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A Netnographic Reception Analysis of Main News Bulletins

Ana Haber Bültenlerine Yönelik Netnografik Bir Alımlama Analizi

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ABSTRACT

Ethnography, one of the long-established methods of social sciences, has come to the fore in the research of social practices under the leadership of the disciplines of anthropology and sociology. The interactive nature of Internet technology inspired the adaptation of ethnography to digital environments, leading to the development of netnography, a method focused on studying the behaviour of virtual communities. Researchers of the British Cultural Studies Tradition, on the other hand, stated that the messages presented by the mass media are not met with absolute acceptance by individuals, and that the meaning is reconstructed in the minds, and proposed to analyse the process with the encoding-decoding model. The social transformation based on the Internet has required the expansion of the boundaries of approaches over time, and pioneering studies in the field have aimed to obtain quantitative, observational data using user-viewer comments. The study was conducted to investigate the netnographic reception patterns of Ekşi Sözlük users regarding ATV Main News and FOX Main News bulletins representing two opposing ideologies. In this context, 703 entries under the relevant headings in Ekşi Sözlük were analysed and categorised under the headings of dominant, negotiative and oppositional reading. Frequency distributions were generated using IBM SPSS Statistics 22.0 programme. It was concluded that viewer readings changed from dominant to negotiative and oppositional due to the departure of the popular presenter from the programme, change in the ideological orientation of the programme, non-compliance with the principle of impartiality, and echo chamber effect.

Keywords: Communication Studies, Audience, Netnography, Reception Analysis, Digital Culture.

ÖZ

Sosyal bilimlerin köklü yöntemlerinden olan etnografi, antropoloji ve sosyoloji disiplinleri öncülüğünde toplumsal pratiklerin araştırılmasında öne çıkmıştır. İnternet teknolojisinin etkileşimli doğası etnografi yönteminin dijital sahalara uyarlanabileceği fikrini gündeme getirmiş, bu sayede sanal toplulukların davranışlarını incelemeye odaklanan netnografi yönteminin temelleri atılmıştır. İngiliz Kültürel Çalışmalar Geleneği araştırmacıları ise kitle iletişim araçları tarafından sunulan mesajların bireyler tarafından mutlak bir kabulle karşılanmadığını, anlamın zihinlerde yeniden inşa edildiğini ifade ederek süreci kodlama-kodaçım modelyle incelemeyi önermiştir. İnternete dayalı toplumsal dönüşüm zamanla yaklaşımların sınırlarının genişletilmesini gerektirmiş, alandaki öncü çalışmalar kullanıcı-izleyici yorumlarını kullanarak nicel, gözlemsel veriler elde etmeyi amaçlamıştır. Çalışma, Ekşi Sözlük kullanıcılarının iki karşıt ideolojiyi temsil eden ATV Ana Haber ve FOX Ana Haber bültenlerine ilişkin netnografik alımlama biçimlerinin araştırılması amacıyla gerçekleştirilmiştir. Bu kapsamda Ekşi Sözlük sitesindeki ilgili başlıklar altında yer alan 703 entry incelenmiş; egemen, müzakereci ve karşıt okuma başlıkları altında kategorize edilmiştir. Frekans dağılımları IBM SPSS Statistics 22.0 programı kullanılarak oluşturulmuştur. Sevilen sunucunun programdan ayrılması, programın ideolojik yöneliminin değişmesi, tarafsızlık ilkesine riayet edilmemesi, yankı çemberi etkisi sebepleriyle izleyici okumalarının egemen biçimden müzakereci ve karşıt biçime dönüştüğü sonucuna varılmıştır.

Anahtar Kelimeler: İletişim Çalışmaları, İzleyici, Netnografi, Alımlama Analizi, Dijital Kültür.



Introduction

Ethnography, one of the well-established methods of social sciences, is especially important for anthropological and sociological research. Looking at the traditional structure of ethnographic research, it has been observed that research has been carried out with the idea of observing the cultural, social and economic practices of communities on site. These studies have generally been long-term studies in which the researcher is included in the communities of interest. Ethnographic methods have also been used in mass communication research, and studies have been produced on the impact of the messages presented by media tools on society. In this respect, ethnographic research has an important place for both social sciences and mass media.

The researchers of the British Cultural Studies tradition, who argue that the messages presented by the mass media are not directly comprehended by the society as they are presented, and that the audience constructs a new meaning by filtering the messages through their own filters, have also defended the usability of the encoding-decoding model. The encoding/decoding model put forward by Stuart Hall has become one of the scientific and accepted technique with its audience-first approach. The technique, which has gained an important place in the current academic literature under the leadership of communication sciences, has been used by leading researchers in the field to examine whether the messages presented to society by mass media are reconstructed as designed by communication professionals.

The fact that digital spaces occupy an important place in everyday life thanks to the interactivity enabled by the Web 2.0 revolution has necessitated the discussion of new communities and ways of studying them, and communication sciences have taken a leading role in these discussions. Scholars have argued for the necessity of a digital ethnographic methodology that utilises the traditional two of the social sciences to investigate virtual communities. These initiatives have proposed the use of a new method called “netnography” and have provided a useful

framework for the study of virtual communities. This research combines netnography with encoding-decoding to investigate the reception patterns of a virtual community towards news bulletins. The traditional nature of netnography and reception analysis focuses on studying small groups. This has begun to change as internet technology has enabled every user to share their views. By analysing viewer-user comments, researchers are reaching conclusions about larger audience groups, which paves the way for studies based on non-participant observation. This study recognises the importance of field studies and aims to open an innovative method to discussion in Turkey.

In the study, 703 news items in Ekşi Sözlük under the headings ATV Ana Haber and FOX Ana Haber were analysed and the news items included in the scope were categorised as dominant, negotiated and oppositional. 48 entry were excluded from the scope of the research because they did not contain any form of reception. Frequency tables regarding the distribution of categories were created using IBM SPSS Statistics 22.0 programme. The factors affecting the reception styles of users of ATV Ana Haber and FOX Ana Haber bulletins on the Ekşi Sözlük platform were discussed using netnographic reception analysis and the results were compiled.

Netnography as a Research Method

Bronisław Malinowski, considered one of the founders of modern ethnography, laid the foundations of ethnography through an anthropological study while investigating the social, daily, economic and cultural practices of the Trobriand Islanders of Papua New Guinea. Leading thinkers of social sciences such as Margaret Mead, Claude Lévi-Strauss, Clifford Geertz, Victor Turner have undoubtedly been the most important figures in shaping modern ethnography. These scholars focused on examining concepts such as culture, symbol, economy, politics, social structure from sociological and anthropological perspectives. These developments played an important role in the development of ethnography and created a scientific basis based on observations. According

to Malinowski, ethnographic research is one of the foundations of anthropological research and is a research tradition that involves attempts to systematically explain the daily life practices of communities by observing them. At the same time, ethnography has become an important research tradition for sociology over time (Malinowski, 2013). Pioneers of sociology such as Erving Goffman, Howard S. Becker and Pierre Bourdieu have conducted various ethnographic researches and created important resources in the scientific field by explaining social practices.

When we look at the work of anthropologist ethnographers, it is seen that they position themselves in the daily lives of the communities they research. One of the most important features of ethnography has been the systematic transfer of observations and experiences they have realised on site (Kozinets & Gretzel, 2024).

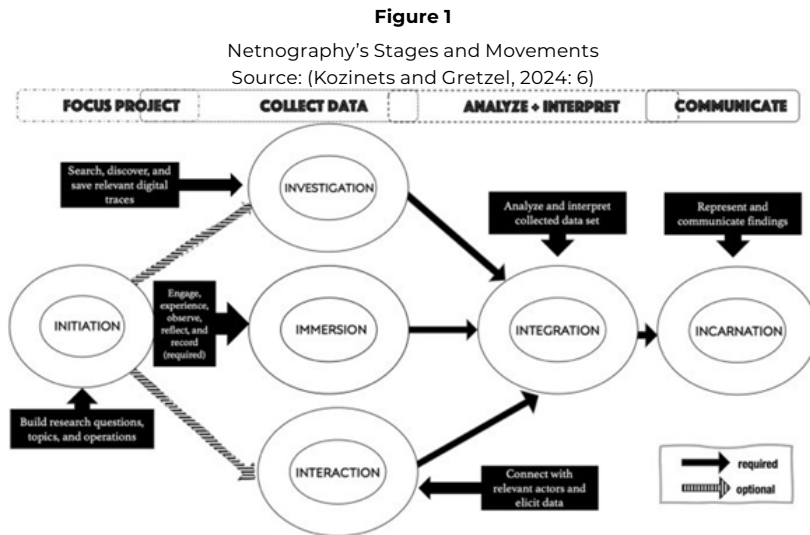
The netnography method, which aims to investigate the communities in the digital field in the same way as the ethnographic method, aims to investigate user-consumer behaviours in digital fields such as social media applications, dictionaries and forums. Especially after the 2000s, the widespread use of internet technology worldwide and its interactive structure with the Web 2.0 revolution have led to the idea that the ethnographic method can be applied to the digital field.

The idea of applying ethnographic techniques to the study of virtual interactions came to the agenda in the 1990s with the realisation of the existence of unconventional social formations called “cyberspace” in the academic field (Hine, 2008, p. 258). Kozinets (2010), one of the important names of the netnography method, has drawn the boundaries of the field and introduced the method with his work titled *Netnography: Doing Ethnographic Research Online*. He stated that netnography, which Kozinets introduced as a qualitative methodology, has a close relationship with the ethnographic method. According to Kozinets (2010), the focus of the field of mass communication studies has shifted from tools to

individuals and a mass communication industry financed by the owners of media organisations has lost its validity. The consumer-user has become the owner of new media tools, and the rise of the internet, broadband connections and mobile communication technologies have necessitated a redefinition of everyday practices. Moving easily between online and offline structures of learning, sharing, experiencing and socialising, users abandon traditional daily habits (O'Donohoe, 2010, p. 328-330). In Kozinets' (2015, p. 23) definition of new sociability, which he calls networked sociability, he sees online platforms as spaces where individuals reconstruct their identities.

According to Kozinets (2010), the process of conducting netnographic research is similar to ethnographic orientations. The basic principles of the method include determining the research topic, selecting the online medium to be examined, collecting data, analysing and presenting them together with the researcher's observations and comments. According to Bowler (2010), online ethnography refers to a set of methods that adapt to the study of communities and cultures created through computer-mediated social interaction, and the prominent method among these approaches is netnography. The netnography method, which emerged with conceptualisation trends such as online ethnography, virtual ethnography, digital ethnography, is an important entry point for qualitative researchers and those who are new to qualitative research.

In his study *Netnography: Doing Ethnographic Research Online* (2010), Kozinets has also indicated how to formulate research questions suitable for netnography and the questions that are important for qualitative enquiry. According to Kozinets, in a netnographic research design, it is important to ask one or two main questions followed by a maximum of seven related sub-questions, to relate the main question to a specific qualitative research strategy, to start the research questions with the words “what” or “how”, to put forward an open-ended and open to development research design, to focus on a single phenomenon or concept, to use exploratory verbs such as “discover”, “understand”,



“define”, “report”, to draw the participants and the framework of the research. Kozinets also emphasised the importance of focusing not on the objective meaning of the text, as in reception analysis, but on the meaning of the text for the people in the situation under study, and the need for the researcher to bracket himself/herself.

Virtual Ethnography (2000), written by Christine Hine, is one of the important sources contributing to the field. It touches upon many issues such as the definition of virtual ethnography, participant observation, which is one of the basic research techniques of social sciences, online interviews, and the use of digital images as ethnographic data, and examines approaches in the field. *Virtual Ethnography*, which is an important work on how to conduct ethnographic research in online environments, offers ideas by exploring how the traditional ethnographic method of social sciences can be re-adapted to the digital field, just like Kozinets' attempts. One of the important focal points of this work for this study is that it explores how the netnography method can be associated with methods such as quantitative research and content analyses. In these respects, Hine's work has indicated that netnography can relate to various methods and has been one of the sources that have shaped the prominent approaches in the field of practice.

Annette N. Markham's *The Politics, Ethics, and Methods of Representation in Online Ethnography* (2005) brings to light netnography and the ethical debates it brings with it. According to Markham

and Buchanan (2015, p. 201), the expansion of the sphere of influence of virtual media, their widespread use and the fact that they occupy a significant part of everyday life mean not only opportunities but also new ethical challenges for internet researchers. Therefore, researchers focusing on the subject should act responsibly. Researchers underlined that it is important to get opinions from researchers who have conducted similar studies, especially in decision-making processes regarding ethical procedures, and that a single ethical or methodological approach in research on digital media does not fit every situation.

In addition to these debates, some scholars have also attempted to question whether virtual communities are real communities. For example, Driskell and Lyon (2002, p. 373), within the framework of the existing literature, tried to determine whether virtual communities are indeed real communities, focusing on the contradictions in how they can provide common bonds and social interaction, which are important frameworks of sociological practices. He stated that virtual communities are spatially free, have limited responsibility, and are psychologically disconnected. Undoubtedly, these contradictions have necessitated the search for answers to the question “*how similar are virtual communities to sociologically accepted communities?*” in the scientific field, and netnographic methods have provided an important opportunity to resolve this complexity.

The British Cultural Studies Tradition and Stuart Hall

The Centre for Contemporary Cultural Studies, which is considered to be an important centre of the British Cultural Studies tradition, has operated within Birmingham University and has enabled important thinkers to share their original ideas with the society. Establishing the relationship of the British Cultural Studies tradition with the social field is undoubtedly closely related to understanding the ideas of the pioneering scholars whose names are associated with the field. In this section, the works of the pioneers of the British Cultural Studies tradition and their importance for the field are discussed.

The British Cultural Studies tradition is important for communication sciences by questioning the relationship between media texts and the individuals who receive them, how social norms are presented through the content and how meaning is constructed by the receiver. The British Cultural Studies tradition, led by Richard Hoggart, Raymond Williams and Stuart Hall, has focused on important issues such as working class culture, popular culture, the dynamism of the concept of culture, the ideological structure of culture and media, and the encoding/decoding model, which will be a source for contemporary research.

Richard Hoggart's *The Uses of Literacy* (1957) analyses the working class and its culture and evaluates the changes in their lives and values. The book is one of the seminal texts of the mid-twentieth century. The book, originally titled "*The Abuse of Literacy*", in its first part appreciates the resistant nature of working class people, while in the second part it offers a strong criticism of the deceptive populism and mediocrity of popular newspapers and magazines, the falsity of advertisements, and the moral emptiness of many popular novels. First published in 1957, the work offers a new approaches for interdisciplinarity in cultural studies and how texts reflect lived experiences. Blending personal recollections with social history and cultural criticism, *The Uses of Literacy* carefully depicts the complexity of working-class attitudes, pointing to the existence

of a new conceptualisation beyond objective social scientific techniques. The workers who are the subjects of Hoggart's research are, according to the scholar, "neither the sentimentalised victims of a culture of deference nor neo-fascist hooligans" (Hoggart, 2017; Lodge, 2007, p. 29). Another prominent work written by Hoggart within the British Cultural Studies tradition is *The Way We Live Now* (1995). In this work, the cultural and social changes of modern British society are analysed. Richard Hoggart's *The Way We Live Now* was published in 1995, some 40 years after the publication of his seminal work *The Uses of Literacy* (1957) (Owen, 2008).

A critical examination of late 20th-century contemporary British society, it interrogates the cultural and moral practices that shape modern life, while at the same time addressing consumer culture and authority, arguing that changes in these areas have led to significant changes in behaviour. Hoggart presents a dual argument, firstly that consumerism rather than authority increasingly determines the fabric of life, and that there is a long break towards relativism. Secondly, he argued that conservative governments were utilising these changes for their own ends (Hoggart, 1995). Another prominent work of Hoggart, *An Imagined Life: Life and Times, 1959-91*, describes Hoggart's life and career from 1959 to 1991 and presents his experiences during this period. The work also addresses social changes and the impact of consumer culture on values and social structure (Hoggart, 1993). Another prominent work of Hoggart is *Everyday Language and Everyday Life* (1988). In this work, Hoggart focused especially on the structure of language and idioms. Providing a comprehensive framework of how working-class English people used English, the author discussed how early working-class English used idioms and maxims in the context of poverty. He examines how language is shaped in practices related to the social, in the family and in the social environment, and the etymological origins of some idioms (Hoggart, 2018). When Hoggart's works are viewed from a holistic perspective, it is seen that he examines the cultural practices, lifestyles, behavioural structures and language

use of the working class. For this reason, it is seen that the author's works contain strong points of class criticism and do not completely accept the consumer culture of modern life.

Another pioneer of the British Cultural Studies tradition was Raymond Williams. In his *Culture and Society, 1780-1950* (1958), Williams examines the development of the concept of culture from the late 18th century to the mid-20th century, emphasising the social structure and presenting various ideas. Williams pointed out that the basic meanings of concepts such as "industry", "democracy", "class", "art" and "culture" changed in the transition from pre-industrial civilisation to industrial civilisation and critically evaluated the culture of British industrial civilisation (Williams, 1983; Bennett, 2010, p. 298). Williams' *The Long Revolution* (1961), which he saw as a continuation of his book *Culture and Society*, analyses the cultural revolution accompanying political and economic changes. The author expressed this work as an attempt to reinterpret and expand on a society that is still changing and my own experience in this society (Williams, 1961).

Another work by Williams was *Keywords: A Vocabulary of Culture and Society* (2014). This work, like Hoggart's *Everyday Language and Everyday Life* (1988), analysed the historical process of words in English culture. Published in 1977, *Marxism and Literature* was a continuation of his earlier work in literary and cultural analysis and outlined a theory of cultural materialism that integrated Marxist theories of language with Marxist theories of literature. This work also included a redefinition of determinism and hegemony and presented individual and social ideas (Williams, 1977). *Problems in Materialism and Culture* (1980), written by Raymond Williams, who has an important place as the founder of the approach known as cultural materialism, was a work in which he analysed the concepts of materialism and culture in a relational manner. In this work, the thinker brought together his most important works covering a period of more than twenty years. One of Williams' most important works in terms of communication sciences was *Television:*

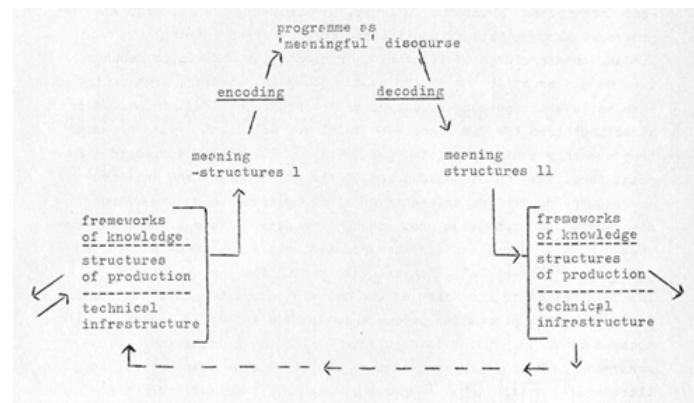
Technology and Cultural Form, published in 1974. Although the work was published before the advent of multi-channel television in the modern sense, it proves Williams's prescience (Silverstone & Williams, 2004; Jones, 1981). Williams emphasises the importance of technology in shaping the cultural form of television, and argues that we as viewers have the power to undermine the logic and hegemony of technology.

One of the important names of the British Cultural Studies tradition is Stuart Hall, who is of great importance for both mass communication studies and this study. One of Stuart Hall's most important works in communication sciences was *Encoding and Decoding in the Television Discourse*, which brought film studies into a scientific framework by focusing on the viewer. The work is important in that it analyses the interconnection between social structures and processes and formal or symbolic structures. Proposing the encoding/decoding model in the communication process between the individual and the mass media, the scientist argues that the communication between the production mechanisms in broadcasting and the audience is a "systematically distorted form of communication". He builds his arguments on the grounds that the audience effectively receives the messages presented in the one-way communication process with television (Hall, 2007). Prior to Stuart Hall's encoding/decoding model, explanations of the encoding and decoding of media texts were interpreted within the framework of the communication model in which a sender transmits a message to a receiver who is thought to interpret it largely in the way intended by the producer. According to Hall, this is not so simple. The television sign is a complex sign and is a combination of two practices, audio-visual (Hall, 1980a, p. 44; Hall et al., 1972, p. 507).

Another important work by Stuart Hall was *Policing the Crisis: Mugging, the State, and Law and Order*. This work presents ideas on the concept of crime by linking moral panic, the state, cultural, social and political practices (Hall et al., 2017). Published in 1980, *Culture, Media, Language* is his work focusing on media culture and is one of

Figure 2

The Original Encoding/Decoding Model Proposed by Stuart Hall
Source: (Hall, 1973, p. 4)



the most important works in the communication sciences literature. It tries to explain the dynamics of the field by focusing on issues such as cultural representations, the impact of mass media on society, symbols, and language (Hall, 1980b; Hall et al., 2003). Hall's *Representation: Cultural Representations and Signifying Practices* (1997), which focuses on the concept of representation, provides very useful frameworks for the communication sciences literature as in his other works. Hall's work, in which he underlines that the symbols and representations offered by media texts are a set of signs for the receiver, is one of his prominent works. According to Wykes (1998), Hall argues that symbols in media texts should not be seen as forms that reflect reality, but as practices that actively construct meaning. Representation is therefore a "primary or 'constitutive' process" which "which holds as much weight as as economic or material bases in the shaping of social subjects and historical events." and deserves equal attention.

According to Hall (2019), the process in which meaning is constructed and created by communication professionals is the coding stage. The products produced by the mass media are more than just innocent, entertainment or information transferring structures. These products contain their own unique messages, and although these messages are expected to be received by the receiver (audience, reader, etc.) as they are produced, the process does not take place in a linear manner.

According to Hall (1980a), receivers read messages in three ways. The first of these is dominant reading, which means that the text produced by the mass media is received by the receiver as it is without any resistance. It is the form of reception desired by experts, politicians, advertisers, etc. who design the communication process. Negotiated reading means that the receivers receive the text presented by the mass media partly as it is produced and partly as they do not accept it. This process refers to the way of reading in which the receiver's own filtering of the text presented by the mass media leads to partial acceptance. The third type of reading specified by Hall is oppositional reading. This form of reading defines a process in which the text presented by the mass media is not interpreted by the receiver from the perspective of the producer of the message. This is a form of reading that communication professionals do not want and the message presented by the mass media encounters absolute resistance.

New Approaches in Audience Research: Netnography and Efforts to Expand the Boundaries of Reception Analysis

As with other methods used in the field of social sciences, the boundaries of the two approaches used in relation to each other in this article have continuously expanded. The new nature of Web 2.0 technology, which allows interaction through the internet, has provided every internet user with the opportunity to create communities and share their opinions in relation to the content they watch. This situation has made viewers an active participant in the viewing process. Thanks

to these new possibilities, research traditions that focused on studying small groups through participant-observation in the past have started to adapt themselves to innovations. Netnography and reception analysis, which are especially used in communication sciences and prioritise the audience-user, have also shifted their focus to large audience groups.

In Pierre Bourdieu's *Homo Academicus* (1988), one of the important ways to overcome the problems in the 'ivory tower' analogy that academics are disconnected from society is stated as field-oriented studies. According to Bourdieu, academics are disconnected from society and this leads to many problems, therefore, studies that are integrated with society are important. Both of these methods are important methods of communication sciences and these methods meet the basic principles of scientific knowledge such as objectivity, systematicity, consistency, falsifiability and generalisability. The primary point emphasised in this study is that the contribution of field studies, especially those involving important techniques such as participant-observation, to communication sciences is very important. The secondary point is to broaden the scope of netnography and reception analysis, which enable the study of large research groups instead of small research groups, and to offer a new proposal for their use. The fact that these two approaches have started to be used in the scientific field and that these studies have started to be published in important scientific media has led to the thought that they can also be applied in Turkey. The nature of scientific knowledge in the field of social sciences will also expand with both field studies and methodological studies, and this study aims to draw attention to this issue.

The fact that Internet technology allows every user to gather around the content they watch and comment on it has brought the application of the two approaches to large groups of viewers. The level of researcher involvement in netnography can range from a non-participatory, passive observer role to an active, fully participatory role. At times, researchers may conduct rigorous netnographic

research using only observations, in a sharp break from traditional ethnography (Kozinets, 2002, p. 64). Burgees (2023a) argues that non-participatory netnography is a flexible approach for both the researcher and the research participant, allowing for an organic exploration of online communities and their conversations. Non-participatory netnography allows the community to be observed, explored and understood without being influenced by the researcher. Non-participatory netnography means that organic conversations between community members can be collected without the influence of the researcher. For this reason, it is stated that it is a useful approach to use. Research by Burgees (2023b) investigated how non-participatory netnography was used to explore and analyse reactions to the forced closure of a video game brand community.

The need for human presence, which was once recognised in Netnographic studies, is being replaced by non-participatory (passive) approaches (Costello et al. 2017). The research conducted by Shaw (2020) focused on the application of passive data collection and analysis methods to Netnography and how it can be used in the sub-branches of communication sciences, and showed step by step how the summative content analysis approach can be applied with Netnography. The study, which took into account the threads over a period of six months, created themes and stated that the use of Netnography in this way was efficient.

Sthapit (2017) used netnography to explore tourists' memorable hotel experiences. Focusing on hotel reviews on TripAdvisor, the study interrogated 272 online entries about tourists' experiences at 47 different hotels. The study assumed a passive, hidden observer position in order not to interfere with the naturally ongoing discussion and identified three main categories of memorable hotel experiences. These were a comfortable bed, a friendly attitude of the hotel staff, and a good restaurant service with a delicious breakfast with plenty of choice. The study fulfilled the six criteria stated by Kozinets (2010, p. 89): 'relevant, active, interactive, substantial, heterogeneous, and data

rich'. This free travel guide, with millions of monthly visitors and millions of reviews, helps visitors to collect travel and destination information, and netnographic analysis of customer reviews is important for the site. In such large-scale analyses, the importance of non-participatory netnographic methodology becomes apparent. Similar to this research, Hewer and Brownlie (2007, p. 111) conducted a non-participatory netnographic study, focusing on virtual car consumption communities (VWvortex forum; Mini2.com; Hondacivicforum.com) on a number of sites where consumers display their enthusiasm for their cars.

The research conducted by Basile et al. (2024, p. 419) adopted a non-participatory netnographic method, focussing on comments made by members of the luxury product consumer community. The researchers completed a netnographic study in a non-intrusive way. The research conducted by Truong et al. (2022, p. 828) focused on the tweets of brands and their consumers, based on a non-participatory netnography. The research conducted by Elliot & Elliot (2003; Rageh et al., 2013) adopted a non-participatory netnographic method as it predicted that active participation would have a negative impact on the health of the study. Similar to this study, Burges & Jones (2021, p. 241) conducted a study on the Australian television series *Wanted*. Comments on posts related to *Wanted* were downloaded from social media accounts related to the series, and a study on brand infringement was conducted using non-participatory netnography method. Non-participatory netnographic research has also been conducted on video games. For example, the research conducted by Burgess & Jones (2023, p. 39) analysed 2194 online comments on *The Sims 4*, an episode of a long-running, successful video game brand series, through the netnographic method.

In addition to the studies mentioned above, the passive netnographic method, which is based on observation without the participation and intervention of the researcher, has started to be used in many studies. It was associated with important methods used in communication sciences such

as thematic analysis, reception analysis and content analysis, and large communities could be researched in this way. Some of these studies included passive observation in their research by using mixed methods, some conducted their research only with passive observation, and some used a new nomenclature called cyberethnography (Sayre, 2001; Hewer & Brownlie, 2007, p. 106; Abarashi & Ferguson, 2010; Wei et al., 2011, p. 26; Fisher & Smith, 2011, p. 332-333; Mateos & Durand, 2012, p. 25; Costello et al., 2017; Gatzweiler et al., 2017, p. 772; Scholz & Smit, 2019, p. 1100; Burges & Jones, 2021a; Burges & Jones, 2021b; Hanell & Severson, 2023, p. 155; Gholamhosseinzadeh et al., 2023, p. 191; Dametto & Bonet-Marti, 2024)

The dynamic nature of communication sciences has continuously expanded the framework of methods focussing on the study of social phenomena. Just as the method of netnography has evolved in order to analyse large communities, the reception analysis, which is considered under the umbrella of the British Cultural Studies tradition, has also begun to undergo a transformation. According to Schrøder (2019), reception analysis has moved beyond analysing the 'decoding' encounters of audiences with media 'texts', has moved towards wider media environments, and has begun to exhibit a mixed orientation towards determining the position of the audience. Many studies on the topic of the audience have attempted to relate netnography and reception analysis as a result of digital possibilities and to investigate large audience communities. For example, Kostadinova's (2022) research focused on Marvel fandom on Reddit, a social media platform that hosts millions of users of the Marvel Cinematic Universe (MCU). The research was conducted using two methods: netnography and content analysis. Netnography helped to track Marvel fans' behaviour resulting from their shared interest in discussing Marvel films and characters, and their interactions with other fans online. The research by Ukraina et al. (2024, p. 595) used Netnography and Critical Discourse Analysis (CDA) approaches and analysed YouTube viewers.

Audience studies, traditionally associated with

cultural studies, have focussed on the 'text-reader' relationship, recognising the power relations on both sides of the communication process. The research conducted by Knudsen & Kjeldgaard (2014, p. 234-235) conducted an online reception analysis using big data from YouTube, combining traditional methodology of reception analysis and netnographic orientations. The analysis is based on comments to four American car adverts from spring 2012, each of which promotes a different Chrysler brand. Through both quantitative and qualitative analyses, it aimed to understand how users and advertisements interact in digital media. The study demonstrated how big data can be used in qualitative communication science research. The paper argued that it is appropriate to use online reception analysis on large-scale open-access social media platforms. It also argued that it is a way to understand consumers' comment-based activities on such platforms.

The research conducted by Maura & Souza-Leão (2020) examined how Brazilian football match viewers receive match broadcasts using netnography and reception analysis. The study aimed to analyse how Brazilian NFL viewers' interactions on social media during match broadcasts lead to consumption commitments. Accordingly, it concluded that brands can use social media to provide social interactions that enable consumers to connect.

'Socially Sharing Between the Lines: A Netnography Using Reception Analysis of the Representation of Flannery O'Connor's Short Fiction in Online Communities' by White (2023) combines reception and netnography to examine how Flannery O'Connor and her popular short stories are represented on media such as Facebook, YouTube and blogs. The study conducted by Rianto (2019, p. 39) used netnography and reception analysis to answer how young audiences' reception or interpretation of Korean Korean romantic drama. Using qualitative methods by adopting netnography, this study stated that audience reading can be categorised into three forms: dominant-hegemonic, negotiative and oppositional. The

research conducted by Michtalíková (2024) analysed the comments of specific groups of viewers in Slovakia on the 2023 Telekom Christmas advert. Through non-participant netnographic observation, the study analysed the comments of various social groups in Slovak society. Reactions to the adverts on numerous online platforms, including social media, discussion forums and news sites, were analysed in relation to two approaches. Stuart Hall's encoding/decoding method was applied in the study, categorising the interpretations into multiple categories based on the relationship between the meaning conveyed in the advertisement and the interpretations of the advertisement. The findings showed that some individuals perceived the advertisement as threatening national values and associating it with homophobic and transphobic discourses. The advert was also perceived as LGBTQ+ propaganda, and the study revealed complex dynamics. The study underlined the ongoing social tensions in Slovakia regarding LGBTQ+ issues, national identity and traditional values. The research conducted by Ni (2024), similar to this research, conducted a reception research on the readers of two news items that contain various ideological discourses and are considered to be manipulative. Many studies on the subject have analysed audience comments on platforms such as Youtube, Reddit, Facebook with the netnography method in order to reveal audience reception patterns and reported important results (Bødker, 2016; Astuti, 2019, p. 274; Dramastra et al., 2023; Sumiala & Tikka, 2013, p. 318).

Methodology

Undoubtedly, research focussing on changes in viewing trends and the loss of power of television has also been carried out. Although there are studies that declare a declining interest in television, especially among younger generations, television still maintains its importance as a mass media (Söğütlüler & Başer, 2023; Söğütlüler & Aday, 2023; Başer & Söğütlüler, 2023; RTÜK, 2018). The research has a mixed design that uses netnography and reception analysis methods together. It combines netnography, which aims to examine virtual communities, and reception analysis, which focuses on how audiences

reconstruct the messages presented by mass media. Although both methods are prominent in social science research, reception analysis is based on the principle of encoding/decoding proposed by Stuart Hall, one of the pioneers of the well-established British Cultural Studies Tradition. Netnography method is a research method recently proposed by Kozinets (2010) and rapidly gaining importance in social sciences research.

The traditional structure of both methods is based on participant-observation and allows working with small sample groups. New trends seek to extend the boundaries of the two approaches and utilise the possibilities provided by internet technology. These initiatives focus on obtaining data on the views of larger groups of people using non-participant passive observation techniques. The participant observation technique is undoubtedly one of the powerful and important research techniques in the social sciences, but the interactive model offered by internet technology makes it possible to analyse user-viewer opinions on a mass scale. Studies addressing this issue see the non-intervention of the researcher and the anonymity of the user-viewers as advantages, and state that it enables the reflection of real opinions. The research was conducted with the awareness that established techniques of social sciences such as participant observation and in-depth interviews remain important, and the current structure of methodological and technical possibilities was discussed taking into account new trends. In line with this orientation, the combined use of two innovative research practices is analysed through a case study in Turkey and it is aimed to contribute to the literature on the expansion of the boundaries of the field of audience research.

Within the scope of the research, a total of 703 entries under the titles of ATV Ana Haber and FOX Ana Haber bulletins on the Ekşi Sözlük platform, which has a say in determining popular orientations in Turkey, were analysed and included in the reception categories. 48 entries that were not suitable for reception analysis were not included in the study. IBM SPSS Statics 22.0 programme was used to create the frequency tables related to the research, and all data were presented in a relational

format under the title of Findings and Comments and the results were compiled.

In the sample selection, attention was paid to have television channels representing two opposing views. ATV Main News Bulletin was chosen because of its broadcasting policy in favour of the current government, while FOX Main News Bulletin was chosen because it has an oppositional broadcasting policy. In this way, the focus was on the meeting of two opposing views on the Ekşi Sözlük platform. It was thought that the anonymity of the viewers on the platform would contribute positively to the accurate reflection of their reception patterns. The realisation of the analysis on a single platform was also deemed necessary to examine the echo chamber effect.

Studies in the literature indicate that anonymity has a positive effect on correct responding. Several studies examining motivational differences in anonymous environments and relationships with online behaviour have found that people prefer anonymity for reasons such as expressiveness or toxic behaviour. The pursuit of anonymity has been found to be associated with traits such as self-concept clarity, Machiavellianism, self-consciousness and psychopathy (Livaniou, 2020; Nitschinsk, 2023; Christopherson, 2007, p. 3038).

Findings and Interpretations

Established in 1993 under Turkuvaz Media to operate in the field of visual media, ATV has become one of the most watched national TV channels in Turkey and has risen to an important position in the field of broadcasting. The channel introduces itself as having a structure that observes the transformations of audience trends and renews its technological infrastructure. The channel, where important TV series of the Turkish television sector were broadcasted for a while, has become a favourite slogan in the minds of viewers with the slogan “*TV series are watched on ATV*”. When the entries entered by Ekşi Sözlük users under the ATV Main News title are analysed, it is observed that there is a process of reception that leads to a oppositional reading over time (Turkuvaz Medya, 2024).

Table 1
Netnographic Reception Patterns of Users Towards ATV Main News Bulletin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dominant Reading	24	6.3	6.3	6.3
	Negotiated Reading	149	39.3	39.3	45.6
	Oppositional Reading	206	54.4	54.4	100.0
	Total	379	100.0	100.0	

*Valid percentage values were calculated over the total valid data.

Although there were various criticisms against the main news bulletins featuring Ali Kırca in 1999s, it is seen that most of the entries were in the form of dominant or negotiated reception. One of the important points of increase in the opposing readings following this process stemmed from the criticisms on the tabloidisation of ATV Main News Bulletin. When the entries are analysed chronologically, it is seen that there is a process of opposing reading towards the conservatism and pro-government bias of the ATV Main News Bulletin. These points of criticism, which started especially in 2005 and 2006, brought about disconnections from the act of watching, as can be seen in the user comments, and the channel lost the interest of Ekşi Sözlük writers.

Following this process, ATV Main News Bulletin was evaluated as detached from the public and the channel's policies were expressed through oppositional reading in most of the entries. After 2020, the main topic of the entries was the economy and all forms of reception towards the bulletin were transformed into oppositional reading. A large portion of Ekşi Sözlük users criticised the use of background music in news bulletins, and this issue was also emphasised (Ekşi Sözlük, 2024a).

As a result of the netnographic reception analysis, it was observed that the entries for ATV Main News were dominant reading with a rate of 6.3%, negotiated reading with a rate of 39.3% and oppositional reading with a rate of 54.4%. 20 Entry was excluded from the scope of the research as it did not specify any reading style. The table below shows the frequency distributions. This situation shows that the user audience of Ekşi Sözlük is not a viewer of ATV Main News bulletin, and makes it possible to comment that it is a channel that they do not prefer in the act of obtaining information.

FOX TV, a national television channel broadcasting in Turkey, was established in 1993 by Huzur Radyo TV A.Ş., a subsidiary of İhlas Holding. The channel, which continued its broadcasting activities within Huzur Radyo TV A.Ş. for approximately 14 years, was sold to News Corporation, an American-based organisation, in 2007 and renamed FOX. The channel, which continued its activities under 21st Century FOX between 20013-2019, has been broadcasting under the name "Now Tv" under the roof of The Walt Disney Company since 2019. It still maintains its position as one of Turkey's most important television channels. "FOX Ana Haber" and "Çalar Saat" programmes such as "FOX TV", which stands out, is one of the channels with the highest ratings in Turkey and current series have an impact on the social sphere.

As a result of the netnographic reception analysis, it was observed that the entries for FOX Main News were dominant reading with a rate of 32.6%, negotiated reading with a rate of 44.6% and oppositional reading with a rate of 22.8%. 28 Entry was excluded from the scope of the research as it did not specify any reading style. The table below shows the frequency distributions.

When the table is examined, it is seen that the majority of the netnographic perceptions of the FOX Ana Haber programme have a negotiated reading format. The Ekşi Sözlük platform is a dictionary that has been known for years for its critical attitude. The dictionary appeals especially to young, young adult and middle-aged users who have the ability to operate in digital fields. From this point of view, it is quite natural to observe that the platform has an increasing oppositional reading style towards television channels, because the television viewing time of these generations is rapidly decreasing. This has been stated in various academic studies (RTÜK, 2018; Ekşi Sözlük, 2024b).

Table 2
Netnographic Reception Patterns of Users Towards FOX Main News Bulletin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dominant Reading	90	32.6	32.6	32.6
	Negotiated Reading	123	44.6	44.6	77.2
	Oppositional Reading	63	22.8	22.8	100.0
	Total	276	100,0	100,0	

* Valid percentage values were calculated over the total valid data.

For this reason, the way they access information is different from previous generations and they prefer to receive news from television, which offers a controlled broadcast stream. The generation has a general negotiated or oppositional reception practice towards television content.

When the reception patterns of FOX Tv Main News Bulletin are analysed chronologically, it is seen that there are negotiated or oppositional reception patterns especially during the change of anchors. The reason for this situation; It is predicted that it is due to both the change of the character with whom the viewers establish parasocial interaction¹ and the interpretation of the change of the presenter as a change in the channel policy. One of the important reasons for oppositional reading towards FOX Main News Bulletin is that news containing negativity occupies a large part of the programme. This situation led to oppositional reading among the audiences, and these issues started to appear in more and more entries. At the same time, the fact that the channel was broadcasted by American organisations was another important reason for oppositional reading.

When the reception styles for the two programmes are examined, it is seen that negotiated and oppositional reading styles are especially common. This situation stemmed from both the oppositional attitude of Ekşi Sözlük writers and the changes in the channels. At the same time,

it was observed that the comment expressing the negotiated or oppositional reading style was followed by comments adopting similar ideas. This situation showed that the concept of “echo chamber”² should also be taken into account in the process of conducting a netnographic reception analysis. Shortly after the dictionary authors entered entries expressing their unique new ideas, entries expressing related ideas started to appear. This situation was first read with a oppositional reading style and then turned into a oppositional reading in the following entries. This issue was one of the issues that should be emphasised while conducting a netnographic reception analysis of the echo chamber effect.

Conclusion

The ethnography method is one of the methods that allows making inferences about life practices by observing communities and plays a role in the realisation of pioneering studies in the field of social sciences. The ethnography method, used by researchers such as Margaret Mead, Claude Lévi-Strauss, Clifford Geertz, Victor Turner, who shaped the field of social sciences, has enabled the study of various aspects of the social such as culture, economy, politics and social structure. The method has become one of the traditional research methods of social sciences and has been used by many researchers. While the researches carried out using the ethnographic method have reported important results that will be a source

1 The concept of Parasocial Interaction was first introduced to the literature by Donald Horton and Richard Wohl in 1956, published in an important psychiatric journal. The concept is used to express the unidirectional bond that viewers establish with the media figure. At the same time, the research conducted by Cohen (2003) reported that parasocial separation occurred when the character with whom the viewers had parasocial interaction left the programme.

2 It is a concept expressing that individuals constantly encounter people or interactions that reinforce their views and perspectives on social networks or on the internet. The concept in question is known for not encountering different interpretations or perspectives and therefore the emergence of a dominant opinion. It has been stated in the academic field that echo chambers increase polarisation and make users more open to disinformation (Sunstein, 2001; Jamieson & Capella, 2008).

for the literature of anthropology, sociology and communication sciences, the boundaries of the field have continued to expand. With Web 2.0, the ability of users to interact and comment on various phenomena on the internet has been one of the important factors in the rise of the concept of digital ethnography.

The increasing network of internet connections on a global scale in the 2000s ushered in an era of virtual socialisation, necessitating the re-adaptation of well-established methods of social sciences. As can be seen in the example of the research conducted by Kozinets (2010), the view that a digital ethnographic orientation can be adopted in the study of virtual communities has become increasingly dominant. Digital ethnographic studies have accelerated the emergence of the netnography method, and the method has provided a useful framework for analysing virtual communities.

The digital ethnography method has gradually taken place at the centre of the researches carried out under the umbrella of communication sciences, and has taken an active role in the realisation of researches on the daily practices of virtual communities and their perceptions of phenomena. Especially in the user-oriented research of mass communication studies, the method called digital ethnography or netnography has been accepted in the creation of new research questions and results by considering scientific requirements. This research focuses on the use of ethnography in the digital field and uses the netnography method.

A subject in which the effects of mass media on the individual and society are the object of research undoubtedly has a complex structure in which many variables are involved. The extroverted structure of communication sciences has led to the success in the application of transformations and new assumptions in the field of social sciences. While studies investigating the effects of the messages presented by mass media on the social sphere are handled under the title of media impact research, new methods

and research traditions have also emerged in this process. While the researchers of the British Cultural Studies tradition produced new ideas with the conventional techniques of social sciences, they were not indifferent to the position of mass media in everyday life. The encoding/decoding model proposed by Stuart Hall argued that the messages presented by the mass media are not met with absolute acceptance by the receivers. Contrary to the American behaviourist approach, it is suggested that audiences are in a process of reception closely related to their sociological practices. The idea that the texts presented through mass media are reconstructed through a filter by the receivers is based on the work of Stuart Hall, one of the pioneers of the British Cultural Studies tradition, *Encoding and Decoding in the Television Discourse*.

The transformations in mass communication studies have shown that the idea that various methods can be used together has a reasonable basis. This research has suggested that netnographic research can be used in conjunction with reception analysis by considering these relationships, and has conducted a research in this context.

Within the scope of the research, 703 entries in the headings ATV Ana Haber and FOX Ana Haber in Ekşi Sözlük were analysed and the factors affecting the reception styles were discussed. Frequency distributions were generated using IBM Statistics 22.0 programme and the following results were obtained.

Founded in 1993 under Turkuvaz Media, ATV television has been one of Turkey's highest rated channels since its establishment. The first entry about ATV Main News Bulletin in Ekşi Sözlük corresponded to 1999 and the entries have continued since then. When the reception patterns of the ATV Main News Bulletin are analysed, it is observed that the reception process of the ATV Main News Bulletin by the users of Ekşi Sözlük is significantly oriented towards oppositional reading. One of the important reasons for this situation is the tabloidisation of ATV Main News

Bulletin. The fact that a news bulletin, which is obliged to provide information to the society, includes tabloidised content has shown a reception structure oriented towards oppositional reading. After this process, the reason for the negotiated or oppositional reading styles of ATV Main News Bulletin was the close attitude it adopted towards the government.

Especially in 2005 and afterwards, ATV Main News Bulletin, which was accused of being the news media of the government, was seen to have an opposing form of reception when the participants stated that they were distanced from the act of watching. After an oppositional reading that ATV Main News Bulletin was detached from the public, an echo chamber effect was observed. With the echo chamber effect, criticisms against the channel were clustered around the issue in question, the oppositional reading format gradually increased and dominant readings were excluded. In this case, although the oppositional attitudes of Ekşi Sözlük writers had an effect, it was observed that these milestones had an effect on the realisation of oppositional readings towards the news bulletin.

When the reading styles of the Main News Bulletin of FOX TV, a national television channel broadcasting in Turkey, are analysed, it can be said that it is closer to the dominant style compared to ATV Main News Bulletin. Criticisms that the broadcasting policies of FOX TV changed after it was bought by different companies in various time periods caused the viewers to perform negotiated or oppositional reading.

In the change of the reception of the FOX Main News bulletin, which is described as oppositional in the social field, Fatih Portakal's leaving the presenter caused the viewers to develop a negotiated and oppositional reading style. In addition to this situation, the fact that the news presented by FOX Main News Bulletin generally contains negativity and that FOX TV is managed by American capital also led the viewers to negotiated and oppositional reading. The echo chamber effect was observed in all reading processes being negotiated or

oppositional, and it was determined that users hardened their discourses through triggering comments.

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Genişletilmiş Özet

Sosyal bilimler alanının köklü geçmişinde bireye ve toplumsal olana dair incelemeler gerçekleştirmek için kullanılan etnografik yöntem, özellikle antropolojik ve sosyolojik araştırma pratiğinde öncü bir konumda bulunmaktadır. Topluluklara ait yaşam örüntülerinin yerinde gözlem yoluyla incelenmesini amaç edinen etnografik yöntemler, Bronisław Malinowski, Margaret Mead, Claude Lévi-Strauss, Clifford Geertz, Victor Turner gibi sosyal bilimlerin önemli düşünürleri tarafından benimsenmiş ve çeşitli toplulukların yaşam biçimlerinin araştırılması için kullanılmıştır. Kültür, sembol, ekonomi, siyaset, sosyal yapı gibi olguların sistematik bir biçimde araştırılmasını amaç edinerek etnografik yöntemi benimseyen araştırmalar, teknolojik değişimlerle birlikte yeni bir çehreye kavuşmuştur.

Web 2.0 devrimiyle birlikte bireylerin internet üzerinde etkileşim kurabilmesinin önündeki engeller kalkmış, sanal topluluklar oluşarak yeni bir toplumsallaşma ve sosyalleşme biçimi var olmuştur. Bu noktada dijital toplulukların araştırılması için

dijital bir etnografi yönteminin kullanılması görüşü bilim insanları arasında hâkim olmuştur. Kozinets (2010) tarafından sanal toplumsallaşma eylemi ile ortaya çıkan yönelimlerin tanımlanması için öne sürülen netnografi yöntemi, sosyal bilimler alanının geçmişine yön veren etnografinin dijital alana uyarlanması anlamına gelmiştir. Kozinets'in ileri sürdüğü fikirlerin ardından netnografi yöntemi iletişim bilimlerinin öncülüğünde akademik alanda kullanılmaya başlanmış ve birçok çalışma üretilmiştir. Yöntem etnografinin temel ilkelerini kullanmakta olmasına rağmen alanın köklü diğer yöntemlerine göre yakın bir tarihsel geçmişe dayandığı için sınırları kesin hatlarla belirlenmemiştir.

Toplumsal alanın kültürel yapıdan ayrı düşünülmemeyeceğini savunan İngiliz Kültürel Çalışmalar Geleneği araştırmacıları, 1960'lı yıllarda Birmingham Üniversitesi'nden seslerini duyurma imkânı elde ederek sosyal bilimlerin muhtevasını şekillendirmiştir. Alanın temsilcileri olan Richard Hoggart, Stuart Hall, Raymond Williams kültür, ideoloji, hegemonya gibi kavramlar üzerine odaklanmış ve aynı zamanda yeni araştırma yöntemlerini literatüre kazandırmıştır. İngiliz Kültürel Çalışmalar Geleneğinin öncülerinden olan Stuart Hall tarafından önerilen kodlama-kodaçım modeli, kitle iletişim araştırmaları alanına yön veren, izleyiciyi önceleyen bir model olmasıyla öne çıkmıştır. Kitle iletişim araçları tarafından topluma sunulan metinlerin anlamlarının doğrudan sunulduğu gibi inşa edilmediğini savunan Stuart Hall (2007), Amerikan Davranışçı Yaklaşımın aksine izleyicilerin-alımlayıcıların aktif bir medya oryantasyonu içinde bulunduğunu savunmuştur. Bu fikir alanın yöneliminin değişmesinde rol oynamış ve izleyiciler-alımlayıcılar üzerine odaklanan bilimsel araştırmaların artışına olanak sağlamıştır. Alımlama analizi ismiyle literatürde yer eden yaklaşım bu çalışmanın da izlencelerinden biri olmuş, netnografi yöntemiyle beraber nicel veriler ile ilişkili biçimde kullanılmıştır.

İki yöntemin geleneksel yapısı katılımcı-gözleme dayanmakta ve küçük örneklem gruplarıyla çalışmaya olanak tanımakta olsa da yeni

yönelimler, yöntemlerin sınırlarını genişletme yoluna gitmektedir. Bu girişimler gözlem tekniğini kullanarak daha büyük grupların fikirlerine ilişkin veriler elde etmeye, çalışmalarını nicel verilere dayandırmaya odaklanmaktadır. Kuşkusuz katılımcı gözlem tekniği sosyal bilimler alanı içinde güçlü ve önemli araştırma tekniklerindendir ancak internet teknolojisinin sunmuş olduğu etkileşimli model, kitlesel ölçekteki kullanıcı-izleyici görüşlerini incelemeye olanak tanımaktadır. Sözü edilen konuyu tartışmaya açan çalışmalar; araştırmacının olayın gidişatına müdahale etmemesi, kullanıcıların-izleyicilerin anonim kimlik taşıması gibi hususların gerçek görüşleri yansıtmaya olanak tanıdığına altını çizmiş, bu durumların araştırmalara olumlu katkı sağlayacağını ifade etmiştir. Araştırma katılımcı gözlem ve derinlemesine görüşme gibi sosyal bilimler alanının köklü tekniklerinin önemini koruduğu bilinciyle gerçekleştirilmiş, yeni eğilimler gözetilerek metodolojik ve teknik olanakların güncel yapısı karma yöntem kullanılarak tartışılmıştır. Bu yönelim doğrultusunda iki yenilikçi araştırma pratiğinin birlikte kullanımı Türkiye’de iki farklı ideolojik kutubu temsil eden bir örnek üzerinde incelenmiş, izleyici araştırmaları alanının sınırlarının genişletilmesi için literatüre katkı sağlaması amaçlanmıştır.

Araştırma kapsamında Ekşi Sözlük sitesinde ATV Ana Haber ve FOX Ana Haber başlıkları altında bulunan 703 entry netnografik bir alımlama analizine tabi tutulmuştur. 48 entry alımlama biçimi içermemesi sebebiyle kapsamdan çıkarılmış, geri kalan tüm maddeler egemen, müzakereci ve karşıt okuma biçimi olarak Stuart Hall tarafından önerilen kodlama-kodaçım modeli çerçevesince kodlanmıştır. Okuma pratiklerine yönelik frekans dağılımları IBM SPSS Statistics 22.0 programı kullanılarak oluşturulmuştur.

Araştırma izleyicilerin izleme sürecine etki eden ve alımlama biçimlerini dönüşüme uğratan çeşitli unsurlar tespit etmiş, bulguları sistematik olarak derlemiştir. Sevilen-parasosyal etkileşim kurulan medya figürünün programdan ayrılmasının, kanal

veya programın benimsenen ideolojik yöneliminin ya da anlatsal kodlarının değişmesinin, medya etiğinden ve tarafsızlık ilkesinden uzaklaşılmasının, yankı çemberindeki hakim görüşün negatif dönüşümünün alımlama biçimleri üzerinde olumsuz etkileri olduğu sonucuna varılmıştır.

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