

SUPPORT MOVEMENT FOR ALS PATIENTS IN THE CONTEXT OF TREND THEORIES AND NEW MEDIA EFFECTS

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Abstract

New media has brought a lot of changes and improvements into our lives. With new media's speed and its ability to update, such changes and improvements are easily adopted. New media's ability to spread easily and rapidly provides an adoption of fashion styles, ideas and trends. People can unconsciously adopt many different styles, trends, ideas, even diseases like ALS (Amyotrophic Lateral Sclerosis) disease. The influence of new media enables people to know what happened around the world, on the other hand, it contributes to adoption and diffusion of ideas, trends and many things. People can both know what happened and unwillingly spread the trends on the internet.

In this study, we have analysed news of Hürriyet and Milliyet websites, they are two big and mainstream newspapers of printed media in Turkey, related to ALS disease and Ice Bucket Challenge campaigns in terms of their headlines and news contents. We aim to show how these two papers 'websites' perspectives are and how are their effects in terms of dissemination of these news.

Key words: *ALS disease, Hürriyet, Ice Bucket Challenge, Life Style, Milliyet, New Media, Trend*

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INTRODUCTION

Concept of trend is usually understood as a tendency created by one or some individual and followed by others. As a result this phenomenon transforms the way individuals behave. This transformation process is related to life styles. It is controversial whether this transformation process which is desired or unconscious one. Its meaning gains wide currency with articulation of signs and symbols but why the concept is consumed by consumers is an object of curiosity. On the other hand, it has changed the ways and methods of sharing the trends. Effective technologies and their means made it recognizable in terms of its speed and impact.

We think that these movement trends also build identities for people. Because through these virtual movements, people gain effective identities and they change their opinions in their real lives. "Ellis and Fisher posited that roles and norms are common standards for group members' behavior. Role is the basic unit of socialization. When people participate in a social system, they identify with and assume a role in it. In addition, they usually behave as expected by other members. According to social identity theory, people classify themselves into social categories " (cited by Hsu and Lin, 2008: 67).

Recently each person started to have different lives in their worlds. After improvement of digital technologies, internet provided huge possibilities for people. Learning much more information, reading much more news and reaching them faster, in this way self-improvement is easier than before. On the face of these stations, people prefer online media sources rather than conventional media tools.

Why do people go online? The most important reason for one in three people who use the Internet is to send electronic mail. It is the most popular form of using the Internet. But nearly as many use the Internet and the World Wide Web for research. One in six is looking for specific news and information. One in eight wants business and financial information. One in twelve goes to the Internet for hobbies and entertainment (Harper, 2003: 273)

Maybe the most important reason of preference of online is hobbies and entertainment because modern man wants to take pleasure out of everything in life. Internet makes this easier and we can say that for this reason individuals turn to online services. If it comes to that, what are the features of internet that provide these possibilities? We could define a variety of reasons as follows:

- 1 copresence: the participants share the same physical environment;
- 2 visibility: the participants can see each other;
- 3 audibility: the participants can hear each other;
- 4 instantaneity: the participants perceive each other's actions at no perceptible delay;
- 5 evanescence: the medium is evanescent, it fades quickly;
- 6 recordlessness: the participants' actions leave no record or artefact;
- 7 simultaneity: the participants can produce and receive at once and simultaneously;
- 8 extemporaneity: the participants formulate and execute their actions extemporaneously, in real time;

9 self-determination: the participants determine for themselves what actions to take when;

10 self-expression: the participants take actions as themselves.

(Cantoni and Tardini, 2006: 51-52)

By means of these features, people use the internet efficiently as long as they can. But internet's possibility to provide an easier life is not limited merely with these possibilities. But we need to consider that not only people spend their time in internet for the reasons mentioned above, but also they would like to learn informations and lots of other things. For example reading news is a big necessity for everyone.

According to Michael Kolowich of <www.newsedge.com>, a Boston-based news service, individuals turn to online services for a variety of reasons:

1. *News consumers want filtering.* "It's defensive. Make sure I don't miss anything important," he said. Newspapers generally do a relatively good job fulfilling this requirement,

whereas radio and television do not provide enough specific information.

2. *Finding, or the ability to search for, data is important.* One day some information may be unimportant, but the next month that story may be critical to a decision. Newspapers have archives, but they often are not immediately available to readers except via expensive

computer databases.

3. *Browsing.* "I put myself in the hands of someone else whom I trust," Kolowich said. "I trust this editor or this news organization to inform me or tell me what's important or entertain me. A gatekeeper and a guide." All media can perform this function, depending on the individual.

4. *Communing.* "Put me in a community that shares an interest," Kolowich said. "Sales people almost inevitably use a general interest topic as a conversation starter," such as the weather or a news story (Harper, 273-274).

In the light of all these people become socialized by internet and social networks. In spite of the fact that internet is a medium of marketing for companies and governments, no one gives up to use internet for such reasons. Davis, (1989) indicated perceived usefulness and perceived ease of use that are determinants of user acceptance. "There are also some studies that indicate that emerging adults use the media to inform their own beliefs and attitudes in a variety of contexts. In this context, media could certainly influence identity development on a variety of levels"(Coyne, Walker & Howard, 2013: 131).

Viral Messages, Contents And Their Marketing

There is an opinion that the biggest newspaper is speaking of individuals among each other about events and news. Because this kind of information spread faster than other ways. At the same time this is kind of a communication. "Communication now flows in a variety of ways, exploring the links or relations that individuals have with others through IT"(Camarero & José, 2011: 2292).

But modern man with communication facilities does not need another thing aside from technological tools for spreading news and informations. But improvement of these technological tools has caused some problems for individuals who use them. Since digital media improves very quickly, it makes difficulties for individuals in terms of how they choose truer source to keep up to date.

Developments and advances in communication technology, especially the development of the internet facilitates sharing and dissemination of knowledge, photos, videos. Many contents are shared on the net. "Some of these contents are indeed shared so fast and massively that their diffusion through social networks resembles a spread of a pandemic disease. Such massively spreading contents are then called viral" (Kvasnička, 2014: 335). Camarero and José, (2011: 2293) indicate that viral dynamics refers to the process of receiving, sending and/or forwarding messages from one person to another in their network of contacts. Like word-of-mouth, viral contents spread in digital media. "Viral marketing campaigns focus on the information spread of customers, that is, their referral behavior regarding information or an advertisement" (Pescher, Reichhart and, Spann, 2013: 43). Like an advertisement, social messages and informations also spread very quickly on the net. "The success of viral marketing campaigns requires that consumers value the message that they receive and actively forward it to other consumers within their social networks" (Pescher, et al., 2013: 44).

Sometimes spread of some information and messages by word of mouth are very common among virtual individuals on internet. In the first stage they may not recognize that these informations, messages, contents and virtual events are kind of marketing ploy. But if we research the hidden side of a matter, we can see that they could have been prepared for a campaign and its goal could be earnig money. For this reason it is a need to know about marketing terms while using internet.

Word of mouth is a marketing term that messages and informatins about a product or servise spread between people telling each other. Like word of mouth, e WOM is a term that is electronic version of it. "eWOM is perceived as any informal communication using IT concerning the usefulness of certain goods or services, as well as sellers or suppliers"(Litvin, Goldsmith, & Pan cited in Camarero and José, 2011: 2293). There are some differences between WOM and eWOM. Camarero and José, (2011: 2293) mention that the main difference between eWOM and WOM is that the message circulates through a purely digital channel with regard to scope, speed and ease of spreading the message.

Social Marketing and Social Responsibility Campaigns on Social Media

With the improvement of social network technologies, social marketing and reponsibility campaigns have increased. All the media have used these social networks for sharing their news, advertisements and etc. contents online.

"Social marketing is an approach used to develop activities aimed at changing or maintaining people's behaviour for the benefit of individuals and society as a whole" (<http://www.thensmc.com/content/what-social-marketing-1>). "Social marketing uses marketing tactics to effect pro-social attitude and behavior changes" (Alhabash, McAlister, Quilliam, Rifon, & Richards, 2012:23). "According to Stead, Gordon, Angus, and McDermott (2007), social marketing is a unifying framework drawing from diverse disciplines, including public health and communication" (Stead, Gordon, Angus, and McDermott cited in Sundstrom, 2014:88). "Facebook and other social media sites have been heavily used in health-related social marketing campaigns" (Eckler, Worsowicz, & Rayburn cited in Alhabash, et al., 2012: 23).

As a kind of new media, social networks have bigger impacts on changing attitudes and behaviors than news media. Some use news media only for reading or spreading news. But some person can use social networks for both reading news and other things. Also diffusing of thoughts, advertisements, videos and photograps is easier through social networks than both conventional and online news media.

Sundstrom (2014: 88) remarks that social marketing provides an alternative approach to diffusing behaviors. Social marketing methods on social networks are capable of diffusing many topics related to public and community. "Individual adoption was much more likely when participants received social reinforcement from multiple neighbors in the social network" (Centola, 2010: 1194).

"Prosocial behavior is defined as any voluntary act meant to benefit another (beyond mere sociability or cooperation) and can include volunteering, donating, sharing, complimenting others, or rescuing those in dire need" (Eisenberg, Fabes, & Spinrad cited in Coyne, Walker & Howard, 2013: 128). Ice bucket challenge videos related to ALS disease were shared a lot on social networks. One aspect of this behavior is prosocial behaviour. Sharing ice bucket videos provide prosocial and helpful act opportunity for people who want to help to others. Dissemination of the video provide that many people recognise and know the disease. Many people are aware of the disease tracking the video. "Exposure to prosocial content in the media, such as in television and in video games, increases the accessibility of prosocial thoughts, empathy, and helping behavior in emerging adults" (Greitemeyer cited in Coyne et al. 2013: 128).

Social Networks and Power of Their Dissemination

There are advantages and disadvantages of using social networks in modern communities. Some scholars claim that social networks make people asocial because individuals are becoming accustomed to sharing their opinions only on these channels. But others say that social networks enabling their users with a space for creativity, having a line on, velocity, instantaneity and verifications.

"A social network is constituted by the set of relational ties among a set of actors" (Robins, Elliott & Pattison, 2001: 1-2). Constantinides (2014: 42) defines social media "as Web 2.0 applications enabling the creation, editing and dissemination of user-generated content".

"Web 2.0 is a collection of interactive, open source and user-controlled Internet applications enhancing the experiences, collaboration, knowledge and market power of the users as participants in business and social processes. Web 2.0 applications support the creation of informal users' networks facilitating the flow of ideas, information, knowledge and promote innovation and creativity by allowing the efficient generation, dissemination, sharing and editing of content" (Constantinides, 2014: 42).

"Facebook in particular, given its large mobile footprint, is an ideal medium for building relationships as users generally are cognizant of its functionality and are already connected to a network of friends" (Stavros, Meng, Westberg, Farrelly, 2013: 466). Facebook is one of the most effective social networks that information, videos, comments, like and share actions diffuse among a lot of people. While people can share their personal comments about a topic, product or service on social networks, they also spread or share comments, videos of everybody else who they know or not. Harrigan, Achananuparp and Lim (2012) argued social bonding motive within a community. They believe the social bonding motive may be of growing importance with the advent of online social media. 'Liking' and 'sharing' on Facebook are a case of social contagion as social bonding.

Recently effects of social network sites have risen on social events. From the entire world, people communicate with each other and discuss about social events. They supported each other on these subjects. In all of the social network sites, Facebook and Twitter are the most popular and efficient sites. "In fact, SNSs (social network sites) allow people to view friends in

common with new connections, increasing the familiarity of those new connections. Therefore, exploring whether dense network facilitates stronger information dissemination on SNSs was warranted" (Luarn, Yang, Chiu, 2014: 2). Indeed, snowball and domino effect of SNSs enables dissemination of information and learning on a broad platform where millions of people consist. Luarn et al., (2014) studied about network degree and network cluster. Their study suggests that people with more friends and more neighbor nodes have more paths by which to spread information on SNSs. The latter is the network cluster that the connection density of individuals connected with each other in a network. This means that high density in a network implies a large number of connections, and an increased possibility of being interconnected.

Harrigan et al. (2012: 470) signify that "Twitter messages are modeled in a similar way to a disease on a network, with 'infections' (tweets) being attributes that are passed along the follower/following network, and retweeting another user's message being a sign of infection". They find that community structures, particularly reciprocal ties have a positive effect on social contagion and, users are more likely to retweet information.

Curiosity, Originality, Innovation and Creativity Factors of Message Dissemination

"Diffusion is a particular type of communication in which the information that is exchanged is concerned with new ideas. The essence of the diffusion process is the information exchange by which one individual communicates a new idea to one or several others" (Rogers, 1983 :17).

Rogers (1983: 34-35) describes diffusion as "the process by which an innovation is communicated through certain channels over time among the members of a social system". He also specified the main elements in the diffusion of new ideas. These are (1) an innovation, (2) which is communicated through certain channels, (3) over time, (4) among the members of a social system. "The application of diffusion of innovations theory may include agenda setting, health literacy, the role of new media technology, and entertainment education" (Sundstrom, 2014: 89).

"According to Bertrand (2004), diffusion of innovations theory will play an increasingly important role in behavior change campaigns as the field of public health evolves away from a focus on individual behavior and embraces the importance of social norms in the process of social change" (Bertrand cited in Sundstrom, 2014: 89). New media is a suitable environment for diffusing of innovations. Like ice bucket campaigns, many social campaigns are diffused and recognized on the net.

Besides, Mathews and Wacker (2002) explain the evolutionary process for new ideas. This process consists of steps such as the fringe, the edge, the realm of the cool, the next big thing and social convention. The fridge is where non-conformists are trying out all concepts and ideas. The edge is where word of mouth creates a small market. The realm of the cool means that commercial ideas start gaining a market and more publicity. The next big thing is where popularity grows, the media generates awareness of what's coming and consumer demand for new products is grown. The last one is social convention where everyone signs on with the new ideas and starts adopting it as normal practise. Ice Bucket Challenge was begun by a few celebrity. And then this action diffuses to other celebrities and people. Everyone knows and is aware of this growing its popularity. First, spilling ice bucket to somebody' head may means feats of bravery and a uneasy action. However then, this becomes amusing with trying many celebrities. New ideas start to be adopted by many people.

Co-Creation term is popular among some companies that invite customers to join their developers support communities. "Such collaborations create new business models with customers becoming business partners" (Constantinides, 2014: 50).

Another important factor for message dissemination is novelty. Novelty is the significant element that affects message dissemination. Harrigan et al. (2012: 472) mention that "such lack of novelty lowers the incentive of senders to spread messages, and lowers the interest of recipients in receiving such messages... such lack of novelty reduces the likelihood of sending and receiving such messages (contagion)".

News Websites

In terms of technical aspects, news websites have many different features by comparison to traditional newspapers. The multimedia character of the internet provide convergence reading the text on the other hand watching the videos. "In the past few years, online newspapers have offered more multimedia and interactivity options, like video presentations, discussion platforms and personal customization ('adaptive-level interaction') (Waal & Schoenbach, 2010: 480-481).

"Non-newspaper sites, like online-only news sites or news sites of radio and TV stations, have been much faster to adopt the possibilities of online publishing: not only external links to other news websites and background information were explored right from the beginning, but also frequent updates, chat rooms and personal customization (i.e. interaction on the adaptive level" (Waal & Schoenbach, 2010: 481). Sousa, Agante and Gouveia (2014) mention Liberopinion platform that is a participation area. Liberopinion was through multiple participation events, a structured, mediated and multidirectional communication between generalist news media and its user community. "Liberopinion can be easily integrated (embed) into any news media website". Liberopinion consists of the user community (citizens), guests, and generalist news media representatives participate in events, which are created, managed, boosted and moderated by the editor (curator) of the platform (Sousa, et al. 2014: 34-35).

Lee, Ungson and Russo, (2011: 68) mention knowledge-based network economy. Their characteristics are knowledgeable consumers; technological advances that facilitate knowledge creation, diffusion and sharing. Technological advances through them are particularly important for both websites admins and users. Knowledge creation, uploading videos, updating knowledge with technological advances are easier and faster. Liu, Zhou and Zhao (in press 2015: 3) explain online news features such as structural features and content features. In addition to, usage feature is analysed. They examine this framework to explain the number of readers' comments on online news sites. While Structural features are pictures, the number of words, video, summary, headline with locational information, location of news event, content features are subjective opinion, positiveness/negativeness, controversial news, serial news, news referring to the future, life-related news, private matter, peculiarities. "The content of news articles catches attentions from readers and makes them read and think about the news, which further induces readers' comments or recommendation of the news on social media" (Liu et al. 2015: 4).

"News web sites face the very dynamic setting of world events where they are expected to provide up-to-date information about current events to a potentially large user population. Thus, new pages are often created and the content of existing pages frequently modified"(Calzarossa & Tessera, 2008: 2336). Such characteristic features provide new and updated information to news web sites. In today's era of speed, news quickly are replaced. Calzarossa and Tessera (2008) studied the evolution of the MSNBC news Web site in terms of uploads of new pages and updates of existing pages by considering how often and to what extent its content changed. During their monitoring interval, they recorded 21,918 updates, that is, 164.8 updates per day and 1.55 updates per page. They also found that the site was more dynamic on weekdays than on week-end days. Besides, they noticed that on week-end days there was very

little activity in the earlier hours of the day and most of the changes occurred late in the afternoon and in the evening.

METHODOLOGY

In this research, we aim analysing news between August and September in 2013 upon two online newspapers, Milliyet and Hürriyet. The news have been analysed in terms of number of the news per month, dissemination of them according to their general expressions regarding support movements of ALS patients, actors' statements in headlines, expressions of supports by the glorification, distribution of internal and external sources in news and articles. In this study, the answers for the following questions have been sought:

1. How many news were there in each month?
2. What were the subjects in the news and newspapers?
3. What types of expressions were used in headlines?
4. How were statements of celebrities about news?
5. Which words were used in expressions of supporters?
6. How was distribution of internal and external resources?

Research Question

Online campaigns have more influence than other campaigns in the context of taking an action real life. In these kind of campaigns, advertising agencies usually advertize their products. As in other campaigns, we can say it for support movements of ALS patients that these are kind of social campaigns as well. But situation of ALS patients is dramatic. In real life, they do not have these big support movements. But contributions of new media supports have increased. At this point, question is how the new media affects these movements and what is their news perspective? This study questions and answer this question.

Screening and Selection Criteria

In this study, the news of Hürriyet and Milliyet, web newspapers, has been decided to be analysed. Hürriyet and Milliyet, web newspapers, are the biggest online newspapers in Turkey. They have been selected because they are mainstream online media of the country.

Social media can be considered a more effective distributor for support movements, however our main focus is to analyze specifically how internet journalism, as an aspect of new media effects the the so-called support movements together with trying to understand their perspectives through their news.

Data Analysis

In this study, the news was rewieved by doing document analysis and they are analysed by using "content analysis" which is one of the methods of qualitative analysis. Tools of data collection have been used and our method is qualitative research method.

Results

There are 18 news in Hürriyet's website regarding ALS disease. 14 of them are in August and 4 of them in September 2013.

Headlines of Hürriyet

August

1. New trend: Dump a bucket of ice water on your head
2. Prandelli challenges
3. The creator of the world wide campaign dies

4. Materazzi challenges Zidane!
5. İlhan Mansız participates in icy challenge
6. Ice Bucket activity held by the pool
7. Ice challenge can kill
8. Life safety first
9. Ünal Aysal supports the "Ice Bucket Campaign"
10. Minister Müezzinoğlu asked a question on ALS
11. Don't dramatize, don't have fun!
12. Support from the not disabled man for ALS patients
13. Experts warn: Beware of the fake treatment
14. Unfortunately, we have many ALS patients

September

1. İlyas Tüfekçi gets ALS disease
2. Support for the Doctor giving hope for the cure of ALS disease
3. Support to a Turkish doctor from the ice bucket
4. Ice bucket may stop your heart

Headlines of Milliyet

There are 17 news in Milliyet's website. 16 of them in August and only one of them in September in 2013. Following of the headlines of these news:

August

1. Zuckerberg challenges Bill Gates
2. They pour freezing water for ALS
3. Justin challenges Obama
4. Ice-Cold Help from Famous CEOs (Ice-cold in Turkish is an adjective meaning something beyond argument. This is a pun in Turkish.)
5. Burak Yılmaz challenges
6. Bilic and Diego take their place in ice bucket challenge campaign
7. Ajax challenges PSV!
8. Burcu challenges too
9. Prandelli supports ice bucket challenge campaign
10. Secret parts of ALS disease
11. All in all it costs 5 thousand Turkish Liras
12. Ice water can kill!
13. Current target is ALS clinic
14. Ice-cold activity against ALS by the KOC Company
15. Platini challenges those names
16. Stephen Hawking helps the campaign too

September

1. A friendly match organized for ALS disease

When we look at the Table 1, we see that half of these headlines are related to celebrities. The newspapers may have tried using these celebrities in headlines related to ALS disease news to be read more.

There are 35 news in Hürriyet and Milliyet websites in total. The following is the analysis of these news.

Table 1. Distributions of the News in Websites

	No. of news in August	No. of news September	%
Hürriyet	14	4	51.4
Milliyet	16	1	48.5
Total	30	5	100

When we look at Table 1, we see that there are 14 news in August and 4 news in September in Hürriyet. Total number of Hürriyet's news is 18 (51.4%). Also there are 16 news in August and 1 news in September in Milliyet. In total, there are 17 news (48.5%) in it.

Table 2. Analyzed Statements on the Headlines

Research Statements	No. of Statement	%
Challenge	11	26.1
Campaign	5	11.9
ALS	10	23.8
ALS Disease	4	9.5
Ice Bucket	5	11.9
Patient	2	4.7
Support	5	11.9
Total	42	100

We can see a few important statements on news. The most used statements on headlines are Challenge, Campaign, ALS, ALS Disease, Support, Patient and Ice Bucket. These numbers and percentages are that located on both online newspapers' headlines. In Table 2, distribution of challenge 11 (26.1%), campaign 5 (11.9%), ALS 10 (23.8%), ALS Disease 4 (9.5%), Ice Bucket 5 (11.9%), patient 2 (4.7%) and support 5 (11.9%). According to Table 2, ALS, is the most widely used term.

Table 3. Analyzed Celebrities in the News

	No. of news in August	No. of news September	%
Hürriyet	6	1	20
Milliyet	7	0	20
Total	13	1	40
The number of News in August and September:	35		100

Table 3, demonstrates that the news with celebrities located in the headlines. According to this table, both of the online newspapers have used in the same issue celebrities on their headlines. In August we could see celebrities on headlines thirteen times and in September only once.

Table 4. Analyzed Statements on the Headlines

Research Statements	Hürriyet	Milliyet	%
Challenge	30	36	7.2
Campaign	61	77	15
ALS	144	100	26.6
ALS Disease	70	32	11.1
Ice Bucket	11	7	1.9
Ice Bucket Challenge	0	6	0
Patient	167	108	30
Support	29	25	5.9
Social Media	3	9	1.3
Total	515	400	100

In table 4, we have analysed general statements on the news. These statements are related to ALS disease and they are the most widely used terms. On the news distribution of challenge in Hürriyet is 30 and in Milliyet 36 (7.2%), campaign 61-77 (15%), ALS 144-100 (26.6%), ALS Disease 70-32 (11.1%), Ice bucket 11-7 (1.9%), Ice Bucket Challenge 6 (0%), patient 167-108 (30%), support 29-25 (5.9%) and social media is 3-9 (1.3%). These statements are totally used 915 times on news.

Table 5. Analyzed Statements on the News

Positive Statements	Hürriyet	Milliyet	%
Help	7	11	2.9
Health	23	3	4.3
Support	29	25	8.9
Treatment	26	6	5.3
Participate	21	48	11.4
Total	106	93	33
Negative Statements	Hürriyet	Milliyet	%
ALS Disease	44	43	14.4
Death	22	4	4.3
Patient	167	108	45.6
Dissemination	6	9	2.4
Total	239	164	67
General Sum	345	257	100

When we look at Table 5, we can see positive and negative statements in the news related to “ice bucket challenge”. In meaning, positive statements are help, health, support, treatment and participate. These terms are 106 times located in Hürriyet and 93 times located in Milliyet. The percentage of them is 33%. On the other hand, statements of ALS disease, death, dissemination and patient have negative meanings. These statements located 239 times in Hürriyet and located 164 times in Milliyet. The percentage of them is 67%. According to Table 5 the total number of them is 602. The percentage of positive statements is 33% and the percentage of negative statements is 67%. According to this consequence, we can say that the online newspapers would like to create social awareness to gain support out of their help. Because these have used negative terms more.

Table 6. Analyzed Number of Headlines

	No. of Interior	No. of Exterior	%
Hürriyet	14	4	51.5
Milliyet	8	9	48.5
Total	21	13	100

The online newspaper has used both interior and exterior sources when they report as news regarding ALS disease and ALS patients. According to Table 6, total of 21 news have interior sources and 13 news have exterior sources.

CONCLUSION

In the study, total 35 news in Hürriyet and Milliyet's websites in August and September in 2013, have been handled in the context of new media perspectives and effects. These news have been analysed with their distributions of statements in terms of their negative and positive meaning, numbers, according to the most common usage and according to general statements on headlines. The method of the study is qualitative research method and in analysis of news, it has been used content analysis.

In the analysis, we see that the news related to ALS disease have been only in August and September in 2013. In news analysis, we see that people from all statues support ALS patients and take their place in ice bucket challenge campaign. According to news lots of money has been gathered in order to support ALS patients all around the World. During ice bucket challenge campaign in particular new media and social media created awareness and in this way they have been succesful.

In the analysis, the first thing catching our eyes is that the both of papers have used celebrities on their news headlines and contents. Especially in Turkey this is common trend on much news. This is one of the methods of media in this way they and their media organisations can be renowned. In almost half of the news, celebrities have been used on headlines. Many of them have been used in news as well.

When we analyse and compare with positive and negative meanings in news, we can say that particulary in Hürriyet, positive statements are more than Milliyet. But we can say same thing for negative statements about Hürriyet. There are 239 negave statements on news of Hürriyet. Both of the papers have used the term of disease many times too. The statement has located 275 times on papers. Negative statements have been located 403 times on both papers' news in total.

When we look at the general consequence we can say that negative statements have been used on news more than positive statements. But we can see that on both of papers' news celebrities have located many times. During this campaign, all of the new media used celebrities. Ice Bucket Campaign has gained big fame all around the World. This is thanks to new media's effects. New media spread the news of this campaign very snappily. There were lots of criticisms because individuals turned this campaign into entertainment for themselves and they did not give away money for patients, but as a result, with support of the new media, lots of money has been gathered in the entire World for the patients. And that disease now is known by many people. In this way, the influence of new media enables people know what happened around the world, on the other hand, it contributes to adoption and diffusion of ideas, trends and many things. People can both know what happened and spread the trends unwillingly on the internet.

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