

Bölüm 10

PATOLOJİ'DE SOSYAL MEDYA ARAÇLARININ KULLANIMI

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Teknolojinin baş döndürücü bir hızla ilerlediği modern çağda, internetin keşfi, kamera ve bilgisayar teknolojilerindeki yenilikler ile iletişim alanında mesafeleri ortadan kaldıran ilerlemeler yaşanmaktadır. Sesli ve kablolu iletişim, yerini görsel ve kablosuz iletişime terk etmektedir. Hemen her bireyin sahip olduğu modern cep telefonları ise sahip oldukları teknoloji ve kablosuz internet imkanı ile her an her yerde iletişime imkan sağlamaktadır. Tüm bu teknolojik araçların kullanıma girmesiyle birlikte bireyler arası hızlı ve kolay iletişim ve haberleşmeyi mümkün kılan bazı uygulamalar da dahil oldu insan hayatına: sosyal medya (SoMe) araçları (1, 2). SoMe araçları; bilgisayarlar (akıllı telefon, tablet, dizüstü ve masaüstü bilgisayarlar) ve internet tabanlı teknolojileri kullanan interaktif bir iletişim şeklidir ve bu iletişim araçları sayesinde, video, Şekil ve dosyalar kolayca paylaşılabilir, uzak mesafelerdeki insanlarla anında iletişim ve iş birliği kurulabilir (3, 4). Sosyal ağlar bugün çoğu insan için günlük hayatın bir parçası haline gelmiş, özellikle akıllı telefonlara entegre SoMe araçlarının kullanımına harcanan zaman, bireyin günlük yaşamında önemli bir yer kaplar olmuştur. Küreselleşme çağında SoMe araçları, yakın çevre ve arkadaşlar yanı sıra dünyanın dört bir yanındaki arkadaşlar ve akranlar arasındaki etkili iletişim için de vazgeçilmezdir. SoMe araçları, açılan bir hesapla, sadece bir ekran ve internet ağı sayesinde dünya çapında milyonlarca kişinin birbiri ile hızlı iletişiminde en güçlü araçlardır (2).

SoMe araçları ilk olarak kişisel paylaşımlar, haberleşme ve arkadaşlık ilişkileri temeline dayalı paylaşımlar ve iletişim için kullanılmış olsa da, son zamanlarda; hızlı, kolay ve etkili iletişimdeki gücünün fark edilmesi ile birlikte, eğitim ve mesleki alanlardaki kullanımları da dahil olmak üzere çok çeşitli alanlardaki kullanımları ile toplum tabanlı kitlesel iletişim araçları haline dönüşmüşlerdir (1,5,6).

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