

BIBLIOMETRIC ANALYSIS OF PUBLIC RELATIONS AXIS POSTGRADUATE THESES RELATED TO SOCIAL MEDIA OR NEW MEDIA CONCEPTS

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ABSTRACT

Public relations and social media are basically based on communication. Changing the order of communication along with the development of new technologies affected all fields of work as well as the field of public relations with the implementation of new practices and tools. Social media applications, which are included in public relations studies, have entered the research field of academic studies on this occasion. In this manner, the subject of this study has been carried out in Turkey and named “public relations” with the concept of “new media” or “social media” concept constitutes the graduate theses. The aim of this research in public relations axis graduate of surveys conducted in Turkey in social media and taking in conjunction with new media concepts to what extent to put forth that takes place in the general population and post is to establish a general map of this thesis. The bibliometric analysis method was used in this study. From this point of view, the year of the thesis, the title and thesis advisor, university and department, the research method, the data collection method of this research, the number of pages and keywords categories were created and the data of the theses were recorded. In the first stage of the analysis, 41 theses containing the words public relations and social media were reached, and 13 theses containing the words public relations and new media in the second stage. It was determined that 54 theses obtained as a result of these scans were carried out between the years 2006-2020. It has been determined that there are 11% of 577 graduate theses, which are in the general universe between these years and have the concept of public relations in their names. As a result of the analysis made, it was determined that the graduate theses with the words social media or new media in their names together with the words of public relations are highly postgraduate thesis. It has been revealed that these theses were published by 31% of Marmara University and 67% were studied in the Public Relations and Publicity Department. In addition, it was determined that the content analysis method was preferred as the data collection technique in these theses with a rate of 63%. In addition, 214 keywords were reached in theses, and it was recorded that ring relationships came in the top rank with 53 frequencies and 25% of these keywords.

Keywords: *Public Relations, Social Media, New Media, Postgraduate, Turkey.*

SOSYAL MEDYA VEYA YENİ MEDYA KAVRAMLARIYLA İLİŞKİLENDİRİLEN HALKLA İLİŞKİLER EKSENİNİN LİSANSÜSTÜ TEZLERİN BİBLİYOMETRİK ANALİZİ

ÖZ

Halkla ilişkiler ve sosyal medya temel olarak iletişime dayalıdır. Teknolojinin gelişimi ile değişen iletişim düzeni tüm çalışma alanlarını olduğu gibi halkla ilişkiler alanını da etkilemiş ve yeni uygulamalar ve araçlar ile içine almıştır. Halkla ilişkiler çalışmalarının içine giren sosyal medya uygulamaları akademik çalışmaların da araştırma alanı içine bu vesileyle girmiştir. Bu minvalde bu çalışmanın konusunu Türkiye’de gerçekleştirilmiş ve isimlerinde “halkla ilişkiler” kavramıyla birlikte “yeni medya” veya “sosyal medya” kavramı geçen lisansüstü tezler oluşturmaktadır. Araştırmanın amacı Türkiye’de yapılan lisansüstü araştırmaların halkla ilişkiler ekseninde sosyal medya ve yeni medya kavramlarıyla birlikte ele alarak ne ölçüde genel evren içinde yer aldığına ortaya konulması ve yazılan bu tezlerin genel bir haritasının ortaya konmasıdır. Araştırmada bibliyometrik analiz yöntemi kullanılmıştır. Bu noktadan hareketle tezin yılı, tez danışmanın unvanı, üniversitesi, ana bilim dalı, araştırmanın yöntemi, araştırmanın veri toplama yöntemi, sayfa sayısı ve anahtar kelimeleri kategorileri oluşturularak tezlerin verileri kayıt altına alınmıştır. Yapılan analizin ilk aşamasında halkla ilişkiler ve sosyal medya kelimeleri içinde bulunan 41 teze, ikinci aşamasında halkla ilişkiler ve yeni medya kelimeleri bulunan 13 teze ulaşılmıştır. Bu taramalar sonucunda elde edilen 54 tezin 2006-2020 yılları arasında gerçekleştirildiği belirlenmiştir. Bu yıllar arasında kalan genel evren içinde bulunan ve isminde halkla ilişkiler kavramı geçen 577 lisansüstü tezin içinde %11 oran ile yer aldığı belirlenmiştir. Sonuç olarak yapılan analizde isminde halkla ilişkiler kelimeleriyle birlikte sosyal medya veya yeni medya kelimeleri bulunan lisansüstü tezlerin yüksek oranla yüksek lisans tezi olduğu belirlenmiştir. Bu tezlerin %31 oran ile Marmara Üniversitesi’nden yayınlandığı ve %67 oranında Halkla İlişkiler ve Tanıtım Anabilim dalında çalışıldığı ortaya konmuştur. Ayrıca belirlenen bu tezlerde veri toplama tekniği olarak %63 oran ile içerik analizi yönteminin tercih edildiği belirlenmiştir. Ayrıca tezlerde 214 anahtar kelimeye ulaşılmış bu anahtar kelimelerin 53 frekans %25 oran ile en üst sırasında halkla ilişkiler geldiği kayıt altına alınmıştır.

Anahtar Kelimeler: Halkla İlişkiler, Sosyal Medya, Yeni Medya, Lisansüstü, Türkiye.

Introduction

Changing global communication order and new media technologies led to changes in the fields of study. The importance of speed and accessibility features for institutions is increasing day by day. Many applications such as Facebook, Twitter, Blogs, Podcasts, Youtube, Flickr, Googlegroups can be listed as applications used in many fields of activity such as promoting organizations, structuring their images, ensuring continuity in corporate communication activities. In addition, it is known today that mixed reality applications provided by new media technologies are also used for the promotion and marketing activities of institutions.

With these developments, academic studies are carried out on new media technologies and social media applications, which have started to be included in public relations methods and tools. New researches also shed light on practitioners and students studying in the industry. In addition to this, studies are carried out especially at master’s and doctorate degree within the field of study. Based on these points, the subject of this study is the theses named with the concepts of public relations, social media and new media. The study of new media and social media or word located thesis carried out in conjunction with public relations and word name in Turkey aims to map out the situation by recording. In the first part of this research, the relationship between public relations and new media technologies and social media applications will be included. The next section will focus on the place of digital transformation in public relations education. Research methods and findings will be included in sections 3 and 4, and the findings will be evaluated in tables.

New Media Technologies and Social Media Applications as a Public Relations Tool

Internet technology, which has spread from homes to workplaces, from computers to phones, through the developing technology, has caused social media to become a medium where people are always used and followed. In this way, it can be said that no technological invention has affected the lifestyle, awareness of individuals and social behaviors that much. Advances in communication tools have enlarged the boundaries of effectiveness in the fields of science, education, arts and trade. The development in this area has manifested itself most clearly in mass communication (Hayta, 2013). The concept of new media: Internet, which connects millions of computer networks around the world through many standards, is a technology that transcends the boundaries of the characteristics of communication technologies and causes a wide change in communication in practice (Başaran, 2006). Yengin (2012) enables new media to fulfill the personal and mass communication requirements that arise with the development of computer technologies both-sided and in a short time, enabling individuals or institutions to stay online in order to manage different communication processes without time and space limits, explained as the name given to all of its vehicles. In today's globalizing world, he states that the new media has a structure with digital technology, unlike traditional media, and new media, which includes information-processing, communication and broadcasting structures, enables mutual communication to be established in the digital environment by the disappearance of the difference in the tools and environments in the traditional media (Törenli, 2005; 88).

Public relations experts are aware of reaching different target groups by different means. Rapid developments in technology have added new ones to traditional public relations tools (Okay & Okay, 2005). The bidirectional symmetrical model ensures that institutions and public relations practitioners are created mutually constructive relations, perceiving the public as stakeholders, investigating the perceptions of stakeholders about the processes, integrating these perceptions into the process, and maintaining the dialogue during all this period (Ertürk, 2016). New media applications provide this opportunity to public relations practitioners, so every day new media applications are tried to be used more widely and effectively.

While traditional public relations activities were limited to corporate web pages in web 1.0, with web 2.0, it turned into a structure where the audience can create content. This new structure, which is realized over the internet and called digital public relations, has left businesses face to face with a faster, more planned, more strategic and more complex environment. The first thing to do about digital public relations is research, planning, implementation and evaluations in accordance with digital platforms. Due to the rapid development of the Internet and digital platforms, network infrastructure and interactive features, the unidirectional asymmetric communication structure in other communication channels has transformed into bidirectional symmetric communication (Koçyiğit, 2017).

Internet and web environments, which are a new and important communication tool in terms of public relations studies in today's dynamic environment, are very important in terms of opening new horizons and providing appropriate solutions to problems in line with the needs of multi-directional service for the healthy functioning of local governments, which are increasingly important in the country's administration (Bayraktar, 2020). Public relations practitioners should focus on the internet and start using this communication tool in their public relations strategies and practices (Kazancı, 2004). Being one of the vital dynamics of the 21st century, Internet, social media and its tools have an important place in this changing strategic structure of public relations with their participation, openness, dialogue, communities, connectivity, access, accessibility, usefulness, innovation, permanence and many other features (Onat, 2010). Social media is similar to the discipline of public relations with its versatile structure as an environment that underlies communication. Social media; websites, blog, microblog, forum / wiki, virtual worlds, online communities, Facebook, Twitter, Youtube, Instagram etc. It is a wide application area that can be listed in social networks such as (Peltekoğlu, 2012)

Therefore, the public relations discipline, which aims to establish communication between the institution and its stakeholders, to spread and manage the communication processes, can achieve these goals by integrating the social media media and tools into the public relations processes (Türkal and Güllüpnar, 2017).

Public Relations Education and Digital Transformation

The development in information and communication technologies require training of qualified personnel who can actively use these technologies. In the internet world we live in, when it is considered in terms of public relations, the target audience has gotten out of traditional media channels and gained a place in digital or social networks, the interaction has increased and it has offered some facilities to reach the right target audience. In addition, digitalization has created new and dynamic channels for product sales, building audiences, increasing traffic to

the website, and increasing awareness of problems. With the two-way feature of social media, it has created opportunities in terms of creating, maintaining and managing relationships (Alexander, 2016).

The Commission on Public Relations Education 2017 Report on Undergraduate results include results on Public Relations and technology developments. In this report, it is mentioned that technology is a compelling factor in terms of public relations and has become a strategic tool for effective public relations. It is also suggested that both students and educators should learn about communication tools and platforms, messaging features in different channels, how masses use the media, and how to analyze existing data. It is mentioned how students can write in different digital platforms, as well as the need to include courses dealing with technology-based subjects such as social media, analytics, web coding and graphic design in the curriculum. In addition to these, it is stated that students can learn different practices, channels, media and management practices in order to support corporate goals and meet the needs of the target audience in the best way when they enter the sector, and therefore, digital technology that provides habits, experience and use should be included in public relations programs. In addition, it is emphasized in the report that the trainers should also receive trainings to keep up with the developments and to be aware of new technologies.

In the changing new world order, innovations in the sector regarding the ability of public relations practitioners to catch up with the developments are closely followed. In addition, new media and social media applications increase their importance as a public relations tool at educational level - undergraduate and postgraduate levels. From this point of view, the theses that the undergraduate ironing level students studying public relations studied and published constitute the subject of the study.

Method of Research

This study was carried out in Turkey and the subject of the names in the “public relations” with the concept of “new media” or “social media” concept constitutes the graduate theses. The aim of research in public relations axis graduate of surveys conducted in Turkey in social media and taking in conjunction with new media concepts to what extent to put forth that takes place in the general population and is the manifestation of a general map of the written thesis.

In the research, the year of the thesis, the title of the thesis advisor, the university, the department of the research, the method of the research, the data collection method of the research, the number of pages and keywords were recorded. In the first phase of the research, the words “public relations and social media” were written in the “advanced search” tab on the YÖK Thesis Search page and the “in” filters were marked, and 41 theses were reached. In the second stage, public relations and new media words were carried out by marking the “in” tab and 13 theses were reached. The research analysis was carried out on these 54 theses.

Findings of the Study

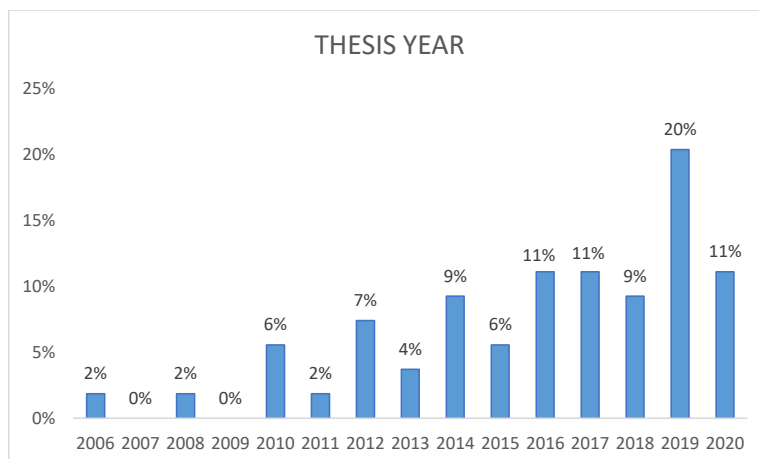
As a result of the analysis carried out in the first phase of the research, it was determined that 54 theses were realized between 2006-2020 and that there were 11% of the 577 graduate theses that were in the general universe between these years and were named public relations.

As seen in Table 1, 87% of the 54 theses determined were carried out at the master’s level and 13% at the doctoral level.

Table 1. Thesis Degree (Doctorate-Master’s)

THESIS LEVEL	FREQUENCY	PERCENT
Post Graduate	47	87%
Doctorate	7	13%
TOTAL	54	100,00%

As can be seen in the Graphic 1 below, it is seen that the theses were carried out between 2006-2020. 1 in 2006, 1 in 2008, 3 in 2010, 1 in 2011, 4 in 2012, 2 in 2013, 5 in 2014, 3 in 2015, 6 in 2016, 6 in 2017, 5 theses were published in 2018, 11 in 2019 and 6 in 2020. According to these data, it was determined that the highest rate of 11 theses and 20% was published in 2019.



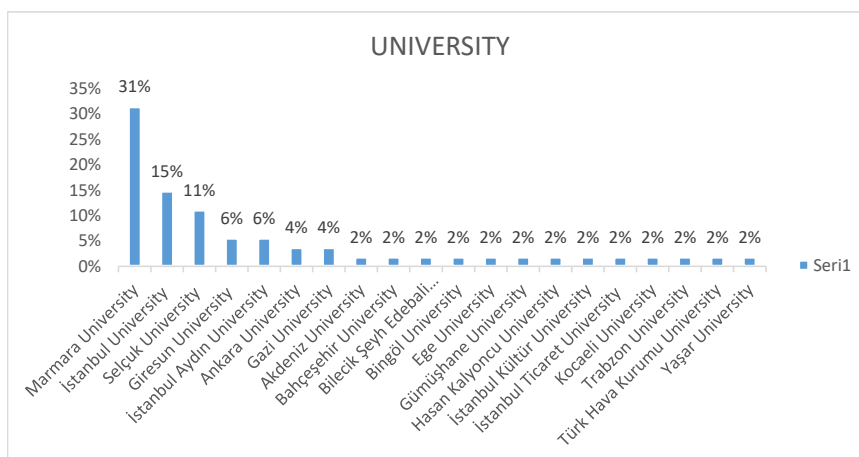
Graphic 1: Distribution of published theses by years

As can be seen in Table 2 below, when the distribution of thesis advisors according to their titles is examined, 7 frequencies are Ass. Prof. Dr., 25 frequency with 46% rate Assoc. Dr. and 22 frequencies are Prof. Dr. has been recorded as. Information is included in Table 2 below.

Table 2: Distribution of published theses according to the titles of the supervisors

Title	FREQUENCY	PERCENT
Ass. Prof. Dr.	7	13%
Assoc. Dr.	25	46%
Prof. Dr.	22	41%
	54	100%

In the Graphic 2 below, the universities where the theses are published and their rates can be seen. Accordingly, it was determined that the theses were published from 20 different universities. Accordingly, it was determined that 17 frequencies were broadcast by Marmara University with 31%, 8 frequencies by Istanbul University with 15%, Selcuk University with 6 frequencies 11%, Giresun University with 3 frequencies 6% and Istanbul Aydın University with 3 frequencies 6%. Ankara University and Gazi University with 2 frequencies 4% Bahçeşehir University, Bilecik Şeyh Edebali University, Bingöl University, Ege University, Gümüşhane University, Hasan Kalyoncu University, Istanbul Kültür University, Istanbul Commerce University, Kocaeli University, Trabzon University, Turkish Aeronautical Association University and a thesis called public relations and social media or new media words with one-to-one frequency and 2% from Yaşar University.



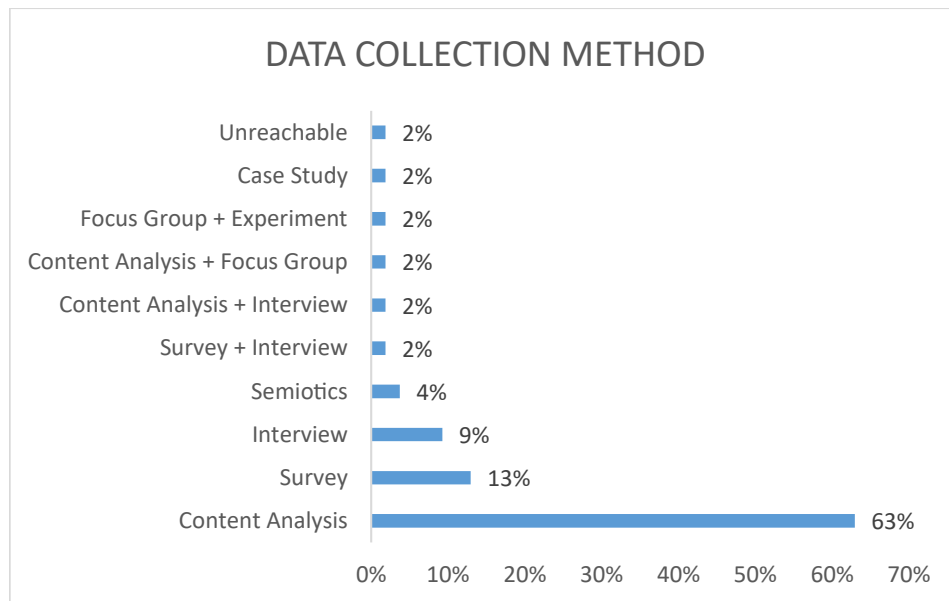
Graphic 2: Distribution of theses by universities

Table 3 below contains the information from which departments the theses are published. 36 frequencies of the theses are from the Public Relations and Publicity Department with 67%, 6 frequencies from the Public Relations Department with 11%, 5 frequencies from the Department of Business Administration with 9% and Journalism, Communication, Physical Education and Sports, Communication Sciences and Marketing Communications, respectively. and Public Relations Departments.

Table 3: The departments in which the theses are published

DEPARTMENT	FREQUENCY	PERCENT
Public Relations and Publicity	36	67%
Public relations	6	11%
Business	5	9%
Journalism	2	4%
Communication	2	4%
Physical Education and Sports	1	2%
Communication Sciences	1	2%
Marketing Communications and Public Relations	1	2%
		100%

The distribution of the theses in the Graphic 4 below is given according to the data collection methods. Accordingly, when the data collection methods of the studies were examined, it was concluded that 34 frequencies were used with content analysis with 63%, 7 frequencies with 13% of the questionnaire, 5 frequencies with 9% of the interview, and 2 frequencies with 4% on semiotics. In addition to these methods, low frequency mixed methods were used, and research data collection method for a thesis could not be reached.



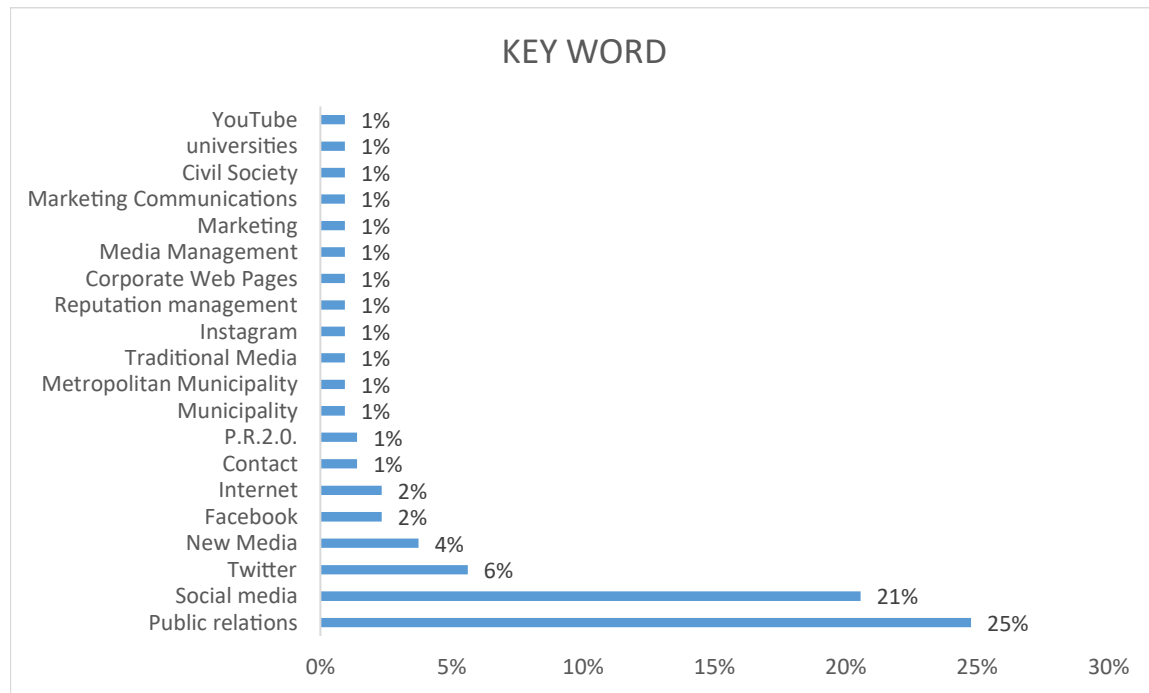
Graphic 3: Distribution of theses according to data collection methods

The distribution of page numbers of the theses in Table 4 is given below. Accordingly, these have 1 frequency between 0-50 pages with 2% ratio, 3 frequencies between 51-100 pages with 6%, 15 frequencies between 101-150 pages with 28%, 19 frequencies between 151-200 pages and It has been recorded that 6 frequencies are between 201-250 pages with a rate of 11%. Again, 6 frequencies between 251-300 pages in the table are 11%, 1 frequency between 301-350 pages is 2%, 2 frequencies between 351-400 pages are 4%, 1 frequency is 2% between 401-450 pages. is seen.

Table 4: Distribution of the page numbers of theses

Number of pages	FREQUENCY	PERCENT
0-50	1	2%
51-100	3	6%
101-150	15	28%
151-200	19	35%
201-250	6	11%
251-300	6	11%
301-350	1	2%
351-400	2	4%
401-450	1	2%
TOTAL	54	100%

The key words of 4 of the registered theses could not be reached, and 214 keywords were recorded in other theses. Among these words, “public relations” comes first with a frequency of 53 and 25%. Next are “social media” with 44 frequencies 21%, “Twitter” with 12 frequencies 6%, “new media” and other keywords with 8 frequencies 4%. As can be seen in the table below, the proportional distribution of 20 of these keywords is given. In addition to these words, Black Mirror, Environmental NGOs, Online Communication, Online Reputation, Online Reputation Management, Democracy, Digital Media, Dialogue, Dialogical Relations, The Nature-Woman Metaphor, Eco Feminism, Electricity Distribution Incorporated Company, Ethic, Phenomenon, Fiat, Football Clubs, Semiotics, Eye Tracking Technique, Hyperreality, Influencer, Two-Way Symmetric Communication, Public institutions, Public administration, Mixed Reality, Participation, Personal blog, Compulsive Online Buying, Speaking language, Konyaspor, Corporate communications, Small and Medium Business, Brand, Brand awareness, Melih Gokcek, Mustafa Sarigul, Message, Mobile Applications, Museology, Car, Specialty Museums, Pilot, Advertisement, Official language, Renault, Risk, Risk Society, Virtual Environment, Purchasing Behavior, Civil Society Organizations, Social networks, Political Communication, Sports Clubs, Telecommunication Companies, Strategic Management, Media Created by Consum The words ers, Web 2.0., X, Y, Z, Alpha Belts, New Generations were also recorded with 1 frequency.



Graphic 4: Distribution of the key words of the theses

CONCLUSION AND DISCUSSION

It was determined that 54 theses were conducted between the years 2006-2020. It has been determined that there are 11% of 577 graduate theses, which are in the general universe between these years and have the concept of public relations in their names. As a result, in the analysis made, it was determined that the graduate theses with the words social media or new media in their names together with the words of public relations are highly graduate thesis. It has been revealed that these theses were published by 31% from Marmara University and 67% were studied in the Department of Public Relations and Publicity. In addition, it was determined that the content analysis method was preferred as the data collection technique in these theses with a rate of 63%. In addition, 214 keywords were reached in theses, and it was recorded that public relations came in the top rank with 53 frequency 25% of these keywords.

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