

Digital Future Tamer Bayrak (ed.)

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Foreword

Context, convey, message, communicate, communication.... Being applied communicators obliges us to examine each part of the communication process from different perspectives. At this point, the message and its carriers have always played the leading role. In my first book, *Yeni Medya ve Dokunmatik Toplum*, I critically evaluated how digital communication tools transform society and how smartphones we use as tools turn into main goals.

We can now divide the world into pre-pandemic and post-pandemic periods. Before the pandemic, we were making suggestions such as we should reduce the use of technology and even apply a digital detox. We were constantly underlining the need for digital minimalism and technology literacy. The concept of digital capitalism, which progressed rather slowly before the pandemic, gained momentum with the advent of the pandemic. By using almost all digital communication channels, we have been digitalized in many areas from economy to education, and to health. We were able to survive with digital communication opportunities and increased the problems that we thought we should reduce by using them even more.

Digital capitalism is now our new normal. In this context, each innovation and new terminology in the communication process offers us new approaches and studies. Preparing a book with an editor requires the correct and effective use of a difficult process. We examined and discussed the new usage habits that emerged with digital communication and its social transformations in the books *New Media and...* and *Social Media Researches* I edited.

As Yeni Medya Merkezi, we continued to examine the future of the media and its discussions. We have always managed to be pioneers with studies such as *Symptoms Triggered by Virtual Reality*, *Digital Diseases*, and *Digital Society in the Days of Corona*. In the *Digital Future* study edited by Dr. Tamer Bayrak, we made determinations and evaluations through research on what the digital world – our new normal – will bring and take from us in the future.

Studies prepared by valuable and leading expert academicians will surely contribute to the field of communication and literature. At this point, I congratulate Editor Dr. Tamer Bayrak and wish this study to shed light on his future works.

I hope people reading this study will enjoy it, and I hope this study will set an example for the new communicators of the future.

Hope to see you soon with another work.

Prof. Dr. Deniz YENGİN
İstanbul Aydın University
Dean of the Faculty of Communication
July 2021

Table of Contents

Publication Board	5
Foreword	7
<i>Tamer BAYRAK</i> Introduction	13
<i>Almira Nur AKBABA</i> The Offline Society That Was Unable to Digitalize during the Pandemic Period: An Examination of the 18–25 Age Group	25
<i>Arzu ÖZSOY</i> Excessive Digitalization Causing Digital Diseases and Postural Problems in New World Order during Post Corona	43
<i>Aylin GÖKDEMİR</i> Technological Determinist Approach to the Digital Footprint: Creating the Digital Identity of the Future through Data Mining	55
<i>Ayten ÖVÜR</i> Ideological Reproduction in TV Series in the Context of the Relationship between Politics and Entertainment	77
<i>Başar BABATAŞ</i> Misuse of New Media Channels: Determining Increased Technology Addiction, Damages, and Remedies during the Pandemic Process in Nursery-Aged Children	95
<i>Burcu KAVAS</i> Aliens, Robots, and Time Machines: Shifting Trends in Science Fiction Films	119
<i>Cansu ÖZDENAK KANDEMİR</i> Child Audience in the Semantic Digital of Future	145

<i>Çiğdem AYTEKİN and Ü. Laçın YALÇINKAYA</i> Smart City Applications: Transportation in Istanbul	159
<i>Deniz YENGİN</i> Robot Journalism as an Example of Artificial Intelligence in Communication Studies	185
<i>Gonca YILDIRIM</i> Leader Communication within Corporate Sustainability: Examination of Corporate Leaders' Social Media Posts during the Covid-19 Pandemic	207
<i>Hüseyin KAZAN</i> Digital Communication during the Covid-19 Process: Interpersonal Communication, Social Media, Email, Mobile Communication Applications, and Online Meetings	233
<i>İpek ÜNLÜ</i> Evaluation of the Distance Education for Primary School Students in Covid-19 Period	249
<i>Meltem BAŞARAN and Özlem VATANSEVER</i> Investigation of the Effect of H-Index on the Scientific Production Process of Academicians	263
<i>Müge ÖZTUNÇ</i> 3D Printers as a Transformative Technology in the Context of Women Empowerment	291
<i>Nur Emine KOÇ and Erdem KOÇ</i> Presentation of Digital Identity in New Communication Technologies	311
<i>Okan ORMANLI</i> Future of the Film Education after Pandemic	323
<i>Sebahat ÖZKAN and And ALGÜL</i> Corporate Digital Public Relations within the Context of Excellence Theory	337

Selin KİRAZ DEMİR

From Traditional to Digital: The Transformation of Cultural
Representations in Turkish TV Series 363

Selin YILMAZ

Positive Approach to the Privacy Phenomenon in Digital Media 383

Sibel DANYILDIZ and Tuğçe ÇEDİKÇİ ÇEVİK

Social Media Use in Public Relations Practices: An Application in the
Construction Industry in Turkey 417

Şafak MANAS

Social Networks and Digital Footprint in the Digitalization Process 443

Şakir EŞİTTİ

A Critical Investigation on the Issue of Digital Surveillance and Social
Control during and after Covid-19 Pandemic* 471

Tamer BAYRAK

Transformation of Digital Games in the Context of Simulation 495

Tolga KARA and Necmi Emel DİLMEN

A New Alternative Media Model for the Future: Digital Fanzines 513

About the Writers 529

Tamer BAYRAK

Introduction

Digital development is taking place at an unprecedented way. Technology, which made its position at the center of social life, has the characteristics of the aggressive nature of the technique and determines the course of development in a really short time. Considering that technology globalized traditional social structures, eliminated social differences, and destabilized the production and consumption cycle, it is unreasonable to assume that technology doesn't have an aggressive nature. Hence, it is a serious responsibility to question technology within the context of social sciences, as its benefits and harms are obviously unclear. This sense of responsibility manifests itself with the help of the studies conducted by the scientists for years. However, the awareness based on the principle of "nothing is never enough" is vital. The data presented by the studies, especially performed within the context of paraphrasing local codes, are of critical importance for understanding factors such as new media technologies, the effects of which are often uncertain.

Based on Turkey's local codes, this book was designed to help understand the effects of new media technologies with the approach of usage and satisfaction. Leading academics tried to paraphrase the technique by observing technology from various perspectives, which developed quite rapidly and now acts as if it has an organic connection with humans. Scientists who are struggling to grasp what the future brings from different perspectives warn the readers with the results they obtained from their valuable studies and shed light on the future.

In her chapter titled "The Offline Society That Was Unable to Digitalize during the Pandemic Period: An Examination of the 18–25 Age Group," *Almira Nur Akbaba* suggests that the world is becoming more dependent to the internet day by day as a result of changing and constantly developing technological advances. As Covid-19 virus spreads all over the world, life has almost come to a standstill, and individuals have reached to a point where they sustain most of their vital functions through smart devices. Yet, it is evident that there are masses who cannot benefit from the opportunities offered by the digital universe. This technology contains important functions that individuals need such as maintaining the freedom of education and benefiting from e-health services. In the new order that necessitates digitalization, it is challenging for

certain masses to keep up with the speed of the digital universe due to the economic difficulties and limited opportunities. Ensuring equal conditions and collective ownership is significant for society. In this context, in her work, Almira detects individuals who can fully benefit from technology and who cannot. The study also focuses on the reasons underlying the inability of individuals to digitalize.

Arzu Özsoy states that individuals use digital tools and channels more than ever during the Covid-19 pandemic period in her chapter titled “Excessive Digitalization Causing Digital Diseases and Postural Problems in New World Order during Post Corona.” In the extremely isolated living conditions where new social rules are applied due to different types of pandemic measures and social distance rules in every country around the world, user behaviors and digital habits have also begun to differentiate and intensify within the scope of pandemic measures. In many different countries in the global arena, individuals from different ages and socioeconomic groups started to share on their social media accounts that they had problems such as binge-watching, excessive digitalization, and excessive online shopping during quarantine restrictions. In addition to the various physical and psychological diseases resulted by excessive digital media use, individuals also experience visible positive and negative changes in their lives. In this study, *Özsoy* puts forward an overview of individual and social changes within the context of health communication, digitalization of health services, digital diseases in the new normal world, and provides solutions to these problems.

Aylin Gökdemir expresses the importance of footprints left in digital environments in her work titled “Technological Determinist Approach to the Digital Footprint: Creating the Digital Identity of the Future through Data Mining.” With the development of technology, billions of data are processed and personal information is recorded every day and every second around the world. Googling, sending emails, creating a social media account, or making a bank transaction via Turkish Identification Number are examples of these. Whether active or passive, each data trace left on the technology environment can be extracted from dozens of traces by data mining method and may lead to the creation of a profile whose accuracy is suspicious about the user who left the trace. It is up to individuals to delete or intentionally leave the footprints left on digital environments. However, it is known that these traces always continue to exist in the social environments as accessible information. In this context, *Gökdemir* conducted a literature review on the research in the light of her technological determinist approach and data mining information, and then performed a situation determination by examining the studies of Kaspersky, Somera, Statista, and We Are

Social & Hootsuite research companies that conduct research, assessment, and analysis on social media platforms.

Ayten Övür states that the contents and scripts of the TV series we watch on TV show differences with the changing governments in her chapter titled “Ideological Reproduction in TV Series in the Context of the Relationship between Politics and Entertainment.” Each period has created its own language and discourse. Screenwriters were also influenced by the dominant culture and governing power while creating their stories and establishing their language. The governments, on the other hand, have had the opportunity to reflect their own ideologies and ideas to the public by using the power and influence of the TV series. While religious motives were rarely shown in TV series after 1980 in Turkey, these motives began to be shown in popular TV series during the times when conservative ideology came to power. And governments, realizing the importance of the culture industry, tried to announce their various projects to the public through TV series. Övür examined the sharp transformations in TV series in her work.

In his chapter titled “Misuse of New Media Channels: Determining Increased Technology Addiction, Damages and Remedies during the Pandemic Process in Nursery-Aged Children,” *Başar Babataş* suggests that one of the indispensable elements of daily life is the use of technology. The widespread use of technology has brought various problems, and left humans a new struggle to deal with. It is called “Technology Addiction” or “Digital Addiction” today, and it affects many people “regardless of their age.” In fact, the nongovernmental organization “Yeşilay” that’s been fighting against various types of addiction for many years has classified “excessive technology use” as a type of addiction like smoking, alcohol, and drug addiction, and has taken serious steps in the fight against it. Although technology addiction is seen at all ages, it is rapidly becoming widespread especially among children in school and nursery period due to the restrictions and obligations brought by the pandemic period (*moving away from the school and nursery environment, curfews, being have to individualize, online education, etc.*). In his study based on “Information Theory,” Bababataş examined the effects of technology addiction on preschool children and the precautions to be taken during the pandemic period, with the method of focus group.

In her chapter titled “Aliens, Robots and Time Machines: Shifting Trends in Science Fiction Films,” *Burcu Kavas* expresses that since the invention of cinema, people have focused on their daily lives and fantasies. Kavas states that science fiction movies reveal a social map, especially in scientific and technological terms. In order to better understand this social map, a comparison was made by selecting common science fiction themes on the axis of six science fiction

films selected from different periods. The 1990s was a turning point for science fiction movies. The momentum gained in the scientific and technological fields also influenced the movies after the 1990s. Therefore, movies before and after the 1990s were chosen to indicate the change in themes and topics in the science fiction genre. By comparing science fiction films, the researcher has tried to reveal the transformation in the genre and its relationship with developments in scientific and technological fields.

Cansu Özdenak Kandemir suggests that the digital revolution has transformed the information and mass society into a network society in her work: "Child Audience in the Semantic Digital of Future." For the prosumer child, who is a member of the network society, traditional television and contents were also affected; undergoing changes and transformations. The new age prosumer child, who has a digital self as well as an offline self, now has his/her television as self-screen. The self-screen is the new child's own screen and media, but more importantly, it is the tool by which the digital self is expressed and presented. The prosumer child can produce content with semantic digital perception. When the transformation process from traditional television broadcasting to digital technology is examined, it should be taken into account that the possibilities brought by the digital revolution, and the social and psychological structures it has changed. *Özdenak Kandemir* conducted in-depth face-to-face interviews in order to reveal the change and transformation in the child audience and content, and analyzed the answers given by the leading experts in the field. The characteristic of the prosumer child, his/her relationship with traditional and new media, the positive and negative consequences of this relationship, and the production features of the contents to be produced in the future fiction are put forward.

In their chapter titled "Smart City Applications: Transportation in Istanbul," *Çiğdem Aytekin and Ü. Laçin Yalçınkaya* state that the rapid increase in the number of individuals living in cities across the world has resulted in the concentration of the population in narrow settlements. This situation causes many problems and negatively affects the sustainability of city life. In Istanbul, Turkey's most populous city, transportation problems are at the forefront of the factors that complicate the lives of the residents of the city. The researchers state that the aim of the study is to produce information that will support the policy-making processes for the solution of the transportation problem for Istanbul. In this direction, the concept of smart city and the technological background of the subject such as "internet of things" and "internet of everything" were discussed on the theoretical ground, and then the factors that were considered in determining being a smart city in the world were examined. Although these factors are largely similar to each other, they contain several different elements. This

situation causes the indexes developed for a smart city to be different from each other. In this study, the seven smartest cities in the world (London, Singapore, New York, Chicago, Amsterdam, Barcelona, and Paris), which were analyzed by gathering the seven indexes selected by Hoffman, were discussed and the smart city applications they applied to solve the problems related to transportation were examined.

In his chapter titled “Robot Journalism as an Example of Artificial Intelligence in Communication Studies,” *Deniz Yengin* states that human beings are social beings and that socialization comes from being able to communicate. From ancient times to the present, this socialization process has continued on its way by constantly renewing and updating itself. During that process, sometimes boundaries have disappeared, and sometimes spaces. Accordingly, we are now mentioning a digitalization phenomenon that heavily influences and touches every aspect of our lives. Half the world’s population uses social networks with mobile technologies. There are four billion social network citizens and it is much easier to reach those people than ever before. In this context, the digital form of socialization is now common. And in Turkey, there are 55 million active mobile social network users. In 5 years, that number will most likely correspond to the entire population. In addition, social media is used for an average of 2 hours and 51 minutes per day in Turkey. At the moment, technological innovation of artificial intelligence also contributes to the production of content without the individual. In his work, Yengin critically questions artificial intelligence technology in the journey of the message in the communication process.

In her chapter titled “Leader Communication within Corporate Sustainability: Examination of Corporate Leaders’ Social Media Posts during the Covid-19 Pandemic,” *Gonca Yıldırım* states that the growing power of economic, social, and environmental performances within the framework of corporate sustainability is inevitable. The Covid-19 pandemic is forcing both governments and businesses to take further decisions on these issues. It is among the expectations that institutions will be more sensitive, understanding, flexible, humane, social, and responsible in the face of global pandemics added to issues that are expected to be improved such as hunger, poverty, inequality, education, and climate, within the framework of universal principles. Accordingly, corporate leaders in the new order who manage and direct new business models, decisions, and activities have important duties. In his study based on this point, Yıldırım evaluated the communication styles of corporate leaders in the first year of the Covid-19 pandemic on the axis of corporate sustainability. In addition to the sustainability approaches of the leaders and their leadership attitudes, behaviors and communication styles were analyzed through Instagram and

Twitter shares during the year following the global pandemic was declared as of March 11, 2020.

In his work titled “Digital Communication during the Covid-19 Process: Interpersonal Communication, Social Media, E-Mail, Mobile Communication Applications, and Online Meetings,” *Hüseyin Kazan* argues that the social, political, economic, technological transformations, and natural threats experienced by societies also affect the life practices, behaviors, relationships, and communication of individuals with each other. One of the most recent and important examples of this is the health threat all humans face with the Covid-19. Following the coronavirus pandemic, lockdowns forced people to carry out all the business processes from home, hence increasing the share of digital communication. The digitalization of communication and the communication of individuals using more than one mobile communication application have not only changed the perception of interpersonal communication but also led to changes in the communication styles of individuals. Kazan expresses that this situation is merely the beginning point of his study. The study, which aims to reveal the changing perception of communication in individuals with the pandemic, focuses on interpersonal communication, social media, mobile communication applications, and online meetings.

In her chapter titled “Evaluation of the Distance Education for Primary School Students in Covid-19 Period,” *İpek Ünlü* states that students’ habits have completely changed as a result of the interruption of the traditional classroom education in Turkey as well as in the rest of the world. Consequently, students had to keep up with the distance education (online education) system with which they were not familiar before. With the development of new communication technologies, virtual classroom environments are created through online platforms, and courses and exams are conducted through these channels. However, due to the difficult process we are in, students may encounter some problems in online education. It can be more difficult for primary school students to adapt to change, especially compared to high school and university students. In this study, it is firstly mentioned how distance education has changed from past to present. Following the Covid-19 isolation, the transition from the traditional education model to the “online education” system, which is the latest form of distance education, has occurred. And the positive and negative effects of this system for students were emphasized in the study.

In their chapter titled “Investigation of the Effect of H-Index on the Scientific Production Process of Academicians,” *Meltem Başaran and Özlem Vatansever* stated that the scientific activities of scientists can be measured by many indicators such as the number of citations, the number of publications, h-index,

i10-index, and g-index. Thanks to these indicators, the scientific activities of researchers can be scored, and many factors such as which publication and researcher are cited, the number of publications of the researcher, or the most cited publications can be reached. In this study, the researchers analyzed how the index affects the scientific production processes of academicians, based on the h-index criterion. In this context, semi-structured interview technique was applied with eight academicians determined by purposeful sampling method, and the effect of h-index on scientific publication production processes was examined. In the light of the data obtained, it has been determined that the h-index does not have a determining feature in the scientific activities of academicians; yet, today, factors such as academic life and academic title necessitate the existence of it along with similar indexes.

In her chapter titled “3D Printers as a Transformative Technology in the Context of Women Empowerment,” Müge Öztunç mentions women who are interested in 3D printers. Öztunç examines how women can interact with this technology with the introduction of 3D printers, which are considered to be one of the most important technologies of the third industrial revolution. It is discussed how the life of the subject, who is repositioned as a prosumer, entrepreneur, and creative producer, can alter through 3D printer technology. While the importance of women’s creative and collectivist actions for the benefit of society and discovering new ways of thinking is examined through women’s initiatives in this sector and those who use this technology individually, the potential role of 3D printing technologies in mobilizing women for the benefit of entrepreneurship and society has been evaluated through the “maker movements” that emerged during the Covid-19 pandemic process.

In their chapter titled “Presentation of Digital Identity in New Communication Technologies,” *Nur Emine Koç* and *Erdem Koç* state that identity has conceptual components such as self-identification, recognition in society, and belonging. Identity in modern societies is highly variable and open to change. As a result of the spread of digital technologies, a global mass culture has emerged and societies have begun to resemble each other. One of the most important reasons why social networking sites are popular among people is the desire of individuals to perform self-presentations. Within the scope of the study, the researchers examine the purposes of users in creating digital identity on social networking sites and how they perform self-presentation. The aim of this study is to analyze the digital identity phenomenon and self-presentations of digital media users. In this direction, general information concerning digital media content and publications and researches in the national and international literature on the subject are compiled and reinterpreted.

In his chapter titled “Future of the Film Education after Pandemic,” *Okan Ormanlı* examined the situation of cinema education, which is generally given within the Faculties of Communication and Fine Arts in Turkey, before, during, and after the pandemic, as well as its future position with the effect of digitalization. In the process carried out by YÖK (Council of Higher Education) on a national scale, cinema education that had been given traditionally for approximately 50 years was given as a distance education for the first time. Within this context, cinema education, which is supposed to be practice oriented, needs re-planning in the short, medium, and long term because of the pandemic. The objective of this study, which will be carried out with a qualitative method with a literature review, is to contribute to the field of cinema.

In their chapter titled “Corporate Digital Public Relations within the Context of Excellence Theory,” *Sebahat Özkan* and *And Algül* comprehensively examine the importance of digitalization for corporate public relations for the private sector and for corporate communication in the public sector in the context of James E. Grunig’s theory of excellence. The literature review method was used in the study. Regarding the subject of the study, books, articles, and theses written from the past to the present about the theory of excellence in terms of corporate public relations, digitalization, technology, and corporate communication have been used. The study aims to present a different perspective to businesses that continue their activities in the private and public sectors and to academicians who plan to conduct research on corporate communication.

In her chapter titled “From Traditional to Digital: The Transformation of Cultural Representations in Turkish TV Series,” *Selin Kiraz Demir* states that with the development of new communication technologies, online televisions have become an important part of daily life. Along with these developments, there have been changes in the format and content of TV series in Turkey. Considering the effects of cultural representations in TV series on the audience, TV series broadcast in traditional media are mostly shaped within the framework of the dominant culture. In this study, the transformation in Turkish TV series was analyzed based on the differences between traditional and digital concepts. The TV series named *Kırmızı Oda*, which was broadcasted in the traditional media, and *Bir Başkadır*, which was broadcasted on online television, were selected as samples and analyzed by the method of cultural analysis. Additionally, the cultural structure represented by the characters in the TV series and its possible effects on the audience were tried to be explained.

In her chapter titled “Positive Approach to the Privacy Phenomenon in Digital Media,” *Selin Yılmaz* argues that she sees how individuals’ social selves are perceived by sharing their feelings, thoughts, ideals, and value judgments on

social media. Suggesting that the aim is to create a positive image in the society, Yılmaz argues that social media tools also contribute to the image of individuals depending on the activities and shares of individuals. In this study, 2 months of shares from celebrities (photo/video) on Instagram who comply with the “stay home” campaign during the Covid-19 pandemic in the USA and England are discussed. By doing so, the phenomenon of privacy has been examined from a positive point of view, taking into account home (family) shares and Covid-19 shares, and the shares have been examined in terms of motivating, positive image creation, being good examples, and hashtags.

In their chapter titled “Social Media Use in Public Relations Practices: An Application in the Construction Industry in Turkey,” *Sibel Danyıldız* and *Tuğçe Çedikçi Çevik* state that the use of social media is crucial for public relations practitioners in three aspects: presentation, communication, and performance. In this study, researchers examine the influence of social media use in public relations activities. Public relations activities carried out on various social media platforms can be used effectively to determine short-term trends in the general public. Social media activities use digital storytelling techniques that are both immersive and emotional and also supporting various forms of content sharing. These stories include members of the target audience in at least one form of open-ended offline interaction that includes sharing behaviors, and the content is optimized for mobile screens and controls. This study is supported by researches that reveal that public relations practitioners have different platforms to showcase their ideas and activities, while also having direct conversations with the public, receiving immediate feedback and building relationships with them.

In the chapter titled “Social Networks and Digital Footprint in the Digitalization Process,” *Şafak Manas* expresses that rather than reading, we prefer to accept the preconditions of hundreds of pages stating that our personal information will be recorded. For companies and governments, these data are of great importance. According to Dallas Smythe’s views of commodification concept, users’ information is sold to advertisers on the internet. The conditions we approve make us products that companies sell. The data of persons deemed suspicious by the states can be requested and examined from digital companies. The information obtained can be used for both commercial purposes and can be collected for “pre-crime” intervention. In this study, the purposes for which personal data specified in the terms and conditions agreement of Facebook, Google, Instagram, WhatsApp, Snapchat, and TikTok companies are collected, and the reason why these companies need personal information is examined. Lastly, the variety of accessed information are compared and analyzed by content analysis method.

In his chapter titled “A Critical Investigation on the Issue of Digital Surveillance and Social Control during and after Covid-19 Pandemic,” *Şakir Eşitti* states that new communication technologies play an important role in the fight against the Covid-19 pandemic. He also suggests that surveillance practices implemented through new communication technologies due to the pandemic also bring along important concerns in the context of individual freedoms and privacy. During the Covid-19 pandemic, location information obtained through smartphone applications, use of social media, contact tracking applications via smartphones, tracking the movements of a patient or a potential patient, contact tracking, data analysis in data networks, and the use of drones have provided greater surveillance opportunities than ever before in history. In such an environment, individuals become voluntary participants in surveillance in order to survive, while their freedom of communication and personal privacy are negatively affected. In the study, the possible consequences of the data collection and surveillance practices used worldwide during the Covid-19 pandemic in terms of individuals and societies were discussed, the surveillance methods used by the states in the fight against the pandemic were determined, and the consequences of their continuation were revealed.

In his chapter titled “Transformation of Digital Games in the Context of Simulation,” *Tamer Bayrak* states that the game is an important part of human life. For people who construct their daily life with games, the game meets the need for regular time and space. In this context, a person gamifies every situation (work, school, grocery shopping, etc.) he/she encounters in his/her life by producing a magic circle. Video games (digital games), which transform the game phenomenon and are techno-copy of reality, isolate the individual from real life with their catharsis feature. In this sense, the video game industry, which has reached a very large market volume, is expanding in parallel with computer technology. In this sector, where the limits of technique and technology are pushed, the demands of the users have pushed the manufacturers to different pursuits. This pursuit resulted in the transfer of three-dimensional designs to the 360-degree virtual environment, and the transformation of the concept of video game began with the positioning of the user in the virtual real environment, which is called the full participation environment. The virtual reality technology, which has become widespread in every field, has effects on video games that offer important data for the future of technology. In this context, the technology usage data shared by Steam, one of the digital content platforms that’s heavily used, is taken as a basis in the study. In the light of the obtained data, determinations were made for researchers interested in virtual reality, the transformation of the video game was examined, and definitions related to the field were made.

In the chapter titled “A New Alternative Media Model for the Future: Digital Fanzines,” *Tolga Kara* and *Necmi Emel Dilmen* put forward that with the digitalization of the media and the increase in the new media environment, there has been a rapid change and transformation in the broadcast process and content. According to the researchers, this transformation occurs especially in magazines. Leading contents of that kind are digital magazines and fanzines. The revolutionary change in the digital age had an impact on the subculture fanzine. Fanzines that are photocopied and reflect the thoughts of the author aim to reach individuals with the same mentality rather than mass circulation. In this study, the transformation of digital fanzines from traditional magazines and the advantages and disadvantages of digital magazines and fanzines are examined. Due to the inadequacy of national studies on fanzine, this chapter has been examined in order to contribute to comprehensive studies in this field.

As the researches suggest, in addition to the effects of new media technologies on the user, the approach of the institutions, corporations, and organizations that use this technology to the target individuals are also examined. It is a known fact that making daily situation determinations, recording them, and then distributing them are crucial in order to predict the future in scientific studies. This book provides scientific assessments, warnings, and future predictions in the context of local and global codes to anticipate the digital future. As Mustafa Kemal Atatürk’s words below suggest, to build a healthy future and to not fall behind, we need to understand the future first: “Science is the only true guide in life.”

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