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The role of media policy in social networks and its challenges and perspectives

Abstract. *Now is the time when everything is developing rapidly. Many things have been transformed within a short period of time. With the development of technology, people also began to change.*

A person who spends a lot of time on the Internet loses, first, itself. Mental health and attitude of the person to the surrounding world are changing too. The worst thing is that the person becomes addicted to the Internet, goes away from real life, and completely immerses himself in the world of the Internet.

Therefore, we must not allow Internet addiction. Otherwise, we are risking shortening our already short life and turn it into meaningless existence. Television, the Internet, and social networks have been in the process of integration, that is, at the stage of involvement, for almost 15 years. The way of using them is for everyone's personal matter; someone may correctly use Internet resources; others may abuse them. The Internet should be considered as a source of information, not as a competitor. The matter is that journalism is always in need of innovation. Kazakh ancestors said: Keep up with the times, that is, do not stay behind. So that, journalism should move with the times, taking a place on the front line. Only those media organizations that unite both sides may be a few steps ahead.

Keywords: *social network, Internet, website, technology, media.*

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Introduction. There are various social networks and messengers in the modern world that people may use to communicate with each other. The very first electronic message boards began to appear in the late 1970s. Of course, in those early years, there were not such

convenience and accessibility. Nevertheless, they were the first steps in connecting people online and communicating with each other.

The next stage was the appearance of the first online services. CompuServe was the first company which created a chat service for

communication. Everyone remembers that access, mentioned above, used to be expensive back then at that time. An hour's talk time in the service cost \$30.

Then the instant messaging system came in society. In 1988, IRC (Internet Relay Chat), which replaced MultiUser Talk, became the first file transfer and instant chat service. The military operation «Desert Storm» of 1991 was watched by the whole world on-line. After the broadcast of the messages, the IRC became widely known. The main disadvantage of IRC was its limited use.

In the mid-1990s, ICQ was established, which was the first instant messaging system for personal computers. ICQ was based on Mirabilis. Today it is part of the ICQ Mail.Ru Group, with 23.4 million users as of March 2012.

Materials and Methods. As for the creation of social networks. The main reason for the emergence of social networks is the desire of people to talk to each other. In the past, people used to meet each other to talk. If a man wanted to meet a girl, he would meet her on the street, invite her for a walk, and take her to the movies and theater. And how do young people get introduced today? They meet strangers by adding them to their social network page.

With the advent and spread of the Internet, everything began to change. Chatting with your friends has begun to move into the virtual world. Everyone decides whether it is right or wrong. Lately, people prefer to communicate on social networks rather than face-to-face.

The instant messaging system appeared later. Now, what about the creation of social networks. Of course, it is obvious that it arose from the desire of people to communicate with each other. The first analog of the social network on the Internet was Classmates. It was invented by Randy Conrads in 1995. The purpose of creating this website was communication through searching for classmates and friends with whom a user had studied at school. In the very early years, the website was unpopular at all. Many necessary features of this app were missing. For instance, creation of a profile and addition of friends. The website showed lists of students who studied at

a particular educational institution. This website was the impetus for the emergence of social networks. The implementation of this website has borne fruit and the owners have achieved the expected success. After that, many individuals became interested in this website, started to understand the system of social networks and to search for innovations. Currently, this website is still in demand and continues operating. The number of users of the website worldwide is 50 million.

A series of social networks followed it. The SixDegrees network created in 1997 by Andrew Weinreich is among them. The goal of the network, which as a result didn't become very popular, was to prove the theory of Six Degrees of Separation.

Then social networks began to appear in the following sequence:

- AsianAvenue
- MiGente
- BlackPlanet

The three networks mentioned above appeared between 1997 and 1999. The goals and functions were no different from the previous ones.

Today, when looking through all these social networks, it is possible to recall the previously released «Live» magazine. Because when this magazine was first published, its goal was to give people a vivid vision through photography. The magazine was very popular in the CIS countries. The «Live» magazine was the first to create groups and give them the opportunity to exchange messages. We may observe this phenomenon today in all social networks.

Later, from the beginning of the 21st century, social networks began to develop more actively. As a result, today, a lot of people spend a significant part of their time in these social networks, of which «Facebook» has become one of the most popular. This social network was founded by Mark Zuckerberg in 2004. The title of one of the most popular networks in the world was awarded in 2008. It is still the second most popular Internet website in the world after Google.

What about the Instagram network. After painstaking development, the partners created

the first version of the Instagram app, which was launched on November 6, 2010 in the App Store (the app was available for Apple products only). This day was carved in gold in the Instagram story. Because this day was full of incredible joy. The first users started downloading. They were downloading a free program. By morning, the future millionaires began to observe the fall downs of the servers. This occurred as a result of the fact that thousands of people began to enter and use it during the day.

In January 2011, the hashtags feature was introduced, which made it easier to search for images on a specific topic;

In September 2011, version 2.0 included filters, additional restriction changes, high-resolution photos, and other necessary features;

In April 2012, the long-awaited Android version was launched, which was downloaded more than 1 million times per day. Brilliant success [1].

Zuckerberg's decision, which is still actively discussed. The entire reason was that this application brought no benefits. However, others believe that Mark Zuckerberg's decision was the right one.

In any case, the fact was that on April 9, 2012, Mark Zuckerberg purchased Instagram for \$1 billion. At some point, the two vigorous guys, Kevin Systrom and Mike Krieger, became multi-millionaires.

Today, Instagram not only takes photos but also makes videos. This app is integrated with Facebook, VKontakte, and other social networks. The app has long been available to users of Windows and iPhone 8. Advanced user interface and social integration. That is, Instagram is not losing ground. It is steadily increasing the speed and capabilities of the application and promises to introduce many useful innovations.

It is time to compare social networks and television, as they are very close to each other. Nowadays, we are observing the era of advanced technology. Technologies of modern websites and social networks are also undergoing intensive updates. Since 2010, these technologies have enabled TV shows to interact with the Internet. That is, they can now be watched through

gadgets, mobile phones, tablets, computers, and smart TVs. People who access the network through these devices are online consumers. Therefore, the online consumer may instantly send a fragment or link to websites via the social network and to any address at will. One second is enough for you to convey information to a large number of consumers. A social media platform is also ideal for both sharing opinions with the audience and expressing your own opinions. It has become an indispensable platform for humanity. Feedback from the audience takes place in a matter of seconds. Due to this, a viewer, using such opportunities, seems to touch everything that happens in a TV show, as if it is able to go inside and interfere. Moreover, when the show is live, it is possible to ask questions through social networks. Even if you are watching a TV show right now, you may save it and copy it to your laptop or gadget and you may continue watching the very TV show that is on air right now at any time later, whenever you want. For more than ten years, producers have been working with the audience, that is, they try to create all the conditions that meet the requirements of the viewer. Many people put hashtags even during live broadcasts. These hashtags allow viewers to leave feedback about the program. And every opinion is important for the team because the result is obtained taking into account this feedback. Sometimes, they select rational, good reviews, and display them on the screen page.

Discussion. The social network is like home table salt. It is indispensable for daily use but it is harmful to health if you use more than the regular dose. There is only one difference, the established calculation of the use of table salt, rules, and culture. And we have no calculation, no rules, and no culture in the use of the social network. What for the culture may appear where there is no calculation and rules. The Internet, the trap that simultaneously provides huge opportunities and absorbs the malicious world, in this way deprives society of the possibility of national development. Therefore, the systematization of a unified path of social culture, its absorption into the consciousness of society is an important mission for network users that is assigned to

young people in the era of globalization. Due to the fact that the majority of users of social networks are the same young people.

Today, it is obvious that most members of society cannot imagine their life without social networks. Social networks completely cover the whole world, their popularity is growing, and they do not have clear age or professional restrictions. Moreover, social networks have a special impact on the socialization of the personality of modern citizens [2, p. 159].

Before the advent of the Internet, the viewer could watch TV only while sitting at home. Now the most important factor is the availability of the Internet connection, that is, any corner of the world is ok to access everything that is happening now on TV. The most important thing is the availability of the Internet, as we have already noted. You may find desired message or information even in the bus or car via your smartphone. Therefore, TV stations, after taking advantage of these opportunities on the positive side, started to advertise their pages on social networks and create their own accounts. Today, if you ask young children, «What do you want to become in the future?» no one will be surprised by the answer, «I will become a Viner.» When people first hear it, they ask «what is it?» Previously, children answered this question like «I will be a tractor driver» or later in the years of independence, «I will be a president». Whereas modern generation will answer a «Viner» or a «TikToker.» Similarly, the open advertising of the account does not surprise anyone. TV show producers should also advertise their accounts and pay attention to every comment. The reason is that positive feedback gives rise to positive views and opinions about the show. They also use such marketing to improve the quality of their products.

Currently, all TV channels broadcast the live program in an online format on social pages. Of course, traditional formats that still exist have not forgotten yet. The social network now allows finding not only communication but also all the news, as well as a lot of advertising. You can find everything you need through hashtags. The social network is considered an additional

source of income. The ways to generate income are diverse.

However, even though the internet and the online digital media platform are enjoying significant success today, we cannot deny that traditional television is lagging behind [3, p. 57].

With the increase in the number of users, the scope of social networks is extending, and ways of using this scope for various purposes are being formed. Today, networks that fully possess the process of information dissemination also have high rates of advertising distribution. Especially, the number of people who publish a single post on Facebook and Instagram and receive huge amounts of money are increasing day by day. The most interesting thing is that those who do not remain indifferent to this phenomenon seem as if they have already learned how to «make money out of thin air».

The potential and effectiveness of social networks are growing. It has a great influence on how people interact with each other and solve problems together. Recently, for example, law enforcement agencies solve some crimes through videos or posts published by Internet users, revealing more and more obvious problems; now, the attention of the competent authorities is attracted by non-compliance with sanitary rules in retail outlets and public catering places. That is, a certain vigilance, watchfulness, and responsibility are awaited from any person as a member of society and if we create a society with the priority of the virtue for humanity, it will be possible to draw public attention to any problem through social networks and to find its solution.

Results. Another popular feature among social networks is the ability not only to follow the interested person on Instagram in absentia but also to make new acquaintances through correspondence, get the required information in a timely manner, and conduct business. There are people who have already managed to gain popularity by rationally using these advantages and advertising personal branding. The account with the biggest number of followers on Instagram is obviously an official page of the Instagram social network. There are published different posts. There are high-quality

images that are grouped by different topics. The second place is taken by the page of the famous football player Cristiano Ronaldo. Number of his subscribers is 198 million. A person who does not remain without the attention of the public day by day gains more and more subscribers not only on the football field but in personal life as well. On the third place is a page of a show business star Selena Gomez with 166 million subscribers. The 26-year-old celebrity often posts humorous videos to her account. These are the top three most popular accounts in the world. The more people will subscribe to the page, the more people who want to post ads will appear. The fact that these subscribers are worth billions of dollars is clear without any explanation [4, p. 360].

Orken Kenzhebek, known as a blogger, notes that the social network is forming an audience where any advertising is liquid. According to him, this covers an audience of about 15, 25, and up to 34 years of age.

Today, people have already reached such a level that they make a choice from to sleep and relax or to hang on a social network. It is clear that the more users you have the more advertising you get. The development of the social network today benefits the distributors of advertising. The most important thing is the availability of advertising and the fact that its volume is no less

and maybe even more than one in traditional media. Moreover, there are representatives of different audiences among individual bloggers and users of social networks with a large number of subscriptions. This, in turn, allows tracking and observing, which generation the advertised product is targeted.

Conclusion. The global trend shows that the sphere of traditional media is directly affected by social networks; large information platforms, along with traditional channels, are active in social networks. This suggests that traditional media themselves can undergo changes and adapt to demand.

It should be stated in conclusion that television, the Internet, and social networks have been in the process of integration, that is, at the stage of involvement, for almost 15 years. How to use them is a personal matter for everyone; someone may correctly use Internet resources, others may abuse them. The Internet should be considered as a source of information, not as a competitor. The matter is that journalism is always in need of innovation. The ancestors of the Kazakhs used to say "Keep up with the times". That is, take a place on the front line, do not stay behind. Journalism should move with the times, taking a place on the front line. Only those media organizations that unite both sides may be a few steps ahead.

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Әлеуметтік желідегі медиасаясат: мәселелері мен даму болашағы

Аңдатпа. Қазіргі таңда әлеуметтік желілер даму кезеңінде. Қысқа мерзімнің ішінде, көп нәрсе күрт өзгерді. Заман өзгере бастады.

Интернетте көп отырған адам, бірінші, өз-өзін жоғалтады. Психикасы, дүниеге деген түсінігі өзгере бастайды. Ең жаманы, интернетке тәуелді болып, шын өмірді тастап, интернет әлеміне толықтай кіріп кетеді.

Сондықтан біз интернетке тәуелді болудан сақтануымыз керек. Әйтпесе, зуылдап өтіп бара жатқан уақытымызды одан ары қысқартып, мән-мағынасыз өткізіп алу қаупі бар. Телевизия, ғаламтор және әлеуметтік желілер 15 жылға жуық уақыттан бері интеграциялану процесінде. Әр адам оны қалай қолданды өзі біледі, біреуі оң пайдасын көрсе, енді бірі теріс жақтарын пайдалануы мүмкін. Ғаламторды бәсекелес емес, оны ақпарат көзі ретінде көру қажет. Себебі журналистикада жаңашылдық әрдайым қажет. Заман талабына сай журналистика артта қалмауы тиіс. Әр адам әлеуметтік желінің оң және теріс жақтарын бірге алып, осындай цифрлы қоғамда барлығынан озық болуы шарт.

Түйін сөздер: әлеуметтік желі, интернет, веб-сайт, технология, медиа.

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Медиаполитика в социальных сетях: проблемы и перспективы развития

Аннотация. Сейчас время, когда все стремительно развивается. За короткое время многое изменилось. С развитием технологий люди тоже начали меняться.

Человек, много времени проводящий в Интернете, теряет, прежде всего, себя. Меняется его психическое здоровье и отношение к окружающему миру. Хуже всего то, что этот человек становится зависимым от Интернета, уходит от реальной жизни и полностью погружается в мир Интернета. Поэтому мы не должны допускать интернет-зависимости. В противном случае мы рискуем сократить свою и без того короткую жизнь и превратить ее в бессмысленное существование. Телевидение, Интернет и социальные сети находятся в процессе интеграции, то есть на стадии вовлечения, почти 15 лет. Как ими пользоваться - личное дело каждого; кто-то может правильно использовать интернет-ресурсы, кто-то злоупотреблять ими. Интернет следует рассматривать как источник информации, а не как конкурента. Дело в том, что журналистика всегда нуждается в инновациях. Предки казахов не зря говорили: «Идите в ногу со временем», то есть занимайте место на передовой, не отставайте. Журналистика должна идти в ногу со временем, занимая место на передовой. Только те медиа-организации, которые объединяют обе стороны, могут быть на несколько шагов впереди.

Ключевые слова: социальная сеть, интернет, веб-сайт, технология, медиа.

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