

# Chapter 5

## Big Data in the Context of Digital Journalism

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### **ABSTRACT**

*In today's technology age, digitalization is an important issue within the framework of the globalizing world structure, the internet's gaining momentum, and becoming a part of life also changes daily life practices. For this reason, many individuals, institutions, and organizations have to develop and transform themselves in order to keep up with the structure of the changing world. Journalism practices are some of the structures that need to adapt to the new digital world by improving themselves within the framework of this change and transformation. For this reason, in the context of this study, the perception of journalism and journalism practices, which is one of the structures that have transformed in the light of the changing world balances and perceptions, will be examined; the formation of people to become the data of the digital world and the concept of digital journalism will be examined by emphasizing the concept of big data, which is the main formation of this data. It is examined by the method of literature review through the technological determinism approach.*

### **INTRODUCTION**

The traditional concept of journalism, which can be considered to have started with the 17th century, has to transform with today's technology world, especially because it cannot keep up with the speed provided by mobile technologies. In

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this case, although it does not cause the complete disappearance of the traditional journalism, the written press, it causes a great loss of value. Because traditional journalism understandings and practices can no longer meet today's need for speed and cannot catch up with the transformation speed of the digital world, which is developing day by day. For this reason, the attitudes of individuals who are getting used to the opportunities offered by the internet and mobile technologies towards primitive journalism practices are changing according to the traditional or today's perception, and the traditional journalism perception is replaced by the digital journalism perception. In its simplest definition, digital journalism can be defined as journalism practices made through the internet, and it brings with it some different parameters and concepts as well as journalism.

At the beginning of these is the need of people for technological devices such as phones or computers. Almost every person in today's world feels a need for technology and technological developments are included in people's lives in such a short time that after a while technology becomes more difficult than a tool. This is due to the advancement of technology day by day. However, the fact that technology is a natural part of life brings with it some problems. The most important of these problems is the increasing use of technological tools and in the light of these uses, individuals become individuals who are used by technology rather than using technology. Because, whether people using technology realize it or not, a digital footprint is formed and when these footprints accumulate, big data emerges. In order to benefit from big data and digital footprint, every social media application or every website implements some applications called cookies for the service it offers, and most of the social media accounts require certain permissions when they are installed on your phone or computer. Although these permissions vary according to the application, they can usually be listed as accessing files, accessing the camera, accessing the microphone, and accessing messages in some applications, and individuals who know that applications or sites will not work well if these permissions are not given, often approve these permissions without reading them, and after approval, that application is no longer available. or the site starts to store your data. After this storage process, since that application or site can better analyze your interests, it starts to produce personalized content and campaigns and processes your personal information for its own benefit, using your data, often without your knowledge.

For this reason, in the first part of this study, digitalization, internet, digital journalism, technological determinism are explained with an emphasis on approach. In the second part, by interpreting what big data is and how it relates to data journalism, the study is concluded by making a discussion on how a change is experienced with digitalization, which is one of the changing journalism practices, and how they can be associated with big data.

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