Research into News Sharing on Twitter and its Convergence with the Means of Mass Media

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Abstract

The need of an individual for news is greater than ever in the modern world, where there is a continuous stream of information and news. The widespread use of mobile devices to satisfy this need, the access to the Social Media by means of mobile devices upon the increases in mobile use and possibilities, the formation of clusters in the new media by users accordingly and the fact that the media organizations carried news to the Social Media in order to include the clustered users in their masses of viewers/readers created convergence between the news media and the Social Media. In this context, some 477 respondents were surveyed by employing the method of random sampling in September 2015 in order to reveal what the tendencies of users towards news sharing on Twitter were, whether the means of mass media had any convergence effect on the sharing of news content, and which demographic elements were effective on news sharing on Twitter and its convergence with the means of mass media. In the research, it was concluded that the university students preferred the Social Media also in order to acquire news, that the media features of Twitter positively affected news sharing owing to its unique and characteristic structure, that the users tended to share the agenda and political news on Twitter by either posting original current tweets or retweeting, that there was an increase in the frequency of using independent news (independent news sites and blogs) sources as they attached importance to tweeting or retweeting the accurate news, and that this turned Twitter into an alternative news center rather than a social network. Regarding Twitter news convergence with the means of mass media, it turned out that the convergence of magazines and radio with Twitter was not as strong as that of television and newspapers. Finally, it was discovered that the ages and employment statuses of the respondents were effective demographic elements with respect to tweeting news on Twitter, whereas the financial income condition, which made it possible to access the media, was the effective demographic element in the context of Twitter news convergence with the means of mass media.

Keywords: Twitter, News Sharing, Uses and Gratifications, Convergence.

Introduction

How communication technologies steer social change often becomes a current issue. Such reasons as the fact that the Social Media user links have become rhizomic structures (have become intertwined or complicated), that establishments and companies have enhanced their efficiency in the Social Media, and that the Social Media have become continually accessible by means of mobile devices have enabled the Social Media to increase their importance in everyday life. Especially the corporate, noncorporate and other independent news media have begun to prefer using the Social Media, particularly Twitter, like a news center in order to reach the society easily and quickly. This has turned Twitter into the source of news, particularly into the source of alternative news. This makes it important to understand what the tendencies of users in the media are and what kind of convergence Twitter, which we have now begun to encounter frequently, experiences with the other means of mass media because the situation occurring in line with supply and demand both carries news to a different dimension from its status in the traditional means of mass media and changes the perspectives of users on news.

The use of the Internet and the Social Media is still evaluated as an important source to satisfy the need for being informed by users. The need for being informed becomes more and more important particularly in the news media on the Internet and in the Social Media, where inaccurate news or

information has become widespread; where the distinction between accurate news and inaccurate news has blurred; and where news and information are in a continuous stream. While the studies reveal that the need of users to access information is still an important factor in their news consumption in the Social Media (Shim, You, Lee & Go, 2015: 108), another study on opinion leadership, media consumption, and civic participation concentrates on the view that regardless of the type of the media (e.g. newspaper, the Internet or television), the need to access information is an essential factor among the reasons for users' media consumption in the participation in the community life (Shah & Scheufele, 2006: 15). There are also views that mobile news consumption does not differ from the other means of mass media (Mitchelstein & Boczkowski, 2010: 1085). The increase in the need of people for news in the complicated world, the fact that mobile use facilitates satisfying this need and the increase in mobile news consumption accordingly as well as the clustering of users for various contents in the new media have stimulated those traditional or new media organizations and companies which try to benefit from this situation. In addition, various bilateral endeavors have been formed to provide the traffic of viewers/readers/users towards the content created. It is seen that Twitter, distinguished at this point from the other Social Media platforms by its characteristic features, has stood out as the alternative news media.

In this context, the research aims to reveal what the tendencies of university students towards news sharing on Twitter are in the context of the uses and gratifications approach, whether the means of mass media have any convergence effect on the tendency towards news content sharing, which means of mass media stand out in Twitter news convergence, and, if there is Twitter news convergence, which demographic elements are effective on convergence on Twitter.

Literature

Lievrouw uses the concept of mediation to express the currently-experienced situation of the new media. Mediation refers to the theoretical approach which aims to interconnect the processes of interpersonal communication and mass media in the new media (Lievrouw, 2016: 14). In this regard, the processes of interpersonal participation and intervention stand out concerning the creation and sharing of the meaning by using technological channels to spread and enhance communication in the media, while the media departs from being an instrument which has an influence on people and which is constant, stable, and remote from personalness.

Twitter began to be used in 2006 as the users sought an answer to the question "What are you doing right now?" and later proceeded towards a far more different characteristic. With limited characters (140), it allows its users to state a view on any event, to like the tweets of the people followed, to re-share the liked tweets on their own accounts, and to add the liked tweets to their favorites on their own accounts and the relationship between the follower and the followed does not depend on reciprocity. The number of Twitter users rose to 32.1 million from 1.6 million between April 2008 and April 2009 (Vascellaro, 2009). It is stated that the monthly number of active Twitter users was 328 million at the first quarter of 2017 (Statista, 2017). As the use of Twitter becomes widespread, one side of the thoughts about the field evaluates Twitter as the media where narcissistic talks take place (Ariens, 2009; McKinney, Kelly & Duran, 2012: 114-116), whereas the opposite views evaluate it as media helping thousands of people who share similar interest to form links in real media (Sarno, 2009). A study carried out with 317 Twitter users within the scope of the uses and gratifications approach reveals that the need of users to form a friendship with each other increases with an increase in the duration of Twitter usage (Chen, 2011: 759). The research dealing with the effects of the addiction to using Twitter among undergraduate students concludes that 34% of the respondents are considered intensive Twitter users when they post 5-10 tweets per day, that 10% of them do not remember how many tweets they post per day as they are in intensive interaction on the Twitter platform, that 71% of them are addicted to Twitter in order to earn followers, that 30% of them use Twitter in order to follow news, and that 15% of them use Twitter in order to find out what is going on around them (Saaid, Al-Rashid & Abdullah, 2014: 231). The study on how emergency uses differ from the use of Twitter for general purposes states that the sharings on Twitter at the times when emergency events occur have a tendency towards disseminating more information, whereas the use of Twitter for general purposes is undergoing change to share more information over time (Hughes & Palen, 2009: 248). Hence, it is possible to state that differences also occur in sharings on Twitter for general purposes and in sharing and disseminating news on Twitter in terms of emergency use.

It is noted that in the context of interaction with news content, Twitter users interact for a longer period than Facebook users (Matsa, 2016), that 42% of the Twitter users use the application several times per day, and that 93% of the Twitter users are at the same time Facebook users (Greenwood, Perrin & Duggan, 2016). The commencement of the intensive use of news content on Twitter has led to an increase in the traffic of news sites. It is stated that average Twitter users tend to visit the news sites two or three times more than average Internet users do (Lipsman, 2009). The statistics show that news also has a role in the growth and development of such Social Media platforms as Twitter and Facebook. The study by Barthel et al. mentions that as compared with the previous years, such Social Media platforms as Twitter and Facebook have turned into sources of acquiring news and that users tend to acquire news through these channels. Although the rate of those who access news through Facebook and Twitter is stated at the same rate as 63% in the research, it is emphasized that the rate of users who acquire breaking news through Twitter is twofold that of Facebook (Barthel, Shearer, Gottfried & Mitchell, 2015). The research demonstrates that Twitter is more intensively used to acquire news and to access news than the other Social Media platforms. The study which deals with the use of microblogs in the context of the uses and gratifications approach expresses that university students concentrate on breaking news and interesting news rather than on serious news like politics or military issues and that the time spent in the media and the degree of frequency indicate the use of microblogs as the source of breaking news (Li, 2011: 1). The analysis of the research which examines the use of Twitter by professional sports reporters with the method of content analysis reveals that there is inconsistency between the sharings by reporters and the content quantified. Even though the reporters stated that they used Twitter for breaking news and introduction, the result of the content analysis reveals that the sharings were for view and comment purposes (Sheffer & Schultz, 2010: 472).

People meet their need to acquire news either by purchasing the traditional media such as radio, television, and newspapers in various ways or through subscription. On the other hand, the access to news through the Social Media is different. Twitter users can access news free of charge and also by retweeting a tweet, but not always by means of the people they follow. The research performed to reveal the characteristic and power of Twitter as the new information sharing media states that more than 85 percent of trend topics are made up of continuous news and news headlines and that regardless of how many followers a user has, any tweet reaches a thousand (1,000) users on average by retweeting it. The result of the research reveals that the information gradually spreads faster than the moment when it is first shared (Kwak, Lee, Park & Moon, 2010: 591). The study shows the effect of retweeting. So, by retweeting, the users support a shared view; moreover, retweeting provides every user with the power to disseminate the information or news to a larger mass of users, with the source being the user.

Facebook is addressed in the majority of the Social Media studies carried out. This is because Twitter both is a newer platform than Facebook and involves the alternative political characteristic with its tendency towards concentrating on the issues on the agenda relatively more than Facebook and Instagram do. Whilst the traditional media try to form a significant amount of the news and information content by means of official sources, the Social Media technologies like Twitter are made up of sudden and short pieces of news formed by means of unofficial sources against the concentrated media influenced by capital. The coordinated use of other sources in the use of the new media provides the occurrence of alternative types and forms of communication. That is, the extensive distribution of online information enables the alternative media to form. The media which provide an opportunity for different social groups to create their own communities, to gain visibility, to present their alternative and marginal views, to produce and share information, and so to resist the dominant culture, politics, and power against the mainstream media and the popular culture are referred to as alternative media (Lievrouw, 2016: 12). The alternative media also provide a difference in the understanding of news. It can be seen that whilst news is formed in the form of a single piece as a whole from a single source by the authority or an expert in the understanding of news in the traditional media, the news in the Social Media is composed of small pieces of news formed from multiple sources and with joint information. With the limited structure of Twitter, various aspects of news are acquired in pieces from the perspectives of different users. It is mentioned that joint information forms an alternative to the processes concerning the production, dissemination, and gatekeeping of the authority-sourced information in modern societies (Lievrouw, 2016: 177). The joint formation of the news in the new media by means of different sources is therefore important.

It is stated that Twitter users evaluate Twitter like a news center by acquiring news from multiple sources and with joint information and that the movement of information developing under the protection of capital is therefore controlled to some extent (Puschmann & Burgess, 2014: 47). The fact that tweets cannot be longer than a specific length (140 characters) and their feature of being easy-to-share place Twitter in a different position than personal blogs and the other text-based platforms. Having made research into the tendencies of Twitter users, Kwak et al. reveal that Twitter resembles a news media platform rather than a social network since 85% of the tweets are about news (Kwak, Lee, Park & Moon, 2010: 591). Another study which stresses that the most important nature of Twitter is its being real-time describes each Twitter user as a "social sensor" when examining the real-time interaction of events on Twitter like earthquakes (Sakaki, Okazaki & Matsuo, 2010: 851). By this aspect of its, Twitter users are distinguished from the traditional media as they act as social sensors that provide information on various sides of news events from the first source.

The study which addresses the tendencies of those foreign reporters who work for the large news broadcasting media in the USA towards using Twitter depending on various variables such as the levels of interaction and popularity concludes that press reporters tend to share external site links predominantly in order to state thoughts and comments via links on Twitter, whereas television reporters use Twitter by using hashtags predominantly in order to inform their followers about breaking news and that there occurs a difference in popularity between the two groups depending on the tendencies of reporters towards using Twitter. It emphasizes that a typical television reporter has two thousand (2,000) more followers on average than a press reporter depending on the use of hashtags and links and that television reporters accordingly are more popular on Twitter than press reporters. One of the results of the research stresses that followers expect original content from the reporters they objectively follow without sharing any thoughts or comments by using the media features. It also reveals that the tweets posted by reporters also change the production and stream of news at the news center and that a large quantity of the tweets posted, i.e. 13%, contribute to the news produced by their colleagues at the news center (Cozma & Chen, 2013: 42-43). Another study which draws attention to the fact that the Social Media, particularly Twitter, turned into the information channels of the candidates by bypassing the editorial media during 2016 US Presidential election campaigns and that so Hillary Clinton professionally used the Social Media during the electoral campaigns, whereas Donald Trump used Twitter with an amateur approach states – according to the results of the US presidential elections – that the Twitter users further leaned towards the amateur approach in the context of political communication and that authenticity, i.e. originality, was considered important on the Twitter platform at this point (Enli, 2017: 59).

Today Twitter appears a platform where the contents of various types of broadcasts such as large media activities watched on TV by large masses such as MTV Music Awards or the UEFA Champions League Final as well as live broadcasts and discussion programs are discussed online. During media events and activities, Twitter is used by broadcasters in order to increase the audience rates of television, to draw attention to the activity concerned, and to support the increasing of advertising revenues. Such support at the same time makes it possible to form a community of fans and hence to form the community to be the consumer of the content created. In terms of television broadcasters, the sharings belonging to the views of Twitter users soon give an idea about the pulse of the possible audience of the event concerned. The study which analyzes how the audience expressed its admiration on Twitter during the Eurovision event in Europe and Australia evaluates Twitter as the instrument which sounded the general performance of the audience attending the event out within the framework of the media event held and whereby long-term admiration can be presented (Highfield, Harrington & Bruns, 2013: 336). Such studies can clearly illustrate the convergence between television and Twitter. Accordingly, it is mentioned that the different contents and services conveyed through different means of communication media are interactively conveyed under the influence of digitization, which develops depending on communication technologies. It is added that the broadcasting limits have therefore been removed (İspir, 2015: 15).

Users' self-presentations are of importance in the Social Media sharings. Accordingly, Papacharissi states that self-presentation is a carefully- and painstakingly-displayed performance even on personal Internet pages (Papacharissi, 2002: 644) and it is suggested that the statement of spheres of interest in social network profiles such as music, books, and television programs is concerned with liking performances (Liu, 2007: 273). So, are the self-presentation performances by users also important in those media where the news sharing content is essential like Twitter? At this point, one should refer to the work by Goffman, who likens the everyday life to a theatre play. Goffman

states that people tend to create the desired identity in order to give a good impression in their environment (Goffman, 2014: 16-19). In this sense, life is likened to a theatre play, while the self reaches a position which interacts with viewers from a position which is identified with the actor. Interaction gains importance among the audience. Within the scope of the study, it is considered important whether the factor of self-presentation stands out in news sharings in the Social Media; that is, whether some personal comments are added to the news shared.

The research was addressed in the context of the uses and gratifications approach. The approach is preferred in order to analyze the gratification of the needs of Social Media users in the recent years in particular. Thus, there are views that uses and gratifications form an appropriate framework for Internet research (LaRose & Eastin, 2004; Ko, Cho & Roberts, 2005; Chung & Kim, 2008; Akçay, 2011; Alikılıç, Gülay & Binbir, 2013; Cangöz, 2016), whereas there are also views that Twitter in particular can be addressed within this framework (Johnson & Yang, 2009). The uses and gratifications approach is very handy for those media which are able to highlight the interpersonal side of the Social Media like Twitter since the approach can reveal whether motivation and needs can be met by the media while focusing on the social and psychological needs of the users. The approach emphasizes that various means of mass media compete to draw the attention of users. An active user prefers the media satisfying his/her needs among various means of mass media (Erdoğan & Alemdar, 2005: 161-162; Uzun, 2013: 86). In this context, the uses and gratifications approach is not interested in what the media do to people but in what people do with the media.

Within the scope of the above-mentioned literature, such elements as whether attaching importance to self-presentation, originality and currency in the news content affected news sharing; whether there was convergence between the means of mass media and Twitter; which means of mass media stood out in the convergence; whether the duration of use of Twitter and its degree of frequency increased in terms of orientation to the news content on Twitter; whether the application and use features of Twitter provided a very convenient medium for news acquisition, particularly for breaking news; whether the Social Media turned into a source of acquiring news; and whether Twitter was evaluated as the media with the feature of being the alternative news media were considered important within the scope of the research subject and the research questions were built as a result of the literature review within this scope.

Research

The need of an individual for news is greater than ever in the modern world, where there is a continuous stream of information and news. The widespread use of mobile devices when satisfying this need, the access to the Social Media by means of mobile devices upon the increases in mobile use and possibilities, the clustering of the users in the new media accordingly and the fact that the media organizations carried news to the Social Media in order to include the clustered users in their masses of viewers/readers created convergence between the news media and the Social Media. Within the scope of convergence, Twitter, due to its characteristic features, comes to further forefront as the alternative news media as compared with the other Social Media platforms. The tendencies of users towards sharing news on Twitter give rise to the questions of whether the means of mass media have any convergence effect on the tendency towards sharing news content and of which demographic elements are effective on convergence. In this context, the research question of the study is: "What are the tendencies of university students towards news sharing on Twitter in the context of the uses and gratifications approach and do the means of mass media have any convergence effect on the sharing of news content? If yes, which demographic elements are effective on convergence with Twitter?"

Hypothesis 1: The respondents access news through the Social Media.

Hypothesis 2: The respondents tend to share the agenda and political news on Twitter the most.

Hypothesis 3: The respondents attach importance to originality and currency in their news sharings by using the features of Twitter.

Hypothesis 4: The respondents attach importance to the issue of self-presentation in their news sharings on Twitter.

Hypothesis 5: The respondents attach importance to the accuracy of the news about which they will post original and current tweets or retweets.

Hypothesis 6: The employment statuses of the respondents prevent the use of the Social Media for news purposes by means of mobile devices.

Hypothesis 7: There is a significant relationship between the employment statuses of the respondents and Twitter news convergence with the means of mass media.

Hypothesis 8: The respondents evaluate Twitter as the alternative news center.

Hypothesis 9: The convergence of magazines and radio with Twitter is not as strong as that of television and newspapers.

Hypothesis 10: The large number of accounts followed on Twitter does not provide an increase in the number of followers.

Hypothesis 11: Increasing the weekly number of times of tweeting news on Twitter requires some other skills than the use for general purposes.

Hypothesis 12: The ability of the respondents to tweet news weekly depends on their ability to follow the news in various media.

Hypothesis 13: The sharings performed by using such features of Twitter as hashtags, mention, and retweet positively affect news sharing.

Hypothesis 14: There is a significant relationship between the ages of the respondents and their tweeting of news on Twitter after they have confirmed the accuracy of the news from various media.

Hypothesis 15: There is a significant relationship between the income conditions of the respondents and "the preference for tweeting the news content with the features of Twitter".

Hypothesis 16: There is a significant relationship between the income conditions of the respondents and "Twitter news convergence with the means of mass media".

Some 22 elements were determined as a result of the literature review on what the elements influencing the perceptions of news content sharing on Twitter and the tendencies towards Twitter news convergence were. In September 2015, a survey containing 50 questions, 6 of which were demographic, was carried out with 477 respondents by employing the method of random sampling.

The items addressed in the previous studies and including the issues of sharing the news content with the features of Twitter, Twitter news convergence with the means of mass media, sharing the news content on Twitter originally, and the evaluation of Twitter as the alternative news center were addressed in the survey questions. As a result of the reliability test done, it was observed that the Cronbach's alpha value turned out to be 0.960. The alpha value obtained shows that the study is reliable.

The following were determined in the descriptive analysis of the responses given:

Of the respondents, 59.1% are female and 40.9% are male. 100% of the respondents are university students. 97.9% of the respondents are single, whereas 2.1% of them are married. Of the respondents, 52.2% are aged 20-22 years, 25.2% are aged 18-19 years, and 22.6% are aged 23-25 years. The monthly amount of expenses ranges from 0 to 999 TL for 54.5% of the respondents, from 1,000 to 1,999 TL for 29.6% of them, and from 2,000 to 2,999 TL for 9.9% of them. Of the respondents, 65.8% stated that they were not employed at any work, 18.2% stated that they worked at small jobs from time to time, and 8.2% stated that they were continually working part-time.

Inferential analyses were made on the basis of the factors determined. These analyses were Correlation Analyses, Mann-Whitney and Kruskal-Wallis tests, and Median calculations.
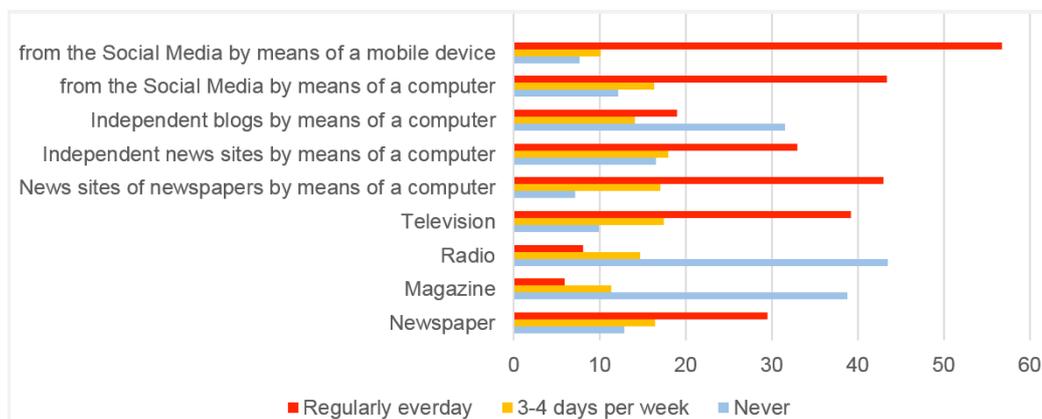
Graph 1: The weekly use of the media by the university youth in order to get news.

The weekly use of the media by the university students is illustrated in Graph 1. Of the university students, 56.8% regularly access news through the Social Media applications by means of mobile devices every day and 43.4% access news through the Social Media by means of a computer. Hence, it is possible to state that the tendency towards accessing news through the Social Media worldwide occurs in Turkey too. Within the scope of the traditional media, however, it is seen that television has the highest percentage (39.2%) in accessing news every day. The rates of preference for magazines and radio every day to get news remained below 10% (See Graph 1).

In light of the above-mentioned finding, the hypothesis "The respondents access news through the Social Media" (Hypothesis 1) was accepted.
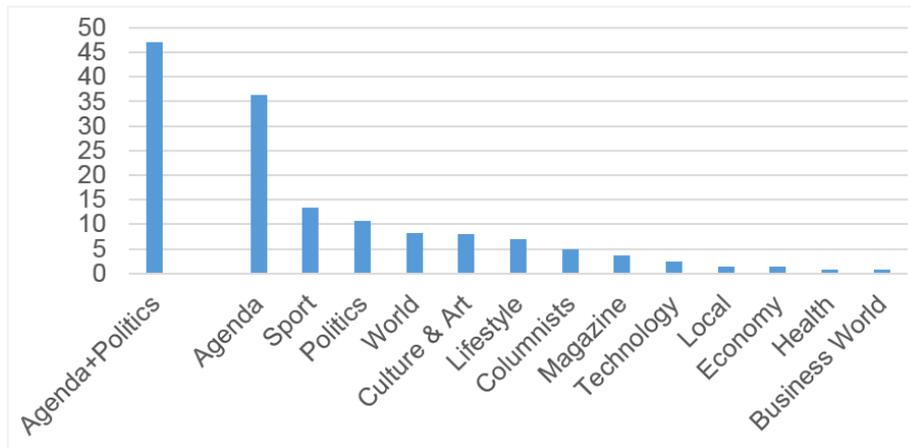
Graph 2: The preference of university students for news sharing on Twitter.

In Graph 2, it is seen that the respondents preferred sharing the agenda news on Twitter the most. It is followed by sport (13.4%) and political news (10.7%) (See Graph 2). It should not be misleading that politics ranks third (10.7%). The effect of politics on the formation and determination of the agenda news is great. For instance, political news is prioritized in the news on TV and radio due to its importance. Furthermore, it can be seen that the majority of the agenda news is comprised of political news. Within the scope of the graph, the rate of 47% is reached by adding the percentages of the agenda news and the political news. This rate is almost half the total percentage. Therefore, Twitter is evaluated as the media where more political views can be expressed than in the other social media.

In light of the above-mentioned finding, the hypothesis "The respondents tend to share the agenda and political news on Twitter the most" (Hypothesis 2) was accepted.

A factor analysis was made on the available items and the following factors were determined. The KMO and Bartlett's ToS values obtained verify that the questions were appropriate for the factor analysis (KMO=0.952, Bartlett's Test of Sphericity p=0.000). It is seen that the factor analysis resulted in three factors. However, when the Table of the Extraction Sums of Squared Loadings is seen (See Table 1), it is established that the factor "tweeting and retweeting the original current news" is far more dominant than the factor "the preference for tweeting the news content with the features of Twitter" and the factor "Twitter news convergence with the means of mass media". The data reveal that when sharing the news content on the Twitter platform, the users most attached importance to tweeting the original current news as well as to retweeting the liked news.

Table 1. Extraction Sums of Squared Loadings			
	Total	% of Variance	Cumulative %
F1. The factor "Tweeting and retweeting the original current news"	12.070	**54.864**	54.864
F2. The factor "The preference for tweeting the news content with the features of Twitter"	1.555	7.068	61.932
F3. The factor "Twitter news convergence with the means of mass media"	1.10	4.998	66.930

The ability to post original current tweets in terms of the news content is concerned with the sincerity of the news depending on the reality, accuracy, and reliability of the news, which affect how the news is conveyed and which are among the elements of news. The issue of the ability to post an original current tweet of the news content points to impression management in this regard (Leary & Kowalski, 1990) and hence to the importance that the users attach to self-presentation on Twitter. In the media where the user IDs cannot be determined, the importance attached to self-presentation reveals the desire of users to be at further forefront than the other users and, with its current concept, the importance of the desire to become a Twitter phenomenon in terms of users. In other words, the fact that the issue of self-presentation comes to the forefront with the news content shows that becoming a Social Media phenomenon is considered important by users in the context of impression management.

Users' performances of activities based on liking, following, commenting, and sharing facilitate the occurrence of both supportive and opposite views. It is mentioned that the power provided by the actions of commenting and sharing has in a sense turned everyone into an opinion leader in their own social environment and transformed the two-stage stream into a multiple and cyclic structure (Kaymaz, 2013: 359). Senft uses the concept "microcelebrity" to define the Social Media phenomena who have acquired their fame in the digital media by themselves (Senft, 2008: 25). The opinion leaders in the new media may be those among the ordinary people who originate from the society and may earn an economic income by transforming their fame in the new era (Sabuncuoğlu & Gülay, 2014: 1). In this way, the concept of opinion leader (O'Sullivan, Hartley, Saunders, Montgomery & Fiske, 1994: 211; Yüksel, 2013: 22), which originated with the hypothesis of the two-stage stream coined in 1940 by Lazarsfeld, Berelson, and Gaudet, is undergoing change. Social Media phenomena are content producers by knowing the characteristics of followers, which indicates us that the concept of opinion leader continues in a different way in the new media.

In light of the above-mentioned finding, the hypothesis "The respondents attach importance to authenticity, originality, and currency in their news sharings by using the features of Twitter" (Hypothesis 3) was accepted. Depending on Hypothesis 3, the hypothesis "The respondents attach importance to the issue of self-presentation in their news sharings" (Hypothesis 4) was accepted.

Within the scope of the findings, the resulting situation on Twitter brings to mind the statement "In the future, everyone will be world-famous for 15 minutes" by Andy Warhol – a representative of the Pop Art trend. Especially the Social Media widely used among teenagers are media where the views or preferences of users are interactively redistributed or presented to appropriate followers/readers/viewers in various forms. In this context, one should look at the work "the Presentation of Self in Everyday Life" (1999) by Goffman and at Marwick and boyd, who made a connection between the conceptualization of identity as a continual performance and Symbolic Interactionism (Marwick & boyd, 2010: 123). According to them, identity and the self develop in a continuous interaction with those one communicates with. According to the paradigm of symbolic interaction, an identity on Twitter is built by communicating with the others. What happens on Twitter is indeed the shift of the balance between the onstage performance and offstage performance of users, between what is private and what is public, and between disclosing/explaining and remaining confidential towards the desire of being more accepted by the imagined audience as well as its making of a positive impression on the audience. This may also be called becoming an Internet phenomenon. On the one hand those Twitter users who want to become a phenomenon try to balance personalness and the expectations of followers, but on the other, they employ self-censorship concerning what will arouse interest in order to attain the expectations of followers. In this context, they attach importance to the originality and currency of the tweet depending on the element of self-presentation in the tweeted and retweeted news.

There is a negative correlation (rho=-0.120, p=0.038) between the employment statuses of the respondents and the weekly number of times of tweeting news, a negative correlation (rho=-0.099, p=0.030) between the employment statuses of the respondents and the factor "tweeting and retweeting the original current news", a negative correlation (rho=-0.106, p=0.039) between the employment statuses of the respondents and the number of accounts followed on Twitter, a negative correlation (rho=-0.141, p=0.012) between the employment statuses of the respondents and the number of news organizations or news centers followed on Twitter, a negative correlation (rho=-0.209, p=0.000) between the employment statuses of the respondents and the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news, a negative correlation

(rho=-0.195, p=0.000) between the employment statuses of the respondents and the frequency of the weekly use of independent news sites by means of a computer in order to get news, a negative correlation (rho=-0.139, p=0.003) between the employment statuses of the respondents and the frequency of the weekly use of independent blogs by means of a computer in order to get news, and a negative correlation (rho=-0.132, p=0.005) between the employment statuses of the respondents and the frequency of the weekly use of the Social Media by means of a computer in order to get news. The resulting situation demonstrates that with an increase in the employment status, the number of times of tweeting news on Twitter decreased, that the number of times of tweeting and retweeting the original current news fell, that there were simultaneous decreases in the use of independent news sites and independent news blogs, that the respondents did not want to prefer tweeting or retweeting without questioning the accuracy of the news they would share on Twitter from various media, and that they needed time to be able to distinguish the falsified/false news in the new media. Briefly, it turns out that the respondents needed time to make a distinction about whether the news was accurate news or not before sharing the news on the Twitter platform and that the employment status prevented this.

In light of the above-mentioned finding, the hypothesis "The respondents attach importance to the accuracy of the news about which they will post original and current tweets or retweets" (Hypothesis 5) was accepted.

The employment of the respondents at any work may prevent them from using the Social Media by means of a computer in order to get news; nevertheless, there is also a negative correlation between the employment statuses of the respondents and the frequency of the weekly use of the Social Media by means of a mobile device in order to get news (rho=-0.106, p=0.024). It is seen once more that the frequency of the weekly use of the Social Media by means of mobile devices by the university students in order to get news when they were at work decreased and that they thought that extra time should be spared to the news acquired through the Social Media and hence attached importance to the distinction between inaccurate news and accurate news in the Social Media.

In light of the above-mentioned finding, the hypothesis "The employment statuses of the respondents prevent the use of the Social Media for news purposes by means of mobile devices" (Hypothesis 6) was accepted.
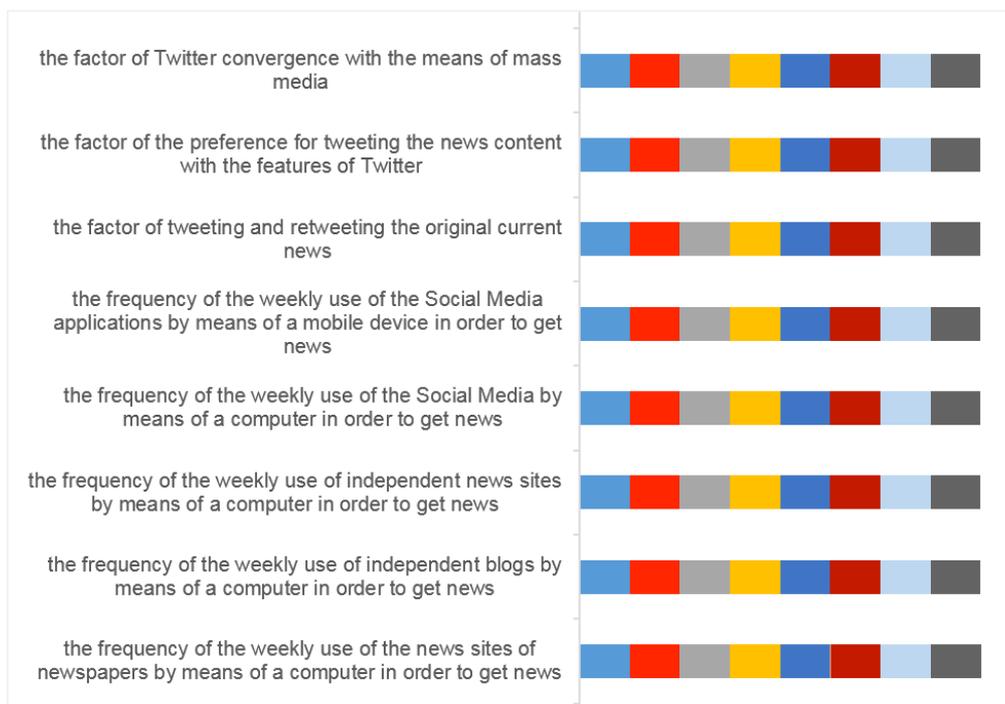
There is a negative correlation between the employment statuses of the respondents and the factor "Twitter news convergence with the means of mass media" (rho=-0.145, p=0.002). When the tendencies of the respondents towards displaying painstaking and careful behaviors also in terms of Twitter news convergence are evaluated together with Hypotheses 5, 6, and 7, they reveal that the respondents behaved painstakingly with regard to news sharing and took pains not to tweet or retweet the inaccurate news.

In light of the above-mentioned findings, the hypothesis "There is a significant relationship between the employment statuses of the respondents and Twitter news convergence with the means of mass media" (Hypothesis 7) was accepted.

There is a positive correlation (rho=0.680, p=0.000) between the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news and the frequency of the weekly use of independent news sites by means of a computer in order to get news, a positive correlation (rho=0.405, p=0.000) between the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news and the frequency of the weekly use of independent blogs by means of a computer in order to get news, a positive correlation (rho=0.440, p=0.000) between the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news and the frequency of the weekly use of the Social Media by means of a computer in order to get news, a positive correlation (rho=0.371, p=0.000) between the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news and the frequency of the weekly use of the Social Media applications by means of a mobile device in order to get news, a positive correlation (rho=0.314, p=0.000) between the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news and the factor "tweeting and retweeting the original current news", a positive correlation (rho=0.254, p=0.000) between the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news and the factor "the preference for tweeting the news content with the features of Twitter", and a positive correlation (rho=0.206, p=0.000) between the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news and the factor "Twitter news convergence with the means of mass media". Moreover, it was established that the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news, the frequency of the

weekly use of independent news sites by means of a computer in order to get news, the frequency of the weekly use of independent blogs by means of a computer in order to get news, the frequency of the weekly use of the Social Media by means of a computer in order to get news, the frequency of the weekly use of the Social Media applications by means of a mobile device in order to get news, the factor "tweeting and retweeting the original current news", the factor "the preference for tweeting the news content with the features of Twitter" and the factor "Twitter news convergence with the means of mass media" were positively correlated with each other (See Graph 3). That is, it is seen that the eight elements are all positively correlated with each other. The findings show that the users who accessed news through a platform needed to access news through other media too; that is, they verified the accuracy of the news in the media, questioned and analyzed it, and tended to tweet or retweet the news in whose accuracy they believed (The accuracy of Hypothesis 5 is reconfirmed). In addition, the presence of the frequency of using independent news blogs and independent news sites in the ball of positive correlations mentioned demonstrates that the respondents evaluated the media as the alternative media and therefore tended to tweet and retweet the news by avoiding a unidirectional perspective and by investigating the different sides of the news other than the perspective of the mainstream media. The Twitter platform is evaluated as the area where the views acquired from the other independent media organizations can be reflected.

In light of the above-mentioned findings, the hypothesis "The respondents evaluate Twitter as the alternative news center" (Hypothesis 8) was accepted.

Graph 3: Tweeting or retweeting the accurate news and the evaluation of Twitter as the alternative news center.

There is a positive correlation (rho=0.243, p=0.000) between the frequency of the weekly use of newspapers in order to get news and the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news, a positive correlation (rho=0.275, p=0.000) between the frequency of the weekly use of newspapers in order to get news and the frequency of the weekly use of independent news sites by means of a computer in order to get news, a positive correlation (rho=0.217, p=0.000) between the frequency of the weekly use of newspapers in order to get news and the frequency of the weekly use of independent blogs by means of a computer in order to get news, a positive correlation (rho=0.147, p=0.002) between the frequency of the weekly use of newspapers in order to get news and the frequency of the weekly use of the Social Media by means of a computer in order to get news, a positive correlation (rho=0.161, p=0.001) between the frequency of the weekly use of newspapers in order to get news and the frequency of the weekly use of the Social Media by means of a mobile device in order to get news, a positive correlation (rho=0.219, p=0.000) between the frequency of the weekly use of newspapers in order to get news and the factor "tweeting and retweeting the original current news", a positive correlation (rho=0.209, p=0.000) between the
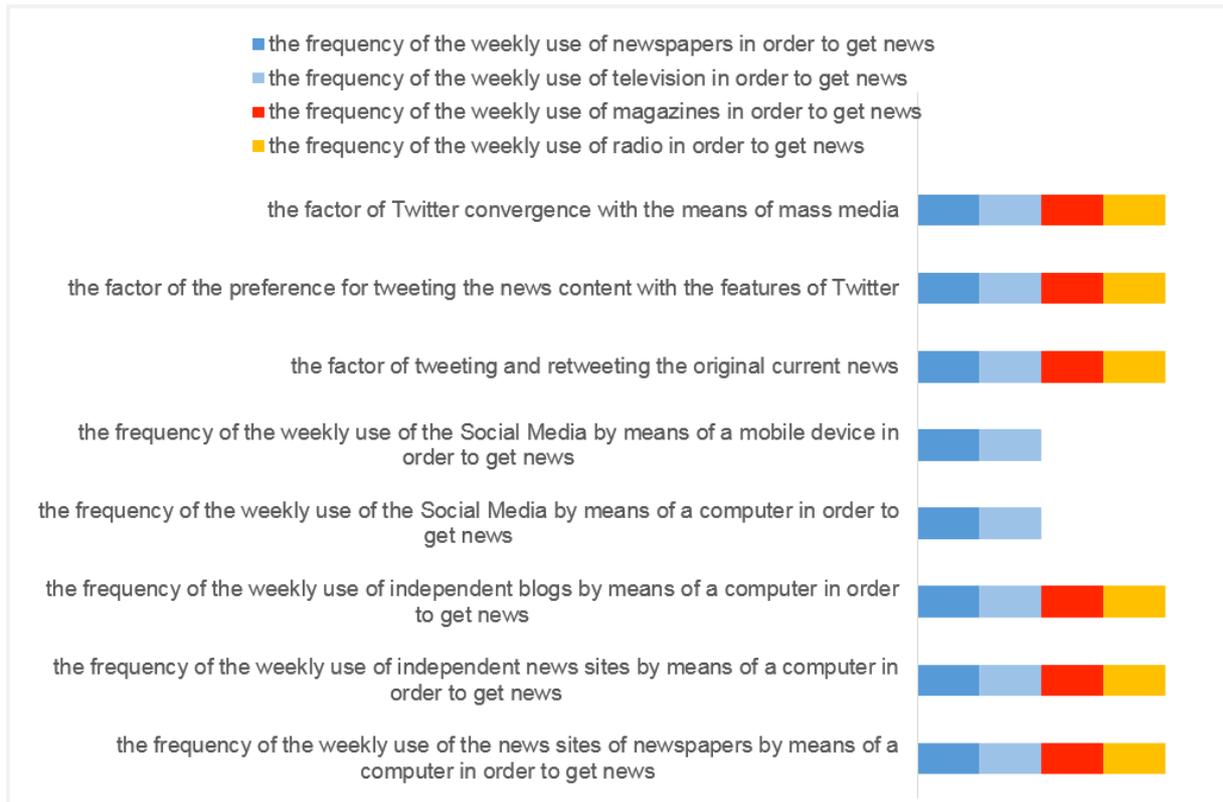
frequency of the weekly use of newspapers in order to get news and the factor "the preference for tweeting the news content with the features of Twitter", and a positive correlation (rho=0.172, p=0.000) between the frequency of the weekly use of newspapers in order to get news and the factor "Twitter news convergence with the means of mass media".

There is a positive correlation (rho=0.251, p=0.000) between the frequency of the weekly use of television in order to get news and the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news, a positive correlation (rho=0.156, p=0.001) between the frequency of the weekly use of television in order to get news and the frequency of the weekly use of independent news sites by means of a computer in order to get news, a positive correlation (rho=0.147, p=0.002) between the frequency of the weekly use of television in order to get news and the frequency of the weekly use of independent blogs by means of a computer in order to get news, a positive correlation (rho=0.234, p=0.000) between the frequency of the weekly use of television in order to get news and the frequency of the weekly use of the Social Media by means of a computer in order to get news, a positive correlation (rho=0.262, p=0.000) between the frequency of the weekly use of television in order to get news and the frequency of the weekly use of the Social Media by means of a mobile device in order to get news, a positive correlation (rho=0.146, p=0.002) between the frequency of the weekly use of television in order to get news and the factor "tweeting and retweeting the original current news", a positive correlation (rho=0.123, p=0.008) between the frequency of the weekly use of television in order to get news and the factor "the preference for tweeting the news content with the features of Twitter", and a positive correlation (rho= 0.136, p=0.003) between the frequency of the weekly use of television in order to get news and the factor "Twitter news convergence with the means of mass media".

There is a positive correlation (rho=0.195, p=0.000) between the frequency of the weekly use of magazines in order to get news and the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news, a positive correlation (rho=0.203, p=0.000) between the frequency of the weekly use of magazines in order to get news and the frequency of the weekly use of independent news sites by means of a computer in order to get news, a positive correlation (rho=0.293, p=0.000) between the frequency of the weekly use of magazines in order to get news and the frequency of the weekly use of independent blogs by means of a computer in order to get news, a positive correlation (rho=0.142, p=0.002) between the frequency of the weekly use of magazines in order to get news and the factor "tweeting and retweeting the original current news", a positive correlation (rho=0.170, p=0.000) between the frequency of the weekly use of magazines in order to get news and the factor "the preference for tweeting the news content with the features of Twitter", and a positive correlation (rho=0.208, p=0.000) between the frequency of the weekly use of magazines in order to get news and the factor "Twitter news convergence with the means of mass media".

There is a positive correlation (rho=0.115, p=0.015) between the frequency of the weekly use of radio in order to get news and the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news, a positive correlation (rho=0.167, p=0.000) between the frequency of the weekly use of radio in order to get news and the frequency of the weekly use of independent news sites by means of a computer in order to get news, a positive correlation (rho=0.206, p=0.000) between the frequency of the weekly use of radio in order to get news and the frequency of the weekly use of independent blogs by means of a computer in order to get news, a positive correlation (rho=0.139, p=0.003) between the frequency of the weekly use of radio in order to get news and the factor "tweeting and retweeting the original current news", a positive correlation (rho=0.207, p=0.000) between the frequency of the weekly use of radio in order to get news and the factor "the preference for tweeting the news content with the features of Twitter", and a positive correlation (rho=0.302, p=0.000) between the frequency of the weekly use of radio in order to get news and the factor "Twitter news convergence with the means of mass media".

No positive or negative correlation was determined between the frequency of the weekly use of magazines in order to get news and the frequency of the weekly use of the Social Media by means of a computer in order to get news as well as the frequency of the weekly use of the Social Media by means of a mobile device (See Graph 4). Thus, it is possible to conclude that there is convergence between magazines and Twitter but that it is not as strong as that of television and newspapers. The same situation applies to the frequency of the weekly use of radio in order to get news.

Graph 4: Twitter news convergence with the means of mass media.

Additionally, there is a positive correlation (rho=0.122, p=0.033) between the number of news organizations or news centers followed on Twitter and the frequency of the weekly use of magazines in order to get news and a positive correlation (rho=0.134, p=0.019) between the number of news organizations or news centers followed on Twitter and the frequency of the weekly use of radio in order to get news. The presence of a positive correlation of magazines and radio with the number of news organizations or news centers followed on Twitter indicates that these two traditional media are in convergence with Twitter. When we evaluate the resulting situation together with Graph 4, the expression "The convergence of magazines and radio with Twitter is not as strong as that of television and newspaper" explains the case better.

In light of the above-mentioned findings, the hypothesis "The convergence of magazines and radio with Twitter is not as strong as that of television and newspaper" (Hypothesis 9) was accepted.

There is a positive correlation (rho=0.465, p=0.000) between the number of accounts followed on Twitter and the number of followers on Twitter, a positive correlation (rho=0.349, p=0.000) between the number of accounts followed on Twitter and the number of news organizations or news centers followed on Twitter, a positive correlation (rho=0.128, p=0.015) between the number of accounts followed on Twitter and the frequency of the weekly use of radio in order to get news, a positive correlation (rho=0.140, p=0.007) between the number of accounts followed on Twitter and the frequency of the weekly use of television in order to get news, a positive correlation (rho=0.150, p=0.004) between the number of accounts followed on Twitter and the frequency of the weekly use of independent news sites by means of a computer in order to get news, a positive correlation (rho=0.116, p=0.027) between the number of accounts followed on Twitter and the frequency of the weekly use of the Social Media by means of a computer in order to get news, a positive correlation (rho=0.150, p=0.004) between the number of accounts followed on Twitter and the frequency of the weekly use of the Social Media applications by means of a mobile device in order to get news, a positive correlation (rho=0.280, p=0.000) between the number of accounts followed on Twitter and the factor "tweeting and retweeting the original current news", a positive correlation (rho=0.161, p=0.002) between the number of accounts followed on Twitter and the factor "the preference for tweeting the news content with the features of Twitter", and a positive correlation (rho=0.156, p=0.002) between the number of accounts followed on Twitter and the factor "Twitter news convergence with the means of mass media".
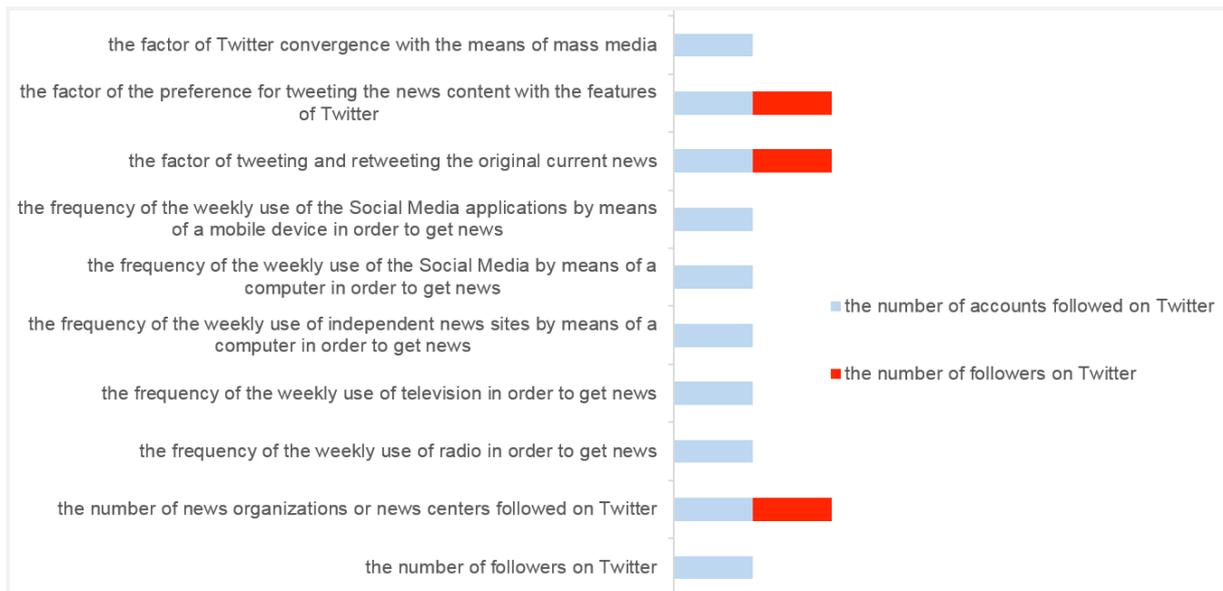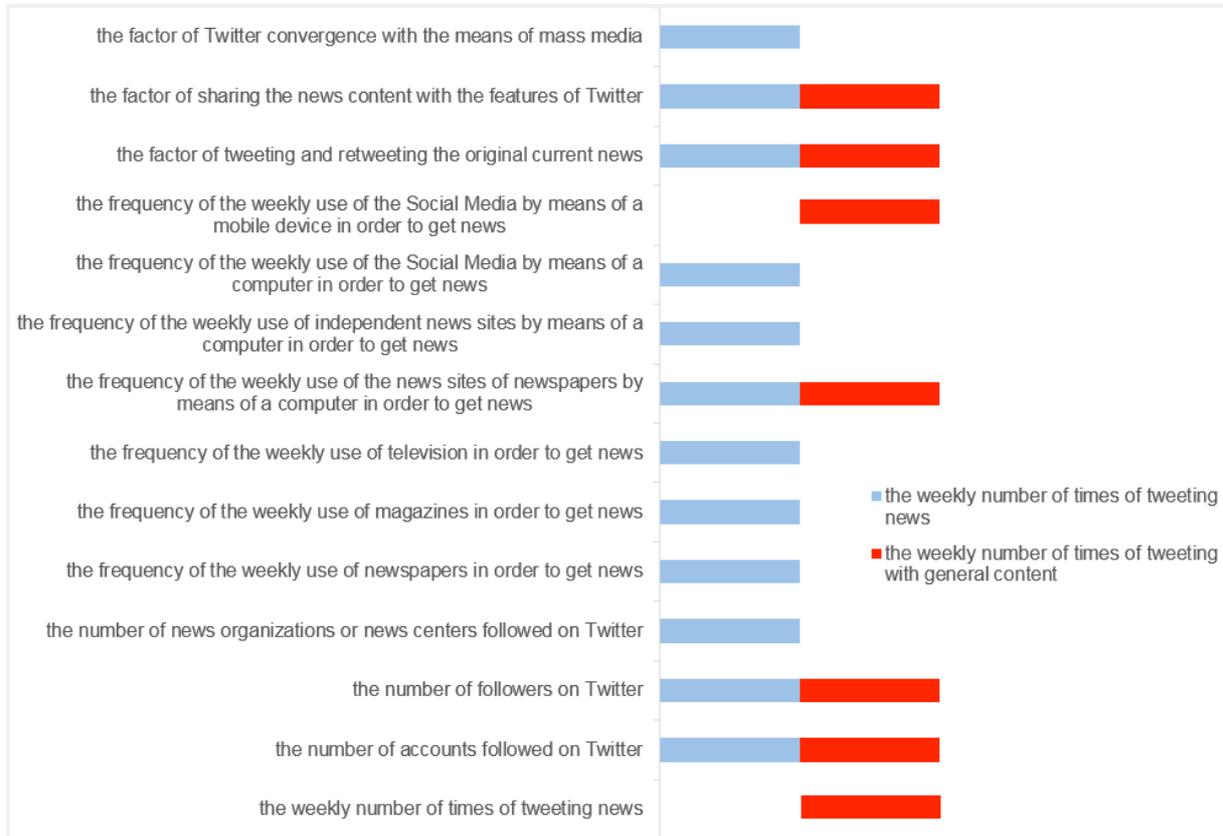
Graph 5: A comparison of the number of accounts followed on Twitter and the number of followers on Twitter.

There is a positive correlation (rho=0.110, p=0.050) between the number of followers on Twitter and the number of news organizations or news centers followed on Twitter, a positive correlation (rho=0.172, p=0.001) between the number of followers on Twitter and the factor "tweeting and retweeting the original current news", and a positive correlation (rho=0.174, p=0.001) between the number of followers on Twitter and the factor "the preference for tweeting the news content with the features of Twitter" (See Graph 5). Graph 5 shows that the action features for the increases in the number of accounts followed on Twitter and in the number of followers on Twitter have different qualities. It indicates that whilst the number of accounts followed is concerned with following/viewing Twitter, increasing the number of followers on Twitter is only related to "tweeting and retweeting the original current news", "the preference for tweeting the news content with the features of Twitter", and the number of news organizations or news centers followed on Twitter; that is, increasing the number of accounts followed and increasing the number of followers have different action features. No matter how much Twitter is followed, it is clear that increasing the number of followers on Twitter depends on users' personal skill and their skill to use the media. Thus, the continual sharing of news on Twitter does not lead to an increase in the number of followers on Twitter. The Social Media phenomena show their creativity by preferring tweeting or retweeting the original current news by using the features of Twitter and, in this way, come to further forefront than the other users. Therefore, it is considered important to become a Social Media phenomenon.

In light of the above-mentioned findings, the hypothesis "The large number of accounts followed on Twitter does not provide an increase in the number of followers" (Hypothesis 10) was accepted.

There is a positive correlation (rho=0.185, p=0.002) between the weekly number of times of tweeting news and the number of accounts followed on Twitter, a positive correlation (rho=0.171, p=0.004) between the weekly number of times of tweeting news and the number of followers on Twitter, a positive correlation (rho=0.262, p=0.000) between the weekly number of times of tweeting news and the number of news organizations or news centers followed on Twitter, a positive correlation (rho=0.187, p=0.001) between the weekly number of times of tweeting news and the frequency of the weekly use of newspapers in order to get news, a positive correlation (rho=0.160, p=0.006) between the weekly number of times of tweeting news and the frequency of the weekly use of magazines in order to get news, a positive correlation (rho=0.130, p=0.027) between the weekly number of times of tweeting news and the frequency of the weekly use of television in order to get news, a positive correlation (rho=0.161, p=0.006) between the weekly number of times of tweeting news and the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news, a positive correlation (rho=0.170, p=0.004) between the weekly number of times of tweeting news and the frequency of the weekly use of independent news sites by means of a computer in order to get news, a positive correlation (rho=0.118, p=0.048) between the weekly number of times of tweeting news and the frequency of the weekly use of the Social Media by means of a computer in

order to get news, a positive correlation (rho=0.340, p=0.000) between the weekly number of times of tweeting news and the factor "tweeting and retweeting the original current news", a positive correlation (rho=0.244, p=0.000) between the weekly number of times of tweeting news and the factor "the preference for tweeting the news content with the features of Twitter", and a positive correlation (rho=0.146, p=0.012) between the weekly number of times of tweeting news and the factor "Twitter news convergence with the means of mass media".

Graph 6: A comparison of the weekly number of times of tweeting news and the weekly number of times of tweeting with general content.

There is a positive correlation (rho=0.595, p=0.000) between the weekly number of times of tweeting with general content and the weekly number of times of tweeting news, a positive correlation (rho=0.195, p=0.001) between the weekly number of times of tweeting with general content and the number of accounts followed on Twitter, a positive correlation (rho=0.165, p=0.003) between the weekly number of times of tweeting with general content and the number of followers on Twitter, a positive correlation (rho=0.197, p=0.000) between the weekly number of times of tweeting with general content and the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news, a positive correlation (rho=0.177, p=0.002) between the weekly number of times of tweeting with general content and the frequency of the weekly use of the Social Media by means of a mobile device in order to get news, a positive correlation (rho=0.312, p=0.000) between the weekly number of times of tweeting with general content and the factor "tweeting and retweeting the original current news", and a positive correlation (rho=0.179, p=0.001) between the weekly number of times of tweeting with general content and the factor "the preference for tweeting the news content with the features of Twitter". As seen from the table (See Graph 6), respondents' weekly number of times of tweeting news requires weekly news following from various media, whereas the weekly number of times of posting general tweets does not require following the news in the other media. Accordingly, it is clear that increasing the weekly number of times of tweeting news on Twitter entails some other skills than the use for general purposes.

In light of the above-mentioned findings, the hypothesis "Increasing the weekly number of times of tweeting news on Twitter requires some other skills than the use for general purposes" (Hypothesis 11), the hypothesis "The ability of users to tweet news weekly depends on their ability to follow the news weekly in various media" (Hypothesis 12) and, depending on the presence of a positive correlation between the weekly number of times of tweeting news and the

factor "the preference for tweeting the news content with the features of Twitter", **the hypothesis "The sharings performed by using such features of Twitter as hashtags, mention, and retweet positively affect news sharing" (Hypothesis 13) were accepted.**

There is a positive correlation (rho=0.142, p=0.014) between the ages of the respondents and the weekly number of times of tweeting news, a positive correlation (rho=0.203, p=0.000) between the ages of the respondents and the number of news organizations or news centers followed on Twitter, a positive correlation (rho=0.115, p=0.014) between the ages of the respondents and the frequency of the weekly use of newspapers in order to get news, a positive correlation (rho=0.121, p=0.010) between the ages of the respondents and the frequency of the weekly use of radio in order to get news, a positive correlation (rho=0.222, p=0.000) between the ages of the respondents and the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news, a positive correlation (rho=0.199, p=0.000) between the ages of the respondents and the frequency of the weekly use of independent news sites by means of a computer in order to get news, a positive correlation (rho=0.097, p=0.039) between the ages of the respondents and the frequency of the weekly use of the Social Media by means of a computer in order to get news, and a positive correlation (rho=0.120, p=0.011) between the ages of the respondents and the frequency of the weekly use of the Social Media by means of a mobile device in order to get news. It is seen that with an increase in the ages of the respondents, the number of times of tweeting news increased, that the number of news organizations or news centers followed on Twitter increased, that the frequency of the use of radio and newspaper in order to get news increased, that they oriented to alternative news centers in order to acquire news, and that the use of the Social Media by means of computers or mobile devices in order to access news increased. Therefore, it is seen that the ages of the respondents are important in order for them to question the accuracy of some news from various media depending on their ability to tweet the accurate news on Twitter and hence in order for Twitter to be perceived as an alternative news center.

In light of the above-mentioned findings, the hypothesis "There is a significant relationship between the ages of the respondents and their tweeting of some news on Twitter after they have confirmed the accuracy of the news from various media" (Hypothesis 14) was accepted.

There is a positive correlation (rho=0.144, p=0.002) between the monthly income conditions of the respondents and the factor "the preference for tweeting the news content with the features of Twitter". Furthermore, there is a positive correlation (rho=0.148, p=0.001) between the monthly income conditions of the respondents and the factor "Twitter news convergence with the means of mass media". Accordingly, it is clear that the monthly income condition is important to share news by using the features of Twitter and to realize Twitter news convergence with the other means of mass media; that is, the income condition is essential to access news at the digital age.

In light of the above-mentioned findings, the hypothesis "There is a significant relationship between the income conditions of the respondents and 'the preference for tweeting the news content with the features of Twitter'" (Hypothesis 15) was accepted.

In light of the above-mentioned findings, the hypothesis "There is a significant relationship between the income conditions of the respondents and 'Twitter news convergence with the means of mass media'" (Hypothesis 16) was accepted.

Analyses were also made according to the gender and marital statuses of the respondents; nevertheless, no significant difference was found.

Conclusion

The Social Media constitute comprehensive sources and opportunities for digital communication studies, particularly in terms of the uses and gratifications or uses and effects approach. However, during the foreign and domestic literature reviews performed, differences were seen in the evaluations and analyses of the research data findings of the studies. It was observed that whilst the studies of foreign origin dealt with the data more comparatively and multidimensionally (in depth both horizontally and vertically; for instance, the importance of gender in news sharing on Twitter), the studies of domestic origin were more superficial and failed to go beyond, for instance, the question "Do you follow the news in the Social Media?". Therefore, the requirement to develop the studies to be carried out within the scope of the subject in depth on the vertical plane is considered as important for the field as the requirement to spread them over a vast area on the horizontal plane. Moreover, in the present hybrid world, it can be seen more clearly that the communication studies

should be nourished by other disciplines like statistics and addressed with an interdisciplinary approach. This gives rise to the requirement that the field of communication should be interdisciplinary so that the field of communication can be nourished by the other fields and the studies belonging to the field of communication can form in-depth studies on the vertical plane.

It is seen that the tendencies towards acquiring news have changed from the traditional media into the acquisition of news through the Social Media. It might be stated that the access of the present youth – the parents of tomorrow – to news mostly through the Social Media has introduced a new form to news acquisition habits. It is possible to state that the column or main page on a newspaper has been replaced by Twitter topics in readers' orientation to news. This also casts light on the fact that other changes in the news media will be experienced in the future. Its reflection on the media gives rise to the following questions. What kind of business models are developed in the news media to provide the traffic of Twitter or Social Media users towards the news sites? And how successful are the business models developed?

The flourishing of news on Twitter has stopped the news from being the content disseminated to viewers/followers/readers from a single source and allowed information sharing and interaction among users, thereby making it possible for the news to transform. The news media of the future seem to have features similar to those of newspaper, which is within the scope of the traditional media, but to have been moved to the new media in form. It is observed that such elements on the main page of newspapers as newspaper headlines and subheads have turned on Twitter into news topics which enable users to be directed to news sites. Nevertheless, it is also necessary to mention that the user stands out here. News is unidirectional in the traditional media. While the traditional news media provide unidirectional communication in news, news is turning into some content generated by multiple users thanks to Twitter. Users' obtaining of the pieces of news concerning any news from various channels through interaction makes the processes of formation and dissemination of the news multidirectional and allows one to reach the details of the news. In this way, the stream of communication developing on the source-message-receiver model turns the two-stage stream into a four-way stream by including symbolic interaction, which also encompasses the formation of a source according to the receiver, on the Twitter platform and enables the concept of opinion leader to be re-formed as a Social Media phenomenon. Through various sharings, it is seen that the concept of opinion leader has also undergone change in this new form and that ordinary people also endeavor to become opinion leaders in the new media.

As a result of the research, it is concluded that the university students preferred the Social Media to acquire news as well, that due to its unique and characteristic structure, the media features of Twitter positively affected news sharing, that the users tended to share the agenda and political news on Twitter by posting original current tweets or retweets, and that there was an increase in the frequency of using independent news (independent news sites and blogs) sources as they attached importance to tweeting or retweeting the accurate news, which turned Twitter into the alternative news center rather than a social network. At this point, it turns out that the evaluation of a news source as an alternative news center in terms of users is concerned with following and sharing the news in the other media. In other words, the finding of convergence between Twitter and independent news sources reveals where the feature of Twitter as the alternative news media originated from. While the concentration of Twitter users on political news together with the agenda reveals the effect of the Social Media on the creation of an agenda, the continual stream of the news indicates that the agenda created does not have any long-term effect and that the agenda is continually open to change and manipulation. The fact that the agenda and political news in the media concerned has turned out to be at a high percentage gives rise to new research subjects which should be studied like the media-partisanship relationship in the alternative news media. The endeavor to tweet or retweet accurate news demonstrates that digital media literacy will enhance its importance in the future news media and that the adults of the future will need more skills required to be acquired regarding digital media literacy in order to distinguish between inaccurate news and accurate news. The ability of the adults of the future to develop with respect to digital media literacy is considered to be related to the education to be received on digital media literacy just at the primary education level.

Based on the high load of the factor "tweeting and retweeting the original current news", it is possible to state that the performance of self-presentation with the news content on Twitter comes to the forefront because originality is concerned with personalness and individualism, which is concerned with how an individual expresses/presents himself/herself, i.e. self-presentation. The endeavor of

users to be considered important in the eye of the other users on Twitter by using news enables them, rather than the news, to stand out while causing the news to transform into the merchandise used in line with the actual purpose. This explains why Twitter users compete to use sharp expressions in order to come to the furthest forefront within the scope of an issue. Coming to further forefront than the other users and the shared news by using sharp expressions in the news content not only is regarded as the first rule to become a Twitter phenomenon but also leads to an increase in hate speech in the media. Another evaluation in our research suggests that becoming a Social Media phenomenon is considered important. The actions to increase the number of accounts followed and to increase the number of followers entail different skills in the Twitter news media. Another result which supports this result is that the skills to tweet news weekly and to tweet with general content require different skills. It was obvious that while becoming a Social Media phenomenon required different skills than those of the other users, the overwhelming majority of the users longed for these skills. Therefore, it is considered important to become a Social Media phenomenon as an opinion leader with different skills than those of the other users in the new media.

Regarding Twitter news convergence with the means of mass media, it turns out that the convergence of magazines and radio with Twitter is not as strong as that of television and newspaper.

Finally, the ages of the respondents are positively effective demographic elements and their employment statuses are negatively effective demographic elements regarding news tweeting on Twitter, whereas the financial income condition, which allows accessing the media, is an effective demographic element in the context of Twitter news convergence with the means of mass media. It is concluded that gender and marital status are insignificant demographic elements as no significant difference could be detected in terms of their tendencies towards news sharing on Twitter or Twitter news convergence with the means of mass media.

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