Cyber Culture and Social Effects of Cyber Culture

ABSTRACT

The culture, which has survived with the transfer of life styles of societies for centuries to the next generations, undoubtedly has undergone many changes from the moment it emerged to the present day. In these changes, technological developments that affect social life deeply also have a big share. Communication technologies, which have emerged in the recent period and opened to public use, are among the structures that affect culture. Social media and social media's interaction, surveillance, communication, etc. features have resulted in the emergence of the so-called "cyber culture" and thus the culture has gained a "cyber" dimension. In the study prepared to determine the effects of cyber culture on society, it was concluded that this structure has quite determinative effects on the society and the individual. The study was prepared by taking the opinions of students in two universities in Ankara and two in Istanbul in four universities. A total of 1493 students, 789 women and 695 men, were selected from the students studying in these universities and the research was carried out. In the study, it was found that the participants largely adopted "cyber culture", the internet caused changes in their lives, and obtained new cyber identities and cyber status.

1. INTRODUCTION

The Internet of publication whose story is identified with military purposes is opened to public use and XX. In the last decade of the century, it is known that it is the most widely known technological development in the world. In this context, it is possible to say that the Internet became a global phenomenon shortly after it was opened to public use. With these developments, the internet has started to be perceived as a part of human life by overcoming a technological formation and its acceleration. It is an inevitable result that the internet, which is included in such a human life, has an impact in the social field as well as the daily lives of individuals. At the point reached, the internet is at the center of the discussions on political structuring, economic returns, cultural influence and identity formation. The results obtained from these discussions combine on the characteristics that the internet goes beyond being a technological invention and is a new political, cultural and economic field emerging in a macro sense.

The acceleration of the general structure, which is in a state of motion towards globalization with the introduction of the Internet, has resulted in the acceleration of the restructuring efforts on capitalism (Polat, 2009: 29-30). In addition, the fact that the internet plays a new medium in cultural formation, a field where freedoms are unlimited, and a market that accelerates economic development, has led to the inclusion of habits and identities in this structure, as well as globally and culturally.

At the point reached, it is possible to say that the internet, which enables the emergence of new forms not only in the field of business but also in the cultural field, which can be described as social identity, accelerates its formation, as well as enabling a global formation in the cultural sense.

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1. Internet Community and Public Space Assessment

It is remarkable that a democratic qualification is wanted to be added to this feature of the internet, which stands out with its characterization as an environment where freedoms are generally experienced. However, there are also objections regarding the launch of the internet as a democratic structure and its evaluation as a participant in this sense. In addition, it is emphasized that the internet is not a social area. However, when the subject is considered in terms of public space and its characteristics, it is thought that this media may also be a public space in terms of the features such as the production of thoughts, sharing of experiences and ideas, and the dissemination of these issues on the internet. However, it is also possible to see that there are those who say that the collective structure that forms this public space is incompatible with the Internet (Timisi, 2003: 65).

The social functions of the internet are mostly handled as providing general awareness, facilitating the dissemination of news and information, as well as incorporating public relations. In this context, it can be said that the public space on the internet is exactly like the real life public space. However, in addition to this, the fact that the differences between individuals are not determinant in the public space in the internet environment makes this area more prominent. This situation should not be evaluated as the disappearance of the existing differences. However, the differences are ignored in the public space on the Internet (Güdücü, 2006: 118).

The elimination of differences in the public sphere in the internet environment is related to the existence of individuals in this field with their characteristics reflected in them, in other words, the differences cannot be observed. Indeed, on the Internet, which is essentially a structure for individual use, the individual is free to reflect anything that he does not want to know about himself. In this context, it is possible to say that observing the difference in the relevant public sphere can only create new identities for differences in the internet environment.

2. Cyber Social Groupings and Cyber Culture Formation

It is possible to say that societies have undergone certain economic and political changes in the first periods in the globalization adventure that started with technological developments and accelerated with the internet and that an evolution towards common structures took place (Silverstone, 1999: 9 - 12). As a result of the inclusion of the Internet in globalization and the increase in the usage intensity and the interactions on this structure, it is among the undeniable facts that a common culture is formed.

When the developments are examined, it is seen that a new cultural structure has been built with the help of the Internet, the fact that individuals are more closely intertwined with new cultural values, meet new areas of freedom, and identities and habits begin to take place in this field. In fact, it is possible to consider this situation as a final structure. As a matter of fact, the fact that the internet, the area where the new political and economic structure emerged, embraces the fundamental points that direct societies with this aspect, can be considered as a sign that it will include the culture that constitutes the essence of the society. In other words, the transformation of the Internet into the cultural center of the global system with political and economic feet can be considered as an inevitable end. However, it is seen that there are also discussions about the culture in this field. As a matter of fact, it is clear that the cyberculture process that started with the internet will put the culture, which is the abstract source of the most obvious differences between the societies, in another form since it is in real life. This situation brings with it the discussions of the formation of “homogeneous culture” originating from the Internet (Güzel, 2006).

The development of the internet and the communication structures concentrated on the internet have brought along the result of the development of new relationships in this medium with the increasing tendency in the social sense (Akca, 2014). It is noted that the social relations that have developed in this media have never been seen before. It is known that the concept of "virtual community" was produced and introduced into the literature in order to express this difference and draw attention to the social formations on the internet. The structure, which is expressed as a virtual community, is used to define social groups formed by gathering a sufficient number of people through the internet in order to create a network in interpersonal communication (Güzel, 2006).
Virtual communities, as the name implies, are entities that do not actually exist and only exist on the Internet. In this context, it also comes to mind that it is not possible to talk about the functionality of these "not really" structures (MacGillver, Page, 1969). However, when the structures of the communities formed are examined, it is seen that these areas have started to take the place of real-life communities / communities and this transformation is accelerating day by day. The main reason for this acceleration is individual isolation in today's societies. As a matter of fact, individuals tend to prefer virtual environments because they cannot allocate time to each other or their friends in real life in busy daily life. In addition, the formation of environments where individuals can share their problems, seek solutions to their problems and lack of time, place, and person in these environments are considered as the most important reasons for acceleration. One of the simplest definitions to be made in this regard is that virtual communities serve to eliminate the feeling of loneliness of individuals. However, these communities are only used for people's conversation, trouble, confession etc. it will be a limited and incomplete approach to consider the elements as the areas they share. As a matter of fact, it is possible to see the existence of virtual communities in many areas such as online game platforms, social formations of political structures (Illouz, 2011).

In today's world, where the impact of social media is increasing day by day, it is possible to say that the relations developed in this field go beyond being virtual, individuals can carry the relations that started in this field to real life and social media has a determining effect on daily life for internet users. The level of this determination reaches the social acceptance. As a matter of fact, it is one of the biggest indicators of this determination that the internet, which has infiltrated almost every area of daily life with the developments, has brought the result of foreign people staying out of the society. It is an undeniable fact that the use of social media now exists a view of difference or modernity and is embedded in the routines of daily life. However, when people who include this environment in their daily lives are examined, a structure formed by individuals from almost every part of the society draws attention. In this structure, class, color, language, religion, etc. non-discrimination can be considered as the key structure of such acceptance. On the other hand, together with the participation of social media, it also opens the way for new participation. The increasing power of social media results in a new dimension of socialization. Another reason why social media is the focal point of people's lives is that it has a continuously updated feature. However, having a structure that is open to more than one person at the same time, and enabling different people to share information, news and similar structures and interact with other people are also very important for the perception of social media as a new social interaction environment. As a matter of fact, when the social media structure is analyzed, it is seen that people share personal information and thoughts, such as photography and video, and these shares tend to increase. In addition, being able to perform activities such as job search, business execution, and trade on these structures also results in social media taking place in all areas of human life and people now entering a social formation around social media (Akınci et al., 2010: 3349).

It is seen that the importance of the internet structure, which includes the social media, increases in direct proportion with the social media. Therefore, it is possible to say that the internet is no longer a tool in today's world, but has become a subject where people establish relationships and shape themselves according to the internet. Developments such as the adoption of new rules, creating new languages, and creating new habits of their own in the cyberspace are among the factors that affect the social life. These emerging individual formations turn into social formations over time and new individual and social identities are created in cyber environments. These structures, which are formed by individuals different from real life, result in the real culture being transferred to the cyber space and presenting a structure that is detached from the existing culture in the form of virtual culture or cyber culture. It is also among the results reached by the examinations that the cyber culture that people have started to adopt over time causes a change in the habits of daily life and this change also arises in terms of features and face-to-face communication. In this context, it can be said that cyber culture is effective in obscuring or eliminating the effects of real life culture and individuals start to adopt a universal cyber culture by getting out of real life cultures. However, there is no clear conclusion yet about what type of human cyber culture has created or how virtual identities and the people who adopt these identities can affect social life (Işık, 2012).
3. Reasons of the Perception of Cyber Culture as Socially Attractive

One of the main reasons why cyber culture is perceived as attractive for individuals is that they can find an opportunity to escape from all the intensity and fatigue that people are exposed to in daily life, and therefore real life. In other words, individuals can get rid of all kinds of boring, tiring events that they are exposed to in real life, the rules imposed by the society, the feeling of not being accepted, and so on through social media and thus the cyber culture created on this media. Again, in this medium, it can be accepted as a different attraction element that individuals create their own identities and be accepted in cyber environments by using these identities. In the literature, it is seen that there are different topics related to the reasons of perceiving cyber culture as attractive. These can be listed as creating flexible identities, escaping from responsibilities, a stateless environment and multiple action opportunities.

3.1. Opportunity to Create Flexible Identities

It is noteworthy that in social media environments on the Internet, individuals have the opportunity to create different and anonymous identities for both personal and group. While its initial structure or its reflection in real life is an identity consisting of face-to-face relationships of individuals, it is noteworthy that the identity is moved to the cyber space with the development of technology and social life and social media in human life (Timisi, 2003: 170). The fact that the identities acquired as a result of face-to-face communication has been replaced by cyber structures with the developing technology has led to the realization of real life in the identity plan. However, it is also possible to see that people are increasingly turning to mass media in the process of shaping their identities. In fact, as a reason why people can adapt to virtual environments very quickly and become dependent on these environments, giving the opportunity to create their own identity and shape it as desired. People can shape all the elements that are not accepted in real life in cyber environments according to the requirements of this environment and can take shape according to the environment with a flexible identity structure (Timisi, 2003: 172). In this shaping, as the individual's social status, profession, gender, name and all similar structures are accepted only as the individual offers, people become dependent on this field with the freedom to reflect their ideal self in a virtual environment (Binark, 2005: 8).

This type of freedom in creating a new identity also eliminates the obligation of individuals to form an identity they wish and stick to it. In other words, individuals can create an identity according to each environment they are involved in and use this identity only for this environment. Although this situation is perceived as freedom, it is open to criticism in terms of the fact that individuals start to carry a multiple personality structure and cause a different problem. However, the fact that the identities created are identities that are far from social control and which are not criticized by the value judgments of the society, also facilitates individuals to turn to these channels and increases the density in these channels (Illouz, 2011). This enables the emergence of an identity model limited to the imagination of individuals (Robins, 1999: 148).

Flexible identity, cyber identity, virtual identity etc. Whatever the name is called, the main reason for the creation of these types of identities is the presence of selfless people in the society (Yengin, 2014). Individuals bring these aspects to the forefront in their virtual identities as if they have a high level of competence in the areas they consider themselves inadequate (Caplan, 2003: 628 - 629).

3.2. Opportunity to Escape from Responsibilities

One of the biggest advantages of social media or cyber environments is that it offers the opportunity to escape from the responsibilities that must be fulfilled in relationships with different people in real life. In other words, these areas are attractive to people because they do not have to take responsibility in social media or cyber areas (Robins, 1999: 63).

The fact that cyber environments are a fictional and inviolable space that does not actually exist in terms of people can make virtual environments more attractive places by causing people not to take responsibility in this field. This situation evaluates the internet as eliminating the real life
insecurity situation and giving individuals some kind of immunity opportunity. People can act with the feeling that they are in a safe environment by keeping away all the risks that they may encounter in real life via internet (Robins, 1999: 33).

In fact, the possibility of escaping from responsibilities is among the basic elements of the acceptance of the internet and social media. As a matter of fact, as we mentioned before, people enjoy spending time in an environment where they leave aside the boring, tiring, overwhelming elements in real life and feel as free as they wish. When an added advantage such as lack of responsibilities on the issue of spending time is added, the Internet undoubtedly becomes indispensable for people with a structure like social media. However, individuals who escape from the responsibilities of real life become introvert and antisocial in time (Casalegno, 2003: 19).

3.3. Status without Status

The primary reason for the stateless environment created on social media is that people can create their desired identities in this environment. In other words, since people can specify their desired profession group, age, educational status in their own way, they are accepted in a way that is far from supervised in this environment, with their characteristics. This results in the fact that individuals who reflect the characteristics they do not possess are treated as if they possess these characteristics and thus carry the reputation of a status that does not. However, this status, which is not related to real life, has no effect on individuals in the virtual environment. Since this ineffectiveness causes individuals to establish a relationship without any status on social media, even if they reflect the features they desire, they present themselves to the other side with an ineffective structure (Paker, 2007: 123).

Even though individuals do not constitute an element of influence, they feel closer to social media and the formations in this media, due to the acceptance of these selves in this environment where they reflect their selves which they consider ideal for them. However, the way people communicate with the development of the Internet, perhaps without any physical communication for the first time in the world, constitutes the first example as a communication that ensures the elimination of existing status.

3.4. Multiple Action Opportunity

Another of the most important features of cyber media is that it provides multiple action opportunities to individuals. In other words, while people can do whatever they want in cyberspace, they can also do some work in real life. In addition, it is possible for individuals to carry out more than one process simultaneously in the virtual environment. The person is able to carry out many different processes in many different cyber environments at a time and thus, he can get rid of time pressure and continue his real life works. This situation reveals the aspect of social media being a part of this life in daily life. As a matter of fact, while the individual continues his real life without leaving his daily life, he can spend time on social media and share his wishes, collect information and carry out similar processes. This makes the new media a unique information center (Baudrillard, 1991). Also, the individual can continue his communication in the virtual environment in his real life and expand his environment in this environment. This situation makes virtual environments more attractive in terms of giving individuals the opportunity to live both real life and cyber life at the same time (Paker, 2007).

4. MATERIAL and METHOD

The research is a research in the screening model to determine the current situation in this respect, as it is aimed to determine the impact of cyber culture on society from the sample of university students.

In the research, it was aimed to determine the opinions of the individuals in the section, which we can consider as “conscious users” on the new media organs in the society, by taking the university students as the basis.

The research was carried out in 2018 in 4 universities, 2 foundations and 2 states in Ankara and Istanbul. The study was attended by 1493 students studying at various faculties and vocational schools at their universities. 789 of the participants are women and 695 are men. 70 of the students study in associate, 1382 undergraduate, and 41 graduate and doctorate programs.
Care was taken to ensure a homogeneous distribution of demographic variables in the participation. Individuals participating in the study were asked to answer a form consisting of seven judgments to question their opinions about the effects of cyber culture according to their level of participation in these judgments.

Descriptive statistics were used in the analysis of the data obtained from the research. The distribution of the respondents’ answers to the judgments can be seen in the Table 1. According to this situation, “Today’s societies have started to adopt the” cyber culture “shaped according to new beliefs, values, norms and lifestyles in the virtual world discovered through the internet.” When the responses of the participants to the first judiciary were examined, it was found that 67.7% of the new media users started to adopt cyber culture, 18.6% did not adopt and 12.7% were undecided about this issue. So more than 2/3 of the respondents.

Table 1: Distribution of Participants in the Research According to Their Responses to the Judiciary

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<th>Number</th>
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<tbody>
<tr>
<td>1. &quot;Today’s societies have started to adopt the&quot; cyber culture &quot;shaped according to new beliefs, values, norms and lifestyles in the virtual world discovered on the internet.” Do you agree with the opinion?</td>
<td>75</td>
<td>5.0</td>
<td>102</td>
<td>6.8</td>
<td>117</td>
<td>7.8</td>
<td>190</td>
<td>12.7</td>
<td>340</td>
<td>22.7</td>
<td>416</td>
</tr>
<tr>
<td>2. &quot;The new values, attitudes, behaviors, norms and beliefs that people acquire through the Internet are constantly changing their behavior in various social areas such as real life communication, entertainment business and these.” Do you agree with the opinion?</td>
<td>60</td>
<td>4.0</td>
<td>60</td>
<td>4.0</td>
<td>68</td>
<td>4.5</td>
<td>141</td>
<td>9.4</td>
<td>267</td>
<td>17.9</td>
<td>539</td>
</tr>
<tr>
<td>3. &quot;People who spend a lot of time on the Internet today are getting more and more new cyber status and cyber identities.” Do you agree with the opinion?</td>
<td>62</td>
<td>4.2</td>
<td>78</td>
<td>5.2</td>
<td>87</td>
<td>5.8</td>
<td>192</td>
<td>12.9</td>
<td>277</td>
<td>18.5</td>
<td>505</td>
</tr>
<tr>
<td>4. &quot;People who adopt cyber culture-specific norms and values are constantly improving themselves intellectually, by rebuilding their social capital and identity.” Do you agree with the opinion?</td>
<td>96</td>
<td>6.4</td>
<td>185</td>
<td>12.4</td>
<td>134</td>
<td>9.0</td>
<td>287</td>
<td>19.3</td>
<td>343</td>
<td>22.9</td>
<td>304</td>
</tr>
</tbody>
</table>
5. "Just as the power of traditional media is equated with the ability to direct public opinion, similarly, the power of both cyber culture and the new media to influence the masses and societies has created a new" cyber public space ". Do you agree with the opinion?

<table>
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<tr>
<th>Number</th>
<th>52</th>
<th>61</th>
<th>64</th>
<th>230</th>
<th>343</th>
<th>524</th>
<th>219</th>
<th>1493</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent</td>
<td>3.5</td>
<td>4.4</td>
<td>4.2</td>
<td>15.3</td>
<td>22.9</td>
<td>35.1</td>
<td>14.6</td>
<td>100</td>
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6. "Today's new media readers who embrace cyber culture and use new media opportunities wishing to both" critically "read and present news content." Do you agree with the opinion?

<table>
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<tr>
<th>Number</th>
<th>81</th>
<th>95</th>
<th>86</th>
<th>214</th>
<th>303</th>
<th>496</th>
<th>218</th>
<th>1493</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent</td>
<td>5.5</td>
<td>6.2</td>
<td>5.8</td>
<td>14.3</td>
<td>20.3</td>
<td>33.2</td>
<td>14.7</td>
<td>100</td>
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</tbody>
</table>

7. "Today's new media literacy ", which adopts cyber culture and uses new media opportunities widely, contributes to the reinterpretation and development of news and news with comments containing critical contributions." Do you agree with the opinion?

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<tr>
<th>Number</th>
<th>91</th>
<th>162</th>
<th>209</th>
<th>167</th>
<th>278</th>
<th>388</th>
<th>198</th>
<th>1493</th>
</tr>
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<tbody>
<tr>
<td>Percent</td>
<td>6.2</td>
<td>10.7</td>
<td>14.1</td>
<td>11.2</td>
<td>18.6</td>
<td>26.1</td>
<td>13.1</td>
<td>100</td>
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</table>

Today, they think that cyber culture is effective on the belief systems, norms, value judgments and ways of living of societies. Based on these data, it is possible to say that the participants in the research have a dominant view that cyber culture affects society.

"New Value, Attitude, Behavior, Norms and Beliefs Acquired by People Through the Internet Causes Real Life Communication, Entertainment, Business and Their Behaviors in Various Social Areas Like These to Change." When the responses of the respondents to the second judgment given in the form are analyzed, 78.1% of the new media users, thanks to the Internet, cause the new values, attitudes, behaviors, norms and beliefs to constantly change their behaviors in real life communication, entertainment business and various social areas such as these. it is. "They agree with the view. Again, it has been found that 12.5% of the participants disagree with this view and 9.4% are undecided about this issue. it is possible to say why they think it is. This issue is consistent with the fact that the answers given about the change in the social structure are also valid for individuals.

"The people who spend a lot of time on the Internet today are getting more and more new cyber status and cyber identities." When the distribution according to the opinion of the opinion is examined, it is seen that 71.9% of the new media users agree with this opinion. However, it was determined that 15.2% of the participants did not agree with this view and 12.9% were undecided. In this context, it is seen that new media users agree that the time spent on the internet contributes to the formation of cyber status and cyber identity in people. The low percentage of those who disagree with the stated opinion is also remarkable.

The fourth judgment of 52.9% of new media users, "People who adopt cyber culture-specific norms and values are constantly improving themselves intellectually by rebuilding their social capital and identity." It seems that he agreed with his opinion. It is also among the results that 27.8% of the participants disagree with this opinion and 19.3% are undecided in this regard. Therefore, it is possible to say that the basic acceptance in the mentioned subject is that cyber culture supports individual development. This development is in line with individuals developing new identity, social capital accumulation and intellectual aspects. The dominant acceptance in this matter shows that the effects of social media and cyber culture are perceived positively, which will result in increased participation in social media.

72.6% of new media users said, "Just as the power of traditional media is firstly equated with the ability to steer the public, the power of both cyber culture and the new media to influence the masses and societies has created a new" cyber public space ". It is possible to say that he agreed with his opinion. However, it is also among the results that 12.1% of new media users disagree with this view and 15.3% are undecided against the stated opinion. Thus, it is seen that the dominant view of
new media users on social media and cyber culture is towards creating a new social space. This is an indication that the dominant view of cyberculture and social media has led to the formation of a “virtual society”.

68.2% of the respondents, the sixth judgment, “Today’s new media readers who adopt cyber culture and widely use new media opportunities want to both critically ‘read’ and present their news content.” It is possible to say that he agreed with his opinion. However, it was concluded that 17.5% of the participants disagreed with this view and 14.3% were undecided on this matter. According to these data, the new media users participating in the research think that cyberculture and social media develop individuals. In this development, it is accepted that individuals will play the role of information distributors both by being a more critical reader and by sharing the information they obtain. However, it is also seen in the research that there are those who do not agree with this view.

The seventh judgment, “Today’s new media literacy”, which embraces cyber culture and widely uses new media opportunities, contributes to the reinterpretation and development of news and news with comments including critical contributions.” The proportion of respondents who agree with the opinion is 57.8%. Again, it is also reached that 31% of the participants disagree with this opinion and 11.2% of the participants are undecided in the stated opinion. In this respect, it predominantly states that cyber culture affects individuals and this effect is positive. According to the data obtained, while strengthening the critical aspects of cyber culture and social media in individuals, it also contributes to making comments and development. This in general can be considered as a transition from passivity to effectiveness.

RESULTS

Today, especially with the use of new communication technologies called social media in the internet and the internet, people have entered into a cross-border interaction and create a new cultural formation within this interaction structure. This new cultural structure, called “cyber culture”, comes to the forefront as it is a growing culture type with researches created and influenced on virtual structures called social media. Researches on cyber culture reveal that this culture type is effective socially and individually as in other cultures. As a matter of fact, this study confirms this effect.

One of the first data obtained in our study is that more than 2/3 of the participants in the study have a system of thought that society’s belief systems, norms, value judgments and ways of life are effective on societies. Based on these data, it is possible to say that the participants in the research have a dominant view that cyber culture affects society.

Another result obtained is that it is possible to say that the new media users participating in the research think that social media causes the behavior patterns of almost every aspect of individuals' lives to change constantly. This issue is consistent with the fact that the answers given about the change in the social structure are also valid for individuals.

It is seen that the opinion of new media users that the time spent on the internet contributes to the formation of cyber status and cyber identity in people is a thought accepted by many of the social media users. The low percentage of those who disagree with the stated opinion is also remarkable.

Another result of the study is that cyber culture supports individual development. This development is thought to be in line with the development of individuals’ new identity building, social capital accumulation and intellectual aspects. The dominant acceptance in this issue shows that the effects of social media and cyber culture are perceived positively, which will result in increased participation in social media.

Based on these data, it is seen that the dominant view of new media users on social media and cyber culture is towards creating a new social space. This is an indication that the dominant view of cyberculture and social media has led to the formation of a “virtual society”.

According to the data obtained in the study, the new media users participating in the research think that cyberculture and social media mostly improve individuals. In this development, it is accepted that individuals will play the role of information distributors both by being a more critical reader and by sharing the information they obtain. However, it is also seen in the research that there are those who do not agree with this view.
In the last data tranche, he predominantly states that cyber culture affects individuals and this effect is positive. According to the data obtained, while strengthening the critical aspects of cyber culture and social media in individuals, it also contributes to making comments and development. This can be generally considered as a transition from passivity to effectiveness.

When these obtained data are evaluated in a holistic way, the generally accepted idea in the study is the thought that cyber culture is effective on the individual and the society. However, it is also possible to say that the respondents evaluated the effects of cyber culture in a positive way with the answers to the questions posed. This situation is remarkable as it is a situation that is considered to be so large that it can start individually and spread to the social sphere.

The formation of a general cultural structure or the introduction of a new culture in accordance with the requirements of the age can be considered as an essentially positive development. However, the issue that the participants of the study ignored; is that the structure called culture comes from thousands of years of accumulation and that it can be consumed in an instant and a new structure can be put into a social burnout. In other words, the structure that emerges as a cyber culture proceeds to set a new social and cultural structure by erasing the history of the society. This may lead to a negative development such as the emergence of a structure that damages societies and blunts national perceptions in terms of national self.

Although the emergence of cyber culture as a new structure damages past cultures, family bond, respect, love, adherence, feast, respect for adults, etc., which emerged from the culture in the society, it will not be an exaggerated approach to be considered as a threat to societies in order to create an effect that can destroy the elements. It is possible to say that cyber culture will cause some risky factors when the subject is downloaded from the general public to the individual. It is also possible to say that when the points of social media or cyber culture that are attractive to individuals are evaluated, they are on the verge of a great danger in the individual sense. It is useful to address the issue of creating flexible identity structures, among the factors that cause this danger. Flexible identity creates a result that individuals approach the accepted environments according to the general acceptance of these environments, which creates a structure that may result in a conflict environment in the identity between the real life and the virtual life. However, on the internet, which is considered as an environment of freedoms, an individual can do almost everything without question and underwater and take no responsibility, and this may reflect a very serious result such as the increase in the number of individuals who cannot take responsibility and therefore cannot complete their personal development.

This study was applied to university students. Its application to other demographic and social segments will be useful in terms of both the approaches to cyber culture and the similarities and differences between university students. In addition, a scale development may be used for detailed studies in this content, which may contribute to academic studies.

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