

# CONCLUSION

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A wide variety of revolutions have taken place throughout history when new technologies and new ways of perceiving the world triggered profound changes in economic systems and social structures. These changes can take years to emerge when history is considered as a frame of reference.

Esteemed communication scientist Alvin Toffler, explains the societal development process in three main waves. The first wave is the transition to an agricultural society. Toffler defines the era of industrial development as the second wave. Lastly, the third wave is the social order where knowledge is at the focal point. Furthermore, Daniel Bell divided the industrial revolutions into three parts: the era of the steam engine and rail transport that lasted until the end of the 18<sup>th</sup> century; the era of electrification, division of labour and mass production that lasted until the end of the 19<sup>th</sup> century, and the period of electronics, information industry and automatic production that lasted until the end of the 20<sup>th</sup> century. Our current era is shaped by the digital revolution and transformation arising from various technological, social and economic needs that include all these previous periods.

Defining the present in comparison with the social, economic, political, social changes and transformations of the past years is troubling to do while experiencing another transformation brought by our age and questioning the results and benefits of said transformation. Each discipline and field of study tries to define the electronic transformation from different perspectives, that is, the “*digital siege*” as we used in the title of this study. Many fields of study, from communication to digital labour, from digital diplomacy to the

internet of things, from big data to digital culture, from cyberbullying to digital literacy, from network society to media sociology, continue to discuss the benefits of the digitalization era.

Digitalization refers to the transformation triggered by the adoption of digital technologies that produce, process, share and transfer information. In this transformation, innovation is not confined to one area but can be seen in all areas of life. In this process, transformation is taking place in many areas such as telecommunication systems, computer technologies, software fields, artificial intelligence, dissemination effects arising from public applications and service use, electronic commerce, social networks, blogs, portals and libraries (Castells, 2008, p. 125).

Digitalization has surrounded us with the penetration of internet-based networks in all areas of life and its indispensability. The old order of the world has changed in shaping today's societies. The 21<sup>st</sup> century has witnessed the emergence of the digital society in various parts of the world as a result of the increased use of new communication and information technologies that have brought profound socio-economic changes to our lives. With the advent of computer technology, it has become possible to digitize almost everything. Change has always been a feature of human evolution, but the speed at which these transformations take place has gained unprecedented momentum.

Digitalization affects all societies in different ways at different levels. Its effects in economic, social and political areas can be observed exactly. In the economic sense, the digitalization process in production systems provides positive operational effects such as implementing automation and reducing costs, as well as increasing productivity and creating new employment areas in certain business lines. Digitalization of public services makes the relationship between the state and society easier and more practical, reducing bureaucracy. Service procurement and interaction in compulsory fields such as health, education and culture also become easier and more effortless. Social networks, blogs and websites make it easier to access and share information. However, with all these positive transformations, digitalization has also brought various problems such as the decrease in the need for the workforce in certain areas, the disappearance of certain business lines, cybercrime, and problems in social relations. The digital world has exposed us to a different and new level of reality from the world of social action we know until today. Human relations, human society relations, communication styles, socialization processes, human-object relations are being reconstructed. It is as if a new world is taking shape.

As one of the areas where the *digital siege* is felt the most, media and the usage of media is one of the issues that we communication academicians are most interested in. It is argued

that the digital age has become a structure of interpretations of reality, with the context where the distinctions between public and private, political and commercial, social and market are transformed and emotions gain more weight. It is said that the rapidly increasing diversity and anonymity of new media affect the “reality” of traditional media, the consequences of a fake news culture that praises non-intellectual experiences and that such a culture can threaten the core values of modern rational science and soon lead to the collapse of the culture.

However, as the culture is becoming increasingly digitalized, it is questioned what kind of changes occur in the technical, material and physical values of individuals, institutions and societies. Digital culture is considered as a socialized subjectivity as a part of digital habitus and the areas entered are examined in order to transform and protect the balance of power. Actors of different classes compete for power in various fields such as religion, education and arts, using economic, social, cultural and symbolic forms of capital. For this reason, today, intense discussions continue about the emergence of communication in the world of “digital culture”, which can be described as user profiles, language used, numbers, signs, icons and shares. The role of reality is investigated in the digital world where identities are reproduced and consumed.

The network society deeply affects not only the social and cultural structure but also the power structure. Although the concept of social network primarily aims to change the cultural movements and social structure, it also affects the power structure and includes every stage of society. Therefore, unlike the previous cultural structure, digital culture has affected all areas of society and subjected all areas to digital culture equally and voluntarily.

One of the issues to be examined in the digitalization process is the reflection of social inequality on digital use. The accessibility and usability of the digitalized world by all members of society should be evaluated within the framework of a social policy. The convenience and the rapidity and diversity of accessing information provided by digitalization should be distributed throughout society. Furthermore, it should not be overlooked that the usage practices of the digital world should be presented in the context of “digital literacy” with an education policy that covers the whole society. Work should be done on the prevention of cybercrime, the security of personal information and the demarcation of freedom of expression.

As a result, societies, individuals and institutions are faced with the digitalization process and its positive and negative consequences. This book has attempted to examine how individuals, societies and institutions are socially, politically, culturally and economically reshaped within the digital spiral in the light of different scientific evaluations.

