

Chapter 13

Social Media Use by Chambers of Commerce and Industry (TCCI) in Turkey

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ABSTRACT

This chapter empirically investigates the Turkish chambers of commerce and industry's social media usage. Specifically, the research explores the prevalence, types, frequency, reasons, and the most importantly effectiveness of social media usage among the Turkish Chambers of Commerce and Industry (TCCI). A web based survey conducted to gather data from the TCCI. The chapter consists of five main parts: Introduction, social media as a modern business imperative, survey about social media usage in Turkish chambers of commerce and industry, and conclusion.

INTRODUCTION

Information and communication technologies have become an important part of our life. Especially the Internet and the Web together have deeply affected our lives from education to communication, from business to entertainment for the past decades. But that was not the case at the beginning of the Internet. In the early years of the Internet, web sites were static, according to Tim Berners-Lee “read-only” websites (Shivalingaiah & Naik, 2008), did not have interactive content and allowed its users to have unilateral communication (Acilar, 2015; Acilar & Mersin, 2015). This first phase of the World Wide Web (WWW) is called as “Web 1.0”. The earliest Web sites provided little opportunity for two-way communication, presumably at best providing contact information such as mailing address, e-mail, or phone number (Andzulis, Panagopoulos, & Rapp, 2012).

Since it was invented in 1989, the WWW has evolved greatly through the years and it continues to grow and evolve. Today, in addition to static content, Web sites enable people to collaborate, share

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information, and create new services and content online (Laudon & Laudon, 2012: 272). This stage of WWW is called as “Web 2.0”. Web 2.0, also known as read-write web, is defined by O’Reilly (2007) as “the network as platform, spanning all connected devices; Web 2.0 applications are those that make the most of the intrinsic advantages of that platform: delivering software as a continually-updated service that gets better the more people use it, consuming and remixing data from multiple sources, including individual users, while providing their own data and services in a form that allows remixing by others, creating network effects through an “architecture of participation,” and going beyond the page metaphor of Web 1.0 to deliver rich user experiences.” Unlike Web 1.0, Web 2.0 allows more interaction with less control (Aghaei, Nematbakhsh & Farsani, 2012). Web 2.0 can be defined as a collection of second generation online technologies and services that enable users to communicate create content and share it with each other via communities, social networks and virtual worlds more easily than before (Jussila, Kärkkäinen & Aramo-Immonen, 2014). The concept of “Web 2.0” was born with a conference brainstorming session between O’Reilly and MediaLive International (O’Reilly, 2005) according to a common acceptance in the literature. Web 2.0 has four characteristic features: interactivity, real-time user control, social participation, and user-generated content (Laudon and Laudon, 2012, p. 272). Web 2.0 includes technologies and services such as blogs, really simple syndication (RSS), wikis, mashups, tags, folksonomy, and tag clouds (Aghaei, Nematbakhsh & Farsani, 2012).

Social Media

According to Kaplan and Haenlein (2010) Web 2.0 can be considered as the platform for the evolution of social media. Social media can be defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content” (Kaplan & Haenlein, 2010). Social media consists of a wide range of a new generation of Internet applications and encompasses tools that allow individual and collective publishing; sharing of multimedia such as images, audio and video; and the creation and maintenance of online social networks (Constantinides & Stagno, 2011; Bennett et al., 2012). Social media describes online platforms that allow for user-generated content, interaction and collaboration. It is a relatively new phenomenon, linked to the emergence of ‘web 2.0’ and the move from a static to an interactive internet (Dormey, 2016). The broad term, social media, have been used to apply to a variety of technologies, such as wikis, blogs, microblogs, social networking sites, virtual worlds, and video-sharing sites (Kane, Alavi, Labianca, & Borgatti, 2014). In other words, social media are a group of Internet-based applications which allow the creation and exchange of user generated content through online social networks (Kaplan & Haenlein, 2010; Constantinides & Stagno, 2011; Bennett et al., 2012). Social media help to convert monologue into dialogue, gives free access to almost all types of available information, to transform Internet users from mere readers to creators of online content and to interact in the online world so as to form new personal or business relationships (Holotescu and Grosseck, 2013).

Rapid developments on mobile devices such as smart phones, tablets and notebooks have also opened new avenues for social media. Today’s mobile devices and the use of social media presented new opportunities for interaction, provided opportunities for collaboration, allowed users to engage in content creation and communication using social media and Web 2.0 tools with the assistance of constant connectivity (Gikas & Grant, 2013). Today, social media applications in the Internet have been integrated into the daily practices of many users worldwide, supported by different websites, tools, and networks (Oberer & Erkollar, 2012). As the penetration of smart mobile devices and Internet increase, so does

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