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**Media Consumption in Turkey:
The “less” and “more” of Turkish Media Consumption in
Comparison with World Countries**

Media is the most important tool for the development of social life for human. As technology improves the media communication tools are improved too. This caused people especially the ones who wants to rule the humanity to be tiptoe of expectation. This expectation is to use media as fourth force in politics which is an important factor for the development of social lives. From the past historical terms media consumption have a been an important topic for all disciplines. The politicians want to see how media consumed for making their propaganda, marketing experts make media consumption surveys to see who and how will their target population will buy their products and services. Media is an important tool for shaping people’s ideas and for reforming them. So, media consumption and the question of “which media is consumed” has became an important question for all the world. This paper searched how media is consumed in the current world with a comparison of Turkey and world. For this aim there has been conducted a survey on the media consumption behavior of Turkish people and it has been compared with the world statistics. The research consists of a survey exploring about the consumption habits of Turkish people for traditional media and new media.it also explores the way of social media usage in Turkey. In the second part of the survey there is a scale questioning and analyzing the factors in the base of uses and gratification theory. The survey concludes with a query of “will new media replace the traditional media?”. The survey has been applied in Turkey and the results are analyzed with the statistics software SPSS. The paper finalizes with a comparison of the Turkish media consumption habits found on this survey with the world media consumption on base of countries from different regions.