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PROGRAM

EXAMINATION OF ONLINE MEDIA TECHNOLOGIES AND BEHAVIOR  
OF A RIGHTS-BASED YOUTH ORGANIZATIONS WHO WORK IN  
TURKEY; A RESEARCH ON MEMBER OR OBSERVER ORGANIZATIONS  
IN THE YOUTH ORGANIZATIONS FORUM

KENAN DURSUN

112680006

Faculty Member, Phd. IVO OZAN FURMAN

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TÜRKİYE'DE HAK TEMELLİ ÇALIŞMALAR YAPAN GENÇLİK  
ÖRGÜTLERİNİN ONLINE TEKNOLOJİ VE MEDYA DAVRANIŞLARININ  
İNCELENMESİ: GENÇLİK ÖRGÜTLERİ FORUMU'NA ÜYE VEYA  
GÖZLEMCİ ÖRGÜTLERİ ÜZERİNE BİR ARAŞTIRMA

KENAN DURSUN

112680006

**Tez Danışmanı:**

**Dr. Öğr. Üyesi Ivo Ozan Furman**

İstanbul Bilgi Üniversitesi

**Juri Üyeleri:**

**Doç. Dr. Erkan Saka**

İstanbul Bilgi Üniversitesi

**Doç. Dr. Eylem Yanardağoğlu**

Kadir Has Üniversitesi

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## ABBREVIATIONS

<b>CSO</b>	Civil Society Organizations
<b>ISP</b>	Internet Service Provider
<b>Kbps</b>	Kilobits Per Second
<b>LGBT</b>	Lesbian Gay Bisexual Transgender
<b>Mbps</b>	Megabits Per Second
<b>NGO</b>	Non-Governmental Organizations
<b>STGM</b>	The Civil Society Development Centre
<b>SEO</b>	Search Engine Optimization
<b>SMS</b>	Short Message Service
<b>SSL</b>	Secure Sockets Layer
<b>TechSoup</b>	TechSoup Turkey Donation Program
<b>YOF</b>	Youth Organizations Forum
<b>WP</b>	WordPress

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## ABSTRACT

Internet and social media offering crucial technical advantages in terms of participation practices are observed to provide an alternative communication channel for non-governmental organizations that are not able to utilize the conventional media. This study will analyze the digital tools and technologic infrastructure which right-oriented youth organizations in Turkey while communicating with the young and the public, and fund-raising activities.

A survey was utilized as the data collection method within the scope of this research. 2 pilot applications were conducted before the dissemination of the survey and 12 and 16 survey answers were received from the first and second survey, respectively; and the survey was revised after the comments were examined.

As a result of the study, the organizations have been determined to use technological infrastructure to a limited extent; the reason of which was observed to be the absence of employees specialized in this matter. The organizations can reinforce their technological infrastructure and use social media more effectively by receiving support from specialized or experienced persons.

Non-governmental organizations need to be strengthened in terms of technology use and raise awareness in this respect. Active use of social media helps non-governmental organizations reach more volunteers as well as supporting them in their fund-raising strategies by making them more visible and effective in their projects and campaigns.

**Keywords:** Non-governmental organizations, social media, technology, democracy, youth

## ÖZET

Katılım pratikleri açısından önemli teknik avantajlar sunan internet ve sosyal medyanın, geleneksel medyayı kullanamayan hak savunucusu sivil örgütlenmelerin iletişim faaliyetleri için de alternatif bir iletişim kanalı yarattığı gözlemlenmektedir. Bu çalışma ile Gençlik Örgütleri Forumu'na üye veya gözlemci örgütlerin, gençlerle ve kamuoyu ile iletişim kurarken ve kaynak geliştirme faaliyetleri sırasında kullandıkları dijital araçlar ve teknolojik alt yapıları incelenmiştir.

Araştırma kapsamında bilgi toplama yöntemi olarak anket kullanılmıştır. Anketi yaygınlaştırmadan önce 2 farklı pilot çalışma yapılmıştır ve bu pilot çalışmalardan ilkinde 12 ikincisinde ise 16 anket cevabı alınmıştır. Pilot çalışmalar sonrasında sorulara gelen cevaplar ve yorumlar incelenerek anket revize edilmiştir.

Çalışma kapsamında örgütlerin teknolojik alt yapı kullanımının oldukça düşük olduğu görülmektedir. Bunun sebebinin bu konuda uzman çalışan olmamasının sonucu olduğu gözlemlenmektedir. Örgütler bu alanda uzman veya deneyimli gönüllülerden destek alarak teknolojik alt yapılarını güçlendirebilir ve sosyal medyayı daha etkili kullanabilir.

Sivil toplum örgütlerinin sosyal medya ve teknoloji kullanımı konusunda güçlenmesi ve bu konuda farkındalıklarının artması gerekmektedir. Sosyal medya ve teknolojinin aktif kullanımı örgütlerin daha çok gönüllüye ulaşmasına destek olmakla birlikte örgütlerin proje ve kampanyalarını daha görünür ve etkili kılarak örgütlerin kaynak geliştirme stratejilerine destek olur.

**Anahtar Kelimeler:** Sivil toplum örgütü, sosyal medya, teknoloji, demokrasi, gençlik

## INTRODUCTION

The acceleration of the internet and advancing technologies have lately caused different requirements to emerge and communication means to change year by year. The advancement of technology and media proceeds in the same way. With the transition from Web 1.0 to Web 2.0; the use of new media and technology has changed rapidly; furthermore, this change paves the way for different communication types and habits. Citizens have now become a producing actor rather than just readers and begun to utilize this media and internet means for their own requirements and interests.

People have now become content producers by means of different social media tools that become a part of our daily lives in conjunction with the acceleration of the internet. Social media platforms have flourished and increased in number as users create content along with the media consumption habits of people that have changed. Conventional media tools have started to be followed less and especially the young have leaned towards platforms where they follow information and news. Accordingly; companies, media institutions and non-governmental organizations started to appear in such digital platforms actively and follow technology close so as to keep up with this changing system. While determining the communication strategies, these institutions take actions by paying attention to this change.

The communication management of social media platforms and user practices are observed to have changed in time. Became a part of our lives in 2004, Facebook primarily stood out as a platform allowing us to find and communicate our old friend, primary school teachers and classmates, which means it mostly pursued a communication strategy to refresh our old friends. This strategy is observed to have evolved into a form promoting important memories (marriage, birthdays, engagements, proposals, etc.) and now creating communities allowing event tracking, in-group discussions and information exchange rather than reminding old friendships. As a matter of fact; some social media tools were shut down in time;

one of the best examples of which is the shutdown of Vine, which had been presented by Twitter in 2013, allowing 6-second video footage in 2017 and the announcement of the projected shutdown of Google + in 2019 that had been presented by Google as its social network.

The increase of the use of social media and the development of associated technologies brought about different concerns and; therefore, different definitions have revealed. Increasing use of social media and technology led different notions to reveal in the field of civil society. The notion of “digital activism” that came in sight due to the increase of social media and technology use has changed the communication types of non-governmental organizations; and the diversity in the use of social media and technology tools enhanced. Social media tools have become essential for non-governmental organizations’ campaigns and for them to be able to explain themselves.

Non-governmental organizations are able to conduct more effective and visible activities while conducting human rights-based activities. In our country where the internet use increases day by day; non-governmental organizations are now able to reach their target groups which that desire to reach according to their working fields through the social media platforms. Additionally, they are able to maintain their requirements such as fund-raising, reaching volunteers they need and communication with volunteers more effectively by means of social media platforms and technologic tools. It is considered that the social media has an effective and supporting role for such activities.

Internet and social media offering crucial technical advantages in terms of participation practices are observed to provide an alternative communication channel for non-governmental organizations that are not able to utilize the conventional media. This study will analyze the digital tools and technologic infrastructure which right-oriented youth organizations in Turkey while communicating with the young and the public, and fund-raising activities.

Moreover, the study will observe with the help of a question set prepared within this scope the effect of the active use of social media by the non-governmental organizations on the fund-raising, communication with volunteers and visibility activities; and on the development of youth policies.

The Youth Organizations Platform endeavoring for the youth policy in Turkey to be handled in a rights-oriented way is a mutual platform where the youth organizations act together. By means of this research performed within the scope of this study, a map will be formed as to the use of communication and technology by the youth organizations engaged in rights-based activities.

### **1.1 Research Questions**

The following questions will be probed within the scope of this research.

R. Q 1: Are the rights-based youth organizations in Turkey able to use the opportunities offered by new media tools and technology effectively and actively?

R. Q 2: Do the new media and technology tools support the rights-based youth organizations in Turkey in terms of fund-raising and relations with volunteers and supporters?

R. Q 3: Which social media and technology tools do the members and observers of the Youth Organizations Forum use?

### **1.2 Aims and Objectives**

This study aims to analyze the use of online technology and media tools by the members or observers of the Youth Organizations Forum. A survey composed of questions examining the use of technology and social media use by 58 members

and observers of the Youth Organizations Forum in detail was applied within the scope of this study and the outcomes were examined.

### **1.3 Outline of the work**

The study is composed of four sections. The aim and the method of the study are explained in the first section of the study while the second section represents the conceptual and corporate framework with regards to the new media and civil society. The conceptual framework of the new media is illuminated by the theories of Marshall McLuhan, Henry Jenkins and Pierre Levy. The conceptual framework of the civil society is expanded starting from Aristo to the theories of Rousseau, John Luke, Adam Smith, Kant, Hegel, Max Weber, Walter Benjamin, Gramsci, Habermas. The third part of the study include the research results of the study while the final part includes the recommendations for upcoming studies.

A survey was utilized as the data collection method within the scope of this research. The survey was communicated to each institution in order to collect accurate and reliable information. The contact people were obliged to answer all of the questions to ensure that accurate and reliable data from the study and each computer was arranged in such a way that the survey can be opened only once. 2 pilot applications were conducted before the dissemination of the survey and 12 and 16 survey answers were received from the first and second survey, respectively; and the survey was revised after the comments were examined.

### **1.4 Background and Significance**

Having been published since 2016, the Global NGO Technology Report that focuses on the use of online technology and media by the worldwide non-governmental organizations is the starting point of this study. (Global NGO Technology Report, 2018) This report proving that use of online technology and new media tools ensures a more understandable portrait and a better interaction is

maintained with the supporters and donators is a quite influential and comprehensive study to illustrate what kind of relation the non-governmental organization across the world establishes with the digital world. This annual study provides important and remarkable information regarding the technology and media use of non-governmental organizations around the world. The fact that the study is repeated every year is beneficial in terms of seeing and following the changing new media and technology practices.

While the survey questions determined within the scope of the study that I conducted share similarity with this study; they were adapted to the organizations operating in Turkey and some questions were eliminated and new questions were added. During the preparation and finalization of the questions, negotiations were maintained with communication professionals, NGO workers, activists and researchers that are specialized in their fields.

The institutions and persons who prepare the Global NGO Technology Report were contacted over the course of the study and discussions were conducted as to the publication of this survey in Turkish in the upcoming years so that the participation of Turkey is ensured. The Civil Society Development Center (STGM) targeting to enable a strong and democratic civil society in Turkey maintains the necessary exercises to allow this study to be conducted in Turkey. I believe it is of vital importance to conduct this survey in that is likely to provide important information regarding the use of media and technology by the non-governmental organizations in Turkey in a more comprehensive way and at certain intervals.

## **2 THEORETICAL FRAMEWORK AND LITERATURE REVIEW**

### **2.1 Theoretical Framework**

#### **2.1.1 Civil Society and Civil Society Organizations**

The civil society is an important notion for a democratic Turkey and world. The civil society must be strong and open to participation for a world and Turkey where people participate in politics and discuss and negotiate their ideas about their identities and society. One of the essentials for the participative democracy to function, non-governmental organizations are important structures to allow citizens to have a voice in decision-making processes and to participate in those processes.

Non-governmental organizations (NGO) can be defined as non-governmental structures where volunteer citizens act together around an issue or social problem without any profit motive.

The notion of “civil society” was first handled by Aristoteles. According to Aristoteles, civil society is a community managed in accordance with the rules aiming at ensuring the public well-being. (Kaypak, 2012, p. 36) (Aslan, Civil Society; Conceptual Change and Transformation, 2010, p. 191)

Nevertheless, the definition of Larry Diamond regarding civil society is the most referred and used definition in the literature. According to Larry Diamond, the civil society is an organized, self-supervisory and self-producing space independent from the state but bound to a legal order or mutual rules. (Onbaşı, 2005, p. 45)

In the general sense, civil society is the act of doing things together voluntarily and collaboratively, which they cannot do on their own. (Keyman, 2004, p. 3)

The civil society concept which was started to be used in the 1970s in Turkey started to be used and expressed more with the 12 September 1980 coup d'état when the state-citizen tension escalated. (Belge, 2003, p. 2) Murat Belge asserts in the Civil Society and Democracy Conference notes of the Civil Society Studies Centers that citizens made discussions after the military intervention as to the reason why the coup d'état happened was the absence of civil society in Turkey.

Examining the literature, the civil society today can be defined as the mutual space formed by non-profit organizations out of the guidance of state following the decision-making systems regarding social issues, developing suggestions for a reasonable solution, actively working for the suggestions to be implemented. The civil society is an important notion guaranteeing the mutual well-being and ensuring participation which is one of the essentials of democracy. It is not possible to talk about the notion of civil society in structures which are not open to the participation of citizens.

The civil society is a social space independent from but in relation with the state, which does not seek to grab the power. The processes of citizens' right seeking and participating in politics are effective in structures where civil society is strong. The ground of civil society encompasses elements such as citizenship, urbanity, civilization, publicness, volunteerism, human rights, freedom and democracy. (Aslan, Civil Society and Democracy, 2010)

Analyzing the historical development, the formation of civil society in the modern era, which was observed to have emerged in the Ancient Greece, shows parallelism with the development of democracy. Besides, the presence of democracy is important for civil society while the presence of non-governmental organizations is crucial for a participative and strong civil society space. (Kanılmaz, 2017, p. 144)

Some important developments have taken place in Turkey which contributed to the development of civil society. The Habitat Conference that was organized in 1996

allowed many non-governmental organizations to expand their agenda regarding social justice and sustainable development in Turkey with the notion of civil society becoming more and more important in the world. It was proved after the disaster experienced following the 1999 earthquake that the civil society could act faster and be more effective in cases of emergencies compared to the state as a result of the volunteerism displayed and donations provided by citizens. On the other hand, one of the most important moments in this sense was the Copenhagen Criteria adopted in 2001 within the frame of Turkey's membership negotiations with the EU. By means of these criteria; one of the restrictions inherited from the 1980s was eliminated and a more favorable space was tried to be created for civil society activities with the recognition of various rights and freedoms. (Bikmen & Meydanoglu, 2006, p. 14)

The volunteer, non-profit and non-governmental actors serving in the field of civil society can be called non-governmental organizations in the general sense. (YADA, 2015, p. 12)

Non-governmental organizations are structures composed of people with common interests, providing assistance for those who need, providing benefit for their members and volunteers, monitoring and inspecting the state and ensuring citizens to participate in the social life. Non-governmental organizations endeavor to solve social problems. (Kurt & Taş, 2015, s. 201-202)

Civil Society Organizations (Civil Society Organization-CSO), are non-governmental organizations (Non-Governmental Organization-NGO). Today; citizen initiatives, foundations, associations, industry and trade unions, professional organizations, syndicates, federations, confederations and school clubs are considered as civil society organizations.

Organizations striving for determining and preventing the human rights violations and ensuring justice can be classified as rights-based organizations. The working

areas of the rights-based organizations include human rights, environment, gender and sexual orientations, youth, the handicapped, child rights, culture/cultural rights, LGBT rights, animal rights, rights of the elderly, refugee rights and urban rights. (Freedom of Organization of Rights-Based NGOs, 2016)

Non-governmental organizations carrying out rights-based activities are crucial for citizens to have a voice in the participation mechanisms. The presence of non-governmental organizations is crucial in terms of the responsibility of the state to citizens, its transparency and the inclusion of the civil society in the decision-making mechanisms by the state and reference to citizens in participative democracies.

According to the research “Youth in Statistics 2017” published by the Turkish Statistical Agency; 51,2% and 48,8% of the youth that constitutes 16,1% of the population are males and females, respectively. (Turkish Statistical Institution, 2018)

Organizations whose target group is youngsters between 15 – 25 and carrying out youth work for this group are called youth non-governmental organizations in the general sense. This age group varies depending on countries including the non-governmental organizations targeting the youth in Turkey. Non-governmental organizations targeting all the youngsters including the disadvantages and those marginalized by the society carry out studies for personal developments of the youth. (Sütlü, 2007, p. 139)

Umbrella organizations such as Turkish Youth NGOs Platform (TGSP) and Youth Organizations Forum (GoFor) gathering the non-governmental organizations carrying out studies in the field of youth are available. Such structures perform various activities to allow the non-governmental organizations targeting youth to cooperate and to empower their capacities.

Surveys were applied to the organizations that are members or observers of the Youth Organizations Platform within the scope of this study, because of Turkish Youth NGOs Platform (TGSP) consists of service provider and charity organizations in general. The Youth Organizations Forum is a mutual platform endeavoring for the youth policies in Turkey to be approached in a rights-based manner and where the youth organizations act together. It is composed of structures such as organizations, foundations, student communities and youth centers. GoFor carries out various studies to ensure the active participation of the youth organizations in the process of policy making by targeting the public and non-governmental organizations to better understand the rights-based youth policies and its effect to be strengthened. It is required to be a member of the Youth Organizations Forum that there is an expression in their regulations stating that the organization performs studies with regards to the youth. Membership to the Forum is open for all the organizations serving and carrying out studies in the field of youth work. The Youth Organizations Forum conducts various studies to empower the capacities of its members and observers. (About GoFor, 2019)

Within the scope of this study, surveys were applied to 58 institutions that are either the members or observers of the Youth Organizations Forum; the use of technology and media by these organizations targeting youth was analyzed. One of the objectives of the Youth Organizations Forum is to constitute the infrastructure of youth policies at universal standards. To this end, it is now quite important to use new media and technology tools effectively and actively with the purpose of raising awareness and lobbying.

Considered as the strongest opposition of modern time, social media is a substantial communication tool for the activities of the non-governmental organizations that states intend to keep under control, occasionally censor or block. (Tıraş, 2015, pp. 360-261)

Social media platforms such as Twitter which is one of the most important sources that citizens make use of to reach accurate information or Facebook which promotes discussions and communication among citizens are the platforms where non-governmental organizations are available most actively at the present time. Within the scope of this study, the social media platforms used by the non-governmental organizations most effectively and frequently serving in the field of youth work will also be analyzed.

According to the Turkey results of the Global Digital Report prepared annually by We are social and Hootsuite; a vast majority of the social media users are composed of young people. Analyzing the research results; it is understood that there are 59.36 million (72% of the population) internet users, 52 million active social media users (63% of the population) and 44 million (53% of the population) active mobile social media users. (Hootsuite & We Are Social, 2019)

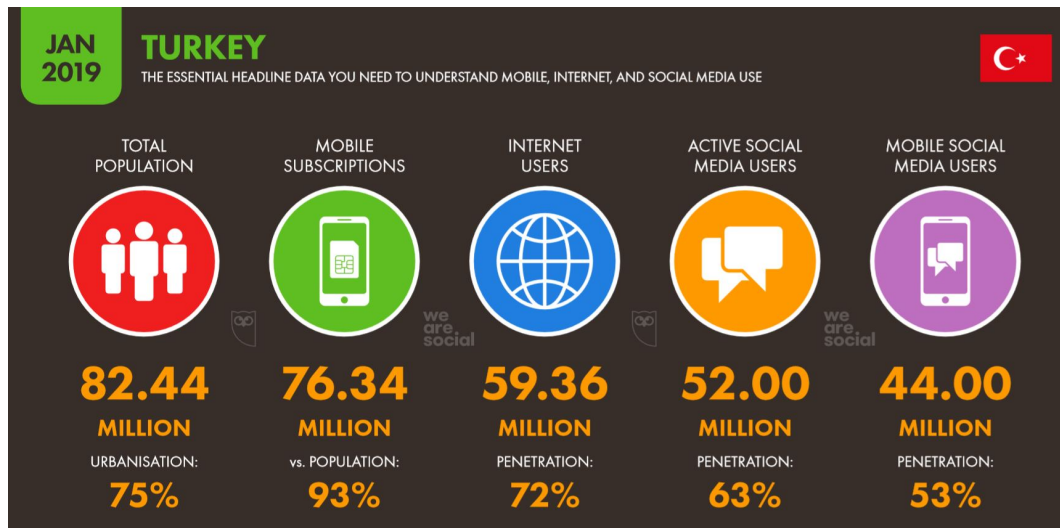


Figure 1 We are social in 2019 Turkey Internet, Social Media and Mobile Stats

According to the Household Information Technologies (IT) Use Survey by the Turkish Statistical Institution; the number of internet users in 2017 which was 66,8% increased to 72,9% in 2018. Internet access at home which was 80,7% in 2017 increased to 83,8% in 2018. It is predicted that a similar increase will be seen

in the upcoming report to be published in August 2019. (Turkish Statistical Institution, 2018)

According to the research of the Turkish Statistical Institute “Youth in Statistics, 2017”, the internet use of young people between 16 to 24 in 2016 increased by 2,5% in 2017 and reached 90%. (Turkish Statistical Institution, 2018)

In the survey conducted by We are social and Hootsuite; it can be seen that one-third of the social media users in Turkey are composed of youngsters between 25 to 34 in general. According to these three studies, it can be seen that the use of social media and technology is quite important for youth organizations to communicate with and protect the rights of young people.

Non-governmental organizations are structures that ensure the participation of citizens in the policy-making processes with regards to social issues. Inclusion of non-governmental organizations in the governance process also ensures the citizens to be effective in terms of their participation in the decision-making mechanisms regarding social problems. Failure of politicians in solving the problems in locations where citizens live and the increasing number of people organizing around this problem have increased the importance of non-governmental organizations for local participation instruments. Non-governmental organizations have become important structures to ensure that citizens participate and have a voice in the decision-making processes by developing projects for such problems and implementing those projects. (Emin, 2013, p. 46)

Social media and technology tools are of crucial importance for non-governmental organizations to allow citizens to participate in the decision-making systems. Opportunities provided by social media and technology tools for non-governmental organizations to allow citizens have a voice in social problems and to take active roles in the field of civil society cause that the civil space to be empowered day by day and more democratic systems to be present.

### 2.1.2 Online Technology and Media Tools

The traditional media refers to the communication tools and platforms composed of still existing printed newspapers and magazines and television and radio channels which were commonly used when the internet was not available in our lives. This kind of media is unilateral. (Dedeoğlu, 2016, p. 34)

Mutlu Binarks and Koray Löker defined the new media concept in the Informatics Guide for Non-Governmental Organizations published by the Civil Society Development Center in 2011 as follows:

*“Many concepts such as computer, computer networks, computer associated communication, internet, web 2.0, online journalism, online chat, chat rooms, wiki, e-trade, e-signature, digital media, digital game, digital culture, digital imaging, avatar, cyber extension, virtual extension, virtual reality and social, cultural and economic phenomenon defined by such concepts have now become a natural part of our daily conversations. The concept encompassing and combining all these concepts can be “new media” (Löker & Binark, 2011, p. 9)*

Over the course of the first era of the internet, which refers to web 1.00, users would enter a webpage to seek and access information and leave the page after they acquire the information. Users did not have the chance to comment or interact with the content. With the acceleration of internet and developing technologies, social media tools have come into our lives. A new era of internet, web 2.00 has started with the social media and technology tools; users have started to produce content and interact with each other. (Onat S. G., 2017, p. 54)

Jane Bozarth indicated the differences between web 1.00 and web 2.00 in her book, Social Media for Trainer in the following table. (Bozarth, 2010, p. 12)

<b>Web 1.0</b>	<b>Web 2.0</b>
Programmer-created web pages, graphics, Flash	User-created Web pages, pictures, user reviews, blogs, wikis, YouTube, social networks
Experts create content	Everyone creates content
Individuals visit web pages, read content	People construct shared information
Tightly controlled "sites"	Loosely controlled communities
One-way (one-to-many)	Many-to-many (and peer-to-peer)
Britannica Online	Wikipedia
Publish	Participate
Firewalls, hierarchies	Dynamic, non-hierarchical
Static, stable content, few changes	Constantly updated content (Twitter, Wikipedia)

*Figure 2 Comparison of Web 1.0 to Web 2.0*

Within the scope of this study, digital tools and communication tools among the media tools that are used by the institutions more will be concentrated on. Social media and technology tools are now of quite importance for non-governmental organizations to establish communication with citizens and to be effective in decision-making systems. Difficulties experienced by non-governmental organizations to be visible on television and on newspapers today have led them to use social media actively.

Increasing internet use and instantaneous usability of mobile devices in our daily lives have caused the communication ways to be usable. Citizens are now able to access information faster via mobile technologies rather than traditional media and follow the current agenda swiftly. Non-governmental organizations can implement more visible and effective projects by means of the campaigns and projects they carry out benefitting from such opportunities.

Citizens can access different groups or networks in a fast and easy way with new media technologies. Social media tools such as Facebook, Twitter, YouTube and Instagram, and different media tools such as blogs provide opportunities for citizens to act, get organized and have a voice in something or comment on something. (Dahlgren, 2013, p. 401)

Platforms allowing citizens to express their opinions via a series of online tools and share those opinions with others can be defined as social media. Dissemination and increasing use of these platforms took to share with web 2.00 technologies when users started to produce content and internet is an actor. Social media made it easy for a citizen with similar ideas to come together and discuss about common problems. (Aydın, 2017, p. 298)

Social media ensures faster and more interactive communication compared to traditional media. It is believed that social media contributes to the confidence of citizens with similar ideologies by causing them to get organized and get to know each other. The problem experienced in representative democracies between the represented and representatives is eliminated through social media. Politicians are now able to interact and communicate voters easily using social media while companies can communicate with their clients and public authorities can interact with citizens in the same way. (Hopyar, 2016, pp. 70-71)

The use of new media and technology tools by non-governmental organizations is defined as digital activism. Increasing the speed of internet and the development of mobile technologies have become one of the important opportunities for the right based work of non-governmental organizations and activists. (Löker & Binark, 2011, p. 16)

Emerged as a result of the development of computer and internet technologies, social media is an important instrument to cause a democratic participation environment to be created as well as many other environments. Social and political

contributions of social media in terms of participative democracy have been quite effective lately in our country like in many places across the world. The network established by non-governmental organizations, political parties and politicians with citizens through social media can be characterized as a contribution to participative democracy.

New developments and changes took place due to the internet in the public space. Increasing use of the internet contributes to the advancement of democratic participation and making participative democracy more functional. It has become quite fast and cheap to disseminate information and to acquire new information; therewith, the internet has become an important instrument in political campaigns, one of the most important examples of which is the presidential campaign in the USA in 2004. (Karaçor, 2009, p. 128) Thanks to this campaign, it was observed that the interest of the young people who showed the least interest in politics increased. As a result of such examples, political parties started to place more importance on the internet. (Karaçor, 2009)

In addition to political parties, non-governmental organizations also carry out studies using the internet and new media tools to make the voice of citizens heard by large masses. Should the organizations engaged in rights-based work expect support from the young people using the internet and technology actively, they are supposed to use the tools used by those youngsters actively and effectively.

## **2.2 Main Points of Discussion**

The first internet connection in Turkey was established in 1993; 26 years before this effort had been accelerated, by the guidance of the routers of METU (Middle East Technical University) Informatics Department at the speed with the capacity of 64 Kbps. Accelerated swiftly in time, the internet speed is approximately 3.44 Mbps currently. (Netflix, 2019) As the speed of the internet accelerated, internet use has been disseminated and become a part of every stage of our lives.

Marshall McLuhan expressed that communication among citizens accelerated with communication tools. The saying “a tool is a message” illustrates that the tool that disseminates the message is important and the effect of each tool disseminating each message varies. According to McLuhan, this situation indicates that technology has an impact on the change of the social structure. Technology causes the lifestyles of citizens to change and the global village that McLuhan emphasizes shrinks. (Duygu Dumanlı Kürkçü, 2016, pp. 35-38)

With the development and increasing use of social media, it is now possible to post and comment about many issues at the same time on different platforms. A social media post can reach people on the far end of the world by being retweeted on Twitter, shared on Facebook by others and reposted on Instagram. The concept of Global village has different with the use of increasing new media and technology use. The world has become a mage-village where citizens are able to access information swiftly.

Defined by Pierre Levy and Marshall McLuhan, the global village is expressed to have the characteristics of forming virtual communities and collective intelligence. Information has become easy to be archived and shared. Online communities that are established thanks to the new media are now able to get in touch with each other immediately. The communication style which is unilateral in the traditional media has become interactive and multilateral with the new media today. The new media has changed our communication methods significantly. (Duygu Dumanlı Kürkçü, 2016, pp. 39-41)

Citizens can gather online and prepare their policy suggestions regarding social issues for decision-making mechanisms and utilize the discussion platforms effectively. The method of communication has caused the online participation mechanism, which is not available in the traditional media, to become an important tool to allow citizens to make their voice heard. Today, volunteers are able to participate actively, and communicate their suggestions and comments rapidly in

various processes through the WhatsApp, Facebook, Telegram and email groups that they established to communicate their volunteers.

According to Henry Jenkins, the new media and the traditional media are platforms that supplement each other and enhance participation through mutual use. Jenkins asserts that the communication platforms interact via convergence culture and they maintain their structures by supporting each other in this way. (Duygu Dumanlı Kürkçü, 2016, pp. 52-52)

Newspapers now benefit from Twitter and Facebook as their news source while creating their content. These new news source types of newspapers and televisions can be exemplified for the convergence concept of Henry Jenkins. It has become more and more common that the Twitter posts of politicians are referred to on main news bulletins, tweets attached to the news contents, videos and photographs acquired on media and that they are utilized on the traditional platforms. It is also quite important for non-governmental organizations that the traditional media and the new media supplement each other and are used together.

Internet is an important communication instrument facilitating citizens to be organized for social events. Citizens have started to act together and participate in democratic participation levels, which means the decision-making processes more. Internet and social media are a crucial and strong communication mean allowing people from different ethnic, cultural and religious backgrounds to communicate with each other and convey their problems, demands and suggestions to decision-makers or other citizens. (Karaçor, 2009, pp. 121 - 131)

We are now able to be informed about and react to a right violation, which is experienced in any part of Turkey, immediately on social media due to the internet and new media instruments. We are able to reach politicians and media institutions through social media regarding a problem and receive support from different citizens to solve the problem.

The restrictions on the street protests have caused the digital activism campaigns organized on the internet to be boosted. Non-governmental organizations have lately carried out creative and attractive campaigns to draw the attention of the public and to allow citizens to make their voices heard. At the present time when the non-governmental organizations engaged in rights-based work are not included in the media, the visibility and accessibility maintained through social media and technology tools are of great importance.

The hologram protest that has happened first time in the history following the bill introduced by the Spanish government in March 2015 banning street protests is a quite attention-grabbing incident in terms of the effective and active use of technology by non-governmental organizations. (Türkoğlu, 2015) This protest was carried out by the “Hologram Movement for Freedom” in Madrid and made a tremendous impact on social media. This creative digital activity example is a modal action for activists and non-governmental organizations.

The use of social media has caused and supported different protest practices to be disseminated by non-governmental organizations through social media. The fact that this protest that was able to reach different citizens in many different parts of the world through social media has broadened the horizon in the matter of the opportunities that developing communication technologies provide for non-governmental organizations. (Demirel & Erdoğan, 2017)

According to the research conducted by We are social and Hootsuite; 72% of the population in Turkey use the internet while 63% of it uses social media actively and 53% of the population uses active mobile social media. Analyzing the 2018 report of the same research, it can be seen that internet users increased by 9.3% while the active social media users increased by 2%.

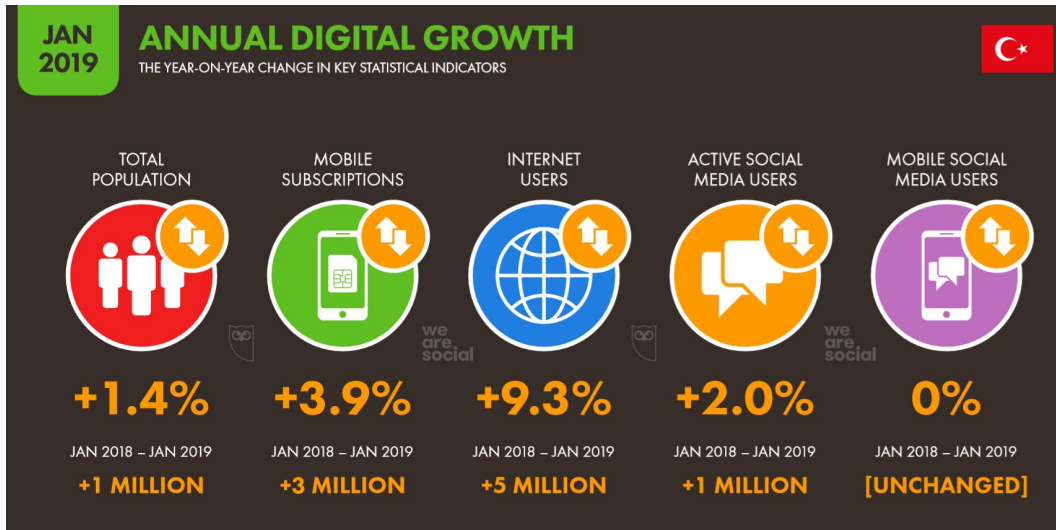


Figure 3 We are social in 2019 Turkey Statistics Annual Digital Change

These results indicate that non-governmental organizations can establish a strong access in the event that they use the new media and technology instruments actively and effectively. Especially that the fact that the use of social media increases year by year reveals that the social media is an important communication and access platform.

The same survey shows that 98% of adults are mobile phone users, 77% of which are smartphones. It can be seen based on these results that Instagram and WhatsApp which function dependent on smartphones are quite important for communication. The use of Instagram and WhatsApp, which will be analyzed within the scope of this study, can be classified as one of the important social media instruments for access and communication.

Today when the social media use of non-governmental organizations has visibly increased, WhatsApp is observed to be used by only a couple of organizations. The trials were undertaken by Greenpeace Turkey to use WhatsApp in its campaigns and the significant positive effect that it has accomplished indicate that this platform will be used more effectively in the upcoming period.

59% of the young people between the ages of 16 and 24 and 46% of the citizens between the ages of 25 and 34 increased their use of YouTube compared to 2018, the second biggest search engine of the world and serving in 91 different countries and 80 different languages. (Webrazzi, 2019) However, YouTube is still the least used social media platform by non-governmental organizations.

The fact that the television use ratio is 99% according to the survey conducted by We are social and Hootsuite indicates that the traditional media still has a strong access and its use is common.

Conjunction use of traditional and new media by non-governmental organizations will empower and make the rights-based work more visible. However, the difficulties experienced by rights-based non-governmental organizations in being included on the mainstream media have led non-governmental organizations in Turkey to use the social media more actively.

Contents and the ways of use of the social media platforms change every passing year. When Instagram came into our lives, it allowed only one photograph to be shared at once. Now, it made it possible to share multiple photographs at the same time and videos in different lengths. This situation indicates that social media platforms change their content forms in time by considering the user requirements.

Analyzing the survey carried out by We are social and Hootsuite, the most used social media platforms in Turkey this year, which change every year, are determined to be YouTube, Instagram, WhatsApp, Facebook and Twitter, respectively. The use of Instagram (+2,7%), Twitter (+1,9%) and LinkedIn (+5,8%) increased while the use of Facebook (-2,3%) decreased. According to this survey, YouTube is the social media platform, the use of which increased the most.

As can be seen in the researches, social media is a quite important and strong communication to in terms of visibility and accessibility. It is of significant

importance that the organizations which are members of the Youth Organizations Forum in which the youth organizations engaged in rights-based work use the social media and technology actively and effectively. They are; thus, able to communicate with their volunteers interactively and enhance their visibility by means of the social media and technology tools. Social media is a faster and less costly instrument compared to the traditional media in terms of reaching and communicating with the youth. (Saatçioğlu, 2017, p. 162)

Communication ways have been changing and transforming. Digital world reshapes and builds the communication ways and human relations. Non-governmental organizations that intend to reach new groups and wish their activities to be more visible and places importance on digital transformation have started to make room for digital communication. By means of this study, we will have the opportunity to analyze the effect of the use of new media and technology tools on the visibility, fund-raising activities and communication with volunteers of non-governmental organizations. The use of social media and technology tools have been observed to be effective for the activities, fund-raising events and communication with volunteers of non-governmental organizations. This study will allow the ideas of citizens working at non-governmental organizations on this matter to be examined, too.

Effective and active use of new media and technology instruments are essential for non-governmental organizations to promote their visibility and accessibility while implementing their activities, reach more volunteers when they call for volunteers, support their fund-raising activities, reach policy makers and lobby with them with regards to their rights-based work, maintain sustainability, enhance social effects and implement their project more effectively.

The Non-Profit Online Technology Report in which more than 5000 non-governmental organizations from 160 countries are included are published annually by Non-Profit Tech For Good. This report primarily aims at mapping the social

media and technology use by the non-governmental organizations that are included in the report. The survey was shared online on 1st March 2019 for 2019 Global NGO Technology Report to be published on 16th September 2019. According to the survey report which was published last year, 93% of the non-governmental organizations around the world have a Facebook page while 77% of them use Twitter actively. Looking at Instagram use; it can be seen that 50% of them have an account thereat. The rate of Instagram use was 39% in 2017 report. In the same report, YouTube use was 57% while LinkedIn use was 56%. The survey shows that 32% of the non-governmental organizations have a written strategy. Additionally, 71% of them believe that social media is effective for fund-raising. (Global NGO Technology Report, 2019)

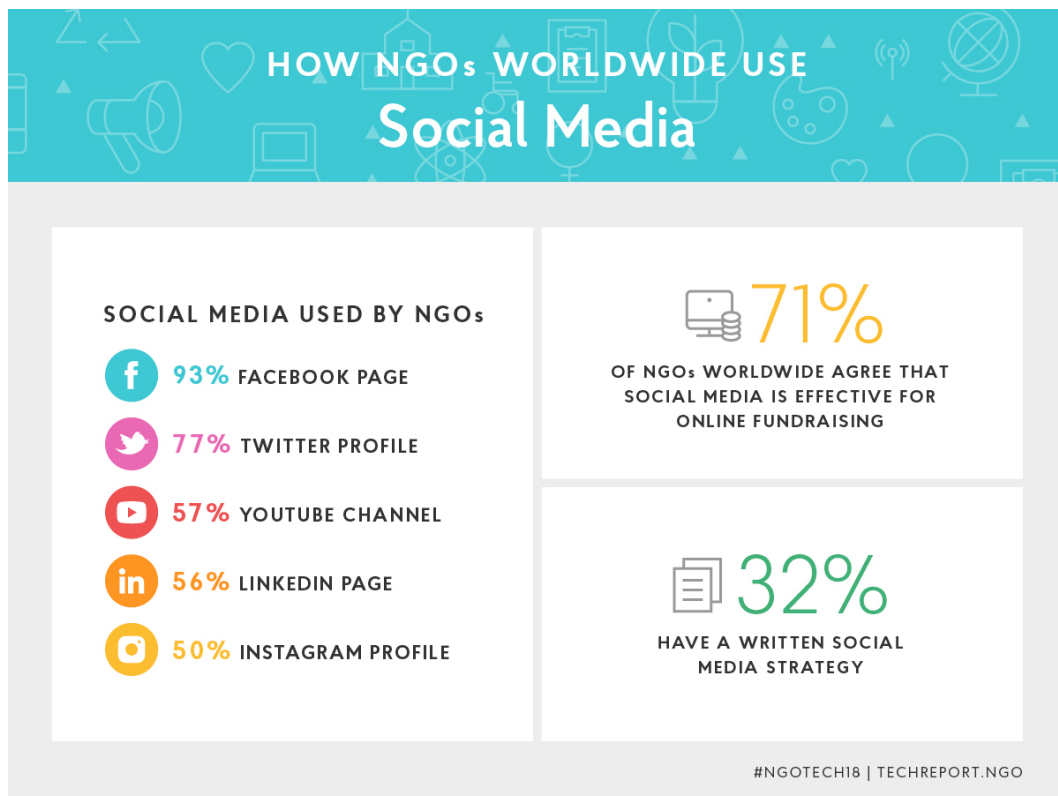


Figure 4 How NGO's Worldwide Use Social media

While these results share similarities with, some results within the scope of the survey differ from the situation of the non-governmental organizations that serve in Turkey.

The survey is of crucial importance in terms of the analyze of the use of new media and technologies by the youth organizations that serve in Turkey and engaged in rights-based work. Looking at some other studies performed before, no study as comprehensive as this one was found. Previous studies were mainly prepared on how non-governmental organizations use Facebook and Twitter and the campaigns maintained by them. I am of the opinion that the data collected within the scope of this study will lead to many potential studies. As a communication expert providing trainings and performing various works in this field, I believe that the outcomes will expand the horizon for upcoming studies.

The data collected within the scope of this study represents the non-governmental organizations that are engaged in rights-based and youth work. In my opinion, comparing this data with the results of upcoming studies to be carried out on the use of social media and technology of the non-governmental organizations serving in Turkey will be important to analyze and empower the civil society. Results of this study will be shared with the institutions such as Sivil Düşün EU Project, Civil Society Development Center, Bilgi University Incubation Center and Third Sector Foundation of Turkey that are working on the development of non-governmental organizations in Turkey.

### **3 DATA, FINDINGS AND ANALYSIS**

#### **3.1 Methodology and the Used Methods**

Youth Organizations Forum (GoFor) is a platform to which organizations maintaining rights-based studies are affiliated. Youth Organizations Form aims at ensuring the participation of the youth organizations engaged in rights-based work in the studies implemented with regards to youth policies. GoFor advocates that public institutions and non-governmental organizations should act together to constitute and secure a universal youth policy. The Forum has great numbers of projects and activities that it implements to raise awareness regarding the importance of youth policies and advocate the rights of youth and empower the capacities of the member organizations. The Youth Organizations Forum has been maintaining studies since 2015 as the Youth Organizations Forum Foundation. (About GoFor, 2019)

Youth Organizations Forum is composed of non-governmental organizations such as associations, foundations, student communities, youth assemblies and youth centers. The member organizations are represented by the young people between the ages of 18 to 30 in the general assembly organized annually. The board of directors of 5 persons consists of young people between the ages of 18 to 30 and serves for 2 years.

Organizations are required to work in the field of youth and have an article in the regulations stating that the organization maintains activities in the field of youth to be a member of GoFor. Organizations maintain the observer status for 4 months following their applications. They become a member after 4 months. The Youth Organizations Forum is open to the participation of all organizations engaged in the field of youth work regardless of the fact that they are either legal or non-legal structures. The Forum has a democratic, inclusive, rights-based and participative structure. (How to Join? , 2019)

The thesis examines the members or observers of GoFor which is of crucial importance in terms of allowing the youth to have a voice in the youth-related decisions and laws made in relation with the youth and participate in those decisions and laws.

The contribution of civil society in the development of youth work and policy in Turkey has been very limited. The Youth Organizations Forum has been conducting various activities since 2013 to ensure the active participation of youth organizations in the formation processes of youth policies. GoFor is the largest and important platform for non-governmental organizations engaged in rights-based studies in the youth field.

The number of members and observes of the Youth Organizations Forum was 58 as of April 2019 when the study was conducted. The survey prepared within the scope of this thesis was communicated to all 58 organizations by e-mail. The list of the members and observers of the platforms is as follows:

1	AEGEE-Ankara	30	İstanbul Genç Adımlar Derneği
2	AktiF-İz Gençlik Topluđu	31	Kadın ve Genç Girişim Merkezi Derneği
3	Büyük Gençlik Hareketi	32	Kafkasya Forumu
4	Genç Düşünce Enstitüsü	33	Kaos Gey ve Lezbiyen Kültürel Araştırmalar ve Dayanışma Derneği
5	Genç Saha Grubu	34	Katılımcı Gençlik Derneği
6	AFS Gönüllüleri Derneği	35	Lotus Genç Alan Derneği
7	Ankara Genç Düşünce Derneği	36	Lykia İzcilik Ve Doğa Sporları Kulübü Derneği
8	Avrupa Gençlik Derneği	37	Martı Derneği
9	Bir Kadın Bir Hayat Derneği	38	Patika Derneği
10	Çanakkale 1915 İzcilik Gençlik ve Spor Kulübü Derneği	39	Pi Gençlik Derneği
11	Çanakkale Koza Gençlik Derneği	40	Pir Sultan Abdal Kültür Derneği
12	Çift Kanatlı Gençlik Derneği	41	Roman Gençlik Derneği
13	Diyarbakır Çevre ve Kalkınma Derneği	42	Rönesans Enstitüsü Derneği
14	Diyarbakır Genç Eğitim Kültür ve Sanat Derneği	43	Sağlıkta Genç Yaklaşımlar Derneği
15	Doğal Yaşam Derneği	44	SEKDER
16	Doğaya Dönüş Gençlik ve Spor Kulübü Derneği	45	Sof Dağı Gençlik ve Spor Kulübü Derneği
17	E-Gençlik Derneği	46	Sosyal Farkındalık Derneği
18	Engelli Hakları ve Engelsiz Gelecek Derneği	47	Sürdürülebilir Kalkınma için Yenilikçi Çözümler Derneği
19	Eskişehir Gelişim Derneği	48	Sürekli Gelişim Merkezi Gençlik Derneği
20	Fikir Hareketi	49	TAŞEV Eğitim Kültür ve Gençlik Derneği
21	Genç Engelliler Gençlik ve Spor Kulübü	50	Toplum Gönüllüleri Vakfı
22	Genç Erzurum Bilgi Derneği	51	Tuşba Genç Gelişim Derneği
23	GençEv	52	Türkiye Gençlik Birliği Derneği
24	Gençlik Gündemi Derneği	53	Uçarlı Gençlik Derneği
25	Gençlik Hakları Derneği	54	Yaygın Eğitim Merkezi Derneği
26	Gençlik Turizmi Derneği-GENÇTUR	55	Yinfo
27	GSM-Gençlik Servisleri Merkezi Derneği	56	YOUTHART Gençlik Sanat Araştırma ve Eğitim Derneği
28	İletişimciler Derneği	57	Uçan Süpürge Kadın İletişim ve Araştırma Derneği
29	İnsanca Yaşam ve Demokratik Toplum Derneği (İYADER)	58	Nilüfer Kent Konseyi Gençlik Meclisi

Figure 5 Youth Organizations Forum Member and Observer Organizations List

Diyarbakır Educational, Cultural and Art Foundation, Fikir Movement, GençEv, Martı Foundation, Continuous Development Center, Youth Foundation stated in their email that they were not actively involved in the platform and thus, it would not be possible for them to participate in the survey.

The following organizations were not able to be reached and no responses were received: AEGEE-Ankara, European Youth Foundation, Çift Kanatlı Youth Organization, Erzurum Bilgi Foundation, Lykia Scouting and Nature Sports Club Organization, Sof Mountain Youth and Sports Club Organizations, Social Awareness Organizations, Flying Broom Women's Communication and Research Foundation.

An online survey was conducted as the research method. The survey which was prepared by means of the form preparation tool of Google is composed of 37 questions and it approximately takes 10 minutes to be filled. The survey includes 1 open-ended question, 1 Likert scale question while the remaining questions are multiple choice questions.

The questions of the Global NGO Online Technology Report examining the online technology behaviors of the worldwide non-governmental organizations annually were analyzed at the stage of preparation of the questions and some of these questions were included in the research prepared within the scope of this thesis. Communication professionals working at non-governmental organizations were contacted and ideas regarding the questions in the survey and the use of the language were exchanged. Before the survey questions were finalized, it was shared with the Civil Society Development Center and Sivil Düşün (Think Civil) EU Project teams; their feedback was received regarding the existing questions and questions recommended to be added.

The survey in a draft was shared in a WhatsApp group of 45 people who are mainly communication professionals working at non-governmental organizations and the

non-governmental organizations that were available were asked to fill the survey and provide feedback regarding the questions over the course of filling it. 16 different organizations filled the form and provided feedback via e-mail and WhatsApp. The feedback that was received and answers to the questions were analyzed and the survey was revised before it was finalized. The finalized survey was shared with the communication professionals specialized in their fields and civil society activists again before it was communicated to the members or observers of GoFor via e-mail; and it was finalized on the basis of the feedback received.

E-mails primarily were sent to the representatives of 58 organizations in the Youth Organizations Forum to allow the survey to be conducted. Some of the organizations filled the survey within 1 week. Reminder e-mails were sent to the organizations that did not fill the survey and asked to fill it over the course of which contact persons in the organizations that did not fill the survey were communicated and asked to accelerate the process. A third e-mail was sent to some of the organizations in addition to the e-mails sent to other officials to ensure that the survey is filled. The management team of the Youth Organizations Forum also supported the process by sending information emails to or calling the officials on the phone.

The survey was completed by all the organizations except for the 5 organizations that expressed that they were not active in the forum and 8 organizations that were not able to be communicated under no circumstances. The results filled by 45 organizations will be analyzed in detail in the following section.

### **3.2 Rationale for the Methods and Research Design**

Within the scope of this study, the use of new media and technology by non-governmental organizations will be analyzed and recommendations will be provided for non-governmental organizations. Non-governmental organizations are

required to use social media and technology well in order to be more effective and visible while implementing rights-based work. The difficulties experienced in being covered by the mainstream media have led non-governmental organizations to the social media and the use of social media has increased in time.

Today, using social media and technology tools successfully is important for non-governmental organizations to contact their volunteers expeditiously, raise funds and make their project activities more visible. (Akatay, Hacıoğlu, Kıray, & Özdemir, 2017)

The interaction and relation of media instruments that is elucidated by Henry Jenkins on the basis of the convergence culture have gained significant importance to implement effective campaigns. Today television and radio are closely interacted with social media. Television programs can receive comments and be asked questions via Twitter while it is now possible to participate in radio programs through Instagram and Twitter. Additionally, radio and television programs can be followed live on the social media. Non-governmental organizations are required not to ignore the fact that non-governmental organizations are integrated and benefit from this fact actively by turning this into an advantage.

Marshall McLuhan expresses that the instrument disseminating message is important. As the technology develops, so does the use of communication tools and different communication tools come to existence. Non-governmental organizations provide accurate messages with the communication tools for their target groups while using social media and technology tools. Using the social media and technology tools used by a target group in an appropriate language for that target group allows organizations to be successful in their communication.

Due to the fact that non-governmental organizations are deficient in human resource, it is generally not possible for them to employ people for their communication activities or they are unable to invest on this. Non-governmental

organizations that maintain their requirements regarding communication and technology generally by receiving support from their volunteers should utilize their material and non-material sources in the best possible way. For this reason, it is recommended that non-governmental organizations review the points that are prior for their communication tools after this study.

Today, non-governmental organizations maintain their communication activities based on the experience of people who support, work or volunteer in this matter or on the use of other organizations that they observe. Determination of target groups and the communication strategy is quite important. Determining the communication platforms to support the activities to be carried out in accordance with the vision and mission of a non-governmental organization and making use of such technological instruments to facilitate these processes will enhance the effect and visibility of that organization.

Also used by politicians and journalists actively, social media platforms such as Facebook, Instagram, Twitter and YouTube are among effective social media platforms allowing non-governmental organizations to be included in policy-making processes and communicate with politicians and journalists.

In our country, citizens are still underrepresented in the policy-making processes today when the smart phone use increases day by day. We can now follow and interact with politicians by means of the social media platforms such as Instagram and Twitter. However, it is observed that some politicians still do not use such instruments as actively and interactively as it is supposed to be. (Çakır & Tufan, 2016, pp. 27-28)

A great deal of support services is provided by software companies for non-governmental organizations. TechSoup Turkey Donation Program maintains studies to provide technologic instruments required to promote the effect of non-governmental organizations. Non-governmental organizations can reach the

products of large software companies such as Google, Microsoft, Adobe and Amazon more easily by means of the program maintained by the Civil Society Development Center. They can cover such requirements either by small payments or for free. TechSoup Turkey Donation Program is quite important to meet the technological needs of non-governmental organizations. This study will analyze the extent to which non-governmental organizations use the opportunities provided by TechSoup Turkey Donation Program. (TechSoup Turkey Donation Program, 2019)

Non-governmental organizations prepare e-mail bulletins and forward them to the e-mail lists they have as a whole in order to reach masses for their fund-raising activities, announcements and advocacy campaigns. Today when e-mails are still predominantly used, non-governmental organizations are able to use the e-mail bulleting system called “Inbox” at a discount with TechSoup Turkey Donation Program. Similarly, they can transfer their e-mail infrastructure to Google and make use of the Cloud system of Google for free. Additionally, they can use the monthly advertisement system worth of \$10.000 provided by Google AdWords free of charge.

Non-governmental organizations can now announce their news, express their ideas on various matters and ensure more visibility by means of the social media. Effective use of these platforms will allow non-governmental organizations to reach more volunteers and ensure more citizens to participate in their campaigns. (Onat F. , 2010, pp. 117-118)

Providing important opportunities for the participation of young citizens in participative democracy, social media and technology instruments provide important chances and means for non-governmental organizations. Non-governmental organizations intending to enhance their effect and visibility while implementing rights-based studies are supposed to use social media tools actively and empower their technologic infrastructure.

### 3.3 Data, Findings and Analysis

Within the scope of this study, data was collected from 45 members or observers of the Youth Organizations Forum with the help of an online survey; 86.7% of which are constituted by organizations while 6.7% of which are composed of communities; 2.2% of which are foundations and the remaining 2.2% of which are represented by youth assemblies. It is observed that mainly organizations constitute the members of the Youth Organizations Forum. 7 out of 8 organizations which could not be contacted in any ways and did not participate in the survey have the status of the organization.

#### 3.3.1 General Information

##### 2 - Sivil toplum örgütünüzün yapısı nedir?

45 yanıt

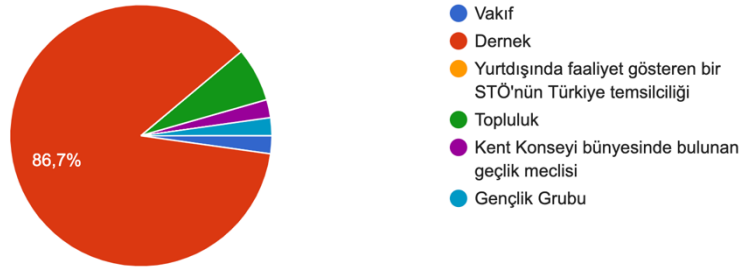


Figure 6 What is the structure of your civil society organization?

The central offices of the organizations that participated in the survey are mainly located in Ankara (33%), Istanbul (22%) and Diyarbakır (8.9%) while the central offices of other organizations that ensured participation are located in Adana, Bingöl, Bursa, Çanakkale, Edirne, Eskişehir, Gaziantep, Hakkâri, İçel (Mersin), İzmir, Kırklareli and Konya.

35% of the active 144.673 associations in Turkey are located in the Marmara Region while 18% of them are located in the Central Anatolia Region. The total of the associations located in Marmara and Central Anatolia Regions is more than the number of associations that serve in other regions. Similarly, foundations concentrate in Marmara (40%) and Central Anatolia (25%) regions. (Turkey Youth NGOs Profile, 2019)

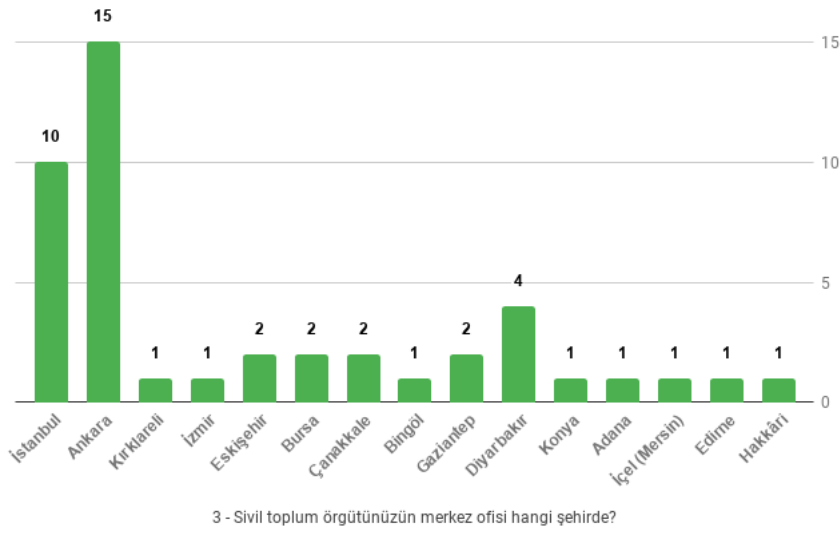


Figure 7 In which city is the head office of your civil society organization?

Within the scope of the survey, the organizations were asked to define themselves in three words by means of an open-ended question. Answers to this question provides insight into how the member or observer organizations of the Youth Organizations Forum express themselves while conducting their rights-based youth studies. According to the results acquired, the notable words are: young, youth, volunteerism, right, activism, equality, active participation, projects, solution, justice, solidarity. These words share similarities with the structure and principles of GoFor.



## 5 - Sivil toplum örgütünüzün kuruluş yılı nedir?

45 yanıt

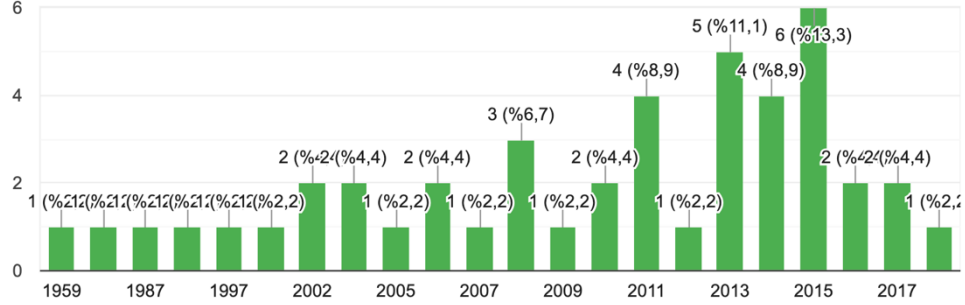


Figure 9 What is the founding year of your civil society organization?

68.2% of the organizations that took part in the survey do not employ any professionals while Community Volunteers Foundation, Kaos Gay and Lesbian Cultural Researches and Solidarity Foundation, Pir Sultan Abdal Cultural Foundation, GSM-Youth Services Center Foundation have 70, 18, 15 and 6 salaried workers, respectively. It is observed that the organizations with earlier foundation years have more salaried workers compared to the other among the member and observer organizations of the Youth Organizations Forum. The research conducted by YADA Foundation in 2012 indicates that the number of people working at non-governmental organizations is low. (YADA, 2015)

## 6 - Sivil toplum örgütünüzdeki maaşlı çalışan sayısı kaçtır?

44 yanıt

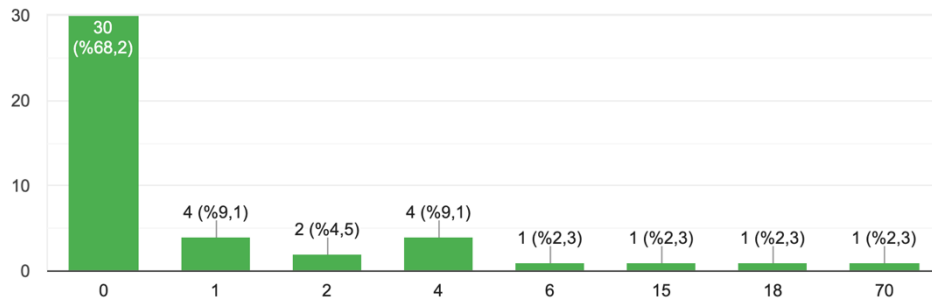


Figure 10 What is the number of salaried employees in your civil society organization?

### 3.3.2 Technology Usage

7 - Sivil toplum örgütünüzde bilgi işlem (IT) ihtiyaçlarınız nasıl giderilmektedir? Lütfen sizin için en uygun olan cevabı işaretleyiniz.

45 yanıt

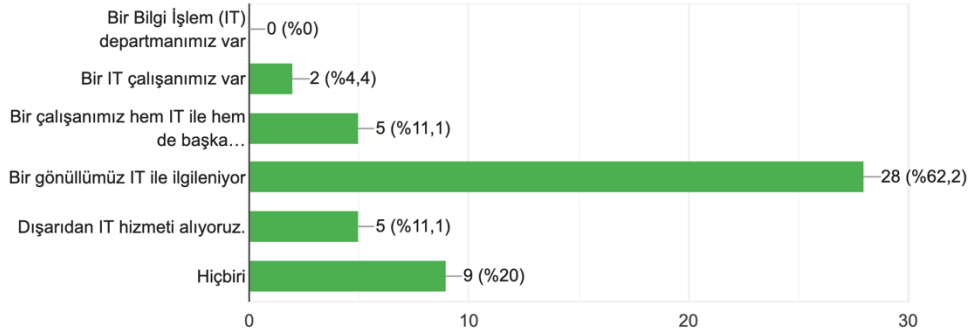


Figure 11 How do your IT needs are addressed in your civil society organization?

62% of the non-governmental organizations that participated in the survey receive support from their volunteers for their data processing needs while 4.4% of them employ a separate worker in charge of such services. 11.1% of them receive external service in this regard. One out of five workers employed by the non-governmental organizations takes care of other operations as well as the data processing. The foundation years of the non-governmental organizations who employ data processing professionals or receive external support are observed to be earlier compared to the others. Organizations increase the number of employees and professionals as they enhance their capacities.

Non-governmental organizations that work on a project basis generally employ workers working on a project basis, too. They include the salary of the person they will employ in the project budget and they include requirements based on the primary requirements. According to the answers received from other questions in the same survey, it is believed that the active and effective use of social media and technology tools have an impact on the fund-raising. So, they are required to review the effect of the employment of a person working in the field of social media and technology use.

It has come to the attention that the non-governmental organizations do not prioritize the employment of professionals specialized in communication and information services. However, based on my observation in the field, the non-governmental organizations have been raising awareness about the importance of employing such professionals, day by day.

Cloud storing is a service provided by information companies, where users can store and access their files on internet anytime day they require them. (What is cloud storage?, 2019) This service is currently provided by large information companies such as Google, Yandex, Microsoft and Dropbox.

91.1% of the non-governmental organizations that took part in the survey use the cloud storing service of Google; Google Drive while 28.9% of them use Dropbox, 13.3% of them use One Drive, the cloud storing service of Microsoft and 11.1% of them use Yandex Disk, which is the cloud storing service of Yandex.

Analyzing the results, it is concluded that there are non-governmental organizations that use more than one storing services. The reason why is the cloud storing service tools determined by persons who either work or volunteer at those non-governmental organizations are generally included in the working processes of different persons or changed. However, it should be kept in mind that usage of different storing services may cause information and documents to be lost and some files to be inaccessible in time.

72.26% of the internet users in Turkey use the Google's internet browser Chrome. This is one of the reasons why Google Drive is commonly used by non-governmental organizations. (Browser Market Share Turkey, 2019)

Google provides special supports for non-governmental organizations to allow them to find more supporters, to be more visible and to benefit from different donation methods. Non-governmental organizations can use their e-mail extensions

without any payment by transferring their e-mail infrastructure to Google by means of the Google Program for non-governmental organizations. At the same time, they can have 30 GB of free space from Google Drive. (Google for Nonprofits, 2019) Within the scope of TechSoup Turkey Donation Program implemented by the Civil Society Development Center, many non-governmental organizations utilize this service in Turkey. A detailed questions regarding the use of other supports of the program by the non-governmental organizations are present in this study.

Due to the Google Program for Non-Governmental Organizations, non-governmental organizations do not have to pay additional money for their e-mail and cloud storing services. The use of Google Drive is quite important for non-governmental organizations for their technological infrastructure to be strengthened and for this service to be provided free of charge. One of the biggest problems of non-governmental organizations; storage and archiving can be prevented with the help of Google Drive storage service.

### 9 - Sivil toplum örgütünüzde aşağıdaki bulut bilişim hizmetlerinden hangilerini kullanıyorsunuz?

45 yanıt

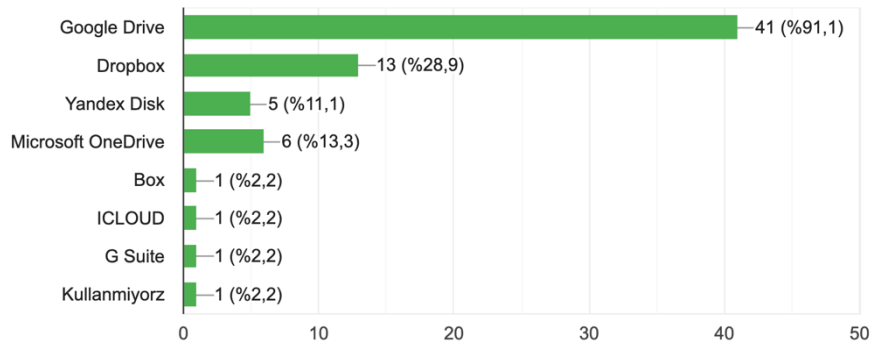


Figure 12 Which of the following cloud services do you use in your civil society organization?

97.8% of the organizations use WhatsApp, 73.3% of them use e-mail and 24.4% of the organizations use Facebook for their in-house correspondence. It is observed

that non-governmental organizations create many WhatsApp groups for their internal communication. These WhatsApp groups and e-mail traffics constitute an obstacle for non-governmental organizations professionals and volunteers to communicate effectively.

The rate of application use such as Slack that makes the in-house communication more effective and productive is 17.8%. Being used more and more increasingly, Slack is an important internal communication tool to strengthen the internal communication of non-governmental organizations and make it more productive. Slack is an easy communication application that can collect more than one WhatsApp groups created by organizations for their internal communication and that can reduce the daily e-mail traffic.

#### 10 - Sivil toplum örgütünüzün iç yazışmaları için hangi mesajlaşma uygulamasını kullanıyorsunuz?

45 yanıt

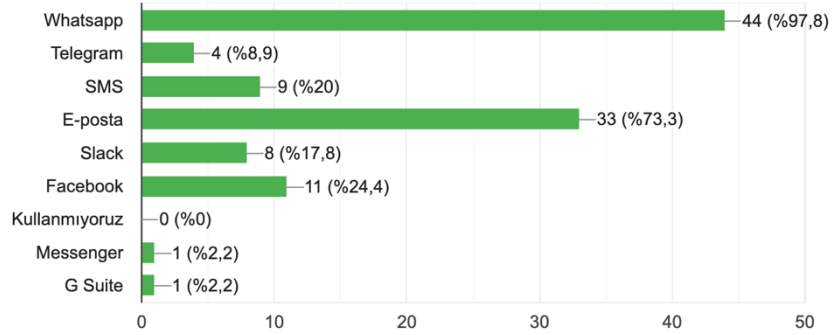


Figure 13 Which messaging application do you use for the internal correspondence of your civil society organization?

Design applications seem to be the most commonly used digital tools by non-governmental organizations. 62,2% of the organizations that filled the survey stated that they use Canva while 60% of them use Photoshop. 11.1% of the organizations that took part in the survey use Trello and 8.9% of them use Asana, among the project management applications. It is determined that Salesforce, customer

relation software, is used by 2 (4.4%) of the organizations. Nevertheless, 6 of the organizations use none of these applications.

Organizations can make use of the project management programs such as Asana, Podio and Trello in order to follow their workflows and to-do-lists in their projects and campaigns. Especially Trello is an application which is very easy to use and can be used by many large or small non-governmental organizations.

### 11 - Sivil toplum örgütünüzde aşağıdaki dijital araçlardan hangilerini kullanıyorsunuz?

45 yanıt

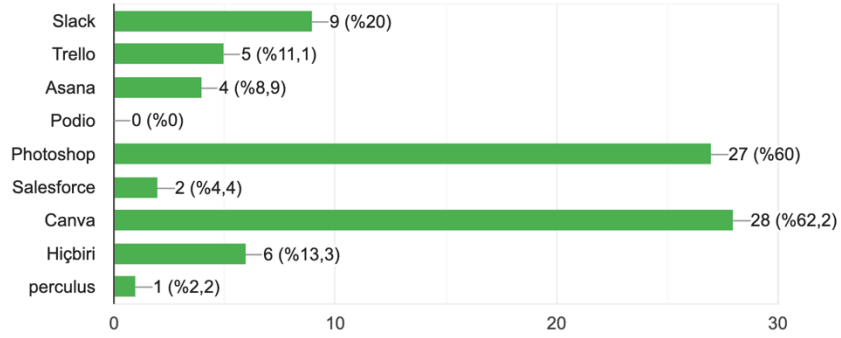


Figure 14 Which of the following digital tools are you using in your civil society?

Visual quality is quite important for non-governmental organizations. They apply to visual work to be used either on social media platforms or on their brochures for their campaigns and activities. Similar to the previous questions, the use of design programs such as Canva and Photoshop seems quite common among the non-governmental organizations. 26.7% of the organizations that took part in the survey use Infogram, which is an infographics creation tool while 7.82% of them use Piktochart. 4 of the organizations that were involved in the survey stated that they used neither of these programs.

According to the results, it seems that the non-governmental organizations that do not possess sufficient human sources in the field of communication try to use design tools to become more visible and effective.

Organizations can use Photoshop and Illustrator, which are Adobe programs, by means of the TechSoup Turkey Donation Program at a reduced price. Canva provided free service for non-governmental organizations while Piktochart provides its service at a reduced price.

## 12 - Görsel tasarım (afiş, poster, sosyal medya için görsel vs.) ihtiyaçlarınız için hangi programı/programları kullanıyorsunuz?

45 yanıt

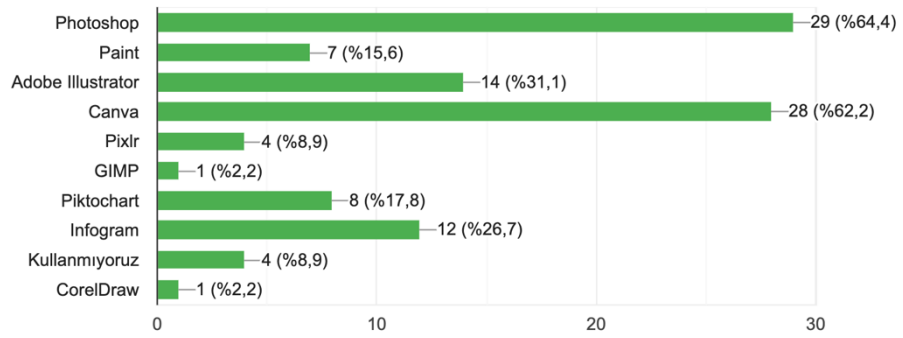


Figure 15 Which programs do you use for your visual design (banners, posters, visual media, etc.)?

Organizations that are members or observers of the Youth Organizations Forum use Skype, WhatsApp, Hangout and Facebook at the rates of 86.7%, 48.8%, 42.2% and 26.7%, respectively for their online video calls. Conducting online meetings for projects and events occasionally allow people to be participate from different locations. Online video call tools preventing time to be spent in a meeting locations from being wasted are being utilized more and more day by day.

Webinars allowing audio and video trainings and meetings on the internet provide a great deal of opportunities today for a non-governmental organization to be able to reach more citizens. Due to the webinars organized by the Civil Society Development Center regularly, many organizations in different locations are enabled to receive trainings.

I believe the fact that online trainings are not dependent on time and location will open up opportunities for non-governmental organizations in the future. It is observed that increasing the use of online technologies and especially mobile technologies has led non-governmental organizations to move their relations with citizens towards such areas. Technology tools used for online interviews and communication help organizations communicated with citizens in a fast, effective and participative way.

### 13 - Sivil toplum örgütünüzde online video görüşmeleriniz için hangi platformu tercih ediyorsunuz?

45 yanıt

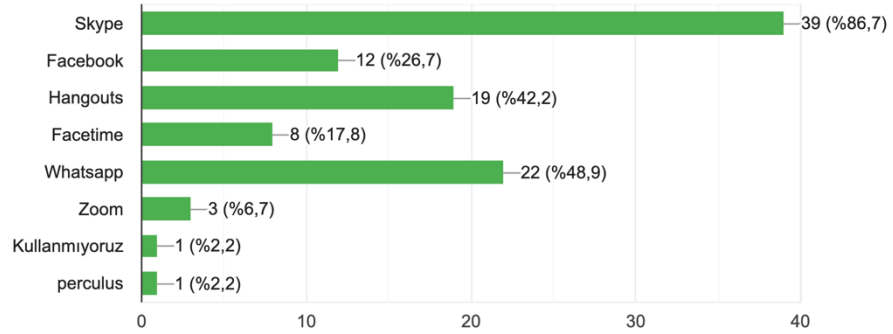


Figure 16 What platform do you prefer for your online video calls in your civil society organization?

One of the most important needs of non-governmental organizations, which they required to create more impact, is the fund sources. Even though many organizations receive grants, such grants are generally provided on a project basis. Non-governmental organizations are in need of grants to be sustainable and to implement their campaigns more effectively.

77.8% of the non-governmental organizations that were involved were determined not to receive any grants while 11.1% of them receive grants by means of the Fonzip grant infrastructure and 8.9% of them receive grants via their own grant infrastructure systems. 4.4% of the organizations apply to mobile payment systems to receive grants.

These results indicate that non-governmental organizations are required to revise their fund-raising strategies. 116.000 persons granted 12,2 million Turkish Lira to non-governmental organizations in 2018 Istanbul Marathon. It is observed that the rate of individual grantors increased by 17% compared to the previous year. (Onur, 2019)

According to 2018 Global NGO Technology Report; 92% of non-governmental organizations have a webpage while 87% of them are compatible with mobile usage. 38% of the organizations post regular contents on their webpages and 72% of the non-governmental organizations accept online donations and donations via PayPal, which has been banned in Turkey since 2016, have the rate of 47% among the payment systems. (Global NGO Technology Report, 2018)

#### 14 - Sivil toplum örgütünüz online bağış alıyor ise aşağıdaki uygulamalardan hangisini/hangilerini kullanıyorsunuz?

45 yanıt

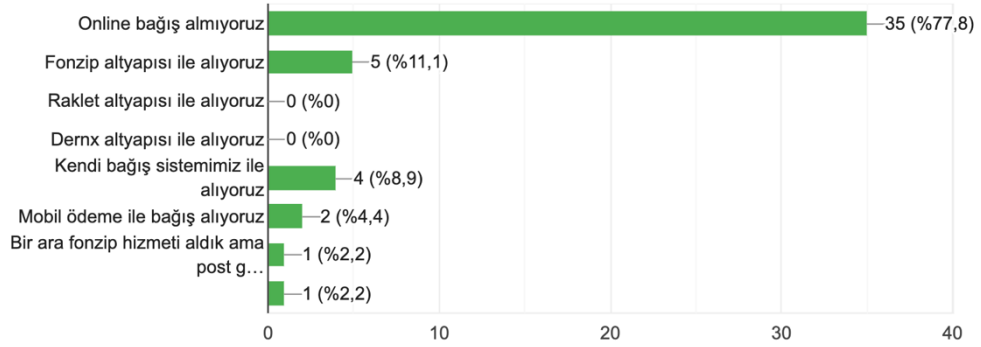


Figure 17 If your non-governmental organization receives online donations, which of the following practices do you use?

As mentioned before, the TechSoup Turkey Donation Program maintained by the Civil Society Development Center in Turkey offers many opportunities for non-governmental organizations to strengthen their technologic infrastructures. 20% of the member or observer organizations of the Youth Organizations Forum are

unaware of TechSoup Turkey Donation Program while 42.2% of them stated that they did not receive any service from this program.

24.4% of the organizations benefit from free e-mail infrastructure service provided by Google for non-governmental organizations. Non-governmental organizations can; therefore, check their e-mails with their own extensions through Gmail infrastructure free of charge.

17.8% of the organizations involved in the survey stated that they benefit from Google AdWords service which is worth of \$10.000 provided by Google for non-governmental organizations free of charge. Therefore, organizations can be more visible in Google searches and the volunteer number and grant amounts can be increased. 17.8% of the organizations benefit from Microsoft services.

### 15 - TechSoup Türkiye Bağış Programı'nda aşağıdaki hizmetlerden herhangi birini alıyor musunuz?

45 yanıt

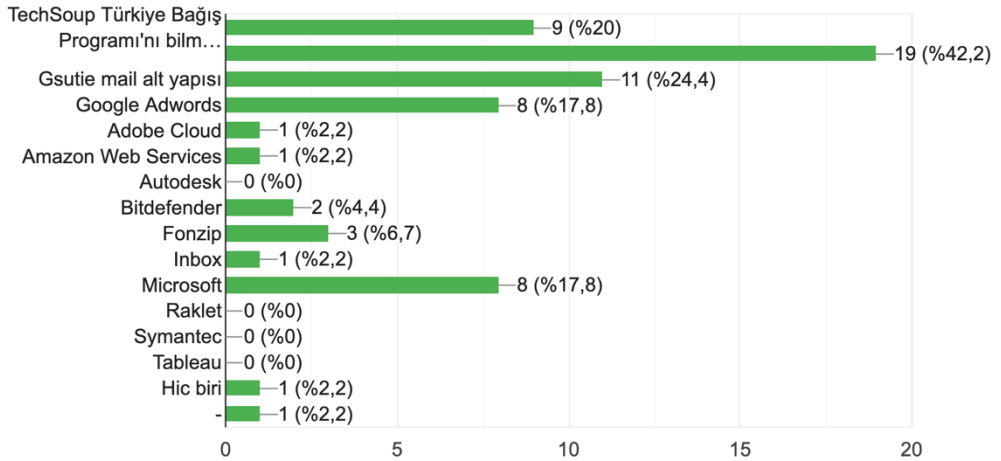


Figure 18 Which services are you taking of TechSoup Turkey Donation Program?

### 3.3.3 Web Site

Web pages are now an important tool for non-governmental organizations to be able to express themselves to other organizations and persons. Web pages can provide information regarding the vision, mission, aim, projects and activities of organizations. 51.1% of the organizations involved in the survey have a web page while 31.1% of them do not have one. Additionally, 17.8% of the organizations remarked that they wished to have a better web page.

Non-governmental organizations are supposed to have a web page to be able to benefit from Google AdWords support worth of \$10.000 provided by Google for non-governmental organizations free of charge.

Non-governmental organizations can receive volunteer applications through their web pages and collect grants. The Civil Society Development Center provide non-governmental organizations with web page preparation trainings so that they can meet this requirement. At the same time, non-governmental organizations can report their web page requirements to the supports provided by Sivil Düşün EU Program and receive support in this matter.

#### 16 - Sivil toplum örgütünüze ait web sitesi var mı?

45 yanıt

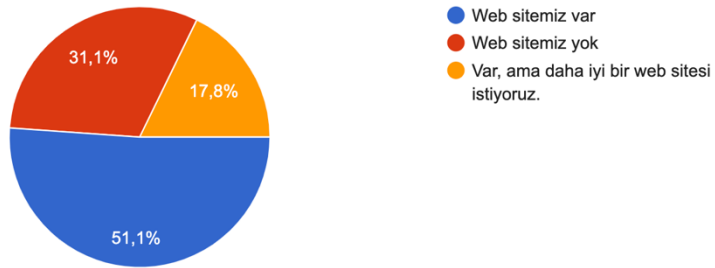


Figure 19 Is there a website for your civil society organization?

Analyzing the extension that the non-governmental organizations use, it can be seen most of the organizations (19 organizations) use the extension “.org” while 6 of the organizations have the “.org.tr” extension. One organization does not have a domain name and uses wordpress.com extension.

53% of the population in Turkey use social media actively and 93% of them connect internet via mobile connections in which case it is quite important for the web pages of non-governmental organizations to be easily connected via mobile devices. A volunteer or a potential donator should be able to fill up a form or make a donation when entered a web page of an organization. 80,6% of the organizations that were involved in the survey stated that their web pages were adapted to mobile devices while 16.1% of them stated otherwise. Analyzing the mobile adaptiveness of the web pages that the non-governmental organizations have, I believe these rates will change.

#### 18 - Sivil toplum örgütünüze ait web sitesi mobil ile uyumlu mu?

31 yanıt

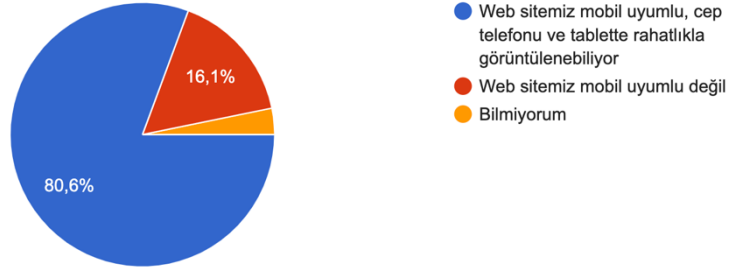


Figure 20 Is the website of your NGO compatible with mobile?

The number of mobile internet users increases every passing year. (Percentage of all global web pages served to mobile phones from 2009 to 2018, 2019) Non-governmental organizations are supposed to plan each activity in a way that can be adapted to mobile technologies considering this increase. It is also important that

all the images and contents available on their web pages are compatible with mobile usage as well as being mobile friendly.

SSL certificate that validates the identity of web pages and encodes the information within a web page is a security layer receiving payment on web pages, mandatory for non-governmental organizations. (How SSL certificates work, 2019)

### 19 - Sivil toplum örgütünüzün web sitesinde SSL Sertifikası var mı?

31 yanıt

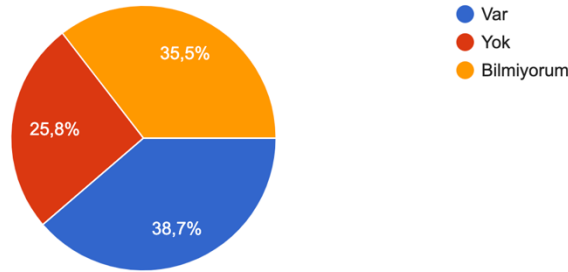


Figure 21 Do you have an SSL certificate on your non-governmental organization's website?

38.7% of the organizations that took part in the survey were determined to have a SSL certificate on their web pages while 25.8% of them stated that they did not have the certificate and 35.5% of them was unaware of the certificate.

The extension <http://> available at the start of the domain names takes the shape of <https://> as a result of the SSL certificate. The letter “s” that is available here means that the web page is secure. When users visit the web pages that do not possess this certificate that affects the order in Google searches by use of Google Chrome, they are given a warning that the web page is not secure. (Google Goes to Change on SSL, 2019)

Especially the web pages of the organizations that accept donation through their web pages are required to have this certificate. Software such as Fonzip, Raklet and Dernx providing donation infrastructure for non-governmental organizations obligate the possession of the SSL certificate. The SSL certificate is worth of \$10.

61,3% of the non-governmental organizations that possess a web page benefit from the infrastructure of WordPress. 33% of the web world has WordPress infrastructures. (The Ultimate List of WordPress Statistics, 2019)

## 20 - Sivil toplum örgütünüze ait web sitesinin alt yapısı nedir?

31 yanıt

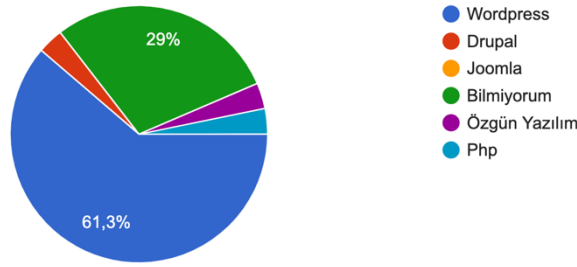


Figure 22 What is the infrastructure of the website of your civil society organization?

29% of the organizations stated that they were not informed about the infrastructure of their web pages. The use of WordPress (WP) where the use and content are quite easy to be updated has been getting more and more popular among the non-governmental organizations. Creating web pages by means of the WordPress infrastructure is quite affordable for non-governmental organizations. Preferring web pages with WP infrastructure while renewing or creating a new web page provide convenience for non-governmental organizations in terms of its compatibility with the mobile technologies.

Web pages and social media platforms are important tools for providing information regarding non-governmental organizations and publishing

announcements about their existing activities. First thing that a person that intends to receive information about an organization does is to search the name of the organization on the internet. The web page that shows up after the search and the currency of an organization's social media accounts are important for potential grantors and supporters.

48.4% of the organizations that were involved in the research share information on internet regularly while 12.9% of them do not announce their activities, conferences and trainings on their web pages.

#### 21 - Sivil toplum örgütünüze ait web sitesinden düzenli bilgi paylaşımı yapıyor musunuz? (Etkinlik, konferans, eğitim duyuruları vs.)

31 yanıt

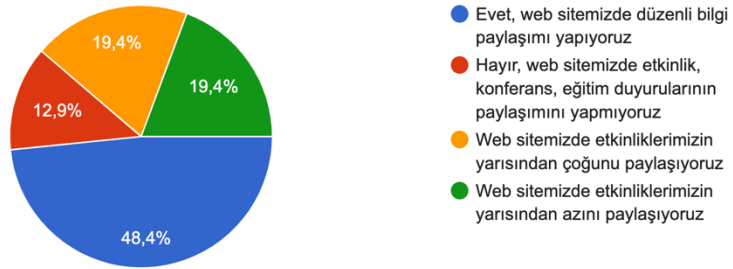


Figure 23 Do you regularly share information from your web site? (Event, conference, training announcements etc.)

An up-to-date web page and presence of information regarding projects and organizations are important for citizen who get to know that organization with the help of the webpage. At the same time, presence of current information and activities are effective for the search engine optimization (SEO). A strong SEO will help webpages to appear on the top of the search engines.

### 3.3.4 Social Media

Within the scope of the research, questions and answers regarding the technology use and webpages of the organizations have been analyzed. In the remaining part, questions regarding the contribution of social media use to organizations and supporter will be handled. Effective and proper use of webpages and technological tools by non-governmental organizations will contribute to their social media accounts, too. Strong social media accounts will promote the visibility and recognition of organizations.

22 - Hangi sosyal mecraları kullanıyorsunuz? Lütfen resmi olarak sivil toplum örgütünüzün ismiyle kullandığınız kurumsal platformları işaretleyiniz. (Birden fazla işaretleyebilirsiniz)

45 yanıt

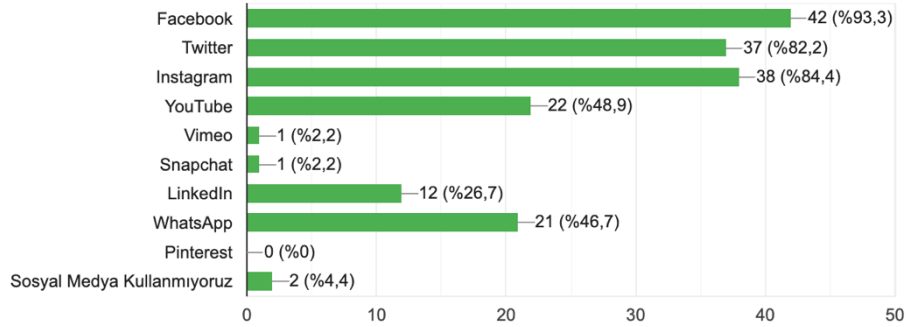


Figure 24 What social media do you use? (You can mark more than one)

93.3% of the organizations that were involved in the survey use Facebook, while 84.4% of them use Instagram, 82.2% use Twitter and 48.9% of them use YouTube. WhatsApp is used by 46,6% of the organizations and LinkedIn is used by 26,7% of the organizations. 4.4% of the organizations stated they did not use social media.

According to the research performed by We Are Social, the most used social media platforms in Turkey are YouTube (%92), Instagram (84%), WhatsApp (83%) and Facebook (82%), respectively. Analyzing the details of the survey, it is observed

that the use of YouTube and Instagram increases while Facebook has started to be used less. It is quite important for non-governmental organizations working with the youth to start using Instagram and YouTube more as a more effective communication tool.

Even though the survey question required organizations to select social media instruments that are used corporately, the use of WhatsApp turned out to be quite common. The number of non- governmental organizations using WhatsApp as a communication tool in Turkey is quite low. The fact that WhatsApp has started to be used more day by day and different types of use have emerged to provide significant opportunities for non-governmental organizations. Announcement channels opened up on WhatsApp (WhatsApp Broadcast), WhatsApp sharing button added on the bottom of the webpage contents and WhatsApp groups have lately been tried to be used by many non-governmental organizations with the aim of strengthening their communication.

71% of Instagram users are below 35 and youngsters under 25 spend 32 minutes on Instagram. (22+ Instagram Stats That Marketers Can't Ignore This Year, 2019) Launched by Instagram in August 2016, the stories feature has lately become the most followed and used featured by the users. The type of content that allowed photos only in the beginning that disappear within 24 hours now allows 12-second videos to be added, too.

73.3% of the organizations that were involved in the survey stated that they used the stories feature of Instagram while 24.4% stated the otherwise. Additionally, 1 organization that constitutes 2.2% stated it was unaware of that feature. It is essential for non-governmental organizations to utilize the Instagram stories feature actively and effectively as well as the active use of Instagram itself. Non-governmental organizations are able to make an announcement by use of this feature and inform people who are not present about an event by sharing images and footage online.

### 23 - Instagram Hikayeleri kullanıyor musunuz?

45 yanıt

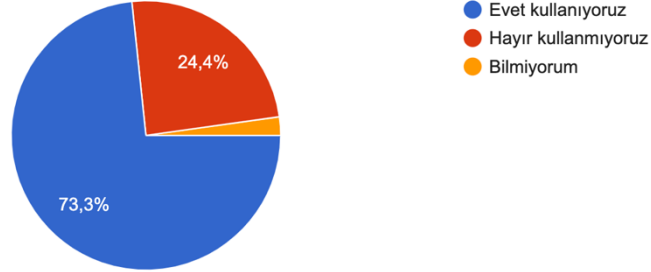


Figure 25 Do you use Instagram Stories?

Twitter is an important tool for campaigns carried out by many non-governmental organizations. Twitter makes many media organizations, journalists and politicians accessible as well as creating a public agenda. It is required to use all of the features of Twitter actively, which has the usage rate of 82.2% within the scope of this research.

### 24 - Twitter listeler özelliğini kullanıyor musunuz?

45 yanıt

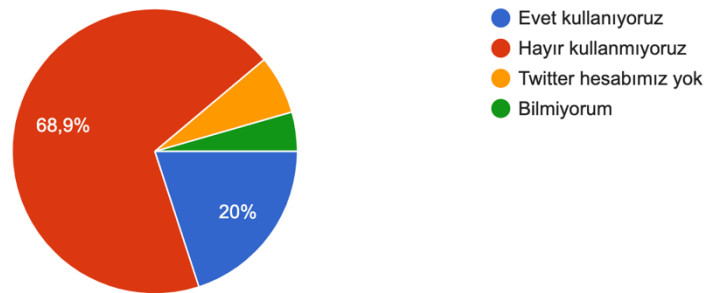


Figure 26 Do you use the Twitter listings feature?

The activity flow of Twitter is quite intense. Twitter allows its users to create different lists so that they do not miss the subjects and persons they are interested in among all the traffic. Users can see the posts in the existing lists even though they do not follow them. Such lists may be closed or open to outside. Lists open to outside can be followed by other Twitter users, too. However, closed lists can only be viewed by the Twitter user that creates the list.

68.9% of the organizations that answered the questions stated that they did not use the listing feature of Twitter and 20% of them stated that they used this feature while 2.2% of them stated that they had been unaware of this feature.

Twitter is an important communication platform for non-governmental organizations. Many of the citizens have been observed to use Twitter more actively with the idea that they cannot reach accurate information on the media. Making use of the listing feature offered by Twitter, an important communication platform for the campaigns of organizations, will make Twitter accounts of non-governmental organizations more effective. Organizations can create Twitter lists that are either open or closed to outside for journalists, politicians, public authorities, volunteers and supporters. Following Twitter where the content flow is rapid due to these lists will make the relation of organizations with their shareholders stronger.

A large number of non-governmental organizations benefits from Facebook groups and WhatsApp groups for communication purposes. They invite their volunteers to their activities and to support their campaigns by means of these groups.

It is seen that the most used social media instrument is Facebook among the member and observer organizations of the Youth Organizations Forum. With its features to create communities and strengthen the community communication, Facebook is an importance space for communicating and interactive with volunteers and including them in their processes.

## 25 - Gönüllüler ile iletişim için Facebook Grubu kullanıyor musunuz?

45 yanıt

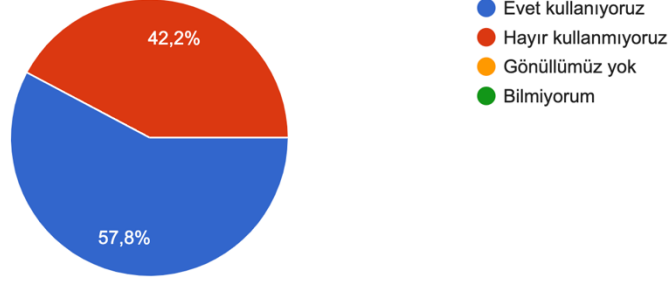


Figure 27 Do you use the Facebook Group to communicate with volunteers?

57.8% of the organizations that were involved in the survey use Facebook groups for their communication with their volunteers while 42.2% of them do not use Facebook groups for this purpose. Even though it is observed that the use of Facebook groups increases today, the decrease in the general use of Facebook indicates the requirement of using and applying to different platforms to maintain communication with volunteers.

The most used communication tool at the present time, WhatsApp is also used actively for communication with volunteers actively and intensely. 88.9% of the organizations that took part in the survey use WhatsApp for their communication with volunteers and 11.1% of them do not.

## 26 - Gönüllüler ile iletişim için WhatsApp Grubu kullanıyor musunuz?

45 yanıt

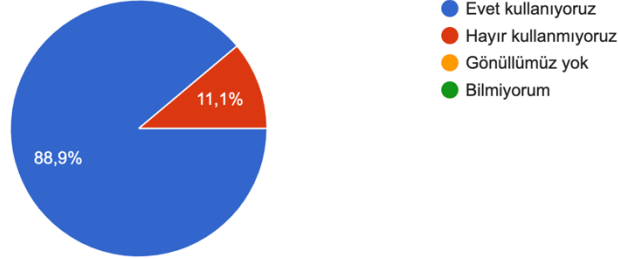


Figure 28 Do you use the WhatsApp Group to communicate with volunteers?

WhatsApp is quite an effective tool for instant communication. Using WhatsApp groups effectively and also the features offered such as the authorization to determine the administrators and who can share in the groups will enhance the sustainability and effectiveness of these groups.

Analyzing the number of likes received by the organizations involved in the survey, it is determined that the average number of likes is 10.367. The organization with the most likes was determined to be 151.269 while the least liked organization had a total of 25 likes. On the other hand, 3 of the organizations do not have any Facebook pages.

The average number of Instagram followers is 2531. The organization with the most followers has 45944 followers while the organization with the least followers has 32 followers.

The average of the Twitter followers of the organizations is 5577. The organization with the most Twitter followers has 841988 followers while the organization with the least Twitter followers has 41 followers.

The numbers of social media followers and likes are low since the organizations do not use such platforms actively and do not produce contents regularly. Additionally, most of the organizations that took part in the survey do not advertise on social media. Facebook and Instagram advertisements that sometimes create significant impact at small costs will make social media accounts of the organizations strengthen and more visible.

Today social media and internet advertisement are important and effective methods used not only by brands but also by non-governmental organizations to reach more citizens. They can be more visible and reach more people due to the advertisements on Facebook, Twitter, Instagram, LinkedIn, Google and YouTube.

68.9% of the organizations that took part in the do not advertise on the internet while 24.4% of them advertise on Facebook, 15.6% of the advertise on Instagram and 8.9% of them advertise on Google AdWords.

### 30 - Sivil toplum örgütünüz için internet üzerinden reklam veriyor musunuz?

45 yanıt

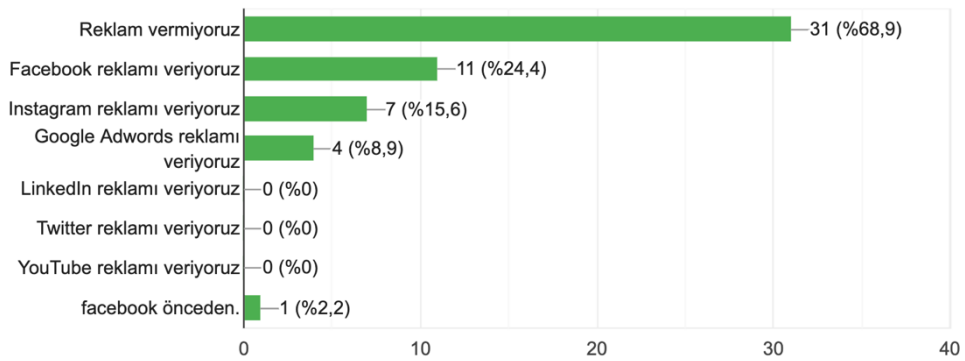


Figure 29 Do you advertise on the internet for your non-governmental organization?

Internet advertisement is vital for non-governmental organizations to make their campaigns more effective and visible. However, it was concluded that non-

governmental organizations that were involved in the survey advertise quite a little on the internet many organizations do not have the sufficient budget or employees qualified to give an advertisement.

It will allow non-governmental organizations to be more effective and reach more citizens stage within the scope of their visibility activities to include an internet advertisement cost in their budget at the project application.

It is of crucial importance to follow a certain strategy while posting on social media in order to use it more effectively. 80% of the non-governmental organizations that took part in the survey stated that they did not have a social media strategy on paper while 17.8% of them have a media strategy on paper.

### 31 - Sivil toplum örgütünüzün yazılı bir sosyal medya stratejisi var mı?

45 yanıt

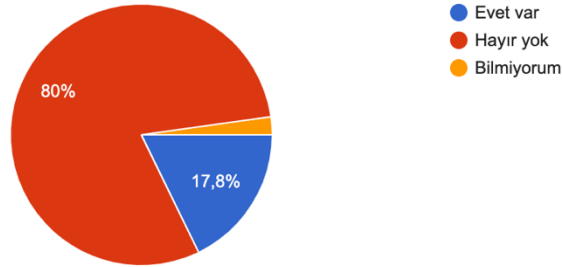


Figure 30 Does your civil society have a written social media strategy?

Preparation of social media reports will be important in terms of evaluating the impact of social media use, the impact created and understanding the social media platforms that are used more actively. Such reports will also contribute to the social media strategy that is followed.

51.1% of the organizations participated in the survey stated that they did not evaluate the impact of their communication studies while 31.1% of them stated they checked the social media and webpage statistics once in a year and 13.3% of them were determined to issue a regular report monthly.

### 32 - Sivil toplum örgütünüzün iletişim çalışmalarının etkisini ölçüyor musunuz?

45 yanıt

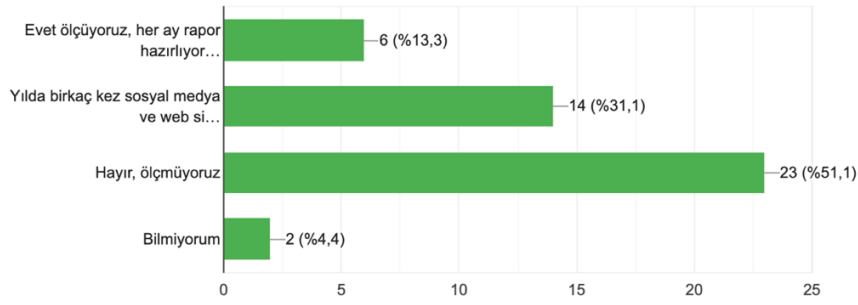


Figure 31 Do you measure the impact of the communication activities of your civil society organization?

Even though communication via SMS has given its place to WhatsApp communication, it is still popular among a certain group of citizens. 80% of the organizations that participated in the survey were determined not to send regular SMS to their supporters or volunteers while 17.8% of them still send SMS on a regular basis.

### 33 - Destekçilerinize/gönüllülerinize düzenli sms gönderiyor musunuz?

45 yanıt

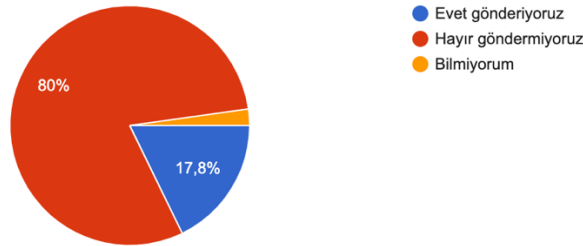


Figure 32 Do you send regular sms to your supporters / volunteers?

SMS is an effective communication tool especially for the donation campaigns and to reach citizens who do not access internet.

Non-governmental organizations try to reach many people via e-mail bulletins in addition to SMS and social media. 64.4% of the organizations that were involved in the survey stated that they do not provide any e-bulletins. 17.8% of them provide monthly bulletins while 8.9% provide bulletins quarterly and 2.2% of them send e-mail bulletins semi-annually.

#### 34 - Destekçilerinize/gönüllülerinize hangi aralıklar ile e-bülten gönderiyorsunuz?

45 yanıt

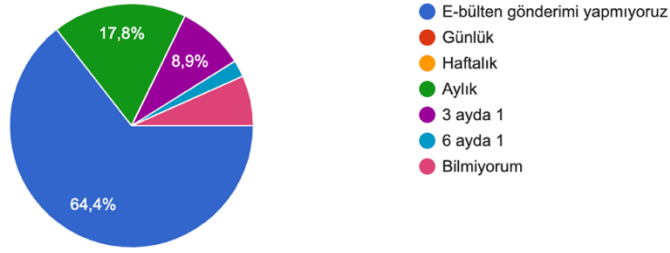


Figure 33 At what intervals do you send an e-newsletter to your supporters / volunteers?

Some of the organizations send e-mails to their volunteers and supports via their own e-mail systems while others use special programs to do so. Within the scope of the study, it was determined that 15 organizations have e-mail lists to send bulletins; and, the average number of users registered in those e-mail bulletins is 6728 with 35.000 being the highest number of users and 58 being the lowest number of users, respectively.

66.7% of the organizations that took part in the survey do not send e-bulletins while 11.1% of them benefit from Mailchimp mass e-mail delivery system to send their e-bulletins and 8.9% send their e-bulletins in mass by use of their own e-mails

without benefiting from any systems. 6.7% benefit from Inbox mass e-mail delivery system and 2.2% of them benefit from Euromessage mass e-mail delivery systems.

### 36 - Gönderim için hangi e-bülten sistemini kullanıyorsunuz? (Eğer gönderi yapıyorsanız)

45 yanıt

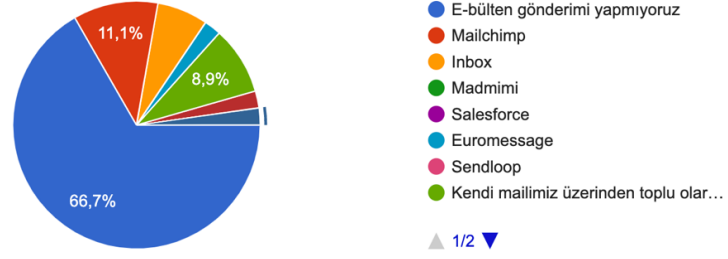


Figure 34 What e-bulletin system are you using?

Non-governmental organizations can provide citizens with information regarding themselves and their campaigns by sending regular e-bulletins. They can reach many people whom they cannot reach via social media by sending them e-mails. Many non-governmental organizations do not preserve the e-mails or mobile phone numbers of volunteers, donators or participants of their events regularly. Organizations can send e-mails or SMS to these persons by preserving this data regularly and by requesting permission from relevant persons to use their data. Today, e-bulletin services used by marketing companies actively are also used by non-governmental organizations. One of the software preferred for e-bulletin infrastructure; Mailchimp is free up to 2000 different e-mails. Non-governmental organizations are provided with reductions for exceeding amounts. Name-specific e-bulletins can be prepared in order to enhance the impact of the e-bulletin system. At the same time, person-specific e-bulletins can be prepared for people who previously make donations.

As the final question of the survey intended to measure the perception of the member or observer organizations of the Youth Organizations Forum regarding the impacts of social media use.

39 organizations out of 45 that took part in the survey stated that the use of social media affects the online visibility of non-governmental organizations while 6 of them stated that it did not have any effect whatsoever.

37 - Lütfen aşağıdaki ifadelerden sizce uygun olanı işaretleyiniz.

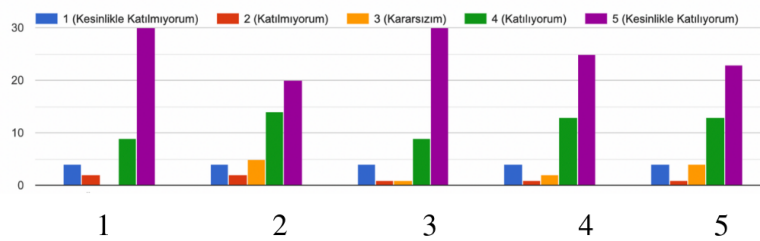


Figure 35 Please give your opinion of the following statements.

1) The use of social media is effective for CSO's online visibility. 2) Effective for social media resource development. 3) Social media is effective for reaching volunteers. 4) It is effective to find participants in our social media trainings and event

The effect of the use of social media on the fund-raising activities were found to be effective by 34 organizations while it was stated to be ineffective by 6 organizations with 5 organizations being indecisive.

39 organizations out of the 45 organizations that participated in the survey specified that social media was effective in terms of reaching volunteers while 5 of them stated otherwise, with 1 organization being indecisive.

38 organizations stated that social media was effective in terms of finding participants for their trainings or activities while 5 organizations stated otherwise, with 1 organization being indecisive.

36 organizations stated that social media was effective for the development of youth studies and policies in Turkey while 5 organizations stated otherwise, with 4 organizations being indecisive.

Probing into this final question asked within the scope of the study; it can be concluded in general that non-governmental organizations believe that their visibility will increase significantly, they will reach more volunteers, their fund-raising activities will be more effective and more participants will participate in their activities in the event that social media is used actively. At the same time, they believe the social media will be effective for the development of youth studies and policies in Turkey.

The results acquired provide essential data for the research questions of this thesis and researchers who intend to work in this field in the future.

#### 4 CONCLUSION

Non-governmental organizations are fundamental structures for the participation of citizens in policies in participative democracies. Citizens affiliate to various non-governmental organizations with the purpose of communicating their social life-related problems to policy makers and decision makers and to provide solutions. Projects and campaigns maintained by non-governmental organizations conducting rights-based activities are substantial for struggling with social problems and raising awareness in this matter. Among the frequently applied methods employed by non-governmental organizations to draw the attention of decision makers are creating public agendas by receiving support from more citizens and raising awareness with such projects and activities.

The Youth Organizations Forum composed of rights-based non-governmental organizations handling the youth policy in Turkey from a rights-based perspective and maintaining studies in this respect is a mutual platform where youth organizations act together. The platform strives for empowering the capacities of youth organizations and allowing organizations to get engaged in the processes of youth policy making by means of various projects. Ages of the secretary team, the board of directors, members and representatives of the Youth Organizations Forum range from 15 to 30. The Youth Organizations Forum is a young structure composed of young people working for the youth rights and policies. Social media and technology tools are quite effective and of great importance for this young structure.

Acceleration of internet and development of mobile technologies now provide people with the opportunities to handle many of their work through internet and mobile phones. Involved in our lives with contents being produced by users; social media tools are now quite essential for non-governmental organizations in their campaigns and projects. Non-governmental organizations creating various activism campaigns in the digital world by use of social media and technology tools can

implement more visible and effective campaigns by this means. Following rapidly changing technology and social media tools and empowering organizations in this field are of paramount importance each passing day.

Today, the activity practices of non-governmental organizations have changed. The fact that the mainstream media does not cover non-governmental organizations much has led non-governmental organizations to utilize social media tools more to make their voices heard over the course of their efforts to advocate rights. Organizations have now started to implement their campaigns on digital platforms with the increase in the active use of internet and social media tools and digital activism activities have lately become important and effective for many organizations.

A substantial tool for the citizen participation in participative democracies; non-governmental organizations will empower the functioning of participative democracies by effective use of new media and technology tools. Because of the fact that social media and technology tools eliminate distances allows citizens to communicate via internet and support each other in their struggle to claim their rights. As remarked by McLuhan; the world has been observed to have been transformed into a global village day by day as the social media and technology tools develop.

Within the scope of this study; member or observer organizations of the Youth Organizations Forum were asked questions regarding their technological infrastructure, webpages and social media use and significant results were acquired. Social media providing the opportunity to communicate faster compared to the traditional media is of crucial importance for non-governmental organizations engaged in youth work to enhance the impact of their campaigns.

The number of the salaried employees of the non-governmental organizations that were involved in the study was observed to be low. It was observed that the

organizations prioritize people who are specialized on the communication and technology tools when they hire. Employing a person who is specialized in this field is actually observed to be directly correlated with the fundraising. Persons who took part in the study stated that the active use of social media and technology tools helped them become more visible, reach more volunteers and find people to participate in their activities. Inclusion of the necessary costs for the employment of a person specialized in this field and necessary costs in their project budgets by non-governmental organizations is important for the empowerment of that organization. However, what stood out as a result of the research results is the fact that communication and technology still do not constitute a prior requirement. At the same time, this awareness has been increasing day by day.

As a result of the study, the organizations have been determined to use technological infrastructure to a limited extent; the reason of which was observed to be the absence of employees specialized in this matter. The organizations can reinforce their technological infrastructure and use social media more effectively by receiving support from specialized or experienced persons. Non-governmental organizations need to be strengthened in terms of technology use and raise awareness in this respect.

These organizations must especially benefit from the services provided for non-governmental organizations within the scope of TechSoup Turkey Donation Program actively. Organizations that are unaware of this program or do not have any persons specialized on the tools available in this program can obtain information and expertise by participating in the trainings and webinars of the institutions such as the Civil Society Development Center and Sivil Düşün EU Project. Face-to-face trainings and webinars provided by TechSoup Program in this regard are important opportunities that non-governmental organizations need to benefit from to strengthen their technological infrastructure. Organizations can reach software and hardware programs such as Adobe, Microsoft, Amazon Web

Services by means of TechSoup Turkey Donation Program in addition to Google services.

Social media is a platform where communication is mainly based on visuals. Non-governmental organizations can prepare visuals for social media on platforms easy to use such as Canva and; thus, share more effectively. Adobe Photoshop program can be used for more professional designs compared to Canva. However, effective use of Canva will cover all the visual needs of organizations since the organizations generally do not have persons employed that are competent with professional design programs. Canva can be used for creating simple infographics; however, more successful infographics can be created by use of program with more developed features such as Infogram and Piktochart.

Non-governmental organizations can conduct meetings and trainings with citizens in different locations by means of video interviews. They can reach hundreds of citizens via internet by use of webinars without being have to in the same location. Webinar is a cheap and even sometimes free online training system depending on the person being reached. It is possible for non-governmental organizations to conduct webinars via YouTube or Instagram and then upload the record of this webinar on the internet and make it accessible for more citizens and; thus, strengthen their participation processes.

The need for sources is always one of the primary issues for non-governmental organizations. Non-governmental organizations can use the donation system infrastructures such as Fonzip, Ralet and Dernx. Such systems both make it reliable and easy for citizens to donate. At the same time, these donation infrastructures preserve the personal information of organizations' supporters and volunteers such as their e-mail addresses, addresses or dates of birth etc. in a reliable way. Organizations can use this information for their different campaigns and projects if allowed by relevant persons.

Webpages are a quite important communication channel for organizations. Organizations without a webpage can use microblog sites such as Medium. It is important that webpages are compatible with mobile tools and have the SSL certificate for its complement and accessibility. SSL security certificate are among the essentials for organizations to be able to receive donations via their webpages. Structures where it is easy to include and arrange contents such as WordPress are among user friendly infrastructures for organizations to keep their webpages up-to-date. Adding contents regularly is important for a webpage to appear on the top in Google searches.

It is seen that organizations that took part in the study use Facebook, Twitter and Instagram mostly. Video content production by non-governmental organizations, which is among the important contents for internet users, and non-governmental organizations' increasing use of YouTube will make it easy for them to be reached through social media significantly. I believe that organizations will start using WhatsApp more by providing a sim card special for their organizations. For this reason, considering WhatsApp as a corporate social media tool and trying to use it more in time will contribute to the active participation of citizens. Used by none of the organizations that were involved in the study; Pinterest is a social media platform frequently used by housewives, designers and architectures. Pinterest can be an important social media tool while carrying out rights-based studies to reach citizens that use this platform.

Organizations working with groups with no internet access can notify their supporters and volunteers via SMS. Even though communication via SMS is not popular today among non-governmental organizations; it is still a highly effective and cheap communication method. Some organizations make use of SMS communication to send notifications to their supporters or volunteers regarding subscription fees, events, special days etc. SMS is also applied to quite frequently in cases of donation campaigns maintained by organizations.

Active and effective use of social media and technology tools by non-governmental organizations will make them more visible. Unable to take part on the mainstream media; non-governmental organizations can maintain more effective communication with citizens by means of social media and technology tools. Stronger relations with citizens is quite important for the presence of participative democracy. One of the essential structures for participative democracies; non-governmental organizations are structures running participation mechanisms and advocating and claiming the rights of citizens in various matters.

Active use of social media helps non-governmental organizations reach more volunteers as well as supporting them in their fund-raising strategies by making them more visible and effective in their projects and campaigns.

Analyzing the results of the study that I performed and 2018 Global NGO Technology Report; it can be concluded that a proper communication and regular strategy will it easy for non-governmental organizations to find supporters and donators more easily.

It will give organizations many advantages to use every feature of YouTube, which has enhanced its power of accessibility and is being used more and more every passing day. They can reach many citizens to convey information regarding their activities, press meetings and protests they organize by going live on YouTube. At the same time, they can share their ideas or experience regarding an issue by going live on YouTube.

The assembly meetings of Istanbul Metropolitan Municipality in April 2019 were aired on the internet and watched by 3.5 Million citizens. Live broadcast of the assembly meetings is a very important step to allow citizens to watch the decision-making systems. (Istanbul Metropolitan Municipality Assembly broke the rating records:, 2019)

After the survey, 5 different civil society organizations, GoFor management team and 3 different communication experts working in the field of civil society were interviewed about the situation and reasons for the results. In the interview with the organizations, the main reasons for the low use of social media and technology tools are shown as the reason for not having enough resources and expert workers in this field. Interviews with the GoFor management team and communication experts; The fact that the organizations do not have enough training in social media and technology and the institutions which fund the organizations have not enough awareness in this regard have been shown as the reasons for these results. In addition, it has come to the forefront that the awareness of the organizations on this subject increased day by day and they started to give importance to this field.

#### **4.1 Future Studies**

This study was performed to analyze the social media and technology use of observer and member organizations of the Youth Organizations Forum. It is of crucial importance to conduct this study annually so that the change in the social media and technology use of the youth organizations engaged in rights-based work in Turkey can be followed and analyzed.

Asking the questions prepared within the scope of the study to the non-governmental organizations serving across Turkey will provide important results regarding the civil society in Turkey. This study can be conducted by structures such as STGM and Sivil Düşün EU Project striving for empowering the civil society in Turkey. This and similar studies are important to see the technology and social media capacities of organizations and to strengthen this capacity.

I believe comparing this study with the Global NGO Technology Report that is published annually will provide important results in the event that a study is conducted for the non-governmental organizations that serve in Turkey. Comparing 2019 results to be published on September 16th, 2019 to the results of previous years will give important ideas about the civil society.

Within the scope of the study; a situation analysis was prepared with regards to the social media and technology use of non-governmental organizations. In future studies, organizations' social media contents can be analyzed. The effect of the messages given by organizations through their social media contents is quite important in addition to the effective use of social media.

As of April 2019; a person specialized on YouTube was included in Greenpeace Turkey team for a period of 6 months. Analyzing the YouTube account of Greenpeace Turkey in future studies may give surprising results in order to analyze the YouTube use and the impact of YouTube use by non-governmental organizations.

In future studies, it would be important to examine the reasons why organizations use social media and technology at a low level and provide important findings for strengthening the capacities of non-governmental organizations in the use of social media and technology tools.

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