Foreword

Using Social Media to Track People

In addition to the intensive information flow in our age, daily technological developments make possible the tracking of individuals. This intensive information should be presented to desired places with the final version to be delivered very quickly after checking for accuracy with advanced tools and adapting according to our interests.

Social Media platforms enable people to follow and to be followed; in short, appropriate social media platforms bring together people and their respective audiences. Social media are media channels that everyone (individuals, companies, brands, institutions) can use to communicate with each other, and they can share information without any limit. Social media have rapidly become an integral part of our community life. The use of social media differs according to individuals. Social media platforms respond to many desires such as socialization, escape, enlightenment, communication, and time spending. While responding to these desires, it became the fastest and most encompassing tool for people today.

To summarize social media in a sentence, it is all of the media whose content is created and distributed by the user, who interacts with the community in which user-generated content is shared and co-produced. Namely, the platforms that anyone or any corporation can share desired content in any platform and can take feedback shortly after sharing are called social media.

Social media are different from traditional media channels in terms of putting users at the center of the content production process by providing the opportunity to contribute to the content. Traditional media no longer determine the form and content of mass communications. Traditional media address mainline populations and take no account of individual features; they make interface design, settings and new arrangements by taking common features of specific target group into consideration.

Traditional media production mostly requires specialized skills and training. This is not the case for most of social media; namely, everyone can produce digital contents for sharing.

The fact that those from all walks of life and various cultures use social media means that there are new dimensions to socialization. People at are once local citizens but also global ones. To understand this new socialization, it is important to understand for what purpose the contents were developed in social media and how these are used. It has become important to know how online contents are developed and how the usability of tools can be investigated for improvement.

The analysis of all shares people have published on via social media is called social media content analysis. Social media tools present numerous collectible and ethnographically searchable data in different formats. With the formation of this vast content pool published by people, it is important to identify what is important for research and knowledge.
The existence of social networks in many areas in Turkey is important for both the individual end-users and companies. Social networks are used for making friends. The most important factor shaping the sort of social network density in Turkey is the Internet usage habits of the Turkish people.

Social network sites can be easily used by being flexible and user-friendly when compared to other education management systems. Forming a group via following easier steps by students and researchers and sharing among themselves provide facilities in terms of communication and feedback. In addition to facilities provided in terms of general use, use limitations of some settings can cause lost during navigating. To form a more useful network via defining these limitations, eye tracking studies are also considered to be important.

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