Media Analysis
Assignment #1

Conduct an in-depth interview research on how and why people use social media platforms as a news source in Turkey. Please find and interview *at least 5* participants. We are going to conduct this research to find the usage motivations with uses and gratification paradigm so prepare your questions and analysis frame accordingly.

Recommended semi-structured questions for the interview can be listed as:

1. Which platforms do you use and how often?
2. For what reason do you choose to use these platforms? What do you expect from them?
3. Can you describe your experience on each of these platforms? What motivates you to continue using these platforms?
4. Do you access news content through these platforms? How often?
5. How do you access news content on these platforms? Are you following news sources? Are you encountering the news content via sharing of the people you follow? does it come across as an algorithmic suggestion?
6. Are you satisfied with the news content on these platforms?
7. Do you think there are problems with news content on social media?
8. What threats can news content on social media create?
9. Do you share news content on social media? If so, on which platforms do you prefer to share? What are the criteria you pay attention to when sharing news content?
10. Can you compare traditional media and social media in terms of news content? Why do you prefer social media? What's wrong with traditional media?

After the interviews, please write a report on the responses of the participants.