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SOCIAL MEDIA ISOLATION AND FAMILY COMMUNICATION PROCESS

Abstract

Well-educated and young people cannot establish long-term relationships. The representations of these young people, who have families with a high level of education, in social media are the basis of the research. They have inherited rights, but they need constant care and attention, and when they cannot find it, they become lonely. It is seen that these young people who choose to take an active part in social media feel alone in their lives other than social media. In this sense, the study is based on the loneliness of today's young white collar people, how they represent themselves on social media and the investigation of the cause of establishing a life on social media. The study focuses on social media becoming a part of the consumer society and the consumption of communication.

Keywords: Family communication, precariat, white collar, social media, loneliness, communication constraint

SOSYAL MEDYA İZOLASYONU VE AİLE İÇİ İLETİŞİM SÜREÇLERİ

Özet

İyi yetiştirilen ve iyi eğitim alan gençlerin günümüzdeki temel sorunu uzun süreli ilişkiler kuramamaları. Belki tutku duyamıyorlar çünkü çok kolay elde ediyorlar. Eğitim seviyesi yüksek ailelerin yetiştirdiği gençler olan bu kişilerin sosyal medyadaki temsilleri araştırmanın temelini oluşturmaktadır. Doğuştan elde edilmiş

haklara sahipler ancak sürekli bir bakıma ve ilgiye ihtiyaçları var bu ilgiyi bulamadıkları an ise yalnızlaşıyorlar. Sosyal medyada aktif olarak yer almayı seçen bu gençlerin sosyal medya haricindeki hayatlarında kendilerini yalnız hissettikleri görülüyor. Bu anlamda günümüz gençlerinin yalnızlaşması ve kendilerini sosyal medyada temsil ederek, sosyal medyada bir hayat kurmalarının nedenini araştırmak çalışmanın temelini oluşturmaktadır. Çalışma kapsamında sosyal medyanın tüketim toplumunun bir parçası haline gelmesi ve iletişimin tüketimi kuramsalı üzerinde durulmaktadır.

Anahtar kelimeler: Aile iletişimi, prekarya, beyaz yaka, sosyal medya, yalnızlaşma, iletişim kısıtlılıkları

Introduction

Since the industrial revolution, technology and technology products have been intensively involved in life. In this regard, it is possible to mention Jean Baudrillard's material consumption theory (Rey, 2012, 399). Although the fact that people are happy to consume has emerged with the industrial revolution, consumption with social media extends not only to commodity consumption but also to the consumption of information and communication between people. Communication becomes easier and loneliness increases. It is noteworthy that these are inversely proportional to each other. People can easily reach each other and lose with the same ease. At this point, the concept of loneliness emerges. People get lonely incrowds. In his book *Simulacra and Simulation*, Baudrillard focuses on how a consumer society creates a world of simulation. The theoretical framework of the study is that the concept of consumer society has changed after the industrial society. Accordingly, it is seen that the concept of consumption in the world, which has turned into the information society together with the Internet and social media, has now changed from product consumption to information consumption. In modern societies, people's lifespan is prolonged. However, co-existence times are shortened. The number of people settling in care centers over 65 is constantly increasing (Lidman, 2018, 143). This situation leads to the deterioration of the communication with the families. While in classical societies people spend their old age with their families, this situation has changed with the modern society. The concepts of individualization and loneliness have begun to come to the fore.

Social Media Isolation and Cultural Corruption

Marshall McLuhan's concept of Global Village first emerged as a world without borders. Since then, the technological changes in the world have changed towards an environment without borders thanks to the Internet. Especially in business and trade, the lifting of the borders has created much ease and many problems regarding commercial ethics (Şentürk, Kasap, 2013, 144). With the culture evolving into a world without boundaries, people have begun to communicate with each other very easily. However, this communication process brought about communicative isolation. The boundaries of communication have been lifted, but communication processes, such as feelings that are sincere and warm, are gradually disappearing. At this point, it is necessary to mention Jean Baudrillard's concept of consumer society. He states that the media is a simulation of reality. This simulation universe offers an environment in which reality is reproduced. In this sense, it represents a simulation universe that is the reproduction of truth and not the reality in new media and its social media. People who

constantly express themselves and communicate through social media will begin to find the existence of an unreal simulation instead of the real universe. In this sense, this simulated communication environment will reveal the results of loneliness and alienation of the person (Baudrillard, 1982, 5-12). When it comes to the concept of alienation, many definitions are made. The fact that people do not feel themselves belonging to a place is also shown to cause alienation (Kartal, 2018, 252). The virtual environment offered by social media belongs to a world between real and unreal i.e. simulated reality. Although social media has positive effects on interpersonal communication eliminating the limits of time and space and decreasing the cost of communication, it is evident that the person becomes alienated to himself/herself and the outside world and communication becomes fetishized” (İnankul, 2018, 89). In this sense, the convenience experienced by the person in communicating is not reflected him/her as a plus. Rather, it is the main reason for loneliness. Defines social media through the concept of distance proximity. According to him, social media makes distances closer while distancing” (İnankul, 2018, 90). While the social media user shares his/her private life with people he/she is not close to, he/she can communicate with people he/she is very close to in person by communicating face to face for more time. The basis of social networks is communication between individuals (Gao, Tate, Zang, 2018, 48). The concept of communication should also be defined here. Communication is a need for people. People cannot do without communication; sometimes it is oral communication, sometimes it is written communication. However, every kind of communication forms the basis of human life. However, communication in social media involves only a written communication process. In communication processes where emotions cannot be communicated, people cannot have sufficient interaction with each other. Social media has some negative effects on people. When a man is a social being, he becomes asocial. It prevents the face-to-face communication. It destroys the intensity of emotion in communication. It superficializes communication. Communication becomes sterile in content. It drives the masses into loneliness in the crowds. Since people behave in a different personality than they are in real life, they make people alien to their essence (İnankul, 2018, 98-99). Communication is a psychological need in human nature. Human is a social entity and needs socialization. People want to live with their free will. Social media allows people to actively use this free will. Social media allow them to be content creators (Karahanna, Xu, Xu, 2018, 739). However, the content they create is a simulation of reality. It is also possible to provide honest information about content sharing on social media. It is not good to believe that the information is distorted and its source is not known. Cultural education should be included at the university level. The issue of academic honesty is an issue that needs to be addressed with great importance (Hakim, Soesato, 2018, 162-165). Academic honesty has now become a topic to be addressed in the field of social media. People prefer to be trusted and credible in the media (Gaziano, Mcgrath, 1987, 1). Voltaire stated in one of his books; “sharing ideas in the world we live in causes more disaster than the plague” (Runka, 2016, 1). It is important to control and share ideas on social media. Social media changes people culturally (Stephen Seligman, 2011, 422-423). In this sense, as a reflection of cultural change, people feel more independent and lonely.

Social Media Communication Restrictions of White Collar (Precariat)

People with emotional intelligence are leaders. The main characteristic of leadership is its empathy and its perceptions about the events around it (Özdemir, Özkul, 2016, 1451). Not all white-collar employees are always able to lead. The working group of the precariat must work in harmony with everyone above and below them at the same time in the competition. People

may experience alienation due to concepts such as urbanization, industrialization and social disintegration (Özer, Uğurluoğlu, 2019, 19). In his book *The Precariat: The New Dangerous Class*, Guy Standing describes the concept of the precariat as regular workers in irregular jobs (Standing, 2014, 50-55). The social media use processes of the precariat group (white-collar) are becoming more and more difficult in business life and the effects of technology are undeniable in this process, which makes people lonely in business life and leads them to depression (Keser, 2018, 44-46). Digital Labor is an important point in social media. (Akmeraner, 2018, 98-99). Social media has changed the processes of international cultural communication. Digital times have brought new communication strategies (Li, Wu, 2018, 33). Digital culture or digital times have also changed people's cultures. Accordingly, business philosophies and ethical issues in business understanding have also changed. To be ethical is the most important characteristic of a leader. The ethical leader acts in a very moral sense. However, ethical values and moral values should not be evaluated as having the same meaning (Zincir, Tunç, 2018, 26-27). White-collar employees have a perspective that people who are leaders in the organization approach them ethically. They feel more excluded as their superiors move away from ethical understanding and behave at a distance from them. The concept of job satisfaction is a concept with an emotional aspect. It is invisible but sensible. If people's world of feelings is happy, their private lives will be happy (Baran, Çelik, 2017, 65). Nowadays, the number of people who can express themselves in business life has decreased considerably. In the 21st century, business life is based on the fact that people are competing with each other in a social environment. This situation causes feelings of loneliness and alienation in people (Azambuja, 2019, 535). This feeling of being alienated and feeling lonely is the state of inability to cope with the change of the group that was not born into the digital and subsequently adapted. Alteration leads to alienation (Alakavuklar, Dickson, 2017, 454). Change has been in the field of technology, especially in the 21st century. The ongoing processes of technology through social media to socialize make it necessary for people to adapt to this process. Alienation is a social issue (Alakavuklar, Dickson, 2017, 458). Social media has created an environment of digital capitalism. As Jean Baudrillard explains in the notion of consumer society, the permanent image belongs to the individual who is immersed in an image. As the image is objectified, the concept of consumer society, which erases the distinction between image and object, is seen more clearly. Social media is a permanent image immersed in a virtual image (Reveley, 2013, 86). Social media alienation also occurs in this sense. Openness and cooperation can prevent alienation (Weimand, Israel, 2016, 686). Social media replaces national culture with an artificial international culture. The foundation of a productive future is based on community memory (Carolissen, Kiguwa, 2018, 2). In this sense, the 21st century has been a century of a transformation of education and technology. The 21st century has led to a transformation in education, politics and social sense (Radford, Roth, 2017, 368). To catch up with the masses of social media, people prefer to see similar poses. However, it is not checked whether these posts are true (Kim, Dennis, 2019, 1027). To make sense of a message in social media, it must be recallable and fluent (Ordenes, Grewal, Ludwig, 2019, 989). Social media presence in the digital age has affected the masses as a disaster. Social media, which is the concept of instantaneous communication of digital time, has influenced everyone like a storm (Han, 2019, 37). Another research examines the reasons for sharing in social media. Many social media channels have become a platform where people share their opinions (Ham, Lee, Hayes, 2019, 158). They share these ideas with everyone without considering the degree of closeness. In this sense, social media causes you to share your

private life and private ideas with someone you have little acquaintance with. There are many useful uses of social media. Social media can be useful in health literacy. It can be used to raise public awareness (Park, Bowling, Shaw, 2019, 241). Social media creates an environment where people can react instantly to every event (Veniro, 2019, 24). Social media has recently been used to keep up with personal innovations, ideas, and new events. Social media has become available in an environment where untrue news is shared in mass communication (Hunt, Agarwal, Zhuang, 2019, 29). The social media environment offers real-time information. Word of mouth marketing method is used extensively in social media (Li, Wu, 2018, 1331). In this sense, it has the feature of directing people to consumption. There were more than 1.8 billion users around the world in 2016 (Kanuri, Chen, Shrihari, 2018, 89). The place of social media in people's lives continues to increase. In this sense, social media has great potential (LaBarge, Broom, 2019, 106-108). It is necessary for the potential to be managed correctly and to receive training for people to realize that it is a social virtual environment, not an alternative to face-to-face communication. In this sense families, educational institutions and even employers have duties. Social media leads people to globalization (Emerick, Calderella, Black, 2013, 265). It destroys the core culture while directing to globalization and replaces this national culture with an international culture.

Research

Within the scope of the study, the problem that social media causes change in communication processes has been addressed. The social media research was made especially with people who were born after 1980, who have adapted to social media environments and spend at least 2 hours a day on social media. Within the scope of the study, in-depth interviews were conducted with working individuals between 30-40 years old who are social media users. As a result of interviews with 5 different participants, the researcher tried to determine whether the social media of the individuals caused loneliness and also the communication problems in individuals. The findings of the research were analyzed by content analysis.

Questions to the Participants:

Are you living with your family? Are you married? Do you have children?

Your age? Education? Your job?

How long do you use social media daily?

Do you think that social media positively affects your communication process?

Do you share the right content on social media?

Do you think people around you share the right content on social media?

Have you made friends via social media?

Do you regularly share on social media every day?

Do you prefer to spend time with your family or social media?

Do you think social media interferes with face-to-face communication?

Would you consider yourself a social person?

Do you think that social media makes you an introverted, quick-consuming, and very bored person?

1. Participant Male - Media sector employee - 36 years old - married - has a child

How long do you use social media daily? 2 hours and above shows the statistical data of the channels I use.

Do you think that social media positively affects your communication process? I can reach a lot of people. I think it is positive in this sense.

Do you share the right content on social media? Most of the time I share, but sometimes there are places I want to go when I can't be there with my friends, I can share as if I was there.

Do you think people around you share the right content on social media? No, I certainly don't.

Have you made friends via social media? Yes, I communicate with most of my friends through social media. I'm normally a social person. But sometimes we have so much fun on social media, we laugh and when we come together, we may not find the same environment.

Do you regularly share on social media every day? Every day I share.

Do you prefer to spend time with your family or social media? I'm glad both of them are in my life.

Do you think social media interferes with face-to-face communication? Yes, it definitely avoids face-to-face communication. Because it's easier...

Would you consider yourself a social person? Yes, I love meeting with my friends and sharing things with them.

Do you think that social media makes you an introverted, quick-consuming and bored with everything? I don't think you are making me withdrawn, but it makes you feel like you are with a lot of people when you are alone at home. It makes you feel as if you are with them, along with those who share it. In this sense, I think that it takes precedence over the processes of getting excited and wondering.

2. Participant Woman - Academician - 35 years old - married –has a child

How long do you use social media daily? I use over 2 hours. I can even say I'm updating it every hour.

Do you think that social media positively affects your communication process? I content with the information I get from there instead of calling. I mean, I'm getting more information about people I'm curious about than talking on the phone. In this sense, I cannot say that I have a very good communication process.

Do you share the right content on social media? Sometimes yes, sometimes no; in fact, I share retrospective content. Since these are not up to date, they can be a bit fictitious.

Do you think people around you share the right content on social media? No, they certainly don't.

Have you made friends via social media? Yes, my husband and I communicated via social media after many years. He was a friend from my elementary school, found me on social media and started talking on this occasion...

Do you regularly share on social media every day? Yes, but not every other day.

Do you prefer to spend time with your family or social media? Sometimes social media makes me feel better. It distracts me. I can learn about everyone without anyone asking me questions.

Do you think social media interferes with face-to-face communication? Yes, it is definitely blocking, as I said, instead of making phone calls, I get news from my friends and relatives through social media.

Would you consider yourself a social person? Not really...

Do you think that social media makes you an introverted, quick-consuming and bored with everything? I certainly agree. I think this is the most negative aspect of social media... You reach everything very quickly. Curiosity prevents you from feeling and excitement. You can make short and meaningless conversations. You learn much about everyone, which destroys the mystery of people. It offers an environment where we consume everything very quickly.

3. Participant Woman - Teacher - 32 years old - married with children

How long do you use social media daily? I guess I'm using it in about two hours.

Do you think that social media positively affects your communication process? Actually, I can't say that I'm communicating, I'm only accessing content from others on social media. In fact, this content feeds my sense of curiosity about everyone around me. I'm not wondering if a person is doing something particular. I mean, I feel like I'm part of that person's life, but I haven't actually talked to most of them in a long time.

Do you share the right content on social media? I think I usually share yes.

Do you think people around you share the right content on social media? Sometimes some share inaccurate content.

Have you made friends via social media? No, I haven't.

Do you regularly share on social media every day? I guess twice a week or something.

Do you prefer to spend time with your family or social media? With my family.

Do you think social media interferes with face-to-face communication? Absolutely blocking it.

Would you consider yourself a social person? Actually, I am not a very social person, and I have relatives and colleagues in my social media account.

Do you think that social media makes you an introverted, quick-consuming and bored with everything? I'm already aware of this. I think it's a big contradiction to be aware of every aspect of the lives of people I haven't seen in a long time and to be aware that I have no importance in their lives. We feel very social and crowded, but we are very lonely.

4. Participant Male - Engineer - 38 years old - single –has a child

How long do you use social media daily? I think it's less than 2 hours but I use it a lot more when I have some days off.

Do you think that social media positively affects your communication process? Actually, it does. While I don't dare to call people I haven't seen in a long time, I can communicate more easily through social media.

Do you share the right content on social media? Yes.

Do you think people around you share the right content on social media? No.

Have you made friends via social media? Yeah, it's happening. I mostly communicate with people I used to know.

Do you regularly share on social media every day? No, I don't.

Do you prefer to spend time with your family or social media? Actually social media and family are very different things. I think it is necessary to communicate with both of them in a sufficient amount.

Do you think social media interferes with face-to-face communication? Certainly prevents, but also allows you to communicate with people who are not likely to communicate face-to-face.

Would you consider yourself a social person? Not really.

Do you think that social media makes you an introverted, quick-consuming and bored with everything? I have all the concepts that you mentioned, but I don't know if it's social media. However, when we were kids, we used to communicate with our friends from home phones and go to the cinema or eating hamburgers or something. Now when the kids meet, they meet to play virtual games. In this sense, we are becoming increasingly nerdy.

5. Participant Male - Restaurant owner - 34 years old - single

How long do you use social media daily? 2 hours or more.

Do you think that social media positively affects your communication process? In fact, since I live in another country, it is very useful for me to get the news.

Do you share the right content on social media? Sometimes I can share old news or pictures.

Do you think people around you share the right content on social media? Sometimes I think they don't.

Have you been friends with social media? Yes, it's okay.

Do you regularly share on social media every day? No, I don't. I prefer to follow more.

Do you prefer to spend time with your family or social media? I prefer both.

Do you think social media interferes with face-to-face communication? Yes, it certainly prevents, but also provides convenience for people who cannot interview.

Would you consider yourself a social person? Actually, I don't have a social personality.

Do you think that social media makes you an introverted, quick-consuming and bored with everything? Indeed, we consume quickly. Because everything on social media is very clear and public, our interest in everyone and everything ends quickly. For example, when I was a kid, I used to wait for hours to get my favorite song to play on the radio again. Now you can listen to

as many songs as you want without the need for excitement. This prevents me from being excited about the songs.

Analysis and Findings

As a result of the research, it was seen that the participants were isolated and aware of this by social media or technology. Especially in our childhood, when the technology was not so advanced, the sentences of the two people used to attract attention. While using the innovations brought by social media, these people have difficulty in adapting to this process. The participants agree that social media has changed and superficialized communication processes. All participants were white-collar workers. They all spend more than two hours daily on social media. They share regularly or irregularly on social media. They say that their sharings are generally correct. However, they do not trust the accuracy of others' sharings. Even this shows that they have become alienated from their environment and have lost their sense of trust. They say that easy access to information and people destroys the feeling of excitement in themselves. It is observed that people who want to create a social person image in their private lives devote more time to social media sharing.

Survey

The survey provides important findings for research. In this sense, it is important to understand social media, which is a social transformation, and how people view social media and how they are influenced by social media. In the results given in the table below, many questions were asked whether the users of social media use the social media for face-to-face communication and whether they trust the accuracy of the shares in social media.

	I agree	I strongly agree	I'm undecided	I strongly disagree	I don't agree
Do you think that social media positively affects your communication process?	38	150	20	10	2
Do you share the right content on social media?	25	85	80	25	5
People around you share the right content on social media	52	30	10	20	128
Have you made friends via social media?	95	102	3	7	13
You regularly share on social media every day	50	120	5	26	19
Do you prefer to spend time with your family?	65	124	0	30	1
Do you prefer to spend time with social media?	95	45	30	25	25
Do you think social media interferes with face-to-face communication?	150	70	0	0	0
Would you consider yourself a social person?	80	70	12	35	23
Do you think that social media makes you an introverted, quick-consuming, and very bored person?	25	168	2	10	15

Table 1

Survey Findings

First question is: “Do you think that social media positively affects your communication process?” 150 people said I strongly agree. 38 people said I agree.

As can be seen, it is highly stated by the participants that social media is the direction of socializing people.

Second question is: “Do you share the right content on social media?” 110 people said agree for this question.

The number of people who say they share the right content on social media is almost half of the respondents.

Third question is: “People around you share the right content on social media.” 128 people said I don’t agree.

Participants do not believe that others are sharing correctly on social media.

Fourth question is: “Have you made friends via social media?” 197 people said I agree.

A high percentage of participants think that social media provides a suitable environment for finding friends.

Fifth question is: “You regularly share on social media every day” 170 people said agree.

170 out of 220 respondents stated that they shared on social media every day.

Sixth question is: “Do you prefer to spend time with your family?” 189 people said agree.

It was seen that the majority of the participants wanted to spend time with their families.

Seventh question is: “Do you prefer to spend time with social media?” 140 people said agree.

140 out of 220 participants stated that they prefer to spend time on social media.

Eighth question is: “Do you think social media interferes with face-to-face communication?” 220 people said agree.

All participants agree that social media is preventing face-to-face communication.

Ninth question is: “Would you consider yourself a social person?”

150 people have identified themselves as a social person

Tenth question is: “Do you think that social media makes you an introverted, quick-consuming, and very bored person?” 198 people said agree.

Social media makes people become introverted, lonely and bored quickly.

Survey Analysis

People are aware of the environment that social media offers to make friends and are happy with the situation. However, they do not think that sharing in social media is correct. In this sense, they abstained from trusting social media.

Although participants stated that they generally use social media actively, they agree that social media is an obstacle to face-to-face communication.

Social media allows people to access information and people more easily. However, communication and information received without any difficulty is boring for people. Since social media does not support face-to-face communication, it creates a sense of loneliness in people.

Comparison of survey and indepth analysis results

Social media prevents communication with other mass media.

Communication processes change with social media.

Sharing and following up on social media is an active activity of the participants.

Social media has become an environment where people find their old friends.

People often don't think that the posts on social media are reliable and accurate.

Social media is an obstacle to face-to-face communication.

Since social media causes people to be exposed to excessive information, it triggers feelings of loneliness and sudden boredom.

It causes them to become consuming quickly.

People get tired of everything quickly.

CONCLUSION

Social media has created a fast food communication environment in today's fast consuming society. Here, just as fast food foods to feed people for a moment in the communication established here feeds people for a moment. Later, it turns to people as a deep hunger and boredom. Social media isolates people. It alienates themselves and their environment. The time they spend with their families causes people they don't know or they have not seen for a long time to follow their private lives. This situation causes a perception of disorder and emotional confusion. In this sense, long-term use of social media can prevent human emotions such as loyalty, trust, excitement, and imagination.

In this sense, using social media as an inseparable part of life can be a solution for this process only at certain times and only by following the shares of people who really interest us. Since digitalization and social media are now completely part of people's lives, staying away from it will lead to loneliness in another dimension. However, spending limited time on social media and paying attention to the people who share content is an important point in this process.

To prevent loneliness and alienation, people should not forget their own culture. They need to spend time with their families face-to-face and socialize in a face-to-face environment, not in a virtual environment with their immediate surroundings.

Social media has changed people's communication processes. It has changed the perception of correct telling in communication. It is thought by people to have an easier communication. People actively use social media to communicate with schoolmates, relatives.

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