

Research Article | Araştırma Makalesi

Changing Gatekeepers in the New Media Age: An Analysis of Internet Newspapers and Twitter

Yeni Medya Çağında Değişen Eşik Bekçiliği: İnternet Gazeteleri ve Twitter Üzerine Bir Analiz



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Abstract

The study aims to reveal the relationship between the user, who has the role of “secondary gatekeeper” with social media, and online newspapers. Thus, this study provides information about the secondary gatekeeping role by helping us understand the relationship between online newspapers, social media and secondary gatekeepers. Thus, this study helps us to understand the relationship between online newspapers, social media and secondary gatekeepers and provides information about the role of secondary gatekeeping. In the study, the news published by media organizations that carry out journalistic activities on Twitter, a social media platform, and the rate and nature of the interaction given to this news by users were examined using qualitative research methods. Therefore, it includes findings that will help to determine the popularity of the news published by online newspapers on Twitter, the topics to which they direct interest, and what kind of reactions are generated by the users. The sample of the study consists of the news published on Twitter between 5-9 December 2022 by internet newspapers such as Aykırı, Ensonhaber, GZT and Pusholder, which actively publish on Twitter in Turkey. Numerical values related to the research findings are presented in frequency and percentage tables and graphs. According to the research findings, it has been determined that Twitter users influence online newspapers in the news publishing process and thus assume a secondary threshold watchdog role.

Keywords: Social media, Twitter, Gatekeeper, Internet newspapers, Newspaper.

Öz

Çalışmanın amacı sosyal medya ile birlikte “ikincil eşik bekçiliği” rolüne sahip olan kullanıcının internet gazeteleri ile girdiği ilişkiyi ortaya koymaktır. Böylelikle bu çalışma internet gazeteleri, sosyal medya ve ikincil eşik bekçileri arasındaki ilişkiyi anlamamıza yardımcı olarak ikincil eşik bekçiliği rolü hakkında bilgi sağlamaktadır. Araştırmada sosyal medya platformu olan Twitter’da habercilik faaliyeti gerçekleştiren medya kuruluşlarının yayınladıkları haberler, bu haberlere kullanıcılar tarafından verilen etkileşimin oranı ve niteliği, nitel araştırma yöntemi kullanılarak incelenmiştir. Dolayısıyla internet gazetelerinin Twitter üzerinden yayınladıkları haberlerin popülerliğini ve ilgiyi hangi konulara yönlendirdiğini, kullanıcı tarafından ise ne tür tepkiler meydana geldiğinin tespit edilmesinde yardımcı olacak bulguları içermektedir. Araştırmanın örneklemini; Türkiye’de Twitter üzerinden aktif yayın gerçekleştiren Aykırı, Ensonhaber, GZT ve Pusholder gibi internet gazetelerinin 5-9 Aralık 2022 tarihleri aralığında Twitter üzerinden yayınladıkları haberler oluşturmaktadır. Araştırma bulgularına ilişkin sayısal değerler frekans ile yüzde tabloları ve grafiklerle sunulmuştur. Araştırma bulgularına göre Twitter kullanıcılarının internet gazetelerini haber yayımlama sürecinde etkilediği ve böylelikle ikincil eşik bekçiliği rolü üstlendikleri tespit edilmiştir.

Anahtar Kelimeler: Sosyal medya, Twitter, Eşik bekçiliği, İnternet gazeteleri, Gazete.



Introduction

With the emergence of the Internet, web technologies have been developed through stages such as Web 1.0, Web 2.0, Web 3.0, Web 4.0 and Web 5.0. People have used the term “Web 1.0” to describe the earliest form of the Internet. In the first process called web technologies, there was a one-way communication. People have used the term “Web 1.0” to describe the earliest form of the Internet. In the first process called web technologies, there was a one-way communication. With the evolution from Web 1.0 to Web 2.0, there has been the reproduction of information and material (Genel, 2015). Web 1.0, which is considered the first period of the Web, provides a one-way information flow, but due to its static structure and distance from interaction (Karakulakoğlu, 2015) the term Web 2.0 emerged as a result of brainstorming during a conference (Çelik, 2021).

Web 2.0 applications have deeply affected the media industry’s content, production and distribution methods. With the emergence of Web 2.0 applications, the audience (consumer) has had the opportunity to actively participate in the traditional media culture, which has held all control until that day. The content consumer, empowered by this new technology, has taken their relations with the media owners, who determine everything from above, to a new level. Here, the consumer is now described as a user and expressed as an active participant. Henry Jenkins named “Converge Culture” (Jenkins, 2006) in his book, states that “*Media owners who do not reconcile with this new participatory culture will face declining incomes.*” Thus, Jenkins emphasized the importance of the field of activity that Web 2.0 technologies provide to the consumer.

This new technology, which has completely affected the media industry, has also affected the news media. Traditional newspapers, which have historical importance, have changed their news production and distribution practices to adapt to these new conditions. As a result, today newspapers have adapted themselves to the internet and social media applications such as Facebook, YouTube, Instagram and Twitter in Turkey as well as in the World.

According to Yüksel, social media applications differ from previous communication tools by making society a part of the production process (Yüksel, 2014). Naturally, this situation requires re-evaluation and updating of existing approaches to communication tools. In this context, the “gatekeeper” model needs to be re-evaluated by considering the activity of the society.

It is important for newspapers to circulate their news through social media applications according to the “gatekeeping” model. Because social media users spread the news with their reactions, that is, interaction. Thus, social media users take on a second “gatekeeping” role.

It will be useful to consider the concept in its dimensions to make sense of the place of gatekeeping in the journalism profession and its current position. When we look at the history of the concept of gatekeeping, we see that it was first used by Kurt Lewin in 1943. Lewin carried out a series of studies to change the eating habits of society due to the food shortage in the USA during World War II. In her studies, she stated that the role and influence of housewives in family communication can also be applied in various communication situations. Lewin discovered that housewives, while changing the eating habits of their family members, also took on the role of “Gatekeeping” and the importance of this (Tokgöz, 2015). Here, housewives, in their role as gatekeepers, point to a process

of elimination, which refers to which foods to buy from the market, which foods to keep in the refrigerator and which ones to choose when cooking the food afterward. There are factors that affect the elimination process of the person who prepares the food, such as economic or family members with whom they interact (Özçetin, 2020). Therefore, housewives function as a gatekeeper by determining which foods to consume when all factors are taken into account. Lewin's assistant, David Manning White, brought the concept of Gatekeeper to mass communication research by using it to analyze the selection process of news to be published in newspapers (Mutlu, 2017).

In his experiment on editors working in a newspaper in the USA, White found that editors excluded most of the news coming from agencies. The author thus defined the activity he found with this comparison of news as threshold guarding (Windahl & Mcquail, 2010). White's gatekeeper model has a simple structure that only reduces the process to editors. It takes into account many social structures, organizational structures and media ownership situations that may put pressure on the editors. Depending on this situation, Pamela Shoemaker has comprehensively re-evaluated the concept of gatekeeping.

Pamela Shoemaker first addresses the nature of the communication process in explaining gatekeeping. Shoemaker (Shoemaker, 1991: 5) looks at the example in his book "Gatekeeping" and describes the communication process as *"A used car salesman may not tell everything he knows about the Ford I am about to buy, a friend may not say what he really thinks about my new hairstyle, and my local newspaper South America gives insufficient information about its policies."* Thus, Shoemaker states that only some of the information is transferred during the communication process, while others are rejected.

Shoemaker expanded the theory of Gatekeeper, which he renewed by adding new information, by taking into account situations such as *"social system and ideology, cultural context (...)"* (Shoemaker, 1991: 16). According to Shoemaker, gatekeeping takes place in the mass media, which includes news sources and all news tools (Windahl & Mcquail, 2010).

Editors undertake the duty of gatekeepers in newspapers. Editors are the people who decide which reporter will go to which event or activity. In the next stage, the editors determine which of the information from the reporters will be reported, how much of it will be used and how much will be highlighted. Moreover, editors can intervene in the process even when choosing the reporters they send to the event. For example, instead of sending a reporter who is interested in women's movements to a female candidate in the presidential elections, they can intervene in the news by sending a sports reporter. Because the editors know how and which events the reporters they assign will receive (Becker, 1983).

New developments are changing the concept of gatekeeping. For example, gatekeeping functions differently in the structure of rural society and urban society. In rural communities, newspapers cross the threshold with approval from family or community leaders. In urban societies, controls on such systems are decreasing (Becker, 1983). When it comes to mass media, it becomes difficult to control the news with such traditional practices. Therefore, innovations in the field of communication cause changes in the functioning of the gatekeeper.

In this sense, Web 2.0 technology has made it necessary to re-evaluate the gatekeeper with the opportunities it provides to the ordinary consumer. Because the applications that

emerged with the web 2.0 technology pave the way for the gatekeeper in the traditional sense with the opportunities it provides to the user. The user himself determines what is important, what is real and what is news through Web 2.0 applications (Basen, 2009). Web 2.0 technology gives everyone the opportunity to be a gatekeeper equally. Besides users, it also functions as a gatekeeper in Web 2.0 applications. Thus, news gathering and production has become a collective endeavor (Chin-Fook & Simmonds, 2013). As a result, a new gatekeeping activity has emerged.

The new generation gatekeepers do not need to be professional journalists, it is enough for them to use the internet well. However, this situation has some disadvantages. New gatekeepers evaluate and announce the current news. For this reason, they also convey false information in the original sources. In addition, the activities of these new gatekeepers are based on intuition about news that may be of interest to other users (Bruns, 2003) and sometimes even hands over editorial control to the online community altogether. Websites of this type move on from traditional journalistic gatekeeping approaches, where editors publish only what they regard as 'fit to print', to what is here termed gatewatching, where almost all incoming material is publicised, but with varying degrees of emphasis. Gatewatching sites frequently become major repositories of specialist information, turning into resource centre sites for their interest community, and are particularly common on the fringes of the open source software development movement. Some of these sites can be seen to directly apply open source ideals (direct involvement of the community, open access to all aspects of the development process).

Axel Bruns claims that the availability of this gatekeeping activity in the new communication environment is based on readily available resources. For this reason, the gatekeeping activity carried out by users is defined as gatewatching. Gatewatchers play a partial traditional gatekeeper role as active users rather than passive receivers of news. Thus, they increase the speed of transmission of information on any news page (Bruns, 2003) and sometimes even hands over editorial control to the online community altogether. Websites of this type move on from traditional journalistic gatekeeping approaches, where editors publish only what they regard as 'fit to print', to what is here termed gatewatching, where almost all incoming material is publicised, but with varying degrees of emphasis. Gatewatching sites frequently become major repositories of specialist information, turning into resource centre sites for their interest community, and are particularly common on the fringes of the open source software development movement. Some of these sites can be seen to directly apply open source ideals (direct involvement of the community, open access to all aspects of the development process).

It is clear that in the new communication environment, users act as secondary gatekeepers by publishing existing news. This kind of gatekeeping has an impact on agenda setting. Secondary gatekeeping activity not only affects other users but also indirectly affects news sites. For this reason, news sites always want the news they produce to reach more readers. Secondary gatekeepers also influence news editors with these features. As Shoemaker emphasizes, one of the factors affecting news editors is their goal of making a profit. Secondary gatekeepers help news editors achieve these goals by making the news widespread.

Regarding gatekeeping in the literature, research has been conducted on how reporters and freelance journalists, who are gatekeepers in Turkey, use the opportunities offered by Twitter, how readers affect editors (gatekeepers) in digitalized journalism, and

gatekeeping practices on reader comments on the internet (Çaba, 2019). The study titled "The Changing Role of the Gatekeeper in the Social Networking Age" addresses the transformation of the role of editors and reporters as gatekeepers due to social media platforms (Kafiliveyjuyeh & İlhan, 2018). These studies have analyzed the relationship between journalistic activities and editors on Twitter in terms of gatekeeping. Therefore, it does not fundamentally focus on Twitter users. In other literature reviews, it was observed that there was a lack of information on this issue.

In this study, the secondary gatekeeping role assumed by Twitter users and the relationship between news published on Twitter and editors were examined. The effect of users secondary gatekeeping on Twitter on the importance, novelty and interestingness of the news was evaluated. Thus, it is aimed to fill the gap in the literature.

The subject of this study is to reveal in which direction the user, who has assumed the role of "secondary gatekeeper" with the internet and social media, affects online newspapers through his/her relationship with the media industry. Thus, it is aimed to bring an up-to-date perspective to the gatekeeping that was attributed to the media industry until the social media age. For this purpose, the research questions to be answered are as follows:

1. Is there a significant relationship between Twitter users as secondary gatekeepers and editors' news selections? (How does it affect?)
2. What are the functions of Twitter users in news as secondary gatekeepers?
3. Do online news editors encourage Twitter users to assume a secondary gatekeeping role?

Method

Research Method

In this research, the case study method, one of the qualitative research approaches, was used. According to Creswell (2007), case study; *"It is a qualitative research approach in which the researcher examines one or a few situations limited over time in depth with data collection tools containing multiple sources (observations, interviews, audio-visuals, documents, reports), and the situations and themes related to the situation are defined"* (Subaşı & Okumuş, 2017: 420). In this context, within the scope of the research, the news shared by the internet newspapers Aykırı, Ensonhaber, GZT and Pusholder on their Twitter accounts were analyzed.

Universe / Sample

The universe of this study consists of internet newspapers in Turkey that have active Twitter accounts. The sample of the study consists of a total of 677 news shared on the Twitter accounts of internet newspapers named Aykırı, Ensonhaber, GZT and Pusholder between 5-9 December 2022. These online newspapers were selected as samples because they met the criteria of the study, such as having a high number of followers on Twitter, a high level of interaction, and having a balanced and comprehensive perspective by including different types of news. The types of news produced by the selected online newspapers, the type of interactions Twitter users give to the news produced and the effect of the interactions on the prevalence of the news, whether internet newspapers use hashtags or not, and the relationship between the secondary gatekeeper role of the users and the internet newspapers are analyzed. The reason why online newspapers were chosen as samples due to the subject of the study is that they use Twitter as a news

medium and use it to communicate with their readers and take their readers and to take into account the opinions of their readers.

Data Collection Tool

Document analysis was used as a data collection tool in the research. A total of 677 news published by internet newspapers Aykırı, Ensonhaber, GZT and Pushholder through their Twitter accounts between 5-9 December 2022 were examined and the frequencies and averages were determined and analyzed. Categories developed by the researchers were used in the process of collecting the data obtained as a result of the analysis. These categories consist of news types in online newspapers, Twitter users' interaction with the news, their use of visual materials on Twitter, and the percentages of links and tags in their tweets. While creating categories, similar literature review studies in the field were used.

Data Analysis

The data obtained in the study were analyzed by the document analysis method. Document analysis is used to review or evaluate printed or electronic documents (Bowen, 2009). The codes that emerged as a result of the data collected by the document analysis method were brought together and categories were formed. Each category was calculated as both frequency and percentage. At the end of the whole process, each category was evaluated and the findings were interpreted.

Findings

1. Examination of News Types of Internet Newspapers

It would be useful to look at the distribution of news types published by some media organs that do online journalism via Twitter in Turkey during a week. Because such an inquiry, when the findings in the later stages of the study are taken into consideration, gives clues about the level of importance editors attach to Twitter users who undertake the role of secondary gatekeepers.

Table 1. News Types of Internet Newspapers

Distribution of News Types of Internet Newspapers				
	Agenda	Life-Culture	Economy	Sports
Aykırı	84	135	13	22
Ensonhaber	86	57	29	5
GZT	51	105	9	2
Pushholder	25	33	21	0
Toplam	246	330	72	29

As seen in Table 1; In the comparison between news types of online newspapers, the most frequent news publication during a week was in the life-culture category with 330 news. The culture-life news type was followed by the agenda news type with a total of 246 news, the economy news type with 72 news, and the sports news type with 29 news.

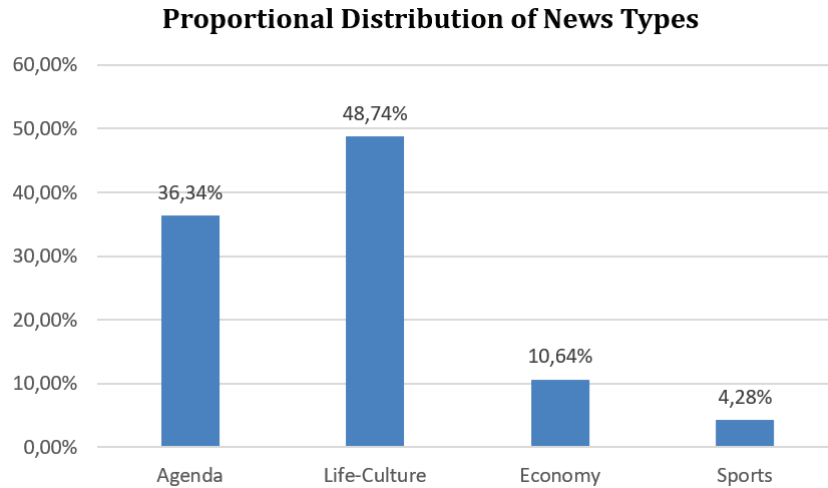


Figure 1: Distribution of News Types of Internet Newspapers (%)

As clearly seen in Figure 1, 48.78% of the news published in total consists of the Life-Culture news type. This is followed by Agenda (36.34%), Economy (10.64%) and Sports (4.28%) news, respectively.

2. Examining Twitter Users' Interaction with News as Secondary Threshold Watchers

Interaction, feedback and reader comments made by users to the news are very important as they allow participation in the news production process (Yılmaz & Taylan, 2015). The total number of retweets, likes, comments and retweets with quotes in the news on the Twitter accounts of online newspapers during the date of the research are shown in Table 2.

Table 2. Interaction Types of Internet Newspapers

Interaction Distribution of News				
	Comment	Like	Retweet	Retweet with quote
Aykırı	80.983	511.403	32.803	14.988
Ensonhaber	964	7.640	1748	235
GZT	341	15.041	949	93
Pusholder	31.916	985.890	22.461	19.825
Toplam	114.204	1.519.974	57.961	35.141

As seen in Table 2; Twitter users interaction with news is mostly in the form of "likes". In addition, the interaction of the secondary gatekeepers with the news is respectively in the form of comments (114,204), retweets (57,961) and retweets with quotes (35,141).

The interaction percentages of each online newspaper per news item are important in terms of secondary gatekeeping. Thus, the role of secondary gatekeepers in the news becomes concrete.

Table 3. Interaction Types of Aykırı Internet Newspapers

Aykırı Internet Newspaper Interaction Distribution					
Comment		Retweet		Retweet with quote	
(f)	%	(f)	%	(f)	%
80.983	318,83	32.823	129,14	14.988	59,00

When we look at the internet newspaper called Aykırı, it is seen that the percentages of comments, retweets, and quoted tweets are high. It is seen that news is commented on 318.83 times on average, retweeted 219.14 times and tweeted with quotes 59.00 times.

Table 4. Interaction Types of Ensonhaber Internet Newspaper

Ensonhaber Internet Newspaper Interaction Distribution					
Comment		Retweet		Retweet with quote	
(f)	%	(f)	%	(f)	%
964	5,44	1748	9,87	235	1,32

When we look at Ensonhaber's online newspaper, it is seen that the percentages of comments, retweets, and quoted tweets are lower than Aykırı's. It is seen that the news published on Twitter were commented on average 5.44 times, retweeted 9.87 times and tweeted with quotes 1.32 times.

Table 5. Interaction Types of GZT Internet Newspaper

GZT Internet Newspaper Interaction Distribution					
Comment		Retweet		Retweet with quote	
(f)	%	(f)	%	(f)	%
341	2,04	949	5,68	93	0,55

As shown in Table 5, the online newspaper with the lowest percentage of interaction distribution among the internet newspapers selected as a sample is GZT. It is seen that the news published on Twitter was commented on average 2.04 times, retweeted 5.68 times and tweeted with quotes 0.55 times.

Table 6. Interaction Types of Pushholder Internet Newspaper

Pushholder Internet Newspaper Interaction Distribution					
Comment		Retweet		Retweet with quote	
(f)	%	(f)	%	(f)	%
31.916	200,72	22.461	141,26	19.825	124,68

Finally, when we look at the online newspaper Pushholder, it is seen that the percentage of comments, retweets, and tweets with quotes is high. It is seen that the news published on Twitter was commented on average 200.72 times, retweeted 141.26 times and tweeted with quotes 124.68 times.

3. Distribution of Visual Material Usage of Internet Newspapers on Twitter

Editors use various types of visual materials to support their news. Although this situation is a different aspect of gatekeeping, the point it points out in the study is important. Because the questioning here helps to reveal the relationship between the way editors publish the news on Twitter and the secondary gatekeeper role of users.

Nowadays, almost all media organizations try to make their news, articles and other content more understandable and eye-catching by visualizing them. For this, they use various visual tools such as photographs, videos, infographic images and gifts. Thus, it becomes easier for the reader or viewer to understand and remember the content. In addition, thanks to visual tools, the content is made more interesting and arouses interest. In this direction, the use of visual material, which has an important place in internet newspapers, and the use of internet newspapers, which are the subject of the research, are shown in Table 7.

Table 7. Visual Use of Internet Newspapers

Use of Visuals in Tweets of Internet Newspapers										
	Photo		Video		Infographic		No Image		Gift	
	(f)	%	(f)	%	(f)	%	(f)	%	(f)	%
Aykırı	72	%28,35	171	%67,32	0	%0	11	%04,33	0	%0
Ensonhaber	74	%40,68	54	%30,51	9	%5,08	13	%7,34	29	%16,38
GZT	83	%28,74	48	%14,37	2	%14,37	10	%5,99	2	%1,20
Pusholder	6	%7,59	13	%16,46	0	%0	60	%75,95	0	%0

Table 7 shows how often the internet newspapers, which are the subject of the research, use visual tools. When we look at the internet newspapers selected as samples for the research, the most frequently used visual materials in the Aykırı internet newspaper are video (67.32%) and photographs (28.35%), respectively. The newspaper did not use visuals at a rate of 04.33% in the news it published on its Twitter account. At the same time, Aykırı internet newspaper never used infographic images and gifts during the date of the research.

The most frequently used visual material in the Ensonhaber online newspaper is photography (40.68%). This is followed by video (30.51%), gift (16.38%) and infographic (5.08%) images, respectively. The newspaper did not use visual material an average of 7.34 times in the news they published on their Twitter account.

In the GZT internet newspaper, the most frequently used visual materials are photographs (28.74%), video (14.37%), infographics (14.37%), and gifts (1.20%). They did not use visual material an average of 5.99 times in the news they published on their Twitter account.

Finally, the most frequently used visual material in the Pusholder Internet newspaper is video (16.46%) and photography (7.59%), respectively. The newspaper that uses the least visual material in the internet newspapers selected as the sample is Pusholder. The newspaper did not use visual materials other than videos and photographs in the news they published on Twitter.

4. Distribution of Links and Tags in Tweets of Internet Newspapers

Table 8 shows whether online newspapers use hashtags and links in the news they publish through their Twitter accounts.

Table 8. Types of Links and Hashtags of Internet Newspapers

Link and Tag Distribution in Tweets of Internet Newspapers								
	Hashtag		No Hashtag		Link		No Link	
	(f)	%	(f)	%	(f)	%	(f)	%
Aykırı	3	%1,18	251	%98,82	254	%100	0	%0,00
Ensonhaber	0	%0	177	%100	11	%61,21	166	%93,79
GZT	30	%17,96	137	%82,04	73	%43,71	94	%56,29
Pusholder	0	%100	79	%100	0	%100	79	%100

When we look at the online newspapers selected as a sample, Aykırı online newspaper used hashtags on average 1.18 times in the news they published during the date of the research, while 98.82 times did not use hashtags. They also used links in all the news they published on their Twitter account.

Ensonhaber Internet newspaper has never used hashtags in its news. While the newspaper used links 61.21 times on average, it did not use links 93.79 times.

Among the online newspapers analyzed within the scope of the research, the online newspaper that uses the most hashtags is GZT. While GZT used 17.96 hashtags in the news they published on Twitter, 82.04% did not use hashtags. Additionally, the newspaper used links an average of 43.71 times while publishing the news.

Pusholder Internet newspaper, on the other hand, did not use either hashtags or links in the news they published during the study period.

Conclusions

The development of the Internet has revealed Web 2.0 technology. Just as every media environment was affected by this development, newspapers and journalism were also affected. Readers now have the opportunity to contribute and intervene in various interactions with journalists and the news they produce via the Internet.

Comments, retweets, and other interaction measures made by users after news is published on Twitter provide information about secondary gatekeeping actions. News types were analyzed in the context of the effects of secondary gatekeeping on Twitter news in journalism. When we look at the percentage distribution among the types of 677 news shared between 5-9 December 2022, it is seen that the most common news types are life-culture (48.74%) and agenda (36.34). Twitter's ability to identify the news that attracts the most attention from journalists through interaction measurements should be taken into consideration. Because journalists tend to report on events that attract attention for different reasons, especially economic ones. Therefore, it can be said that the news types that users are interested in include current and extraordinary events. Based on this, it can be concluded that user interest affects editors' news selections.

Twitter users liked the news published by the four newspapers selected as a sample 1,519,974 times during the research period. Users' liking and retweeting of the content allows other users to see these messages, thus accelerating the spread of the news. In addition, sharing the news by retweeting with quotes by users ensures the news attracts the attention of other users and spreads faster. Making comments under the messages increases the interaction and dialogue of the followers with each other. Naturally, every interaction given by the user also affects the prevalence of the news, and in this case, it can be considered as secondary gatekeeping.

The most concrete form of secondary gatekeeping activities on Twitter is seen as retweets and quoted tweets. A news that is retweeted is read many times and made visible to more people. Retweets also show that the news is approved by the user. Quoted tweets show that users share the news by adding their own short messages. When we look at the retweet and quote tweet percentages of the online newspapers that are the subject of our study, it is understood that Twitter users play the role of secondary gatekeepers.

Using visuals in news makes the related news more understandable and effective. It is seen that all but one of the internet newspapers selected as samples for the study use photos and videos with high frequency. Since this situation makes the news more understandable, it can be stated that it increases the interaction rate. Not using visuals in the news is seen as a deficiency by users, causing them to share their own visuals about the news in comments and tweets with quotes. Thus, in both cases, users take on the role of secondary gatekeepers due to their contributions to the news.

The use of links (site link address) in Twitter news can also be evaluated in the same way. Using links in the news helps users who want to access the details of the event. However, as seen in the study, some Twitter news did not provide links. This situation causes the user to detail the information and share it with different users, enabling the user to assume a secondary gatekeeper role.

Hashtags opened on Twitter related to the agenda enable users to connect with each other. When we look at the internet newspapers selected as a sample, Ensonhaber and Pushholder did not use any hashtags in the news they published. GZT 17.96 percent; Aykırı used hashtags at a rate of 1.18 percent. Newspapers' inclusion of hashtags in their tweets allows the news to spread to a wider user base and increases the interaction of everyone interested in the subject. Here, it can be said that online newspapers encourage users to act as secondary gatekeepers by using the interface of the social media platform.

With the data obtained as a result of the study, a significant relationship was found between online newspapers using Twitter as a news medium and secondary gatekeeping (those who comment on the content on twitter, like, share the content, forward the content by quoting, share links, etc.). Internet newspapers encourage users to be more active with the choice of news types, use of visuals, links... Looking at the interaction percentages of users on tweets, it can easily be said that they play a secondary gatekeeper role on Twitter.

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Yeni Medya Çağında Değişen Eşik Bekçiliği: İnternet Gazeteleri ve Twitter Üzerine Bir Analiz

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Genişletilmiş Özet

Bu çalışmanın konusu internet ve sosyal medya ile “ikincil eşik bekçiliği” rolü üstlenen kullanıcının medya endüstrisiyle ilişkisi üzerinden internet gazetelerini hangi yönde etkilediğini ortaya koymaktır. Böylelikle sosyal medya çağına kadar medya endüstrisine atfedilen eşik bekçiliğine güncel bir bakış açısı getirmek amaçlanmaktadır.

1. İkincil eşik bekçisi olarak Twitter kullanıcıların editörlerin haber seçimleri arasında anlamlı bir ilişki var mıdır? (Nasıl etki etmektedir?)
2. İkincil eşik bekçisi olarak Twitter kullanıcılarının haberlerde üstlendikleri işlevler nelerdir?
3. İnternet haber editörleri Twitter kullanıcılarını ikincil eşik bekçiliği rolü üstlenmesini teşvik etmekte midir?

Literatürde eşik bekçiliği konusunda, Türkiye’de eşik bekçisi konumunda olan muhabirlerin ve serbest gazetecilerin, Twitter’ın sunduğu olanakları nasıl kullandıkları, dijitalleşen gazetecilikte okurun, editörleri (eşik bekçisi) nasıl etkilediği ve internet ortamında okuyucu yorumları üzerindeki eşik bekçiliği uygulamaları üzerine araştırmalar yapılmıştır (Çaba, 2019). ... “Sosyal Ağ Çağında Eşik Bekçisinin Değişen Rolü” adlı çalışmada editörlerin ve muhabirlerin birer eşik bekçisi olarak üstlendikleri rolün sosyal medya platformları dolayısıyla yaşadığı dönüşümü ele almaktadır (Kafi’li’veyjuyeh & İlhan, 2018). Buradaki çalışmalar Twitter’daki habercilik faaliyetleri ve editörler arasındaki ilişkiyi eşik bekçiliği açısından incelemiştir. Dolayısıyla Twitter kullanıcılarını temelde konu edinmemektedir. Literatürde yapılan diğer tarama işleminde bu konuda bilgi eksikliği olduğu görülmüştür.

Araştırmada nitel araştırma yaklaşımlarından durum çalışması yöntemi kullanılmıştır. Bu çalışmanın evrenini Türkiye’de Twitter’da aktif hesabı bulunan internet gazeteleri oluşturmaktadır. Çalışmanın örneklemini ise Aykırı, Ensonhaber, GZT ve Pusholder adlı internet gazetelerinin 5-9 Aralık 2022 tarihleri aralığında Twitter hesabından paylaştıkları toplam 677 haber oluşturmaktadır. Bu internet gazeteleri, Twitter’da takipçi sayılarının yüksek olması, etkileşim düzeyinin yüksek olması, farklı haber türlerine yer vererek dengeli ve kapsamlı bir perspektife sahip olması gibi çalışmanın kriterlerini karşılması nedeniyle örneklem olarak seçilmiştir. Seçilen internet gazetelerinin ürettikleri haberlerin türleri, Twitter kullanıcılarının üretilen haberlere ne tür etkileşimler verdiği ve etkileşimlerin haberin yaygınlığındaki etkisi, internet gazetelerinin etiket (hashtag) kullanıp kullanmadığı incelenerek, kullanıcıların üstlendikleri ikincil eşik bekçiliği rolü ve internet gazeteleri arasındaki ilişki analiz edilmiştir. Çalışmanın konusu nedeniyle örneklem olarak internet gazetelerinin seçilmesinin nedeni Twitter’ı bir haber ortamı olarak belirleyip okuyucularıyla iletişim kurma ve okuyucularının görüşlerini dikkate alma noktasında kullanmalarınıdır.

Araştırmada veri toplama aracı olarak doküman incelemesi kullanılmıştır. Aykırı, Ensonhaber, GZT ve Pusholder adlı internet gazeteleri 5-9 Aralık 2022 tarihleri aralığında Twitter hesapları üzerinden yayınladıkları toplam 677 haber incelenmiş, frekans ve ortalamalar belirlenerek analiz edilmiştir. Analiz sonucu elde edilen verilerin toplanma sürecinde araştırmacılar tarafından geliştirilen kategoriler kullanılmıştır. Bu kategoriler internet gazetelerindeki haber türleri, Twitter kullanıcılarının haberlerle etkileşimi, Twitter'daki görsel materyal kullanımları ve tweetlerindeki bağlantı ile etiket yüzdelerinden oluşmaktadır. Kategoriler oluşturulurken alandaki benzer literatür taraması araştırmalarından faydalanılmıştır. Çalışmada elde edilen veriler ise doküman analizi yöntemi ile analiz edilmiştir. Doküman analizi yöntemiyle toplanan veriler sonucunda ortaya çıkan kodlar bir araya getirilerek kategoriler oluşturulmuştur. Oluşturulan her bir kategori hem frekans hem de yüzde olarak hesaplanmıştır. Tüm süreç sonunda her kategorinin değerlendirilmesi gerçekleştirilerek bulgular yorumlanmıştır.

Çalışmanın sonucunda elde edilen verilerle Twitter'ı haber ortamı olarak kullanan internet gazeteleri ve ikincil eşik bekçiliği arasında anlamlı bir ilişki bulgulanmıştır. İnternet gazeteleri haberler türlerindeki seçimle, görsel kullanımıyla, link... kullanıcıları daha aktif olmaya teşvik etmektedir. Kullanıcıların tweetler üzerindeki etkileşim yüzdelerine bakarak rahatlıkla Twitter'da ikincil eşik bekçiliği rolü üstlendikleri söylenebilir.

Anahtar Kelimeler: Sosyal medya, Twitter, Eşik bekçiliği, İnternet gazeteleri, Gazete.

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