Despite the Development of Mass Media, the Power of the Face-to-Face Communication "Dynamics of Mutual Influence"

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It has been expressed that the media influences social life in different ways. There are varying opinions about magnitude and extent of such influences. Marshall McLuhan is the leading philosopher speaking the most striking words about influence of the media. McLuhan says that "The media has taken possession of our personalities. Mass communication devices affect our personal lives, political and economic lives in such extent that there is no aspect of us that they have not touched or changed". Setting off with this observation, we face the questions of "To what extent are we manipulated? To what extent are we independent in our preferences? To what extent are we free in the society we live in?" Such questions may be elaborated in the philosophical context. The issue here is that whether the media degenerates societies' freedom of understanding and comprehension or not. Modern media is thought of as a device that helps people in achieving knowledge freely. Unfortunately that is not the case. We are face to face with a mechanism that is in the effort of determining what we like and how we like.

Media is a reality based on visuality. Its fictiveness eases manipulation of societies. Especially news and magazine broadcasts influence comprehension of masses substantially. Recent emergence of the new discipline called management of perception is caused by the ability of mass communication devices to transform and reconstitute.

Whereas stunning development and progress having occurred in the media especially in the last century increase their influence on people's decisions, face to face communication having started with the emergence of humanity never loses its importance. Especially in low trust countries like Turkey, it has been observed that reference groups (family, relatives, friends, opinion leaders, etc.) and especially face to face communication with people in these groups keeps its importance during the stage of decision.

In this study, especially the usage patterns of the social media in Turkey and a descriptive method for the effects of it on the human relations will be used. How much time people allocate to the media and personal relations and what meanings have been attributed to them will be examined.

KEY WORDS: communication, social media.

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As all living creatures, human also carry on his existence by interacting nature. Unlike the other living species, human lumps his culture in his interaction with nature. Culture which is formed of tools and materials, the values which are blessing those tools and materials, the organizational forms that are referred to while doing business with those tools and materials, methods related to transaction and cooperation of the business, the explanation which is aiming to justify the differentiation between people created by division of labor and beliefs, increases the effectiveness of man against nature. Natural environment tools and materials, human and the relations between humans, the system of values which justify differentiation of those relationships in the parties' mind forms social life style of human. The nature of it is *communication* (Oskay, 1992: 7).

The main purpose of communication is to enable interaction between people. Effective communication means that the feelings and thoughts transferred by the source, the recipient's acting according to the source's aim, expectation and wish. In order to establish and carry on such a healthy communication, the source and the recipient need to evaluate each other as a whole including their own personality structures and environmental aspects. This kind of approach is possible by looking for a connection between the whole behaviors which constitute verbal and nonverbal messages and making an integrative comment. In other words, it depends on evaluating of the source and the recipient each other according to the rules and principles of the collective behavior within the process of communication. Collective behavior is a behavior whether is arising from the main purpose, expectation and requirement underlying the reflected behaviors to the others, the possibility of healthy communication increases as to the extend as it solved and understood (Köknel, 1987: 45). Individuals can become socialized by communicating with their environment and the socialization process occurs in this way. Direct face-to-face communication is sometimes used in these established relations with the environment, and sometimes a variety of tools are used.

The tool is a channel of the communication. In addition, the tool can be defined as anything carrying information between resource and recipient. Today, the number and variety of these tools that we have named as media is constantly increasing along with the developing technology. A good and qualified media is a media that meets the needs of its consumer. In recent years, this system which is especially named as "social media" and based on mutual communication has become an integral part of our lives. When we consider age range of the internet and social media users, it is observed that there is especially cluster in young ages. While elderly people use of traditional communication tools, young people are closely following the new communication technologies.

The environments in which the contents generated by users and spread and shared by themselves are defined as social media. Social media has become more effective by taking its place in our daily lives with the internet each passing day. Therefore, social media dealt with mass media (the media) has been

playing an important role in socialization.

Since the internet develops very quickly and the users of social media can also produce content and share this content with millions of people, this field is gaining more importance day by day. By creating "their own media", users disclose their own personal lives to other users. Individuals can perform their sharings instantly wherever they are in any environment where internet connection is available, especially via 3G mobile phones.

The internet's growing popularity and frequent use of network-based communication is the newest social phenomenon. The internet which is behind the visible effect of change in methods of doing business shows a considerable improvement in the method of communication for community structure and personal interaction. This change has a deep and long-lasting impact on the language and communication in time.

The internet's offering new choices forces our understanding on how the communication shapes our social relationships. Despite innovations surrounding the worldwide network and created excitement, the most striking application is still the interpersonal communication. The use of electronic mail is more popular and stable and it is used larger and more permanent in all internets. One reason for this is that the e-mail supports the developing dialogue and relationships. However, the mutual communication based on by sending a text message on the internet has begun to replace its place to video chat.

Correspondingly with the changes in the communication technologies in the world, various transformations have been occurred in social life in Turkey. Some specific traditions inherent in Turkish culture are either ongoing or undergoing transformation in the new generations. Young populations' immediately orientating themselves into this rapid change, especially in the "social media" affects personal relationships. Young people are mainly shaping their social and personal Networks via the internet.

Socialization

In general sense, the process of socialization can be defined as the teaching process of the present values and norms of society to the individuals. In other words, socialization is a learning process. During this period individuals learn how to act in which situations. Again in this period, individuals learn behaviour patterns as required by the possessed status as a result of the roles that they have or have been given by the society and the expectations of society and other individuals from them.

Mutlu (1999) has stated that communities in all countries have divided into various sub-groups according to common characteristics and individuals have been living as a member of more than one group. Individuals have inborn and subsequently earned group membership. Age, gender, ethnicity, race, national origin can be accepted as examples of inborn group membership. Profession, association

memberships and political proximity can be shown as an example of acquired group membership. Mutlu (1999) stated that there were differences between communities in the context of inborn and acquired group membership. Social institutions are also the institutions that determine the manager's and employees' roles and their relations with each other (Czinkota [et at.], 1996: 312). Primary reference groups such as family, colleagues or very close people or the secondary reference groups such as associations or other organizations and institutions are the important elements that affect the values and attitudes of individuals. Such groups have effect on individual in forming his own identity, determining commitment to the group norms and internalize certain behaviors or not.

Reference groups are the groups which the individual take as an example in determining his own values and behaviours. An important difference of them from belonging groups is that unlike the belonging groups which is directed to individual's past assessments, they directs his ideals and projects related to the future (Damer, 1998). If needed to say in the simpliest way, reference groups are the "significant others" from the point view of the individual. However, these significant others are not a homogeneous community. Some of them are "normative reference groups" that the individual is in direct contact, and infuse certain behavior patterns and norms into him by rewarding or punishing. Others are the "comparative reference groups" that they don't have any relation with the individual but he recognizes them through the mass media and other similar facilities and takes as a model himself (Rheingold, 1993). Individual starts to question the inborn belonging groups and imposed identities by them during adolescence. This questioning process is a long process in general. As the process progresses, the individual can build new identities by rejecting some of the given elements of identity. As well he can adopt some of them after questioning and criticizing and thus renders a given identity to an acquired identity.

The technologies brought by the era have been started to be affective in the process of Socialization and herewith identity gaining period. Especially the individual in the adolescent period in which the communication technology is used intensively, has been surrounded by the different and advanced tools used by previous generations. The usage forms of these new communication tools and environments, and purpose also affects "identity gaining" period.

The importance of reference groups is increasing every day in low secure societies such as Turkey. Being a member of any group, to be loved, appreciated, not to be marginalized by the group members is important for the continuity of life. Especially the internet and herewith the fields that the social media constitutes in human life and the values imposed in these areas have affected personal relationships.

Looking at the traditions of the Turkish community, there are areas of fundamental unity such as neighbour relations, the coffeehouse culture. Today, despite continuing of these co-operations, it is observed that especially the younger generations do not spare much time in these areas. It is monitored that similar co-operations are attempted to be created in virtual environments.

Socialization is a key process to reintroduce individuals to society. Socialization process finds its place on the internet with the changing conditions in society. It has been observed that internet which is an essential element of the century we live socializes people in a way. Thus we have to review the effects of social networking sites that allow socialization. Taking into account usage patterns of these sites, we have to deal with positive and negative effects. So is this the correct and useful socialization technique for people?

When we think about the technology era we live in, saying it is wrong is not very accurate. Particularly some websites such as twitter, facebook are accepted as an important means of socialization. People could find the people they love whom they couldn't see or hear from, get in connect with them through these sites, and fulfill their longing even if in the virtual environment. On the other hand they could organize for people in need of assistance and by reaching these aids they fulfill their duties to the community. However especially about these sites, the view of these sites' isolating people from society is quite common among the psychologists. Despite its conflict with each other, both views are correct. While social networking sites are helping socializing, in case of using too much it may prevent the people from face to face and peer to peer communication. The people who spend their time on the internet are only focused on the net and are not concerned with what are happening around them. It is observed that even the people living in the same house communicate over the net and they make comments about shared messages and videos on these channels. It is a fact that written communication cannot be an alternative to verbal communication. Considering the body language has a very high effect in communication such as % 68 ratio, it is necessary to discuss whether the communication in the virtual world is healthy or not.

With developing technology, almost all internet users can communicate face to face with the person opposite by using the instant image transfer with compatible devices if desired. Face-to-face communication is still the most efficient one among all types of communication. People prefer to be face-to-face with the people they are in touch albeit in a virtual environment. Being face-to-face causes people to use their real identities. What the people are looking for to establish eye contact, solve the meaning in the eyes.

Effects of Internet and Social Media

Social media is internet-based communication system without time and space limitation. Beyond being social, it is a virtual sharing and discussion platform where people share their stories and experiences with videos, images, and various other technological elements. Through social media people have an opportunity to advertise their institutions, products and works and to make new friendship, announce their ideas collectively by creating alliances - groups. However, performing this kind of activities in social media very frequently and intensely

causes intertwinement of real life and virtual life and it becomes difficult in the perception of individuals to distinguish the fine line between the real and virtual ones. As a result of carrying the meaning of the time and place concepts which have a different perception and functioning virtual space to the real space, the confusion which occurs in individuals' perceptions reflected in the invidual's actions. The individuals whose user identities are in the foreground think have fulfilled their obligations when they show and make visible their reactions about an issue which they find problematic or reasonable on net.

Social media is based on reviving relationships. Relationships develop or weaken according to sharing social resources in communication.

Habits vary with the increase in internet use. A very large amount of datum has been shared but at the same time a huge problem has come by becoming alone. There is no need to leave home. You can order meals just by sitting in front of the monitor and watch films, listen to music and do visual "chat" with friends. According to evidence in the "Home Network" project by U.S. National Science Foundation, the internet may result in positive or negative social consequences for most people (Shklovski, Kraut & Rainie: 2004).

Physical structure of the internet created the possibilities of developed software for itself. Programs such as IRC and MSN are acceptable as the instant communication tool when compared with e-mail. Our communication requirements and existing communication technologies (telephone, fax, print media, TV, radio...) has found their corresponding in the virtual world of the internet. Shortly, the real world has found its reflection in the virtual world.

In Duck's comparison, friendship requires a regular investment of effort, otherwise the normal centripetal forces causes to deplete the relationship of friendship. According to this view, people keep alive their special relationships by the virtue of sharings and social support (Duck, 1998). Physical intimacy is a factor that helps to contact and carry on the personal relationships and while the distance causes to the solution. Because intimacy lowers the behavioral and communicative costs and increases the frequency. Intimacy also enriches the types of interaction between individuals.

The Differences of Social Media from the Traditional Media

Social Medias show differences from the traditional media such as newspapers, television and movie.

While the traditional media is usually required certain resources for the publication of information, social media is relatively inexpensive to publish or access information and access tools are open to everyone (even individuals can use). There is no need to make a press investment or a license for TV broadcast.

Traditional media is generally defined as "industrial", "broadcast" or "mass" media.

A common characteristic feature carried by both the social media and traditional media is they can reach small or large audiences, for example, both a television program and a blog post can reach nobody as well as to millions of people. The auxiliary features which will help to define the differences between social media and traditional media may vary depending on the method used.

Social networking is the network formed by personal or professional relationships between individuals. Social networks represent the connections between people and the strength of these links. Social Networks is the network created by the people who interact with each other directly or indirectly. Network consists of not only family and friends but also consists of teachers, school staff, neighbors, and the links in the community. (Onat, Asman, 2008, 1116, http://joy.yasar.edu.tr)

When examined the social networking sites, they can be classified as follows:

1. Websites open for general use, mostly used by young people, Facebook, Orkut, Yonja, MySpaces, OpenSocial.
2. Business networks (business networks); LinkedIn, BNI, GBN, Cember.net, Xing.com, Ryze
3. Social networks of experts and interests; Mediapost.com, Marketing Professionals Network (mpn.boston.org), for marketing purposes Arkamarka.com
4. Ethnic networks, Cyworld (South Korea), AsianAvenue (Asia), BlackPlanet (blacks), Corazons.com (Hispanics)
5. Dating networks; Siberalem.com, Yonja.com, Islamic marriage and dating networks; islamievlilik.com, such as habibimol.com
6. Ethnic dating networks; ethnicdatingnetwork.com
7. Networks of female employees; wibn.co.uk, woman owned, cdbizwomen.com, viwbn.org
8. Networks that appeal to specific age groups; SagaZone (created by Saga Holiday and Insurance Company for the people over 50 years of age)
9. Established networks to create local communities; ResidentsHQ (established in the UK the aim of the network is to provide online communication media for the people living in high-rise building)
10. Other networks

(Onat, Asman, 2008,1119,1120 http://joy.yasar.edu.tr).

When we look at various applications of social networking websites, it is observed that the websites like Facebook, MySpace are in the forefront. Also providing some statistical information about social networks enables us having ideas about the numbers of the user and effects.

1. Facebook: Users

- There are more than 500 million active users. (09.02.2011)
- 50% of active users log in Facebook at any time during the day.
- A user has about average 130 friends.

- Users are spending more than 700 billion minutes per month on Facebook.

2. Facebook: Activities

-People interact with more than 900 million objects of people (page, groups, events and community pages).

- A user is connected to average 80 community page, groups and events.

- The user creates average 90 contents ever month.

- Every month, more than 30 billion contents (web links, news, blog posts, notes, photo albums, etc.) have been shared.

3. Face book: Mobile

- There are more than 200 million active users accessing Face book through mobile devices.

- People who are using Face book via mobile devices are twice more active than non-mobile Face book users. (http://www.facebook.com/press/info.php?statistics)

Conclusion

With the introduction of Web 2.0 to the user's service, from one-way exchange of information sharing to double-sided and the achievement of real-time information sharing has been provided. Web 1.0 is a system that people can use the internet just as a book reader. In Web 2.0 is a system that people can contribute to content by producing rather than being a reader. For example, like readers' writing comments about news on the news page, creating platform by commenting about the published articles in the blogs. At the same time with the concept of citizen journalism which is emerged in recent years and gains popularity, people participated in the internet environment and contribute to the content by sharing news worth events that they have recorded as an amateur with their own opportunities on their own personal pages. The most important feature of the Web 2.0 is its' being synchronous. It can be connected with social networking such as msn, google talk etc. and chat simultaneously.

It is turned into a human form of communication where sharing and discussion are basis without limitation of time and space (the mobile-based). Technology, telecommunications have a structure in which social communication is provided via words, images, audio files. People have a frame in which they share their stories and experiences in this context.

After the social media many things has begun to change in human life. Since the existing content in the social media created by people, creativity began to gain importance and the age of participation was born. The strict distinction between the manufacturers of media content and the viewers of media has been eliminated. Depending on this phenomenon, the speed of change has increased. Being innovative and in the forefront of innovation has become important for the people.

As a result, the internet has become to create its own forms for social connection and communication. People are also participate in regular outdoor activities, and still able to express themselves on a regular social web environments.

New technology and methods have brought problems as well as the positive results every time. We have mentioned that media is an important element in the socialization process. In this process, the individual benefits from the opportunities offered himself/herself by the technology as well as the classical methods they see their parents in his/her relationship with the society. He/she could have information about more people and groups and faces to more options in his/her choices. Especially in the process of "creating identity" he is affected by reference environment about how to position himself. A life without media especially without "social media" is almost unimaginable. It has become a little more widespread everyday in the world especially among young people. Traditional methods of communication have been trying to take place in the virtual platform. Memberships for various groups, meeting old friends in the shared platforms and participation in the protests are indicators this. Despite rapid development in the media, the focus of people and the importance of human relationships will never lose its importance any time.

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