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SOCIAL MEDIA AND SOCIAL CAPITAL: AN EXPLORATORY STUDY ON  
NETWORKING STRATEGIES

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SOSYAL MEDYA VE SOSYAL KAPİTAL: İŞ BULMA STRATEJİLERİ HAKKINDA  
KEŞFEDİCİ BİR ARAŞTIRMA

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## **ABSTRACT**

The objective of this study is to investigate the importance of social media in the employment strategies of the Istanbul Bilgi University students who are in the senior year of their undergraduate and first year of graduate school. It is qualitative research consisting of in-depth interviews that examine social capital in 6 dimensions. In-depth interviews were conducted in order to understand the role of social media usage on social capital and employment strategies. According to the findings of the study, the elements constituting the social capital still play an active role in establishing networks in the real and virtual world. Situation interacts with the models of virtual world relations and has added a new social capital among the resources of the individual, moving in line with traditional social capital. It has been observed that students have great importance in employment strategies with other factors, and it has attracted attention that social media offers new resources to individuals with existing social capital. However, it may lead to a lack of resources in the case of insufficient traditional social capital. It has been observed that acquiring and accumulating social capital through social media has an impact on employment.

*Keywords: social media, social capital, network, employment, in-depth interview*

## ÖZET

Bu çalışma, lisans son sınıf, yüksek lisansın ilk yılında olan 10 İstanbul Bilgi Üniversitesi öğrencisinin iş bulma stratejilerinde sosyal medyanın önemini, stratejilerini geliştirirken kurdukları bağları ve ilişkilerini sosyal kapital teori üzerinden anlamayı amaçlayan keşfedici bir araştırmadır. Sosyal kapital araştırmalarında öne çıkan sosyal kapitali, 6 boyutta inceleyen derinlemesine görüşmelerden oluşan nitel bir araştırmadır. Katılımcıların sosyal kapitallerini, sosyal medya kullanım biçimlerini, bu kullanım var olan sosyal kapitale etkisini iş bulma stratejilerinde nasıl bir rol oynadığı anlamak için derinlemesine görüşmeler yapılmıştır. Araştırmanın bulgularına göre, sosyal sermayeyi oluşturan unsurların hala gerçek ve sanal dünyada ağ kurmada aktif bir rol oynadığını göstermektedir. Bu durumun sanal dünya ilişkileri modelleriyle iç içe geçip ve bireyin kaynakları arasında eski tip sosyal sermaye ile uyumlu bir şekilde ilerleyen yeni bir sosyal sermaye eklediği görülmüştür. Sosyal medyanın sosyal kapitale olan doğrudan etkisi sonucu diğer faktörler ile birlikte öğrencilerin iş bulma stratejilerinde büyük önem yer kapladığı görülmüş olup; var olan sosyal kapital ile bireylere yeni kaynaklar sunduğu ve bireyin yetersiz geleneksel sosyal kapitale sahip olması durumunda kaynak eksikliğine sebep olabileceği görülmüştür. Sosyal medya yoluyla sosyal sermaye edinmenin ve var olan sosyal sermayeyi geliştirmenin istihdam üzerinde doğrudan bir etkiye sahip olduğu gözlemlenmiştir.

*Anahtar kelimeler: sosyal medya, sosyal kapital, ağ, istihdam, derinlemesine görüşme*

## **INTRODUCTION**

### **CHAPTER 1**

The social media changed the way we live, the way we relate to ourselves and others. Economic, political, cultural, and daily existence of human beings is being re-defined by the advent of new communication technologies, including social media. Social capital, one of the popular concepts in the social sciences in the last couple of decades, of course, is not exempt from this influence. This thesis attempts to answer the following questions to understand the relationship between social media and changing in communication with exploring these questions: what did social media do to social capital? What kinds of novelties introduced by social media in acquiring and accumulating social capital?

Social media began to connect people beyond the physical limits of time-space. Individuals added a new layer to their social capitals with the time and new connections they gained while they build their social capital through social media. Therefore, this kind of added value in communication practices with social media changed capital itself and its density dramatically. While communication capacity and density were increased with these developments, different factors appear; usage of the ability and the frequency social media. These issues subject to question: *How do the university students in Turkey forge their social capital; and what is the place of social media use in this process? What are the basic strategies, tactics used in this process? What are the patterns and differences between patterns? What are the clusters of social capital forging in and through social media?*

In contemporary societies, we are not limited to our physical environment and its extensions. The growth of digital communication platforms and changes in communication practices in the public sphere have raised fundamental questions about the limitation that exists over the pattern of social interaction. Inflationary usage of technologies and social media have transformed our understanding of communication, human relations, creation of human capital and the result of that

social capital dynamics; in almost every age range. In this regard, social capital in today's social context cannot be examined without social media or generational differences in consideration.

The young generation, especially kids are much more adaptable to new technologies and its features. They can easily use them. This ability turns to the younger generation as an advantage in most cases. This is reflected in the networking that evolves through technological platforms and instruments such as social media. Changing forms of relationships with social media are being surfaced in networking. Understanding how university students who use social media effectively develop a strategy for their careers, how they develop a network strategy, and what role social media play in this strategy is an excellent area for understanding social media use in changing social capital.

In-depth interviews were conducted to understand the network strategies of university student with 10 university students who are their first year of graduate school and senior year of undergraduate school who have just started their career planning. The purpose of these interviews is to understand the role of social media in the employment strategies of people. Does a social medium provide them with an additional network? The effect of this network on social capital of individuals gained through social media was examined in terms of gain and loss to business networking.

Social capital is commonly described in social science literature as the network of relationships among people who live and work in a particular society and enabling that society to function effectively. In return, they gain some kind of resource from this networking which gave them a channel to promote themselves. Commonly usage of term also indicated the significance of social capital for the individual as a set of resources inherent in family relations and in community social organizations useful for the development of the young child (Loury, 1977).

While human capital is much more physical term, social capital is used in defining the social structure. However, in the social capital the examples and area of application to which this study direct attention concern social capital as a resource

for the person (Coleman, 1988). And because of the creation, human capital is a basic resource of human, social capital.

"Social capital" and "Human capital" are terms representing complexes of networks, attitudes, and assumptions about human beings and about economics. However, while social capital focuses on networks, human capital emphasizes how a person transforms the value of resources into capital. These are not very much separate things. Human capital plays a role in the development of social capital as the value of social relations is directly related to an individual's social capital. On the other hand, the human capital gained through the family and education increased the value of social capital by making it accessible to more through social media. However, social media has transformed the already formed social capital as well as the creation of human capital. Social media has played a major role in this change by changing and improving ways of communication. This role is seen by the change in the level of welfare of individuals. This situation is most clearly seen in employment strategies and establishing network contacts with virtual platforms (LinkedIn, Meetup, Eventbrite, etc..), and the most discussed generation in terms of business disciplines and lifestyles that can make it the easiest and most organic way; current university students.

Technological advances, such as the internet and social media, allow businesses to form global social connections and networks, allow individuals to promote themselves and develop new social circles through social media or to stay in contact with old acquaintances normally they could not. Before these advancements, social networks were narrow and local in scope and depend on fundamental social contract dynamics which are education, family status, social circle and physical limitation of the real world. Social media changed these factors; individuals can reach anyone or anything through social media despite their demographic limitations in reality. This caused individuals and social networks enabled by information technologies, sharing information and influencing one another. It boosted the effect of the action of individual and behavior. It helps influenced and spread and organization.

As social media brought people together and reinforced social bonds, accumulating social capital in and through social networks gained more and more prominence. Social media can chiefly be defined as the gatherings of individuals who share similar interests. On the other hand, social capital can be defined in various different manners but primarily it is referred to as the resources built up through connections or relationships among people. These resources in social capital always have been associated with various benefits, one of the most important is the ability to improve the economic prosperity of individuals and collective entities (Burt,2001; Coleman,1988).

Social sharing networks (Facebook, Twitter, Youtube, Instagram, Whatsapp, etc.), called social media, have become one of the most important phenomena of today's World (Dijcks, 2011). In the past, social media used to connect people. These days, social media and its platforms are becoming the main way of communication. It has changed mass media, as well. Varieties of communication practices build a bridge between person and communities. Every person has some kind of mass media tool because of social media. Today, the benefit of participation in social media is not only social communication, but it can also help users earn reputation, create career opportunities and/or earn money directly (Tang, Guand Whinston, 2012).

Social media is a dynamic structure in which individuals communicate and interact with each other on the internet platform in a mutual and interactive manner (Borges, 2009). In social media, users are often affected by traditional media. However, in a different way than traditional media, individuals add their own interpretations to events and reflect their views on the events (Evans, 2008: 30). Traditional media tools are not as fast as social media. For instance, the daily newspapers we read and the main news bulletin we face with excitement does not give us instant news. However, social media is composed of tools that act by the instant news logic through a video or picture drawn by an individual thanks to the developing technological conditions. Another function of social media is that it is a platform for the media to become more social. At the same time, these online platforms, which make communication between people very easy, are described as the space of opportunity and privilege for today's people, which enable individuals to

communicate with their environment, at the same time, to create cooperation and partnership, to increase the power to influence people, and to facilitate the rapid dissemination of news in society (Weeks and Holbert, 2013: 220). The infrastructure of the concept of social media is explained by the concept of the social network. Rapid changes and developments in technological developments and communication technologies undoubtedly have some effects on social life. With these technologies that deeply affect individuals, people realize their relations with others on virtual platforms called social networks (Evans, 2008: 42).

In social media, individuals are in an active position as they can access multiple and various types of content at the same time, with a wide range of interaction facilities, not a passive reader of news. Social media has taken a steady place among mass media in order to enable individuals to move from passive to more active position and to share content and to make comments (Weeks and Holbert, 2013: 225). Individuals on social networks are in regular contact with each other. In this virtual environment, certain behavioral norms are formed, and a sense of trust is formed among social network actors through these norms and the reputation within the network is built. All these interactions cause the birth of social capital (Hudson and Chapman: 2002).

According to Postman, new technologies change the expectations of our interests, our agendas and the concepts we think about. These new technologies change the essence of our cognitive symbols and our tools of thought. Therefore, new technologies change the nature of the society we live in and the arenas in which the thoughts are shaped (Postman, 2006). For this reason, social media not only contributes to the shaping of social capital but also gives us insight into the power of social capital. One of the most important impacts of social media on social capital, the development of personal information profiles of individuals on social networking sites. With these profiles, individuals invite friends around them and colleagues from the workplace or different institutions. On these platforms, individuals create an active communication process by providing instant exchanges, messages and e-mail transmission between each other. The applications on these

sharing sites include personal profiles and photos of individuals (Kaplan and Haenlein, 2010). Thanks to all these interactive efforts, people who are unaware of ideas, emotions, thoughts, the point of view on the issues, thoughts about the world and humanity form a network.

Under normal conditions, individuals who have the same feelings and thoughts as a locale, an association of a political organization to a non-governmental organization to go and meet people there and create a movement together, for individuals who need a lot of time and labor is a phenomenon very quickly due to social networks. In addition, an activist who normally complains about erosion and seeking remedies must meet with individuals who may be a partner in the enthusiasm and go to a non-governmental organization for activating this energy and to meet new individuals and create an activity there for a while. But today, if you are sensitive to erosion, it seems to be a more effective way to become a member of a social network related to erosion and to communicate with individuals there. The number of users in social media is increasing day by day and the public opinion is developing in parallel. This situation causes the increase of social capital. This development of social media has also led the entire consumption industry to seek to use it effectively (Fuchs, 2015: 35).

Examples of social media environments include online communication environments that are simple to use by individuals such as blogs, virtual chat sites, RSS, social networks, forums, e-mail groups, and allow individuals to participate externally. These communication tools attracted the attention of non-governmental organizations, political parties, brands, newspapers, and magazines. Since social networks bring together groups that are similar to each other in various aspects, you can find individuals who feel the same in certain social networks, and like the same things at the same time. These individuals can share the same ideology, and there may be individuals in the same age group, women using the same product, young people going to the same gym. These individuals who communicate on the Internet can be found together in business environments, can play games on the same platform, meet in an environment and make activities together and chat at the same

time. Therefore, these groups, which are so common in sharing, make up the virtual communities of the Internet. People have created a new public space ( Habermas, 1991: 65). For example, in a social network where technology enthusiasts meet, a company that sells technology products can market their products in a comfortable manner at a cost close to zero and can inform individuals about their campaigns. Social networks are tools created with the Web 2.0 technologies infrastructure. These networks, which provide more advanced social interaction of individuals, create a community in the virtual realm can be said to be the platforms established on the web pages that provide the infrastructure to realize the cooperation projects of individuals (Borges, 2009: 67).

Social media feature allows users to voluntarily share some multimedia content such as video, comment, sound, text, and image. The concept of social media refers to the technological dimension of the use of the Internet in parallel with the changing conditions as well as the social roles that occur in the time period until individuals produce and share them (Boyd, 2008). Such a high number of sharing and interaction both keep people's interest alive and contribute to the formation of large social capital. When you receive a daily newspaper, you leave it after a few hours of reading. However, when you examine the social media account of the newspaper, you can gain a wider perspective by seeing the ideas of the new opinion leaders and the ideas of the imaginary heroes and new opinion leaders. The changing technological conditions also provided for the manipulation of social capital in the society or the messages to be given to the society through social media. Political communication processes do not take place in meetings or in coffee shop conversations as before. Technological changes and new communication methods in some way affect the processes of political communication. Impressing the masses has now been moved to the digital environment. One of the main reasons for this change is the fact that politicians are individuals who use more and more technology. The other reason is that not only the political processes but also all the other communication processes in social life have been digitalized (Weeks and Holbert, 2013: 221).

As mentioned above, social media is used for many reasons. One of the reasons for the use of social media is that individuals view social media as environments for providing psychological satisfaction. Individuals who are not successful in their relationships with family, school, work, friends, etc. in real life or cannot achieve the desired level of satisfaction can balance this situation in a social media environment where they can get anonymity. In this sense, with this attitude, which can be expressed as virtual reality, the individual comes to the public scene with the virtual identity he has built and tries to behave in accordance with his identity. Thus, People who want to make friends with this person, contact with him in accordance with the features that do not reflect the reality and they believe that the established character really has the properties and that the established relationship will really lead to results. These people are often asked to believe that everything is as it appears (Goffman, 2009: 30).

Another purpose of social media is to have the opportunity to communicate the emotions, thoughts, and reactions of individuals independently and interactively. In this respect, social media, which is one of the most important elements of modern democracies, enables active participation in social life and is used as a medium where users can express their thoughts and reactions. For example, in the last century, individuals have been able to use their democratic rights in a limited manner by means of telephone, letter, petition, radio, television, etc., which allow partially interactive communication. But in the first quarter of the twenty-first century, social media tools, which enabled multidimensional communication and participation through computer and internet, have dramatically increased democratic participation.

In addition, one of the most important tasks of communication in terms of the individual is related to the social capital of the person. This social capital that people have in their social life is generally related to the social networks in which they exist. The criterion of one's social capital is measured by how large a social network is. Therefore, social media has become an important platform for increasing the social capital of individuals. Social media networks such as LinkedIn and Xing,

which have the professional infrastructure, are important for people to participate easily in social networks related to business life. Not only these sites but also the recognition of individuals or institutions through Facebook, Twitter, and YouTube accounts, both individually and in corporate terms, increases the prevalence of social media. You can be a professional who specializes in his / her profession, a professional who does his / her job very well. Or the company you own is a company that works very well, can be a brand selling very high-quality products. The recognition of yourself or your company can only be recognized by individuals, but by increasing your social capital. Today's technological possibilities, changing communication means that the shortest cut is social media. Imagine you've owned a firm 20 years ago, or you're a good cardiovascular surgeon. In order to promote yourself, you should either advertise on a television channel or send a presentation to a newspaper. These processes were both disadvantageous in terms of cost and advertising speed. Today, a good profile on Twitter or Facebook or a social media expert working in your company will perform this postmodern public relations task. In this way, you will have a very fast and almost zero cost communication with your target audience.

Today, social capital, which is closely linked to social media, is defined by the OECD as a network of norms, values, and understandings that are shared together within the group or facilitating cooperation between groups (OECD, 2007:3). The concept of social capital, highlighted by the studies of sociologist researchers such as Pierre Bourdieu (1986) and James Coleman (1988), has received considerable scientific interest in recent years. Although some of the studies in the literature do not center on social capital, they bring social capital to the forefront in the individual and social reflections of the means of communication (Pillai and others, 2017). The working areas of communication tools that are built with several concepts such as individual, society, power, capital, consumption, socialization, etc. can be associated with individual and social capital. In this sense, in the field of communication, social media networks as a common concept show how communication tools and their functions are approached.

It is determined that social media networks have a function in capitalist production and consumption culture patterns by being positioned on the axis of power and power and that the mass media have a contribution to individual and social capital. Relation networks and links constitute an important source of social issues (Kostova and Roth, 2003). Social media, which is one of the main elements of today's modern life and globalization, has been one of the most important subjects that has been studied in the interdisciplinary field recently. Also, today, social media, with the instruments it produces, continue to be the subject of academic and intellectual studies. For all that, this study has a distinctive feature in discussing links between network is social media and its effects on building social capital, because, in this study, it is aimed to measure the social capital in the changes in employment strategies in social media.

## **CHAPTER 2: SOCIAL CAPITAL**

Social capital; It is a new economic concept with social content, and it is very difficult to make a single definition of the concept in question. In addition, social capital, sociability and capital, such as the two end concepts, starting with the combination of the complex nature, quite abstract and is a controversial concept in various aspects (Ritzen, 2000). In its simplest definition, social capital defined as the possibility of communication between at least two people based on trust (Temple, 2000: 23; Fine, 2008). A slightly broader definition of social capital can be defined as confidence, norm and communication network characteristics that enhance the productivity of society by facilitating coordination activities between individuals, non-governmental organizations and public institutions (Woolcock and Deepa, 1998; Burt, 2000). Knoke (1999) defines social capital as a process in which social actors create and mobilize their connections within or between organizations to reach the resources of other social actors; Portes and Landolt (2000) defined social capital as their ability to benefit from actors in social networks or in other social structures. Putnam (1995) described social capital as the characteristics of social organizations such as networks, norms and social trust that facilitate coordination and cooperation for mutual benefit. Fukuyama, which holds an important place in the literature especially for trust-based social capital studies, states that it is more concerned with social capital indicators in the definitions related to the concept and defines social capital as a set of values and norms which are shared and not written by the members of a group which allow cooperation between them (Fukuyama, 1995). According to Fukuyama (1995), social capital is the ability to work for a common purpose in groups organizations. Fukuyama points out that the elements considered as social capital variables such as trust and participation in civil society are in fact a result of social capital. However, in Fukuyama's theory, norms must contain positive values such as accuracy and responsibility for an efficient social capital. He thinks that the norms that do not include morality will contribute to the production of social capital in order to explain the opposite (Fukuyama, 1995: 65). Besides Fukuyama, Coleman (1990),

who deals with the concept of social capital as a feature of social structure, defined social capital as an entity that facilitates the actions of individuals within the social structure. Despite all these different views, the element agreed on with social capital is that individuals take part in their relations with their membership in a social network (Lin, 2001). This expression constitutes the most fundamental feature of the concept of social capital.

Social capital is a new concept, often associated with an economic value, which is a combination of the confidence level of societies and capital words (KOSGEB, 2005). According to Coleman, social capital has two basic characteristics. The first of these characteristics are affected by the social structure, the second is to facilitate the actions of their actors (Nahapiet and Ghoshal, 1998: 245). When we look at the effects of social capital on the lives of individuals, some features of social capital come to the fore. Social capital affects individuals' career success. At the same time, social capital helps the unemployed to find work. It provides a large pool of staff for institutions. Social capital enables the exchange of resources for an institution. It creates intellectual capital (Adler and Kwon, 2002). In social capital, it is important that the individual works in an active volunteer organization and plays an active role in these organizations (Norris, 2002). The devices of social capital are interpersonal trust, reciprocity, social networks formed by individuals, norms of co-operation in the community, engagement, and sense of belonging among individuals (Kay and Pearce, 2003).

There are trust and cooperation in an institution or community that constitutes the social capital. And this structure is seen as the cause of trust and cooperation for the members (Çekiç and Ökten, 2009). Social networks not only design relationships between people but also constitute social capital (Öğüt and Erbil, 2009). Social capital functions not only for the socialization of society but also for the economic growth of the wealth of the nation (Duman and Alacahan, 2010).

The individual, by increasing the value of the social capital that he has throughout his life, plans his relations and the capacity to do business accordingly. From the micro-field of life to many events at the macro level, human beings continue to exist

by using these relationships and other social capital elements. In this sense, John Field states that relations are important. And It also states that people can work together in order to achieve a variety of situations or events that they cannot achieve on their own or can only achieve with great difficulties, by establishing a relationship with each other and continuing this over time (Field, 2008:1). In the same way, in the opinion of Field, the individual in order to be rich in social capital, too many people should recognize and share a view of life with them. Because relationships with individuals offer access to a variety of resources and the quantity and quality of these relationships also affect the resources available to the person (Uğuz, 2010: 13).

In light of all these definitions, three important points in the concept of social capital become clear. The first social capital poses positive externality for any group members. The second point is that these externalities can be reached through mutual trust, norms, values and their impact on expectations and behaviors. The third point arises through mutual trust, norms, and values, organizations connected to informal social networks and associations.

Social capital makes an organization or any other group in cooperation more than a community of individuals who intend to realize their own special goals. Social capital is a bridge built on the distance between people. Typical elements and indicators include a high level of trust, solid personal networks and live communities, everything that makes individuals into a group of individuals, such as a sense of equal participation in a joint venture with an understanding partnership. Such commitment promotes cooperation, loyalty, rapid access to knowledge and skills, and regular organizational behavior.

Social capital can be proved, examined, invested in, made workable and useful. Like other forms of capital, it grows when it is used effectively. The association of cooperation with capital, which is an economic concept, is a sign of investment or growth potential of a group having the ability to work in common. Social capital stocks such as trust, norms, and networks are self-reinforcing and accumulating.

## **2.1. Criteria of Social Capital**

The most commonly used components in the measurement of social capital, the Putnam Instrument, emphasized the need to evaluate together the three elements that make up the social capital at the point of measurement of social capital (Putnam, 1995: 48). Putnam measures social networks, which he defines as an important element of social capital, with membership rates to associations. Examples include religious communities, school-family unions, Red Cross, scout groups and fraternity associations. The view on how trustworthy individuals are the confidence dimension and the time spent with neighbors, relatives, and friends is a measure of commitment dimension (Şan, 2007: 86). In the social capital index put forward by Putnam, more detailed studies, whether the individuals have worked in the committees of local organizations in the past year, whether they are involved in the management of any organization or club, the number of club meetings they attended, the number of the member groups, school or city the rate of participation in public meetings, the rate of work in any social project, the time allocated to voluntary activities, the time allocated to visiting friends, the time allocated to entertainment in the house, the number of social and civil organizations per thousand people and the number of non-profit organizations per thousand people. In addition to all these variables, opinion on whether to trust individuals, in general, is also included in the index (Putnam, 1995: 55).

**Table 1: Components of Putnam's Social Capital Index**

Components of Social Capital Index
Measurement of Social Life
<ul style="list-style-type: none"> <li>• Participation in the activities of local organizations in the last year                      Taking part in the management of organizations or clubs in the last year</li> <li>• Number of urban and social organizations per thousand people</li> <li>• Average number of attendances to club meetings in last year</li> <li>• Average number of group memberships</li> </ul>
Measurement of the Relevance of Public Events
<ul style="list-style-type: none"> <li>• Participation rate</li> <li>• Participation rate in public meetings in the city or school in the last year</li> </ul>
Measurement of Social Volunteerism
<ul style="list-style-type: none"> <li>• Number of civil society organizations per thousand people</li> <li>• The average number of times in social projects in the last year</li> <li>• The average number of volunteer jobs in the last year</li> </ul>
Measurement of Informal Socialization
Confidence Measurement
<ul style="list-style-type: none"> <li>• Approving the judgment “Most people are trustworthy”</li> <li>• Approving the judgment “Most people are honest”</li> </ul>

Source: Putnam, R. D. (1995). *Bowling Alone: America's Declining Social Capital*, Journal of Democracy, 6: 65-78.

The criteria of social capital consist of various elements such as family, non-governmental organizations, firms, public sector, ethnic and other social groups. These groups range from the family's smallest foundation stone to the nation, which is the widest in the nation. Hudson and Chapman, in their work "Measurement of Social Capital in America", based on a broader framework, listed the criteria of social capital as follows (Hudson and Chapman):

- Confidence: Social trust (more or less), confidence in ethnicity/ethnicity (a form of a bridge).
- Informal Networks: Diversity of friendship networks (a form of a bridge), Informal socialization with family, friends, and contemporaries.
- Formal Networks: Civil/social leadership, membership of associations, donation, and volunteering, participation in religion/belief.
- Political Interest: Known political rights (voting), protesting politics (walks, boycotts, sit-ins).
- Equal civil responsibility against a community: It is explained according to the structured dimensions of race, income and education level.

On the other hand, some researchers have explained the criteria of social capital in general and the views on the field of satisfaction with the level of satisfaction with these areas, and the mutual trust concepts of trusting others; civil participation as actions such as voting on local and national, "social relations and support networks" with friends, close and distant environment, social participation in the context of sensitivity to minority or different groups in a society and in the context of performing voluntary activities (Blaxter and others. 2001; Green and Fletcher, 2003).

## **2.2. Elements of Social Capital**

The elements of social capital are the basic facts that lead to the increase of social capital by influencing the sources that provide the creation and functioning of social capital. In this framework, social networks, norms, and trust can be considered as the main elements of social capital.

**Social Networks:** Social networks are one of the most important sources and indicators of social capital. Social capital is directly proportional to the network structures in social structures. The number of social connections, the intensity, and the nature of communication in networks determines the level of social capital in social networks. In other words, social capital comes to life in social networks. Social networks are fed by concentrated social relations. It surrounds groups, individuals and various organizations. Social networks empower norms for reciprocity and allow for social trust to emerge. Thus, social networks facilitate cooperation and communication, allowing individuals to resolve decisively the impasse of collective actions. In this context, social and economic activities are a plus value, which reduces the individual opportunism when woven with networks that feed intense social interaction. As a result, social networks that allow intense interaction allow individuals to participate in collective action in society. And social networks gain the character of individuality in the framework of social benefit by allowing the development of our sense of individuality against individuality (Putnam, 1995: 66).

The phenomenon of social capital reinforces the energy of acting together. Thus, individuals can operate in a multi-faceted manner (Çetin, 2006: 75). In this case, social productivity increases. At this point, the importance of the concept of a network in social capital comes to the fore.

There are various characteristics of the networks we can describe as an element of social capital. In these networks, the communication of individuals or institutions, as actors, as well as their communication with other individuals or institutions, is

also important. Information and communication is an important function of social networks. The fact that the actors transfer the information obtained from different sectors and experiences to other actors will increase the effectiveness in the network. Social networks contribute to the formation of social capital by providing advantages to their members in many ways. Social capital can reduce the risks, costs, and uncertainties associated with the acquisition and dissemination of information.

This important feature of social capital itself is shaped by social networks. In social networks, it facilitates the process of obtaining synergy expected from social capital itself. Social networks have an important role in the formation, coordination, and execution of cooperation activities. The involvement of an actor in a social network may be due to a common value or benefit, such as developing a friendship or a merger. Social networks create business opportunities and facilitate business mobility (Dasgupta, 2005: 13).

Social networks result in the benefits of individuals, such as getting status, going to work, and multiplying the opportunities for their lives (Putnam, 1995:319).

**Norms:** The norms that set the moral judgments and standards that regulate the relationships between individuals in social life are one of the important sociological sanctions that maintain society. Norms are the sum of non-written values. Norms reveal what kind of attitudes and behaviors are accepted for a community. In social norms, it is possible to see the traces of social capital. In other words, norms are a series of moral values that society has. The inclusion of norms in the process of social capital stems from the foresight of people's giving up their own interests for the benefit of society. The norms supported by social support, status, dignity, and other such awards require individuals to pay attention to the public interest and strengthen the ties between individuals.

The level of social capital that arises as a result of the implementation of norms is determined by the individuals in that group. It is stated that the norms that will establish trust in the society will reduce the transaction cost and develop the

cooperation ground. If there is a disagreement between individuals who make up a community and if this disagreement is not fulfilled by norms, the problems will be tried to be eliminated through legal rules. This will undoubtedly increase costs.

Putnam made contributions to the development of the concept of social capital. According to Putnam, norms will contribute to the process of becoming a regular society. It is also stated that this expectation will facilitate the production and maintenance of social capital (Putnam, 1995). According to Coleman, in a society, if norms that direct social life is of great importance, they can produce and sustain social capital in that society. The status of the networks in which individuals are involved also comes into prominence in the production of social capital. If the networks are closed to the outside of the network within the individual individuals are likely to fit within the basic norms of that network. This situation reinforces the element of trust. Coleman explains this by giving the example of the New York jewelry market. In this market, traders trade with each other as a result of their mutual trust. They do not take any further action. The merchant who does not comply with the norm is excluded from that social network. Individuals know what the consequences of dissemination of knowledge will be if they are obeying the norms in the community. (Uğuz, 2010:62).

The capacity of norms to create social capital stems from its foresight to give up its own interests for the benefit of society. Other norms supported by other support such as social support, status, dignity and so on, require people to take care of the public interest and strengthen the links between people (Özdemir, 2007:74).

**Trust:** Social capital is a social power that arises from the dominance of trust in a society or parts of it. It is buried in the smallest and basic social groups in the form of family as well as the largest groups like the nation and all other groups between these two extremes. Social capital is different from other types of human capital because it is created and communicated through cultural mechanisms such as historical habits, tradition, and religion (Fukuyama, 2005: 42). Confidence is an emotional power that begins with a sense of self-worth and in contact with everyone in the company, science, and team. One of the most important factors that enable

people to achieve success in life is the power given by the trust in themselves and in other people and by being trusted by them. With this phenomenon, we expand our internal structure, build bridges of trust from one subject to another, from one idea to another and from one person to another (Türemen, 2002:562).

Trust is a dynamic element that brings vitality to the relationships between individuals and institutions. In addition, trust is a set of coherent behaviors covering commitments, sincerity, truth, honesty, and virtue. Trust constitutes the basis of social order, individual life, economic and democratic development (Gökalp, 2003: 163). The most prominent feature of social capital is to solve the problems that cause problems when people come together and to make people work together. This situation is undoubtedly formed by the implementation of the concept of trust. Being trusted could lead to self-confidence and satisfaction.

Trust is an important element that contributes to the process of creating and developing social capital arising from the relationships of individuals. In societies where trust is not established, based on interests in human relations, hypocritical behaviors, unnecessary doubts will cause social life in this situation. Therefore, trust is an important element that strengthens social networks by giving dynamism to social life (Newton, 2001: 22). A society structure where the concept of tolerance is established among the individuals who have developed a collective problem-solving ability that can resolve the problems experienced in the societies where the trust level is high can be solved outside the judiciary (Putnam, 1995:288). There is a fact of trust on the basis of social capital. Factors such as social capital, relations, communities, cooperation, and solidarity cannot exist without a certain level of trust. Trust is the starting point of social capital. The role of trust in the sociological framework is a healthy basis for communication between individuals. This is a situation that eliminates uncertainty and strengthens relations. The existence of a sense of trust based on common norms such as traditions, customs, special days and behaviors in a society makes the sociological structure in that country stable. As in almost every concept, the concept of trust has a maturation process. A certain time is required for trust to reach a certain level. As trust level increases, concepts such

as cooperation, solidarity spirit begin to be experienced in social life. In this case, the social trust provides rivets and social integration.

When the literature on social capital is examined, there is no common definition of social capital and its dimensions. When the main characteristics of social capital are examined, it is seen that the theorists have defined social capital as the *benefits and opportunities* that people provide through their relations (Coleman, 1988). According to the report of the OECD (2001), the source of social capital is the instinct of man to be a society in the anthropological literature, whereas the social norms and motivation phenomenon are considered as social in the sociology literature. Starting from Tocqueville, there is a tradition that civil society organizations are linked to democracy through these social organizations (Van Deth, 2010). One of the two main dimensions of social capital, which was later called Putnam's fusing social capital, was the argument that the network of weak relations, which Granovetter (1973) conceptualized, contributed to the strengthening of social capital (Pattie and oth., 2003). According to this, social capital is two types of fusion and binding. Fusing social capital is a social capital based on trust in closed group relations, where individuals only know and support each other personally (Putnam, 1995). Connective social capital is a type of social capital based on a general trust based on the social, political and environmental activities of the individual, together with the cooperation networks, it creates with the individuals and groups of any part of the society and the voluntary social, political and environmental activities (Lin, 2005).

The citizenship characteristics of individuals with their social capital accumulation affect the development of democracy in societies. One of the most distinctive features of democratic societies is the demonstration of the active citizenship behaviors of the individuals who form the society. It has been said that the concept of active citizenship is sometimes similar to the voluntary participation discussed in social capital theory (Dalton, 2008). However, active citizenship also includes individual fulfillment of citizenship rights and responsibilities. An individual's search for their rights as an individual consumer can be given as an example. In

addition, active citizenship behaviors in democratic societies envisage trust-based activities, such as seeking their rights as individuals and communities, participating in political parties and activities, voluntarily participating in communities for the solution of global problems, and voluntary work for the community. Therefore, it is understood that there is a direct, theoretical and practical connection between social capital and active citizenship (Zmerli, 2010).

In addition, in social capital theory, it is emphasized that trust is one of the most basic indicators for the healthy functioning of democratic societies. Trust is gaining importance both in terms of the trust of individuals towards other individuals who make up the society and their trust in democratic system institutions. Trust is perhaps the most important concept of social capital in the functioning of social cohesion, economic efficiency, and solid democracy. Because, the trust provides the emergence of voluntary participation networks and thus the benefits that the individual cannot individually provide by solving the social, political and environmental problems. Therefore, it is the basic point of social capital theory (Newton, 2001).

While the individual's trust in his / her environment is based on his own lives, his trust in the political systems and institutions is based on the information he has acquired through the media. Therefore, one of the most important tools of the functioning of the democratic system is the existence of an independent media. Even in the period before the Internet and its tools entered human life, the media was called the fourth power in the political system, in addition to the judiciary, the executive and the legislature (Erdoğan, 1999).

Today, the Internet is affecting the lives of ordinary people all over the world. In this case, it is inevitable that the functioning of the democratic system will become more influential in the perceived trust towards the political institution and institutions. In this case, *many new factors are involved in creating a person's sense of trust*. These include the ownership of media tools, the relationship between political powers, media literacy, and the sources of information that the individual refers to (Newton, 2002).

Therefore, the sources of information that individuals apply for information are of great importance. Individuals use different reasoning methodologies and different sources of information to solve the problems they face in everyday life. These sources of information have been classified in various ways by many researchers.

Karasar (2013) listed his sources of information as previous practices, (traditions/precedents), authority figures, one's own experiences, and science. Nowadays, the rapid development of information and communication technologies may cause changes in the information sources that people apply in parallel with the use of the internet and social media. In this context, social media can be classified under a separate heading as a source of information. Because it is seen that social media has important effects on the great social events that occurred in recent years. In such cases, social media has contributed to the rapid organization of people. This is an indication of people's trust in the information shared on social media. When social media is examined from the social capital dimension, it is used to organize and mobilize the masses in order to realize different purposes, while at the same time it ensures that people are kept up to date with the latest information that cannot be reached through official channels (Lerman and Ghosh, 2010). Social media creates a special and fixed social address for individuals, thus enabling them to access and re-establish connections for individuals without a restriction in the context of spatial, temporal and social distances.

In this context, Shin and Choi have examined social capital as an intermediary in the relationship between civil democratic participation and social media (Shin and Choi, 2017). As a result of the research, it is stated that the individuals who share their views more actively about social events and phenomena through social media have socialized with other individuals or groups and the social capital they have developed has increased the civic participation of individuals.

It is known that social media plays a very important role in the planning and implementation of the events that have led to the demolition of the power that has been in power for years (Babacan and oth., 2011). In Turkey, especially Twitter and

social media tools such as Facebook lifetime increase in individuals with the stroke of political and social issues to focus on providing more opportunities.

Shin and Choi, in addition to demonstrating their opinions and opinions at the macro level, are demonstrating their democratic participation and social relations in social media and social relations in social media and revealing the close relationship between social participation and civic participation (Shin and Chin, 2017). Hwang and Kim stated that the intention of participation and participation in social movements is higher in individuals who use social media more (Hwang and Kim, 2015). This situation shows that the online and virtual environment of social media is in response to the real lives of individuals.

Social media tools are used more intensively by younger students than other age groups in society. This situation led the students to use social capital more effectively (Bkz; Ellison, Steinfield and Lampe, 2007; Steinfield, Ellison and Lampe, 2011; Ranieri, Manca and Fini, 2012; Greenhow and Burton, 2011; Haufer and Aubert, 2013). In Turkey, many types of research have examined the relationship between social capital and education. In these studies, it has been determined that theoretical studies are carried out in the form of compilation for social capital and social capital is handled with the perspective of education management (Çelik and Ekinci, 2012; Özdemir, 2007; Günkör, 2011; Yücel and oth., 2013).

Hablemitoğlu and Yıldırım (2009) aimed to reveal the attitudes and evaluations of university youth about Facebook as a virtual social capital field. The data of the study was obtained by an in-depth interview with 300 students attending Ankara University. In the study, "Facebook Social Capital Scale", "Facebook Attitude Scale" and "Life Satisfaction Scale" were used. According to research findings, there was a mutual interaction between all subscales of Facebook social capital, Facebook attitudes and life satisfaction. In addition, it was found that gender and the frequency of internet use were influential on Facebook attitudes as a virtual social capital in terms of university youth.

Furthermore, Putnam in his more detailed work on the social capital index built by individuals in the committees of local organizations in the past year, whether the organization of any organization or club, the number of club meetings attended, the number of groups attended, school or city work attendance rate of participation in public meetings has used the rates of work in any social project, the time allocated to voluntary activities, the time allocated to visiting friends, the time spent at home entertainment, the number of social and non-governmental organizations per 1000 people, and the number of non-profit organizations per 1000 people (Putnam, 1995: 68). In addition to all these variables, the opinion that individuals can be trusted in general is also included in the index (SARD, 2001:17).

Bjørnskov and Svendsen demonstrated 10 different measurements of social capital in their detailed literature review (Bjørnskov and Svendsen: 2003). If we need to group these measurements, we can create 2 different categories:

1. Micro-level approaches that measure individuals' membership and confidence level. The criterion of trust may include generalized trust as well as trust in institutions.
2. Approaches to macro-level variables such as the level of corruption in a society, membership rates of individuals to civic organizations, the Economic Freedom index measured by Freedom House and the power of central government (Bjørnskov and Svendsen: 2003: 9-17).

Studies on social capital are generally a synthesis of these two approaches. Norris, for example, included the generalized levels of trust in individuals, whether they were members of any voluntary organizations, whether they were members of more than one voluntary organization, and whether they played an active role in the calculation of their social capital levels (Norris, 2002: 19). In this respect, Norris's work can be regarded as a standard-setting study. There are no different approaches to how the trust should be measured.

Regardless of the methodological definitions, there is almost a consensus on the determinants of social capital and trust. The income levels of countries from the

macro level variables and the equal distribution of income contribute positively to the development of social capital and inter-individual trust. A more equitable income distribution facilitates the cooperation of individuals and encourages civil activities (Fidrmuc and Gérxhani, 2004: 4).

The fact that societies are individualist or collectivist affects social capital directly. In individualist societies, the interaction of individuals with individuals from different segments is the reason for the inter-individual trust and therefore the increase of social capital. Because the interaction in collectivist societies is more inter-group than individuals, the strategic trust for the group is high but the generalized degree of confidence remains low (Allik and Realo, 2004: 35).

Another factor that directly affects social capital is institutional arrangements. The approach, which sees institutions as structures that determine social interactions, states that institutional arrangements that can be interpreted as generally accepted rules reduce uncertainty and increase predictability due to the limitations of individuals' behavior (Renno, 2000: 10). In addition to this characteristic of the institutions affecting strategic trust, the good functioning of state institutions, i.e. the existence of an effective justice system will facilitate the trust of others to others. On the other hand, it is almost a recognized fact that authoritarian regimes have destroyed social capital, although the debate on whether democracy strengthens social capital due to the trust of democracies (Uslaner, 2004, s.15).

In addition to these developments at the macro level, numerous empirical studies have presented examples of the micro-level determinants of social capital. The higher educated, the higher-income, the white-collar people are more prone to civic participation, but the less educated and low-income citizens are shown by Fidrmuc and Gérxhani. It is also an important finding that citizens, who are the owners of their own business, are more prone to civic participation (Fidrmuc and Gérxhani, 2004:11)

Discussing the relationship between political participation and social capital in Latin American countries, Renno states that the ways in which individuals spend

their free time are positively related to social capital. Individuals who prefer to do sports in their free time are more inclined to engage in civilian activities than those who prefer watching television at home (Renno, 2000:11). Another interesting finding of Renno is that the fears of being unemployed in the future rather than individuals' past economic performance evaluations have a more negative effect on their tendency to participate in civilian activities. Renno's findings are that left-wing viewers have more civic participation tendencies (Renno, 2000:15).

Scheufele and Shah argue that individuals' personalities are influential on social capital. Leading individuals with a strong personality will be more inclined to participate in civic engagement as well as in other people. These individuals should be more interested in politics and should be expected to receive more news from the media. The detailed analyzes made by the authors confirmed these expectations (Scheufele and Shah, 2000).

Analyzing the tendency of citizens to participate in civic participation in European Union member countries, Christoforou showed that education, especially university graduation, had a positive effect on social capital. Income, having a regular business, positively affects the tendency of individuals to participate in civic participation in favor of men except in northern countries such as Norway and Denmark (Christorofou, 2004:10). Considering all these studies, it can be said that civic engagement is an area dedicated to high income, white collar, business owner and individuals who are already prone to political participation.

Considering macro-level variables, the fact that developed democracies where individual culture is prevalent, with equal income distribution, away from economic crises, has higher social capital stocks; it raises the question of whether the question of social capital is a problem of development. Therefore, the existence of a vicious circle that is difficult to break can be mentioned: The low level of social capital stock in the undeveloped countries reduces the quality of management and delays their development. On the other hand, the decline in the social capital of some of the developed countries and the differences in terms of social capital among these countries show that the vicious circle may be broken.

Research has shown that the higher the social capital of a society, the more democratic society of society in comparison with other societies, but also the more advanced structure of civil culture in such societies (Erdoğan, 1999). Societies with high levels of social capital have a say in all areas of democracy. This high democratic participation enables the members of the society to take a more active role in the problems of the country and to take initiative in the public sphere outside the political sphere and to have a say in the charitable organizations, social responsibility projects. This high level of social capital also increases the rate of reaction of the community in the event of a problem. It can be predicted how developed an insensitive society is about socially less sensitive, unrelated to country issues, and where civil society can take initiative.

Turkey does not have a society with a high level of social capital. The active participation of individuals living in Turkey in civil society organizations, one of the indispensable elements of democracy, is extremely low (Erdoğan, 2006). Unfortunately, the activities of charitable organizations always start with a campaign, and the driving force is not the society itself but the activities organized by these organizations. In developed countries, social awareness and civil initiative are at the highest level. People, together with the political will to solve the events that deeply affect the society like any disease, natural disaster, and economic crisis, mobilize the civil elements in which social capital is effective.

Babacan's work with 1254 students from 62 universities in Turkey revealed that students carried their current social capital to social networking platforms. However, Babacan's researches showed that university students have a low level of trust towards the individuals they do not know (Babacan, 2015). This situation may lead to a decrease in the social participation of individuals and the social capital of society.

In order to benefit from the effects of social capital, it is necessary to increase the social interactions of individuals, to gather information and to share this information with the activities of sharing and to gain the common working habits of the stakeholders of social capital and to increase the permanence of such habits

(Özdemir, 2008). The dynamics in the normal socialization process also appear to be valid on the internet platform. In other words, individuals should have a sense of mutual trust in order to carry out collective studies and activities together.

Considering Babacan's research and Özdemir's suggestions, the emergence of social capital potential in social networks in the society is possible with the feeling of trust in virtual environments. Individuals may have a less social capital reaction because they cannot develop enough confidence in others in the virtual world, which has a vast area and population.

In the research of Uğuz, Örselli, and Sipahi, people in Turkey think that people other than themselves usually struggle for their own interests. However, in the research, it has been revealed that there is a belief that society has the potential to be together to intervene in the problem. In the study, it was revealed that the participation of individuals in civil society organizations was low. However, not only the low level of institutionalized participation but also the low level of individual participation was added to the findings (Uğuzet. al., 2011). Similar to the results of the research conducted by Babacan (2015), Turkish society only trusts family and relatives. But people have great problems in trusting individuals outside his family. Therefore, it is important that individuals do not feel mistrust over each other in social networks in order to increase social capital.

The contribution of social media to social capital, as well as the contribution of social capital to the internet world, should be underlined. For example, in the field of software development in information technologies, a model known as free software was born in recent years. In free software, writing code for computer programs is practiced in social networking environments. There have been similar developments in all areas offered by the Internet, not just in software development. For instance; Wikipedia, a site for creating, developing and sharing information in encyclopedia style and the video hosting and sharing site YouTube was born with such collective contributions (Acun, 2011).

The social capital potential in social networks creates new channels that people can use quickly and dynamically. Every individual who created a social network put a brick in the work and worked for the emergence of a large structure. Because of the cognitive dimension that is one of the dimensions of social capital, individuals forming social capital have a common language. Individuals unite around common problems. This situation unites them around common goals. At the end of this, individuals begin to act within a social system. Individuals develop a common point of view about the collective goals they are joining together (Goronwy and Simon, 1996).

Globalization and new world order have changed the expectations of individuals from life. Recently, when looking at online advertisements, it has come to the forefront that the firms keep up with the brand's new order (Özdemir, Özdemir, Polat and Aksoy, 2014). The fact that individuals spend most of their time on social networking sites that pay attention to the ads that hit their eyes and transform them into consumer behaviors shows the communication and advertising power of social media. Individuals using social media can express their opinions about the products and services they have used and shared their experiences with each other. Hence, this interaction and interpretations create appreciation about mass ideas and products (Sabuncuoğlu and Gülay, 2014).

An individual who follows the Twitter addresses of brands reads news both on social networks and socializes with friends. In addition, the individual has detailed information about the advertising campaigns from the corporate sites of the firms in question and a new product.

Another propaganda force of social media is that it has an immediate effect without any control over the published news, opinions, and comments. Unfounded news and gossip about many people, institutions, and companies, combined with the influence of social media, has an incredible propaganda power. An alleged situation regarding a person, a claim put forward in relation to the practices of an institution, or unfounded news about a company's products are accepted as being not subject to any filtering by people. The individuals who have been dragged into suicide by the

slanders, the institutions that are slandered, the businesses that have a reputation of being destroyed, unfortunately, summarize this situation. Therefore, an individual who shares every news he/she has seen on social media and passes it through the cognitive filter and not retweeting it becomes a partner to a slander that can occur naturally.

In a study, the perception of the correctness of the news is developing as the age of the people with a news experience on social media increases with the level of education. Individuals with a high level of education or older have found that many news, reviews, and evaluations that reach him/her through various channels in the social media first pass through his own filter, but after that, they share a small number of stories shared by social media (Sütçü, 2015). This is important data. Because there is no pressure on individuals in social media.

While there are many factors in real life that individuals will be afraid of when expressing their opinions on a subject, unfortunately, there are no restraining mechanisms in normal life when expressing an opinion about any product in social media or when you share your convictions about someone. This situation may cause individuals to behave more comfortably in this regard. Therefore, the correct use of social media takes place with the snowball effect of individuals' evaluations about people and brands, predicting where they will end and behaving with caution.

Technologic advancements in social media and communication technologies transformed this phenomenon. Individuals can reach anyone or anything through social media despite their demographic and geographic limitations. Such as the internet and social media, allow businesses to form global social connections and networks, allow individuals to promote themselves and develop new social circles through social media or to stay in contact with old acquaintances normally they could not. Before these advancements, social networks were narrow and local in scope and depended on fundamental social contract dynamics which are education, family status, social circle and physical limitation of the real world. This accumulation can be achieved for any individual, and the changing conditions, while taking days and weeks, make this collective archive a collective experience

within a few seconds and within a few seconds. However, the situation that individuals need to pay attention to is an objective attitude when declaring ideas in these areas, such as civic organizations.

Civil society organizations contribute to social capital in terms of many features. The first of these is the training of members of such organizations with lifelong education studies. The members develop themselves through activities such as presentations, symposiums, seminars, panels, and meetings. The second one is that such organizations provide communication to the members of their organizations with plenty of environment. People find a great opportunity for their development by establishing trust-based relationships after their first socialization experiences by joining such organizations after their families where they have the opportunity to socialize first. They feel safer and stronger than before, both socially and politically (Karagül, 2012).

In a non-governmental organization, individuals should not have any lack of trust and trust in their relations with each other. Members must experience a sense of security. Their relations with each other must have openness, openness, and intimacy. They must have feelings of helpfulness and helpfulness towards people, society and nature. The status of requests for participation in activities and participation feelings should be clear. Satisfaction levels and expectations of hopes about the activities to be carried out are gaining importance (Varol, 1989).

Non-governmental organizations, which are one of the most important sources of social capital, use social media in their public relations activities, advertising works, meetings to be organized by them, target campaigns to be carried out with their target groups ( Onat, 2010). Although it is an effective medium, unfortunately, the social media usage of CSOs in Turkey is low. In a study conducted in Amasya, it was revealed that NGOs in the province did not use the internet effectively (Koparan, Kahraman, Sağlam, and Karaçar, 2015). Non-governmental organizations can create public opinion when they use social media well, organize aid campaigns, and provide daily information to their members or followers by providing daily weekly newsletters. The role of social media in political propaganda

and advertising, as well as the role of non-governmental organizations in reaching the target audiences, cannot be denied.

Under normal circumstances, voluntary organizations were holding meetings for their activities, preparing promotional brochures, and communicating with the public what they wanted to do with social awareness projects. However, Realizing the ability of social networks to create, develop, transform and manipulate social capital, non-governmental organizations can organize a blood donation campaign by publicizing their activities on social media, implement a forestation project, initiate public awareness raising efforts to fight erosion effectively, schooling of poor children to organize campaigns on behalf of the village, to provide food supplies to village schools.

While many publications talk about the harms of the internet or social networks used outside of its purpose, when used for humanitarian purposes, it is clear how social media is an effective tool in the activities for the benefit of society and how it plays an important role for driving people to beneficial works. Recently, a number of non-governmental organizations structured via Twitter organized aid campaigns with great participation in a few days and signed a social awareness project. The most important reason why the social capital that exists in society is recovered so quickly, the society becomes sensitive and the rate of reaction is so high is the power of social media over social capital.

In addition to all these, it is important to look at the relevant studies in order to understand the effects of social media and social capital on the employment strategies of young people especially in relation to the work. Since social capital is concerned with the power of relations. The source of power is not the amount of information we have, but the people we know, the groups we are involved in. Familiarity with people in strong positions is one of the most viable jobs. The presence of a family or friends who seek refuge when we get stuck in the most important supporter of our mental health. The existence of a family closely following the school life of their young children is the most important determinant

of the child's future success. Human relations such as neighborhood, friendship, sharing, volunteering are a source of happiness and success.

The basic distinction between the binder and the social capital that creates bridges is widely accepted. For example, Nan Lin distinguished strong bonds and weak bonds. Lin's terminology follows Mark Granovetter's previous work among young people seeking work. According to these studies, strong ties in professions and firms where family and close friends are already obvious are a good source of work, while weak ties are important in finding new jobs in new areas. According to Lin, the strong bonds that are in line with the principle of establishing a relationship with similar ones connect people who resemble each other, while the weak bonds bring people from different social and cultural backgrounds together (Field, 2008:93).

There are many factors that influence an individual's ability to find a job and work. One of these is the human capital owned by the individual. Social capital, together with human capital, is also a factor that increases the employment opportunities of individuals. Those who supply the labor force seek a job in order to obtain wage income. They first seek employment opportunities from colleagues, families and networks, groups or associations to which they are affiliated. In other words, these people search for employment opportunities by using their stock of social capital. As a matter of fact, researches about the relationship between social capital and labor market include facilitating the job search process, providing career support, dissemination of information among employees, independent working style and success. In this context, Özgüler, in his research on the use of formal and informal job search methods during the job search process, stated that the majority of the participants found work through friends, relatives, and family. This is important in terms of showing the effect of the social networks of social capital in the job search process (Özgüler, 2007:154).

It is also suggested that social capital legitimizes the employee within the system, enables him to obtain career support, and thereby influence career success (Bozionelos, 2003:41-46). In their study of the relationship between social capital and career success, Seibert et al. reported that social capital influences career

success by allowing the individual to access more information in a timely manner, to access more financial and material resources, and to become more visible and legitimate within the social system (Seibert, Maria, Robert, 2001: 219-225).

Fabio Sabatini focused on social capital with insecurity and labor insecurity. According to him, labor insecurity plays an important role in determining social integration and well-being of institutions. Precarious workers are generally characterized by low and irregular working hours, low pay and low wages, sickness and job insecurity in terms of work and private life balance. In his empirical work in Italy, he demonstrated that the binding social capital, which is related to relations within the homogeneous groups, reduces labor insecurity in the labor market (Sabatini, 2008:2).

Hence, the lack of job security can reduce social integration, communication, and connections between communities. According to Özdemir, social capital has many positive effects on organizations, especially on the dissemination of knowledge (Özdemir, 2007:149-155). These studies show that social capital, above all, facilitates access to a quality workforce, facilitates finding a job and increases the efficiency of employees by spreading knowledge. Recently, firms are widely used in recruiting references of candidates. This behavior of firms shows that they benefit from their social capital. Independent work is an application included in active employment policies and it is possible to provide an appropriation to those who want to start their own business and to provide consultancy service for a certain period of time (Seçer, 2009: 121).

Social capital shortens the process of learning to work independently and provides information on new business opportunities through social relationships (Blumberg and Pfann, 2001:1). Social capital can increase the labor force skills, lifelong learning, shorten the period of unemployed, and reduce the unemployment rate and facilitate the effective execution of active labor policies aimed at accelerating return to work. There are many studies in the literature about the work of individuals working in the labor market through social networks (social capital) (George and Chaze, 2009:400; Portes, 1998; Roberts, 2001; Zhang 2001; Aguilera and Massey,

2003; Zhao, 2003). Social capital can increase the level of knowledge of individuals by enabling the dissemination of knowledge through social bonds.

## **CHAPTER 3: RESEARCH DESIGN AND METHODOLOGY**

### **3.1. Research Design**

Previous studies underlined that social capital plays an important role in networking practices and finding a job (Erdoğan,2007).Social media legitimizes the employee within the system, enables him/her to obtain a career supper and thereby influences career success (Bazionelos, 203:41-46). This research is conducted by qualitative research method to explore the relationship between social media and social capital, and its effects on networking practices. To understand participants' views about social media usage in networking, in-depth interviews were conducted.

Interviews were conducted with 10 students from Istanbul Bilgi University in one week period between April, 29 and May 6, 2019. 5 male 5 female participants were selected from senior year of bachelor's and first year of master's degree. The research chose this sample because the career strategies of students mostly become apparent in this period. And also, in this period they can create additional social capital as well as social capital from family.

Questions were organized under seven different sections. The first part began with demographic information of participants. The other six sections measure the six dimensions used in social capital measurement researches. In the first part, the demographic information of participants gives us information about the capital they receive from their parents; while the other six sections give us information about measure their social life, the relevance of public events, informal socialization, confidence, and social volunteerism. Last part of the interview measure networking strategies by social media questions.

Interviews were recorded and then decrypted for data analysis. Content analysis was conducted in order to make qualitative data quantitative. Content analysis provided to make replicable and valid references by interpreting and coding textual materials by evaluating a text. And then inductive analysis used to divide conversation to identifying themes. Theme analysis was conducted with descriptive analysis to summarize data in a meaningful way and to emerge patterns from data.

### **3.2. Methodology**

In this research, qualitative research techniques were used. Social media by its nature affects human relationships in more than one way. And it is a new networking platform with social codes that are not yet determined or not yet labeled by society. Social media usage may change according to information acquisition, socialization, communication and also the platforms used by individuals due to their demographic characteristics and frequency of usage. Qualitative research techniques provide greater freedom of movement, as the limitation of response in a quantitative survey may not be sufficient to explore these changes.

It is possible to define qualitative research as research which uses qualitative data collection techniques such as observation, interview, and document analysis, followed by a qualitative process for realizing realities and perceptions of events in the natural environment (Yıldırım and Şimşek, 2008:39). Qualitative research has features to reach a deeper understanding of networking strategies through social media. Communication among individuals and bonding has multiple dimensions. Therefore, qualitative research methods such as interview give us a way to generate knowledge and ability to interpret events and facts in their own context.

In quantitative research, the deterministic approach is kept at the forefront and the cause-effect relationship between events is not established. Less emphasis is placed on verbal and qualitative analyzes, while numerical data and statistics are given less space. Qualitative researchers use the language of events and contexts. They can examine events within the context. It doesn't analyze the problems by isolating the values that are formed within the system and tries to interpret the relationships that dominate the situation in their natural environment or to reveal their meanings (Neuman, 2012:224).

This research was conducted on the basis of question styles carried out within the framework of 6 dimensions used to map social capital in social capital researches which were conducted by the World Bank. These six dimensions are Groups and

Networks, trust and Solidarity, Collective Action and Cooperation, Information and Communication, Social Cohesion and Integration and Empowerment and Political Action. These emerge from three main titles of social capital measurement.

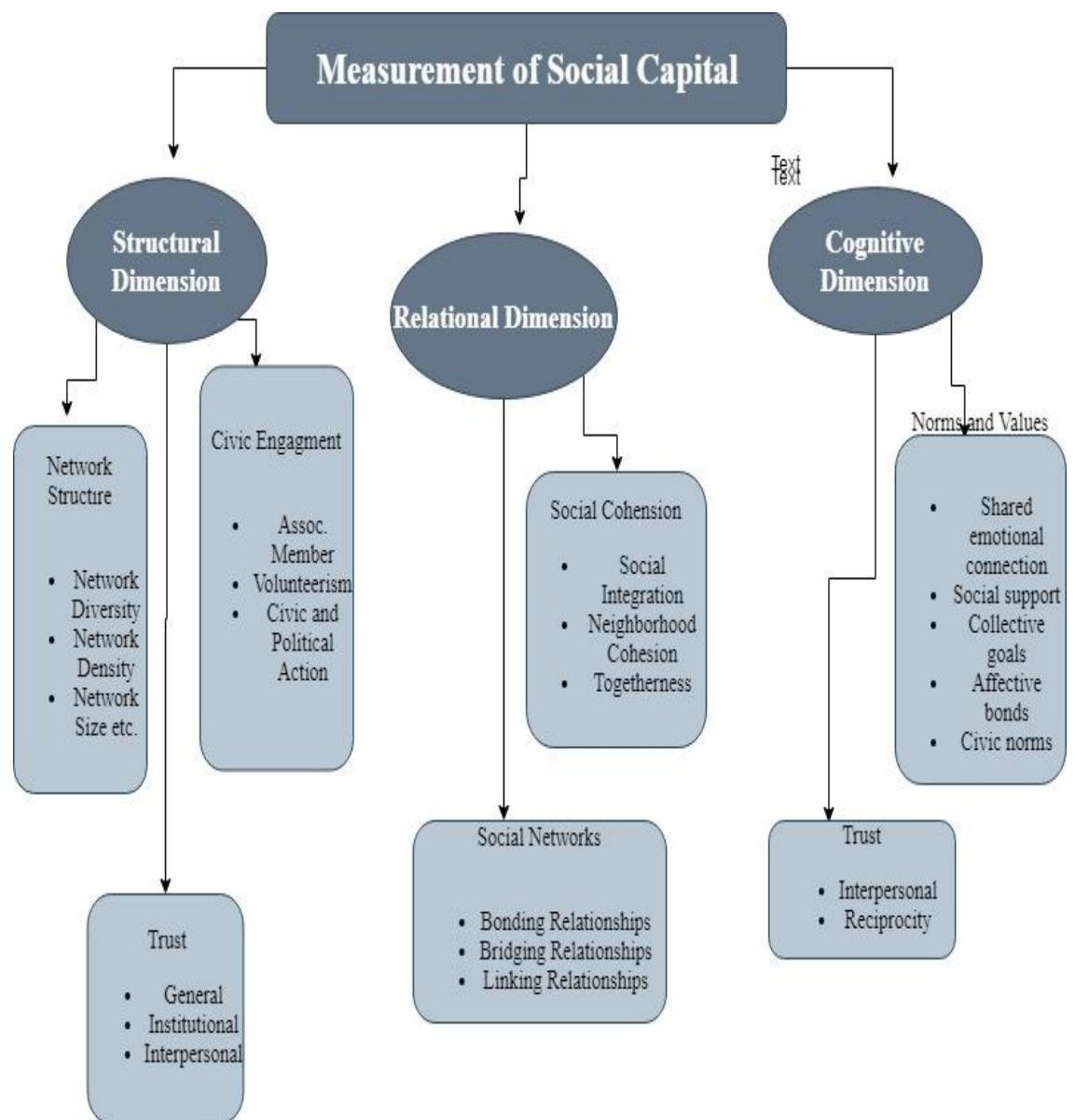
According to Nahapiet and Ghoshal (1988), these are the three main titles of social capital:

- Structural Dimension which comprises: Network ties, Network configuration, an appropriate organization. (*Bonding*)
- Relational Dimension which comprises: Trust, Norms, and Identification. (*Bridging*)
- Cognitive Dimension including Shared goals, and shared culture.

By using the related scales social capital can be measured. (*Linkages*)

Some of the norms of social capitals refer to more than one dimension. As you can see in the chart below, norms can be repeated in different dimensions. For example, trust is a factor both structural and cognitive dimension. While structural dimension measure belonging community and having like-minded individuals, cognitive dimension refers to trust among individuals.

**Figure 1: Measurement of Social Capital**



Source: [www.socialcapital.research.com](http://www.socialcapital.research.com)

Groups and Networks and Trust and Solidarity dimensions have formed a structural dimension. Collective Action and Cooperation and Information and Communication have formed the Relational Dimension. Cognitive Dimension

includes two dimensions which are Social Cohesion and Integration and Empowerment and Political Action dimension.

There is almost universal agreement that social capital is difficult to measure with a high degree of validity. Demand for relevant empirical measures has continued to outstrip supply. Social capital cannot be measured directly but can be inferred from its determinants or manifestations. The determinants are factors that have an impact on social interactions. Therefore all variables which measure social capital have a relation with each other. Interview's core questions are prepared with these nested variables. They enable us to draw a meaningful result in the difficult nature of social capital.

### **3.3. Sample and Data Collection**

#### **3.3.1. Sample**

10 interviews were held with respondents resembling 5 female and 5 male students in Istanbul Bilgi University. The respondents are a senior year of undergraduate and soft more year of graduate school. They were selected because of students in this period of their education are starting to think about employment strategies. The sample is built in the pursuit of exploring how social media might effect networking strategies. All of the participants did their internships, they have gone at least one job interview or he/she has a job. Therefore, they have familiarity with the professional world.

Although social capital has been conceptualized at the micro and macro levels, the tools needed to measure social capital at the level of households or individuals are very different (Grotaert, Narayan, Jones, and Woolcock:2003). This research conducted with 10 students who have some kind of network strategies. While this small group of the sample gives us the opportunity to explore motivations and how they connected the world, it couldn't give us an opportunity to make definitive or representative results.

### **3.3.2. Data Collection -Interview**

This research used two general data collection techniques: interview and document review. Interviews were held in the form of in-depth interviews. Qualitative research is preferred in order to understand the participants' motivations and goals in using social media to gain networks. Intended with in-depth interviews is to explore student's traditional social capital, family capital and how it works with the virtual world's social codes.

The interview aims to understand feelings and thoughts of research participants on a certain subject. The main purpose of the interview is to enter the inner world of the individual and try to understand his/her point of view. It aims to reach unobservable information about the subject, such as experiences, attitudes, thoughts, intentions, interpretations, mental perceptions, and reactions when they plan their network strategies. Interviews were planned as semi-structured. The principles to be taken into consideration when preparing the interview form can be listed as follows:

- Writing easy-to-understand questions,
- Preparation of focus questions,
- Open-ended questions,
- Avoiding redirection,
- Preparing a multidimensional type of questions,
- Preparation of alternative questions and probes,
- Establishing different types of questions,
- A logical arrangement of questions,
- Development of questions.

In-depth interviews were used to measure individuals' traditional social capitals in the first six sections. Questions were prepared based on qualitative and quantitative social capital researchers in the literature. These questions measure people's ties with their community, their physical capitals as well as their network development capabilities. Because, in many social capital measurement researchers, it is underlined that individuals' social capitals are directly related to parental capitals. This direct relationship means that the education and economic conditions of the family is an important factor when they start to create social capitals on their own.

In the six dimensions mentioned above, which are used in integrative social capital measurement methods, the methods of networking and protection of networks are tried to be mapped in technological tools and relations with social media.

In the last part of the study, the participants were asked questions about their social media usage; and how they use social media in their daily and business lives? In order to measure the usage and frequency of social media, the main reference point was "*wearesocial*" site and reports (<https://wearesocial.com/>).

In order to make sense of the importance of social media, which is the aim of the thesis, the differences between the profiles of the participants in the social networking sites such as Instagram, Facebook and the profiles of professional platforms such as LinkedIn have been explored. For this purpose, it has been tried to get information about different social media platforms' views and purposes such as whether there is a difference between the profile photos on LinkedIn or the platforms such as Facebook, whether they use Instagram accounts locked or not.

### **3.4. Data Analysis**

Three ways of qualitative data analysis are recommended. First of all, it is the presentation of the data with a descriptive approach by making reference to the original form of the obtained data as much as possible and by quoting directly from the statements of the participants when necessary. The second way is that the data is presented with a descriptive approach and some themes are determined and

relations are established between the themes. Thirdly, the researcher analyzes the data by using his / her own interpretations as well as a description and thematic analysis. In the same research, data analysis can be performed by using these three approaches together (Yıldırım and Şimşek, 2008: 221).

In the scope of this thesis, data analysis start with by analyzing written documents contain information about facts and events about the subject examined is called document review. First, to review the document recorded conversations were decrypted. Much more information can be obtained through textual materials. Text analysis with content analysis was performed to convert qualitative data to quantitative data. The main purpose of content analysis is to reach the concepts and relations that help to explain the collected data. The data which was collected with in-depth interviews, summarized and interpreted by descriptive analysis are subjected to in-depth processing by content analysis and new concepts are explored. The fundamental process in content analysis is to bring together similar data in the context of specific concepts and themes and to interpret them in a way that the reader can understand. Before examining the stages of content analysis, it is necessary to define the terms used (Yıldırım and Şimşek, 2008: 227; Neuman, 2012:663).Content Analysis provided to make replicable and valid references by interpreting and coding textual materials by evaluating a text. And then inductive analysis used to divide conversation to identifying themes. The aim of the inductive analysis, reveal the underlying concepts of social codes and social codes with social media use. In other words, inductive analysis is coding-base content analysis.

Based on the codes emerging in the first stage, pre-determined themes identified with descriptive analysis. The inductive analysis helps to identify themes which pointed out with in-depth interviews. Themes explained the data at a general level and collect the codes under certain categories. It is necessary to determine the similarities and differences of the codes that occur for thematic coding and to determine the types of themes which can combine that are related to each other.

Since the researcher in qualitative research is close to the case examined and, if necessary, has the first-hand experience of the case, his comments are valuable. The

views and comments of the researcher who can help in explaining and understanding the collected data have an important place in qualitative research. Therefore, the researcher has to give meaning to the data collected in this last stage and explain the relationships between the findings, to establish cause-effect relationships, to draw some conclusions from the findings and to explain the importance of the results obtained (Yıldırım veŞimşek, 2008: 238).

The aim of this thesis was to explore the place of social media in the employment strategies of university students with social capital theory. Social relations require different analysis methods because of the fact that each participant has different experiences, knowledge and social capital separately from their families and their relationship with their social capital. Predetermined social codes and the relation of these social codes with individuals' social media activities. Content analysis was used to map these codes and find out cause and effect relationships. In order to determine the descriptive codes of each participant, inductive analysis method was used to find out the patterns that emerged through content and descriptive analysis.

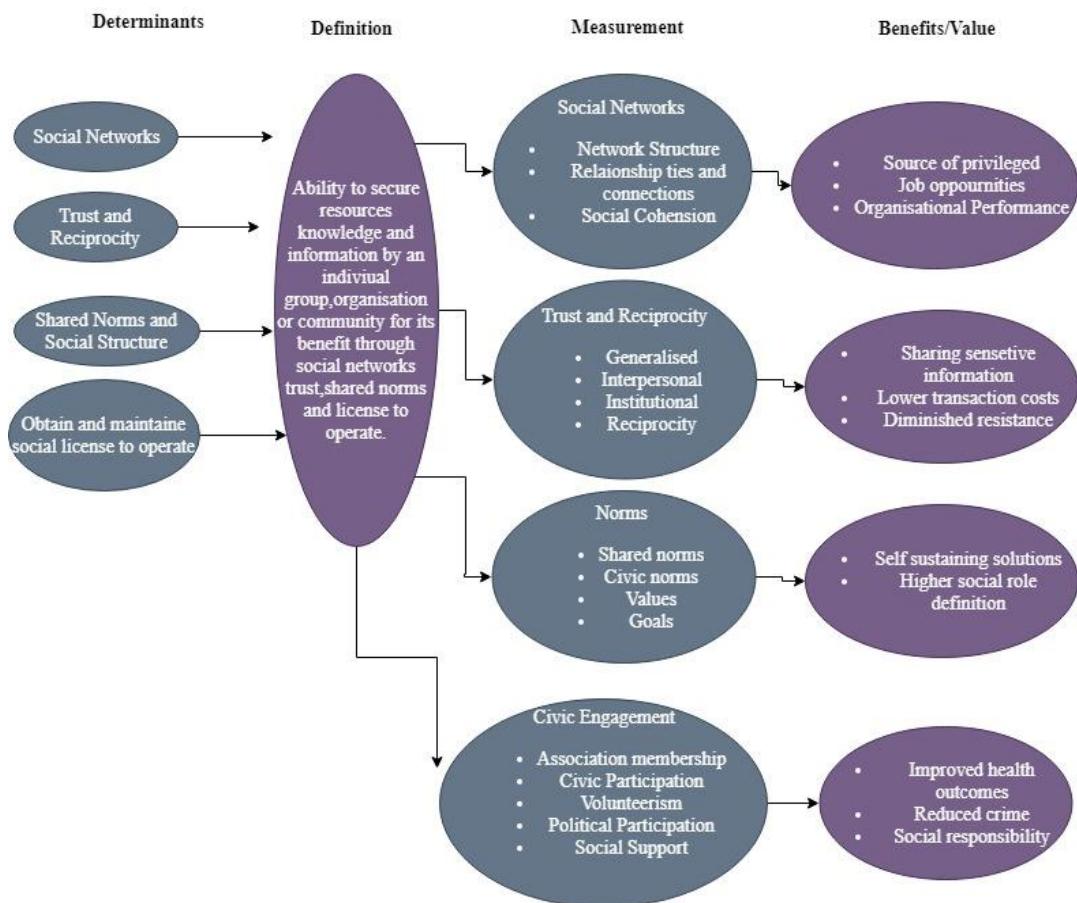
## **CHAPTER 4: FINDINGS**

To analysis, data recorded conversations were decrypted. Text analysis with content analysis was used to convert qualitative data into quantitative data. Content Analysis provided to make replicable and meaningful references by interpreting and coding textual materials by evaluating the text. And then inductive analysis used to divide conversation to identifying themes. Theme analyses by descriptive analysis summarize data in a meaningful way and try to emerge patterns from the text.

**Integrative Model of Social Capital:** Although social capital often discussed at the macro level, the tools needed to measure social capital at the individual level are different from the means necessary to measure social capital in the level of communities. To measure an individual's social capital and the relation between social media usage and social capital, we have to have an idea about their social capital which it has to include a family's social capital.

In-depth interviews design according to seven parts. The first part measures the demographics of the participant. Give us an idea about their household capital. Family capital of an individual is his/her starter resources. His/her educational, geographical and physical capitals are shaped by parents'. The final part of the questionnaire is social media use provide us an integrative model of social capital and social media. Other six parts of the design of the interview to measure six dimensions of social capital.

**Figure 2: An Integrative Model of Social Capital sources, definitions, measures and values**



*Source: Developing Careers through Social Networks and Transversal Competencies, [www.develop-project.eu](http://www.develop-project.eu)*

#### 4.1. Dimension 1: Groups and Networks

Understanding the groups and networks that enable people to access resources and collaborate to achieve shared goals is an important part of the concept of social capital. Informal networks are manifested in spontaneous, informal, and unregulated exchanges of information and resources within communities, as well as efforts at cooperation, coordination, and mutual assistance that help maximize

the utilization of available resources. Informal networks can be connected through horizontal and vertical relationships and are shaped by a variety of environmental factors, including the market, kinship, and friendship.

Another kind of network consists of associations, in which members are linked horizontally. Such networks often have clearly delineated structures, roles, and rules that govern how group members cooperate to achieve common goals. These networks also have the potential to nurture self-help, mutual help, solidarity, and cooperative efforts in a community. “Linking” social capital, on the other hand, includes relations and interactions between a community and its leaders and extends to wider relations between communities, and the marketplace. Groups and network dimension is the base level of facilitating knowledge transfer. Therefore, the formation of groups and networks determine individuals’ which resource they can access or which information and their quality. Therefore the quality of groups and networks determine individual’ social capital.

In the community context of social capital, the theory argued that availability and accessibility resources have a large impact on the formation of social capital. Social capital often refers to the ability to reach key resources through cultural and recreational facilities, markets, communication, etc. Accessing these resources has proven to improve wealth, land, immovable property, education and reputation distributed in the community. In other words, what percentage of accessing these assets plays a major role in a person’s social capital?

In the first part of the interview, participants answered demographic information, family occupation, households and their occupation (if they have). And it gives an idea about their base networking.

To understand the groups and networks, participants were asked about organizations they have been participated. The main theme of the questions in this section was the content of the organizations they regularly participated in and why they joined them and whether they achieved a new network through these organizations. The purpose of asking the contents of these organizations was to find out whether the participants contributed to their careers as we will see in the following sections.

4 of 10 participants live alone. Six live with their parents in their hometown Istanbul. Participants living with their families involve voluntary activities or groups within their interests. Participants who live alone participate in such activities without planning. They do not involve groups regularly. Their choice of participation in voluntarily activities are formed according to friends or imperious events.

Most of the participants use social media to communicate with friends and their families in their daily lives. Participants who live alone take up a large part of their daily lives in business or school. Others have more activities during day time like school projects. Even though, these projects or volunteer work they participate, they earn some kind of resource from them such as new networks, portfolio materials, new areas to work.

Participants who live alone also have activities. The points where the answers dissociated were the contents of the activities. The activities of the participants living with families have a one-to-one connection with their career goals. The reason for this is that the participants who live with their families have fewer responsibilities and the continuation of access to family capital. Participants who live their family can benefit from their family capital. Their tendency about building a new network is formed around their career strategies or their interests. However, participants who live alone create a network with their existing network. Their participation of new network depends on circumstances. As mention above in the community context of social capital theory argued that availability and accessibility resources have a large impact on the formation of social capital. Therefore, in the light of these results; participants who live with their family have much more opportunity to access resources and chase their career goals.

Participant one lives with her family and has not any siblings. Her major is both a media and communication system in the bachelor and master's degree. She works in an NGO (full-time job). Her mother's occupation is related to NGO. She is an advisor for NGOs, a civic organization for twenty years.

In this context of participation, one supports the fact that factors that shape opportunity limitations. The participant one is who can easily access resources for her job. Although the new networks are related to her job, the impact of these new networks is also seen in her social life.

This dimension of social capital measurement measures individuals' new networking skills and gives us information for their reasons. The organizations in which individuals participate outside the social circles and the methods of communication with the participants here give clues about the permanence of the newly established networks.

8 of the participants were communicating with the people they met in these communities through social media. However, the frequency and reasons for communication remain limited only in relation to the issues of their communities. Another important point is that 6 of these 8 participants crossed paths with the organization they attend through social media. Two of the eight participants met new people through non-governmental organizations. They also included people in their social circles into these organizations. With these results, it can be said that the permanence of newly established networks can be achieved if supported by existing social networks.

These two participants, who develop permanent networks, live together with their families. 6 participants are active in more than one organization and one of these organizations they attend is related to his/her career strategies.

Participant number 6 is a Media and Communication system major. His free time activities projects which involve his personal and career-wise interests. Participant 8 is a Game Design Major and his interest and activities with networks which are game communities affect his career choice. Network and organization questions measure participation in groups and organizations. The purpose of gaining new networks also changes according to the individual's goal.

The Interesting point in the content of groups is that female participant has a role in a different subject. However, male participants and their networking pattern consist of their employment strategies.

Groups and networks dimension's results argue that the participation of NGOs or volunteer groups has a positive impact on an individual's network whether they become permanent or not. However existing network has an impact on the formation of new ones.

**Table 1: Demographic Info**

	Sex	major	M.A/B. A	Siblings	Residenc y	Ag e	job
<b>1</b>	Female	MCS	M.A	none	Live with family	24	NGO
<b>2</b>	Female	MCS S/International Relations	M.A	none	Live alone	22	Advertiseme nt/social media
<b>3</b>	Female	MCS	B.A	none	Live alone	22	Social media manager
<b>4</b>	Female	MCS	B.A	none	Live alone	22	Social media
<b>5</b>	Female	International Relations	B.A	1	Live alone	24	
<b>6</b>	Male	MCS	B.A	none	Live alone	23	Active role in groups and organizations
<b>7</b>	Male	History/International Relations	B.A/M. A	none	Live with family	25	-
<b>8</b>	Male	Game Design	B.A	none	Live with family	23	-
<b>9</b>	Male	MCS s /journalism	M.A	1	Live with family	28	-
<b>10</b>	Male	Gastronomy	B.A	none	Live with family	22	-

\*M&Cs: Media and Communication System

\*M.A:Master of Arts

\*B.A: Bachelor of Arts

## **4.2. Dimension 2: Trust and Solidarity**

This dimension of social capital refers to the extent to which people they can rely on, do they feel that they belong to the community they are in? Adequately defining ‘trust’ in a given social context is precondition understanding links between individuals and how does network work they belong?

Trust sometimes is a choice, sometimes its necessity or mandatory according to their network or their social capital revenue. Distinguishing between these two ends of relations and ability or people’s choice of social interaction is difficult. It has rapidly changing nature depends on circumstances.

One of the participants said that she felt belonging to the community she involves. Her choice of help when she needed is her close circle which involves family, friends. Another participant asserted that he did not feel belonging to his community. However, his reason for that his neighborhood. He is a history major and also a photographer.

Belonging and trust have multiple dimensions. One of them is having like-minded individuals. The differences in these two situations were one of them has like-minded individuals who take action with. Taking action is combining effect on people and it is a huge component of building trust. Given answers are agree with that fact.

*“When I needed help I go to my family”*

Studies suggest that university student tend to trust people they know. Participant’s first choice of help is his/her family. When interviews deepened, questions shaped by their choice information, too. According to their information preferences, asked them the following questions; the person you trust most get the information or how do control accuracy of the information you receive? They nearly answer the same way *“I control the information through the internet or social media accounts which belongs someone I trust. ”* Whether they know them personally, or not.

This dimension of social capital measures trust. Whether he/she has a wide network they choose family when they need help. However, in the case of wide network, they tend to go to different people, as well. They can connect two sides of information and their intimate relations, too. Thereby, social capital itself could be broader for two sides of the relationships.

#### **4.3. Dimension 3: Collective Action and Cooperation**

This dimension of social capital context is closely related to trust and solidarity. While trust and solidarity explore how people work with others or do they work together, Collective Action and Cooperation dimension explore their response to the community. It also considers the consequences of violating community expectations regarding participation norms.

Questions of these dimensions explore formal and informal connections and interactions with others and the community.

*“Have you participated in any civic engagement in last year?”*

All of the participants said that they have not part of any civic engagement in last year. However, when they talking about their volunteer work and their daily habits and responsibilities, eight participants have told that their project which gave them a unique network. Their cooperation's with these networks sometimes can go out the original concept (Gamer unity, animal rights..etc). They can create unity for a different cause.

This result forces us another look *Trust and Solidarity* dimension. Trust and Solidarity dimension explores trust with the question “from who you go to for help when you needed?” However, people who *already connect in a different issue or cause* can easily help each other or ask for help one and another.

All of the participants consider going to help parents in the most pressing problems they run across. Three participants consider counseling friends and authority figures when they need help.

Social capital theory argued that community traditions effect of mutual assistance, cooperation and collective action. Participants who live alone most likely tend to depend on their own social capital. However, six participants demands help informal supports. Their social ties allow them to take collective action.

World Bank studies consider history, state structures, and cultural and social institutions influence the ability of local association and accumulate assets. Collective action ability directly has an impact on social capital. Their network provides a resource which they help acquiring and accumulating social capital.

Data collected through in-depth interviews recognize that social capital does exist outside the family. It concludes that social capital exerts an additional positive effect on welfare, finding heterogeneous networks. Social capital helps individual better cope with issues and manage risk because of activities undertaken for social purposes. For example, membership in associations that have non-economic objectives can positively affect members' access to resources.

#### **4.4. Dimension 4: Information and Communication**

Accessing the ability of information recognized as a central mechanism for helping poor communities strengthen their voice in the matter that democracy and well-being (World Bank, 2002).

The questions in the dimension of Information and Communication explore the ways and means sharing and accessing information. Liberty of access information, market conditions, public health, and education build the community infrastructure.

In the measurement of social capital, this dimension explores a way of accessing information and its historical and cultural importance. Accessing information before technology was a way of bounding. Today's social context has changed. We don't have to stay in touch with accessing information. Therefore, in some way, it has killed old networking ties but also it creates new ones. The questions in this part do not explore especially access existing communication source. This dimension tries to understand their choice of platform, to keep them update in current events.

All participants choose social media to access current events. Although they follow important events on television, they tend to follow the twitter to check the accuracy of their news from the opinion leaders they trust. Participants 1 and 9 control the news through the groups they are associated with and share the information they receive in different ways and follow an effective way of disseminating the information.

The information and communication dimension does not only measure access to current events. It measures the ability of individuals to access information that will provide new resources, and to whom they trust this issue. Because access to information is one of the most important factors that connect individuals and societies.

All of the participants follow at least one YouTube channel to get new information about their fields. They follow these channels for their education and job opportunities rather than their own social environment. They can follow job opportunities through people they know in social media. In result of that technological tools and social media provide individuals with new channels of communication, while their traditional channels of communication are coordinated with social media.

#### **4.5. Dimension 5: Social Cohesion and Integration**

Social Cohesion and Integration are closely related to the previous four dimensions of social capital. However, it has a slight difference. Social cohesion and Integration dimension focus on their potential to create new form networks or include or exclude members of the community.

Media analysis of formal communication channels (print media, television, Twitter, newspaper) shows that they explore the source of informal channels, too. Their choice about what information they want to access and which channel, it helps to

map the channels information and communication. Their choice of platforms creates different networks.

Cohesion and inclusion can be demonstrated through community events such as weddings or etc. or through activities that increase solidarity. Activities strengthen social cohesion. These strengthened ties improve communication.

Based on an examination of informal local and horizontal relationships, participants' answers illustrate the fact that they do not trust people they do not familiar with. However, if they have familiarity through social media they tend to trust. Five participants gain new networks, linkages, thereby social capital with their civic participation activities. These networks allow them to expand with civic integration. Their new networks go beyond circles of friends and relatives. Although, traditional social capital was not destroyed by a new one is emerged. It has adapted new situations.

Social cohesion and Inclusion dimension reveal that social media has increased the speed of participating activities. However, the lack of traditional social capital or lower social capital could be caused by a low degree of creating new networking ties in the long run. Therefore, employment opportunities can be reduced.

All in all, social media has an impact on bonding for new networking or old ones. All the participants' first response of including social events are through social media platforms. Next two parts of interviews have allowed our analysis to understand which platforms and why are the most important in helping or hindering the daily social interaction and understanding the reason behind them.

#### **4.6. Dimension 6: Empowerment and Political Action**

Individuals and communities are empowered by their ties to each other. Their ability to access information and their network have extent power-on control over institutions and process that affect their social capital. Empowerment and political action dimension consider social relations, ethnicity, religion, gender, physical capital, welfare and other factors which affect individuals' welfare.

Empowerment and political action dimension explore the sense of the capacity of network and group members to influence social and political outcomes. This dimension was explored by three questions;

- 1) Did you vote in the last general election?*
- 2) Do you ask for help from any authority figure in last year?*
- 3) Do you have any responsibilities other than your daily activities (work, school)?*

Nine of ten participants stated that they voted the last election. The second question gets much more challenging answers. First comes in their minds was political figures. However, political action and empowerment can occur in a small organization. Participants 2 and 4 stated that they belong in some neighborhood organization. They applied cooperation for donation to create a soup network. Participant 4 involves this organization through social media. She went meetings. Participant 2 is a co-founder position in this organization. These two participants involve the same organization and they studied in the same school. However, they don't know each other.

The social capital dimension of empowerment and political action explores the sense of satisfaction, personal interest, and capacity of the network. The reason for this separation is these *participants have a different career goal. Participants 2 have gained from these activities. She has gain networks with voluntary affairs which she can use work-related issues.*

The first step of the analysis social capital dimension is to investigate the relationships among the main social capital variables. Given evidence supports the view of inner structural social capital “map” social capital dimension. Analysis of dimension put forward that network degree and network centrality has relation and directly link with bridging social capital. Network degree and bridging social capital are only rebooted social capital and allow an individual to create new linkages. While the network degree is high, bonding among individuals is weakening. Wider the network, an individual can pass each other. Therefore, given

answers suggested that they might need smaller networking platforms. They might need different common grounds such as in collectivism dimension. Furthermore traditional social capital has a positive relation with bridging and negatively with bonding social capital. Participants have high-level social capital can easily form new networks but they cannot bond in a long way. All these results are in perfect accordance with associated literature. This negative relation with network degree and bonding raises the question; what kinds of novelties introduced by social media in acquiring and accumulating social capital? What did social media do to social capital?

The contribution of social media to social capital, as well as the contribution of social capital to the internet world, is an issue to be underlined. For example, in the field of software development in information technologies, a model known as free software was born in recent years. In free software, writing code for computer programs is practiced in social networking environments. Not only in software development but in all areas offered by the internet, there have been similar developments. For example, Wikipedia which was the site of creating, developing and sharing information in the encyclopedia style, was born with such collective contributions. The social capital potential in social networks creates new channels that people can use quickly and dynamically. Every individual who created a social network put a brick in the study and worked for the emergence of a large structure. Through the cognitive dimension that is one of the dimensions of social capital, individuals who form social capital have a common language. Individuals unite around common problems. This unites them around common goals. At the end of this, individuals begin to act within a social system. Individuals develop a common point of view regarding the collective goals they have joined together (Goronwy and Simon: 1996).

Thereby, social media is a new platform which an enormous amount of people together. And also it can connect them to a personal level, too. It is a perfect counter platform for traditional social capital to examine in a new communicative world.

#### **4.7. Social Media Use and Networking Strategies**

The dynamics in the normal socialization process seem to be valid on the internet platform. In other words, individuals should have a sense of mutual trust in order to carry out collective activities and activities together. When Babacan's (2015) research and Özdemir's (2008) recommendations are taken into consideration, the emergence of social capital potential in social networks in the society is possible with the feeling of trust in virtual environments.

The impact of the social network characteristics and trust dimensions of academicians in science and social sciences on the number of articles was measured social relationships in different disciplines. As a result, the relations established with people from different universities in science, in other words, university heterogeneity and the power of the link increased the number of articles; however, the same effect was found only in university heterogeneity in the social sciences. It is seen that competence-based trust decreases the number of articles with a single authorship. According to these results, it is observed that the relationship between social capital and knowledge creation varies according to the characteristics of the study area. In the light of these results, it has been pointed out that the common working culture and social interaction are combined with knowledge creation activities and the positive effects of social capital on knowledge creation can be strengthened. Trust, accessing information and network which are the ingredients of social capital have come to a new level with social media. Therefore, examining social capital through social networking and changing networking methods has great importance.

In this part of interviews, participants answer questions about their social media use frequency, their choice of platforms, changes between profiles depends on the use of the platform.

According to *Wearesocial* 2019 January report, the most commonly used social media platforms are as follows: Youtube, Instagram, WhatsApp, Facebook, Twitter, FBmessenger, Skype, Snapchat, LinkedIn, Pinterest, Tumblr, Twitch,

Wechat, Reddit, Line, and Badoo. All of the participants use Youtube, Instagram, WhatsApp, Facebook, Twitter, LinkedIn, Youtube, Instagram and Facebook are used in daily bases. Most of the participants share daily lives in social media accounts. But they are very careful about sharing their personal lives on social media:

*“I don’t want to be evaluated by my personal life.”*

Participants who use social media frequently and participants who use social media less frequently have a common baseline. They are highly protective of their personal lives. However, all of them use their social media sites link in their resume and/or LinkedIn profiles:

*“I can receive feedbacks, instantly. It helps improve my work.”*

Social media is one of the newest ideas that offer the highest degree of sharing, opportunities as a new type of online media, and includes the following features. Social media encourages participants and gave them the opportunity to receive feedback from each relevant user. They gave them an opportunity to introduce themselves without limitation.

Most social media services are open to feedback. These services offer courage in matters such as voting, commenting and sharing information. These are very rare transportation barriers. When it comes to comparing traditional media broadcasting (content transfer or information access to the listener) and social media, social media provides communication in terms of allowing two-way conversation. Despite their willingness to expose their personal lives, most participants are willing to take advantage of that.

In response to the question whether they have gained any physical earnings from their social media activities, participants stated quick access to information which gave them the opportunity to act quickly in social/job-related matters as one of their earnings. Social media helps individuals to form communities rapidly and effectively. Communities also share what they are interested in, such as their

favorite photos, political values, favorite TV shows instantly. They gave them a chance to shape their strategy.

As a response to the question whether they link their social media accounts such as Instagram or Twitter with career sites, participants stated that they did not link these sites with social media accounts. However, they use social media to strengthen their resume by creating galleries through LinkedIn galleries. Most of social media platform allows users' link their profiles other social networking sites. Participants use that feature of social media sites to become more accessible or to gain the right network according to their skills. Because of the fact that they want to represent themselves with all the opportunity they have.

To the question whether they have ever been asked for a social media account in a job interview, one participant responded as such:

*"It was a social media related position. They want to look at my Instagram account. And they liked the color between photos and their background consistency."*

Social media present everyone a platform which they represent themselves without physical boundaries of time and space. The time and space difference in traditional social capital can be long compared to social media with immediate effect and response. The traditional way of communication or networking is still their main strategies to find a job. However, social media present them an opportunity to represent their identity. Social media also has great importance to create a new network and it is an area where they can show their abilities and create influence. Therefore, social media is a major tool to build a career.

Social media has multiple features to create and share information. It is the perfect platform for employers to easily find the right candidate. University students are aware of the importance of social media for employers. This and the importance of social media in networking with peers enable them to use social media actively.

But as seen above, some of the participants do not want to share their daily lives and be evaluated in this way. Participants who do not want to share their daily lives

through social media connect their chosen platforms or LinkedIn profiles according to their content.

Participants 3, 6 have provided business and a large network capacity through the use of social media in their daily lives. 7 participants who have not completed their undergraduate education share the visual data showing their projects or talents through social media. Social media give them ability to protect the connections they establish while carrying out these projects.

As a result, all participants in the research use social media in their networking strategies. Participants who share their daily lives on platforms such as Instagram create an organic way of showing their talents. Participants using their profile locked create a portfolio with their projects through professional networking sites such as LinkedIn.

Participants who use their profiles open on platforms such as Instagram, even though they share their private lives, treat them as a professional platform that promotes and treat their profiles carefully.

Another important point is that the participants who have internship and job opportunities thanks to their families and their social environment have less use of social media. However, participants who have lower social capital compared to other participants seem to have lower social media use, as well. While the use of social media increases their social capitals linearly, the role of social media in the creation of new networks decreases if their social capital is too low or too high.

## **CHAPTER 5: CONCLUSION**

Differences in how individuals are interconnected with each other have been central to social capital theory. In today's hyper-connected societies, we can see the dramatic effect of this much more clearly. Although nowadays hyper-connected societies are mostly virtual, it also carries basic network properties; bonds, linkages, bridges. Individual's network properties cannot accurately inform us of community-level social capital. To adequately capture the structure of social relationships in the community, we must study communities and their relation with each other. Rather than analyzing virtual and real relationships separately, a more holistic approach might be followed which locates off- and on-line networking strategies as a hole. An excellent example for these, today's college students and their usage of social media to build business connections and the way how they connect these pathways with social media and virtual and real relationships.

While the answers to the questions that measure social capital of individuals support the traditional social capital data, it seems that the networking skills developed with the use of social media also support the traditional social capital. Their new way of bonding, creating new networks impact their daily lives, thereby their social capital. However, it's a much more tangible way to see social capital among groups or individual level and its interaction with social media. Nan Lin's concept of social capital has a more individual "Investment in social relations with expected returns in the marketplace" (Lin, 2001: 19). And this investment is possible by examining the changes in the social and economic welfare of the individual with social capital. Participants' answers support this notion; as the use of social media increases in organizational ties, the relationships they gain in this way have the ability to become more permanent. On the other hand, the participation of different groups and traditional social capital has a positive relation. It has been seen that those who have a high level of social capital most likely participate new organizations. Participating organizations and the use of social media at the same time is highly influenced by the social environment and social capital.

The welfare of the individual can be defined by different determinants. When we think about welfare, economic prosperity first comes to mind and it is associated with physical capital. Social capital is the most useful theory in examining the contribution of physical capital to social relationships. However, when the social gain is in question, the cause and effect relationship becomes inevitable and this relationship has many variables. Participants with a high level of social media use employ business strategies and their earnings are shaped accordingly. They spend much more in visually demonstrating their skills. Participants who are willing to share daily life through social media also choose to make social media the main tool in networking strategies. Participants with low social media use had the opportunity to work and do internships through their traditional social capitals. They access these internships through relatives or school activities.

Almost all of the participants faced situations where social media profiles were considered important. Two participants had the opportunity to work and do internship through the network they have acquired through social media

One of them stated that her social media profile was examined during the job interview. The answers from some of the participants show that even if the projects they are doing are outside the media area, it is important to have the features that can be shared on social media platforms. The common point of the participants is that their knowledge and skills must be *shareable*.

Interesting points of the study is that while female participants have several areas of interest, these areas have no impact on their career strategies. However, Male participants' interest shape their career strategies or otherwise. Another interesting point is that when the participants are asked about volunteering activities or membership to an organization, the first thing that comes to mind is political organizations. In social media use section of the interview, they connected it with participation in political action. And they're showing it as a reason to use social media profiles as locked.

In summary, we think of social capital as a network which builds real-world links between groups or individuals. These networks include networks of friends, family networks, networks of former colleagues. Shared norms, values, and

understandings are less absolute than our social networks. Therefore, discussing links between network and social media effects on building social capital is important. The methods of changing the relationship with social media played an important role in changing the methods of bonding among individuals.

The elements that constitute traditional social capital still play an active role in bonding in real and virtual worlds. This situation intertwines with the virtual world relationship models and adds a new social capital advancing coherently with the old type of social capital among the individual's resources. The most visible source of this additional resource is when individuals choose to work in their strategies of employment or have to face today's conditions. The students in the research think that social media profiles play an important role in being seen as a proficient worker in the eyes of the employer. The proof of this is that both the social media profiles asked by an employer and they can gain business networks from their visibility in the social media. And they believe that they can lose opportunities because of a lack of visibility in social media. Therefore, social media channels are important in networking strategies of all participants. Some of them only think of doing this by linking them to their resumes, but some of them have moved to their main strategies. This research has examined the effect of social media on social relations and social capitals of individuals within the framework of the employment strategies of university students. Interviews were conducted with 10 university students, pointed out that a new dimension was formed in individuals' abilities and social relations with social media. Factors can be identified by further customizing this new dimension that social media adds to social resources and individuals' resources with larger-scale or selected examples in a specific field.

This thesis has suggested that students in different departments can have different employment strategies. With more participants who are studying in a certain discipline, changes in social media networking strategies and the reasons for its connection with social capital can be explored more broadly.

Another interesting point is how physical capital affects social media. In this study, it was observed that the use of social media decreased where the physical capital was very high or very low, and the connection between the social capitals of the

individuals could give different information about their role in the network strategies.

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## **APPENDIX**

### **Part 1 Family Capital**

	Participants	Mother	Father	Siblings
Age				
sex				
Place of Residents				

### **Part 2 Groups and Networks**

1. Do you have any membership in a political or civil society/organization or voluntary participation?
2. Which organization / s?
3. What are your motivations and reasons for taking part in these organizations?
4. What do you think this organization brings to you? Did he give you new skills, work or skills?
5. Can you identify the dimensions of your participation in these organizations? What roles / do you undertake in these organizations?
6. How often do you meet with the people in the connected establishments?
7. Which channels continue to communicate with these people? (social media, WhatsApp groups, organization meetings only)
8. Do you seek help and support from people in these organizations or organizations? What kind of help and support you would like?
9. What kind of a career plan do you think after graduation?

### **Part 3 Trust and Solidarity**

10. How much do you feel to belong to your community and environment?  
Which way do you communicate with people you share common thoughts and actions with?
11. Who will receive support if you encounter a problem?
12. Do you think that the help and support you have received works?
13. Are you able to get help from your social environment about work and related issues?
14. Do you cooperate with your social environment to solve your common problems?
15. How do you know these people that you are collaborating with or think you can do?

### **Part 3 Collective Action and Cooperation**

16. Have you participated in an activity or action that has a social benefit in the last year? What kind of gathering? What is the purpose?
17. How much time do you spend on volunteering activities in general?

### **Part 4 Empowerment and Political Action**

18. Do you have any responsibility other than your daily activities?
19. Do we seek help from an authority figure in the last year?
20. Did you vote in the last general election?

### **Part 5 Information and Communication**

21. Which communication tools do you use?
22. If you want to access information what channel do you prefer? (family, friend, media)
23. Which kind of communications do you use and what is the frequency of usage?
24. Where do you follow current events?

### **Part 7 Social Media and SocialCapital**

25. What social media channels (including the frequency of sharing) and for what purpose do you use them?
26. What is your number of social media followers?
27. How do you choose your social media profile photos? Are there any changes between platforms? What is the reason for it?
28. What kind of content do you share?
29. Have you been involved in any action or organization on social media?
30. Have you been part of any organization or network through social media?  
Do you think social media activities earn you any gains?
31. Do you use your social media accounts in connection with LinkedIn and other professional networks?
32. Do you highlight your social media accounts or blog posts in your job applications?
33. Do you have any custom work strategy?