,80%	100,00%	
		Total	1,90%	2,70%	5,70%	13,40%	17,70%	41,40%	
	Student	**Number**	4	2	14	34	66	120	
		Percentage	3,30%	1,70%	11,70%	28,30%	55,00%	100,00%	
		Total	1,10%	0,50%	3,80%	9,30%	18,00%	32,70%	
	Labor	**Number**	3	1	5	8	18	35	
		Percentage	8,60%	2,90%	14,30%	22,90%	51,40%	100,00%	
		Total	0,80%	0,30%	1,40%	2,20%	4,90%	9,50%	
	Seld-employment	**Number**	0	0	4	8	25	37	
		Percentage	0,00%	0,00%	10,80%	21,60%	67,60%	100,00%	
		Total	0,00%	0,00%	1,10%	2,20%	6,80%	10,10%	
	Housewife / Not working (Unemployed)	**Number**	0	0	1	4	7	12	
		Percentage	0,00%	0,00%	8,30%	33,30%	58,30%	100,00%	
		Total	0,00%	0,00%	0,30%	1,10%	1,90%	3,30%	
	Retired	**Number**	0	1	0	6	4	11	
		Percentage	0,00%	9,10%	0,00%	54,50%	36,40%	100,00%	

	Total	0,00%	0,30%	0,00%	1,60%	1,10%	3,00%
Total	**Number**	14	14	45	109	185	367
	Percentage	3,80%	3,80%	12,30%	29,70%	50,40%	100,00%
	Total	3,80%	3,80%	12,30%	29,70%	50,40%	100,00%

Table 32: Impact of Social Media and the Internet on Political Decision-making by Profession

Source: Created by the Author

A ki-kar test was conducted to determine whether there is a meaningful relationship between the participants' professions and how social media can be found to be effective in political decision-making. Accordingly, a statistically significant relationship was found between the participants' professions and how they found social media to be effective in political decision-making, and H29 was confirmed ($p<0,05$).

A ki-kar test was conducted to determine whether there is a meaningful relationship between the participants' professions and how social media can be found to be effective in political decision-making. Accordingly, no statistically significant relationship was found between the participants' professions and their findings that the Internet was effective in political decision-making, and H30 was not verified ($p>0,05$).

Public Servant	**Number**	11	6	22	43	70	152	**0,045**
	Percentage	7,20%	3,90%	14,50%	28,30%	46,10%	100,00 %	
	Total	3,00%	1,60%	6,00%	11,70%	19,10%	41,40%	
Student	**Number**	4	1	13	30	72	120	
	Percentage	3,30%	0,80%	10,80%	25,00%	60,00%	100,00 %	
	Total	1,10%	0,30%	3,50%	8,20%	19,60%	32,70%	
Labor	**Number**	2	2	2	12	17	35	
	Percentage	5,70%	5,70%	5,70%	34,30%	48,60%	100,00 %	
	Total	0,50%	0,50%	0,50%	3,30%	4,60%	9,50%	
Self employment	**Number**	0	0	4	8	25	37	
	Percentage	0,00%	0,00%	10,80%	21,60%	67,60%	100,00 %	
	Total	0,00%	0,00%	1,10%	2,20%	6,80%	10,10%	
Housewife / not working (Unemployed)	**Number**	0	1	1	4	6	12	
	Percentage	0,00%	8,30%	8,30%	33,30%	50,00%	100,00 %	
	Total	0,00%	0,30%	0,30%	1,10%	1,60%	3,30%	
Retired	**Number**	0	1	0	8	2	11	

	Percentage	0,00%	9,10%	0,00%	72,70%	18,20%	100,00%	
	Total	0,00%	0,30%	0,00%	2,20%	0,50%	3,00%	
Total	**Number**	17	11	42	105	192	367	
	Percentage	4,60%	3,00%	11,40%	28,60%	52,30%	100,00%	
	Total	4,60%	3,00%	11,40%	28,60%	52,30%	100,00%	
Occupation		**Very Ineffective**	**Ineffective**	**Some Effective**	**Effective**	**Very Effective**	**Total**	**p**
Public Servant	**Number**	7	10	21	49	65	152	**0,285**

Table 33: Number and Percentages According to the Participants' Occupations

Source: Created by the Author

CONCLUSION

This research helps to understand how political correspondence is shaped by online entertainment. New media created and diverged from traditional journalism in a society ruled by the majority. Using it effectively, they have expanded the capacity of political data to reach even the most disinterested members. They can create enhanced public spaces where emotions can be shared transparently. At the same time, the rise of new media and the merging of the post-truth society has caused a traumatic situation that has distorted their valuable perspectives. MPs and the crowd were less likely to discuss approaches; instead they considered situations involving crusades and clearly defined venues for online entertainment. In contrast to the needs of the study participants, their salient points were surprisingly similar. This proposal takes an active experimental approach that seeks to understand the connection between residents and delegates through virtual entertainment, thereby providing an in-depth understanding of the connection between the two. It did this through a method of controlling the silent association of delegates with no other person present.

This study uses a unique systematic approach that aims to answer some unanswered questions about the manipulation of political representation through web-based entertainment. It extends and goes beyond existing studies or research papers that focus mainly on a single informal organization, capturing the resident associations of delegates through virtual infotainment accessible only through the web. Virtual entertainment encourages residents to seek content for their current endeavors directly from the source, which, as this information suggests, can lead to a mediation effect. This is where the media, which has recently assumed an important role as the gatekeeper and active representative of the majority system, is now less necessary for the public. People can therefore have less information about everything. Assuming that residents now receive biased, unchallenged information from people they agree with, can they say that they are looking for the truth. Or vice versa, are they primarily looking for data that confirms their previous beliefs? There are certainly questions that need to be asked in this way. The goal of real human communication has a long way to go. They are still in the combined loop. How we use them also produces results.

Researchers have observed that the link between discussing government issues today and participating in the future is strong. These stages have potential and can help create an era that will then engage other residents. To more accurately analyze the impact of web entertainment on political cooperation, future research should plan to show a causal relationship, something this study was unable to do due to limitations in accessible evaluation information. In conclusion, it seems that most of the expectations regarding web-based entertainment as a possible response to the "fixation" of the majority government through correspondence have so far failed to live up to expectations. However, this is not to say that these steps have not made a major positive change in terms of representation, and are certainly worthy of further consideration. If we consider the increasing number of clients in informal organizations around the world, the decreasing amount of paperwork or traditional media engagement, it is clear that we are living in a different era of data and correspondence today.

Web-based entertainment and virtual environments in general are attracting more and more people, which directly affects their behavior in augmented simulations. Correspondence on political messages is now mostly transmitted through virtual environments. For a moment, this latest fad seems pleasant for the two actors who, on the one hand, are the producers of this data and, on the other hand, are the clients (customers) of this data. Thanks to virtual entertainment, the line between data provider and data customer has become completely imperceptible. Meanwhile, this new feature has once again made matchmaking more democratic by allowing simple individuals who were not particularly involved in the process before to be matched. This conversation through entertainment, decisions and online political engagement is vital to the eventual fate of the majority government in Turkey and how future legislative issues will be shared. Often through online entertainment mediums such as Facebook, there is an undeniable call for change, restoration and new political blood. Obviously, the impact of such a long journey of virtual entertainment, and even more obviously Facebook, has been that think tanks and their leaders have felt the need to engage in this mechanism of correspondence, realizing that it is especially famous among young people and through partners that gives them novelty and networks. It gives this feeling. In order to turn online entertainment into political action and provide a more useful way of managing other political discourses in the process, the following measures may be appropriate:

- Ideological groups should embark on a serious and organized method of online entertainment. It will not matter and will not produce quality political discourse and engagement if they continue to use only traditional content. You can also start using other web-based entertainment platforms such as X. Cases in different countries may show some real trends. - It is urgent to allocate resources to public political education in the country. People living in Turkey vote but they don't know why they do it. Politically educated citizens will lead a political cultural adjustment where the old approach will never be tolerated again.

- More collaborative energy between traditional media and new media. It is important to ensure that content and commerce are quality-based and that libel, character assassination and modest legislation create real and productive spaces for local thought. It is important that traditional and new media raise their standards and work in a way that is in line with the nature of political discourse. This study examines the extent to which online entertainment is used by citizens for political cooperation and participation. The review then uncovered four main specific themes that show how residents integrate web-based entertainment with correspondence and political collaboration; for example, virtual entertainment replaces traditional media for political information, works with people's political engagement, strengthens grassroots collective efforts, and online entertainment also influences government elections. This is indicative of the work of web entertainment, Facebook of course, in providing political support to local people. The review used a subjective approach to denigrate the influence of virtual entertainment companies on government operations and navigation and also to enhance political intelligence, cooperation and shared efforts.

This research paves the way for a better understanding of political engagement with entertainment on the Web. The main role of this research is to uncover why the study of web entertainment in politics has attracted so much attention, especially in the light of majoritarian systems of government and freedom of expression. In African countries, the debate is still in its infancy. Collaboration on the web contributes to the development of majority rule in the eyes of the public (Wattal et al., 2010). Future data framework professionals will explore the wider field of data frameworks and regulatory developments to benefit collaboration and society as a whole. How widely web entertainment is used in Turkey. In Turkey, a large proportion of the population is

connected to the internet and a large proportion of individuals who are connected to the internet use virtual entertainment. The number of consumers accessing the internet and enjoying online entertainment is also growing rapidly. Web and online entertainment consumers are primarily concentrated in urban communities and younger demographic groups. The most famous internet entertainment sites in Turkey are Facebook, Twitter and Youtube. Besides general interpersonal institutions, websites and folk economies also play an important role in Turkish web entertainment culture.

On the other hand, it is too early to guarantee that traditional media will disappear and be replaced only by virtual entertainment services. But the American writer Malcolm Gladwell usefully reminds us of the limitations of online entertainment. Real change in public opinion requires the active support of individuals, often facing challenges and bail. The content presented in online entertainment can be viewed by anyone from anywhere in the world, physical barriers and frames disappear, which means that opportunities for conversation are now opportunities for journalism and therefore opportunities to come together (Fuchs, 2014, p. 185). Marius Rohde Johannessen, in his review "Web Entertainment as Open Arena", argues that correspondence through virtual entertainment can help foster public conversation and debate. In his perspective, it becomes easier to create open space and build "social capital" in web entertainment than in local fieldwork. These groups of people operate through correspondence between people who come together for their normal interests, but can generate many different opinions on different topics, but appropriate local topics that are not part of creating an open space for comment (Johannessen, 2013, p. 79).

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APPENDIX

Appx 1: Survey for The Role of Social Media on Political Participation and Voting Tendency

İyi günler*** Bu araştırma Sakarya Üniversitesi Sosyal Bilimler Enstitüsü Kültürel Çalışmalar bölümünde yürütmekte olduğumuz "Sosyal Medyanın Siyasi Katılım ve Oy Verme Eğilimindeki Etkisi'' konulu bilimsel bir projenin uygulama kısmı için yapılmaktadır. Vereceğiniz samimi cevaplar, çalışmanın başarılı olmasında önemli rol oynayacaktır. Zaman ayırdığınız için şimdiden teşekkür ederiz.

Sosyal Medya Kullanım Sıklığınız Nedir?		**Hiç**	**Haftada 1–2 Gün**	**Haftada 3–4 Gün**	**Haftada 5–6 Gün**	**Her gün Düzenli**
1.	**SOSYAL MEDYA (Instagram, Facebook, Twitter vb.)**	**1**	**2**	**3**	**4**	**5**

2. Bir oturumda genelde kaç dakika facebook vb. sosyal medyayı kullanıyorsunuz? ----------saat----------dakika

Aşağıdaki Sosyal Medya Araçlarını Ne Sıklıkla Kullanırsınız?		**Hiç**	**Nadiren**	**Ara-sıra**	**Çoğu Zaman**	**Her Zaman**
3.	**Instagram**	**1**	**2**	**3**	**4**	**5**
4.	YouTube	1	2	3	4	5
5.	**Facebook**	**1**	**2**	**3**	**4**	**5**
6.	Twitter	1	2	3	4	5
7.	**WhatsApp**	**1**	**2**	**3**	**4**	**5**
8.	LinkedIn	1	2	3	4	5
9.	**Swarm**	**1**	**2**	**3**	**4**	**5**
10.	Snapchat	1	2	3	4	5

Geçen bir ay içerisinde Sosyal Medyada, aşağıdaki siyasal katılma faaliyetlerini ne sıklıkla gerçekleştirdiniz?		**Hiç**	**Nadiren**	**Ara-sıra**	**Çoğu Zaman**	**Her Zaman**
11.	**Profiline siyasi haber ekleme veya silme**	**1**	**2**	**3**	**4**	**5**
12.	Siyasi bir uygulamayı ekleme veya silme	1	2	3	4	5
13.	**Bir politik aday veya partiyi beğenme**	**1**	**2**	**3**	**4**	**5**
14.	Mesaj uygulamasında siyasi bir bilgiyi tartışma	1	2	3	4	5
15.	**Anlık sohbet uygulamasında siyasi bir bilgiyi tartışma**	**1**	**2**	**3**	**4**	**5**
16.	Siyasi bir gruba katılma veya gruptan ayrılma	1	2	3	4	5
17.	**Siyasi içerik taşıyan bir durum güncellemesinde bulunma**	**1**	**2**	**3**	**4**	**5**
18.	Siyasi bir olayın fotoğrafını paylaşma	1	2	3	4	5
19.	**Siyasi bir kişi, aday ya da liderin fotoğrafını paylaşma**	**1**	**2**	**3**	**4**	**5**
20.	Siyasi bir link paylaşma	1	2	3	4	5
21.	**Siyasi bir belge paylaşma**	**1**	**2**	**3**	**4**	**5**
22.	Siyasi bir içeriğe yorum yapma	1	2	3	4	5
23.	**Siyasi bir anket yapma veya ankete katılma**	**1**	**2**	**3**	**4**	**5**
24.	Son dakika siyasal gelişmeleri takip etme	1	2	3	4	5
25.	**Başkalarına siyasal konularda cevap yazma/ davet gönderme**	**1**	**2**	**3**	**4**	**5**
26.	Siyasi konularla ya da adaylarla ilgili videolar paylaşma	1	2	3	4	5

27. Oy vermeyi düşündüğünüz partiye bağlılık dereceniz nedir? (1–10 arasında işaretleme yapınız)

1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**

Çok Zayıf **Çok Güçlü**

⇒⇒⇒Lütfen arka sayfaya geçiniz!!!

28. Ülke sorunlarıyla ne kadar ilgilisiniz? (1–10 arasında işaretleme yapınız)

1	2	3	4	5	6	7	8	9	10

Hiç İlgilenmem **Çok İlgiliyim**

Aşağıda siyasetle ilgili yargılara katılım düzeyinizi lütfen belirtiniz…		**Hiç Katılmıyorum**	**Katılmıyorum**	**Kararsızım**	**Katılıyorum**	**Kesinlikle Katılıyorum**
29.	**Ülkemizin karşı karşıya olduğu önemli siyasi sorunları iyi anlıyorum**	**1**	**2**	**3**	**4**	**5**
30.	Politikaya katılmak için kendimi nitelikli buluyorum	1	2	3	4	5
31.	**Benim gibi insanlar, politikacıların ne yaptığı konusunda yorumda bulunmazlar**	**1**	**2**	**3**	**4**	**5**
32.	Kime oy verdiğim önemli değil, bir fark yaratmayacak	1	2	3	4	5
33.	**Politikacılar herkes adına çalışıyor**	**1**	**2**	**3**	**4**	**5**
34.	Politikacılar vatandaşların taleplerine göre kararlar veriyor	1	2	3	4	5
35.	**Siyasi kurumlarımız (örn., hükümet, siyasi partiler vb.) tüm vatandaşları temsil eder**	**1**	**2**	**3**	**4**	**5**
36.	Politikacılar vatandaşlara verimli hizmetler sunuyor	1	2	3	4	5
37.	**Bugünün Türkiye demokrasisi iyi çalışıyor**	**1**	**2**	**3**	**4**	**5**
38.	Türkiye demokrasisi, herkesin katkısının sonucudur	1	2	3	4	5
39.	**Politikacıların kararları şeffaftır**	**1**	**2**	**3**	**4**	**5**

40. Seçim dönemlerinde siyasal kampanya ve konulara ilgi düzeyiniz nedir? (1–10 arasında işaretleme yapınız)

1	2	3	4	5	6	7	8	9	10

Hiç İlgilenmem **Çok İlgiliyim**

Siyasal karar sürecinizde; aşağıdaki iletişim araç ve yöntemleri ne derece etkilidir?		**Çok Etkisiz**	**Etkisiz**	**Biraz Etkili**	**Etkili**	**Çok Etkili**
41.	**Televizyon Yayınları**	**1**	**2**	**3**	**4**	**5**
42.	Gazeteler	1	2	3	4	5
43.	**Radyo Yayınları**	**1**	**2**	**3**	**4**	**5**
44.	Adayların Miting ve Gezileri	1	2	3	4	5
45.	**Seçim Afişleri, İlan ve Broşürler**	**1**	**2**	**3**	**4**	**5**
46.	İnternet	**1**	**2**	**3**	**4**	**5**
47.	**SOSYAL MEDYA (Instagram, Facebook, Twitter vb.)**	1	2	3	4	5

48. Seçimden sonra sosyal medya oy verme fikrinizi etkiledi mi? (1–10 arasında işaretleme yapınız)

1	2	3	4	5	6	7	8	9	10

Hiç Etkilemedi **Çok etkiledi**

49. CİNSİYETİNİZ:

1. Erkek 2. Bayan

50. YAŞINIZ:……

51. MESLEĞİNİZ nedir?

1. İşçi 2. Memur 3. Esnaf 4. Serbest Meslek 5. Emekli 6. Sanayici-Tüccar
7. Ev Hanımı 8. Öğrenci 9. Diğer (Lütfen belirtiniz)……

52. EĞİTİM düzeyiniz nedir?

1. Okur-yazar değil 2. Okur-yazar 3. İlkokul 4.Ortaokul 5. Lise
6. Üniversite 7. Lisansüstü+

53. MEDENİ DURUMUNUZ nedir?

1. Bekâr 2. Evli

**********ANKETE KATILDIĞINIZ İÇİN TEŞEKKÜR EDERİZ**********

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