

A. Tolga Akpınar
Ahi Evran University
Kirsehir (Turkey)

THE EFFECTS OF SOCIAL MEDIA ON PUBLIC MOVEMENTS IN ARAB SPRING

At the very beginning of the 21st century, social media platforms were the determinants of the social events that took the form of regional uprising, which were triggered by the dictatorial regimes in Egypt, Libya, Syria, Bahrain, Algeria, Jordan, Yemen and particularly Tunisia and which would later be called the "Arab Spring". Talking about its role is inevitable in terms of pointing out the importance of technology for future generations.

In addition to the contribution of technology to communication and improvement of human relations in social life, it has also emerged as an undeniable fact that transforming the organizational culture in the point of resistance against oppression. Comparing with revolutions and mass movements throughout the history of the world which have been bloodier and more lasted for years and caused the bloody dictators to consolidate their authority and defeat the people, these developments that started in 2011 were resulted in achievement of those who resisted in a short period of time.

The revolutions and massive developments experienced in the historical process and past the literature with heavy results have improved our foresights that cultures will undergo changes and even transformations in the space age, especially by moving to platforms that allow organizing in a short time such as Facebook and Twitter. In order to adapt to the changing world, the revision of the existing single-man regimes with reformist approaches, the fact that the ones that are now inoperable can be removed if necessary and replaced by a more functional and democratic regime and systems, use of Internet can in a functional way was of great importance in the context that the people themselves could determine the will of the people relatively bloodless by preventing exposure of more violent factors in organizing.

The fact that social media platforms have global features has prevented social problems from remaining as local problems, thus enabling the will of the people, seized in any part of the world, to be exposed to the eyes of the whole world, thus enabling the production of global solutions for problems that cannot be solved on a local basis.