

BÖLÜM 8

ÖRGÜT ARAŞTIRMALARINDA MEDYA MEŞRUIYETİNİ YENİDEN DÜŞÜNMEK ÜZERİNE: SOSYAL MEDYA NELERİ DEĞİŞTİRDİ?¹

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GİRİŞ

Özellikle kurumsalcı mercekten yapılan örgütsel meşruiyet araştırmaları içerisindeki yerini giderek sağlamlaştıran medya meşruiyeti olgusu özellikle örgüt araştırmalarında meşruiyetin bir türü veya boyutu olarak ele alınmaktadır. Araştırmacılar 90'lı yılların başlarından bu yana örgütsel meşruiyeti ölçmek için mevcut kültürün değerlerini etkileyen ve yansıtan medyayı kullanmaktadırlar (Deephouse, 1996:1027; Chen & Meindl, 1991; Dowling & Pfeffer, 1975; Gans, 1979). Dolayısıyla, medya meşruiyetini ele alırken örgütsel meşruiyet gözlükleri ile bakmakta yarar vardır. Nitekim, akademik bir yapı olarak yoğun ilgi gören örgütsel meşruiyet (Díez-de-Castro vd., 2018:1) örgüt araştırmalarında son yıllarda öne çıkan bir araştırma alanı haline gelmiştir. Farklı bakış açılarıyla pekiştirilen bu ortak ilgi, “örgütlerin daha iyi anlaşılmasına olanak sağladığından örgüt çalışmalarında da yoğun tartışmalara yeni kapılar açmıştır” (Yüncü, 2020a:102). Örgütsel meşruiyetin tıpkı örgütsel itibar gibi örgütlerin hayatta kalması ve büyümesi noktasında büyük etkiye sahip olması ve gerekli örgütsel meşruiyetin inşasına etki eden değişkenlerin giderek karmaşıklaşıyor olması örgüt çalışmaları aralanan bu yeni kapıların önemi ortaya koymaktadır (Lundmark vd., 2016:1407; Kostova & Zaheer 1999; Dowling & Pfeffer 1975). Günümüzde örgütler kurumsal faaliyetlerindeki genişlemenin doğal bir sonucu olarak daha farklı normlar ve beklentilerle giderek daha fazla karşılaştıkları için, örgütsel meşruiyetin kazanılması, korunması ve sürdürülebilmesi, örgütler için daha karmaşık bir süreç haline gelmiştir (Etter vd., 2018:86; Castelló vd., 2016; Palazzo & Scherer, 2006). Akademisyenler sosyal

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(Harquail, 2011:250) farklı paydaşlar arasındaki bilgi asimetrisini azaltabilmekte ve paydaşlarının gözünde örgütsel meşruiyeti inşa etme şansı yakalayabilmektedir. Bu bağlamda, örgütün algılanan davranışı ile heterojen sosyal normlar arasındaki uyumun bir örgütsel meşruiyet göstergesi olduğu düşünüldüğünde (Etter vd., 2018:60) sosyal medya örgütsel başarılar, önemli olaylar vb. örgütsel bilgi seçilerek ve filtrelenebilir hedeflenen kitlelere hızla sunulabilme imkanı ile ayrı bir öneme sahip olmaktadır. Öte yandan, örgüt araştırmalarının bilgi teknolojilerinin iletişim olanakları çerçevesindeki son ürünü niteliğindeki sosyal medya olgusuna ve bu olgunun örgütsel meşruiyet üzerindeki etkisine çok az ilgi göstermiş olması dikkat çekicidir. Nitekim, görece yeni bir alan olması sebebiyle sosyal medya ve örgütsel meşruiyet ilişkisi önemli çalışma alanları sunmaktadır. Sosyal medyanın örgütlere yönelttiği risklerinin üstesinden gelmek için etkili stratejiler geliştirmesi, sosyal medya faaliyetlerinin örgütsel meşruiyet ve itibara olan etkisi, sosyal medyada örgütlerin kanaat oluşturma stratejileri ve sosyal medyanın sosyal yargı oluşumu sürecindeki rolü bu alanlardan sadece birkaçıdır. Bu pencereden bakıldığında işaret edilen alanlarda ortaya koyulacak bilimsel çabaların, özellikle örgüt çalışmalarında, oldukça verimli sonuçlar vereceği görülmektedir.

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