

An Analysis In Purpose to the Facebook and Twitter Users in Turkey

Assist. Prof. Dr. Mine Demirtas

Department of Public Relations and Publicity, Faculty of Communication, Istanbul Aydin University, Istanbul, Turkey
minedemirtas@aydin.edu.tr

Abstract

The social networks constitute the basis of the contemporary public relations comprehension and the outstanding part of the two way symmetrical communication process have become the spreading position to more people day by day in Turkey. Facebook, the most splendid social network of the world, started to proceed in 2007 and today has reached to almost 31 million users as well. Twitter which is a micro blogging platform sending 140- character messages of millions of people, has almost 7.2 million users in Turkey by starting to spread in 2009. In this study, Turkey, as one of the greatest social media markets of the world, will be scrutinized with respect to the researches related to the Facebook and Twitter applications. Besides, the evaluations on the basis of the conducted discourses, demographic and numeric information about Twitter and Facebook users are carried out.

Keywords: Social media, Facebook, Twitter, Facebook and Twitter Users.

1. Introduction

The internet having a crucial point in communication tools and interaction among each other has become the new atmosphere of the transparency, inquiry, democracy, responsibility and participation. The basic advantage of the internet which introduces the information product without filter but directly to the benefit of the people in contrast to the traditional media is to enable everyone to participate in the communication process. Every internet user is a publisher, therefore a source, as well as information consumer and a member of the target audiences as well. On the scope of that issue, the internet constitutes a different structure in accordance with the traditional communication process (Çakır/Topçu,2005:76). The instant spreading of the internet that introduces both a synchronous and non synchronous(senkron)(asenkron)(Grupe,2011:386) media opportunity, has made it an inherent part of the business, institutions, individual life and also a new type of relationship model (Saymer,2008:260). One of the most important qualifications of the internet is an to be integrator that compounds the traditional types like radio, television and newspaper in a unique media (İnan,2009:163). The social web sites; on the other hand, are regarded as the fields of the interpersonal relations acquired in the imaginary world. Everybody has become both the producer of content or publisher and participator.

The style of media has become one of the most important channels of the social and political association by propagating the ideas which are not taking place on the scope of the political debates by being excluded from the policy, which It enables the voters to be equipped with more enriched information and ideas by the spreading social participation as well (Kellner: 2004,711). Now, the administrations have become more informational circumstance and the other opinion and data allocations connected to the institutions and citizens have increased in accordance with the administration perception of our era. The creation of the communication environment enabling integration among the institutions with the usage of the social media and the internet by regarding the awareness of the media is one of the most important factors playing a key role for the achievement of AK Party in the latest elections. The target audiences are the heterogeneous groups having various cultural values, interests, who are choosing, producing and selecting the content of the messages before sending it whoever they wish. On the other hand, the internet brings on the revolutionary innovations about the press bulletins. The institutions aim to communicate with the target audiences by publishing online press release regularly without being gate keepers on the traditional media. The social media has become a new channel in public relations field because of the distinctive opportunities like various ways of sharing the information, ideas and instant responses as well.

In 2005, the social media channels are the basic types of communication for debates without time and place restrictions (mobile bases) (Onat,2009:228). Besides, it provides a medium for people to share their stories and own experiences.

As the number of social media users has been increasing extremely, public foundations, local administrations and private institutions have taken their places on this platform. In Turkey, which has been one of the important media markets, it has a great significance to exist in social media, in terms of local administrations. What is important for the local administrations is to be able to have a true, effective and efficient connections with the local community , which is their target mass. Therefore, they intend to provide an effective information flow and to find solutions for the demands and complaints instantly coming through messages. In Turkey, 81 cities and 957 town municipalities have started using social media effectively. İstanbul , Ankara and İzmir Greater City Municipalities and their town municipalities have been using social media means; especially Facebook and Twitter actively. Besides, universities including 103 state and 65 foundation have also had the advantage of

social media and they have Facebook and Twitter accounts in order to communicate effectively with the students and their parents, who have been their target masses.

In Turkey, there are 18.1 million social media users who are 15-year-old and above. That is, 79% of the online population. About 50% of the children aged between 9 and 16 have a profile on a social network. Although many social sharing websites put the age limit as 13 to open a profile, most of the children having as well. Accounts are below 13. Moreover, 85% of those children have Facebook profiles. (<http://www.socialmediatr.com/.E:T:18.09.2012>).

Internet users in Turkey mostly have Facebook accounts through which they have many friends. Facebook users have almost 160 friends. The number of Twitter followers is approximately 56. When the sex is considered regarding the number of average friends, the number of men are higher than women. For the last month, the men surfing on the internet have almost 162 friends on Facebook, which is over the Turkish standards. That number is 156 for women. On Twitter, men have almost 57, but women have about 54 followers. In terms of the number of friends, the most efficient group is the one between 15-24. The internet users, aged between 15-24, have almost 178 friends on Facebook and 63 (friends) on Twitter. The second group with respect to the number of friends is between 25-34. Internet users aged between 25-34 have almost 158 friends on Facebook. In terms of the number of friends on social network, İzmir is strikingly more superior than any other metropolises. Facebook users of İzmir have about 180 friends while they have 75 friends on Twitter. It has been announced that during last month, internet users in İstanbul have approximately 154 friends on Facebook and about 54 friends on Twitter. (<http://smgconnected.com/sosyal-aglarda-ne-kadar-arkadasimiz-var.E.T.17.09.2012>)

In Turkey, social media users are mostly young men from upper socio-economic class when compared with the other internet users. While 88 % of social media users connect to the social network, 40 % of them connect to the interactive online games. Location sharings and symbols like Foursquare are the least popular social media areas. The activities done most intensively in social media are; following the daily news (62%), commenting on friends' situations shared (61%) and following the activities of friends (57%). (<http://arastirmakutuphanesi.com.E.T.09.09.2012>). In Turkey, 4 people 3 out of comment on social media but the ratio of people following social media with mobile devices is not more than 10%.

According to Global Web Index data, the first three countries which use online purchasing most all over the world are as follows: South Korea, Germany and England. European countries are over the world online purchase rates. However, in Turkey, online purchasing is parallel to the world percentages. Moreover 1 out of 2 active internet users in Turkey. States that s/he does shopping through the Internet. The categories in which Turkish internet users mostly do online shopping are; clothes, books and shoes.

Almost half of the internet users in Turkey do both online shopping and research about the products and the brands. Throughout the world, the top countries in which both online shopping and research are done; are South Korea, China and Germany. In addition out of 4 active Internet users in Turkey writes personal blogs. According to the Global Web Index Search, 24 % of the Internet users, who connect to the Internet for 1 hour a day, write their personal blogs. This ratio is over the European average. The most active countries on personal blog writing are; China, Indonesia and South Korea. (<http://smgconnected.com/t.E.T.16.09.2012>).

2. Purpose of the Research

New media with its interactive communication opportunities, offers the ordinary citizens to join the public areas easily and to have the opportunity to express their ideas freely.

New media gives the opportunity of forming counter public opinion poll to institutions, individuals, non-governmental organisations and ensures the political actors to develop their activities. The aim of this study, is to make evaluations about the user profiles of the social media users of Facebook and Twitter as well as present numerical data about Turkey.

We can reach the following results after those evaluations:

- When the age average of Facebook users in Turkey is considered, 64% of them are aged between 18-34.
- Twitter developers managed to improve the number of Twitter users dramatically by giving the support of Turkish language.
- In Turkey, social media means is Facebook which is used actively for social life. It is considered as a much more politized area.
- At Twitter, Kemalist ideology*, social democrat and nationalistic opinions are dominant.
- At Facebook, poverty and economic crisis are mostly mentioned.
- Mostly spoken topics on Twitter are Arabian Spring, terror happenings and economic crisis.
- Facebook has been effective in political and social organisations. At Twitter, instant views and comments on the events, are shared right away.
- Facebook is an ideal domain for both communicating and playing games. Because of online games, Turkey has been one of the most charming countries in the region for the international game companies.

3. Method:

Mostly online feedback has been utilised in this study. Results of the researches done for Facebook and Twitter users in Turkey have been provided from the online data. Then the results have been evaluated.

4. Facebook Users:

Among the social share network, the most popular by means of is Facebook which is defined as the human groups connecting with each other the unique common resource. It also has a wide variety of people. (Güçdemir,2010:33). Facebook, which gives the opportunity to people to contact with each other easily and permanently, has been the target mass of the public and private institutions and also an ideal area for the effective communication between local administrations and their people.

According to the research conducted by Facebook, 38.5% of the total population in Turkey use Facebook. A more interesting figure is that the online population of Turkey constitutes 85% of the total population. That analysis indicates that Turkey is one of the greatest social media markets of the world. Half population of the population in Turkey is almost under the age of 29. This age group mainly constitutes the users of Facebook, so it is probable to be considered as an ever growing medium. (<http://analytics.facebookers.com.E.T.23.8.2011>).

* **Kemalist ideology:** Mustafa Kemal Atatürk was an Ottoman and Turkish army officer, revolutionary statesman, writer, and the first President of Turkey. He is credited with being the founder of the Republic of Turkey. His surname, Atatürk (meaning "Father of the Turks"). Kemalist bureaucracy condoned the stress which bourgeoisie did to freedom and individual rights although Kemalism was not fond of these concepts. Bourgeoisie class overlooked also the coups which army executed when the political regime lost its balance, whereas, parliamentary system and representative election

system is indispensable for bourgeois democracy. The opponents of Kemalism who are moderate to Ottoman traditional system commented the laicism more democratic. The interesting point is that traditional forces defended the democracy more in comparison with revolutionist cadre. Traditional forces preferred to embrace democracy to possess the political power but not much to stay on the political power. Revolutionist staff was going to tend to authoritarian and 'without opposition' politics, by paternalist style. This style, if it needs, could behave as 'for people, in spite of people'.

In Turkey there are more than 31 million Facebook users. The countries which have the registered Facebook users in most order are USA, Brazil and India. When we examine the change in the last 3 months, it is apparently seen that Turkey has 900.000 new users as well. In addition to the penetration ratios, Turkey has the third place with 40.75% penetration proportion after England and America.

Table 1: The Usage of Facebook

COUNTRIES	USERS	CHANGE IN THE LAST 3 MONTHS	(+/- %)	PENETRATION
1. USA	164.840.500	+6 811 060	4,3 %	53,13%
2. BRAZIL	57.068.200	+7 751 600	15,5%	28,38%
3. INDIA	53.635.280	+5.512.720	11,5%	4,57%
4. ENGLAND	41.021.720	+9 606 080	30,6%	65,79%
5. INDONESIA	39.724.140	-3 021 960	-7,1%	16,35%
6. MEXICO	37.770.260	+3 744 260	11,0%	33,58%
7. TURKEY	31.703.620	+922 740	3,0%	40,75%
8. PHILIPPINES	29.591.140	+2 419 380	8,9%	29,62%
9. FRANCE	24.964.700	+484 280	2,0%	38,54%
10. GERMANY	24.393.420	+439 980	1,8%	29,65%

Source: Social Bakers, September 2012

Turkey is the 7th with 31 million users in the world. The number of the Facebook users to the population of Turkey (penetration) is 40.75%. In other words 9 internet users out of 10 have Facebook accounts.

Table 2: The Facebook Usage in Turkey

Total Facebook Users:	31.703.620
The Order in the World Range:	7
The Proportion of the Facebook users to total population:	41%
The Proportion of the Facebook users to total Internet users:	90 %

Source: Social Bakers, September 2012

When we scrutinize the brand pages, Avea is the most outstanding one, which has got most admirers. Avea with 1.8 million supporters is followed by another telecommunication firm, namely Turkcell with 1.4 million admirers. Volkswagen Turkey, Nokia Turkey and Nike Football Turkey are the other popular brands with great number of admirers.

According to the Facebook page reports in Turkey published by a Social Media Research Company "Socialbakers", the top three companies which have the most admirers on the Facebook pages are Avea, Turkcell and Nike Football Turkey. (<http://pturk.reviews4sale.com.E.T.1009.2012>).

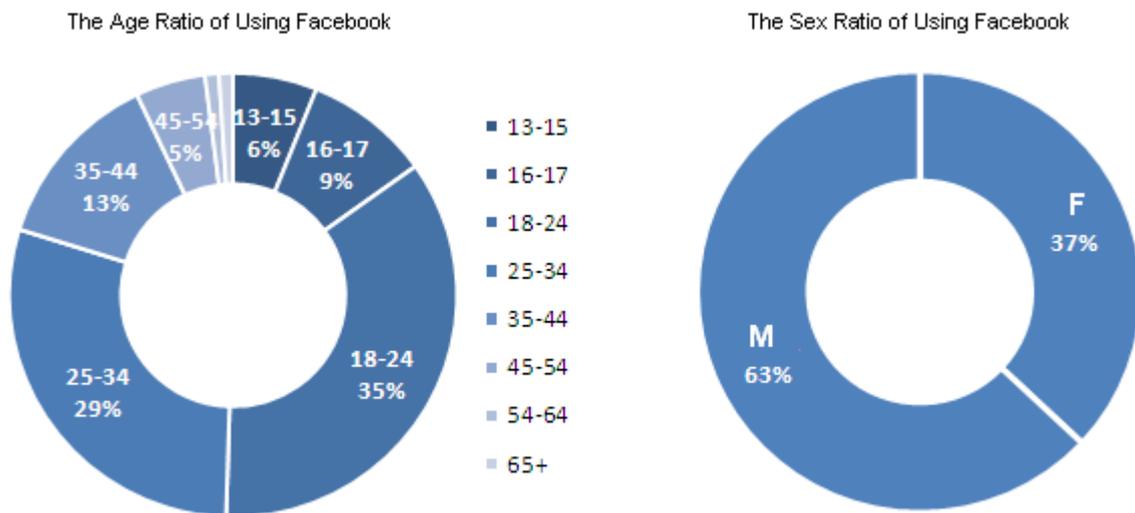
When we examine the Facebook fun pages in Turkey, we see the brand of Avea at the top. The promotions introduced to the target audiences on the fan pages, always increase the effect of the page with the audiences up. Indeed, the free talking promotions are the basic reason for Avea to have more

fan. While Turkcell has created a difference by transforming its whole communication to Facebook, Nike Football Turkey forwards all of the football broadcasts in Turkey and around the world. It has become outstanding by encouraging all users to the games that it created all in all and with the games based on promotions (<http://www.slideshare.net/maxusturkey/maxus-interaction-view-to-the-digital-world-February-2012.e.t.10.09.2012>).

The Atatürk Airport is the first place of the users who most commonly make check-in. The other places which mostly made check-in are Bağdat Street, Taksim and Kanyon shopping centre.

When the age ratio of the Facebook users in Turkey is looked over, the users between 18-24 is 64%. The users between 13-17 constitute 15% of the whole users in Turkey.

Figure 1: The age and sex ratios of using Facebook



Source: Socialbakers, September 2012

The density of the male characters draws attention with respect to sex. All the users of Facebook, 63% are male and 37% female (<http://smgconnected.com/facebook-using-in-Turkey> E.T.15.09.2012).

Facebook for the Turkish users is perceived as the most confident medium providing the communication among the acquaintances because of the supervision facilities of the information and friend list of the individuals. The most common activities are watching the shared videos, finding and communicating with old friends. Most of the users indicate that they could meet their old friends with the help of Facebook. Facebook is regarded as the most ideal channel to carry on the communication conducted by present. It has become the part of a daily life. The users could forward the attainments about their friends to the others as well. Besides, Facebook is brought up as a tool enabling people to get informed about their already existing social environments.

Most of the civil institutions which functioning in Turkey prefer to be organized in Facebook in order to make their activities and goals more widespread. Also, they carry out some various campaigns about political, cultural, economic and education subjects. For example, we could see that the street actions related to various issues like the admission problems to universities, the demand for the invalidation of the university fee and the problems of the employees in privatized companies are organized in Facebook.

Turkey is regarded as one of the most attractive countries for the international game companies according to Peter Warman, who is the CEO of Newso, an institution of global research. It is anticipated that in 2012 the money spent by the Turkish internet users for the computer games is

approximately 400 or 500 million dollars. The social network and gigantic online games are very popular in Turkey. 30% of the total in other words, money and 40% of the time spent are for that games. 72% of the internet users, 20.870.000 people play games according to the research. The Facebook which is conducted as the access page by most people constitutes both an ideal range to play games and communication as well. 17.100.000 social media players in Turkey could both reach the same rating in Germany and made that competition arena the most popular playing range. 27% of the social media players like in the other western countries spend money for the games. 1 dollar out of 5 paid for the games in Turkey is spent for the gigantic online games (DVO). That proportion which corresponds to the 21% of the total sector is higher than the developing countries and the whole European countries researched. The average age of the 9.8 million people who play DVO is younger in comparison with the western societies and 80% of them are under the age of 35. So, Turkey has a very appealing position in that region for the international game companies. (<http://www.newzoo.com.E.T.11.09.2012>)

Most of the people who use the Facebook in Turkey is between 18 and 34. The ratio for those between 18-24 is 34%, 29% for those between 25-34. 63% of the users are male and 37% are women. According to the February 2012 data, İstanbul is on the second tier with the 9.602.100 users around the world and its penetration ratio is 85.58%. Ankara is on the seventh tier with its 6.549.680 users and it has the highest penetration level country with 171.91% in worldwide Facebook using. (<http://www.slideshare.net/Sihirbuzz/facebook-dünya-ve-türkiye-istatistikleri#.E.T.10.09.2012>)

Ankara and İzmir follows İstanbul which visits the mobile appliance of Facebook most with 25% ratio. It is obviously seen that 53% of singles and 2% of women are more active in the mobile in comparison to the grand total. The young people generally visit their Facebook accounts with their mobile phones.

5. Twitter Users

The Twitter entrepreneurs who do not ignore the important situation of the number of Turkish Facebook users in the world could make the number of Turkish users enhanced by giving the Turkish language support. The ratio of the Twitter using in Turkey has been moving up overwhelmingly and that progress has not affected the Facebook because of the different usage aims.

According to the information that was shared at Webrazzi Digital'12 conference by Monitera Research Company which does social media searches, in Turkey there are 7.2 million Twitter users. However, only 5.3 million of those users use Twitter actively. While Turkish users have reached the speed of sending 20 tweets per second, totally 1.7 million tweets are sent daily. Female Twitter users compose 47% rate but men users make up the percentage of 53%. So they leave the women users behind. The most intensive online hours used by the followers are 21.00 and 22.00 and tweets are sent during this period. The most tweets are sent by the percentage of 58% in İstanbul and every user has almost 15 followers. The day when the most tweets are sent is end of the week, that means Friday. The cities, where the most tweets are sent, are Ankara consisting 13% percentage so it's the second city, but the closest follower is İzmir with the ratio of 11%. Twitter entertains its visitors mostly by means of mobile devices. While Twitter users connecting by mobile devices have the rate of 59%, computer users have the percentage of 41% at Twitter.

Among the mobile devices connecting to Twitter, Blackberry is the first one with the using percentage of 45%. This rate reaches to 52% during the working hours. The closest two followers of Blackberry are iPhone, the second with the rate of 27% and Android thirdly with the rate of 14%. (<http://webrazzi.com/2012/03/14/monitera-turkiye-tweet-istatistik-webrazzi-dijital12/E.T.10.09.2012>). Monitera holds the mostly followed profiles of Twitter at infographic and declares that Turkish messages have averagely the limit of 64 writing characters. And that character limitation of 140 has been criticised at Twitter from time to time. (<http://smgconnected.com/turkiye-twitter-istatistikleri-infografik.E.T.15.09.2012>). Turkish users visit Twitter mostly at 13.00-14.00,

17.00-18.00 and 00.00-01.00. The least used period is 03.00-04.00. In Turkey, maximum 65 tweets are written per second but the least tweets are sent averagely 5.5 each second. 21% of the tweets sent from Turkey constitute retweets. (<http://datahaber.com.tr/index.php/haberler/1323-turkiye-twitter-kullanici-says.html>.E.T.16.09.2012).

Mostly spoken topics on Twitter are Arabian Spring, terror events, economic crisis. Generally social democrat, views depending on Kemalist ideology and nationalism are dominant at Twitter. Therefore Twitter has become the greatest and the most efficient way of setting the agenda. When we check the Twitter using motivations, the first one is entertainment. The basic reason for using Twitter is sharing the ideas. Communication with friends has also got an important share of use.

At Twitter, mostly spoken topic about environment is “nuclear power stations” with the percentage of 35%. The second topic is nutrition including GDO with the rate of 22%. With the campaign of Greenpeace called “Yemezler” and the sharings including “No to the nuclear station in Akkuyu” cover important places at Twitter. News about the first images of Akkuyu Nuclear Station broadcast through media is shared by a lot of Twitter users and the news is widely commented by the users. Forest fire news coming from Turkey and the world and sharings on Global Warming have become the other common topics spoken on Twitter. (<http://www.ntvmsnbc.com/id/25377122/E.T.15.09.2012>).

Among the Twitter users having the most followers in Turkey, Cem Yılmaz, a renowned comedian, is the first to have the 2.019.819 followers. The president, Abdullah Gül is the second to have 1.580.791 followers and the singer, Demet Akalın is the third.

Twitter reached half million users’ accounts all over the world on June, 2012. At Twitter, America constituted more than 140 million accounts. Moreover Brasil, Japan and England have very high number of accounts. Turkey is the 11th in the world according to Twitter account number. According to SemioCast, 517 million of Twitter users made their profiles before July, 2012. With 141,8 million profiles prepared before July, 2012, America represents the 27,4% of Twitter users. In the first 7 months of 2012, Brasil, which had the highest account setting rate, had 33,3 million Twitter accounts in January but it increased to 41,3 million accounts in July. Among the first 50 countries, Japan has the slowest account numbers. Japanese Twitter users form the 6,7% of the Twitter users worldwide. As a result, at Twitter, Japanese is the second language used after English. The most active Twitter using city is Jakarta. According to the number of tweets sent on June 2012, the top three cities are Jakarta, Tokyo and London. İstanbul is the 12th city Twitter actively. (<http://smgconnected.com/twitter-kullaniminda-turkiye-11-sirada>.E.T.13.09.2012).

6. Conclusion

Effects of social media have been felt through our social life day by day. Social sharing sites enable the people to get organised and communicate with each other. Those sites also have become important means which speed up social and political changes. Social media, that changes our communication types, has become a new communication area with its social sharing network like Facebook and Twitter. Those network types have become global brands and they have also been “multi sided” and “synchronised” sharing’ places. Although people spend their time generally for pleasure in social sharing sites, those sites are used widely and they also give great and public, private opportunities in terms of creating economical and social facilities. Especially public institutions take social means of media into great consideration in order to inform the citizens and take their opinions, so almost all of them have Facebook and Twitter accounts.

New media gives ordinary citizens the chance of joining public areas easily and expressing their ideas freely with its interactive communicative facilities that it offers. Besides these, new media speeds up the news and information flow and changes the communication process. Each person can observe the other people, has the opportunity of expressing his/her ideas and enquiring them without

any restrictions. Facebook and Twitter have been regarded as important triggering elements of social organisations and movements. Furthermore, they have more advantages than traditional media in terms of providing the possibilities of equal, real time sharing, interactions, dividing and presenting. Apart from them, social media enables every person, who is open to getting globalised and to high technology, to be a potential participator and user. Social media also gives a person the chance to share and discuss their ideas freely without caring time and place limit. Therefore, social media supports the formation of a liberal structure and the utterances used on that platform generally reflect a free language which is against the authority.

In Turkey, the use of social media actively on social actions is Facebook. It is considered as a more politicized field. For example, “Hocalı massacre” protests and the campaign of “We don’t want the beer festival” conducted against the “Efes One Love Festival” in Eyüp, are organized by Facebook. While Facebook is effective for getting organized, the instant opinions and comments are shared by Twitter. When we scrutinize the expressions and sharing on Facebook and Twitter in Turkey, dominant nationalism conspicuously emerges. While instant responses to the events that put on the agenda in Turkey and around the world are assigned by Twitter and Facebook, social democratic opinions, Kemalist ideology principles, attitude and nationalism are generally come up on Twitter. The authoritarian of the prime minister on Twitter, poverty and the cost of living are the main themes of the comments on the Facebook.

The means of social media have become effective with respect to the roles in the process of political transformation on the agenda, making the traditional media attractive, organizing the target audiences, raising and announcing the opposition expressions up, conveying the protests to the streets from internet. The protest and action groups on Facebook, correspondence and announcements, indicating the basic aims of the oppositions to the international and public opinion by Twitter, the demands of the opposition groups, the sharing of the personal comments, the instant and synchronous exposition in accordance with events come out by the protests are clearly observed. A new and serious change is also noticed in the perspective of those who share the means of social media actively to the political events. Policy is developed around the basis of the political party choice, social opposition, social sharing web sites and social networks. The political parties carry out their propagandas and make announcements by using social networks. The most outstanding example is the success of Tayyip Erdoğan and Justice and Development Party (AKP) in 2011 elections in Turkey. The most important factor in this achievement is creating an integrated communication range between the organizations and usage of the social media by regarding the visibility and the awareness of the media.

References

- Çakır/Topçu, (2005). “Bir İletişim Dili Olarak İnternet”Erciyes Üniversitesi Sosyal Bilimler Enstitüsü Dergisi Sayı : 19 ,vol.2.
- Grupe, Stephanie., (2011). “PublicRelationseinWegweiserfürdie PR-Praxis”, Berlin, Heidelberg.
- Kellner,Douglas (2004),” Tabandan Küreselleşme: Radikal Demokratik bir Teknopolitikaya Doğru”, (ed.) Meral Özbek, Kamusal Alan, Hil yay., İstanbul
- İnan, Ece., (2009). “Halkla İlişkilerde Medya Yönetimi”, İstanbul.
- Sayimer, İdil., (2008).” Sanal Ortamda Halkla İlişkiler”, Beta Yayınları, Ocak, İstanbul.
- Onat,FerahOruntaş (2009) “Sosyal Medyada İzmir ve İzmirlilik, İzmirli Olmak Sempozyum”, Ekim .
<http://smgconnected.com/t.E.T.16.09.2012>
- <http://smgconnected.com/twitter-kullaniminda-turkiye-11-sirada.E.T.13.09.2012>
- <http://www.ntvmsnbc.com/id/25377122/E.T.15.09.2012>
- <http://smgconnected.com/turkiye-twitter-istatistikleri-infografik.E.T.15.09.2012>
- <http://www.webrazzi.com/2012/03/14/monitera-turkiye-tweet-istatistik-webrazzi-dijital12/E.T10.09.2012>
- <http://www.slideshare.net/Sihirbuzz/facebook-dnya-ve-trkiye-statistikleri#.E.T.10.09.2012>
- <http://www.newzoo.com.E.T.11.09.2012>
- <http://smgconnected.com/turkiyede-facebook-kullanimi E.T.15.09.2012>
- <http://www.slideshare.net/maxusturkey/maxus-interaction-dijital-dunyaya-bakis-subat-2012.e.t.10.09.2012>
- <http://pturk.rewievs4sale.com.E.T.10.09.2012>
- <http://smgconnected.com/t.E.T.11.09.2012>
- <http://smgconnected.com/turkiyede-facebook-kullanimi E.T.15.09.2012>
- <http://analytics.facebakers.com.E.T.23.8.2011>
- <http://www.arastirmakutuphanesi.com.E.T.09.09.2012>
- <http://datahaber.com.tr/index.php/haberler/1323-tuerkiye-twitter-kullanc-says.html.E.T.16.09.2012>
- <http://smgconnected.com/sosyal-aglarda-ne-kadar-arkadasimiz-var.E.T.17.09.2012>
- <http://www.socialmediatr.com/.E:T:18.09.2012>