Usability of New Media Applications on Local Governments as a Communication Channel for Measuring Satisfaction: The Case of Antalya Metropolitan Municipality/Assistant Prof. Dr. Merih Taşkaya, Akdeniz University, Turkey & Assistant Prof. Dr. Korhan Mavnacıoğlu, Istanbul Arel University, Turkey

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Abstract
Government-citizen communication has followed a parallel transformation with developments in information technologies in many countries of the world. In particular, local governments as public buildings from the first order of service, using new media on government-citizen communication by taking advantage of quickly and interactive communication applications that provided by information technologies. New communication technologies, has enabled give serve opportunity on the internet to local governments.

Municipalities able to run public relations practices directly through the new media, as well as e-government applications. When used correctly and without interruption, channels provided by the new media provides an important feedback for municipal services to measure satisfaction

Obtained feedback from healthy contacts established with constituent is very important for local governments especially for metropolitan municipalities. These feedbacks may be guiding the direction for local governments, to revise the goals, improving the quality of services and expanding the service areas.

A new communication channel was born for new media in the field of information technologies. By emergence of a new generation of internet services such as "Web 2.0. New media applications, has been used extensively by citizens. Citizens can share directly their views and the content they create, on variety of platforms through new media applications. Thus, local governments, especially metropolitan municipalities, can learn demands and expectations of citizens by following new media platforms.

As with other public agencies, municipalities are also experiencing the problem of new media integration. Due to bureaucratic problems, local governments are not able to move very quickly and efficiently. Despite this, some local government agencies can use new media as active.

In this study, new media usage status of local governments in Turkey will be addressed with in the case of Antalya Metropolitan Municipality. Antalya Metropolitan Municipality, uses new media more active and in a different way from the other metropolitan municipalities in Turkey. Antalya Metropolitan Municipality, as well as take part in new media platforms available, has created a social media platform directly to their target audience.

Antalya Metropolitan Municipality's www.amanhocam.com website -unlike "message to the mayor" links of municipality websites which are extension of standard e-government application- is a Web 2.0 based application which can communicate directly with target group. Citizens, directly forward own desires and expectations to the Mayor of Antalya Metropolitan, through this platform. Citizens questions are answered by the president through video or text. Citizens, can see other questions and answers to as well as their own questions and answers on this platform.

In this study, the questions from this site will be examined and classified by categories with content analysis. These categories will be evaluated within the scope of "citizen satisfaction". These results will be compared with the results of the citizen satisfaction survey was administered in the same period and the availability of such platforms will be discussed for measuring citizen satisfaction.

USABILITY OF NEW MEDIA APPLICATIONS ON LOCAL GOVERNMENTS AS A COMMUNICATION CHANNEL FOR MEASURING SATISFACTION: THE CASE OF ANTALYA METROPOLITAN MUNICIPALITY

Introduction

Developments in the information technologies have accelerated communication and circulation of information in terms of both private and public domains, enabling the corporations to possess new channels for rapidly acknowledging the tendencies and expectations of their target groups.

The historical transformation experienced in terms of values has been reflected on the human rights and ethics, and the public institutions have resorted to move along with policies and action plans prioritizing the expectation and satisfaction of their target groups.

Particularly in our era also referred to as the information society, both the institutions and individuals have a structure with more effective features compared to the previous times.

The concept of information society defines an information based social structure which is founded on the formation of a new economic sector in the light of new communication technologies, over which a new consumer type has evolved (Timisi, 2003, s. 17).
With the definition of the information society, factors changed by the aforementioned society structure has been re-discussed and re-defined.

Developments in the information and communication technologies are in a way the engines of the information society. Particularly the technological developments have revealed new applications reflecting the features of the information society. Basically, these applications were defined as the new media. The new media provides a basis to most of the applications of the structure, which is also called as the information society.

It is a bilateral "hybrid" media, a part of which comprises the computer operations (data processing), and the other part comprises the structures peculiar to the communication tools (communication - telecommunication and broadcasting). Thus, the new media concept is used to define the communication tools peculiar to our era (and also the future in terms of an innovation process) (

Törenli, 2005, s.87). Each new application emerging today may be considered as the sub branch of this new media concept.

The new media has three features (Rogers cited by Geray, 2003, s.18-19):

1) Interaction: Interaction must exist along the communication process.
2) Demassification: May provide demassification for enabling private message exchange with each individual within a large user group.
3) Ability of Being Asynchronous: New communication technologies enable the individuals to send and receive messages at convenient times.

Today, the way for the internet and social media applications which are widely used by the individuals was paved by the web technologies, which are among the most important and fundamental developments of the new media. Applications which primarily started with Web 1.0 continue their improvement with Web 2.0 and 3.0. Web applications present a dynamic structure, rather than static. Each day, web achieves new features and paves the way for new applications. Each development emerging within the scope of the Web applications directly effect both the institutions and the individuals.
Particularly after the web 2.0 period, we can clearly see the direct and significant effects of the web applications on the lives of the individuals and institutions.

Web 2.0 was defined by Tim O'Reilly. It is the next stage of Web 1.0 and there are significant differences between these two applications. Particularly, Web 2.0 has almost changed the internet completely and enabled other web applications. Social media applications emerged after Web 2.0. Along with the institutions, Web 2.0 enabled the individuals to produce and distribute contents. Web 2.0 changed the communication type between the institutions and individuals, public institutions and citizens and within the individuals, and increased the interaction.

At this point, web sites existing within the context of the new media have become an important channel for the institutions, enabling interaction depending on their dynamic and static structures, through which they communicate with their target groups by means of presenting their services and announcing their activities. Development of the Web applications enables the web sites of the public institutions and other applications to diversify and activate on a daily basis. This helps the public institutions to achieve their goals and increase their interaction with the citizens.

Either public or private, each institution desires to leave a positive impression, to be well perceived and supported by its target groups. Hence, they primarily strive for understanding how they are perceived by the target groups, and their satisfaction levels.

For this purpose, the institutions reserve significant amounts of budgets on the studies made on the basis of Peter Drucker's "If you can't measure it, you can't manage it" principle towards measuring the citizen satisfaction, and cooperate with the expert staff and institutions in the field. Institutions are able to measure citizen satisfaction by means of the special software developed for the new media and social media platforms.
Along with the e-government applications, the municipalities are also able to conduct their direct public relations applications over the new media. As the channels opened by the new media may be used accurately and continuously, significant feedback is maintained regarding the satisfaction towards the municipal services. Particularly the PR 2.0 applications run over the new media and social media platforms are prestigious for the municipalities in the eye of the public.

Utilization of the internet within the human resources applications of public administration has shown a significant progress with the inurement of Right to Information act no. 4982, in 2004. The

legislation related to the application of the law has stipulated the announcement of the information, documents and regulations regarding the duty and service fields which may be subject to appeal to the public, via the information and communication technologies. Internet sites of the institutions have been recasted by considering the aforementioned changes. Applications for information towards the institutions with press and public relations departments are of the responsibility of these units. As a natural consequence of this process, public institutions and organizations have established their own internet sites. Over these pages, an increasing number of public relations activities have been put into practice (Yağmurlu, 2011, s.8).

Feedback obtained as the result of the healthy communication established with the citizens carry great importance for the local governments, particularly the metropolitan municipalities. Feedbacks received can be guiding for the local governments in terms of revising their objectives, expanding their fields of service and increasing their service qualities. One of the most significant advantages of the new media applications, web sites and particularly the social media is the ability of receiving rapid and instant feedback. Feedback is instantly received from the citizen and the local governments are able to rapidly take actions towards solving the problems of their citizens. Similarly, when the problem is solved, the result and the method used can be shared with the citizens over the social media platforms. The main point here is to monitor and evaluate the feedbacks.

Although the extensiveness and productivity for Turkey are a matter of debate, the new communication technologies have given the local governments the opportunity to provide service over the internet. Owing to the new media applications, the citizens are able to share their opinions and contents within any platform, at first-hand. At this point, the local governments and particularly the metropolitan municipalities are able to ascertain the needs and expectations of the citizens by monitoring the new media platforms.

With regards to improving and effectuating the government-citizen interactive relations, web technologies provide significant opportunities in terms of costs, speed, continuity, accessibility, privacy and credibility. Efficiently benefiting from these opportunities depends on the establishment of the related legal, supervisory and organizational regulations (Bengshir,2000).

As the result of the opportunities provided by the new media applications, implementations such as the e-government, government 2.0, e-municipality and municipality 2.0 have been put into practice. With the municipalities having increased their communication with the citizens through the e-municipality services, and with the contribution of web 2.0 and social media applications, municipality 2.0 concept has emerged.
Municipalities using the Web 2.0 based new media and social media applications are defined as "municipality 2.0". This concept was formed by referring to "Web 2.0" (Taşcı, 2010).

Social media has effected the institutions even more, along with the individuals. The type of communication between the individuals and institutions has changed. It is only normal for the municipalities who are 7/24 in communication with the citizens to be effected from this process extensively.

For the public institutions, social networks are considered to be opportunities in terms of comprehending the views of the citizens. Problems and criticisms shared over the social networks should be used for the aim of enhancing and improving the public administration. On the other hand, social network sharing within the scope of public administration would reduce the apathy and distance in the government-citizen relations and reveal an application improving mutual consent and good will, by providing sincere and realistic contents. Public relations experts have been developing

various activities in terms of social media in order to apply the aforementioned two organizational functions (Yağmurlu, 2011, s.8).

The below features of the social media carry great importance for both the citizens and the municipalities (Mavnacıoğlu, 2010, s.64).

- It is an internet applications chain based on sharing and discussion without any time or space limits.
- Individuals are able to easily broadcast the contents they form over the internet or the mobile media.
- Individuals are able to monitor other people's contents, sharing and comments.
- In terms of the social media applications, individuals both monitor, and are monitored.
- The basis of the social media relies on an intimate chat principle, rather than a communication type of which the rules are pre-determined.

One of the significant gains of the social media is that, it attributes the individuals and citizens the "producer" role. Individuals and citizens are able to share any subject over the new media or social media platforms any time, and in any manner.

One of the concepts that this new communication type brought into question is e-participation. Given the internet, we may refer this type of contribution as "e-participation". According to the United Nations E-Government 2010 Research Report, one of the most important components regarding the application of information technologies on the government practices is providing an effective platform in terms of e-participation (Erkul, 2012).

In the report titled "Citizen as a Partner" published by OECD in the year 2010, the necessity of informing, decision making mechanisms and the ability to effect the political agenda for a democratic participation are emphasized. More clearly, the below terms step forward (Telli, 2012):

- **Informing:** It is a unilateral communication type where the government processes and distributes the information for the citizens' use. While citizen's achieving the information is considered as "passive" end, its distribution by the government is considered as "active" end.

Government ⇨ **Citizen**

Deliberation: It is a bilateral communication process where the citizens provide feedback to the government. At this stage, aspects such as which citizens to be consulted on which issues, and to what extent the information would be evaluated are previously determined by the government.

Government ⇄ **Citizen**

Active Participation: It is based on the partnership established between the government and the citizen in countries where the citizens are able to actively participate in the policy making processes. Within this process, the citizens are effective on the decision making processes by means of sharing their political views and shaping the political dialogues.

In case where the features of the social media are effectively used within the e-government platforms, the citizens will be extracted from the solely passive service field and carried to an active and participating point where they make recommendations for and orientate the municipalities, and inspect the service standards. Hence, a relationship between the "governed" and the "governor" is

maintained. This relationship provides transparency, effective role of the citizens within the administration, possessiveness of the municipalities and more efficient services.

E-participation has a potential of providing more transparency within the government by means of allowing the citizens to use the new areas of influence. These channels remove the barriers in terms of citizen participation during the policy making process (K.L.&Dijk cited by Erkul, 2012).

This is particularly important for the municipalities which improve their service types and quality, and accommodate new service areas according to the feedback they receive from the citizens. The municipalities should convince the citizens to communicate and interact with them and to become participant citizens.

It is necessary and also important for the municipalities to reach the citizens not only in the municipality buildings or service points, but everywhere the citizens exist. Within this context, the municipalities must take place in the social media platforms which the citizens use extensively and conduct their communication with the citizens through these platforms.

By stating the close relationship between the social media and e-government, Microsoft e-government applications general director Rodrigo Mizuno points out that the progress of e-government has shifted from "GOVERNMENT FOR YOU" to "GOVERNMENT WITH YOU" and at that at this point, the social media tools would make a significant difference. Mizuno stated that the "e-government" concept which defines the ability to realize solely online transactions, which lacks flexibility and which is a unilateral communication type would be the key to provide "participation and co-creation", and can be transformed into a flexible opportunity providing bilateral communication, when the social media tools or Gov 2.0 are applied within the context of the government (Erkul, 2011).

Similar to other public institutions, it is observed that the local governments also have certain problems regarding the social platforms. Due to bureaucratic problems, local governments are unable to act rapidly and effectively. However, there are local governments which are able to use these social platforms effectively. It is also observed that certain municipalities neither use the media applications, nor provide e-municipality services which have become a standard and necessity in terms of public administration.

When the municipalities are considered in terms of the social platform usage, it is seen that the most extensively used ones are Twitter and Facebook. It is observed the mayors who are the governors of the municipalities and the political actors whom the public opinion would like to directly monitor and reach strive to take place particularly in Twitter. Hence, the citizens find the opportunity to monitor the most authorized person in the municipality 7/24.

At this point, the municipalities should be able to master the new media and the social media applications, open to continuous learning and employ the labour force capable of administrating these applications.

Amanhocam.com Sample Review

In this study, utilization of the new media by the Turkish local governments is evaluated within the scope of Antalya Metropolitan Municipality example. It is observed that Antalya Metropolitan Municipality which is one of the metropolitans in Turkey used the new media differently and more effectively than the other municipalities. While taking place within the current social media platforms, Antalya Metropolitan Municipality has also established a social media platform directly intended to its own target group.

Ercüment Büyükşener who is Social Media Expert and the founder of Sony Club Vaio Turkey states that owing to a brand and a corporation establishing its own social communication channel independent from the other social media tools, the consumers or the potential customers will be able to feel themselves more intimate with the brand through the platform formed either by the corporation or the consumers, and customer loyalty would be increased (Mavnacıoğlu, 2011, s.42). At this point, in addition to the current web 2.0 applications, web sites and other media tools, we can define the "amanhocam.com platform" among the first online brand societies established within the public institutions.

Different from the "message to the mayor" titled links which take place in the web sites that are the extensions of the standard e-government applications, Antalya Metropolitan Municipality's www.amanhocam.com web-site which is able to directly communicate with the target group, is a Web 2,0 based application. In this platform, the citizens are able to forward their needs and expectations directly to the mayor of Antalya city. Questions forwarded by the citizens are replied by the mayor via both the video and text applications. The citizens are also able to see other questions and answers. www.amanhocam.com web-site started to operate on July 14, 2009. Between 14 July and 14 August 2009 (one month period), 2185 e-mails were received. This figure corresponds to 72 e-mails on a daily basis, which is a significant number.

The aforementioned web site is a public relations tools allowing interactive communication, thus enabling a symmetrical communication with the citizens. E-mails sent by the citizens are replied by either the mayor himself, or the secretary or the consultants in parallel with the mayor's declarations. The answers are prepared in line with the information received from the related departments and directorates. In addition, the mayor answers the frequently asked questions via the audio-visual video reply system on the main page of the web-site. E-mails existing in the answer bank which was prepared for the frequently asked questions may be revised and repetitively sent as answers by the assistants. With this answering system, a continuous communication is maintained.

Table 1. **Aman Hocam web site**

Issues which necessitate immediate solutions among the e-mails received are forwarded to the related units and a solution process is followed. E-mails received in the web-site are evaluated by a content

analysis within 3 month periods. For the analysis, e-mails containing several subjects are categorized, coded in the SPSS program and are subjected to certain statistical tests in order to reach certain findings. These findings are used for three different purposes.

1. The order of priority of the issues replied by the mayor via the video answering system is determined in line with theses analysis.
2. The findings are used as guidelines for all the service units of the municipality as "current situation indicators".
3. Issues which need to be prioritized in terms of press relations are envisaged.

At the preparation stage of the questions regarding the citizen satisfaction survey conducted by the Antalya Metropolitan Municipality in order to measure the satisfaction level of the citizens and their perceptions towards the municipality services, the content analysis findings related to the e-mails received on the web-site have been used as guidelines. For the questions in the survey form, 5 point Likert Scale was used along with an open ended question "what is the situation that requires immediate solution in your neighbourhood?"

The municipality conducted the citizen satisfaction measurement study in March 2011 in Antalya city through a face-to-face survey technique. The survey was conducted in a total of 108 neighbourhoods, with 2554 samples and on the basis of 2010 TUİK data.

For the selection criteria of 108 neighbourhoods, the population survey rates determined by TUİK were considered and stratified sampling was used. This sampling method statistically corresponds to 95% of credibility and ±2 of margin of error.
Survey data was evaluated by SPPS 17.0 statistics program.

Aim

In this study, evaluation of the employability of the new media applications in the citizen satisfaction measurement studies was aimed by means of presenting the similarities and differences between the results obtained over the content analysis of the complaint e-mails received in www.amanhocam.com web-site and the results towards the citizen satisfaction survey conducted by the Antalya Metropolitan Municipality.

Method

Within the scope of the research, the complaint letters received in www.amanhocam.com web-site were examined by means of conducting content analysis, and classified according to their categories. These categories were subjected to a "citizen satisfaction oriented" evaluation. The results obtained were compared to the citizen satisfaction survey results and the usability of such platforms within the citizen satisfaction measurement studies was discussed.

E-mails received in the web-site were subjected to analysis from the first broadcasting date, July 2009, to the date when the citizen satisfaction survey was conducted, March 2011. e-mails were categorised according to their contents, dates of receipt, and the service units of the municipality.
The comparison between the citizen satisfaction survey and the e-mails received in the web-site requires a procedural unity. Thus, the comparison was made on the basis of the only open ended complaint question that could be analysed in terms of content: "what is the situation that requires immediate solution in your neighbourhood?" (Antalya Büyükşehir Belediyesi, 2011)

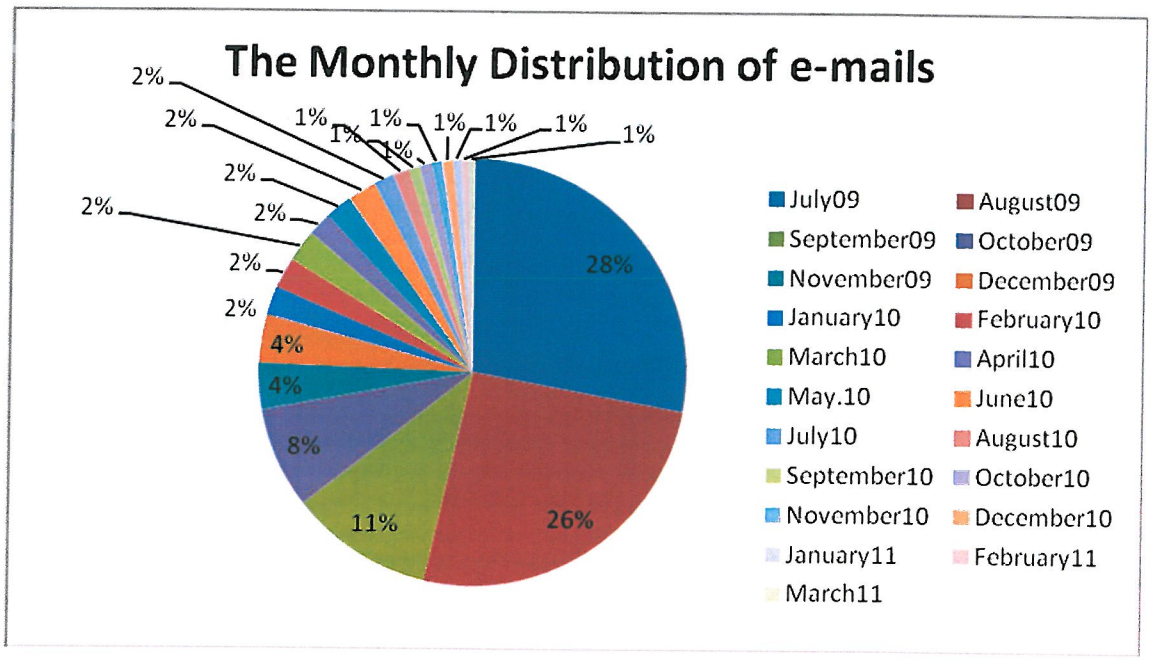
In order to provide synchronization towards the complaint letters, e-mails received in the most proximate three months (January, February, March 2011) to the date of citizen satisfaction survey (March 2011) were evaluated separately and the comparison was made in accordance with the aforementioned evaluation.

Due to the comparatively lower number of complaint letters (84 e-mails) received in the first trimester of 2011, another separate evaluation was made within a study where all the online complaint letters received by the municipality which coincided to the same date were analysed for controlling. A separate comparison was made in line with this evaluation.

Findings

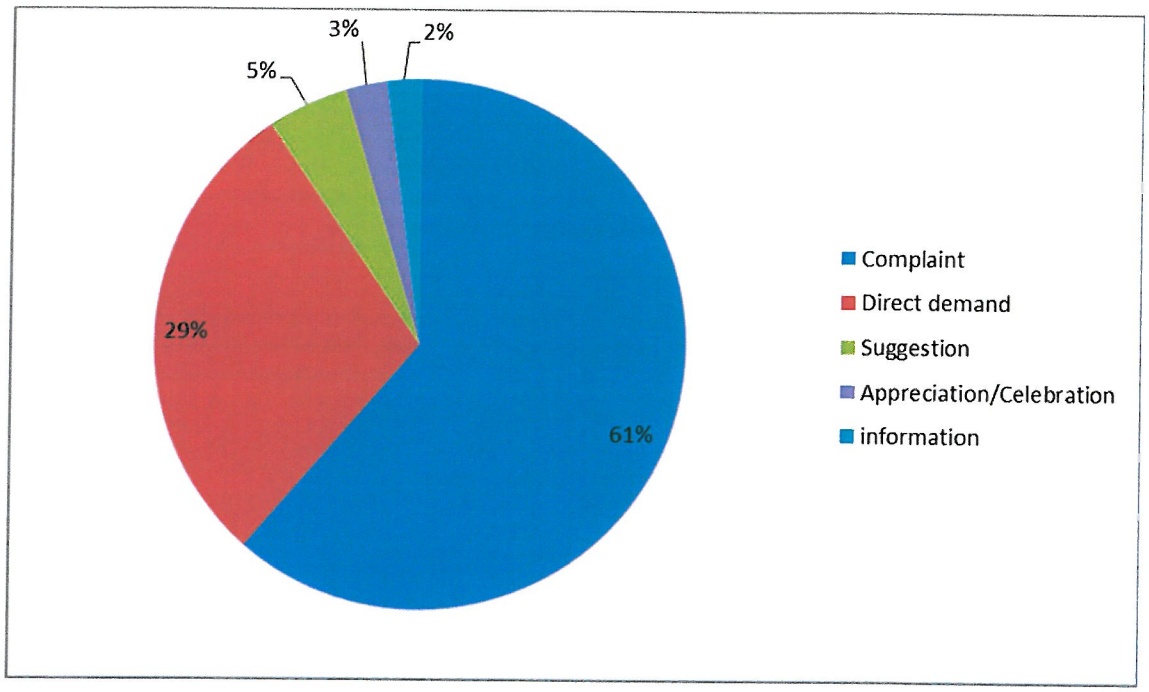
In this study, for the aim of obtaining information regarding the usability of the new media applications towards the citizen satisfaction studies over the web-site www.amanhocam.com, the content analysis of the complaint e-mails received in the web-site and the results obtained from the citizen satisfaction survey were compared, and evaluated in consideration of the discussions within the related literature.

Primarily, e-mails received in the web site were evaluated according to their dates of receipt and in terms of their monthly distribution, without any qualitative categorization made.



Graph 1. The Monthly Distribution of e-mails

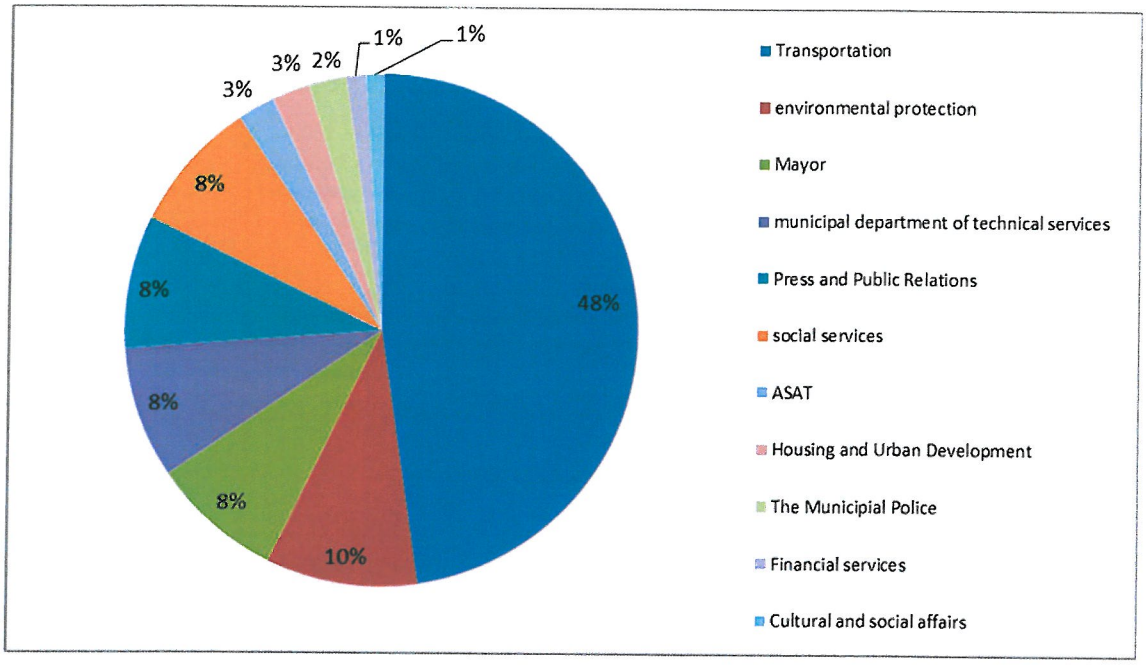
As can be seen in Graphic 1, the numeric distribution of the e-mails received in the web-site per each month display a homogenous appearance. Numerically the e-mails have followed a systematic decrease since July 2009, when the site first started operating. The fact that the presentation of the advertisements of the web-site on the billboards in Antalya during July and August having been a significant reminder of the existence and function of the site may be evaluated as the reason of the larger number of e-mails received in July and August.



Graph 2- www.amanhocam.com site and other web 2.0 applications, according to the contents of incoming e-mail distribution

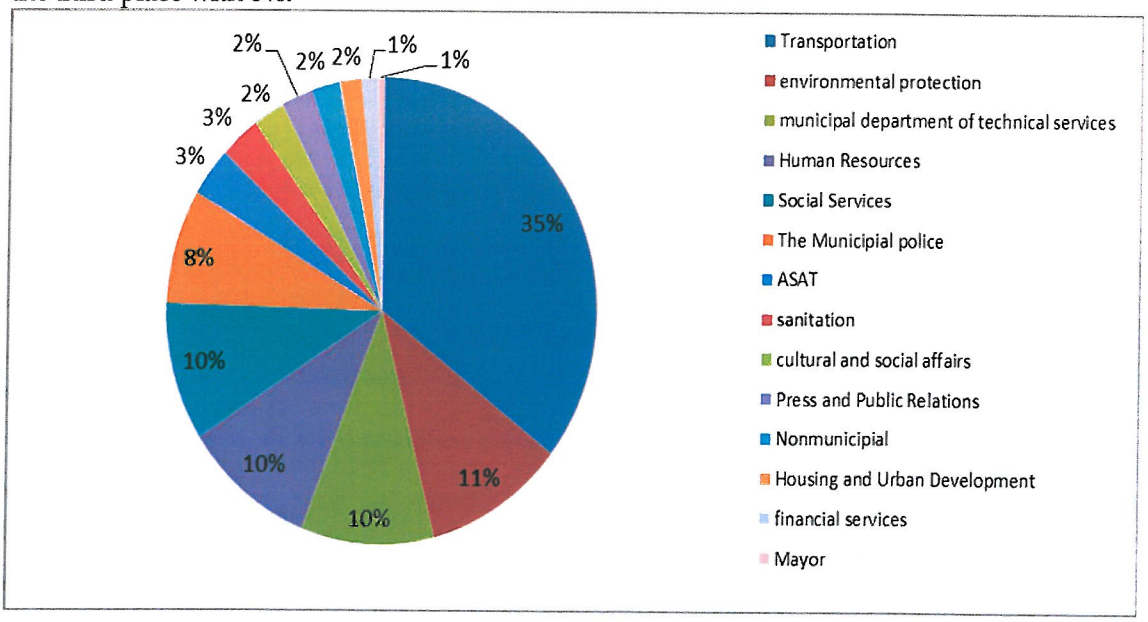
The contents of the e-mails were categorized under five titles. Complaint e-mails comprise appeals towards the dissatisfaction regarding the municipal services and the current situation. E-mails within the direct request category mostly comprise employment requests, which are followed by requests towards meeting with the mayor. Different from the complaint e-mails, recommendation e-mails comprise appeals towards guiding for better services and mostly involve project proposals. Thank you notes and supportive e-mails are responses in return to the services provided and complaints resolved. Certain e-mails within this category comprise messages congratulating the mayor who won the recent local elections. As for the e-mails within the category of knowledge acquisition, they comprise questions regarding how to benefit from the services provided by the municipality.

In the graphic, it is seen that 61% of the e-mails within the complaint category rank the first place in terms of frequency distribution. E-mails within the direct request category rank the second place with 29%. Recommendation e-mails are followed by the thank you notes and e-mails within the congratulation, support and knowledge acquisition categories.



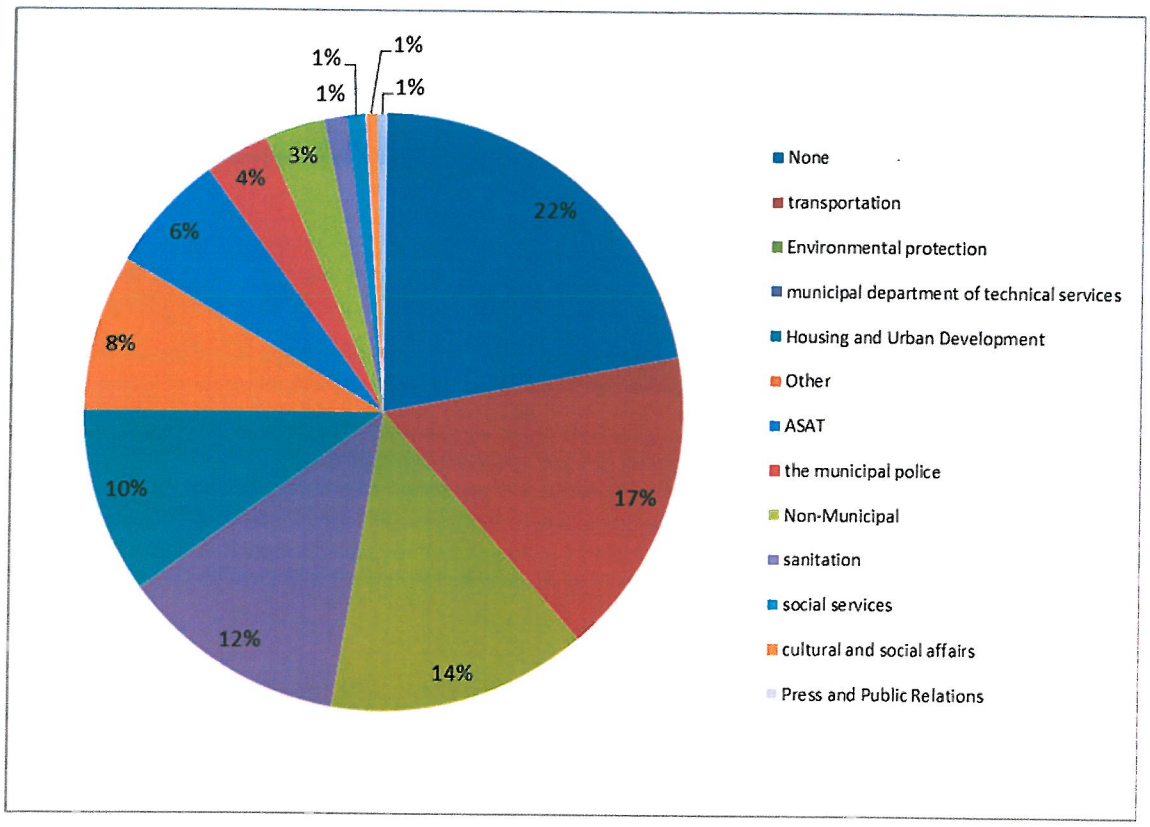
Graph 3- www.amanhocam.com site, complaints e-mail from the distribution of municipal service units

The date the citizen satisfaction survey was made and the date of broadcasting of the web site being different necessitated synchronization in terms of comparing the findings. The possibility that the issues referred within the complaint e-mails received between July 2009 and March 2012 having been resolved also required synchronization. Thus, e-mails received in January, February and March 2011 which are the most approximate dates to the citizen satisfaction survey (March 2011) were taken as the basis of the evaluation. As the comparison of the findings in terms of satisfaction was aimed in this study, only the e-mails within the complaint category were subjected to evaluation. Complaints received via e-mails were categorized within the units related to the subject of complaint. Graphic 3 displays the distribution of the e-mails received in January, February and March 2011 according to the municipal service units. Accordingly, the e-mails received by the Department of Transportation rank the first place with 48%. While the Department of Environmental Protection and Control ranks the second place with 10%, it is seen that the e-mails directly received by the mayor, by the Department of Technical Works, Department of Press and Public Relations and Department of Social Services rank the third place with 8%.



Graph 4- www.amanhocam.com site and other web 2.0 applications, according to the contents of incoming complaint e-mail distribution

With the concern towards the possibility of insufficiency in the number of e-mails received in www.amanhocam.com web-site within the first trimester of 2011 in terms of evaluation, the municipality included the e-mails received from other channels (AMM web site and e-municipality channel) in the analysis. However, it is seen that the distribution shown in Graphic 4 provided a parallel result for only the frequency ranking (see Graphic 3) of the e-mails received in www.amanhocam.com web site, in terms of the first three units. In this graphic, there are findings indicating that certain complaints received are out of the scope of the municipal services. Complaints which are not relevant to the municipal services have a ratio of 2% and are categorized under the title "Non-Municipal".



Graph 5- According to Citizen Satisfaction Survey conducted by the distribution of units of the problems

It is seen that the findings of the sole open ended question -"what is the situation that requires immediate solution in your neighbourhood?"-which can be subjected to content analysis within the citizen satisfaction survey shown in Graphic 5 and the distribution of the complaint e-mails received in amanhocam.com web site towards the units (Graphic 3) show a parallelism in terms of the first three units. The "Non-Municipal" category shown in Graphic 4 also takes place in Graphic 5 with a similar ratio (3%).

Result and Suggestions

Considering the findings above, we may state that the new media applications have a potential of providing information regarding the citizen expectation and satisfaction, when used as data banks.

The fact that not all the citizens having the opportunity to gain access to the internet also show that the new media applications cannot be implicitly used as a citizen satisfaction measurement tool. In addition, not all the citizens use the internet for complaint appeals. However, the new media provides a certain systematic sampling. The fact the internet penetration and computer literacy not having reached the desired level avoids the usability of systematic sampling.

At this point, the usability of the new media applications within the municipalities during determining the priorities regarding the issues to which the public shows awareness would be a more realistic statement. The citizens share the administrative problems which they encounter during their daily lives through the internet and social media with both the other citizens and the local governments.

The fact that the issues with high priority with regards to the expectations of the citizens in the citizen satisfaction survey also existing with high rates of priority in the e-mail analysis of amanhocam.com web-site indicates the determinability of the primary expectations of the citizens through the new media. In case where the public problems are determined via the new media and rapid solutions are developed, the demand of the local governments towards the new media applications would increase.

The increase in the number of citizens finding solutions to their problems via the new media applications would be promotive for those striving to solve their problems through other channels, and encourage them to use these new media applications.

Evaluation of the findings obtained as the result of the application of the new media would be instructive in terms of the questions to be prepared for the citizen satisfaction surveys. At this point, these new applications would serve as a pilot study.

Evaluation of the complaints received by the open ended questions also provides information regarding whether or not the citizens' expectations from the local governments are sagacious. Findings given in graphics 4 and 5 show that the service areas of the local governments are not sufficiently recognized by the citizens. The frequencies of the data under the "Non-Municipal" category have similar values in both graphics (Graphic 4: 2%, Graphic 5: 3%). This is a confusion which the metropolitan municipalities usually encounter. In the metropolitans, the service areas of the metropolitan municipalities are frequently confused with the local governments'. When other administrative institutions are also involved (e.g. governorship, power administration, local health authorities), the measurement of citizen satisfaction comes more confusing. At this point, we may state that it is possible to benefit from the new media applications towards determining the content of the citizens' expectations.
Citizens opine via both the new media applications provided by the local authorities for themselves, and other new media and social media applications. Local governments must continuously monitor particularly the new media and social media applications and categorize and assess the sharing made through these applications.

To conclude, local governments must undoubtedly take place in all the communication platforms used by the citizens and intensely use these new media applications. Through the new media applications, the citizens share their problems, complaints and remarks regarding the local governments. Local governments do not have the luxury to neglect the new media applications and citizens' opinions. Thus, as in the example of Antalya Metropolitan Municipality, the local governments must identify the new media applications where their citizens and target groups exist, and be involved in the process by establishing their own new media applications.

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