

The Use of Facebook as a Social Media by Political Parties in the June 7 Election in Konya

Authors : Yasemin Gülşen Yılmaz, Süleyman Hakan Yılmaz, Muhammet Erbay

Abstract : Social media is among the most important means of communication. Social media offers individuals and groups with an opportunity for participatory socialization over the internet, which is free of any time and place restrictions. Social media is a kind of interactive communication and bilateral social network. Various communication contents can be shared and put into mass circulation easily and quickly through social media. These sharings are not only limited to individuals but also happen to groups, institutions, and different constitutions. Their contents consist of any type of written message, audio and video files. We are living in the social media era now. It is not surprising that social media which has extensive communication facilities and massive prevalence is used in politics. Therefore, the use of social media (Facebook) by political parties during the Turkish general elections held on June 7, 2015, has been chosen as our research subject. Four parties namely, AKP, CHP, MHP and HDP who have the majority of votes in Turkey and participate in elections in Konya have been selected for our study. Their provincial centers and parliamentary candidates' use of social media (Facebook) on the last three days prior to the election have been examined and subjected to a qualitative analysis by means of content analysis.

Keywords : social media, June 7 general elections, politics, Facebook

Conference Title : ICSMCC 2015 : International Conference on Social Media and Cloud Computing

Conference Location : Rome, Italy

Conference Dates : September 17-18, 2015