

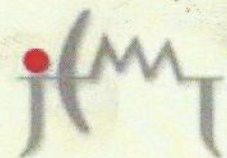


ICCMTD - 2014

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International Conference on Communication, Media, Technology and Design
April 24-26, 2014
Istanbul - Turkey

CONFERENCE PROCEEDINGS





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Technology and Design**

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**Coordinator
Agah Gumus**

**Academic Coordinator
Ali Simsek**

**Organizing and Technical Coordinator
Fahme Dabaj**

AKNOWLEDGEMENT

We are holding the 3rd International Conference on Communication, Media Technology and Design in Istanbul. This is going to be a great and significant event as the experience will be shared and actions will be explored.

This Conference is powered by the Anadolu University - Institute of Communication Sciences in Turkey, Online Journal of Communication and Media Technologies, Journal of Contemporary Educational Technology and Online Journal of Art and Design.

Here, please allow me to express my sincere welcome on behalf of the Organizing Committee to all the colleagues and audience that have participated in the conference

This international conference provides a very good opportunity for all the participants to share experiences and cooperation with international colleagues.

International Conference of Communication, Media, Technology and Design aims to gather academicians who are interested in communication, media studies and design from all over the world. The ultimate aim is to promote different ideas to offer a place for participants to present and discuss their innovative recent and ongoing research and theoretical work and/or their applications or development.

We are very willing to share experience with international friends. On the other hand, we also hope to learn more from international experience through extensive exchange, discussions and cooperation to improve our work.

We hope that you all will discuss the issues deeply, freely and openly,

Finally, we wish the conference a complete success, and wish all the participants and the international friends a good time in Istanbul.

Best wishes
ICCMTD 2014 - Organizing Committee

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New Communication Technologies and Journalism: The Creation of New Multimedia Newspaper with Milliyet Newspaper and Blippar

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ABSTRACT

The developments in new technologies changed media. Newspapers which were producing in black and white pages with typewriters changed to computerized multimedia newspapers. The new media which has been developed as a result of the new technologies had created new ways of transportation in traditional media. Every medium effected from this new transformation. Journalism took its position in that affect too. Newspapers first became online than they transformed to new media with internet newspapers. The mobile phone technology caused newspaper to get in the smart phones with applications. The aim of this paper is to make a determination how the new technologies changed traditional newspaper to digital newspaper. Under this aim the paper will examine how the traditional newspaper turned to a multimedia newspaper with the help of Blippar technology. In the first part of the paper there will be a literary research for the new communication technologies and their affect to journalism. In the second part of the paper there will be a research for the Turkish newspaper Milliyet and its use of Blippar technology. The paper will examine how this technology change a newspaper to a multimedia newspaper. There is a content analysis for Milliyet Newspaper and its way of using Blippar technology. The paper analyzed the use of Blippar for Milliyet newspaper for five months from 20th of October 2013 till 20th of March 2014. At the conclusion there is a determination and an evaluation for use of Blippar in a traditional newspaper which is for the first time in Turkish newspaper market. The paper underlines the advantages and disadvantages of using Blippar technology in traditional newspapers for the future interactive newspaperbased on the case of Milliyet Newspaper.

Keywords: New Media, Journalism, Blippar, Milliyet Newspaper, New Technologies

INTRODUCTION

Journalism went through radical changes with the invention of printing press, telegraph, telephone, radio and television and transformed to a brand new dimension in the media world with mobile communication systems, satellite communication systems, digitalization and internet. New communication technologies and internet has changed the structure of journalism in the professional sense, as they did with the newspapers. It has begun to access the target group through the website in a more private way, by virtue of illimitability and timelessness of technology. The relationship between communication technologies and journalism evaluated within the scope of this study. Each change in communication technology made an affect to journalism. Newspaper first transferred to computers, than to internet. Internet which change all media made serious changes to newspaper market. Journalism change its distribution and speed. Social media which created individual journalist caused traditional newspaper to go to a convergence with internet. With the developments of mobile media technology forced traditional media to adapt itself to new Technologies to satisfy the new needs of new media's consumer. Newspaper which is a static media became more active when it entered to mobile media with applications. Applications and mobile web sites brought a new distribution form to newspaper. But what about the traditional paper newspaper? First QR code and then Blippar technology brought a chance to traditional newspaper to have a bridge with mobile media. Now with the use of this technology the traditional old newspaper form is more interactive, dynamic and more mobile.

Definition and Specifications of Information and Communication Technologies

The concept of information and communication technologies is a general name given to developments in computer and communication technologies. It can be defined as a body of technologies ensuring collection, processing, storage and transmission of data to any place when required or automatic access to these data from any place (Çelik & Akgemci, 2010: 11). Uluç (2003: 14) has used the concept as one encompassing all technologies in the field of communication and stated its content is formed with the technologies related to transmission, telecommunication, communication, information, broadcasting and publishing.

Information and communication technologies are the most important parts of information systems. Information and communication technologies has brought with it definitions and concepts such as all kinds audiovisual tools providing production of information and access to information, developing and changing technologies, computer technologies, databases, area networks and internet. Information systems are directly affected by the changes in the technologies. Development stages of information and communication technologies, coming to the fore with electronic processing of data, shows parallelism with the development stages of information systems (Atılğan, 2006: 58).

Various definitions are made regarding determining the scope of information and communication technologies and this scope is expanding each day. Computers, microelectronics, integrated circuits, communication Technologies, multimedia and bio-technologies form the scope of information and communication technologies. It was accepted in the OECD report discussing the policies of information and communication technologies that information and communication technologies included the below fields (Çelik & Akgemci, 2010: 11):



- Electronic and telecommunication industries, hardware and software inside the computer, computer-based data processing and communication systems.
- Software industry; system software and application software, software development tools, databases, various user programs.
- Information service industry; commercial data processing services, profession information services, system analysis and information services.

Development of Communication Technologies

The fact of communication symbolizes the third technological revolution in the history of mankind and the greatest one from social and cultural aspect. The developments in communication technologies were parallel to social developments since the day man started to talk. Abundance of technology and professionalism of applications have injected polyphonies to existing polyphonies at the end of the 20th century, which made communication the symbol of societies (Girgin, 2001: 8).

It is accepted that there are three historical periods leaving their marks in history and affecting every area in the development process of communication technologies. These are (Baldini, 2006: 5):

- Chirographic revolution (invention of writing in 4th century BC)
- Gutenberg revolution (subsequent to invention of printing press in mid-15th century)
- Electricity and electronics revolution (invention of telegraph and later radio and television).

The lives of the people were similar around the world in the first period that coincides with prehistory. The basic reason for this is due to very slow rate of communication and change. Due to slow rate of communication, a very long time had to pass in order for the innovations to reach people. The rate of social transformation increased after the invention of printing press and differentiation of civilizations became possible. (Karaçor, 2009: 122).

These three developments within the historical development process is significant in terms of allowing element of speed in the increase and transmission of information. Communication resumed orally until the invention of writing, then expanded to large masses. Invention of printing press brought along social transformation also.

Although many inventions in revolutionary extent, in terms of communication mediums, came forth since the invention of printing press, television did not stamped out newspaper and neither internet swept sway television. Previous technology changed with the influence of the new technology (Mutlu, 2010: 26).

New Communication Technologies

The most significant characteristic of the technological developments in recent years is that these developments are directed at the production process more so than the product. Technological developments were influential on the production process and the recent developments in computer technology visibly changed the production, distribution and transportation phases of the products (Şaylan, 1994:114).

New communication technologies are open to two-way use and these are the kind of technologies which usually have a communication we can define as multimedia. It especially expresses collocation of internet with traditional technologies. Especially the developments in the fields of information and communication technologies since 1980's have paved the way for radical changes in economic and social life. The products and services based on these technologies have become an indispensable element of life today. Parallel to the developments in the field of computers, a continuous development is achieved in communication technology also.

Communication systems are systems used in composing, sending and receiving electronic messages and data moves, is sent and received in signals in the communication system (Schultheis ve Sumner, 1995: 236). At this point one of the most significant developments in the field of communication occurred with the switch from analog technology to digital technology in data transmission. Digital communication systems increased the use of computer-aided communication control instruments and communication tools significantly. This development enabled a large amount of information movement to occur extremely fast and faultless.

The tools which are the products of the developments in communication techniques play a significant part in achieving the point today in the field of communication. Twisted pair cables used in telephones and telegraphs, fiber-optics, satellite channels and radio waves can be given as examples to these tools. The convergence of communication and computer technologies in 1960's allowed for the formation of networks providing remote access to computers. Numerous terminals involving in this structure were connected to a master computer situated at the center. Data was transferred automatically through the networks formed with interlink age of computers. However, incompatibilities have emerged during these transfers in computers which have different specifications. The mentioned incompatibilities were eliminated with the development of Local Area Networks (LAN) and packet switching (Saxby, 1990: 290). The developments in the communication technologies provided significant contributions to innovations and developments in many areas, particularly transportation, meteorology, geology and medicine.

Today television is ranked in traditional communication tools such as radio, newspaper and magazine, whereas mass media developed as a result of the developments in the fields of telecommunication and computer is in the category of new communication tools. In this context one way-duplex cable systems, videotexts, teletext, teleconference, communication satellites, computer networks and integrated office systems are also named as new communication technologies (Şimşek, 1993: 203).

Digitalization and technological improvements are accepted as important in terms of their direct affect to the new communication technologies (Vural ve Bat, 2010: 3350-3351).



New communication tools, emerging with the new communication technologies, are usually digital and allows for interaction to the user or target group. The new tools that are used are products of multimedia computer and communication technologies. On one hand these new media create their own contents and styles and on the other hand allow for an integrated media environment. In this context, it is accepted that new communication technologies are effective especially in three areas. Fast increase in broadcast and transmission facilities and routing of data takes the first place. Presentation and visualization of data is the second basic factor. The third factor is data processing and storing (Şeker, 2005: 383).

New media environments, emerging with new communication technologies, accelerated, simplified and cheapened data and information flow geometrically in global and local levels. Economic and social transformation has changed with the new media environments and created variations in production, consumption and distribution of media services.

New Communication Technologies and Journalism

The development of communication technologies has changed the characteristics of journalism within time. Each improvement brought out new developments which are different from those of the previous period.

Communication first brought out press, then press management concept as a consequence of technical, socio-economical, legal and cultural developments respectively, after the invention of writing (Abadan, 1961: 48).

The newspapers we read today appeared after Gutenberg invented the printing press. The increase of trade and the need for information about the ongoing wars were the sources behind the birth of newspaper. Within this scope, the first newspaper was published in 1605 by Abraham Verhoeven in Anvers, the Netherlands, with the name of Nieuwe Tydingnen. This was followed by Avisa Relationoder Zeitung started to be published in 1609 in Augsburg and first newspapers began their publishing lives in France in 1631, in England in 1621 and in the United States in 1685 (Atilgan, 1999: 23). Some sources state that La Gazette, published in France in 1631, is accepted as the first newspaper. The first newspapers in the American press in the beginning of the 20th century had similar characteristics with their European counterparts. The first daily newspaper began its publishing life in 1702, in England and it was published for thirty three years. The Gentleman's Magazine, first published in 1731 in England, was the first large magazine (Atilgan, 1992: 317).

The developments in printing technology played an important role in the development of newspaper industry. Newspaper enterprises became widespread with the rise in studies aimed at increasing sales and circulation and journalism turned into an industry in the 19th century. Newspaper became a part of daily life with the improvements in the level of welfare, increase in the rate of literacy and technological innovations. Beginning from the 19th century, American journalism was particularly affected from the increasing significance of advertisements in the press. Press management ceased to be an activity where limited number of people labored in and started to turn into enterprises requiring organization, with the increase in circulation in all regions.

Printing houses turned into industrial enterprises and content and organizations of newspapers were improved due to innovations in technical, political and economic fields. Especially the inventions of telegraph and telephone in the final half of 19th century provided transformation of journalism by affecting the rate of communication of the news. As of 19th century, press had become a sector exploiting the latest innovations of communication and accessing to its target group quickly. Contemporary media sector, with unique operation methods and specifications in 19th century, has succeeded in becoming the fourth power in the 20th century.

The most prominent development leaving its mark on journalism in the 20th century, without a doubt, was journalism through various mass mediums. While written press-newspapers, magazines and books ruled the first half of the century, the supremacy was seized by radio first and then by the television medium in the second half of the century. However none of these novelties had an affect on newspapers and journalism as much as the developments which emerged with the popularization of internet. Internet allowed for the interaction between the recipient and transmitter and none of the traditional communication tools have this specification.

Newspapers access to visual and textual information, databases much easier by means of World Wide Web which they connect through the internet. The newspapers communicated faster and easier with their sources through the internet. Journalist provided visual, written, audio news transmission through the internet environment where cell phones and cameras could be connected to it. Thus, journalists avoided from being held at one place and became mobile (Çakır, 2009: 20).

Developing technology affected press personnel in two different ways. Firstly, some of the work that was handled by employees before the technological developments was carried out by the machines, which in turn reduced the demand for labor force. Then the employees who did not attain the required skill level were dismissed, depending upon the requisite that employees had to attain the knowledge and skill set to use the developing technology (Karaca, 2000: 102). These new communication technologies had two significant affects directed at employment of journalist.

New Media, New Communication Technologies and Journalism

In the process of development of communication technologies, journalism probably changed the most after the transformation of internet technologies.

The great change in the field of media has become complicated as a consequence of integration of data processing and visual tools. This new communication technology turned all levels of information process such as production, processing, arranging upside down. The old communication technology involved a process where several people sent various univocal messages to a very large group. The group is not restricted in this new communication technology. Human communication has achieved a universal dimension with Satellites, magneto scope, cables etc. (Çöklü, 2004: 161).



New media particularly brought speed to the forefront, expanded its sphere of influence in terms of geography and demographics and therefore long distances are not obstacles in communication anymore. A communication form, where messages can be sorted, selected and addressed and a big memory capacity is in operation, emerged (Tekvar, 2012: 83).

It is also defended that new media concept is, in fact, not a new concept, but a concept reproduced from old/classic media. As an example, some sources accept the invention of printing press as a milestone regarding development of literary and communication technologies. Several media historians, in the direction of their researches, have the opinion that many technological developments which emerged and were used were in fact the beginning for the next fundamental development (Çöklü, 2004: 162).

The most significant factor among these fundamental changes is that new media creates a mixed media by means of new communication technologies. This situation, a threat to media professionals, defines integrated media which has the ability to pack together and combine all sorts of media such as radio, television and newspaper into one media.

The opportunities offered to the journalists have increased with the development of internet. Journalists has the facility to transmit the news to the broadcast service more easily, use internet as a memory bank, use the remarks made as news by following the websites of news agencies by means of internet. Internet also paves the way for communication among journalists and easier transmittance of photos and videos to the wire service. While the rate of journalists taking advantage of internet environment to prepare an article was 66% in 1995, the figure rose to 92% in 2004 according to Middleberg/Ross' media research (Çöklü, 2004: 166).

The consequences of online communication is studied curiously especially due to expansion of worldwide communication network. The developments regarding web-based journalism are observed as significant developments not only in terms of Professional practice, but also for constituting a concept. There are studies which approve or disapprove the development of technology. The ones approving the developments in technology are of the opinion that technology will make the societies of the world more peaceful, free, and inclined to communicate, equal, rich and generally better. These researchers defend that internet has staved off traditional media's information monopoly and reduced the possibility of journalist's manipulation of the readers. The ones defending the adverse opinion think that integrating function of journalism will be wiped out and even has come to an end today (Alver, 2007:225).

The function of traditional journalism is to tend to what is actual (current), to observe and present topics regarding its context. Journalism is modelled as an autonomous observer of the society with this functional definition. A journalist presents the news by selecting among countless information according to professional criteria and conforming to the reality model designed socially. However, selection of information, directed technically on the internet environment, occurs differently in new journalism than it does in traditional journalism. Professional elimination mechanisms are put forth on the internet call service as well and above all, selection decisions are made according to programmed keyword catalogue and not according to semantic links and reality models designed socially (Alver, 2007:230).

It is possible to summarize the effects of new communication technologies on the journalism industry as below:

The Changing Reader

People stopped being just a media consumer and also became producers with internet. Internet also allowed individuals to create and distribute their messages. Users participation to the content, news and creation process of these and even creating this process increases its importance each day. These new readers, requesting to contribute to the news with their comments, access to the people preparing the news or responsible, create the news medium together, are also attempting at journalism by broadcasting and compiling audiovisual, photo, written news from their internet diaries (blogs). Now they are in a one-to-one relationship with the news item and transformed from a passive consumer/reader to user (Çakır, 2009: 48). After the increase in internet use, users have started to produce content besides the professionals with the development of easy-to-use and cheap hardware in virtue of internet. The hegemony and control of the journalist over the news and the reader is declining, on the other hand journalist's ability to better understand the reader and meet his/her requests and news portal's ability to adapt itself to these requests are developing with internet user's further inclusion to the processes of news production and presentation.

Individualization

The new reader-user demands that news, information to be arranged for himself, demands a customized newspaper. The reader wants to see the news, articles, interviews within his/her area of interest first (in a more visible position, larger, more colorful, more striking in short) when he/she enters a website. The reader also expects a message or a signal when there is a news item that interests him/her, to learn about the news immediately.

The changing Newsroom

Internet is a communication and broadcasting medium on a global scale which is another aspect of internet that separates it from the other communication tools. Anyone who has a computer, modem and a phone connection can easily access to an information anywhere around the world from any place in the world (Kara, 2002: 40).

Therefore internet allows the journalists to work non-spatially. The necessity for the journalist to actually be present in the news desk is eliminated and the journalist can pursue his profession from any place with a computer and an internet connection.

Changing News Content

Contents, presentation of news and rules of writing, creating a news item also changes and varies as new communication mediums develop. Especially internet and the environments it is used in are about to become the main medium of the news. The news item is rearranged for these environments (devices). Websites compatible to mobile platforms, mobile applications and similar new platforms are changing the content of the news item.



The feature to serve audiovisual news used in internet journalism, obliges the journalist to be more equipped. This requires internet journalist to fully know how to use the internet and be an expert at digital video and photography.

Removing the Borders

One of the most compelling problems in the newspapers is that the published area is limited by pages. Even when many people make comments such as "He could have asked this" or "She did not mention this" when they read an interview, those writings or interviews, in fact, are far more abridged than the original writing or interview. The space for news and interviews usually is not enough for the journalist when specific number of pages, the amount of space advertisements cover, articles, subjects, crosswords puzzles, television programs are in question. There is no such problem in the newspapers broadcast on the internet environment. Millions of letters can be written and a video news going for hours can be put on the on-line newspaper. One could benefit from the unlimited space advantage of internet with "linkage". Links that can transmit to other news, studies, statistics, stories, interviews, that is to other blogs and websites, can be given.

Actuality

The most significant function of internet journalism is transmitting the information instantly. Both written and audiovisual news can be served integrated on the web pages and it can offer the features of newspaper and television, writing, sound and motion video to the internet users on the same environment and simultaneously on the computer environment (Çöklü, 2004: 84).

Newspapers are mass media published daily, weekly, bi-monthly or monthly. For this reason, traditional newspapers do not have the chance to access news immediately. The same applies to television which is another communication tool. A news item had to go through many procedures such as videotaping and editing before it is broadcasted. Whereas flash news are accessed to the reader immediately on the internet environment.

The most important aspect of the new media, developing with new communication technologies, is its speed. Internet is a network which can almost provide "instantaneous" access to a news item. The most current news can be provided with an internet-connected environment. This could occur as people witnessing the news item transmitting it instantaneously through the internet, just as it could be generated by the ability of a news portal to broadcast quickly. Besides people working in the web always have the urge to serve the most current news and information. They want to prepare pages updated continuously. The editor who is in charge of the homepage of the news portal hardly has a time to breathe, even if there are no new news or stories. He/she changes the prime news, plays with the places of photos, tinkers with the order of the news, changes headlines. The purpose is not to remain the same for a long time, as if the page is static, as if it is printed on paper.

The Future of Journalism In The Presence Of New Communication Technologies: App-Reader

Theoretical Background

Predictions are made regarding disappearance of printed newspapers in the future with new communication technologies changing the profession of journalism substantially and emergence of online newspapers. It is also among the assertions that profession of journalism will disappear due to the fact that new media brings out new reporting practices such as citizen journalism. However, general tendency on this topic is printed newspapers will not disappear, but change dimensions.

The editors of the leading newspapers in Europe stated that they were optimistic about the future in a report prepared by Associated Press Agency where the question "Will newspapers exist in the future?" was debated. It was expressed in the news that editors think development in internet journalism will be an opportunity rather than a threat even if it changes the form of the newspaper and it will provide the content required by the readers. Some editors expressed the technological revolution in mass media can provide the opportunity of a comeback to journalism that is deeper than in the past, according to the study of the Agency (Ceylan, 2008: 36).

Besides all these, the subject that printed newspapers should develop new strategies with the development of tablet and smart phone technologies was questioned. Newspapers switched to tablet journalism and carried their printed newspapers to Android or iOS-based applications, as a result of developments in tablet and smart phone technologies. News are now carried on a cell phone in the pocket of a coat with this technology. Newspapers on tablets and smart phones once again started to threaten traditional newspapers. Some researchers argue that printed newspapers will die with smart phones becoming common, whereas some researchers searched for the ways integrate traditional newspaper and smart phones.

Innis stressed that the message wished to be given in written makes it easier to convey to generations. Conveying thought through paper environment is both cheaper and allows for a more economic material to pass (Innis,2006:204). Similar situation occurred with internet. Conveyance of thought became faster and cheaper with internet, just as conveyance of thought through paper happened to be cheaper and faster. According to Innis, who states that there is a bond between man and technology, history of civilization has changed with communication technology. According to McLuhan media technologies specify how individuals will think, what they will think and how they will act in the society (Erdoğan & Alemdar,2005:142).

Smart phones and tablets establish a special bond with their users. This bond goes as far as an addiction and especially causes younger generations to make smart phones the most important thing in their lives. Smart phones, establishing a special bond with the society, make suggestions about what they do and how they do it and change their life styles. Reading the newspaper through an application downloaded to the smart phone instead of reading from a paper and be informed of current news is one of the concrete examples of this changing life style.

The Network Society hypothesis, which Castells and Dijk concentrated on, emphasizes that individuals express their relationships with each other technologically. The network society phenomena, expressed with digital codes, removed



space. Borders between countries have disappeared and individuals started to communicate as they wished with the internet. A new language spread into existence for the individuals with the new media. A new base formed for the ones who know this new media language and registered to this digital system. This base represents global city. Individualism, vitality and globalism are the characteristics at the foreground in this global city.

The applications on smart phones removed space phenomena. These applications comprising digital codes, paved the way for users to communicate with each other as they desired. This new communication style induced a new language to appear. While newspaper was read by means of a hand-held paper, it is read via smart phones and tablet applications in the network society. This circumstance changed the structure of the traditional reader and lead to the creation of a new online newspaper reader. Mass society and network society having different characteristics lead to the emergence of two separate media. Whereas mass society practices unilateral, passive mass media publishing, network society delivers an interactive media broadcasting. As network society becomes individualized each day by means of new communication technologies, it is also isolates traditional media. While man of network society becomes isolated with the new communication technologies, it also isolates traditional media and exposes it to the danger of becoming extinct in the future. Exposed to the danger of becoming extinct in the future, traditional media tries to converge with the network society and generally succeeds to it. The convergence of traditional newspapers and tablet newspapers is carried out with the special applications produced for smart phones and tablets and connecting newspaper and smart phones to each other. These applications connect traditional newspaper reader to the new newspaper via cell phone. These applications ensure the individual, who is a member of both mass society and the network society, to communicate with both societies' media networks and use both media. The newspaper reader using both forms can be named as app-reader for the reason they switched from traditional newspaper to tablet newspaper. The concept of App-reader represents the reader switching to the internet from traditional newspaper via application and smart phone.

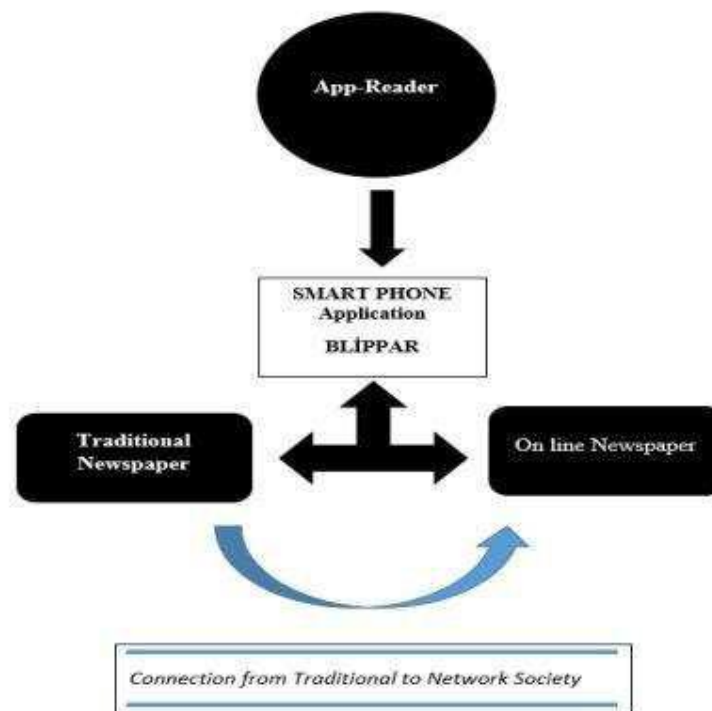


Figure 1. Convergence of Mass Society with Network Society in Journalism

Blippar Technology



Blippar is a free of charge mobile application providing to see instantly all materials and objects in virtual platform through smart phones and tablet without scanning or taking a photo (Hatrasu,2013). Application is both Android and iOS based and is working in both Android phones and iPhone and iPad's. Blippar, an English company based in London. It was established in the summer of 2011 and defined itself as the first Mobile Augmented Reality advertisement platform. Ambarish Mitra, founder of Blippar, describes Blippar's foundation story as below:



"We were at a dinner with Omar, founding partner of Blippar, in an English Pub and we were joking about the English Queen coming to life from a 20 pound banknote. Several weeks after this Omar showed me the prototype of the banknote with the Queen that we have joked about and after several months we said 'if a banknote can be interactive why all visuals can not be?' and inspired from it Blippar was born." (Demir, 2013).

Blippar is the first cross platform application in the world working in iOS, Android and Windows based smart phones and BlackBerry Z10. When Blippar is on, application starts to search individual properties of the visual or object with the scanning method and can scan images under 300 milliseconds. Visual recognition technology is working as below: Application recognizes the image, sends it to the server, server confirms that it is a Blippar image and sends it to the smart device of the defined content user. The most important specification of Blippar is activating the augmented reality assembly by recognizing brand logo, package or the image immediately when any defined image is scanned. No barcode, QR code or other stamp is required when this application is operating (MediaCat, 2014:77). QR codes used before Blippar appeared as a similar application to this one, but did not receive the expected interest. Blippar is offering a different experience to the user by presenting the virtual reality more real compared to the QR code (IP, 2014:33). In the official Twitter page of the application in Turkey Blippar is identified as the 'First image identification platform developed for cell phones and tablets and increasing the user and brand interaction' (<https://twitter.com/blipparTR>). Blippar, aiming to build a bridge between the physical world and the digital world, operates with the scanning of the Blippar logo seen on an object. Visual with the logo is scanned (blipped) with the smart phone camera hold over the object and smart phone user, with the scanned code, can enter into any web environment he/she wants via Blippar's application. Milliyet newspaper describes Blippar application as 'Blippar is a wide ranging interactive application with the specification to turn all kinds of 3D work, Web-links, videos, video galleries, photos and photo galleries, social media links, special social media campaigns, game contents and dramatization, mobile shopping, mobile commerce, product catalogues, all types of sound effects, all kinds of lottery and sweepstake campaigns, mini-survey and contests, newspaper print into visual image instantaneously' (Milliyet 2013).

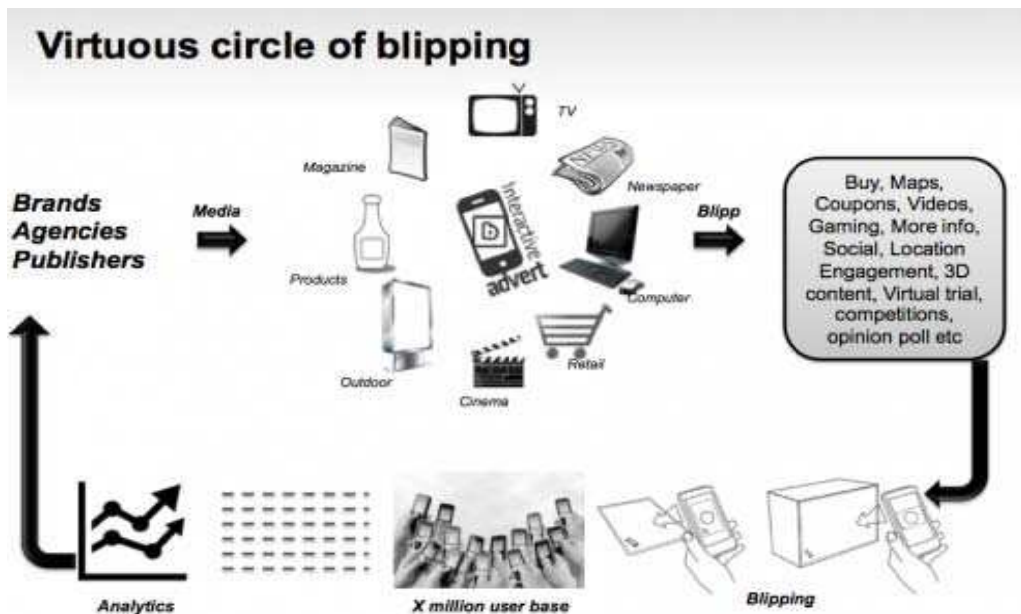


Figure 2. Blippar's Mode of Operation

Mitra announced that Blippar, used in 2, 5 million smart phones around the world as of end of 2013, has nearly 20 thousand users in Turkey (Demir, 2013). Blippar aims to get a foothold in mobile phones like QR codes and be the first scanner coming to mind when it comes to augmented reality in telephones. The first newspaper using Blippar in the world is Metro Herald. Both the news and the advertisements of the newspaper using this application became more interactive. The biggest difference of Blippar compared to QR code is explained as not switching to a different application when scanned and allows for interaction in the same application (Pembecioğlu, 2011). Published in Ireland, Metro Herald newspaper announced in 2011 that they are the first interactive newspaper in the world using Blippar. Forde, marketing manager of the newspaper, told in his statement that he believes readers will attain a more interactive structure with Blippar (Metro Herald, 2011):

"We know 70% of our readers now own a smartphone and internet usage via their handset is very high. Therefore, as a newspaper, we are always looking for ways to embrace smart technology and make our product as interactive as possible. We have already launched QR Codes and an Augmented Reality campaign with Mazda into the Irish print market. We believe that Blippar will now allow us to take augmented reality to the next level by offering instantaneous engagement that empowers readers to interact, discover, play and engage with editorial content and advertising in a quick and seamless way."



Figure 3. First Edition of Metro Herald where it announced the Blippar Application (2011)



Figure 4. Use of Blippar with Smart Phone and Tablet

The first and only newspaper using Blippar in Turkey is Milliyet. Milliyet newspaper, founded in May 3rd, 1950 by Ali Naci Karacan (Kuyucu, 2012: 326) and one of the oldest national newspapers in Turkey, announced on September 15, 2013 that it has started to collaborate with Blippar and has become the first interactive newspaper using Blippar in Turkey. Milliyet has announced the application to its readers as below (Milliyet, 2013: 3):

"Milliyet news are more colorful and more interactive. You will be able to access photo galleries, surveys, video contents with respect to news and campaigns of brands special to Milliyet with the Blippar application installed to your smart phone or tablet."

Milliyet newspaper explained Blippar application to readers as below (Milliyet, 2013: 3):

How to Access Interactive News?
1st Step: Download Blippar application to smart phone or tablets from AppleStore, Google Play or http://blippar.com/
2nd Step: Open Blippar application in your smart phone or tablet and put over the advert and display on the screen when you see a news item comprising 'Interactive News' symbol as you read Milliyet newspaper. We call it 'bliping'.
3rd Step: Blippar application in your phone perceives the interactive content in the news item immediately and starts to display video, sound etc.. Regarding the news item when you 'blip' the news.



Figure 5 Milliyet Newspaper's Mode of Use of Blippar Technology



When a reader reading paper edition of Milliyet newspaper scans the visual with Blippar icon on the newspaper using smart phone, he is directed to the web page of Milliyet newspaper related to that subject and access to these details through his smart phone. Milliyet newspaper reader can access to the details of the news item from the newspaper's webpage via Blippar, whereas the same news item is limited by photos and text in the traditional newspaper. By this means the reader of traditional newspaper is directed to the internet newspaper where there is sound, video, more detailed news and images and can read both traditional newspaper and internet newspaper. Hereby, traditional newspaper reader is able to switch to digital platform from static page. This situation materializes convergence of mass society and network society in journalism industry.

THE AIM AND METHOD OF THE STUDY

The way Blippar technology transformed a traditional newspaper into an interactive newspaper is examined in this qualitative study which examines convergence of mass society and network society by means of new communication technologies. In this context, being the first newspaper to apply Blippar technology in Turkey and the second one in the world, Milliyet newspaper's mode of operation of this technology was studied. In this study a content analysis aimed at Milliyet newspaper between 21 October 2013 - 21 March 2014, a period of 22 weeks, was performed and the way it uses Blippar application in its content was examined. In the content analysis Milliyet newspaper's mode of operation of Blippar application were encoded according to the topic titles. Milliyet newspaper's frequency and mode of use of Blippar application were examined and the acquired data was analyzed in the statistical software SPSS 21, 0.

Findings

As a result of the study, Milliyet newspaper's five-month mode of use of Blippar technology is summarized in the below table:

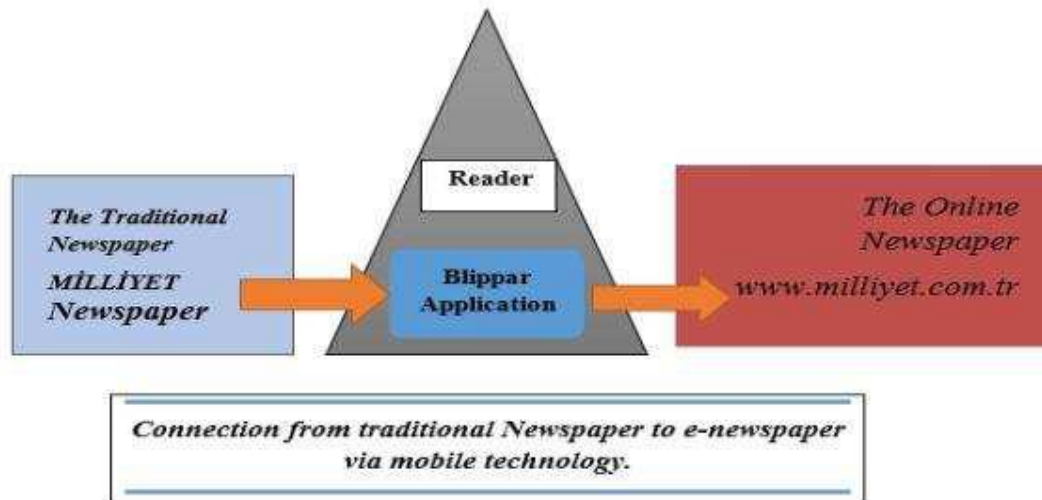


Figure 6. Milliyet Newspaper's Convergency with the New Media via Blippar Technology

Table 1. Content Analysis of Milliyet Newspaper's Blippar Application (21 Oct. 2013-21 March 2014)

	Total Number of News	TV Series	TV Contests	Football	Sports (Others)	Criminal News	Current News	Magazine News	Music	Economy	Movies	Politics	Contests	Puzzles	Survey	Fashion	Art News	Theater	Book News	Technology	Weather		
Period																							
1st Week (21-27 October 2013)	28	1		4		2	1	10	3	1	2	3	1										
2nd Week (28 October - 03 November 2013)	27	1		3	2	1	2	4	2		3	1	1	4	1								
3rd Week (04-10 November 2013)	24			4	2	2	3	4	2		3			4		1							



4th Week (11-17 November 2013)	26	1	1			1	2	3		3	2	7	3	2	1		
5th Week (18-24 November 2013)	32	1	1	1		3	2	9	1	1	5	7				1	
6th Week (25 November - 01 December 2013)	25	2		4		1		6	4		1	7					
7th Week (02-08 December 2013)	30	1		4			2	5	1	2	4	7		2		1	1
8th Week (09-15 December 2013)	17			2		1		1	4		2	7					
9th Week (16-22 December 2013)	23		1				3	1	3		5	7					2
10th Week(23-29 December 2013)	14			2				1			3	7		1			
11th Week (30 December - 05 January 2014)	10			1			1	1				7					
12th Week (06-12 January 2014)	13	2	1	1				2				7					
13th Week (13-19 January 2014)	16					1	2	2		1	3	7					
14th Week (20-26 January 2014)	13	1		1				2			1	7					
15th Week (27 January-02 February)	11			2				1			1	7					
16th Week (03-09 February 2014)	12			2		1					2	7					
17th Week (10-16 February 2014)	11			2	1			1				7					
18th Week (17-23 February 2014)	13			1			1	1			2	7		1			
19th Week (24 February- 02 March 2014)	13		1	1				1			3	7					
20th Week (03-09 March 2014)	9			1					1			7					
21th Week (10-16 March 2014)	11			2							2	7					
22th Week(17-22 March 2014)	7			2								5					

Table 2. Multimedia Rates of the Blippar Application used in Milliyet Newspaper

Period	Video	Photograph	Plain Text	Audio	Survey
1st Week (21-27 October 2013)	12	14		1	
2nd Week (28 October - 03 November 2013)	9	12	0	2	1
3rd Week (04-10 November 2013)	8	11		1	1
4th Week (11-17 November 2013)	11	8			
5th Week (18-24 November 2013)	16	12			
6th Week (25 November - 01 December 2013)	14	4			



7th Week (02-08 December 2013)	16	8			
8th Week (09-15 December 2013)	9	6			
9th Week (16-22 December 2013)	13	4	1		
10th Week(23-29 December 2013)	6	2			
11th Week (30 December - 05 January 2014)	2	1	1		
12th Week (06-12 January 2014)	4	2			
13th Week (13-19 January 2014)	5	4			1
14th Week (20-26 January 2014)	4	2			
15th Week (27 January-02 February)	2				
16th Week (03-09 February 2014)	4	1			
17th Week (10-16 February 2014)	3	1			
18th Week (17-23 February 2014)	5	1			
19th Week (24 February- 02 March 2014)	5	1			
20th Week (03-09 March 2014)	2				
21th Week (10-16 March 2014)	4				
22th Week(17-22 March 2014)	2				

News content in 20 different categories were used in the Blippar application used by Milliyet newspaper. The multimedia mostly used in these news was videos and then photos. The newspaper switched to a dynamic structure from a static structure with the transformation of a news item in the traditional newspaper into video and photograph via smart phone. The newspaper used Blippar supported news at the rate of 17.5 per weekly and 2.5 news per day within 22 weeks of time Blippar application was used. Milliyet newspaper, applying Blippar application in 20 different news category, also applied surveys and contest to transform the reader into an interactive structure by means of the mentioned application. The newspaper requested readers to participate to the online survey and express their opinions. Participation of the reader was provided by blipping on the news item, with a question such as 'What will be the score of GS-FB football game'. The newspaper also held various contests with the object of ensuring interactivity. The reader participates to a contest to have his photo taken with famous actors and actresses is one example to give for these kinds of contests. The day that famous actress Serenay Sarikaya's interview was printed, there was a statement under the interview as 'Blip to have a photo with Serenay Sarikaya' and interactivity with the actress via traditional newspaper was provided. Another area where newspaper provides interactivity with the readers is the puzzles in the newspaper. The newspaper presented the results of previous day's puzzles via smart phone with the Blippar application.

Table 3. In Which News Category Blippar Application was applied in Milliyet Newspaper

Type of News	Number of Weeks Used (n)	Total Number of News
TV Series	8	10
TV Contests	5	5
Football	19	40
Sports (Other Branches)	3	5
Criminal News	8	12
Current News	10	18
Magazine News	18	54
Music	10	24
Economy	4	5
Movies	17	45
Politics	5	8
Contests	2	2
Puzzles	21	139
Survey	1	1
Fashion	2	4



Art News	4	6
Theater	1	1
Book News	1	1
Technology	2	3
Weather	1	1

Blippar application was mostly used in the results of the puzzles. It was followed by magazine news with 54 news items and football news with 40 news items. Milliyet newspaper's application of Blippar application to news categories was carried out as below:

- Newspaper allowed the reader to watch goals of the game or significant photos of the game on his smart phone by inscribing 'blip to watch the goals of the game' under the news regarding the football game.
- Get readers to watch the movie clips subject to the mentioned news, underneath the information about the significant local or foreign movies in the theaters, with Blippar application.
- Especially women's visually was used in tabloid news. The pictures of the actress or model subject to the news underneath a magazine news item was presented to the reader via Blippar application.
- When music news were printed, the video clip or song related to the song or singer subject to the news item were broadcasted via Blippar.
- In fashion news, photos or videos of fashion shows were enabled to the readers through Blippar.
- Newspaper used Blippar application in a descending way, which is a striking finding. Newspaper used more Blippar application news in the first two months and this showed descent especially in fourth and fifth months of the application. Newspaper did not go below 20 news per week in the first two months, however, Blippar application was used in ten to fifteen news in the last two months.

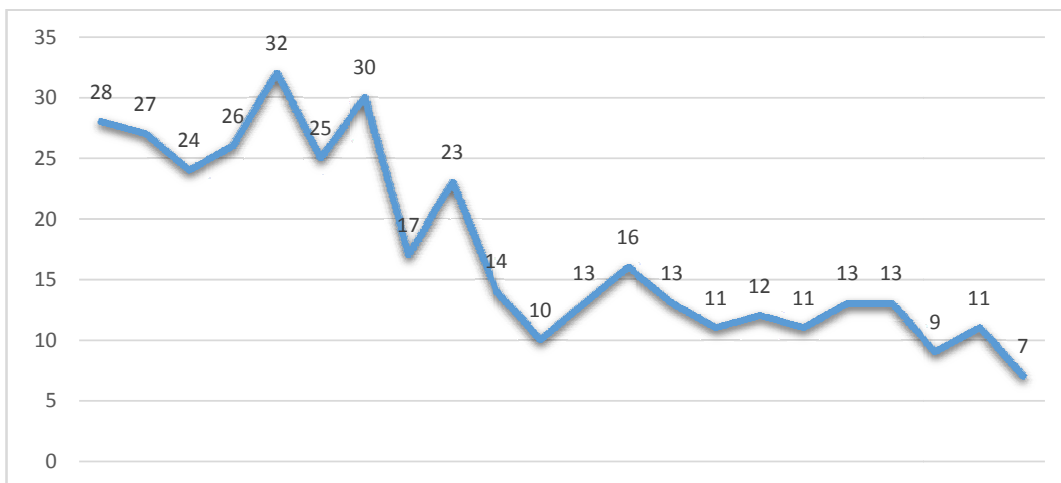


Figure 7. Week-by-week Changes in News with Blippar Application Used in Milliyet Newspaper (21 October 2013- 21 March 2014)

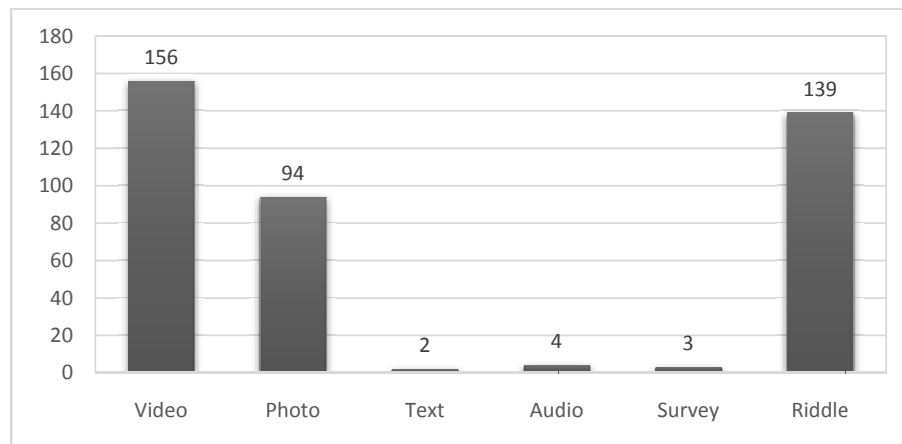


Figure 8. Multimedia Usage in Milliyet - Blippar Application



CONCLUSION

Technology develops in a dizzying speed. Today, the most significant effect of this is that it obliges reorganization of work and workplace in post-industrial economies in a way to adapt to new technological developments. Micro-technology and significant progresses in communication technologies play important roles in the process of transition to post-industrial or knowledge society, just as steam engines, functioning as the driving power, played an important role in the transition to industrial society. In this context, communication technologies were one of the fields directly affected from this change.

Communication processes varied with the emergence of printing press, telegraph, telephone, radio and television and finally internet, satellite and mobile communication facilities and this allowed for emergence of innovations in every field of life. Thus, significant variations emerge in our social communication modes as communication technologies go through changes.

Today incorporation of media and information systems allows for new communications technologies to offer an integrated media. The developments in communication technologies converged countries in many areas from economy to politics. Obstacles such as time and space which separated countries and people from each other were removed as a result of the developments that took place especially in information and communication technologies. One of these applications is the Blippar application. Blippar application provides transition from traditional media to virtual media by means of smart phones. This transition is one of the modes of application to journalism of transition from mass society to network society.

Blippar application, started to be used in 2011, provides transformation of a traditional newspaper into an interactive newspaper. The reader who reads the traditional newspaper on paper, gets interactive with the newspaper by means of Blippar application and can follow the details and continuation of the news item on the paper with his/her smart phone via Blippar application. Blippar application is dubbed as augmented reality and aiming to be number 1 in this field and its most significant difference from QR code is it doesn't switch to another application and allows for interaction within the same application. Milliyet newspaper, using Blippar application for the first time in Turkey, was also the second newspaper to use it around the world. Milliyet Newspaper, desiring to interact with its readers in the digital media by using Blippar technology on 25 September 2013, is one of the traditional newspapers in Turkey which succeeded to switch from mass society to network society. Milliyet newspaper shared more videos and photos contrary to Türkiye newspaper which used QR code previously in 2013, and aimed to provide an interactive communication with its readers by using Blippar technology on a total of twenty news categories within the scope of the research. Milliyet newspaper visualized a news item it published regarding a football game and allowed its readers reading the traditional newspaper at the time to watch the scores of the game from their cell phones by using this application. Newspaper had practices on many topics such as movie clips, music clips, results of puzzles, fashion show videos, survey applications by means of this application. Milliyet Newspaper, using Blippar application, has set an example in becoming a vessel for the individuals to express their mutual relations technologically with the Network Society hypothesis which Castells and Dijk' concentrated on. Blippar application has removed the concept of time and space and carried a static newspaper to a timeless borderless virtual environment. It rendered traditional newspaper's services limited by its number of pages unlimited and included multimedia properties to the newspaper's characteristics of reporting limited again by newspaper's photos and texts.

Blippar application, allowing for traditional newspaper's convergence with mobile technologies, has marked a new era in journalism and brought into open a newspaper both embracing culture society and network society. In this context, traditional newspaper has to use these kinds of applications and has to go through a transformation in order to adapt to mobile media expanding each day. Speeding this transformation will indicate that the claim 'new media is killing the traditional newspaper', is a simple paranoid and will only induce traditional newspaper to become stronger with the convergence of new technology.

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