SURREAL VENUES OF THE POSTMODERN WORLD: SOCIAL NETWORKING SITES

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INTRODUCTION

Following the distinction of Internet becoming the locomotive of everyday life, crucial social changes have taken place in all areas of cultural and everyday life. Concepts such as time and space have disappeared, and classical communication methods have left their places to very different, alternative and technology-based applications for people's interactions with each other. The Internet technology; holding a very important place for institutions' communication with each other and providing the old habits to be 'disposed of' has allowed institutions to achieve savings also in the financial aspect.

As a result of today's age of information and technology entering into union of forces with the Internet gaining a great momentum since the beginning of 21st century and entering into the veins of our social life, it has been seen that both individuals and institutions have left aside generally accepted rules and habits. This quick change has led people to different pursuits also due to the influences of the post-modern world and environmental conditions that we are within. Factors such as the dominant emergence of technology in all areas, individual approaches, alienation arising from loneliness have brought people rapidly towards a different search for identity in a 'virtual world' created by the Internet. Especially in the last 2-3 years with social networking sites like Twitter and Facebook, which come to mind when we say the Internet, providing people the possibility of converting themselves into their 'dream heroes' in 'surreal' venues, prepared the ground for a decrease in sense of mutual trust with each other, as well as for the identities they created beyond what is true and wearing a very different 'dress'.

In this study, primarily the 'new world order', which is brought by the technological revolution, will be discussed, then critical perspective with both positive and negative aspects will be introduced to a different area, to which we started to get used and whose frame is drawn by the internet and social networking sites. Finally, the applications in the most popular social networking sites such as Twitter and Facebook will be evaluated in regard to stories and the anticipation of situations, which we may face in the future.

DREAM WORLD AND TECHNOLOGY REVOLUTION

When we look at all films, printed journals, or conversations and estimates about the future in the 1970s and 80s, we face with a completely different world. So, what were they? Was there a point in the boundless eccentric dreams that everyone created in a vast system of thought? Or when we compare the predictions for 21st century with the realities of today, do we face with a disparity or a completely different world?

Jetsons'[1] flying cars and vehicles, escalators to the sky, 'excellent' robots with no difference than humans, space vehicles, modular structures by which we can do all our business touching a button, were only some of the 'surreal' issues, which we normalized and imposed in our brain in regard to 2000s. It seems quite possible that all kind of evaluation on the issues closely interconnected between our dream world and the reality may lead us to many different areas, but the important thing is the necessity to make realistic analyzes on how close the frequency of 'likelihood' between them is to reality.

All the developments occurring in the information age and the new regulations created by these developments, are located quite far from the way 2000s dreamed of 20-30 years ago. Although technological progress based on automation has expanded in all areas and created a whole new world of its own, the most basic phenomenon, which burned 2000s 'flare signal' and constructed the core of social transformation, is the emergence, discovery or entering into life of the Internet. The Internet technology advancing slowly but steadily with steps put upon the previous ones from the second half of the nineties attracted all kinds of 'metal' object like a magnet in time; standing around or attempting to approach it. This process of magnetizing to itself has increased the power of the Internet over time to the extent that the Internet or its derivatives have become the most basic keystone of all kinds of technological development. So at this point, it would be quite appropriate to ask the following question: "How should we make explicit the most basic decomposition point of the expectations of our dream world, which proceed boundlessly, and today's reality, and how should we evaluate it?"

The most accurate answer to this question must be given entering through the door the Internet opened. Internet and presence and effectiveness of web-based new communication technologies have lead up to the emergence of any kind of innovation or transforming of uncertainty to 'ordinary'. Otherwise, how could we explain the 'flying people' emerged in new world created by the Internet, instead of flying cars?

INTERNET AND THE NEW WORLD ORDER

The Internet, whose birth was given in military projects, the defense industry, university co-operation and an information order to be reconstructed in the United States in the 1960s, has penetrated every square meter of both business life and social life nowadays. This new system created by the Internet, causing many destructions, re-structuring and revolution, ultimately prepared the ground for a new world.

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[1] The science fiction comic strip released first in the United States in 1962.

In the period when a 'new', whose substructure was created by Internet, is needed by a new system from behavior models to thinking patterns, everything from international relations to socialization activities between individuals or from international business models to many applications in the field of public, has been in an attempt to make its position explicit and clear on realities created by the new world order.

This world system led by the actors of bi-polar world formed after the Second World War and the 'enemy' created by both sides, completed its natural evolution not so long but 20-25 ago with the collapse of the Berlin Wall. At this point, after the capitalism and liberalism, the new world order created by technological progress presented a new phenomenon the same in essence but different in appearance to the world market: Globalization! The globalizing world, or to be more accurate, the global system where the big ones are not satisfied to become bigger and the small ones are not allowed to become so even if they intend to do it, has 'found' the Internet for the new search of technology. Not only did find it, but also it made a great effort to make the whole system an integrated system to fit the body chemistry of the Internet. And how well did it manage it? System integration has been carried out quite successfully, but the new world order posed by the Internet, has created his own world growing much higher than the expected and perhaps the envisaged, and also become the natural decision mechanism of the system since it has prepared the substructure of all forms of innovation and become indispensable.

At this point, developing a different perspective, it is worth to note the drawbacks posed by the 'equal world' utopia promised by the basic components of the new world, namely technology and globalization; and even Internet. Everyone can produce whatever he wants and sell it wherever he wants, go wherever he wants, access any information he wants, and dozens of other promise. Some dreams, which seems relatively realized when looking from a single window, brings a vice versa state in front of our eyes when looking from a wide perspective.

Expectations triggered by technological progress such as equal world, globalized markets, the realization of production-consumption sounded good but also prepared the ground for the formation of a concept such as the digital divide. The digital divide based on the size of the gap and the inequality formed between the countries, which produce, use and 'market' digital technologies, namely benefit from all blessings, and the countries, which is deprived of these benefits, in fact, today, is the main point of many of the resulting inequality. So, with each passing day international major actors, who change the system from top to bottom and in doing so benefit from technological means in addition to performing an articulation to all kinds of innovations as a continuation of the previous one, are in a great mobilization for the functioning of the wheels of the global order being insensitive and uninterested in what happened at the bottom.

The digital divide, which does not point only to a technological inequality between countries, should also be considered as the use of different technology levels between different groups within the same country or the same region. This situation in itself

creates an unequal order, an unfair sharing system, and it is located at a very different position than the targeted.

CAUSES OF DIGITAL DIVIDE AND PREVENTIVE POLICIES
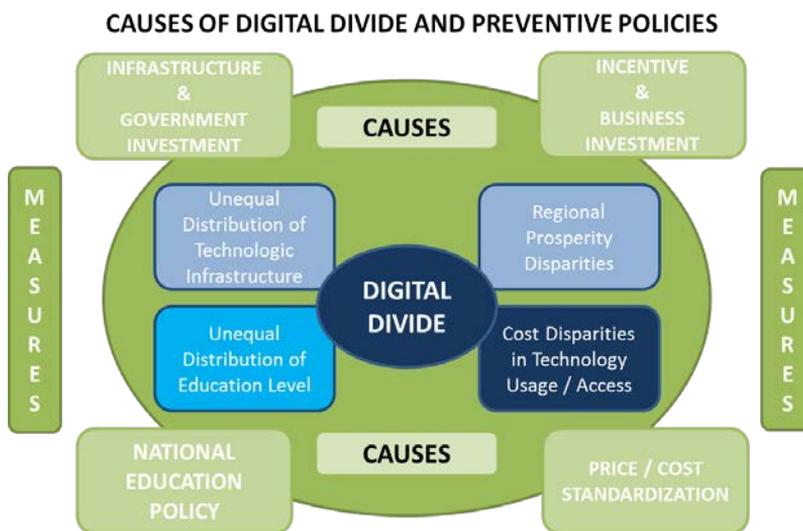
Source: **Edin Guclu Sozer, "Digital Divide and Turkey."**
**http://www.edinguclusozer.net/ecommerce2tr.html, 20.12.2011.**

As can be seen in the 'Causes of Digital Divide and Preventive Policies' graph, which by assesses the issue mentioned above on a national basis, by Sozer, a number of reasons including many sub-sections from technological infrastructure to the level of education or from economic income differences to costs of technology usage, prepare the ground for the digital divide. Stating that as well as specific measures can be taken for all of them; it emphasized the incentives based on investment and an equitable price policy with an infrastructure system and education formed by the government. However, before all else internalization the utopia of an equal world promised by the globalization, then the development and application of the behavior accordingly, is extremely important in order to reach healthy and successful results.

SOCIAL NETWORKS: ARE WE IN PURGATORY?

The concept of the new media posed by the Internet brought many changes and applications. The new media, which has revealed new patterns in the process of its technological evolution using the basic elements of the old media, can be considered as the common name of all kinds of technological innovation today. The new media, which base the main feature of interaction and benefit all kinds of blessings of technology, has in time prepared a ground for an environment, where the individual has been brought to center and a proactive course of action has been taken. One of the important novelties created by the new media is perhaps the social networking sites, which make up the basic framework of the age of communication and technology that we live in. With the general definition, social networking sites is a formation, where

people taking part in a common platform and mutually exchange of ideas and opinions, pictures, videos, photos and benefit from opportunities of all kinds of two-way communication taking advantage of multimedia features.

In fact, untruly, a lot of people believed that the online networks did not exist before the 21st century. However, people could communicate through electronic bulletin board systems (BBSs). These sites run by computer enthusiasts for free, provided an opportunity for users to send information to each other and discuss correlatively. However, this application carried out over telephone lines, could be used usually among people who live in close to each other; because the people who live in remote areas might face with the high amount of phone charges due to such a way of communication. Starting in the 1970s, another interactive service for businesses was 'CompuServe', providing computer-based communication. Finally, interactive environments supplied by users were created by the Internet providers and search engines such as America Online (AOL), Yahoo and Google. The first social networking site; which used the same features as today's sites such as Facebook and MySpace and differentiate itself, was SixDegrees.com, founded in 1997. SixDegrees.com provided its users the features to create a buddy list, to send messages and to create a profile. However, with the establishment of many other social networking site such as LiveJournal in 1999, Friendster in 2002, MySpace in 2003, Facebook in 2004 and Twitter in 2006, SixDegrees site stayed apart from the competition in 2000 (Lusted, 2011: 8). Facebook and Twitter, have positioned themselves to a different location among social networking sites by increasing both their number of users and their popularity with each passing day.
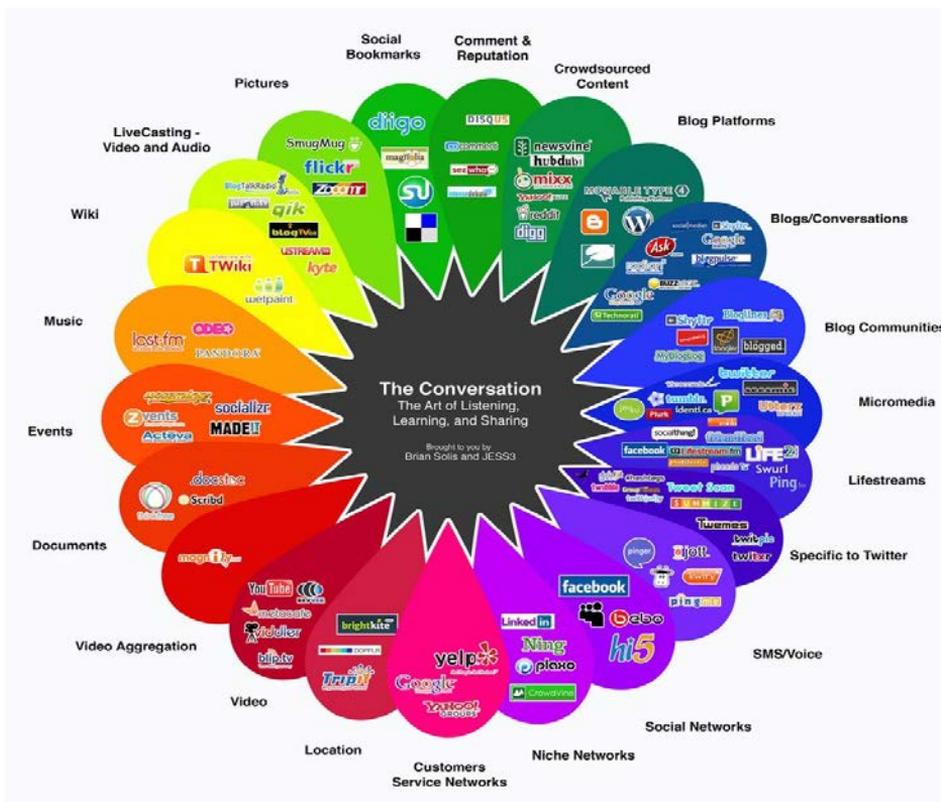
Source: **Alan Tilghman, "History of Social Networking Sites."**
http://www.techvert.com/history-social-networking-sites/, 23.12.2011.

The above graph showing the history of social networking sites, gathered the social media types emerging as a result of the system created by the new media and communication technologies under several different headings. The graph with a wide variety of differences or distinctions according to purpose of use, the multimedia feature or a particular purpose, stated Facebook mentioned above under the heading of 'social networks', and Twitter under the heading specifically created for Twitter.

So, what is social networking? It is so that a group of people can contact between each other for a specific reason. One of the best examples to be given as a social network is anyone's circle of friends. In this environment, there are similar characteristics and patterns of behavior, which are an essential part of every human being. In other words, anyone who has their own group of friends carries out social networking. Social networks serve for all purposes, in all shapes and sizes. Some social networks are designed for the most basic level of interaction such as sharing of private information, while others are designed to solve complex problems. With the invention of telegraphy, radio, telephone, and the Internet, people have created and maintained their social networks in recent history against large dis-tances. All over the world, the synchronous communication ability has encouraged the whole new form of social networks that never existed before. People now can easily connect to other people

living thou-sands of kilometers away (Ryan, 2011: 4,6). While this connection form brings many advantages, it also negatively contributes to the process of building an asocial personality affecting people's social be-havior and cultural development. Especially the efforts to create an 'ego-centric' and surreal identity should be regarded as a phenomenon revealed by social networks, or in other words, social networking sites. At this point, mentioning the advantage and disadvantage of social networks, social networking sites, will deepen in the study, and be useful to understand social networking sites as one of the stops of postmodern world formed by the new world order and needed to focus on as well as the fact of surreal personality .

Some of the topics seen as an advantage of social networks can be considered such as below (http://bote.hacettepe.edu.tr/wiki/index.-php/Sosyal_ A% C4% 9Flar, 26.12.2011):

- Sharing
- The realization of two-way interaction
- Active participation
- Allowing feedback process
- Individuals' feeling comfortable and being able to express their feelings easily
- Offering individuals the opportunity to know each other better and facilitating them to know each other by seeing each other's personal information
- Depiction of gestures and facial expressions

And for Rutledge, while the benefits and possibilities are infinite, 10 gains that can be achieved with social networks can be listed from a different perspective as follows in the style of a manifesto. In particular, when a new way of developing and maintaining professional relationships is desired, it is emphasized that social networks can provide new opportunities in terms of business, career, and life increase (Rutledge, 2008: 10):

- Create an online profile attracting attention and opportunity
- Find an unknown job market and prepare for a striking interview
- Improve quality job candidates
- Make the launch of products and services, create market and advertise them
- Develop an online platform to promote career as an expert, lecturer, and consultant
- Improve your fan base like a musician, artist, actor or writer
- Announce public an event, political campaign or non-profit organization
- Share your business information with phonebook friends
- Conduct a specific niche or demographic market research
- Find potential partners, investors, distributors and analyze them

As common intersection point of the advantages of social networks mentioned above, emphasis on sharing, display of proactive per-sonality structure and experience of an easy communication process come to the fore. In addition, Rutledge addressing the institutional position of social networks at business life and what needs to be done on the establishment of a successful structure, stated that steps can be taken more

quickly with a content to make a difference, and with an implicit emphasis on image emphasized the importance of 'aura' (environment) to be created. In addition to the benefits of social networks explained above, some disadvantages in terms of both individuals and organizations can be grouped under the following headings (Onat and Alikilic, 2008: 1124-1125):

- Social networks environment interaction is said to be one-way. Transfer of knowledge and information is one-way
- They are closed platforms. In fact, the only open information is between the person, who is a member of the social network, and the social network server.
- Members of social networking sites can not transfer all personal information to another platform.
- There is not enough openness in social networking sites. It is necessary be accepted by the members on the most site in order to achieve user profiles
- With the addition of new members to social networks every day, overcrowding of social networks may increase the noise factor in communication and cause loss of marketing and communications messages, target confusion and feedbacks below expectations for the companies.
- Codes in regard to the Internet law, public relations and advertising with the Internet vary from country to country. Thus, legal restrictions challenge companies to achieve their goals.
- And another disadvantage is the language used in social networking sites. That English is a common language, have led to the establishment and design of social networks in English. Since people, who can not speak English; do not enter public social networking sites, only the sites prepared in the local language can be used as a means of advertising for these people.
- Internet connection speeds may vary by region. Since this variation may cause differences in loading times of heavy posts and pictures, people may avoid from long-lasting load applications (application, widget). And this may prevent achieving advertising goals.

Freedman, however, emphasizing identity strategies and the ways to demonstrate identity in social sites, which is also the main subject of this study, in an indirect way, put a finger on the perception of 'an impersonal element' despite the positive sides of social networks. He stated that it is not always easy to leave a reliable impression on someone else with the identity created or the 'mask' attached in social networks (Freedman, 2009: 29). Therefore, let us first give some information through Facebook and Twitter, which are the most popular ones of social networking sites and social networks, and then evaluate the concepts such as independence, freedom, isolation with their positive and negative aspects through social networking sites. Thus, we can provide the opportunity to understand much more clearly the fact that social networks, whose advantages and disadvantages we look at, have pros and cons at both end, namely we are in fact exposed to a process at the 'purgatory'.

FACEBOOK AND TWITTER: THE BALANCE CHANGES

We have seen in the previous graph that a wide range of differences or distinctions can be made only according to the intended use, multimedia feature differences or a particular purpose of social networking sites. The graph below shows the establishment dates of major social networking sites in a perspective depending on the years.
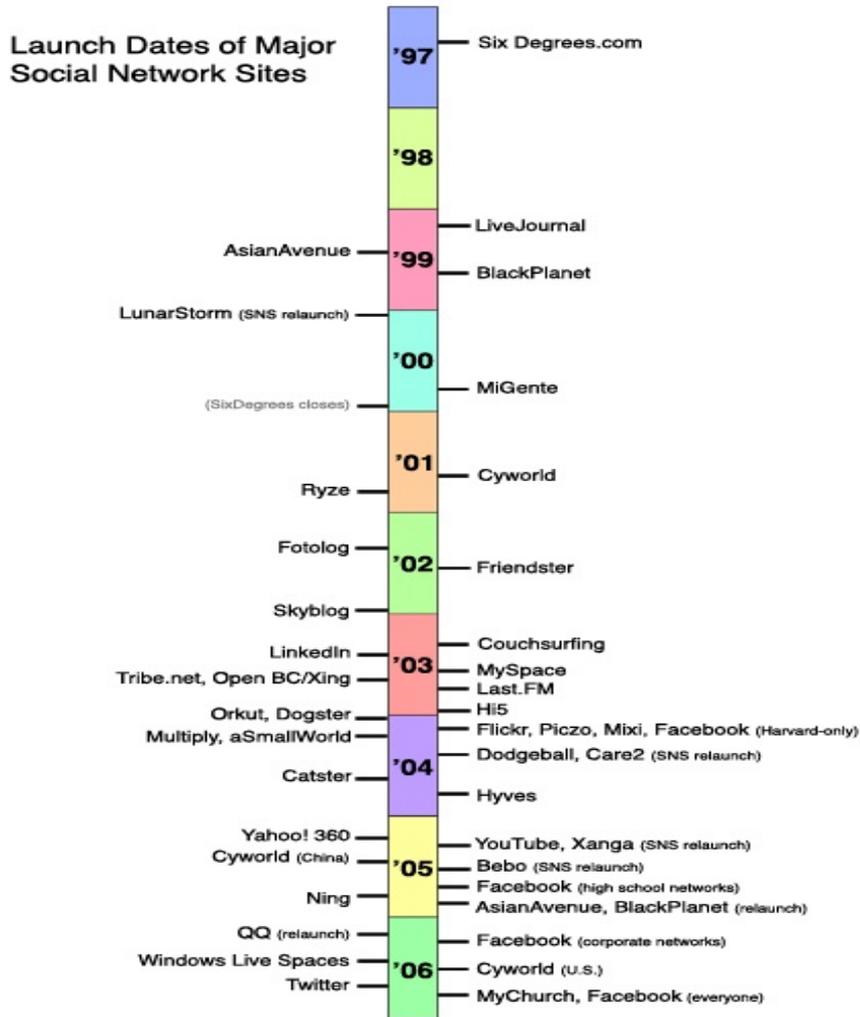
Source: **Danah M. Boyd ve Nicole B. Ellison, "Social Network Sites: Definition, History, and Scholarship." Journal of Computer-Mediated Communication, 13(1), 2007. http://jcmc.indiana.edu/vol13/issue1/boyd.ellison.html, 04.01.2012.**

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As seen, the history of social networking sites starting with SixDegrees.com in 1997, continued to develop towards often to the point of sharing and in particular to very different purposes. Facebook, which was founded in 2004 in a special way only to Harvard, was opened to high schools in 2005, and ultimately to all users in 2006. In 2006, Twitter also entered the social networking sites 'market' and both of them secured their positions as the most popular social networking sites in a very short period of time.

Facebook is used so that people can communicate and share information with friends. Facebook was founded by Mark Zuckerberg in February 4, 2004. Mark Zuckerberg was at Harvard in 2004, and previously in Ardsley High School. When Facebook was founded, the membership was limited to Harvard students. Then it was opened first to the schools in Boston (Boston College, Boston University, Harvard, Northeastern University, and Tufts University), Rochester, Stanford, NYU, Northwestern, and two months later, the Ivy League schools. The following year, many universities participated separately. Ultimately, it was opened to e-mail addresses with the extensions of educational institutions such as .edu, .ac, .uk. It was opened to networks or groups, large firms, and high schools. Since September 11, 2006 it was opened to e-mail addresses with all the extensions (Bahar, 2009: 33). Facebook is at the highest ranks of most popular social networking sites currently with its hundreds of millions of users around the world. The following table shows the first twenty countries in terms of the number of Facebook users around the world where taking into account the data in January 2012.

Country		Number of Users
United States of America		157.412.260
Indonesia		41.777.240
India		41.402.420
Brazil		35.154.500
Mexico		30.990.480
Turkey		30.963.100
United Kingdom		30.469.680
Philippines		27.033.680
France		23.544.460
Germany		22.125.300
Italy		20.889.260
Argentina		17.581.680
Canada		17.113.920
Colombia		15.802.180
Spain		15.682.800
Thailand		13.276.480
Malaysia		12.060.340
Taiwan		11.602.700
Australia		10.721.020
Venezuela		9.576.640

Source**: "Facebook Statistics by Country."**
http://www.socialbakers.com/facebook-statistics/, 06.01.2012.

One of the most striking points of data in the table is that India, which is in the third place, has a Facebook utilization rate of less than five per cent when compared to its population. The list, where Turkey is the sixth place, shows that almost half of the population use Facebook or has a user account. In addition, considering the information of the distribution of the Internet traffic in Turkey shared by TTNET in June 21st, evaluating its activities in the entire Internet as percentage, 4.07% of Turkish internet traffic alone takes place on Facebook. When proportioning the percentage on web traffic (excluding video sites, compared to the category of web browsing) Facebook's share of web traffic increases to 12.73% (4.07/4.07+22.-88). In other words, while there are approximately

eight billion web sites in the Internet, Facebook alone gets the 12.73% of web traffic in these eight billion sites (http://www.facebook.com/note.php?-note_id=230108337030128, 06.01.2012).

The second social networking site after Facebook in terms of the popularity of and the number of users is Twitter with its more than 100 million active users. Founded in 2006 by Jack Dorsey, Twitter, is a social networking and micro blogging website. Twitter allowing its users to write 140-character text, called 'tweet', is a next-generation communication tool that can be used more effectively by various means. Tweets sent by users can be seen by everyone. However, users can put limits so that only their friends can read their Tweets. Users can subscribe to other users' tweets. They can see the number of followers of persons or institutions, whose member they are, and who follows them. All users of Twitter can send and receive tweets through the web site. Users can enter into Twitter web site, by compatible external applications (such as smart phones) or short message service which can be accessed in certain countries (http://tr.wikipedia.org/-wiki/Twitter, 06.01.2012). Unlimited possibilities provided by technology and use all the new technology compatible and integrated with new media tools, has enabled the expansion of the area of use of social media or social networking sites, to which   we refer as social media in a broad framework.

INDEPENDENCE? OR FREEDOM? OR LONELINESS?

As a result of a very wide field of use of social networks all over the world, and the perception which can be described almost as a 'common meeting place', it brought the belief that users have a possession of power of 'change' in economic, political, political or cultural spheres and a kind of identity, which does not just listen/speak but also implement.

It is possible to explain Facebook and Twitter becoming a center of attraction in recent years with people abandoning traditional methods of communication with the expectation created by the power of change and shifting to 'virtual' communication options, and perhaps evolution of the social structure and the process of 'transformation' of social interaction in a way very fast way and well above the expectations. At this point, Alvin Toffler's "Third Wave" book is worth mentioning. Alvin Toffler, explains social change with the analogy of successive waves. The first wave is the period called "Agricultural Revolution", when people lived in small communities, are involved in hunting, animal husbandry and agriculture, between BC 8000 and A.C. 18th century. Industrialization movements, which emerged since the beginning of the 18th century and reduced the impact of the First Wave, was the second wave of change with "Industrial Revolution". The start of mass production with the use of steam machines is the most defining feature of the period. A new economic and social structure was formed with the transition to industrial society. And the third wave began with the transition of societies producing industry-oriented tangible products to societies meeting the more abstract needs of people and using information more than physical sources to perform this. The most important feature of the Third Wave is its "Information Revolution" nature bringing the widely use of information in all areas, and making communication and computer systems an integral part of our lives (Toffler, 1996: 31-38; cit. Kocabas, 2005: 247). Therefore, we can say that social networks or social networking sites, which can be explained with the concept of social media created

by new communication technologies based on the automated system and subsequently the Internet technology, is one of the important of completing factors of the information revolution, which is described as the third wave by Toffler.

We see that technology plays the role of a vast oasis with 21ˢᵗ century, which is described as communication and information age. Just as people put the unlimited opportunities offered by technology into the central point of communication with other people, who are member of the same natural community, they have had to internalize the new formations brought by this situation in time. Wondering, if new communication technologies and their derivatives, which are thought to provide a social media presence or targeted to increase socializing, draw the individual to loneliness with an individualist understanding in a bell glass drawn in bold lines over time, rather than to more free, more independent and more proactive structure of identity?

At this point, it would be useful to examine identification strategies and forms of identity exhibition created in social networking sites and thus in social networks. On one hand social networks include many arguments, which can be approached positively; on the other hand they cause the opening of multiple doors on the point of identity construction and uncertainty. For example, it is possible to say that the person may wear a different 'dress' showing himself different than who truly he is and identify himself with this dress, and the gap between the personality which he dreams and wishes and the 'real' is opening more and more over time.

Let us consider first the Facebook. When first established in 2004 by Mark Zuckerberg, Facebook was designed in a special way only for Harvard students. There was a system, which allowed students with Harvard e-mail addresses to be a member of Facebook. Thus, it did not allow students to create an identity with different or false information than who truly they are. Harvard students who are members of Facebook could create their own personal profiles reflecting their characteristics, form their own friendship groups and share their own pictures, videos, social content, information, files, and so many things on a common platform in a way that they fully form and control themselves. However, over time, as a result of increase in its popularity and as well as awareness, Facebook, has become an open platform first for schools in the region and later university group with the best universities called Ivy League in the United States. Despite appealing to a wider audience, Facebook continued itself based on the fundamental principle of reliability, transparency and fairness allowing membership only for the e-mail addresses with the extension of a university name.

By 2006, however, based on the fact that limitlessness due to technological development and social communication can not be prevented or which we can call 'metal fatigue'; Facebook has changed the membership system. By 2006 Facebook, forming a structure open to all e-mail addresses and moving its popularity to a higher level each passing day; had a financial worthiness expressed in billions of dollars, but it caused damage on the reliability of 'identity' structure, which Facebook users had in the preceding years. This situation prepared a ground for the forms of identities idealized in accordance with a kind of the search for identity and social expectations, especially on the ways to exhibit identities. It allowed any user to show himself in a very different identity and to

appear in an image shaped in accordance with this identity. In fact, we can use the analogy that a fruit looking fresh and healthy from the outside may have a very bad taste after tasting due to chemical agents and difficulties caused by environmental factors.

Zhao, Grasmuck and Martin, in a study on identity construction on Facebook, focusing on identity strategies and forms of identity exhibitions in social networks, emphasized that despite many similar characteristics with other popular social networking sites, Facebook possesses some very important differences also as a result of their study. Facebook allows users to present themselves in a number of ways. Users can display their pictures, such as albums, write their own personal interests and hobbies, create friends lists and social networks. At the same time, users can write comments about a particular topic and send message interacting with each other. However, the most important aspect that differentiates Facebook than others is that users can have an anonymous identity and reflect an institutional identity. Thus, the users can exhibit the desired and imagined identities rather than the real identities (Zhao et al., 2008: 1820-1821). For this reason, Facebook, moving away from the concept of transparency in its first organizational purpose over time, has prepared a ground evolving towards an 'ego-centric' world and perhaps most importantly to self-alienation of the person, where the users can possess the control in their hands to reflect the facts in a different way and with incorrect information in the process of the creation or building of one's own identity.

On the opposite side of these criticisms taking Facebook in the center, there are also other opinions putting the individual himself in the center and stating that the sense of uncertainty can be eliminated by being in interaction with other people. The main point, where these opinions intersect, is that the individual sets belonging and attachment instinct in motion with his own will and desire, taking place within a community, whose limits are entirely drawn by himself. So, the individual takes place in an environment, where he can feel himself more comfortable and safe, reducing the pressure and atomization of the classic methods of communication on himself, and preparing a ground for reduction of the sense of uncertainty created by the Internet and the elimination of the virtual-real distinctions.

It is possible to say that social networks have uncovered the concept of community from a different angle in regard to creation of a comfortable and 'available' environment for the possession of a different social status or the exhibition of identity by integrating in a community and attaching to it. Sener, stating that the concept of community in social networks emerges once we created a list of friends with people we know from different social backgrounds, said that the concept and perception of community in social networks is different than the classic notions of community, which emerges due to the location, and user can determine the members thus it should be evaluated in a different axis as a personalized community. Accordingly, he said that as for the concept of community in social networks, individual's own friends, whom he determines as he may wishes, are actually a part of his own world and reflection of his identity. Thus, users believe that when they do not include the people, whom they do not want in their lives, in their own lists, they provide a safe medium of communication between people whom they know (Sener, 2010). This situation, within a climate of trust created by the individual's own control and

completely operated in his control mechanism , allows the individual's own individuality and play the role of his ideal identity in addition to being 'subject' of the event placing himself in the center.

Twitter is the social network, which ranks second in terms of awareness, number of users and the popularity, within social Networks. Twitter, which is in a different position than Facebook in many ways in terms of use functionality, purposes and functions, is on the same line with the point of social networks' own specific features such as the interaction and sharing.

So, what are these features making Twitter so appealing and keeping on the agenda over an increasing trend since established in 2006? And people's effort to express what they want to say with only 140 characters? The cutthroat competition on the number of followers of? Touching to the world after fifty centimeters distance between the keyboard and screen? Or subconscious reasons for wearing a different 'shirt' developing in the individual's self-control?

In fact, the central point of the answer to all these questions can be explained very clearly with links, descriptions and analyzes established for causes and consequences of identity strategies and forms of identity exhibitions in social networks as already mentioned for Facebook. Thus, many reasons such as playing the role of an identity accepted by society, demonstrating an individual attitude, having the control completely in his own hands against the adverse effects of the environmental factors, efforts to create a positive image, appear as reasons valid for Twitter world too.

One of the most important points, where Twitter differentiates itself, is that people can actually create an image of himself through other people, and accordingly, their effort to create a different perception of their own identity. Even the quantitative assessment on the nature of users, whom the user follow, and the number of his followers, gives tips that Twitter includes a strategic approach in its chess moves on 'target audience' in order to build the identity.

Although in theory it seems that users have managed to apply all kinds of classical methods of communication in the 'virtual' world thanks to the opportunities provided by technological means, in practice, the situation is very different. Although live video and audio streaming is possible with the camera, classic communication methods such as face-to-face communication, reveals the body language and emotions of the person, and the identity, whom the person truly is but not what he wants to be. Although the surreal structure, which the person wants to create as a result of expressing himself with 140 characters, generates a highly appreciated image, it also leads to an outcome, which brings the person to the loneliness and self-alienation.

CONCLUSION: WHERE ARE WE GOING?

21st century, which we call as communication, information and technology age, has brought an invention not only in the point of progress of technology's evolution based automation, but also the renewal of entire system from up and down and a need to adapt. Although the INTERNET was born as a child technology, declaring its own 'kingdom' in a very short period of time, it took its place at the cornerstone of all kinds of technological development or new invention.

Let's think, today, in a world without the Internet, many 'things', whose substructure is provided by the Internet not directly but indirectly and which has become indispensable usual things of our lives today, would not have been existed or had the same functionality. The easiest way, just think about mobile phones. Mobile phones allowing talking while walking, which seemed impossible when it first appeared in the mid-90s, today, perhaps curved to a very different point than its original purpose. The 'unusual' situation emerging from combination of Internet technology with mobile phones, has transformed mobile phones to a technology, whose talking function has become one of the least used functions.

With the internet, even without flying cars, meals that are ready for the touch of a button or human-like robots imagined for 21st century, the new world created by the Internet constituted a system, which brings the world with a touch to a keyboard. The new system, which requires the regeneration, competition, being good, being fast, good quality and most importantly, doing not what you want but what to be asked for needs to be met, has reached to a position to affect not only the individuals, groups, institutions, but also the countries and international relations. It has secured the position as creator, constructor as well as the controller of many economic, political and cultural innovations more and more with each passing day.

Along with the occurrence of many concepts such as social media, social networking, social networking sites, and innovation, people's relations with each other has come to a different level. Social networking sites, which incorporate of several advantages and disadvantages, formed a different structure in the virtual-real confusion of the internet world especially with Facebook and Twitter, which are known by almost everyone in the world. Social networking sites, which attract users into the system in a way independent of time and place, creating a structure, where people can freely express their ideas and views among each other as well as against the system through their interactions with each other, led the 'individual' to feel more independent and more free with playing a role of a more proactive identity. However, despite these advantages, social networking sites, on the other hand, prepare a ground for self-alienation, identity confusion and ultimately formation of a small world due to the loneliness of individual over time depending on the way of exhibition of individual identity and the degree of social impact on himself.

At this point, I think that it would be extremely convenient to recall a definition of Haberturk Newspaper Editor in Chief Fatih Altayli for social networking sites, or in a more general context social media: "Antisocial socialization." For social networks, which is defined as one's 'surreal' definitions on his own identity and ultimately as the presence of a highly social environment, in fact, I think of the metaphor of a person wearing a king's dress and watching the monitor in a shanty in search of self-identity over others.

In fact, the post-modern world and the created 'climate', want us to pull in a certain direction in specific to identity strategies and forms of identity exhibitions on social networking sites, where we can call as surreal places. The loneliness brought by technology and pressures created by the globalization, reducing the next options, raise the questions where are we going or what will happen next. So, will Cinderella remain at the ball in the palace knowing that carriage will become pumpkin and the sparkly dress become a torn dress after midnight?

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