

16. BÖLÜM

SOSYAL MEDYADA ADALET ARAYIŞI

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Giriş

Teknolojik ilerlemeler hayatımızın her alanında etkisini göstermektedir. ABD’de yapılan bir çalışmada gençlerin %95’inin akıllı telefon kullandıkları ve %45’ininse neredeyse sürekli çevrimiçi olduğu bulunmuştur. Gençlerin sosyal medya platformu kullanma oranı incelendiğinde 2015 yılında kullanım oranı %8 iken, 2018 yılında bu oran %97’ye yükselmiştir (Anderson ve Jiang, 2018). Sadece sosyal ağları kullanan genç sayısı değil, yetişkin sayısı ve toplam kullanıcı sayısı da seneler içinde katlanarak artmaktadır. Bugün çevrim içi sosyal ağlar gençler, yetişkinler, özel kurumlar ve devlet kurumları tarafından da aktif bir biçimde kullanılan iletişim aracı haline gelmiştir. Sosyal medya, kişilerin kendi istekleri doğrultusunda bireysel ve kültürel ilişkilerini geliştirdikleri ve devam ettirdikleri iletişim teknolojisi olarak tanımlanmaktadır (Schejter ve Tirosh, 2012). Sosyal medya yeni medya aracı olarak kabul edilmekte ve kitlesel iletişim araçlarından farklılaşmaktadır. Etkileşime açık, değişken, çoklu ortamlı, hızlı, zengin içerikli, yakınlık içeren iletişim şekli olarak karşımıza çıkmaktadır (Schejter ve Tirosh, 2014). Sosyal medya araçlarının kitlesel haberleşme araçlarına benzer işlevleri olduğu gibi onlardan daha farklı ve çoklu ortamlı, internet tabanlı yeni bir

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