

## Chapter 6

# Social Media and TV Watching Metrics

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### ABSTRACT

*In this chapter, in order to measure the relation between social media and television, the inside sequence published in Turkish television series during the broadcasting period of 2016-2017 was examined. The reason for the selection of this directory is that 39 episodes are broadcast throughout the episode, and the high interest in social media is a high percentage of TV ratings. The study looked at the follow-up measures in social media that were used to help measure social media in-line monitoring. The Kimola firm is one of the companies that conducts research on this subject. In the study, Kimola presented its published series of 39 episodes published in the series. As a result of this study, it shows that social media have an increasing role in the effect of watching television.*

### 1. SOCIAL MEDIA

There is a lot of research on networking. Castells is an important one among those working in the field. Castells (2013), points out that by the end of the 1990s, the Internet's communications power has led to another technological change towards the widespread use of computerized computing through interconnected computing devices that emerge in a wide variety of formats from discrete microcomputers and mainframes to new developments in telecommunications and computing. In the last quarter of the century, the formation and spread of computerized networks of the Internet, the internet, have changed the structure of the new medium of communication, the architecture of the network, the culture and the form of communication of those connected to the network forever. The architecture of the network is open; Support the widespread access of the CAM; That social inequalities are emerging strongly in the field of electronics despite the restrictions imposed by the government, or by commercial restrictions. On the other hand, the openness of the system is also a result of the continuous renewal and free access process initiated by the first computer hackers who find hundreds of thousands of netten people and those who have adopted the network as a hobby.

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According to Blossom (2009), the terminology used to define how individuals are using today's publishing tools to influence other people can be quite confusing. Blossom points out that people refer to Web 2.0, user-generated content, social networking, and other terms to try to encompass the movement toward people becoming influential publishers on the Web and beyond. All of these terms and others have their place in describing useful tools for people to publish to the world. He finds that the term "social media" serves as a good umbrella for encompassing all of the available technologies that will not be limited to a specific application of publishing or a particular era of publishing. As discussed earlier, social media has been with us from the first human utterances and will be with us long after the Internet has been supplanted by other forms of global communications that empower individuals to be influential publishers.

It is seen that various definitions have been made for social media through studies on internet based network technology and social media. According to Lincoln (2009), social media is more about the ideas that you share, collaborate on, create and participate in rather than observe. Also according to Kara (2013), social media is the whole of web-based applications that operate on the basis of web 2.0 and user-generated content. Büyükaslan (2015), describe social media as an environment in which many activities carried out in a social network where many sharing is made, daily shopping is performed, food is ordered, banking transactions are done, chat is played with the closest friends, acquaintances and acquaintances, movies are played together and the classical definition of social concept. From these definitions, social media is the name given to the dialogue that people have made with each other over the internet, the sharing they have done and the many activities that have been carried out.

Gündüz and Pembecioğlu (2015), points out that, the concept of social media has emerged as the Internet has enabled mutual data communication at the Web 2.0 level. Along with the development of the social media, the movement of knowledge and news has become a structure that needs to be addressed at very different speeds and dimensions. Also Kuyucu (2015), says that social media, which started to be used as an alternative to traditional media but succeeded in taking away the power of setting the agenda of the traditional media as the usage area developed, allows the individuals to discuss concepts unlimitedly. The communication that passes through the audit screen in the traditional media is made more freely in the social media. In this context, social media allows individuals to freely express concepts as they wish.

According to Shabir and others (2014), social media is most recent form of media and having many features and characteristics. It have many facilities on same channel like as communicating, texting, images sharing, audio and video sharing, fast publishing, linking with all over world, direct connecting. It is also cheapest fast access to the world so it is very important for all age of peoples. Its use is increasing day by day with high rate in all over the world. Majority of youth is shifting speedily from electronic media like as television viewers and radio listeners to the social media among all age of group.

Social media, the product of the last 35 years, does not end its development. Kara (2013), admits that almost every day a new application is added to the network, and few of them end their assets. According to the social media research conducted by the Pew Research Center, only 14 social media sites have been closed to date. One hundred and ninety eight people are still members. When many social sharing sites select users who use a specific geographic mass or language as the target audience, the user groups can become completely different from the more cosmopolitan or originally targeted audience, depending on the increase in the number of members of the site. For example, a Turkish-speaking Turkish Orkut social-sharing site was initially a social network that began to spread in English in the United States, but eventually became a social network of Brazilian members.

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