DIGITAL SEIGE

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INTRODUCTION

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Digitalization is prevalent in almost every field of life in today's world. There is no escape from its impacts. But, it is getting increasingly important to investigate its positive and negative aspects to build a digital culture that benefits, rather than hurts and divides societies and people. This book addresses a theme of growing importance in multiple disciplines, such as communication, business, political science, sociology. It aims to understand how digitalization has been transforming our world and identities.

Academic interest in this topic is due to an increasing need to understand these transformations' details and the meaning of these transformations in the big scheme of things. This book was inspired by a desire to draw together an academic interest in this topic to investigate the meaning and impacts of digitalization and the "new" digital culture. We invited authors from different areas to write chapters that contribute to exploring how digitalization affects their field and its consequences.

Each chapter in this book seeks to contribute to the conceptual understanding of one or more dimensions of digitalization. It investigates from a multidisciplinary perspective the 'what's 'how's of digitalization, and tries to understand the advantages and disadvantages of it for society, various institutions, and individual consumer citizens.

The book begins with Yavasgel and Turdubaeva's chapter, which explores the meaning of digitalization in terms of individual freedoms, the democratization of culture, and power use. The chapter concerns itself with the history of human rights, freedom, the democratization of culture, the right to communicate, and how these concepts and behavioral practices have changed due to the digitalization of culture. In light of these discussions, Yavasgel and Turdubaeva analyze how power is transformed and conserved globally from a critical perspective. The argument they make based on an intensive literature review in communications and sociology fields is that due to the emerging digital and data-driven technologies, such as AI (Artificial Intelligence), knowledge and culture are detached from existing institutions, practices, and geographies; and new institutions and structures emerge. They further discuss that these new structures establish new forms of control, and corporate actors and states exercise new power for surveillance and system-level control of behavior rapidly.

In the second chapter of the book, Eroglu Yalin and Ak discuss what is happening to the technical, material, and physical values of individuals, institutions, and societies as the culture is increasingly digitalized. They argue that the shaping of values revolves around mass consumption and standardization that result mainly from digitalization. They further question how technology has transformed how society, institutions, and individuals relate to each other and the meaning of cultural images in the digital age. As they are delving into these topics, they emphasize that the material values and individualism that result from changes in the digital culture are at the center of the different, emergent lifestyles and values in a world there are fewer intercultural boundaries. Eroglu Yalin and Ak are critical and warn readers about the social chaos that results from imposing, modifying, or destroying the fundamental values, such as religion, or imposing value judgments on minorities. Resulting, digital culture expresses a new network society with a new cultural, social, and power structure that involves replaceable and purchasable identities that are idealized rather than realistic. The authors further discuss the differences among the values of digital indigenous, digital immigrant, and digital hybrid individuals.

Next, Göksu and Özkan's chapter illustrates the digital factors that have transformed diplomacy and the effects of these changes on the state, society, and individuals. In this chapter, Göksu and Özkan first define increasingly central concepts of diplomacy in the age of digitalization, such as network diplomacy, e-diplomacy, social media diplomacy, digital branding, digital citizenship, digital diaspora, digital journalism, and social movements. Based on an understanding of these concepts and that digital diplomacy presents an interdisciplinary perspective, they continue by explaining the structure and operations of a new sense of diplomacy that results from digitalization, which systematically enables countries to be represented more effectively. They also discuss the ways different constituencies relate to each other in this new sense of diplomacy. They later focus on the case of Turkey to illustrate the effect of digital media on the transformation of diplomatic activities. Based on their analysis, they make proposals to use digital media for more effective diplomacy. Some of their suggestions are to adopt a more active position, work on the digital image and digital branding of the country continuously, train digital diplomats, a well-developed digital diplomacy strategy, utilizing the country's pop culture digital platforms, developing interactive cultural and language projects. They end their chapter with a positive note on the power of digitalization to disseminate the good, the beautiful, and the right through democracy and law pathways.

Gole and Sruk's chapter illustrates how dangerous it would be not to utilize digital media wisely and consciously. This chapter explores the spread of fake news, disinformation, alternative facts, and post-truth as among the most significant issues that result from digitalization. Gole and Sruk explain how the digital age has come to be a construct of interpretations of reality dependent on the context in which the distinctions between public and private, political and commercial, and social and market have transformed, and feelings have come to have more weight than evidence. They argue that even fake news has always been an issue, it is more significant and dangerous as each person has become a potential author, and the content on social media platforms can spread among users with no significant fact-checking or editorial judgment. In the post-factual digital society, lies have started to be viewed as something acceptable in certain situations, rather than being treated as something inexcusable. In the digital society that is a spectacle society, the news does not need to be rational and correct but emotionally appealing; information is something to be adjusted to the interests, likes, beliefs, and worldview of individuals. The authors also discuss how the rapidly growing diversity and anonymity of the new media also affect traditional media's "reality." They later discuss the implications of the culture of fake news that praise non-intellectual experiences. They argue that such a culture may threaten and undermine modern rational science's fundamental values and soon lead to a culture breakdown. They finally discuss the diverse (non)regulatory reactions to the challenges that fake news brings and propose some guidelines for monitoring the information's reality, raising public awareness about disinformation, and tackling the phenomenon effectively. They end their chapter by proposing that journalism that should reproduce facts and information should have the supervisory role.

In the fifth chapter, Güçdemir and Günay explore the internet as a new surveillance tool. They underline the differences between the new surveillance and traditional surveillance. They argue that with the internet, large amounts of data are collected in real-time and distant, and shared, and analyzed in new and unprecedented ways to control and discipline individuals in new forms. They also discuss how new surveillance is lower on visibility and is more likely to be involuntary. Another essential characteristic of the new surveillance is that it is related to big data, massive data generated on every aspect of life on the internet continuously. The authors explain that data collected in each field is complemented with the data collected in the other fields; in other words, that new surveillance is networked. They discuss the Internet of Things as the main tool for successful big data collection. They also talk about their prediction concerning the new era of The Internet of Robotics. Güçdemir and Günay also highlight the outcomes of new surveillance. They talk about how new surveillance leads

to ensuring that people's habits and routines are better defined than ever before, how different government, commercial, and legal areas have transformed in multiple ways by being more efficient and having better performances and predictions. They also take a critical tone highlighting the controversial issues in new surveillance in terms of ethics and privacy.

Kalpokas investigated how the meaning of leadership, primarily in the political domain, has transformed mainly into performance in a time in history where digital and non-digital have become inseparably intertwined. He suggests that this transformation is mainly due to changing political organization forms and the publics' emancipation. He argues that one of the most critical aspects of digitalization is that has transformed leadership is that the leaders can build their strategies with advanced knowledge of fine-grained audience characteristics. He further analyses the outcomes of such leadership, such as a new social reality and the growing importance of effective exchange and information. According to the analysis of Kalpokas, leadership in the era of digitalization is not attained, elected, commanding, and directed as in the traditional leadership form. Nevertheless, it a dynamic and relational process that is somewhat performative, inviting, connecting, steering, and stimulating. One of the significant role leaders have today is identity coordination, and leaders have started to act increasingly like social media influencers. Digitalization has made the performative leaderhisp easier as it offers algorithms that would help leaders know what the audience thinks and how they think and consequently act. Leaders have the digitalization tool to develop entertaining, easy-to-consume, and more relatable content for their audience, whom they can define more finely. Kalpokas discusses the meaning of politics in the light of the transformed meaning and process of leadership as well in the chapter and suggests that political engagement once seen as a vital component of the public domain, concerned with the public goods and interest that transcend those of the individual has become 'an expression of personal hopes, lifestyles, and grievances.'

Letonja, in her chapter, analyzes the digital innovativeness of successors in the smaller family business, based on the previous studies suggesting that the successors taking responsibility for managing further operations and growth of family businesses have to understand the importance of innovativeness for ensuring long-term competitiveness and sustaining the competitive edge of their companies and their products. The main question that this chapter seeks an answer for is whether the successors of smaller family firms are ready to face the challenges of digitization and adopting digital solutions into their daily practice. She first discusses the importance of family businesses in terms of their role in the economy, their attitude towards local communities, the long-term stability they bring to these

environments, and their responsibilities as owners and their values. She continues by defining innovativeness and digital innovativeness. She specifically discusses the challenges that Industry 4.0 introduces to family businesses and how family businesses need extra support and exploit digital technologies to deal with these challenges, compete with more advanced competitors, and overall survive in the market. She utilizes a case study research methodology focusing on family businesses in Slovenia. Based on this case study, she proposes some aspects of digital innovativeness. She first emphasizes the importance of awareness of businesses introducing digital technologies in daily practices and not doing so means disappearance from the market/s. She also highlights that the scope of digitization and digital innovation in smaller FBs depends on their financial and managerial capacities. Companies perceive digitization first and foremost as having a presence on the internet via their web pages. She also emphasizes how digital transformation in smaller FBs starts with changing a mindset and a lot of training. Finally, she explains how digitalization success is dependent on the network. In other words, it is not only the result of the innovativeness of successors, but of the joint effort of the founders and their successors, and even employees.

Digitalization has transformed how perception management works. Mengü and Türk provide an overview of this topic in their chapter. Perception management means providing selective information, incentive, and reasoning to the target audience to influence their feelings and behaviors. Mengü and Türk discuss how digitization has made it easier to know people's perceptions and then work on changing it favorably; thus, it can make perception management highly effective and efficient. They highlight the hyper-focus on the customer experience, well–defined, streamlined, and transparent operational processes, precise integration between data and process, and think in terms of "value" not "activities" characteristics of digital convergence the perception management process more effective and efficient. Similar to the discussion that Gole and Sruk provide, they also emphasize the dark side of digitalization in terms of information and what it means for perception management. They argue that deception and disinformation are essential components of perception management to make the target audience or groups believe whatever any authority wants them to believe, notwithstanding the truth or validity of the promoted information. The difference between facts and myths, and images and reality have become elusive in such a context. Not only reality is hurt, but abuse and insult have become bigger issues, again to be resolved through the troll detection opportunities that digitalization offers. They also underline the differences between new surveillance and traditional surveillance: New surveillance has low visibility or is invisible, is more likely to be involuntary, is more likely

to involve manipulation, is networked, and relies primarily on digital rather than physical technologies. Overall, big data is an essential factor in perception management, and it offers many challenges and ethical issues. Therefore, Mengü and Türk underline that the rules, structures, and practices of perception management should not conflict with public relations ethics and focus on building perceptions that would not manipulate the audience negatively.

Sezer and Tunçer undertake the vital task of analyzing one of the most sensitive digital culture topics in their chapter: Cyberbullying. They define cyberbullying, followed by how it is similar to and differs from conventional bullying and what it means for the individuals and society. This section emphasizes that cyberbullying varies from conventional bullying in certain aspects stemming from the nuances of the technology use, and victims of bullying in a virtual environment may be even more vulnerable. Sezer and Tunçer discuss cyberbullying's main characteristics, such as its capacity to spread more quickly and simultaneously to a larger number of people, its longer-lasting effects, and how the bully can conceal their identity more easily, and they highlight the need for multidimensional scholarly studies on this subject. In the first part of their chapter, they first discuss different bullying types and then bullying in the workplace. They talk about the psychological and economic damage that bullying leads. They also look at different types of cyberbullying discussed in the literature, followed by describing the characteristics and motives of different types of people involved in cyberbullying compared to traditional bullies. They also underline that cyberbullying does not always target individual victims but can involve large public sections. Later, they focus on the meaning of cyberbullying in the context of Turkey. They discuss how Turkish people feel about and react to cyberbullying. They also delineate the actions taken against cyberbullying with specific examples, as well as legal actions taken in this context. They end their chapter with valuable suggestions to combat cyberbullying. They emphasize the importance of creating greater awareness of what cyberbullying is, whom it harms, and what are the social and legal consequences, engaging the public and, particularly, children and young adults into the conversation about cyberbullying, and creating opportunities for informal and formal education of Media Literacy and Digital Media Literacy.

Today mainly due to their work on social media, consumers are called prosumers. In her article on digital labor and Gen Z consumers, Akar investigates the meaning of new media usage. The base for this chapter is the understanding that the new media is an environment in which users also contribute to the content. In this chapter, Akar primarily discusses the meanings of consumption and production and how the line between the two has been blurring as the consumers of new media become prosumers contributing to the production in this

environment. She explores the multiple levels of working on social media that go beyond content creation but content circulation. She analyses the sense of alienation of Gen Z consumers to their own content, where these consumers position themselves in the digital production cycle, their thoughts on the use of their personal information, and all their labor-oriented behaviors based on in-depth interviews. Her findings show that a significant number of consumers define their activities in the new media environment as labor. However, Gen Z consumers are content with this idea and expect emotional and social returns instead of a financial return in each form of their participation. The vast majority of the participants evaluate the labor in this environment as positive as more people know them better and more closely in this environment. Additionally, half of their interviewees were not aware of their personal data being used for commercial purposes. Interestingly, Gen Z respondents are not concerned about this issue. Overall, Akar stresses the importance of rethinking labor activities and who gains the most value from prosumer activities.

Odyakmaz Acar and Çağlar's chapter undertakes the task of reviewing the media sociology's definition and its scope form different theoretical perspectives, as well as proposing further studies that can be done in this field, and highlighting the concepts and theories that can be used to explore the changes in media sociology in the digital culture. They base their discussions on the understanding that communication technologies have reached a level that they can influence the masses on a global scale; and, the media now influence, direct, supervise and even control the masses. They start their analysis of media sociology in the time of digitalization by discussing social theory and the ideas of the most significant social theorists to explain media sociology. They continue by reviewing the pragmatic approach of the Chicago school. Later, they outline the System approach and reflect on its framework. Finally, they examine Frankfurt and Birmingham Schools. After developing an understanding of media sociology based on these theories and frameworks, they discuss the meaning, the features, and the sociology of new digital media. They discuss the optimistic views of new media on the surface but take a critical perspective about its hidden meanings and effects. They discuss how digital media, compared to traditional media, offers selectivity and access opportunities to its users in choosing information and cultural resources, allows people to let their voices heard, react to injustice, interact and network with more people, organize the reaction; eases the flow of knowledge and information. From a critical approach, they discuss how digital media might become a means of pressure for the power as it allows dominant groups to watch individuals, record their every movement, analyze their reactions, and predict their behavior to suppress them. They also highlight the

illusion of freedom of speech on digital media by illustrating how people usually share the dominant class's views, not their own ideas, and how it has become the best environment for realizing the 'society of surveillance' and 'biopower' of the global capitalist empire. They also highlight the illusion of access to digital media information and mention the increased, nor decreased, inequality among individuals. Their note that every technology is useful when used wisely and consciously is a significant one to ponder.

Önder Memiş explores the meaning of the fastest-growing promotion element, public relations, in the light of digitalization in her chapter. She reviews the factors of digitalization that transforms and shapes public relations strategies and activities. First of all, digitalization means direct communication, the flow of information through multiple channels, and an increased ability of people to question, research, learn the reasons, think critically, challenge, give immediate feedback, and react. Additionally, digital platforms transform identities. These meanings of digitalization transform the mechanisms of public relations. Önder Memiş outlines the changes in the field of public relations. First of all, she defines public relations in this context as "meeting the target groups on new identities in the right digital platforms and convey the right messages in these environments." She highlights the increasing dominance of images and perceptions in the process and the eye of others, and how different parties in the public relations process behave have also changed. She discusses the more active audience sharing in social media for popularity. Önder Memiş emphasizes the evolution of audience identities from target groups to active influencers in every communication and production stage, from creation to change, by digital public relations processes. She also stresses the intensity and intimate tone of public relations communications with a broader audience in the digital platforms. In the digital public relations process, more emphasis is given to customer relationship management and customer satisfaction. In a sense, it focuses on personalized applications. According to her, digitalization has transformed public relations positively by bringing a lot of convenience to the process. Digitalization also offers challenges in the public relations process. Önder Memiş first of all, discusses how crises that occur in digital platforms may be more dangerous, as uncontrolled negative messages may increase their effect by spreading rapidly. She also discusses how digitalization may mean more work for businesses as they need to be extra careful in creating and disseminating information. She warns that information on brands should be accurate, up-to-date, and new for increased effectiveness and to prevent crises that may spread fast in a context where target groups are questioning the crises in the institutions more, wanting to know the reasons, reacting more on social media, and increasing the awareness of other target groups.

Quintern's chapter investigates the educational, transformational value of digitalization primarily by focusing on its application in the museum as there is the necessity to newly conceptualize museum studies (museology) in a dialogical and transcultural manner. The chapter analyzes digitalization potential for museums to recover as creative spaces for emotional and dialogical ways of perception and learning beyond the screen. Quintern first explores the trend of replacing museum objects with replicas as the development of digital, 3-D, and other binary technologies make it more and more difficult for the wider public to distinguish replicas from originals. He analyzes the practices of current museums from a critical perspective that communicating cultural inheritance includes the digitalization of the objects, which consist of three-dimensional artifacts or objects, paintings, photographs, maps, models, reproductions, audio and film recordings, and other archival documents. He suggests that building digital storage is useful in a culture where there is an increasing risk that original historical "objects" enter an international criminal market where cultural heritage objects are traded illegally. He adds that digital storage might also help bring the universal cultural heritage, often slumbering in storage and archives, to the global public. He later focuses on the importance of a new museum concept in post migrant times for imperialist era victims, specifically Turkey. However, based on his critique of digitalization to rather distracting visitors, he pleads in favor of a museology that avoids as far as possible digital media. He argues that the ideal museum setting is where the "viewer" and "object" have to re-enter into a dialogical communication that should not be disturbed by any transient and ephemeral distractions. He suggests that in a society that hosts millions of refugees, new museology on the move might pave the way for a more harmonious understanding of history, and many world cultural heritage sites and museums in Turkey can act as a role model. He argues, based on some other models, that such new museology concept might immigrants to reflect on their memories and the commonly shared long history of human beings, and "their creative accomplishments that also might help to overcome the trauma of war, nourishing constantly a destructive conception of the world." He ends his chapter with the note that such a concept might "stimulate more optimistic world views, realizing that there are future horizons of a more peaceful and harmonious possibility of living together."

Digitalization is complex and transforms consumers, so that understanding consumers from a holistic perspective has become ever crucial. In chapter fourteen, Kuş and Popović Šević review big data and neuromarketing as research tools that support traditional market research methods and that increase the efficiency of research to understand different aspects

of consumer cognition and affect more in-depth to develop better marketing campaigns. These tools are increasingly important because they help researchers and strategists go beyond monitoring the audience's behavior but predicting it as well. These tools are becoming popular and are utilized more widely due to digital transformations. Kuş and Popović Šević review big data in their chapter first. First of all, the data that is out, available for research has multiplied as digital technologies have caused consumers to produce data through devices and platforms. These technologies enable consumers to actively create data by, for example, letting them actively express their opinions about brands, products, or services. Researchers value this data highly because consumers themselves voluntarily produce this data. Big data analytics mean new opportunities for understanding consumer trends by offering more comprehensive data in various structures and at higher rates. In the analysis of big data, there is an opportunity to observe sub-sets and cause-effect relations. The most important features of this data are its reliability, honesty, and fast flow. In the second part of their chapter Kuş and Popović Šević discuss neuromarketing as a tool that presents the massive potential to analyze consumer trends by better understanding consumers' unconscious processes through researching their brain activities as well as their nervous systems, that are mostly inaccessible to most traditional market research techniques. They say that the data from "inside," which speak more about a consumer's feelings, incentives, beliefs, and attitudes, are obtained in neuromarketing research. Overall, this chapter suggests that these research tools, in combination with traditional tools, offer more accurate and relevant data and allow observing and predicting many behavioral, emotional, and cognitive patterns; and these implicit patterns have served to improve the quality of people's daily lives and increase the added value of organizations. Another benefit that these tools offer, according to Kuş and Popović Šević, is consumers can become aware of their decision and reliably know what they come to purchase the desired product or service. Even though these tools offer massive benefits, they are more expensive than traditional types of research and can be more technical. Besides, these approaches require an interdisciplinary perspective.

Kırık, Çetinkaya, and Kurşun review the role of digitalization on social activism and offers results of their survey research on online petitions as a digital activism tool. They discuss how social movements spread faster and achieve a broader audience in a shorter time, with lower costs on digital platforms such as social media, cell phones, and internet-based applications. They also add being able to avoid the mainstream media repression and censorship as one of the most significant benefits of digital social activism. They review in-depth, with examples such as the Arab Spring, how individuals can create shared consciousness

and interact in a virtual environment, how individuals come together to meet a common target. They also emphasize that some social movements aim to attract the public's attention to make the problems visible to and known by society, rather than expending effort for change. Indeed, according to the review in this chapter, new social movements primarily try to create public opinion. Kırık, Çetinkaya, and Kurşun further argue that the field of struggle for new social movements is not the political field primarily, but the civil society. The most significant advantage of social movements in digital platforms is that they offer opportunities for those excluded from society to make their voices heard. Over time, digital activism is integrated into traditional activism (street activism) and is not entirely independent. After the review of digital activism, Kırık, Çetinkaya, and Kurşun focus on digital signature campaigns, and mainly Change.org. They focus on signature campaigns because it is a social phenomenon that individuals can freely share their feelings and thoughts and support signature campaigns without knowing each other and through organizing a community (crowdsourcing) to make common cause with other supporters. These campaigns are part of a broader range of mobilization; collecting online signatures can be useful not only on national borders but also on governments and administrative bodies at the international level. In their survey, the authors found that participants have low belief in the success of online petitions and their goal-achievement nature. Yet, the awareness about online petitions is observed at a high level. It is found that the participants sign a petition to contribute to the solution of the problem.

We hope that the readers of this book will find it a useful overview of the discussions of the most pressing current topics regarding digitalization, and this book stimulates more interest in these topics and serves as a resource to guide further research.