

YENİ MEDYA TEKNOLOJİLERİ VE E-SPOR

Tolga TUNA



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ÖNSÖZ

Yeni medya teknolojileri ve e-spor; çağımızın dijital devrimini ve rekabetçi oyunların yükselişini bir araya getirmektedir. Bilgiye ve eğlenceye erişimimizdeki bu dönüşüm, geleneksel normları altüst etmekte ve yeni ufuklar açmaktadır. İnternet, sosyal medya, yayın platformları ve rekabetçi oyunlar; hayatımızı şekillendiren güçlü araçlar haline gelmiştir. Ancak, bu değişim sadece bireysel düzeyde değil, toplumun tamamını etkilemektedir. Bu çalışma, yeni medya teknolojilerinin ve e-sporun evrimini, etkilerini ve geleceğini anlamak isteyen herkes için bir rehber niteliği taşımaktadır. Tüm bu bilgilerin ışığı altında bu araştırma; Türkiye'deki bireylerin Twitch TV platformunu kullanma motivasyonlarını ve bu motivasyon kaynaklarının Twitch TV platformu kullanım düzeyi üzerindeki etkisini belirlemeyi amaçlamaktadır.

Bu çalışmanın ortaya çıkması adına tüm süreçlerde bana her konuda yol gösteren, değerli bilgilerini paylaşan, bana güvenen ve öğrencisi olmaktan her zaman gurur duyacağım değerli tez danışmanım Prof. Dr. Hakan KATIRCI'ya kendisinin öğretici yaklaşımı ve akademik kariyerimle ilgili değerli tavsiyeleri için en içten teşekkürlerimi sunarım.

Çalışma sürecinde kendisine ne zaman danışsam bana kıymetli vaktini ayırıp sabırla ve büyük bir ilgiyle faydalı olabilmek adına elinden gelenin fazlasını sunan, bilgi birikimiyle çalışmama farklı açılardan bakmamı sağlayan, beraber çalışmaktan ve öğrencisi olmaktan her zaman gurur duyacağım değerli hocam Doç. Dr. Arif YÜCE'ye sonsuz teşekkür ederim.

Tez savunmamızda kritik noktalar adına değerli bilgilerini aktaran ve yapıcı eleştirileriyle tezin son şeklini almasını sağlayan değerli hocam Doç. Dr. Velittin BALCI'ya teşekkür ederim.

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Tolga TUNA



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SİMGELER VE KISALTMALAR DİZİNİ

%	:	Yüzde
α	:	Cronbach's Alpha
ANOVA	:	Analysis of Variance
CPL	:	Cyberathlete Professional League (Siberatlet Profesyonel Ligi)
CS:GO	:	Counter-Strike Global Offensive
DOTA	:	Defense of the Ancients
FPS	:	First Person Shooter (Birinci Şahıs Nişancı)
H	:	Hipotez
KDT	:	Kullanımlar ve Doyumlar Teorisi
KESPA	:	Korea e-Sports Association (Kore E-Spor Birliği)
LAN	:	Local Area Network (Yerel Alan Ağı)
LoL	:	League of Legends
MMORPG	:	Massively Multiplayer Online Role-Playing Games (Çok Katılımcılı Çevrimiçi Rol Yapma Oyunu)
MOBA	:	Multiplayer Online Battle Arena (Çok Oyunculu Çevrimiçi Savaş Arenası)
N	:	Frekans
OGA	:	Online Gamers Association (Çevrimiçi Oyuncular Derneği)
PUBG	:	PlayerUnknown's Battlegrounds
RTS	:	Real Time Strategy (Gerçek Zamanlı Strateji)
SPSS	:	Statistical Package for the Social Sciences
ss	:	Standart Sapma
TESFED	:	Türkiye E-Spor Federasyonu
WCG	:	World Cyber Games (Dünya Siber Oyunları)
\bar{x}	:	Aritmetik Ortalama
β	:	Beta

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