Comparıson of new medıa concept wıth tradıtıonal medıa. Perceptıon of communıcatıon students

Comparación del nuevo concepto de medios de comunicación con los medios de comunicación tradicionales. Percepción de los estudiantes

Comparação do novo conceito de mídia com mídia tradicional; percepção dos estudantes de comunicação

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Abstract

The rapid spread of the Internet and having a great deal of power in the living spaces of individuals have also caused some common practices in the world of communication to change. Although this change seems to have diminished the importance of the classical media, it is seen that the developments in the new media need to be confirmed in the traditional media. In this article, which aims to compare the new media with the traditional media understanding and examine the perception of communication faculty students, new media and traditional (classical) media understanding are defined and the importance given to both concepts is revealed. In this context, it has been observed that when the main criteria and perceptions of classical media and of the new media which have just started to be recognized are defined, the fundamental differences that separate them from each other and some similarities are starting to be clearly determined. In this study, "Focus Group Interview Method" was used as part of Qualitative Research Methods. According to Powel et al., Focus Group Interview is defined as: "A group of people selected by the researcher and brought together to debate and discuss about the problem that is being investigated, based on their own experiences." (Gibbs, 1997). Within this context, a group interview was held with the students of the communication faculty, especially senior students who were interested in social and new media. Open-ended questions were asked by the researchers to the group members. The study took place in a social environment where

Resumen

La rápida difusión de Internet y el gran poder en los espacios de vida de las personas también han provocado el cambio de algunas prácticas comunes en el mundo de la comunicación. Aunque este cambio parece haber disminuido la importancia de los medios clásicos, se ve que los desarrollos en los nuevos medios necesitan ser confirmados en los medios tradicionales. En este artículo, cuyo objetivo es comparar los nuevos medios con la comprensión de los medios tradicionales y examinar la percepción de los estudiantes de la facultad de comunicación, se definen la comprensión de los nuevos medios y los medios tradicionales (clásicos) y se revela la importancia que se da a ambos conceptos. En este contexto, se ha observado que cuando se definen los principales criterios y percepciones de los medios clásicos y de los nuevos medios que acaban de ser reconocidos, las diferencias fundamentales que los separan entre sí y algunas similitudes comienzan a ser claramente evidentes. determinado. En este estudio, se utilizó el "Método de entrevista de grupo focal" como parte de los Métodos de investigación cualitativos. Según Powel et al., La entrevista del grupo focal se define como: "Un grupo de personas seleccionadas por el investigador y reunidas para debatir y debatir sobre el problema que se está investigando, en función de sus propias experiencias". (Gibbs, 1997) . En este contexto, se realizó una entrevista grupal con los estudiantes de la facultad de comunicación, especialmente los estudiantes senior que estaban interesados en los medios sociales y los nuevos

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the participants could freely express their opinions. As a result; the views of YDU Communication Faculty students can be summarized as follows. Considering the common, asynchronous and non-massifying features, it is not surprising that the short-lived, sudden but quickly consumed news and messages of new media platforms are spreading at a rapid pace. On the contrary, classical media where the criteria of cogency, efficacy and factuality are at a higher level and where the verification of all news pieces requiring confirmation is performed still maintains its weight and presence today.

Keywords: New Media, Traditional Media, New Media Perception, Comparison.

medios. Los investigadores hicieron preguntas abiertas a los miembros del grupo. El estudio se realizó en un entorno social donde los participantes podían expresar libremente sus opiniones. Como resultado; Las opiniones de los estudiantes de la Facultad de comunicación de YDU se pueden resumir de la siguiente manera. Teniendo en cuenta las características comunes, asíncronas y no masificantes, no es sorprendente que las noticias y mensajes de corta duración, repentinos pero rápidamente consumidos, de las nuevas plataformas de medios se difundan a un ritmo rápido. Por el contrario, los medios clásicos donde los criterios de coherencia, eficacia y factualidad se encuentran en un nivel más alto y donde la verificación de todos los artículos de noticias que requieren confirmación todavía se mantienen, siguen teniendo su peso y presencia en la actualidad.

Palabras claves: Nuevos medios, Medios tradicionales, Percepción de nuevos medios, Comparación.

Resumo

A rápida disseminação da Internet e ter um grande poder nos espaços de vida dos indivíduos também fizeram com que algumas práticas comuns no mundo da comunicação mudassem. Embora essa mudança pareça ter diminuído a importância da mídia clássica, vê-se que os desenvolvimentos na nova mídia precisam ser confirmados na mídia tradicional. Neste artigo, que visa comparar os novos meios de comunicação com a compreensão da mídia tradicional e examinar a percepção dos alunos de comunicação, novas mídias e compreensão da mídia tradicional (clássica) são definidos e a importância dada a ambos os conceitos é revelada. Nesse contexto, observou-se que, quando se definem os principais critérios e percepções da mídia clássica e das novas mídias que acabaram de ser reconhecidas, as diferenças fundamentais que as separam e algumas semelhanças começam a ser claras. determinado. Neste estudo, o "Método de Entrevista do Grupo Focal" foi utilizado como parte dos Métodos de Pesquisa Qualitativa. Segundo Powel et al., O Focus Group Interview é definido como: "Um grupo de pessoas selecionadas pelo pesquisador e reunidas para debater e discutir sobre o problema que está sendo investigado, com base em suas próprias experiências." (Gibbs, 1997). Dentro deste contexto, uma entrevista em grupo foi realizada com os alunos da faculdade de comunicação, especialmente os estudantes seniores que estavam interessados em mídias sociais e novas mídias. Perguntas abertas foram feitas pelos pesquisadores aos membros do grupo. O estudo ocorreu em um ambiente social onde os participantes puderam expressar livremente suas opiniões. Como um resultado; os pontos de vista dos alunos do YDU Communication Faculty podem ser resumidos da seguinte forma. Considerando os recursos comuns, assíncronos e não-massificadores, não é de surpreender que as notícias e mensagens de plataformas de novas mídias repentinas, mas rapidamente consumidas, estejam se espalhando em ritmo acelerado. Pelo contrário, a mídia clássica onde os critérios de coerência, eficácia e factualidade estão em um nível superior e onde a verificação de todas as notícias que exigem confirmação é realizada ainda mantém seu peso e presença hoje.

Palavras-chave: Novas Mídias, Mídia Tradicional, Percepção de Novas Mídias, Comparação.

Introduction

- Overview of Traditional Media and New Media: The ability to "be aware, know, learn, realize, and be curious about the most irresistible" that can be described as one of the natural elements of human nature can be considered as an important part of being a social entity. People being valued as individuals in social life, their acceptance, and the relative value that the society gives to the individual are often directly proportional to the knowledge they possess, their intellectual abilities, and their level of knowledge in some subjects. It is supposed that the thirst for knowledge in people is a phenomenon that sometimes gets activated by the collection of values instilled by the environment, and from time to time by a sense of curiosity which cannot be prevented (Binark, 2013).

It is not surprising that the characteristics that are sufficient are less and less as we go back in history from today. However, advances in developing technology, communication, and differentiation in the way of receiving and notifying news also force us to take the seat of objects rather than being subjects. A few years ago, being informed was highly valuable, whereas today, being effective and the types of responses given to stimuli are much more important. The passive viewer, listener, reader role of the audience in the traditional media has evolved into a more active structure in the age of media transformation. (18) With the use of digital language in all communication technologies, there are three basic features of new media technologies that enter our lives. These are: Interaction, Disassociation and Asynchronicity. (Rogers and Seddon, 2003; İspir, 2013).

In the process of communication where the new media concept is effective, interaction is as important as the effect of communication of the source. How the target segment evaluated the communication from the source, how they respond, which media they use, and when and where they give feedback can be quantified, evaluated, and defined (Birsen, 2013).

One of the characteristics of the new media, the concept of "interaction" is a concept that has been discussed over its definition since the 1990s and has been repeatedly redefined. The concept of INTERACTION is one of the fundamental characteristics that distinguish the new media from the traditional media environment. INTERACTION defines a strong structure that brings the media content and the user closer,

individualizes media usage, and offers a large number of user options. The interaction possibilities of the new media have diverted individuals from being a passive recipient and put them in a more active position. Individuals defined as audience, reader, listener in traditional media are defined as users in new media. (Rogers and Seddon, 2003; İspir, 2013).

Traditional media and new media; the most important difference between these two concepts is the ability of users to be a source at the same time. The target audience, or the viewers, listeners and readers as the old saw, has become an indispensable element for new media with its effectiveness and ability of being a source at the same time. Each newsgroup intends to be on the front-line with how many feedbacks and/or comments they receive in response to the messages they post on internet portals (Yıldırım and Şimşek, 2006).

From here, how the traditional media looks at news, and how new media looks at news and their priorities show differences. In traditional (classical) media, it can be said that the feedback from the viewer, listener, or reader is almost ignored, while the new media is fighting to come into existence with these notifications. It is seen that circulation, ratings and radio audience researches are replaced by digital figures, feedback, likes and comments and their statistics. It is also very important to be able to read data in a technological age where digital data can be traced, interpreted, and statistically analyzed, and even the information on when exactly, down to the minute and seconds, these feedbacks are made can be conveniently obtained (Carlson, 2005).

Nevertheless, the extent to which the sensitivities to social events are perceived, at what intensity and at what stage is particularly important, especially in economic context. It is clear that in an economic regime in which all publishing is linked to costs, advertising relations and publications specific to individuals or certain groups have a major influence on the correct and efficient use of resources. That is precisely at this point, the general understanding of broadcasting in the classical media concept clearly indicates that the messages cannot always reach the right audience or the actual target audience in. However, with the data networks of new media, which can be measured, the source can reach its target audience with near to perfect precision (Widmann, 2002).

Another feature of the new media, disassociation; Traditional means of communication were either a technology that allowed mass communication or direct communication between individuals. The environments we define as new media have the ability to send and receive private messages from a large set of users. While the messages sent by traditional media are being sent out to cover all audiences, readers and listeners; new media have developed the ability to send private messages to individuals that are part of the mass. (Rogers and Seddon, 2003; İspir, 2013).

In the new media approach, the necessity of transmitting news and situations from the source at the same time and thus causing an impact at the same time has ceased to exist. There is no obligation for a message that is broadcast or published via social media to be received at the same time. Individuals can reach social media or data networks without time and space limitations. The unity of time and often space in the classical media understanding do not apply to new media (Rafaeli, 2005).

Another feature of the new media is "Asynchronicity". Being asynchronous removes the necessity of synchronous mutual communication of new media information. The individual has become even freer with new media in the sense of accessing, receiving and transmitting information. New media users, who do not have the obligation to receive content when it is presented, have become freer in terms of time. There are different solutions to support asynchronous applications in different communication technologies. Through computers with network connectivity, individuals can access any content by accessing archive records. Therefore, a piece of information on the Internet can be accessed any time. (Rogers and Seddon, 2003; İspir, 2013).

One of the most important features of the traditional media approach is "unilaterality", transfer of news and statuses in a unilateral way that contains no interactivity. In traditional media understanding, the responsibility of reporters and those who give life to news usually ends as news and/or publications are broadcast in classical media tools. In such broadcasting, the primary, and almost the only important thing is to have error-free and timely broadcasts. It was very difficult to get feedback and the time it took feedback to reach the source was measured by

days and even weeks. This in turn caused feedback to lose its importance. We can see how the factors and effects of a process, in which the area of impact of the source was primary, how, in what ways and how much the target audience was impacted from the situation was secondary, and feedback was scarce, change as we approach present day. According to Holmes; mass media tools such as newspaper, television, radio, which are the tools of traditional media, are unilateral. (Holmes, 2006).

The traditional media has also entered into a number of interaction processes in order to be able to determine its effectiveness with the conditions of the day, determine its ratings, and to be able to detect and distinguish similarities or different sides of other competitors, and ultimately to make advantage of this situation. This can be seen as traditional media sources try to get feedback from their audiences in customized fields such as "there is a letter from the reader", "your corner" and "the reader is evaluating", which have become classics for the written press. It appears that television channels, which are considered to be one of the classical media tools and have a very high impact area, manage this interaction process by taking the criticisms, opinions and suggestions of audiences on the television programs with names such as "audience corner", "from you".

Findings and Discussion

- Comparson of New Mediaand Traditional Media Based on Student Views: In this section, where the perception of new media and traditional media by students and student opinions are discussed, qualitative data were gathered by conducting focus group interviews with students. As is known, in such interviews the answers of the individuals in the group are in interaction with each other. This allows for an enriched data collection process.

In terms of the comparison between new media and traditional media, one student made a comparison in terms of participation with the following statement: "New media is news focused. We can reach news via various social media, such as "youtube, instgram, facebook, etc…" channels. Aside from social media, there are blogs and internet journalism. These can be individual or institutional. However, when we look at traditional media we do not see such diversity. While it is quite difficult to find a place

among traditional media, participation in new media is very easy."

Another student comparing traditional media with new media on the basis of interactivity in communication made the following statement: "In new media, we are actively informed about everything the users are doing via the posts and messages they write. In traditional media you cannot be this active. In new media, the possibility of getting instantaneous replies and feedbacks is very high."

As is known, in the traditional media, the feedback during communication between the source and the recipient is very low compared to the new media. While there is an active communication process between the source and the recipient in the new media, this interaction is much less in the traditional media. The views of two students on this topic are as follows: "Instant messaging is the most significant difference between traditional media and new media. When something is written on Twitter, you can respond to it instantly. But you cannot even send a message to someone who is presenting the evening news on the screen."

"The new media is now with us all the time, on our phone ... on our tablet ... we can reach it anytime we want. Fast, uncensored, instantly reaching thousands of people, these are very important. Also, since there is no self-control, we can find here a lot of detail not included in traditional media. The fact that the feedback between the source and the recipient is instantaneous and that different perspectives are included are among the positive features of the new media."

The process of control in traditional media is much stronger than it is in new media. Every article that is written passes through a control process and is subject to oversight, and as a result, no unauthorized message is broadcast. However, there is no such control process in the new media. Publishing a news story in new media is a process that takes place entirely at the user's discretion and when desired. As a general perception, news and communications shared by people outside trusted news sites are less reliable in this sense.

A student indicating that he trusted in news articles shared by traditional media outlets made the following statement and emphasized this verification process in traditional media: "I think

that journalist convey stories more truthfully. In a survey I conducted as part of a research I reached the following conclusion: People were making sure that a news story was true by validating what they saw on social media from news channels on TV. I conducted my survey on 25 people, and 15 people responded like this." Due to the fact that this control process is less in new media, another student defined new media as bolder and more independent in terms of freedom of speech by making the following statement: "I believe that new media can be more independent. Traditional media is under control by RTÜK – Radio and Television Supreme Council. Therefore they are more cautios and careful. In that sense I think that new media is more independent."

Another students emphasized the independence of social media in the news transmission process with the following statement: "Often times there are broadcast bans on television for last-minute events. Televisions and mass media tools of traditional media are subject to surveillance in these situations. And they broadcast the news within certain boundaries. However, social media can share news independently by citing news sources abroad." Another student, who mentioned that he was only sure of any news he heard about a development that was of particular concern to him after watching it on television made the following statement: "For me, verification of a news piece on television is very important. For example, when the Lokmacı Gate that separeted the country I was living in was opened, I was sure that this news was true after I watched it on television."

Given that every user in the new media environment, that is to say, each recipient is also a source at the same time, a new story with news value being heard or being supported by visual messages is a very rapid process. The new media process, in which smart phone users are transformed into correspondents, photographers, cameramen, is superior to traditional media in this respect. There is now a change in television news in this sense. For example, with the formation of "Whatsapp Notification Lines" added to news bulletins, the ordinary audience is transformed into a source and can even set the agenda from time to time.

A student emphasized how traditional media adapted to the developing technology and fed from new media with the following statement: "In new media, news are shared faster and

earlier. Traditional media can often get the help of new media to make these news. For example, there are some news articles in traditional media that start with the line "recently in social media". With such news, traditional media makes social media a witness, or a source."

While new media instantaneously reflects what is happening, it is still behind traditional media in terms of visual quality and aesthetics. Photographs, videos etc. used in traditional media are the result of long and careful work. The visual that emerges through the creation processes of people educated for this task is rich in this sense. However, this kind of concern is not considered in the new media. The views of one participant pointing out the multi transmission process provided by the internet environment are as follows: "With new media, we are all news sources. For example, one person recorded a video of an accident and shared this on social media. This information begins to spread rapidly. Sometimes we see TV channels use these footages. Of course, the recording quality, technical features are not comparable to TV footage, but what is important here is to witness the moment. Posts in news media are less aesthetic compared to traditional media in that sense."

Asynchronicity, another important concept that entered human life with new media, has brought great innovations to its users. For example, when watching a program broadcast on television, you have to wait for that hour and day, while in the new media the user is completely free. Especially in the system known as new media platforms formed in recent years, the viewer has total freedom of what to watch, how much to watch, and when to watch. Moreover, the viewer does not have to watch the TV ads he/she has been exposed to in front of the screen. A student made the following comments in this situation, which is one of the most significant service areas provided to its users by new media: "When we miss the TV shows we watch, we can find that episode on the Internet from new media platforms and watch it. It is important that I have the freedom of watching when I want, and as much as I want."
"It is extremely important that new media is time- and space-free. We can share something in new media at 4 a.m. in the morning. We can even watch something again in the middle of the night. All we need is Internet access. But we cannot do this in traditional media."

Conclusion

The concept of media has brought new processes along with the rapidly advancing technology of today. As another alternative to the traditional media created by written and visual media, a new communication age has been shaped by the development of new media. According to (Rogers and Seddon, 2003), the new media, which incorporates three basic features such as "Interaction, Disassociation, and Asynchronicity", is occasionally superior to traditional media in certain aspects and often times benefits from the reference of traditional media.

In the interviews with the participants, the opinions that the amount of information increased with new media, the access to information became faster, and a transition from mass broadcasting to individual broadcasting occurred were at the forefront. On the other hand, the robust structure of the self-control system in the traditional media, the presence of the supervisory system makes it more robust and reliable in the eyes of the participants. The fact that not every piece of information in the new media is correct, the fact that wrong information can spread instantly and quickly by being copied and pasted, and the frequency of message sharing with fake usernames and addresses is seen as the weak points of new media.

However, traditional media tools do not take the chance of replacing the image they built as a result of long-standing and rooted broadcasting with another instrument that can provide benefits for a short period of time. Traditional media seems to have chosen truth and validness when it has to choose between speed and validness. However, it seems that social media or new media prefer speed over validness most of the time due to a concern of popularity and sensation.

The vast majority of interviewed participants stated that they were actively involved in platforms called social media, they were following, and occasionally contributing by commenting on these platforms, however, they did not fully believe the news from these sources. Participants also stated that the rate of believing in a news story watched or read in a local or international news website is low unless they confirm the authenticity of the messages viewed on another classical media outlet.

Considering the widespread, asynchronous and non-massifying features, it is not surprising that the short-lived, sudden but quickly consumed news and messages of new media platforms are spreading at a rapid pace. On the contrary, the views of YDU Communication Faculty students also reflect that classical media, where the criteria of cogency, efficacy and factuality are at a higher level and where the verification of all news pieces requiring confirmation is performed, still maintains its weight and presence today.

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