The Online Journal of Communication and Media

Volume 1 Issue 4
October 2015

Message from the Editors

Hello from TOJCAM

TOJCAM welcomes you.

We are very pleased to publish volume 1 issue 4 in 2015. As an editor-in-chief of The Online Journal of Communication and Media (TOJCAM), this issue is the success of the reviewers, editorial board and the researchers. In this respect, I would like to thank to all reviewers, researchers and the editorial road.

The Online Journal of Communication and Media (TOJCAM) editorial team will be pleased to share various researches with this issue as it is the miracle of our journal. All authors can submit their manuscripts to tojcam.editor@gmail.com for the next issues.

TOJCAM, TASET, Governor State University, Vienna University of Technology & Sakarya University will organize ITICAM-2016 International Communication and Media Conference (www.iticam.net) between February 04-06, 2016 in Dubai, UAE. This conference is now a well-known communication and media event. It promotes the development and dissemination of theoretical knowledge, conceptual research, and professional knowledge through conference activities. Its focus is to create and disseminate knowledge about communication and media. ITICAM-2014 conference book has been published at http://www.iticam.net/iticampubs

Call for Papers

TOJCAM invites you article contributions. Submitted articles should be about all aspects of communication and media. The articles should be original, unpublished, and not in consideration for publication elsewhere at the time of submission to TOJCAM. Manuscripts must be submitted in English.

TOJCAM is guided by it's editors, guest editors and advisory boards. If you are interested in contributing to TOJCAM as an author, guest editor or reviewer, please send your cv to tojcam.editor@gmail.com.

October 01, 2015

Editor in Chief

Prof. Dr. Aytekin İŞMAN

Table Of Contents

READER'S EYE MOVEMENT TOWARD VISUAL ELEMENT OF NEWSPAPER: EYE TRAKING EXPERIMENT OF THREE KOREAN NEWSPAPERS

Mahnwoo Kwon, Jiyoun Jung

School of Digital Media, Kyungsung University, Korea
E-mail: mahnoo@kyungsung.ac.kr, jiyoun@ks.ac.kr

Abstract: Measuring and evaluation of reader's visual attention are important process for scientific production of newspaper. Newspaper has its apparent rules and practices regarding reporting and production of news. This study tried to suggest which element affects reader's eye attention between various visual elements like graphic, photo and headline. Especially this experiment tested research questions about reading gravity whether it starts from the upper left corner of the newspaper ends at the lower right corner. 18 subjects participated in the test and different stimuli that have different visual element used. And they were forced to read first pages of Chosun, Donga and Joongang daily newspaper each in front of eye tracker machine. We found that attention of the reader starts from center picture or the larger picture then moves to headlines. After that their attentions turn to other visual elements and they selectively read news articles. In other words readers do not focus on part which does not have visual elements.

Keywords: Eye-tracking, Newspaper readership, Visual Cognition

INTRODUCTION

The aesthetical composition of print media has long been considered so-called the sixth sense area depending on editor's decisions off the cuff. This intuitive method is still used for most artistic genres of newspaper and magazine production. But industrial needs forced the composition method to be more scientific and objective. That is, visual content industry needs to know the logical principles of how layout visual elements scientifically to attract reader's attention.

This study attempted to reveal a scientific relation of visual stimuli and reader's perception limited to the visual elements of newspaper. It can be said that visual elements has a kind of visual gravity when readers meet them. The visual gravity working on reader's visual perception are important clues for understanding the visual information processing. The aim of this research is to find out how the gravity of visual elements works on the reader's eye attention, so that to propose how to compose newspaper screens using gravity effectively.

BACKGROUND

2.1 Visual gravity on newspaper

In general, gravity is regarded as physical or mathematical objects that have force and direction. As often represented graphically as arrows, visual gravity is related with the cognition of spatial forces. The concept of visual gravity is one of the most important elements in that abstract relations can be visualized such as physical processes and geometrical properties. Similalily, some cognitive linguistic researches have tried to figure out processes in the mental space using conceptual tools of geometry (Fauconnier, 1994, 1997; Lakoff & Johnson, 1980, 1999; Chilton, 2005).

Paul Chilton (2005) has also developed this research trend to propose a Discourse Space Theory (DST) which describes linguistic and discourse phenomena as the semantics of discursive space using vectors. He suggests the DST model consisting of an abstract three-dimensional space in which geometric vectors are used to represent spatial locations, movements, and semantic configurations (79-80).

In media studies, the concept of vector is adopted as aesthetic or visual vector, one of the principles for composition of screens by Herbert Zettl. He defines the visual vector as the force of direction which move our sight from one point to another which is the most powerful force working in screens(2001; 165).

Regarding screens, not only the vectors by physical movements but the vectors by implied vectors such as arrows, objects in array and sight lines of people as well. Then, the screen becomes a vector field where physical vectors, psychological vectors, and visual vectors are working together.

There are three vector types: graphic vector, index vector, and motion vector (Zettl, 2001; 165-167). Graphic vector is made of an array of dots of lines which draw viewer's attention with such a static composing elements. Index vector is formed with people pointing to a specific direction or looking at a specific object. Motion vector depends on moving objects or objects perceived as moving.

Screens are full of various visual stimuli, so the readers must face a task to draw pertinent meanings from those visual stimuli. This interaction between screens and readers are kind of psychological experience operating through visual center of the readers. In terms of this nature of visual perception, visual gravity of screens is important elements which induce reader's attention and make the screen sensible.

2.2 Eye tracking method and visual attention

As the studies on psychology or phenomenology of perception have shown, the processes of perceiving and making meaning of objects are quite subjective related with the organs of perception and nerve. The scientific knowledge on the path of human perception is always in concern both for theory and performance. Eye tracking method is effective research tool which can answer the question that how people actually view objects and draw meanings from visual stimuli with evidences of their eye movements.

Eye-track system is more used in the studies on education and human engineering such as a study on visual verification on the existence and disappearance of object(Lecuqer et al., 2004), and on the strategies in the process of text reading(Rayner & Well, 1996). In media studies, eye-tracking is usually used in the studies on the information search process of readers of newspapers, advertisements, or web pages (The Poynter Institute for Media Studies, 1991; Stanford-Poynter Project, 2000). In these studies, the focuses are usually upon the important object among various information that reader's eye movement locations, and the orders that reader's eye travels. The results of these researches are to be used in the array of information to draw reader's visual attention easily.

The idea of this study is on the importance of the relations of visual stimuli -not only visual stimuli themselves such as size or location- on the screen as represented as direction which operate as powerful force leading viewer's visual attention. The visual gravity is one of principles of screen composition, and this study attempts to show how they work by tracking the eye movements of readers.

RESEARCH METHOD

There were 18 participants, of whom 9 were male and 9 were female. They were undergraduate students of Kyungsung University in Busan. Based on literature review, eye tracking was employed for the experiment. Three major daily newspapers of Korea (Chosun, Donga, and Joongang) were used as stimuli.

A short questionnaire to ask participants'demographic information and media habits was provided before the experiment. For the how well participants could retrieve the news and an interview was followed to supplement the questionnaire.

RESULT AND CONCLUSION

4.1 Visual gravity flows

Generally, the reading gravity theory explains that it starts from the upper left corner of the newspaper ends at the lower right corner. But as portrayed in <Figure 1>, <Figure 2> and <Figure 3>, the order of reader's eye movement starts from color or picture elements then move to headline or typo elements.

Figure1. Flow of Chosun Daily

Figure2. Flow of Donga Daily

Figure3. Flow of Joongang Daily

4.2 Eye movement flow by size and position of photo

It was explored if size and position of photo can influence on audience's eye movement flows. Participants could view more of photo elements from the news when the photo located below news article not upper.

Figure4. Flow of Chosun   Figure5. Flow of Donga

Figure4. Flow of Joongang

CONCLUSION

Through measuring and evaluating audience's visual attention using eye movement tracker, we revealed that visual gravity of screen exists between objects in visual content. Especially this experiment found that there are different findings about current theories of visual gravity. This research has a practical implication to the strategies about visual elements layout of print media's content format. This research can provide scientific methodology for verifying that how we set up the layout visual objects, how we allocate the portion of visual objects, and how much lead room do we need in screen.

REFERENCES

Chilton, Paul, 2005 "Vectors, viewpoint and viewpoint shift". *Annual Review of Cognitive Linguistics* 3, 78-116.

Ekman, P., 1965. Communication Through Nonverbal Behavior: A Source of information about Interpersonal Relationship in S. S. Tomkons and C. E. Izard(ed). *Human Emotions*, Plenum, USA.

Fauconnier, G, 1994 *Mental spaces* (Cambridge: Cambridge University Press).

R. N. Haber and R. M. Schindler, 1981. Errors in Proofreading: Evidence for Syntactic Control of Letter Processing, *Journal of Experimental Psychology: Human Perception and Performance*, Vol. 7, pp 573-579.

Lakoff,G.& Johnson,M,1980 *Metaphors we live by* (Chicago: Chicago University Press).

Lecuyer,R., Berthereau,S., Taieb,A.B. & Taroff, N, 2004 "Location of a missing object and detection of its absence by infants: Contribution of an eye-tracking system to the understanding of infants' strategies" *Infant and Child Development* 13 287-300.

Markus, H., & Zajonc, R. B., 1991. The cognitive perspective in social psychology, In S. T. fist, & S. E. Taylor (Eds.). *Social cognition (2nd ed.)*. McGraw-Hill, New York, USA.

Mehrabian, A. & M. Williams, 1969. Nonverbal Concomitants of Perceived and Intended Persuasive, *Journal of Personal and Social Psychology*, Vol. 13.

McCain, Tomas A., J. Chillberg & J. Wakshlag, 1977. The Effect of Camera Angle on Source Credibility and Attraction, *Journal of Broadcasting*, Vol. 21, No 1.

Rayner,K.& Well,A.D, 1996 "Effects of contextual constraint on eye movements in reading: A further examination" *Psychonomic Bulletin & Review* 3(4) 504-509.

Stanford Poynter Project 2000 Front Page Entry Points, from http://www.poynterextra.org/et/i.htm

Stillings, N.A. et al, 1995. *Cognitive Science : An Introduction, 2nd Ed*. MIT Press, Cambridge, USA.

Taeyong, K, 2005 "What do the readers look in a print advertisement?: An eye-tracking study" *The Korean Journal of Advertising* 16(4) 109-135.

The Poynter Institute for Media Studies,1991. *Eyes on the news*.(St.Petersburg, FL).

Zettl, Herbert, 2001 *Sight, Sound, Motion-Applied media aesthetics*, in Korean translation by Duk Chun, Park & Ukeun, Jung,2002 (Seoul : Communication Books).

RELATIONSHIP BETWEEN NEW ONLINE-SOCIALIZED WORLD AND ORGANIZATION BASED SELF ESTEEM

Y. Galip Gençer
Yalova University, 2013
yggencer@yalova.edu.tr

Abstract: The emergence of Internet-based social media has made it possible for people to communicate online, and this new world changed rules of old-style offline socialization. Socialization is an integrated situation in new world conditions which should not be interrupted by the usage prohibitions in work-time. Besides, Organization-based self-esteem (OBSE) reflects the perception, individuals have of themselves as important, meaningful, effective, and worthwhile within their organization. (Mayer & McNary, 2007) Regulation varieties about internet usage known as Employee Internet Management strategies are negatively affecting OBSE. This paper also focuses on a new era, and new media, also informs about different statistics about social media usage, which is required to understand the importance of social networking. Facebook and Twitter are selected as important references for the new form of socialization and examined in details to understand why people as workers need to use social media. The implications for organizations and employees are discussed.

Keywords: Communication, Socialization, OBSE, Internet, Employee, Social Media, Facebook, Twitter

1. INTRODUCTION

This paper examines the relationship between new forms of socialization, and the reflections of this new era on work-life. Employee Internet Management strategies, specifically e-management and enforcement are studied in details. Organization based self esteem (OBSE) is defined accordingly with the literature which reflects the perception individuals have of themselves as important, meaningful, effective, and worthwhile within their organization. Examples of Employee Internet Management and prohibition strategies are examined and as a result it is stated that different levels of prohibition negatively effects OBSE. Lastly, a new world is observed at the base of social media, by the examples of Facebook and Twitter.

2. USE OF SOCIAL MEDIA

Social media encompasses a wide range of online, word-of-mouth forums including blogs, company sponsored discussion boards and chat rooms, consumer-to-consumer e-mail, consumer product or service ratings websites and forums, Internet discussion boards and forums, moblogs (sites containing digital audio, images, movies, or photographs), and social networking websites, to name a few. As illustrated by Table 1, social media outlets are numerous and varied. Mangold & Faulds (2009) categorize examples of social media as follows:

Table 1. Social Media Categories

Examples
_ **Social networking sites (MySpace, Facebook, Faceparty)**
_ **Creativity works sharing sites:**
_ **Video sharing sites (YouTube)**
_ **Photo sharing sites (Flickr)**
_ **Music sharing sites (Jamendo.com)**
_ **Content sharing combined with assistance(Piezo.com)**
_ **General intellectual property sharing sites (Creative Commons)**
_ **User-sponsored blogs (The Unofficial AppleWeblog, Cnet.com)**
_ **Company-sponsored websites/blogs (Apple.com, P&G's Vocalpoint)**
_ **Company-sponsored cause/help sites (Dove's Campaign for Real Beauty)**
_ **Invitation-only social networks (ASmallWorld.net)**
_ **Business networking sites (LinkedIn)**
_ **Collaborative websites (Wikipedia)**
_ **Virtual worlds (Second Life)**
_ **Commerce communities (eBay, Amazon.com)**
_ **News delivery sites (Current TV)**
_ **Educational materials sharing (MIT, MERLOT)**
_ **Open Source Software communities (Linux.org)**
_ **Social bookmarking sites to recommend music, videos, etc. (Digg, del.icio.us)**

3.   SOCIALIZATION

The emergence of Internet-based social media have made it possible for one person to communicate with hundreds or even thousands of other people at the same time about products and the companies that provide them. Mangold & Faulds (2009) argue that social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers, while in a nontraditional sense it enables customers and also workers of a company to talk directly to one another.

The content, timing, and frequency of the social media-based conversations occurring between consumers and employees of a company are outside managers' direct control. Therefore, Mangold & Faulds (2009) argue that managers must learn to shape consumer discussions in a manner that is consistent with the organization's mission and performance goals. On the other hand, today's online world also requires control of the employees' social media behavior. This control which remains as the focus of this paper may demotivate the employees, so the balance of the control here is very critical.

Socialization is examined in different perspectives in the literature. Ward (1974) defined consumer socialization as "processes by which young people acquire skills, knowledge, and attitudes relevant to their functioning as consumers in the marketplace" (Ward 1974, p. 2). This definition gave focus to a new generation of researchers and an emerging field of study pertaining to children as consumers. Twenty-five years later, an impressive body of research has accumulated on the topic of consumer socialization.

Researchers have explored a wide range of topics reflecting children's growing sophistication as consumers, including their knowledge of products, brands, advertising, shopping, pricing, decision-making strategies, and parental influence and negotiation approaches. Today, an update is required for such studies, because as tomorrow's employees are getting used to socialize online from very early years of their life. For companies, controlling or prohibiting social media usage at work-time is getting more problematic.

Also examined have been the social aspects of the consumer role, exploring the development of consumption symbolism, social motives for consumption, and materialism. The most well-known framework for characterizing shifts in basic cognitive abilities is Piaget's theory of cognitive development, which proposes four main stages of cognitive development: sensorimotor (birth to two years), preoperational (two to seven years),

concrete operational (seven to eleven years), and formal operational (eleven through adulthood; Ginsburg and Opper, 1988).We have to note here that, this stages are affected mainly by internet and social media, in today's world. Children, as the awaiting consumers and workers of the companies for the future are growing with social media and they will need to use these channels in their life.

4. INTERNET USAGE

An electronic Webpage survey was used to collect the data required for examining the motivation to use the internet. A total of 1370 usable responses was obtained. Results indicated that local Internet users used the Internet mainly because they perceived the Internet to be more useful for their job tasks and secondarily, because it is enjoyable and easy to use. The findings demonstrated that while perceived usefulness had consistently strong effects on all usage dimensions (frequency of Internet usage, daily Internet usage and diversity of Internet usage), perceived ease of use and perceived enjoyment affected each specific usage dimension differently. This study may also show the tendency to use social media, as online socialization conditions. Perceived usefulness is defined as the prospective user's subjective belief that using a specific application system will increase his or her job performance within an organizational context. A system high in perceived usefulness, therefore, is one which the user believes in the existence of a positive use-performance relationship. In other words, the user believes that the use of such a system would yield positive benefits for task performance. (Teo, et al, 1999) For today's online world, it will be logic to argue that social media usage will benefit employees in terms of increasing their task performance, which is taken into account as a motivator of organization based self esteem.

To understand better, perceived ease of use refers to the degree to which the prospective user expects the use of the target system to be free of effort. Radner and Rothschild (1975) stated that the effort is a finite resource that a person may allocate to the various activities for which he or she is responsible. Hence, Davis (1992) purported that all else being equal, an application perceived to be easier to use than another is more likely to be accepted by users.

As the 21st century progresses, the Internet is showing no signs of slowing in growth. International Telecommunications Union, for example, reports that there are more than 2,7 billion Internet users worldwide. This represents a 175% increase from the estimated number of Internet users in 2005. Further evidence of the explosive growth can be found in the increase of worldwide broadband subscriptions. International Telecommunications Union forecasts a 1000% increase through 2005 in the mobile broadband subscription for 2013.

As seen in Table 2, world population is expected to be 7.1 billion in 2013, and the ratio of internet users among all populations will increase to 39%, which will be 30% more than 2012 figures. This change is felt deeper in the developing countries by nearly %50 increase, from %21 to %31. The percentage change in developed countries is again %10, but this is a smaller increase because the base value is more than three times of the percentage of the developing world. When we examine the breakdown across regions, we see in Table 3 that the highest rates are in Europe and America, which is followed by the Arab States, and Asia Pacific regions.

Table 2. Worldwide Internet Users

Worldwide Internet users			
	2005	**2010**	**2013**[a]
World population [3]	6.5 billion	6.9 billion	7.1 billion
Not using the Internet	84%	70%	61%
Using the Internet	16%	30%	39%
Users in the developing world	8%	21%	31%
Users in the developed world	51%	67%	77%
[a] **Estimate.** **Source: International Telecommunications Union**			

Table 3. Internet Users by Region

Internet users by region			
	2005[b]	**2010**[b]	**2013**[a,b]
Africa	2%	10%	16%
Americas	36%	49%	61%
Arab States	8%	26%	38%
Asia and Pacific	9%	23%	32%
Europe	46%	67%	75%
[a] **Estimate.** [b] **Per 100 inhabitants.** **Source: International Telecommunications Union**			

5. ORGANIZATION BASED SELF-ESTEEM (OBSE)

OBSE is defined as "the degree to which organizational members believe they can satisfy their needs by participating in roles within the context of an organization" (Pierce et al., 1989, p. 625). Social media's abandonment directly affects employees' perception about the company they are working for, and this will negatively affect their organization based self-esteem. Such a prohibition signals employees that the company does not trust to its employees and so tries to control their internet use.

On the other hand, OBSE reflects the perception individuals have of themselves as important, meaningful, effective, and worthwhile within their organization. If my company respects my internet usage, then I work more motivated, says one of my friends, who is a union leader in a multinational company. Employees with high OBSE participate in activities valued by their organization and in other organization-related behaviors that will benefit the organization to display organizational citizenship behavior (OCB). (Mayer et al., 2007)

6. EMPLOYEE INTERNET MANAGEMENT

Internet usage is growing, but let's examine the reflection to the organizations. How can organizations protect their work performance from this increase. According to a Websense, Inc. A survey of human resource directors, approximately 70% of companies provide Internet access to more than half of their employees. A critical aspect of usage for organizations is productivity. Users should be utilizing the Internet to increase productivity and not for nonproductive uses. Dysfunctional uses include chat room participation, downloading or viewing pornography, stock watching, cybersex, and so on. The organizations have to eliminate these dysfunctional uses and at the same time they have to preserve the organization based self esteem of their employees in high levels.

In a study to examine intrinsic and extrinsic motivations in the workplace, Davis et al. (1992) found that people's intentions to use computers are influenced mainly by their perceptions of how useful the computers are for improving their job performance, and less so, by the degree of enjoyment they experience in using the computers

per se. Similar findings have also been reported by Igbaria et al.'s (1994) study on the respective roles of perceived usefulness and perceived fun in the acceptance of technology. Therefore, it is logical to deduce that in a single day, perceived usefulness and perceived enjoyment will be stronger motivators encouraging greater daily usage as compared to perceived ease of use. This is a signal that prohibition of social media usage will decrease the usage of the internet and ultimately harm the motivation of the employee.

Prior research in the area of Employee Internet Management has generally been manifested in the form of industry-driven surveys. Studies have primarily examined monitoring, Internet use policies, and Internet behavior. The following surveys provide examples of prior research. According to a 2001 American Management Association (AMA) survey of 1,627 managers, nearly 50% of companies monitor electronic mail, 63% monitor Internet use, and 89% monitor their employees in one way or another. The AMA notes that 74% of corporations use monitoring software.

An Information Week research survey of 250 information technology and business professionals found 62% of companies monitor its employees' website use. Approximately 60% monitor phone use, 54% monitor electronic mail, and less than 20% monitor productivity of home-office workers. A Websense, Inc. study examined policies and behavior. The survey of 224 human resource management directors found that 83% of the companies indicated they have Internet access policies (IAP). Even though IAPs exist, 64% of the companies have disciplined employees and more than 30% have terminated employees for inappropriate use of the Internet. Approximately 50% of companies are not concerned about the problem and/or have done little to enforce the IAPs. Sixty percent of the companies use self or managerial oversight, and only 38% use filtering software(Case & Young, 2002). However, prior research has been limited to primarily industry-driven surveys. The research appears fragmented with inconclusive results and variables such as employee training, screening, and rehabilitation are not explored. For further studies such variables would be useful in improving employee Internet management.

Here, we have to talk as a roadmap about Internet E-management framework, which was developed by Case and Young. This is the most important study about understanding employee behaviour in work-life, which is directly related with this paper, studying the relationship between social media usage and organization based self-esteem. The Internet E-Management Framework utilizes four constructs. These constructs are identified as e-management, enforcement, job necessity, and e-behavior. Each construct is hypothesized to impact productivity. E-management and enforcement are organization-level or macro constructs, which will be studied and used in this paper. Accordingly with the prior research, we argue that E-management of the organizations harm the organization based self esteem of the employees.

Hypothesis 1:

''E-management implementation in the organizations negatively effects employees' organization based self-esteem.''

E-management is the organization's culture relating to their tendency of being proactive to Internet misuse. Possible proactive practices include policy implementation, screening, training, monitoring, or no measures. Enforcement can be stated as the organization's tolerance or re-action to employee Internet misuse. Possible reactions include discipline, dismissal, or rehabilitation. Here, enforcement strategies are perceived by employees as a restriction which is considered as a deviant behavior and demotivates them, ultimately decrease their organization based self esteem.

Hypothesis 2:

''Enforcement strategies in the organizations negatively effects employees' organization based self-esteem.''

Job necessity and predominant e-behavior are employee-level or micro constructs. Job necessity relates to the percentage of time that the Internet is necessary to perform individual job functions relative to the individual's total work time. Predominant e-behavior includes dysfunctional behavior such as electronic mail misuse, involvement in non–work related newsgroups, chat room participation, slacking, cybersex, pornography, gambling, and security threats. (Case & Young, 2002)

7. NEW ERA

New Era is a concept that has recently entered academic and media discourse, although widely used, has several meanings with differing implications for the online world, well-being of the economy, individual and social welfare. The development of the Internet, in particular, is said to have profound implications for the organization of economic activity and for increasing productivity (Castells, 2001). Other analysis focus more circumspectly, on the changing character of work associated with technological change, deregulation and globalization (Beck, 2000; Carnoy, 2000; Sennett, 1998) and the new social inequalities that seem to be accompanying these processes. Ulrich Beck (2000) argues that work at all levels is characterized by insecurity and increasing inequality. These social inequalities are achieved in the workplace by different internet usage regulations. Workers at different levels face different prohibition levels of the internet which again harms the organization based self esteem of the workers.

Hypothesis 3:

''Difference in internet prohibition for different levels in the organizations negatively effects employees' organization based self-esteem.''

The 21st century is witnessing an explosion of Internet-based messages transmitted through online media. In the new era, online communication has become a major factor in influencing various aspects of consumer behavior including awareness, information acquisition, opinions, attitudes, purchase behavior, and post-purchase evaluation. Besides, new working patterns have eroded the boundaries and collective rhythms of working life and the concept and reality of a fixed working day have declined for many people. (Doyle and Reeves, 2001; Fagan, 2001; Hochschild,1997; McDowell, 1997)

Furthermore, the tools and strategies for communicating with customers have changed significantly with the emergence of the phenomenon known as social media, also referred to as consumer-generated media. This form of media ''describes a variety of new sources of online information that are created, initiated, circulated and used by consumers' intention educating each other about products, brands, services, personalities, and issues'' (Blackshaw &Nazzaro, 2004, p. 2). In the new era the employees interact with other people online (with social media), and it is obvious that social media usage in the workplace is needed to form these ties in today's world.

8. SOCIAL NETWORK

A social network is a group of individuals or entities that are connected through various factors such as common topics of interest, similar demographics, friendships, purposes of knowledge or commercial exchange, online self-presence, and a sense of belonging. These phenomena have been studied under different names such as virtual communities (Rheingold, 1993), virtual communities of consumption (Kozinets, 1999), online communities, electronic tribes (Cova, 1997; Kozinets, 1999; Cova, 2002; Adam and Smith, 2010), etc. In addition to building or using these platforms, it is crucial for today's firms to understand how to retain their network members within this emerging media. (Toker&Seraj, 2012)

In terms of loyalty, commitment or re-use intentions of social networks, there have been a few studies focusing on theoretical models and their empirical tests. Preece (2001) has discussed the success factors for online communities through the concepts of sociability and usability. The sociability aspect was described by purpose, policy, and people items which were the main ingredients to build an online community; whereas usability which included dialogue and social support, information design, navigation and access, pointed at the abilities and characteristics of an online platform to provide means to the people involved in it. (Toker&Seraj, 2012) Apart from the usability and sociability model, where functional and social benefits were taken as end results, Langerak et al. (2007) proposed and showed that the user participation in online networks was a matter of membership satisfaction with member-member interactions, member-organizer relationship, and community site. Facebook and Twitter are the most popular examples of social media usage in today's world.

8.1 Facebook

Online social networking platforms have become indispensable for our lives today. They facilitate us to socialize, exchange knowledge, share experiences, find commercial or professional opportunities, and have fun. The 20 sites with the highest traffic (Alexa Top 500 Global Sites) are either social networking sites or search engines. Among these, Facebook has the second highest ranking after google.com and it has created a different

"internet" of its own with more than 30% of the Internet users all over the world as Facebook members. (Cova, 1997; Kozinets, 1999; Cova and Cova, 2002). Given the growth of social networking sites, it is perhaps unsurprising that their use has garnered media attention, including the seemingly now obligatory scare stories involving identity theft, workplace usage levels and even addiction. (Joinson, 2008)

Online social networking sites like Facebook may also serve a number of other purposes which prove their need in the workplace. Lampe et al. (2006) draw a distinction between the use of Facebook, a survey of over 2,000 students, found evidence that the primary use of Facebook was for 'social searching' – that is, using Facebook to find out more about people who they have met offline. The use of Facebook for 'social browsing', for instance, to meet someone via the site with the intention of a later offline meeting, or to attend an event organized online, scored relatively low amongst their sample. On the other hand, the main use reported by the sample studied by Lampe et al. (2006) was to, "keep in touch with an old friend or someone I knew from high school",which also suggests a similar function for Facebook. In support of this view, Lampe et. al. (2007) report that user's completion of profile fields that share a common referent (e.g. class, office, sector or hometown) is positively associated with more friends, perhaps because such information encourages the development of ties based on shared experiences. (Jionson, 2008) These studies prove the need for these social networking sites in the workplace.

8.2 Twitter

Users derive a variety of uses and gratifications from social networking sites, including the traditional content gratification alongside building social capital, communication, surveillance and social networking surfing. (Java et al, 2007) Twitter, a popular microblogging tool has seen a lot of growth since it launched in October, 2006. Microblogging is a new form of communication in which users can describe their current status in short posts distributed by instant messages, mobile phones, email on the Web. On Twitter, updates or posts are made by succinctly describing one's current status within a limit of 140 characters. Topics range from daily life to current events, news stories, and other interests. With the recent popularity of Twitter and similar microblogging systems, it is important to understand why and how people use these tools. Understanding this will help us to explain why people need to use Twitter in the workplace.

These are all new forms of socialization and in today's world workers also require to satisfy such needs in the workplace. Facebook and Twitter as the important examples of online socialization tools are now important tools for social integration. Workers in an organization either working computer-integrated or not evaluate the freedom of social media as one of the crucial working condition. Prohibition of these social media usage negatively effects the perception individuals have of themselves as important, meaningful, effectual, and worthwhile within their organization.

Hypothesis 4:

    ''**The use of social media within organizations is positively associated with organization based self-esteem.**''

CONCLUSION

The aim of this paper is to examine the relationship between new online world on the base of worklife conditions and organization based self-esteem of employees. First, the concept of socialization is defined in details, and information about the internet usage is provided which proves the importance of the online world and social media usage. Then, organization based self esteem concept by various perspectives from literature is examined. Afterwards, internet and social media usage at work-time is evaluated and examples of controlling or prohibition strategies are explained. Some empirical studies of literature are also provided to understand the importance of the subject better.

Accordingly with prior studies two hypotheses are presented including the relationship of e-management and enforcement strategies by organization based self-esteem. These two concepts, which are explained in related parts of this paper are taken from the literature. Another important concept here is the degree of the control on employee internet usage. The need of online socialization for employees is a must in the new era. There are several employee internet management strategies examples from empirical studies, which the employees are directly affected by. Here, the justice of the system is very crucial, because a prohibition which bases on the positions of the workforce negatively affects the organization based self-esteem of the employees.

In the last part of the paper, the social network concept is detailly examined. Definitons from literature are included and the motivators to use social network sites are explained. Understanding of commitment and loyalty concepts are required for betterly perceive the importance of social media channels in today's daily life. The requirement of social media in the workplace is explained. Ultimately, the most popular two social media channels, Facebook and Twitter are studied in a detailed form.

REFERENCES

Boyd, D. Facebook's Privacy Trainwreck: Exposure, Invasion, and Social Convergence. Convergence 14, 1 (2008).

Churchill, G. A paradigm for development of better measures of marketing constructs. Journal of Marketing Research, 16 (1979), 64-73.

Cashmore, P. MySpace hits 100 Million Accounts.Mashable Social Networking News, (2006). Availableat: http://mashable.com/2006/08/09/myspace-hits-100-million-accounts/

Donath, J. and Boyd, D. Public displays of connection".BT Technology Journal, 2, 4 (2004), 71-82.

DuPont. (2008). DuPontTM StormRoomTM with KEVLAR1: Product information. Retrieved July 7, 2008, from http://www2.dupont.com/Stormroom/en_US/products/Products_subpages /proven_by_science.html

Ellison, N., Heino, R. and Gibbs, J. Managing Impressions Online: Self-Presentation Processes in the Online Dating Environment. Journal of Computer-Mediated Communication, 11, 2 (2006).

Ellison, N., Steinfield, C. and Lampe, C. SpatiallyBounded Online Social Networks and Social Capital:The Role of Facebook. Paper presented at the annualmeeting of the International CommunicationAssociation, Dresden, June 2006.

Facebook Addiction.http://www.facebookaddiction.com/Flavelle, D. Worries follow rise of Facebook:Employers not happy with time spent on site. TorontoStar, May 04, 2007.
ForeverGeek. Debunking the MySpace Myth of 100Million Users.http://forevergeek.com/articles/debunking_the_myspace_myth_of_100_million_users.php

FLW Outdoors. (2008). Homepage. Retrieved July 7, 2008, from http://www.flwoutdoors.com

Golder, S. A., Wilkinson, D. and Huberman, B.A.Rhythms of Social Interaction: Messaging within aMassive Online Network 3rd International Conferenceon Communities and Technologies, (2007).

Gonzalez, N. Facebook users up 89% over last year;Demographic shift (2007).http://www.techcrunch.com/2007/07/06/facebook-usersup-89-over-last-year-demographic-shift/

Greenberg, K. (2007, December 17). Unilever to unveil Dove ad winner during Oscars. Retrieved July 7, 2008, from http://www.brandkeys.com/news/press/MediaPost12177BK.pdf

Gross, R. and Acquisti, A. Information Revelation and Privacy in Online Social Networks. In Workshop on Privacy in the Electronic Society, ACM Press (2005).

Joinson, A.N. & Paine, C.B. Self-Disclosure, Privacy and the Internet. In A.N Joinson, K.Y.A McKenna, T. Postmes and U-D. Reips (Eds). Oxford Handbook of Internet Psychology (pp. 237-252). Oxford University Press (2007).

Johnson, R. E.,& Chang, C. (2006). "I" is to continuance as "we" is to affective: The relevance of the self-concept for organizational commitment. Journal of Organizational Behavior, 27(5), 549-570.

Katz, D. (1964). The motivation basis of organizational behavior. Behavioral Science, 9, 131-146.

Katz, J.E., and Aakhus, M.A. (Eds.). Perpetual contact: mobile communication, private talk, public performance. New York: Cambridge University Press(2002).

Lampe, C., Ellison, N. and Steinfield, C. A Face(book) in the Crowd: Social Searching vs. Social Browsing. Inproceedings of ACM Special Interest Group onComputer-Supported Cooperative Work, ACM Press(2006), 167 – 170.

Lampe, C., Ellison, N. and Steinfield, C. A Familiar Face(book): Profile Elements as Signals in an Online Social Network. In Proc. CHI 2007, ACM Press (2007),435-444.

Marcus, M. L., Manville, B., & Agres, B. M. (2000). What makes a virtual organization work? MIT Sloan Management Review, 42(1), 13-26.

Mayer, B. W., Whitfield, A., & Godkin, L. (2001). Promoting organization-based self-esteem in an organization: The role of organizational climate variables. Journal of Social Behavior and Personality, 16(1), 81-96.

McGuire, W.J. Psychological motives and communication gratification (pp. 167-196). In J.Blunder & E. Katz (Eds.), The uses of mass communications: Current perspectives on gratifications research. Beverly Hills, CA: Sage (1974).

Murninghan, J. K., Kim, J. W., & Metzger, A. (1993). The volunteer dilemma. Administrative Science Quarterly, 38(4), 515-523. Musick, M. A., Herzog, A. R., & House,

Nielsen//NetRatings. Facebook and Bebo: The assaulton MySpace. Available from: http://www.nielsennetratings.com/pr/pr_070628_UK.pdf,

Pierce, J. L., Gardner, D. G., Cummings, L. L., & Dunham, R. B. (1989). Organization-based selfesteem: Construct definition, measurement, and validation. Academy of Management Journal,32(3), 622-648.

Rawstorne, T. How paedophiles prey on MySpace children. Daily Mail (UK), 21 July 2006. Available at:http://www.dailymail.co.uk/pages/live/femail/article.html?in_article_id=397026&in_page_id=1879 http://sambrook.typepad.com/sacredfacts/2007/06/facebook.html

Saucier, G. Mini-markers: A brief version of Goldberg's unipolar big-five markers. Journal of Personality Assessment, 63, (1994), 506–516.

Schlegelmilch, B. B.,& Tynan, C. C. (1989). Who volunteers? An investigation into the characteristics of charity workers. Journal of Marketing Management, 5(2), 133-151.

Stafford, T.F., Stafford, M.R., & Schkade, L.L.Determining uses and gratifications for the internet.Decision Sciences, 35, (2004), 259–288.
Twitter. http://www.twitter.com

Thompson S. H. Teo, Vivien K. G. Lim, Raye Y. C. Lai, Intrinsic and extrinsic motivation in Internet usage, Omega, Int. J. Mgmt. Sci. 27 (1999) 25±37

Wellman B and Gulia M. The network basis of social support: A network is more than the sum of its ties, inWellman B (Ed): 'Networks in the Global Village',Boulder, CO, Westview Press (1999).

Walther, J.B., Van Der Heide, B., Kim, S-Y.,Westerman, D., Tong, S.T. The role of friends'appearance and behavior on evaluations of individualson Facebook: Are we known by the company we keep?Human Communication Research, (in press).

ROLE OF SOCIAL MEDIA IN THE FORMATION OF GOVERNMENT POLICIES IN NIGERIA

Awobamise Ayodeji Olalekan
Girne American University, Trnc
ayodeji.awobamise@gmail.com

Abstract: By understanding how new media influences policies with reference to the Nigerian political landscape, scholars can now begin to understand how much social media has evolved in Nigeria and with the knowledge, form the basis for further studies into other similar countries. This work shall act as bedrock for further studies into social change, diplomacy and government legislation as influenced by social media. Two important incidents that took place in Nigeria in the past 3 years shall be studied through relevant news articles, online content analysis and professional journals, to find out the role social media played during these situations. Based on the findings of the research, the role of social media and how it influenced government decisions were briefly highlighted in this work. From the findings, it is clear that social networking was a major driving force in determining the outcome of the events under study.

INTRODUCTION

This piece aims to look at the role social media plays in shaping government policies and influencing such policies in developing countries with particular reference to Nigeria.

Nigeria as a nation has been mostly ruled by the military for the most part of the last 53 years and as such the government has always been in firm control of the media. In 1992 the Nigerian Broadcasting Commission was established and it immediately put an end to government monopoly. This only led to something different but definitely not a free press; political partisanship became the order of the day with newspapers and other media outfits that sprung up in the 90s. For instance Tribune and Daily sketch (two privately owned newspaper outfits) were basically used to advance the interest of Obafemi Awolowo while the Concord group (another privately owned paper) was used to advance the political interest of its founder; Chief MKO Abiola. Today there are over 100 privately owned media houses in Nigeria, but a large chunk of these are owned or managed by friends of those in power and as such cannot truly be categorised as a free press.

This situation is not unique to Africa or Nigeria, it should be recalled that Woodrow Wilson shortly after he was elected president of America in 1916 for the second time, successfully used the media to promote the idea of going to war, "turning a pacifist population into a hysterical, war-mongering population which wanted to destroy everything German (Chomsky, 1997). Gadhafi also tried to use the media to propagate a happy Libya even during the crisis that would lead to his demise, he filmed and promoted those parts of Libya that were least affected by the war and tried to deceive the world into believing Libya was at peace (Simon Cottle, 2011).

Noam Chomsky (1997), in his book titled media control explained that they are two concepts of democracy, the first one considers democracy as a situation whereby the people have a say in how their affairs are run and have a means to participate meaningfully where information is open and free. The second concept of democracy is that the government is in full control and the public must be barred from the management and running of their own affairs; here information is rigidly controlled. This work relates more with the first concept of democracy and is hereby trying to study how the public through the use of social media has influenced government decisions and policies. This work shall draw inspiration from the work of Thorstein Veblen on Technological determinism; he explains that a society's technology drives the development of its social structure and cultural values. This paper shall also seek to determine if this true to Nigeria.

With the emergence of internet in Nigeria and later the popularization of blackberry in the early 2000s, Nigerians suddenly had access to news from all over the world, so it came has no surprise that people in the country started demanding for accountability from their leaders and reporting government excesses on numerous blogs and websites that naturally sprung up with the emergence of internet access in the country. In fact it was access to popular services like twitter, blackberry messenger (BBM), Facebook amongst others that would set the stage for some of the most popular uprisings against government policies and other social injustices in Nigeria. Due to time and space constraints, this paper takes a look at two events that rocked Nigeria in the past 3 years and how social media played a role in facilitating the protest and influencing government decisions. The main objective of this paper is to identify the roles social media played in influencing government decisions as regards the events

under review. It is the hope of the researcher that at the end of this paper the question of whether or not social media has any influence on government decision would have been properly answered.

METHODOLOGY

This research is a summary of relevant conclusions from different journals and newspaper articles on the subject. The research shall look at two issues that ravaged Nigeria in recent times, namely: The 2011 general elections and ALUU4 lynching. These cases were chosen based on their media popularity and the fact that the whole nation was affected in some way by the situation. The researcher shall examine relevant literature, news articles, press releases and other media that covered the events stated above. Also content analysis shall be conducted; the analysis shall be based on the comment sections of YouTube videos for the ALUU4, while Twitter and Facebook entries shall be analysed for the elections. The responses of the public to these issues would be collated and critically analysed. By doing so, it is the hope of this research to answer the following questions:

1. Did the suggestions of the people on social networks and blogs, correlate with the final decision of the government or party concerned?
2. Can social networking be used as a tool for social change?

CASE STUDY 1: THE ELECTIONS OF 2011

In 2011, Nigeria was ready for its 4th democratic general elections. The elections would fill up Local, State and federal Level positions in the country. Because of the well-known corrupt practices of those in power and the fact that Nigeria ranked high among the most corrupt countries in the world, there was a general atmosphere of apprehension and a sense of powerlessness during the times leading to the elections of 2011. However the popularity of social networking and BBM services in the country at the time gave Nigerians an avenue to air their grievances and act as some sort of watchdog during the election. The incumbent president acknowledged the influence and power of the social media that he first made his intention to run for president known on his Facebook page, making him the first Nigerian president to do so. Social media played such a major role in monitoring and campaigning that the 2011 elections have been dubbed "Facebook election".

Table 1: Candidate's use of Social Networks (during 2011 elections)

FACEBOOK						
Candidate	**URL**	**No. of Fans**	**Ave comments per post**	**Ave likes per post**	**Party**	**Office sought**
Goodluck Jonathan	www.facebook.com/jonathangoodluck	521,129	2,295	2,076	PDP	President
Nuhu Ribadu	www.facebook.com/ribadu	173,103	170	215	ACN	President
Tunde Fashola	www.facebook.combabatundefashola	119,631	40	102	CAN	Governor
TWITTER						
Candidate	**Twitter ID**	**No. of Tweets**	**Following**	**Followers**	**Party**	**Office sought**
Dele Momodu	DeleMomodu2011	1792	4145	129	NCP	President
Tunde Fashola	TundeFashola	1,504	41	20497	CAN	Governor
Muhammed Buhari	Buhariforchange	644	1137	10	CPC	President

Data Source: author's research and assessment

It is noteworthy that most of the politicians listed above just started using social networking at the start of the election campaign of 2011 and their online presence has dramatically increased over time. For instance Dele Momodu, who had less than 200 followers on twitter at the start of campaign had over a 100,000 followers by the end of 2011.

The elections marked the first time that social media and other forms of connectivity have given Nigerians an opportunity to act as some sort of citizen observers during the elections (www.movements.org, 2011). During this election a lot of organisations harnessed the power of social media to ensure a free and credible election. ReclaimNaija.net, Enough is Enough and SaharaReporters.com are some of the Organizations that created a platform for Nigerians to interact and report any unseemly behaviour during the elections. According to movement.org, the use of social media during the elections of 2011 proved to be particularly helpful in the larger cities of Nigeria; Lagos and Abuja and less effective in the more rural areas due to access. In Lagos and Abuja,

the writer attributes the relatively freer and fairer elections to the use of social media as watchdogs and observers of the voting process. It can be said that because of the ease of accessing this new media and the fact that it is readily available in Nigeria now, social media is revolutionizing election administration and coverage. One analyst stated that "the widespread use of these real-time media severely limited electoral malpractices …" (Omokri 2011). This was also supported by Jega; the chairman of the Independent National Electoral Commission (INEC) of Nigeria by saying that the use of social media during the elections of 2011 made it more transparent and made the INEC more accountable to the people. (Cited in Social Media and the 2011 elections in Nigeria).

The sheer availability of new media is changing the electoral environment, where previous elections were often manipulated behind the scenes with results altered by politicians and the electoral commission itself (Asuni & Farris, 2011). It means even untrained citizens and illiterates could give their unbiased opinion on the electoral process on a safe and reliable platform.

The 2011 elections in Nigeria, gives us a unique opportunity to understand the role social media played in shaping societal expectations and behaviour which in itself informs government policies.

CASE 2: THE ALUU 4 CASE

On the 5th of October, 2012 four (4) university of Port Harcourt students were stripped naked, beaten and later burnt to death on suspicion of armed robbery (this case was popularly known as the UNIPORT4 or ALUU4 killings), And it was all caught on camera. The media frenzy this killing generated is unprecedented and never been experienced in a country were "Jungle Justice" is the order of the day. No newspaper, TV or Radio media outlet covered these killings, but it was not until different blogs started covering it and Broadcast messages started surfacing on BBM and international networks like the BBC and Aljazeera became interested that some Nigerian media houses thought it news worthy. In fact one news reporter with the National Mirror in their first coverage of the ALUU 4 case on October 24, 2012 stated that, "Interestingly, since the story and the video became viral several conflicting reports have emerged including the complicity of the Nigeria Police in the killing of these young men. This has generated both local and international attention in the last two weeks". Another observer noted that "There have been lots of cases involving jungle justice all over Nigeria especially the streets of Lagos. One guesses the reason for the uproar over this is because it is closer to home by the existence of social media which one is grateful for" (Ynaija news; November, 2012).

In conclusion, Fidelis Duker (2012) in his column on the national Mirror stated that "To me, one of the lessons from the killing of the ALUU four is the power of social media, which was able to expose this grave atrocity and help in apprehending some of the perpetrators of the dastardly act". According to Channels TV (one of the most reputable news stations in Nigeria) "the Nigerian senate passed a resolution asking the police and security agencies to fish out the perpetrators of the crime including the spectators captured in the video making the rounds (on YouTube and Blackberry) and try them for murder". The Senate President, David Mark, thanked social networking sites for helping get the news across during the senate plenary session on Aluu 4, he said "With the help of social media, the faces of the killers of the boys were identified" (Cited on Bella Naija, 2012). This shows how powerful the social media has become. For the first time in recent history, the Nigerian government was forced to make a decision to apprehend perpetrators of jungle justice in Nigeria.

Below is a table showing the public's response to the crisis based on YouTube comments

Table 2: YouTube Video on ALUU4 lynching comments Analysis

Variable	Frequency	%Frequency
Call for arrest	15	4.4
Outrage at Jungle justice	53	15.3
Support lynching	10	2.9
Asking for change	14	4.1
Condemning	252	73.3
Total	344	100

Source: Author's research and analysis

With 304,070 views on one YouTube Video out of the over 6,000 videos with each of them having not less than 1000 views and most having more than 20,000 views. There were a total of 1368 comments but only 344 were used in this analysis, because most were either written in a language indecipherable to the researcher or where unrelated to the video (spam).

From the table it is clear that about 73% of the total respondents out rightly condemned the act, while 15% showed outrage by cursing the perpetrators, asking that they be massacred etc., while only about 2.9% supported the act on the grounds that they felt the boys were armed robbers and as such must have caused similar pains to other people.

The outrage and pouring out of emotions against the murder of the young students forced the Nigerian government into arresting some members of the community that were involved in the murder. This is the first time such a step has been taken in the case of Jungle Justice in Nigeria.

ROLE OF SOCIAL MEDIA

From the foregoing it is clear that social media such as Facebook, twitter and blackberry messengers played a significant role in bringing the attention of the government to the problems stated above and instigated mass protest in some cases. Here is a highlight of some of the roles social media played:

1. Social media helped in documenting some of the activities such as seen in the 2011 general elections and all major activities in the country since that time. The ALUU 4 killings, the fuel subsidy protest were well documented on you tube, blogs and other websites, that would make it possible for future generations to access them.

2. Coordinating activities: this was clearly seen during the Fuel Subsidy removal protest, the 2011 elections and the change of name of University of Lagos. Social media were employed to organise the protest, from mobilising individuals to mapping out venues for the protest and organising rallies. Facebook, BBM and twitter helped a lot in making all these possible.

3. Creating a more objective avenue for people to air their opinions that would otherwise have not been heard at all. Social networking sites created a forum or a platform for people to vent and make their voices heard.

4. Create an avenue for the masses to talk to the government: Social media have created a way for people to talk to the government directly as most political office holders including the president has a Facebook page. This was previously not possible as the best people could do was relate their problems through organised labour groups.

5. Create an avenue for government to check the pulse of the people before making certain decisions, this can also be seen from the Fuel Subsidy removal protest, as one of the major reasons people were offended was that the government did not inform them beforehand before such an important decision was made.

6. Create an alternate medium for people to source for news and information.

HOW DOES THIS INFLUENCE GOVERNMENT POLICIES?

In the case of the general elections of 2011, it is very clear that social media changed the landscape of Nigeria's electoral process and balloting. The government was forced to set up a committee and an independent observer to monitor the use of social media during the electoral process. Several bodies such as the reclaim Nigeria and Enough is Enough came up and provided a platform for people to send in the observations and report any incidents during the electoral process. The Independent National Electoral Commission (INEC) experienced over 25 Million hits on its website in just three days during the presidential elections. The chairman of the commission, Prof. Jega noted that the internet and particularly social media has made the electoral process more transparent and provided documentation on the electoral proceedings in the country which would help future elections.

Also based on the findings of a coalition of different interest groups that formed the Social Media tracking Centre, a report was submitted to INEC and other stakeholders on how they can further make use of social media to foster more transparent elections in the future. These recommendations if followed and implemented would further improve Nigeria's electoral process and encourage citizen participation.

The ALUU4 killings; the Nigerian Police Force (NPF) initially insisted that since it was a mob action, there was simply no way of knowing who the perpetrators where and arrest them. They insisted that it was impossible for the police to track down the killers, as it would amount to raiding a whole community. This however did not stop the protest going on social networking sites and blackberry, immediately people started extracting images from the YouTube video, and were calling on the police force to arrest the people clearly visible on the video. These pictures became viral on the internet and BBM.

By making these pictures viral, the public further proved the police wrong and showed them how to at least identify some of the perpetrators by watching the video and picking out their faces one at a time. This eventually led to the arrest of 13 ALUU community people including their traditional ruler. The case is currently still in court.

The ALUU case is a prime example of where social media has helped ensure justice was carried out. The images going viral online and call for justice put the government in a situation where it had act or be seen as irresponsible and insensitive.

Since the ALUU 4 incident, the police force has been making efforts to ensure the incidences of jungle justices in the country is reduced, and has promised to arrest and prosecute anyone involved in such.

CONCLUSION

The internet and social networks have opened up opportunities for Nigerians and changed our political landscape forever. It has given Nigerians a voice to air their grievances and to make their stance known. As far as elections and other social policies go, it is clear that Nigerians would no longer be spoon-fed untrue information as they now have the power to source for the news when and how they like. The social network and internet have given Nigerians and the world in general an avenue to meet and discuss life changing/threatening issues and proffer solutions to them. The internet shall forever play a major role in Nigeria's electoral process and in all government policies, as the internet would only get better and more accessible to Nigerians if current trend is to be taken seriously.

As one brilliant scholar in a video commentary said, technology and the electronic environment it creates is not going away, they will only continue to advance, they are the new media through which writers will now share their voice.

REFERENCES

Amaefule, E. (2012, January 5). *Rage as Nigerians Fuel protest on social media*. Retrieved April 5, 2013, from www.punchng.com: www.punchng.com/business/close-up-on-ict/rage-as-nigerians-fuel-protest-on-social-media

Amuchie, M. (2012, May 15). *Social Media Critical to Success, says Jega*. Retrieved April 16, 2013, from www.businessdayonline.com: http://www.businessdayonline.com/NG/index.php/news/111-politics/37726-social-media-critical-to-success-of-2011-elections-says-jega.

Asuni, J., & Farris, J. (2011). *Tracking social Media: the Social Media Tracking centre and the 2011 Nigerian Elections*. Nigeria: Shehu Musa Yar' Adua foundation.

Busari, S. (2012, January 13). *What is behind Nigeria fuel protest?* Retrieved April 17, 2013, from http://edition.cnn.com: http://edition.cnn.com/2012/01/06/world/africa/nigeria-fuel-protest-explained

chandler, D. (2007). *Technological or Media Determinism.* Retrieved December 15, 2012, from http://www.waena.org/: http://www.waena.org/ktm/week1/TechorMediaDeterminism.pdf

chomsky, N. (1997). *Media control: the spectacular achievements of propaganda - (The Open Media Pamphlet Series).* A Seven Stories Press First Edition, published in association with Open Media.

Cohen, H. (2011, May 9). *www.heidicohen.com.* Retrieved April 16, 2013, from 30 Social Media Definitions: http://heidicohen.com/social-media-definition/

Doncaprio. (2012, December 24). *The story of Blackberry mania in Nigeria.* Retrieved April 16, 2013, from www.doncaprio.com: http://www.doncaprio.com/2012/12/the-story-of-blackberry-mania-in-nigeria.html

internet world stats. (2012, November 16). *Internet World states usage and population statistics.* Retrieved April 12, 2013, from www.internetworldstats.com: www.internetworldstats.com/africa.ht,

Mackenzie, D., & Wajcman, J. (1999). *Introductory essay: The social shaping of technology.* United Kingdom: Mcgraw-hill.

Okoye, V. (2012, January 5). *Protest, Fuel Subsidy Removal and the Role of Social Media: Not Just Another Day in Nigeria.* Retrieved April 16, 2013, from www.africanurbanism.wordpress.com: www.africanurbanism.wordpress.com/2012/01/05/fuel-protests-social-media/

Olofinlua, T. (2012, March 1). *Nigerians Wield Social Media During Fuel Subsidy Protest.* Retrieved April 17, 2013, from www.globalpressinstitute.org: www.globalpressinstitute.org/africa/nigeria/nigerians-wield-social-media-during-fuel-subsidy-protest

Playhouse Communication. (2012, February 12). Nigerian digital landscape . Lagos, Nigeria.

Policy and legal AdvocacyCenter (PLAC). (2011). *Social media and The 2011 Elections in Nigeria.* Lagos, Nigeria: Policy and legal AdvocacyCenter (PLAC).

Rouse, M. (2006). *Social networking.* Retrieved April 17, 2013, from www.whatis.techtarget.com: http://whatis.techtarget.com/definition/social-networking

Sunday, D. (2011). The Rise of Citizen Journalism in Nigeria – A Case Study of Sahara Reporters . *Reuters Institute Fellowship Paper*

SOCIAL MEDIA AND PUBLIC RELATIONS IN FOOTBALL: THE USE OF TWITTER IN FOOTBALL TEAMS IN TURKEY

Mihalis KUYUCU
Istanbul Aydın University, Turkey
Michael@michaelshow.net, michaelkuyucu@gmail.com

Abstract: Public relations is an important tool for marketing of products. İts the cheapest and most practical way of marketing a product and informing the target about that product. Social media brings new challenges for public relations to all markets. Sport and Football is one of them. Football which is a mass communication product and takes the interest of millions is also using social media in marketing and public relations. With social media the communication of the football teams had changed. The supporters of the football teams can reach and communicate more easily with their teams and can have a two side communication with feedback. This paper made a research about how the three most popular football teams use Twitter as a public relation tool. The research used the method of observation of three Turkish most popular football teams Galatasaray, Fenerbahçe and Beşiktaş and three popular football teams of EU Countries. These football teams were the teams who had collected the biggest points according to UEFA in 2012-2013 session. Barcelona (Spain), Bayern Munchen (Germany), and Real Madrid (Spain). The Twitter accounts of these six football teams were followed between 01-31 of October 2013 and there is an examination an evaluation in accordance the frequency of using Twitter and its characteristics. In the research there is a determination of how the Turkish football teams use Twitter as a public relation tool and what their difference is from the EU countries football teams. A comparison is be done on the use of Twitter of Turkish and other three European teams.
Key Words: Social Media, Public Relations, Twitter, Football

1. CONCEPT OF SOCIAL MEDIA

Social media which has come up as a new trend with the internet-based application as a necessity of our period had provided considerable popular environment and interaction between the users and the people who they inform about the users satisfaction. Social media which shows diversity consisting of complex formations intended for photograph, video, text and media is a human communication figure that the debate and sharing are basis without making limitation of time and place. (Vural, Bat, 2010:3351). Technology of internet and social interaction underlie of the social media. Social media is a common term for online tools and web sites which create mutual interaction with allowing to users for the sharing of knowledge, thought, interest and information. Via social media, people can share their ideas, opinions and relationships by way of internet (Yağmurlu, 2011,p. 5-6).

Social media is a channel where individuals satisfy their loneliness, they say 'count me in' with making difference and they can become popular. Communication in social media is provided with words, visuals, sound files and so on. Social media has a frame that people share their stories and experiences. Content in social media is constituted by the users completely and the users get in contact with themselves above these contents (Aydoğan and Akyüz, 2010, p.36). Social media is a chain of internet applications which based on sharing and debate without making limitation of time and place. Users webify their contents which they produced in both internet and mobile environment quite easily. Users follow the contents and comments of other users. User is in the position that is both following and followed in social media applications. When contents are examined detailed, it is seen that they are informal and they can be transform to gossip chain between users in time (Mavнасıoğlu, 2009, p.64).

In generally, dialogs and sharings that users make with one another on the internet constitute the social media. Therefore, it is possible to say that there is an interaction in social media. Social Networks and corporate groups exist in social media. Via social media, companies can make their corporate promotions, individuals can make friends. Since social media is an interactive environment, it is a place where the highest level of sharing happens and give a chance as s new product of online media and it is one of the newest idea and pioneer. The features of the social media are (Vural, Bat, 2010, p.3351):

- Participants: Social media is a channel that encourage the participants and get all kinds of feedback from them.
- Preciseness: The most apparentness service to feedbacks is social media services. Voting, comment and information sharing is on the forefront in these services.
- Speaking: While traditional media based on content transfer and information to the listener, briefly based on broadcasting, in social media individuals can speak via interaction way, can make comment and have a vote.
- Society: Social media can give a permission to communities on short notice for fast and effective formation.
- Correlativity: It is possible to carry out related process in social media. Users are able to supply spreading on short notice with sharing the links of the contents which they like.

Social media can be stated simply as collaborator and online content which made by user. Via social media, individuals can affect other individuals and groups easily. There are many dynamics which are efficient on the social media's today's status which is one of the most often-heard notion nowadays.

The channel which commonly used within the context of social media is social networks. In our day mankind's living in a kind of network society which organizational knowledge, personnel creativeness and learning capacity are seen as a source of value; new communication technologies which comprise this network society and the people's going into the effort of a new kind of communication brought about social networks. Social networks are web based service that based on the creating a compulsory profile in a system to link up with the audience and sharing of this profile, and which provide to see each other who are in the system and added of participants who share a link and other users lists' to each other. Social networks are an environment which based on being in contact that based on the working and information exchange of a range of people or corporation and interacting to success desirable results via sharing way (Vural and Bat, 2010, p.3355). The most salient social networks nowadays are Facebook, Twitter, Myspace, You tube and Wikipedia. Twitter which is one of the social media network that most rapidly - developing of the world is a micro blog site which enables the users write short blogs which composes of maximum 140 characters. Despite of its simple system, twitter can share the user informations with their followers and can give informations about their situations. Abundances of famous people who use twitter and converse with the famous people who they are admire of people via twitter are the factors which make twitter favorite.

2. PUBLIC RELATIONS AND SOCIAL MEDIA

Public relations are one of the basic factor which affecting the corporate image and prestige. In our day, for getting a positive image of any corporation, individuals or country, it is need to be perceived correctly in public opinion. Public relations are one of the important tool to be perceived in public opinion correct and clear. Public relations directors of companies are like a corporate director of photography in fact. Directors provide becoming integrated one to one with the audience via public relation way. They are corporate voice and corporate scene tools which reflected to public opinion. In public relations platforms, activities of public relation means one to one representative of the corporation. Every activity is a representative image which composes the image of the corporation and goes to corporate prestige in the end. Public relations events establish a common sharing area which enables of acceptance, understanding, collaboration, trust between public opinion and corporation in the way which recumbent corporation image and this common sharing area is the liveliest communication platform which establish with the audience in the sense of public relations (Gültekin, 2006, p.1).

Public relations is a strategy which operates with audience, it is premised on institution purposes, and its order of importance is sometimes consumers and sometimes employers. Public relations which is extremely comprehensive activity has not had only one definition. But when existing definitions are evaluated, it is possible to see that public relations is set of activities need expertise which is a management function that directly depends on senior management. It provides communication with organization and its environment. It takes notice of all desire and hopes of audience, and reflects them to communication programs (Bozkurt,2006,p.182) Public relations is more believable information source than prepaid, biased and partial activities. Public relations which is an institution's conception is a communication science that has a purpose to concept, impress with thought to behaviors and make a choice. Institutions which need to express their powerful sides provides to transport influentially their messages to different audience with public relations. Public relations means determining when and how we communicate with audience. It is aimed to have a deterministic and directive affective on human beings behavior, approaches and conception with determinate strategy. Practicing successfully public relations has a huge importance for all companies like local, national, international companies (Aydede,2007,p.13-14).

Public relations are that legal or illegal entity; association, private institution or public enterprise make an effort to improve themselves or work with the other groups. This effort needs use some various techniques and take some various tacks even if someone makes an effort himself or somebody who works for him makes effort. Technology and communication technology provide people to inform not only the events among their environments but also all world news via the source and time which they choice, when considered from this point of view. Providing to get information at will in an appropriate time helps to get beyond the local political, economic and social limits. So public relation experts have worked for communication with their audience in virtual environment (Özgen, 2010, p.88).Public relation which call us private institution , public enterprise's communication way have two functions: Recognition and Promotion. Function of Promotion includes one-way communication activities. The purpose is to promote organizational service and goods to public. And the second function, recognition includes that organization knows its audience and understand their desire and needs. These activities provide feedback to communication and communication happens two-way thanks to these activities. The fact is that internet is a good helper for the recognition and promotion functions of public relations. It improves practices of public relation, because social media's structure is especially appropriate for dialogue. Social media is important for public relations. Because (Yağmurlu,2011, p.7-8):

- It shows innovation and sincere
- For special and public organization, it makes definition activities.
- It comes out thoughts. Because social media has been popular recently.
  We can understand what people think about someone, something or organization
- It makes dialogue between people and organization.

Because of the internet which is the biggest invention of our century, the problems like impressing idea and behaviors, supporting market communication and getting over media which are the basic tasks of public relations, are solved. So, it is inevitable to use social media as a public relation tools. There are some advantages of this situation. These are (Onat, and Ali Kılıç 2007,p.1125):

- We can communicate with a lot of people in a short time
- We can learn in a short time whether the audience have satisfaction or dissatisfaction about the product, service or corporation
- We can learn about any use of product or service, it shows new improvements to audience.
- Social media helps businesses to communicate directly with their audience and provides them to get the right target.
- Because on the social media, especially social networks have a lot of huge opportunities about online advertisement, brands and their advises
- Business have an opportunity to spread their social responsibility projects to more huge audience.
- Applications which are made for social media users help companies to have their own products and services and by having their own networks they market their own products and services
- Social networks provide the opportunity of measure for the businesses
- Social networks provide marketing for the businesses

Networks come out as communication channels which are practiced and measured. When social networks spread, they take more apart in public relations. Nowadays it is impossible that we think that a public relations campaign is not separated from Facebook and Twitter. When campaigns decide to take part in social media, first step is to have a Facebook and Twitter accounts and then communicate with social media users on this page thanks to internet, people are not effected anymore. They become impressed so public relations experts and marketing experts are supposed to use social media for their new activities on the social media which has less irregular than traditional media, public relations activities cause positive results about becoming different. On social media, public relations practices cause to come out new aspects about ideas which are related with public. During this time, a lot of topics about public relations are made argument again, how social media affects these topics becomes important because these ideas directly impress public relations activities (Özgen, 2010, p.82-83).

3. FOOTBALL AND SOCIAL MEDIA
Football industry which is the one of the improving fast industries is impressed by technology. Football adopts every new technology. Because of the discovery of radio, football news and match become auditory. Football start to be visual with the discovery of TV. Because of computer technology, football takes part in computer

monitor and games. Because of the discovery of internet football is on mobile phones. Because of web 2.0 technology discovery, social media help people who are interested in football to meet faster. Because of the social media, football moves people mobile phone and computer from stadium. Social media impresses football institution actors differently. Social media helps football clubs to communicate with fanatics directly, less expensive and easier. Estava Cladza who had been the major of FC Barcelona Club's marketing group for 5 years, explains social media advantages and disadvantages on football on table 1:

Social Media Platform	Advantages	Disadvantages
YouTube	Audience	Content of third person
	Low expense	No advertising outcome
	Directly communication	One-way
Facebook	Directly communication	Content of third person
	İnteractivity	No advertising outcome
	Low expense	Imitations
	Open messages	
Twitter	Directly communication	Content of third person
	İnteractivity	No advertising outcome
	Low expense	Limited with 140 characters
	Open messages	Imitations

Table 1. The effect of the social media on the football industry as a public relation tool (Calzada:2013):

According to Akın (2010); fanatic groups who use the discoveries of internet successfully and fast use social media like Facebook, Twitter, You tube, so this means that they create their own media. This process is seemed as an independent and subjective sport media by fanatics on football media. Fanatics have a chance to create their own individual media except for media. Football media helps fanatics to have a different idea opposite to their clubs' official ideas (Akın: 2010, p.198). Social media gives a chance footballer to communicate with their fans fast and easily. Thanks to social media fans learn about footballers' private life changes, whispers of transfer or their disabled facilities and footballers have a star image (Talimciler, 2013, p.39)

HTC, legal sponsor of UEFA Champions league and Europe league made a research to determine interaction between social media and football institution in 2013. It is called as social media on Football. In the research, sharing about match is made by fanatics who watch the football at the stadium. According to research they write more tweets than fanatics who watch the football on TV. Sharings which are made during the match are supported with videos or photographs (Marketing Türkiye:2013, p.74). Fanatics make their news about the match by themselves and every fanatic behaves like football journalist. All these sharings create a football media for football institution thanks to twitter which causes to come out more critical media gives opportunities to show themselves to their fans football teams start to improve public relations strategies to communicate with their fans directly.

4. THE AIM AND METOD OF RESEARCH In this research, content analyze was made about Twitter use styles of 6 football teams which are the most popular teams in Turkey and Europe. The purpose of the research is to determine how much Turkish and Europe teams use twitter as a public relations tool. The chosen football teams are Fenerbahçe, Beşiktaş and Galatasaray which are the most successful football teams in Turkey. In Europe, during 2012-2013 seasons, the teams which were the most successful teams for UEFA are chosen. They are Barcelona FC, Bayern Munchen and Real Madrid (http://www.macadogru.com/5923/Uefa-acikladi-en-iyi-50-takim-listede-2-turk-takimi-var/3/). In the research, these 6 football teams' Twitter accounts are researched during 01-31-october, 2013 and twits which are observed in every day are recorded grouped and data are analyzed by SPSS 21.0 software.

4.1 Findings

DATE		GALATASARAY SPORTS CLUB			FENERBAHCE SPORTS CLUB			BESİKTAS FOOTBALL CLUB		
		NUMBER OF TWEET	NUMBER OF FOLLOWERS	FOLLOWED	NUMBER OF TWEET	NUMBER OF FOLLOWERS	FOLLOWED	NUMBER OF TWEET	NUMBER OF FOLLOWERS	FOLLOWED
1ST WEEK	1-6.10.2013	27.914	3.164.483	4	13.974	2.436.281	36	10.184	550.045	8
2ND WEEK	7-13.10.2013	28.005	3.182.957	4	14.083	2.448.719	38	10.269	552.815	8
3RD WEEK	14-20.10.2013	28.117	3.200.498	4	14.232	2.461.975	39	10.320	555.892	8
4TH WEEK	21-27.10.2013	28.332	3.221.821	4	14.415	2.476.839	39	10.418	558.679	8
5TH WEEK	28-31.10.2013	28.397	3.231.217	4	14.432	2.483.840	39	10.465	560.232	8
DATE		FC BARCELONA			REAL MADRİD FC			FC BAYERN		
		NUMBER OF TWEET	NUMBER OF FOLLOWERS	FOLLOWED	NUMBER OF TWEET	NUMBER OF FOLLOWERS	FOLLOWED	NUMBER OF TWEET	NUMBER OF FOLLOWERS	FOLLOWED
1ST WEEK	1-6.10.2013	32.565	5.339.647	35	36.370	9.038.397	31	7.363	673.221	18
2ND WEEK	7-13.10.2013	32.661	5.401.582	36	36.403	9.095.975	31	7.402	680.285	19
3RD WEEK	14-20.10.2013	32.811	5.506.846	36	36.498	9.162.421	31	7.506	695.608	19
4TH WEEK	21-27.10.2013	33.106	5.550.117	36	36.642	9.244.584	31	7.665	702.735	21
5TH WEEK	28-31.10.2013	33.220	5.588.125	36	36.733	9.292.458	31	7.695	710.130	21

Table 2. Twitter usage in football teams which joined the study

Monthly Change (%)	TWEET (%)	FOLLOWERS (%)	FOLLOWED (%)
Galatasaray	2,50	2,58	-
Fenerbahce	4,01	2,44	8,33
Besiktas	3,39	2,28	-
Turkish Teams	3,08	2,50	6,25
FC Barcelona	2,40	5,86	12,50
Real Madrid CF	1,20	2,96	6,90
FC Bayern Munchen	5,38	5,93	16,67
European Teams	2,11	4,12	11,39

Table 3. Monthly twitter usage of the football teams which joined the study

At the end of this research, the findings about the use of Twitter of football teams. At the beginning of the research, the twits of Galatasaray's official Twitter were 27.705. At the end of the research, these were 28.397. There was a 2.5 % increase at the beginning of the research. There were 3.149.997 followers at the beginning of the research. At the end of the research, this was 3.231.217 with a 2.58 % increase. The tweets of the Fenerbahçe's official twitter were 13.876. At the end of the research, this was 14.432. There was a 4.1 % increase. There was 2.424.719 at the beginning of the research. At the end, this was 2.483.840 with a 2.44 % increase. At the beginning, the tweets of Beşiktaş's official twitter were 10.122. At the end, this was 10.465 with a 3.39 % increase. There were 547.736 followers at the beginning. At the end, this was 560.232 with a 2.28 % increase. When we looked at this data, at the beginning of the research, 51.703 tweets were in all national teams' twitter. At the end, this was 53.294 with a 3.08 % increase. There were 6.122.452 followers at the beginning. At the end, this was 6.275.289 with a 2.5 % increase.

At the beginning of the research, the tweets of Barcelona's official twitter were 32.442. At the end, this was 33.220 with a 2.4 % increase. There were 5.278.556 followers at the beginning. At the end, this was 5.588.125 with a 5.86 % increase. At the beginning, the tweets of Real Madrid CF's official twitter were 36.298. At the end, this was 36.733 with a 1.2 % increase. There were 9.024.882 followers at the beginning but at the end, this was 9.292.458 with a %2.96 increase. At the beginning, the tweets of FC Bayern's official twitter were 7302. At the end, it has raised to 7695 with a 5.38 % increase. There were 670.372 followers at the beginning. At the end, it has raised to 710.130 with a 5.93 % increase. At the beginning, 76.042 tweets were in all national teams' twitter. At the end, it has raised to 77.648 with a 2.11 % increase. There were 14.973.810 followers at the beginning but at the end, it was 15.590.713 with a 4.12 % increase.

	RETWEET	HASHTAG
GALATASARAY	4	75
FENERBAHÇE	87	257
BEŞİKTAS	1	2
Turkish Teams Total	**92**	**334**
BARCELONA	22	349
REAL MADRİD	19	586
BAYERN MÜNİH	34	549
European Total	**75**	**1484**
General Total	**167**	**1818**

Table 4. Retweet and Hashtag Usage in Football Teams

In the football teams, Beşiktaş SK in Turkey and Bayern Munchen in Europe have had retweet. Hashtag is used very much by Fenerbahçe SK in Turkey and Real Madrid in Europe. It is seemed that Europe Clubs used retweet and hashtag much more.

In the research, the recorded tweets were grouped according to their content and at the end, the tweet analyze was made. The results of analyze on Table 5.

Content (Group)	GALATASARAY	FENERBAHCE	BEŞİKTAS	Turkish Teams Total
EXPLANATION	57	51	20	128
TRAINING PHOTOS	36	22	31	89
BASKETBALL NEWS	130	189	102	421
OTHER BRANCH OF SPORTS	13	44	27	84
ACTIVITY NEWS	12	37	13	62
FOOTBALL NEWS	158	86	60	304
CLUB NEWS	28	82	29	139
MATCH PHOTOS	10	4	2	16
MATCH SCORE	40	12	11	63
SELLING NEWS	72	75	36	183
VOLLEYBALL NEWS	47	78	10	135
TOTAL	**603**	**680**	**341**	**1624**
	BARCELONA	**REAL MADRİD**	**BAYERN MUNCHEN**	**European Teams TOTAL**
EXPLANATION	165	65	68	298
TRAINING PHOTOS	49	21	36	106
BASKETBALL NEWS	0	2	1	3
OTHER BRANCH OF SPORTS	19	9	10	38
ACTIVITY NEWS	9	9	16	34
FOOTBALL NEWS	302	219	154	675
CLUB NEWS	76	22	16	114
MATCH PHOTOS	26	8	20	54
MATCH SCORE	116	72	78	266
SELLING NEWS	34	21	7	62
VOLLEYBALL NEWS	0	0	0	0
TOTAL	**796**	**448**	**406**	**1650**
GENERAL TOTAL	**1399**	**1128**	**747**	**3274**

Table 5. Content analysis of the tweets which football teams shared

When tweets which were written during the research are analyzed, it is seemed that both of Turkish and European teams share basketball news. In the research, Fenerbahçe is more active in twitter than Real Madrid and Bayern Munchen and it is the most active football team on Twitter in Turkey. European teams share more photographs or video on Twitter than Turkish teams during the games. Turkish teams share online sell news more than foreign teams. Turkish football teams share news for selling uniforms and other merchandising products.

Fenerbahçe SK shares news about all sports. Generally, the news have link of the official website of sport club. Galatasaray SK often shares football, volleyball, basketball news and it does not share something about the other sports. Real Madrid shares football news much more than the others and it uses hashtag in almost every sharing. Bayern Munchen shares news about its footballer. It is important for it. Barcelona, like Fenerbahçe, shares news and links to their own website via twitter. Another conspicuous point about using Twitter in Turkey and foreign clubs in Europe is sharing more training photographs than Turkish clubs. When we look at the research results, European sport clubs use Twitter continuously and share tweets regularly. Using twitter for Turkey and Europe teams increases on match days, this increase is much more in Turkish teams.

5. CONCLUSION

Public relations which is made with different style in traditional media wins a different dimension with social media. Feedback and individuality have increased with social media and it helps a new media to come out. Everyone creates his own media thanks to social media and sends the messages directly. This function of social media impresses football industry like all industries. Football clubs understand that they need to use social media more actively to communicate with their fans whom football clubs seem them as customers. Public relations have had an importance role in football industry which is one of the most improving industries in the world when social media increases its popularity. Football clubs start to communicate with their fans who are everywhere in the world and they start to use actively social media platforms like Twitter, Facebook and YouTube. Esteve Cladza who had managed marketing of Barcelona that is one of the biggest clubs in the world for 5 years says that football clubs have special relationships with their fans via social media. Cladza advises football clubs to get more messages and activities via social media. 'Directly communication with fans function of Twitter that is the most improving social media platform in the world provides use as a public relations tool. In the scope, in this research conducted for this paper, it is seemed that football clubs use social media as a public relations tool. The clubs that are interested in volleyball, basketball share their activities via Twitter. It is seemed that the tweets of Real Madrid, Barcelona, Bayern Munchen which have the biggest economy in UEFA, Galatasaray, Fenerbahçe, Beşiktaş that have had big success in Turkey share news about goods, tickets sell, training information and videos. Football clubs communicate with their fans directly thanks to this information shared on Twitter. They get feedbacks and examine these via Twitter. They have learned what public and fans think. Football clubs have two important strategies thanks to Twitter. There are two directly advantages for football teams use of Twitter and social media. One of them is promotion via twitter without spending money. The other is that sport clubs create their own media. Football teams have created their own media where they share news directly thanks to Twitter. Although football clubs share the news on TV, radio, newspaper in traditional media, Twitter in social media stands out because it is more objective, faster. It threats traditional media. As a public relations tool, social media and twitter are very important for football clubs because of their advantages and Twitter makes public relations activities more effective because it has a directly connection between customer (fans) and internet.

References

Akın, A. (2010). "Çevrimiçi spor ortamlarında Nefret söylemi: Bir toplum peşinde koşan yirmi iki adam, taraftarlar ve medya", s.193-222, Yeni Medyada Nefret Söylemi İçinde, ed.Tuğrul Çomru, İstanbul: Kalkedon Publihing.

Aydede, C. (2007). Teorik ve Uygulamalı Halkla İlişkiler Kampanyaları, Mediacat Publishing, İstanbul.

Aydoğan, F. Akyüz, A. (2010). İkinci Medya Çağında İnternet, İstanbul.

Bozkurt, İ. İletişim Odaklı Pazarlama: Tüketiciden Müşteri Yaratmak, Mediacat Yayınları , İstanbul.

Calzada,E. (2013). Paradan Haber Ver, Çev. Temel Bal, İstanbul: NTV Spor Yayınları.

Gültekin, B. (2006). Halkla İlişkilerde Etkinlik Yoluyla İmaj Oluşturulması, Nobel Yayınları, Ankara.

Mavnacıoğlu, K. (2009). "İnternet Kullanıcılarının Oluşturduğu ve Dağıttığı İçeriklerin Etik Açıdan İncelenmesi: Sosyal Medya Örnekleri", Medya ve Etik Sempozyumu, Elazığ.

Maça Doğru (2013) http://www.macadogru.com/5923/Uefa-acikladi-en-iyi-50-takim-listede-2-turk-takimi-var/3/). Retrieved at 04.05.2013

Marketing Türkiye (2013). Taraftar maça gittiğini herkese duyurmak istiyor, 15.11. 2013.

Onat, F., Alikılıç, Ö.A., (2007). Sosyal Ağ Sitelerinin Reklam ve Halkla İlişkiler Ortamları Olarak Değerlendirilmesi, Yaşar Üniversitesi Sosyoloji Araştırmaları Journal, Number: 1.

Özgen, E. (2010). "Halkla İlişkiler ve Yeni Medyanın İşaret Ettiği Sorunlar Üzerine Bir Tartışma", Yeditepe Üniversitesi Global Media Journal.

Talimciler, A. (2013). Sosyal Medya Aracılığı ile Değişen Futbolun Yeni Dünyası, Yeni Medya Üzerine, Ed.Müge Demir, Konya: Literatür Publishing.

Vural, Z.B.A., Bat, M. (2010). "Yeni Bir İletişim Ortamı Olarak Sosyal Medya: Ege Üniversitesi İletişim Fakültesine Yönelik Bir Araştırma", Journal of Yaşar University, 20(5).

Yağmurlu, A. (2011). "Kamu Yönetiminde Halkla İlişkiler ve Sosyal Medya" Selçuk İletişim, 7(1).

Thai Netspeak :
The Register of New Generation Thai for Internet Communication

Karnrawee Chomchoei
The Institute of Culture and Arts,
Srinakharinwirot University, Bangkok, Thailand

Abstract: This research is aimed at the study of Thai netspeak in the age of globalization during 2012-2013. Thai netspeak is examined utilizing examples presented in the mass medium language and in teenager love stories (novels). The study utilized the social linguistics research method and stylistics analysis

The central conclusion of this research suggests that Thai netspeak is a new variety or version of the Thai language that does not share the same features of traditional speech and writing, but is rather a register of the new generation Thai for Internet communication where communication is primarily by typing and where the text is shown on a computer or Smartphone screen. The research found 6 distinctive features of Thai netspeak 1) Spelling Variation 2) Special Typing 3) Using Emoticons 4) Creations of the noew words 5) Using Symbols 6) English and Thai words Mixed in one phrase or one sentence.

Thai netspeak used as a Mass Medium language is used to primarily satirize, to create a parody or to enhance the visual attractiveness of traditional written communication. For example, in teenager love stories (novels) when the last of characters are repeated this is used to show the character's emotional voice and enhance the general tone of the story. Emoticons are used to show the character's emotions.

Keywords : Thai netspeak, the register, new generation Thai, Internet communication

1.INTRODUCTION

In Thailand, there are two schools of thought concerning emergence of Thai netspeak. The first, is concerned that the new generation Thai wasting too much time chatting on the internet and that they will eventually use Thai netspeak in writing and speaking, which will cause of the evolution of Thai written language and Thai speech. The second school of thought does not worry about that. Some of them are certain the new generation Thai will use Thai netspeak only for a short time. It is pop-culture of the moment ("จิมิ" ไม่วิบัติ ราชบัณฑิตยันเอง, 2553) But when I considered the Thai netspeak research, I found that it began around 1997 and Thai netspeak is still used in the Internet by new generation Thai. Thai netspeak is not used in Internet exclusively but can also be found in mass medium and the teenager love stories also.

There are, also, two differing opinions about netspeak in linguistics study. The first opinion is that netspeak is new form of human communication. It is more than aggregate of spoken and written features. It is neither "spoken writing" nor "written speech", it is something fundamentally different from both writing and speech, it is a fourth medium (David Crystal,2001 : 238) The contrasting opinion of netspeak in linguistics is that it is the result of merging speech and writing language; essentially, it is speaking by writing (Davis & Brewer, 1997)

It is interesting to study the features of thai netspeak during 2012-2013 for understanding it as a fourth medium or the result of contact between speech and written language. In addition, I introduce Thai netspeak in teenage love stories and in Mass medium language, where it is used for special meaning.

2.RESEARCH METHODS

This research surveyed and gathered Thai netspeak from the primary forums of new Thai generation. These include these popular Thai websites ; www.yenta4.com, www.dek-d.com, www.panthip.com and www.facebook.com. The research found words that were different from standard Thai language and always used in those forums. Specifically, Thai netspeak was found in mass medium news headlines, Thai song's title, Thai movie's title and in teenager love stories published in 2012-2013.

Two research methods were used in this study. 1) Sociolinguistics Research. It is the study of the the relationship between language and society. 2) Stylistics Analysis. It is a part of several linguistics methods. It used for critical analysis of language style in order to understand the aim/intent of the text sender and the result/effect on the text receiver (such as the feeling, meaning understanding).

The important concepts in this research are from linguistics; the nature of language and language variety

The nature of Language: The language is a medium for communication of the humans. It has the features similar to the culture. It relays from a generation to a generation. It is systematic and humans come to use it by learning not by instinct. Further, language is changeable. It changes according to changes in lifestyle or society. This concept is helpful for understanding Thai netspeak as a medium for communication. When the society changed and created Internet communication, there was limited space for each message, there was a need for fast typing, there was no face to face interaction where one can see countenance and where one can hear tone, inflection or rhythm. Thus a new form of communication was created in order to enhance understanding and emotion with in the context of the Internet. Specifically, Thai Netspeak allows for an emotional face and emotional voice through a special language.

Language Variety A variety of language which is a system of linguistics expression where its use is governed by situational factors. In its broadest sense, this notion includes speech and writing, regional and class dialects, occupational genres (such as legal and scientific language), creative linguistic expression (as in literature) (David Crystal, 2001 : 6-7)

3.FINDINGS

Thai netspeak features in the age of globalization during 2012-2013 recognized 6 main types.

3.1. Spelling Variation: this variation means the language forms are modified but only partially modified from the orginal word. (change some part, not change all)

1) General spelling variation for example อยู่ - อยู่, รูป - รุป, ไม่รู้ - ไม่รู้ ,   ทำไม -ทำมัย, ใจ - จัย, ใคร — คัย

2) Pronunciation spelling variation for example จริง-จิง, เสร็จ -เส็ด, เศร้า - เส้า, กรรม - กำ, ธรรมดา - ทำมะดา, จ๊ะ - จ่ะ, อะ - อ่ะ

3) Impact to speech spelling variation for example เลย - เรย, แล้ว -แว้ว, จ้า - จร้า, บ้า - บร้า, ค่ะ/คะ - คร่า/คร้า

4) Spelling variation at the last alphabet of the word/phrase for example ชะงั้น - ชะงั้ล, เขิน - เขิล,   กัน - กัล

3.2. Special Typing: Variations and changes in typing in order to show emotion or special meaning.

1) Alphabet Special Typing: There is the case where the last letter is repeated or a special symbol is repeated such as ?(question mark) , ! (exclamation mark) and ๆ (Mai ya mok in Thai language) for present the tone of the voice. For example กรี๊ดดดดดดดด ไม่อาวววว ก๊ากกกกกก จ๋าาาา or for present the frequency and quantity for example ปบมือๆๆๆ (it means to clap many times) มีความสุขมากๆๆๆๆ (it means to be very happy) or for the meaning emphasize for example เอามาให้อ่านขำๆๆๆจ้า (to emphasize the meaning of the word "ขำ") คืนดีๆๆๆๆๆๆกาน (to emphasize the meaning of the word "คืนดี")

2) Space Character for present seriously tone: for example โ ช ค ดี เ พื่ อ น (Lucky, my friend) ข อ โ ท ด น ะ (I apologize)

3.3. Use of Emoticons: The use of emoticons in order to display emotions or countenance. Emoticons were created for solving the problem in internet communication; the communicants can not see each other and can not hear each other voice

3.3.1) single emoticons for example

A: เกรดออกแล้ว ไม่ได้ A นะ

B : T^T

3.3.2) Emoticons with text It is used to display the text sender's emotions and action for example

เพลงแน่นอก ^___^ สุดยอดไปเลย (smile)

สู้ๆนะคร้า ^^V (smile and show V sign)

ไปด้วยยยยยย!! ^^/ (smile and show hand up)

4. CREATING NEW WORDS:

*1) Laughing Word*s: There are several newly created words which display "laugh" meaning. There are different laughing acts and different feelings. For example: onomatopoeia words 555 อ่าๆๆ เอ๊กกกกก , The word represents the laugh sound such as อิอิ คริคริ ที่ที หุหุ

2) Interjection Words: They have several feeling interjection words. For example แอร้ยยย! อร๊ายยย! อัยย๊ะ! หึะ! เง้อ! จ๊ะ/จ่ะ เย้ย! ง่า!

3) The ending of Sentence Words: – in Affirmative sentence. For example อะ/อ่ะ, จิ as the sentence สวยอะ ซีดเลยอ่า ลำคานอะ เพิ่งทำเสร็จจิ – in question sentence For example อ่า อะ/อ่ะ จ่ะ จิ as the sentence เท่าไหร่อ่าคะ ทำไรอะ ช่วงนี้ไม่มีแต่คนนอนดึกง่ะ ไปไหนมาจิ

4) "Nod" action words: Some words are used to display a "nod" action for reply the affirmative sentence. For example อืม อะจ๊ะ อ่าน้า/อะนะ งืม จือ/จือๆ

　Such as 　　　　　 A : อาทิตน์นี้จิ กลับบ้านนนนน...

　　　　　　　　　B : อืม...

5) other words: such as เทพ. เทพ means God. It means someone who has special talent or is very clever about doing something. For example, in an online game the player can raise his skill level by doing many quests. If he has a high level he will acquire a special skill, such as can flying, driving under water or having a pet etc. Such as หล่อขั้นเทพ (handsome same God) ฝีมือระดับเทพ (clever same God)

5. USING SYMBOLS:

1) ? (question mark) Thai language does not use question mark but in Thai netspeak the use of question mark symbol is used in the question sentences. I assume the text sender wants to make sense so fast to text receiver. They use it for receiver can notice it is question, not affirmative sentence. For examples เจอคนไม่รู้จักมาขอถ่ายรูปด้วย ทำยังไงดี?? จำน้องด้ายยยมิ? เพื่อ?

2) ! (exclamation mark) It used for attract to the text receiver. For examples แก๊งนมอุ่น..จัดหนักไปนะ หลัง ดีแบตว่ะ!! อย่าให้เราต้องสวยแค่หน้าตาอย่างเดียว!!!

3) ... (Ellipsis mark) It used for continue meaning. It is English influences. Such as แต่เคยเจออีกแบบ คนตัวสูง...เจ้อ เค้าตัวเตี้ย...นั่งข้างหลัง ซวยเลย, มีความสุขมากๆ ร่ำรวย...มั่งคั่ง...มั่นคงจะตู้กกี้

6. ENGLISH AND THAI WORDS MIXED IN ONE PHRASE OR SENTENCE:
In Thai netspeak I found English words that always used in speech also. For example Ok จ้า ไม่เคย Fake Thanks จ้า กระทืบ Like

　　From this result, we see Thai netspeak is used for solving the problem in internet communication. The communicants can not contact by face to face, can not see each other emotions or action, can not hear each other voices and need to type fast for robust communication. Therefore, new generation Thai created Thai netspeak language for enhancing communication via the internet. Emoticons are used to show the emotions and action, the last of characters are repeated to show the tone of voice or emotion voice and spelling is changed with some words for faster typing. Furthermore, they created new words from always wrong typing. Such as เทพ. It always type wrong to เมพ (because the alphabet ม and ท are closed at keyboard), after that เมพ becomes to new word in same meaning of เทพ. The word ครับ type wrong to ครัช always, after that ครัช becomes to new word in same meaning of ครับ. The new words used for "nod" action in affirmative sentence. Such as อือ อืม จือ and they created the words to show the character. Such as there are many words has sub-meaning about cute or childhood character. For examples ชิมิ คิดถุง จุงเบย อิอิ. All of this supports the opinion about netspeak "It is neither 'spoken written' nor 'written speech', it is something fundamentally different from both writing and speech, it is fourth medium" (David Crystal,2001 : 238)

Thai Netspeak Used as a Mass Medium Language
　　Thai netspeak is a variant from standard Thai language. Many Thai netspeak words display funny, childhood character and intimately meaning. So Thai netspeak used as mass medium language is primarily to satirize, to create a parody or to enhance the visual attractiveness. For example the headline in **M2F newspaper** on July 10th 2013 "รวยจิงรัชจิงมิธรรมดา เณรคำ โกยแล้วโยม ซุกอเมริกา" They use "รวยจิงรัชจิง มิธรรมดา" instead "รวยมากจริงๆไม่ธรรมดา" This headline presents the meaning to satirize a monk, his name is "Kam", he is wealthy from money laundering.

　　The headline in political news, **Komchadluek online** on August 8th 2013 "อุดมการณ์ปฏิวัติจุงเบย!! : มนุษย์สองหน้า" by Kan Salika. This headline used Thai netspeak word "จุงเบย" instead standard Thai word "จังเลย" for satirize the red shirt protesters who come to Bangkok and show red star symbol for present they come for revolution Thai politic to complete democracy. But Kan says red shirt protesters not do for democracy but do for a wealthy capitalist who is the back up of them.

　　Thai netspeak used in the parody movie's title for enhance the visual attractiveness and present funny substance. For example, the movie "ผู้ชายลัลล้า" by Ped choenyim, which is a story about 3 men who are best friends. Each has a wife but they flirt with other woman. Their wives follow them and discover what they do, so there are many funny happenings in this story. The word "ลัลล้า" means the happiness deal with independence or free from wife or work. This meaning contrast to their real status, they have wife and not free. Other example the

movie"หอแต๋วแตกแหวกชิมิ" by Poj Anon is horror comedy movie. Thai netspeak word "ชิมิ" used for present the funny story of this movie.

Furthermore, Thai netspeak is used in a song's title to enhance the visual attractiveness as well as useful for the marketing. For example "ชิมิ"song use Thai netspeak words "ชิมิ, จุงเบย, บ่องตง, งุงิ, คิดถุง, สะเบย, บับแว่, มะรู้, อัลไล" to display the singer's childhood and intimate character. For example, some lyrics from that song:

"ที่เธอตรงเข้ามาทัก เพราะฉันน่ารัก ชิมิ ชิมิ   แล้วที่เข้ามาใกล้ใกล้ เธอคิดอะไร ชิมิ ชิมิ มานั่งหล่อหล่อได้ใจ ฉันแทบละลาย ดูดิดูดิ มันเขินนะเธอ มันเขินนะเธอ งุงิงุงิ ทำเป็นมาแวะมาเวียน วนเวียนมานั่งมองตา ข้องใจเรื่องไรคะ เรื่องเล็กหรือเรื่องใหญ่ ถ้าชอบก็ลองบอกมา เพื่อว่าฉันจะถูกใจ ให้ไวให้ไว จะเก็บไปพิจารณา…"

Thai netspeak in teenager love stories (novels)

Thai netspeak is used in teenager love stories. For example, the teenager love stories of Jamsai Publishing and Z-girl publishing. I found spelling variation, emoticons use and the last of character repeated such as the story [7's] X-Sensation สูตรรักสุดร้าย ปราบหัวใจนายเพลย์บอย by Stampberry

เอ้อ~เห็นบ้านหลังนี้แล้วเศร้า   นี่ถ้าฉันทำงานไม่สำเร็จ   ไม่ได้ค่าจ้างแถมยังเป็นหนี้หัวโตเท่าลูกแตงโมล่ะก็…ฉันมีหวังได้ย้ายไปอยู่กระต๊อบใต้ทางด่วนแหงๆ   T^T เพี้ยงๆขอให้สำเร็จไวๆทีเถอะ เสียสันหลังจะแย่แล้ว
กริ๊ก~ พอไขกุญแจประตูบ้านเตรียมจะเปิดเข้าไป อยู่ดีๆ ก็มีมือใครสักคนมาจับข้อมือฉันไว้ เล่นเอาฉันสะดุ้งรีบหันกลับมามองแทบไม่ทัน
เฮือก -0-
"หวัดดี :)"
ละ ลีเทย์!!!
เขาแอบตามมาเหรอเนี่ย กรี๊ดดดดดด >_< (แสตมป์เบอรี่, ม.ป.พ : 26)

ฉันโบกมือให้เขาแล้วรีบลงจากรถ   ก่อนที่ความหล่อกระแทกใจจะเข้ามาละลายความโกรธเคืองในใจฉันให้สลายเป็นผุยผง   ฮือๆ   เสียดายจัง เราเจอกันช้าปายยย >_< (แสตมป์เบอรี่, ม.ป.พ : 35)

Another example from a teenager love story from Z-girl publishing "มาเฟียที่รัก" (my love Mafia) by Noo pak boong

"ตอนนี้ทุกอย่างก็จบลงด้วยดีแล้วนี่"
        "^^" นั่นสินะ ทุกอย่างจบลงด้วยดีแล้ว ~~~
        "พี่รักแตงกวานะ"
        "O.O"
โอ๊ะ ">.<" เขิน
พี่มิ้นท์สบตาฉันแล้วก็ จุ๊บ !!
O.O แว้กกกกกกกกกกกกกกกกกกกกกกกกกกกกกกกกกกกกก
ตกใจยกกำลังสอง พี่มิ้นท์จุ๊บฉัน กลางสนามบินด้วย กรี๊ด!
ไหนว่าจะรอที่ที่ไม่มีคนแล้วค่อยจุ๊บไงคะ
>_< อ๊าย ฝันไปรึเปล่าเนี่ย ครั้งแรกที่พี่มิ้นท์จุ๊บ
นี่คือเรื่องจริง นี่คือเรื่องจริ๊งงงงง อิง อิง อิง อิงงงงง (นู๋ผักบุ้ง, 2549 : นำเรื่อง)

        กรี๊ด !!!!!!! บ่ายโมงแล้วเหรอเนี่ย >_< อ๊าย…ทำไมฉันตื่นสายแบบนี้ สงสัยเมื่อคืนจะนอนดึกไป แงๆ อดเห็นหน้าพี่มิ้นท์สุดที่รักในตอนเช้าเลย ฮือ…ฮือ (นู๋ผักบุ้ง, 2549 : 47)

The emoticons such as >_< T^T O.O >.< are used to display the character's feeling and countenance. The last of character repeating such as กรี๊ดดดด เอี๊ยดดดด show the character's emotional voice and general tone in the story. The spelling variation is used for fun narration. The teenager love stories do not need the beauty phrase. The writer wants to quickly describe the action so the reader can easily understand. I believe the teenager love story authors publish their stories in web blog first, then publish it as book. The editor did not take out the Thai netspeak words from the story, it means they pretend to use Thai netspeak in teenager love story. The stylistics language in teenager love story is created from the effect of Thai netspeak.

Summary and Discussion

Thai netspeak during 2012-1013 has 6 distinctive features 1) Spelling Variation 2) Special Typing 3) Using Emoticons 4) Creation of New Words 5) Using Symbols 6) English and Thai word Mixed in one phrase or one sentence. It accords the research hypothesis. The new finding in this research is Thai netspeak is new register of Thai language, it is the effect from internet communication. Thai netspeak is neither spoken written nor written speech, but it is something fundamentally different from both writing and speech, it is fourth medium. Thai netspeak is used as the mass medium language in headline, movie's title and song's title to display the parody meaning and enhance the visual attractiveness. Thai netspeak used in teenager love stories such as spelling variation (for fun substance), use of Emoticons (for present character's emotions and countenance) and the last of character repeating (for show the character's voice and the general tone in the happenings in the story). The language stylistics in teenager love stories created from the effect of Thai netspeak.

This research uses linguistics method to study. The concept "The nature of language" and "Language variety" are useful and help us understand Thai netspeak as a new medium for communication of human in globalization. Moreover, Thai netspeak was created as a result of the communication problem with the internet. Namely, the communicants can not see each other and can not hear each other. Thai netspeak signify the human intelligent, we can create new communication technology, while we can create the language for use in that communication also.

Reference

"ชิมิ" ไม่วิบัติ ราชบัณฑิตยันเอง, 2553, 12 พฤศจิกายน. ข่าวสดออนไลน์.

นิตยา กาญจนะวรรณ. 2554. **ภาษาของโลกไร้สาย: จัดการอย่างไรดี.** เอกสารประกอบการสัมมนา

ทางวิชาการ เรื่อง "นโยบายภาษาต่างประเทศ : ภาวะวิกฤตที่ต้องแก้" วันที่ 29-30 สิงหาคม 2554 ณ ศูนย์ประชุมบางกอกคอนเวนชันเซนเตอร์ กรุงเทพมหานคร.

นู๋ผักบุ้ง. 2549. พิมพ์ครั้งที่ 3. **มาเฟียที่รัก.** กรุงเทพฯ : แซดเกิร์ล สถาพรบุ๊ค.

แสตมป์เบอรี่. ม.ป.พ. **[7's] X-Sensation สูตรรักสุดร้าย ปราบหัวใจนายเพลย์บอย.** กรุงเทพฯ : แซดเกิร์ล.

อมรา ประสิทธิรัฐสินธุ์. 2548. **ภาษาในสังคมไทย ความหลากหลาย การเปลี่ยนแปลงและการพัฒนา.** กรุงเทพฯ : จุฬาลงกรณ์มหาวิทยาลัย.

David Crystal. 2001. **Language and the Internet**. Cambridge: Cambridge University Press.

Yuphaphann hoonchamlong.(2003)**. E-Thai : Thai Language in the New Millennium.** Paper

presented at Ninth International Conference on Thai Studies,Northern Illinois University, 3-6 April 2005.

Contribution Of Body Language On An Efficacious Interpersonal Communication

Gülsüm ÇALIŞIR
Communication Faculty Department of Public Relations and Publicity
Gümüşhane University, Turkey
gulsumcalisir@gumushane.edu.tr; gulsumcalisir@yahoo.com

"Our individualism's being appearent through the traces over our faces, is our weakest side that delated us, because our faces are observed and their expressions are believed more than our words."
Francis Bacon.

Abstract: Man's being a social entity, is the result of his living together with others. In this way, we tend to recognize the world out of us as well as ourselves, by establishing relationships with them. By the help of this relationship, a communication medium becomes true. While the communication individual realized with the ones out of himself is called "interpersonal communication", mentioned communication's being sustainable depends on the effectiveness of the communication. And to assure an effective communication medium, communication abilities must be effective, too. An effective communication is undeniably important especially in interpersonal communication. In this context, it is known that bodylanguage was effective in communications being effective and healthy. In this way, it is possible to say that body language had a serious contribution on making the messages sent and taken between source and taker more clear, and on their becoming more understandable and significant in interpersonal communication. Moving through this thoughts, importance of body language in an effective interpersonal communication had been supported with informations gained through literature review, and it had been explained by examples how important body language was in an effective communication and which way it contributed communication, in this study.
Key Words: Effective communication, interpersonal communication, body language.

INTRODUCTION

Interpersonal communication is a communication type executed for the aims like providing needs on various subjects, expressing the wishes, expressing ourselves to the others, establishing and sustaining relationships with the others. In this context, effectiveness ability of interpersonal communication whose source and target were formed by people, is bringing together the use of body language in communication. Body language is an effective way used in every kind of interpersonal communication. Thanks to the use of body language, as communication is getting richer, it becomes more healthy, and continuance of communication is supplied. Because many body moves which couldn't be explained by words or put into words play vital role for communication. For instance, in a situation that words said were unsatisfactory for cheering up one who was crying because he was so sad, to go and hug him and share his grief can be more precious than many words that could be said. This situation, too, can lead communication strengthen, be precious and meaningful between individuals. Also, utilizing body language in interpersonal communication for improving emotions and thoughts positively is precious in terms of its laying the ground for effective communication. Our body language is the most effective thing in people's having an opinion about us at first sight. Even if we don't talk, we unconsciously implement interpersonal communication, because our bodies talk. Because of this, we must analyze and understand the body language well and make our bodies talk due to this for an effective communication to become successful in communication. As a matter of fact, effective use of body language is so important for interpersonal communication to be successful.

It is a known thruth that personalities lived in our history signed many successes both in interpersonal communication and social area by using body language effective. For instance, Conqueror Sultan Mehmet's thin eyebrows indicates that he had a meticulous and detail caring personality. Also his eyes' steadily looking at far horizons is perceived as the sign of his being after huge targets. Alternatively, Atatürk who was one of the leaders of our recent history bowed over the one he was listening to, and while this gives the impression that he approached serious to the one in front of him, it shows that he was a critical listener at the same time, and seems important in terms of reflecting the discretions of body language in a successful interpersonal communication.

In this study prepared by applying scanning model in order to be able to determine in which way body language makes contribution in an effective interpersonal communication, informations about the subject ahd been reached in literature, and study had been supported with examples and pictures.

A GENERAL VIEW TO LITERATURE

While communication is defined as transfer or receive of the message wished to be conducted by oral, audial, visual (or all together) using emotion and thought in order to make it clear to everyone; interpersonal communication is expressed as th process individuals transfer emotion and thought they cosciously or unconsciously wanted to transmit to each other, production and transmission of information/symbol by the people who were at the source and the target, their interpreting this transmission, and as a result of that a situation in which effective communication was provided to become sustainable (MEGEP, 2008: 7).

In Turkish Dictionary of Turkish Linguistic Society (2015), communication is defined as transmitting emotions, thoughts and informations to the others through the instruments like telephone, telegraph, television, radio. For communication that numerous definition made of, Zıllıoğlu, too (1993: 5), saying "If there is communication then there is interaction, and if there is interaction then there is communication.", actually had underlined interpersonal communication also. Solomon and Theiss (2013) who stated that symbols were used in offering and sharing ideas in interpersonal communication, had pointed to the said symbols to be the talk sor the body moves used during interpersonal communication. On the other hand, emphasizing that nonverbal communication, in other words body language had an important place in interpersonal communication, authors declared that our body's conscious or unconscious moves transmitted a message in the origin of communication, and these transmitted messages had different meanings from culture to culture.

Being a social entity, human needs a communication medium to overlevelse. Thanks to this communication medium, human has the oppurtunity to tell himself to the one in front of him, to transmit his emotions and thoughts, to express what his demands, needs and aims were, and to learn what were the thoughts of the ones in front of him about that matter. In this manner, a ground for an interpersonal communication is seen to be created. Emphasizing that the mentioned communication medium was the place where individuals make each other happy and have satisfaction, or setle on after quarrelling, Özşaker (2013: 4) states that individual had opportunity to understand his self esteem in consequence of positive or negative responses the ones in front of him gave.

Habermas (1997), is pointing that there were a few points in the basis of healthy performing of communication. According to this, subjects like every human's being one and only, having the same rights with the one in front of him while establishing communication, and having right to decide, and there be voluntary basis in the relationship that would be established, and to show respect to the special life form the foundation of communication process'being effective and sustainable. Also Armağan (2014: 32) is telling that there was the thought to accept that the one in the opposite side was precious and special in constituting the basis of effective communication and preparing the ground to start a trustworthy relationship. If this is done with regarding the points like transferring emotions of thoughts without ruffling the opposite one's feelings and with behaving inside the borders of respect, presenting natural behaviours, starting to talk with a smooth voice tone, being attentive to indicators except voice (gesture, mimic, body language), making it possible fort he others to participate communication, purifying from bias by being far from judgimental and accusatory expressions, and empathizing with, he states that both quality of communication would increase and it would lead individual to improve himself.

Body language has an effective duty in sending messages and understanding them in interpersonal communication. Emphasizing that body language was the first dealing tool of the people, Baltaş and Baltaş (2000: 111) had told that the states like emotion, thought, desire, need etc. Were transmitted to the other people by body language. While Selçuk (2000: 130) is declaring that body language which was characterized as nonverbal communication, Molcho (2000: 14) had drown attention that body language wasn't unsteady like words, was hard to control, and at the same time was effective.
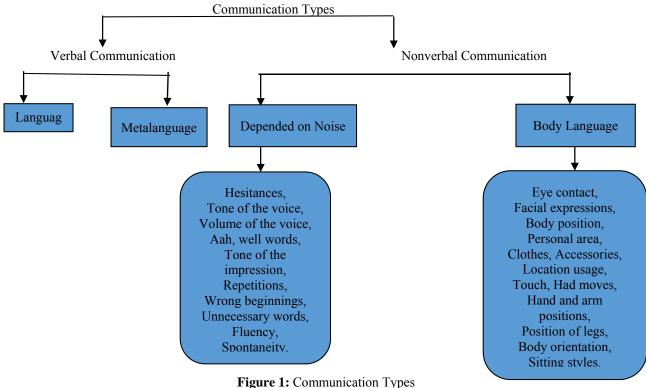
Studies implemented in national and international areas had emphasized the importance of body language. As communication, especially interpersonal communication was the subject, it had been understood that the importance of body language was hidden in reflecting the things left as secret, emotions, thoughts and expressions that wasn't or couldn't be put in words. A good reader can reach a precious treasure by solving these hidden secrets of body language. It is possible to say that an effective interpersonal communication occured by the help of body language, as this stage was reached.

We couldn't reach any applied research directly measuring body language's effectiveness in interpersonal communication during literature review, but it had been determined that generally education scale of the matter was dwelled upon in the studies on this subject. According to this, in Habacı et al.'s (2013) study named "*Effects of Body Language on Education*", what reflections of teacher's body language in classroom and perceptions of students on this matter wolld be is told. It had been understood that the study emphasizing teacher's making students feel himself by using body language, establishing an effective communication with his environment, being cheerful, affectionate, patient and tolerant while doing these, had been done as literature

review. Also Çalışkan and Yeşil's (2015) study titled "*Teacher's Body Language On Education Process*" is seen to be implemented similiar to the studies of Habacı et al. In mentioned study, emphasizing taht teacher was one of the architects of the society, it had been expressed that society had a certain effect on the change of society's cultural structure. It is narrated that body language of the teacher who is ahead of the society and a pathfinder for it was effective on students especially during teaching-learning process and was important on behalf of laying ground for providing a positive communication medium.

Studies about interpersonal communication is showing that verbal communication was effective in the rate of 30% but nonverbal communication 70%, and meaning in communication constituted face to face was understood 10 % from the words, 30 % from voice tone and 60 % from mimics (İzgören, 2000: 6). Facial expressions, body movements and voice tone had been always effective in making verbal communication meaningful in interpersonal communication. Thus, nonverbal communication had supported and reinforced verbal communication while giving important and trustworthy hints in giving the meaning and interpreting verbal context. Along with that, nonverbal communication can have more than one meaning because it reflects emotions. For instance, as silence can be understood as indicator of a certain esteem, it can also mean tiredness, anger, incuriousness and embarrassment. In situations like this, using verbal and nonverbal communication together to make meaning more understandable will be effective. Accordingly, Cüceloğlu's (1992) expressions on nonverbal communication that it indicates emotions, it is an effective type of communication, it is meaningfull and so can be uncertain, draws attention.

Communication types are tried to be briefly explained in Figure.1 for ruly epitomising the informations gathered as a result of literature review implemented, and showing the flow in communication implemented as verbal and nonverbal communication.

Figure 1: Communication Types

Body Moves and Their Meanings

Head's Position:

Position the head takes is very important in interpersonal communication. While Schober (1994) states that even an ordinary pose of head largely affects interpersonal relation, Erdem (2009), emphasizes that if head position of the one was leaned in the one opposite to him during interpersonal communication, it meaned that the one having this head move took the one opposite to him seriously.

Eye Contact:

With George Herbert's words, *"The language the eyes talked is the same everywhere."*, it is understood that one of the unchanging meanings of body language was eye contact in interpersonal communication. With our looks, our spiritual states like if we are interested in the subjects talked, and if we are angry or cheerful are emerged, too.

One of the basic terms of establishing a more effective communication with the opposite one in interpersonal communication is to establish eye contact. On condition not to disturb the opposite one but on behalf of making him feel that you listened to him, establishing short term eye contacts is important (Çalışkan and Karadağ, 2010). This state gives hints to both that the opposite one was valued and taken seriously, amd a healthy communication was established.

Our emotions and thoughts we verbally expressed become more meaningful by integrating with our body movements and contribute interpersonal communication to be more effective with that. Those kind of expressions relating to body language is important in terms of their being helpfull to reachen interpersonal communication and to increase the effect of communication.

Facial Expressions:

There are six main points in facial expressions which was one of the expression styles of our emotions. It is possible to order them as happiness, fear, anger, astonishment, sadness and repulsion. In Figure.1 it is possible to see the image that these emotions were transmitted.
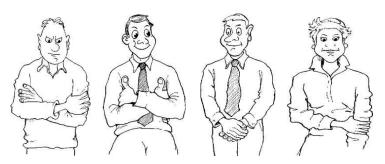

Figure 1: Facial expressions. *Source:* Saunders (2012).

Hand and Arm Positions:

One of the most effective body organ humans use to express themselves are hands. Hand movements' supporting the words told is important in terms of increasing the power of communication. Positions of the hands may be different in meaning. Accordingly, hands' being overlapped represents obliqueness. While hand's holding other hand's wrist on front part of body is meaning respect and retrain from, doing the same on back part is perceived as sign of eligibility. On the other side, hands' standing open to the one on the opposite is meaning that there was nothing to hide (Kaşıkçı, 2004).

When it comes to interpersonal communication, individual's taking himself a keying position to the outer world by crossing his arms can mean bonding a wall against communication. Because people tend to cross arms when they want to feel themselves safe (Çalışkan and Karadağ, 2010). Accordingly, in the arm positions shown in Figure.2, it is possible to see reflections of the expressions like feeling self under duress – stressed, having something to say, self-assured, and being half open to communicate.

Figure 2: Hand and arm positions.

It is approved to offer the figure below on account of its showing reflections of body language and giving little opinion about the meanings of the movements.

Figure 3: Body language graphics and their meanings.

*Source:*https://tok2014.wordpress.com/2013/03/22/nonverbal-communication-and-body-language/comment-page-1/

Gesture and Mimic Actions:

Use of facial moves is defined as mimic; moves emerged from the use of the other parts of the body like hand, arm, leg is defined as gesture (Altıntaş and Çamur, 2005). Each movement of the mentioned regions is loaded with a different meaning and message.

Meanings of Generally Affirmed Body Moves:

Body movements that we tried to explain the meanings of, are a kind of nonverbal communication and are called as physical movements helping to transfer message to the opposite one without talking. Goldberg and Rosenfeld (2014) who expressed that related movements could reach their common meanings in consequence of reviewing

the body movements, are talking about a classification. Accordingly, while defensive body movements are shown as crossing arms and legs, bending eyebrows downwards, less eye contacts, and standing strong; situations bending head sideways, touching cheek or chin, craning forward are matters of subject in evaluation movements. While movements squinting lips and eyes, swinging, clearing throat, playing with an object like pencil, jewel etc., and tipping fingers are indicating nervousness, regularly controlling the watch is the indicator of impatience, and smile, open eyes and hands, and a strong voice tone are showing that individual was earnest for the job that will be done. Also Saunders (2012) explained the meanings of body movements as *"Walking erect means confidence; rubbing hands, discomfort; uniting hands over chest, self-defence, discomfort, less attention; rubbing eyes, doubt and insecurity, tiredness; uniting hands at the back, anger; bending hands over cheeks, evaluating and thinking; eating nails, nervousness; touching slowly the nose, lying, being under pressure; playing with ear, dubiousness."*

In this sense, in the light of informations obtained from literature, it is possible to summarize briefly which movement means what about body movements like that: **Hiding hand:** Hiding left hand means person is hiding something about his personal feelings or life. Hiding right hand means to hide something about vocational life. **Hiding thumbs:**Means anxiety, doubt, feeling under threat, and emotional discomfort. **Scratching head:** Points at whirl, trying to understand. **Rubbing ear's back:** Means missing the point, whirl, anxiety. **Playing with forehead:** Represents states like hesitation, worry, doubt, trying to decide. **Touching between eyebrows:** Means focusing, concentrating, trying to remember. **Playing with lower jaw:** Means wish to express self, preparing self to talk. **Holding chin:** Means feeling self mistrustful and wish to be stronger, competition, power wish. **Hiding the mouth:** If it is done while listening; it indicates evaluating what was told and thinking, not believing the one on the opposite side, but if done while talking; it shows the reflecttion of situations like telling lies, shame and getting bored, and nervousness. **Pulling lips:** Means greed, self-focusing. **Touching lips:** Means wish to talk, having doubt about the thing told, hiding something. **Rubbing back of the neck:** represents negative behaviour and critical stand, but if it had been done during a mistake moment, it means positive, openness and optimism. **Crossing arms:** Means uneasiness, closeness, self-protection, less attention. **Arms at back:** Indicates hiding something and wish to establish authority.

As can be seen, numerous messages can be sent to the opposite ones without talking with body movements. This state that was tried to be explained with examples is noteworthy in terms of its showing again how important body language was in interpersonal communication. Alternatively, it is possible to say that some of the body movements that made communication this important and understandable can prevent someone's interpersonal communication. To be careful about body movements used play an important role for communication to be sustainable, because while caring the use of body movements tried to be explained above in interpersonal communication makes communication more moving and understandable, it can also suddenly inhibit communication

Alternatively, some existing ranges while establishing communication with the opposite ones in interpersonal communication are drawing attention. Mentioned ranges are important in terms of showing familiarity relation between us and the ones we established communication with. What the mentioned ranges are and the meanings of them are briefly explained downwards.

Regions Around Us:

There are regional ranges in relationships person established in interpersonal communication. First of them is special region and it involves the area about 50 cm. far from the person himself. Actually we all have worlds surrounded with fences and take the ones we want inside these fences. Special region is the last point from hese fences that we can take anyone near us. Another region is personal region and it involves a range of 120 cm. For instance, it is the region two friends keep while talking. We permit our associates, people we love and superiors to enter personal region. Another region is social region ant its range is 360 cm. It is the area we stand with people we don't know or have little familiarity in social activities like parties, meetings, sports contests. Last region can be amed as common region and involves a limitless area. It is the area people who don't know each other try to keep as soon as possible. For instance, it is the range we share while speaking to a crowded group. Figure.4, shows what kind of regions there are around us in the society we live (Reca, 2010; Açıl, 2005; Pease, 1981).
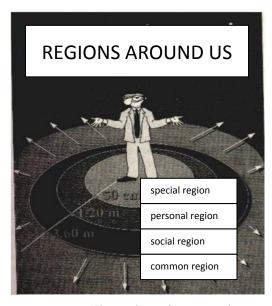
Figure 4: Regions around us.

CONCLUSION

If it is needed to make an extraordinary explanation of communication, especially interpersonal communication, imagination must be worked a lttle. Accordingly, you think a huge flower batch. Imagine that there were may flowers from rose to carnation, from daffodil to wallflower, from popp to daisy, from tulip to orchid inside that bench. As it can be understood, it is possible to see that there were flowers completing each other with their different scents and tones as well as the colour festivity enchanting people with its visuality in a colourful bech. There, actually communication is exactly the same with this. There is a bound established between different people and transfer of expressions like emotion, thought, wish is exactly the same as it was in mentioned flower bench. Becoming a whole as it changes, interpersonal communication is a medium in with enrichment of communication is provided through creating awareness. Exactly as it was in that flower bench. In a medium formed through gathering together of the people totally different from each other, relations' being arranged, their being sustainable are possible with interpersonal communication which is the basic terms for different people to be able to live together like the flowers of different colour, scent and tone coming together.

There is a common point making it easy for people almost one by one different in every matters to understand each other. This fact named body language contributes interpersonal communication to be implemented in a healthy way, and helps the mentioned communication to be enriched, to become more meaningful and understandable. Contribute of body language to interpersonal communication is so precious, because it made way for generally the formation of a common language between the ones living in the same culture despite there are differences from culture to culture time to time, and made communication meanigful through supporting verbal expressions with behaviours. In order to show how important and precious body language was in interpersonal communication, it is possible to give the example that a single look was more effective than a description made full of pages. In other words, this example shows us that the announcement wanted to be expressed, the message wanted to be given is more effective than a writing formed with pages of words. In terms of communication's renewing itself, having action in it, being meaningful and understandable, making easy and enriching transfer of messages which can't be verbally expressed, but at the same time wished to be transferred, body language has an important place in interpersonal communication.

Being one of the most talked topics, effect of body language on communication had been noticed by Hungarian who was a choreographer and dance teacher in the year 1926. Hungarian had pointed importance and alue of body language in being understandable in communication by saying "…*we can forget the words said before and after; but we don't forget the moments involving voices, signs and physical movements.*" He had said that human could implement many movements through his body and each of these would have different meanings and improve, enrich communication and make it meaningful and would make it easier to be understood (http://www.pdf-archive.com).

It will be appropriate to finish this study contribute of body language to an effective interpersonal communication was tried to be explained with Charlie Chaplin's words "*If I talk only the ones who know English*

will understand me, but everyone can understand a silent movie and world doesn't consist in America!" Chaplin spotlights in this saying of his the importance of body language's use in interpersonal communication as an element enriching and increasng communication. We are expressing our pleasure, sadness, excitement and many more spiritual states through our body language and use this to simplify and make more active our communication. As a matter of fact, the most effective thing in understanding each other of the people who don't know each other, even know the languages of each other is the body language they used. In this way, when interpersonal communication is regarded, body language draws us a road map in order to understand what the opposite one felt. In this context, while we are communicating, we can predict what kind of a step we had to take and we can make decisions to adapt ourselves to the situation we were in. Briefly, use of body language in interpersonal communication is an important situation in terms of its simplifying clarity in communication as well as providing the duration of an healthy communication.

BIBLIOGRAPHY

Açıl, Mahmut, (2005). *Öğretmenin Beden Dili*, İstanbul: Armoni Gelişim Yayıncılık.

Altıntaş, Ersin; Çamur, Devrim, (2005). *Beden Dili-Sözsüz İletişim*, İstanbul: Aktüel Yayınları.

Armağan, Ahsen (2014). "Yalnızlık ve Kişilerarası İletişim İlişkisi: Öğrenciler Üzerinde Bir Araştırma", *Uluslararası Sosyal Araştırmalar Dergisi*, Cilt: 7, Sayı: 30: 27-43.

Baltaş, Zuhal; Baştaş, Acar, (2000). *Beden Dili*, İstanbul: Remzi Kitapevi.

Cüceloğlu, Doğan, (1992). *Yeniden İnsan İnsana*, 3. Basım, İstanbul: Remzi Kitabevi.

Çalışkan, Nihat; Karadağ, Engin, (2010). *Eğitim, İletişim ve Öğretmenin Beden Dili*, Ankara: Kök Yayıncılık.

Çalışkan, Nihat; Yeşil, Rüştü (2005). "Eğitim Sürecinde Öğretmenin Beden Dili", *Gazi Üniversitesi Kırşehir Eğitim Fakültesi Dergisi,* Cilt: 6, Sayı: 1: 199-207.

Erdem, Orhan, (2009). *Duygusal iletişim ve Beden Dili*, İstanbul: Yakamoz Yayıncılık.

Goldberg, Danny M.; Rosenfeld, Manny, (2014). *People Centric Skills*, Interpersonal and Communication Skills For Auditors And Business Professionals, Published, By John Wiley and Sons, New Jersey.

Habermas, Jurgen, (1998). *Kamusallığın Yapısal Dönüşümü*, (Çevirenler: Tanıl Bora, Mithat Sencer), İstanbul: İletişim Yayınları.

Habacı, İbrahim ve diğerleri (2013). "Beden Dilinin Eğitim Öğretim Üzerine Etkileri", *Turkish Studies*, International Periodical For The Languages, Literature and History of Turkish or Turkic, Volume: 8/9 Summer: 1639-1655.

İzgören, Ahmet Şerif, (2000). *Dikkat Vücudunuz Konuşuyor – Türkiye'de Beden Dili*, İş Yaşamı ve Renkler, Ankara: Academyplus Yayınevi.

Kaşıkçı, Ercan, (2004). *Doğrucu Beden Dili*, İstanbul: Hayat Yayıncılık.

MEGEP, (2008). "Halkla İlişkiler ve Organizasyon Hizmetleri Alanı - Etkin İletişim", *Mesleki Eğitim ve Öğretim Sisteminin Güçlendirilmesi Sistemi,* Ankara.

Molcho, Samy, (2000). *Beden Dili*, (Çeviren: E. Tulin Batır), İstanbul: Gün Yayıncılık.

Özşaker, Murat, (2013). "Beden Eğitimi ce Spor Yüksekokulu Öğrencilerin İletişim Becerileri ve Benlik Saygıları", *IJTASE – International Journal of New Trends in Arts, Sports and Science Education,* Volume: 2, Issue: 3: 29-39.

Pease, Allan, (1981). *Body Language*, How To Read Others' Thoughts By Their Gestures, London: Sheldon Press.

Reca, Ömer Faruk, (2010). *Başarılı ve Güzel Beden Dili ve Konuşma Sanatı,* Ankara: Tutku Yayınevi.

Saunders, Jane, (2012). "Types of Nonverbal Communication and Body Language", Save Date: 04.09.2012. http://global-learning.ucoz.net/Worksheets/Grammar/types-of-nonverbal-communication-and-body-language.pdf Erişim Tarihi: 20 Ağustos 2015.

Schober, Otto, (1994). *Beden Dili*, (Çeviren: Süeda Özbent), İstanbul: Arion Yayınevi.

Selçuk, Ziya, (2000). *Okul Deneyimi ve Uygulama*, Ankara: Nobel Yayın Dağıtım.

Solomon, Denise; Theiss, Jennifer, (2013). *Interpersonal Communication*, Puting Theory into Practice, First Published, By Routledge, 711 Third Avenue, New York.

Türk Dil Kurumu, (2015). *Çevrimiçi Sözlük*, http://www.tdk.gov.tr Erişim tarihi: 23 Ağustos 2015.

Zıllıoğlu, Merih, (1993). *İletişim Nedir?* İstanbul: Cem Yayınevi.

https://tok2014.wordpress.com/2013/03/22/nonverbal-communication-and-body-language/comment-page-1/ Erişim Tarihi: 20 Ağustos 2015.

http://www.pdf-archive.com/2014/09/20/body-language/ *The Secrets Of Body Language*, Erişim Tarihi: 20 Ağustos 2015.