CONSUMER INTEREST IN DIGITAL PLATFORMS KEY TERM QUERY ON GOOGLE TRENDS: THE EXAMPLE OF NETFLIX AND AMAZON PRIME

Google Trends'de Dijital Platformlardaki Anahtar Terimi Sorgulamasinda Tüketici İlgisi: Netflix Ve Amazon Prime Örneği

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ABSTRACT

The global epidemic, the effects of which continue, paves the way for some innovations, changes and transformations in our daily lives. It also accelerates some concepts such as digitalization. In the process that started with the global epidemic, people who want to protect themselves from contamination and some similar risks have given more weight to the use of digital processes and Technologies than in the past. Undoubtedly, there have been changes in the viewing habits of consumers in the process, and analog technologies have begun to leave their place to digital platforms. Various preventive decisions have been taken within the scope of the fight against the pandemic, and in this direction, individuals have started to spend a large part of their Daily lives at home. In particular, the fear of entering crowded environments outweighed and started to meet their socialization needs through the digital platform. The increase in interest in digital platforms in this process has brought about an increase in the number of memberships to these platforms. In this study, Netflix and Amazon Prime digital platformsa re emphasized and comparisons are made. The aim of the study is to determine the level of interest of consumers in digital platforms. In accordance with the purpose of the study, Google Trends search engine data was used to examine the level of interest of consumers. Turkey and USA data are measured comparatively. Within the scope of the findings obtained from the study, it can be interpreted that the changes in the habits of consumers during the pandemic period compared to the pre-pandemic period are also reflected in their preferences. In particular, it can be thought that consumers' reluctance to g oto crowded environments within the scope of the measures taken increases the interest in digital platforms. In addition, within the scope of the study, it was determined that there is more interest in digital platforms in the USA than in Turkey.

Key Words: Pandemic, Digital Platform, Netflix, Amazon Prime.

ÖZET

Etkileri devam eden küresel salgın, günlük hayatımızda bazı yeniliklere, değişim ve dönüşümlere zemin hazırlamaktadır. Dijitalleşme gibi bazı kavramlara da ivme kazandırmaktadır. Küresel salgın ile başlayan süreçte, bulaş ve benzer bazı risklerden kendisini koruyabilmek isteyen insanlar dijital süreçlerin ve teknolojilerin kullanımına geçmiş dönemlere göre daha fazla ağırlık vermişlerdir. Süphesiz bu süreçte tüketicilerin izleme alışkanlıklarında da değişimler yaşanmış, analog teknolojiler yerini dijital platformlara bırakmaya başlamıştır. Pandemi ile mücadele kapsamında çeşitli önleyici kararlar alınmış ve bu doğrultuda bireyler günlük yaşamlarının büyük bölümünü evlerinde geçirmeye başlamıştır. Özellikle kalabalık ortamlara girme endişesi de ağır basarak sosyalleşme ihtiyaçlarını dijital platform üzerinden karşılamaya başlamıştır. Bu süreçte dijital platformlara olan ilginin artması söz konusu platformlara olan üyeliklerin sayısındaki artışı da beraberinde getirmiştir. Bu çalışmada Netflix ve Amazon Prime dijital platformları üzerinde durulmuş ve karşılaştırmalar yapılmıştır. Çalışmanın amacı tüketicilerin dijital platformlara olan ilgi düzeyinin belirlenmesidir. Çalışma amacına uygun olarak tüketicilerin ilgi düzeyi incelenmesinde Google Trends arama motoru datalarından yararlanılmıştır. Türkiye ve ABD verileri karşılaştırmalı olarak ölçümlenmiştir. Çalışmadan elde edilen bulgular

kapsamında pandemi döneminde, pandemi öncesi döneme göre tüketicilerin alışkanlıklarında yaşanan değişikliklerin tercihlerine de yansıdığı yorumu yapılabilir. Özellikle alınan önlemler kapsamında tüketicilerin kalabalık ortamlara girmeye çekinmeleri dijital platformlara olan ilgiyi artırdığı düşünülebilir. Ayrıca çalışma kapsamında ABD'de Türkiye'ye göre dijital platformlara daha fazla ilginin olduğu saptanmıştır

Anahtar Kelimeler: Pandemi, Dijital Platform, Netflix, Amazon Prime.

1. INTRODUCTION

With the effect of developing technology, television broadcasting has evolved from analog to digital, leading to new television broadcasting models in addition to traditional broadcasting such as terrestrial, cable and satellite. The convergence of digital technology and media, telecommunication and communication has led to differentiation in the structure of television broadcasting. New communication technologies, and especially the Internet, have enabled television broadcasting to evolve into an interactive broadcasting prototype. These advances have provided a two-way communication in which the audience interacts with the broadcaster and other viewers within the emerging new broadcasting approach, in contrast to the one-way transmission method in traditional television broadcasting (Akyol, 2012, p. 1).

With the developing technology, our routine life practices are changing rapidly. Digital publishing has started to become widespread in our country, especially starting from 2010. With the development of the technical infrastructure, digital broadcasting has now brought along a different viewing habit. Subscription-based video platforms (Netflix, Puhutv, BluTV, etc.), which started with YouTube and continued afterwards, have begun to differentiate the movie watching habits of modern individuals (Sunal and Kalkan, 2020, p. 188).

The measures taken within the scope of combating the pandemic have caused people to spend most of their daily routine at home. With the increase in the time spent at home, it is seen that there are changes in our basic needs. This process is most affected by the measures taken within the scope of the fight against the epidemic and the adaptation process. In addition to basic needs such as food, drink and shelter, the need for socialization can be listed among basic needs as well. With the fear of entering crowded environments, people have started to meet their need for socialization with digitalization tools. The most common of these is membership to digital platforms, which constitutes the starting point of the study.

The aim of the study is to determine the interest levels of consumers in digital platforms. In accordance with the purpose of the study, Google Trends search engine data were used to examine the interest levels of consumers. In this context, Turkey and USA data were measured and compared. The research has a unique value in measuring the level of interest in digital platforms with Google Trends data. Within the scope of the research purpose, the related concept was explained conceptually, the literature review was mentioned, and the results of the trends analysis of the selected notions within the scope of the research were included.

2. THEORETICAL FRAMEWORK AND LITERATURE REVIEW

2.1. Digital Platform

Communication tools such as television, which provide services for the purposes of entertainment, education, information and communication of the masses, have gained a completely different dimension with the developing technology. Television and its applications, which include the experience and dominant features of conventional communication tools, have evolved in a different direction with the developments reached by the Internet technology today. In this respect, it can be stated that television is a communication tool that has undergone continuous and large-scale structural changes since the 20th century (Özmen, 2020, p. 1). Especially with television and Internet technology finding a common working area, traditional television structure has been replaced by applications such as IPTV (television with Internet protocol), SmartTV (Smart Television), OTTP and WebTV (Özmen, 2020, p. 1-3).

Television, which technically took its place as an invention on the world stage in 1873, made its first broadcast in America in 1927. In our country, the first television was imported in 1951 and TV broadcast was realized for the first time in 1952. In 1974, 28% of our geography and 55% of our population had the capacity to access broadcasting (Toğuşlu, 2021, p. 3). Today, there is one or more televisions at almost every location. Although it is not physically available, it is possible to access television broadcast via mobile devices over the Internet or through applications. However, at the point we have reached, consumers prefer closed circuit and digital platforms that require paid subscriptions instead of conventional television broadcast in terms of usage, satisfaction and changing habits. In this respect, the features such as

original content, being able to watch the content they want for as long as they want and being integrated with the world audience can be expressed among the prominent factors in the preference of these platforms. In this regard, when the concept of the digital platform is considered, the platforms that come to mind the most and have the highest number of subscribers worldwide can be expressed as Netflix and Amazon Prime.

Netflix was established in 1997 as a DVD delivery service. Integrating with the Internet platform a year after its establishment, Netflix reached 4.2 million subscribers in 2005 and became a digital platform providing international service in 2010 by working in coordination with consumer electronics companies in 2009. Netflix, which started its activities in our country in 2016, provides services to more than 200 million subscribers in more than 130 countries. This platform, which produces closed-circuit content in the languages of many countries where it operates, has become the biggest supporter in terms of socialization of individuals who are locked in their homes due to quarantine practices and restrictions that have entered our lives within the scope of combating the epidemic (Özmen, 2020, pp. 60-62).

Amazon, on the other hand, does not have a history as long as Netflix, but since 2013, it has succeeded in producing content that is as successful and original as its rival. Amazon Prime, which has been used in our country since 2016, has more than 200 million users worldwide. Both platforms increased the number of subscribers, especially during the global epidemic, and managed to reach more users and more viewers. According to the data, Netflix has the capacity to reach 72% of the total viewers, while Amazon Prime has the capacity to reach 60%. During the global epidemic, Netflix gained more than 35 million new subscribers, and the total number of users exceeded 204 million as of 2020. Approximately 3.5 million of these subscribers are in Turkey. Netflix has more than 73 million subscribers in the US. Amazon Prime, on the other hand, has approximately 140 million subscribers in the US (BBC, 2021).

Examples of the current literature on the related concept are shown in the table below

Table 1. Literature Review

Author Name	Publication Name	Release Year	Results
Anadolu	From Screen to Digital Media: A Study on the Change of Movie Watching Experience	2020	With the study, determinations were made about the changes in the cinema experience and screening opportunities within the scope of the possibilities created by the new communication environments.
Dias	Netflix: From Apollo 13 to The Coronavirus Pandemic	2020	With the pandemic, the patency of applications such as pay-to-watch, cable TV or Netflix, which provides online services, has increased. According to the data obtained from the study, 190 countries and more than 200 million users were reached with the effects of the pandemic.
Elgohary	Online Technology and Organization Challenges: An Examination of Netflix and Customer Satisfaction		Consumer engagement is one of the most important issues for the Netflix digital platform. It focuses on self-produced content to improve service quality and aims to solve problems quickly. In this context, the loyalty of Netflix users is increasing.
Söğüt	TV Netflix : A Comparison of Contents	2020	Similar and different aspects of both platforms have been revealed
Akıncı and Başer	Comparison of Traditional and Modern Film Watching Environments in the Context of Advertising Avoidance on Young Audiences: The Case of Netflix and Movie Theaters	2020	The effect of ad avoidance tendency on being a Netflix subscriber was determined..
Başer and Akıncı	A Digital Platform Review in the Context of User Experience and Personalization	2020	It has been determined that the participants give importance to personalization and user experience in their subscription decisions.
Sarı and Türker	A Study on the Watching Habits of Digital Platform Users: The Example of Netflix	2021	The determinations regarding the viewing habits of the digital platform users and the reasons for their preferences were accessed.

Birincioğlu and Baloglu	Netflix Series as a Cultural Consumption Practice	2021	It was concluded that the participants negate traditional media consumption due to the intensity of their concerns about positioning themselves in the lower status group in the social status ranking and consider themselves as belonging to the upper class, which they see as more qualified in terms of cultural capital.
Can, Koçer and Toprak	A Study on Consumers' Use of Netflix	2021	It has been stated that the evaluation of Netflix within the scope of cultural imperialism will contribute to the literature in terms of understanding the importance of digital content.
Kavas	The Opportunities of Cinema and New Media in the Pandemic Period	2021	In the study, the effect of the Covid pandemic process on the cinema and the effect of new media tools on the cinema sector were revealed by compiling the literature related to the relevant field
Kweon and Kweon	Pricing Strategy within the U.S. Streaming Services Market: A Focus on Netflix's Price Plans	2021	Netflix, which had a dominant position in the sector until 2019, lost its advantageous position with the rise of Amazon Prime and Hulu digital platforms. According to the results of the study, the main factors that direct consumers to new platforms are the excitement of new providers and being ad-free.
Gümüş	From TVI to Netflix: Understanding Netflix on Twitter in the Pandemic	2021	In the literature, Netflix's technology, viewing experience, etc., which is claimed to have started a new era. It has been observed that there is no sharing in the event of sharing, and it has been determined that the announcements about the programs to be broadcast live in line with the shared contents are shared with the tags determined within the framework of this research.
Pisal	Rise of Facebook, Amazon, Apple, Netflix, Google During Covid-19 Pandemic	2021	Pisal investigated the great successes of Facebook, Amazon, NEtfli, Google and Apple and the main factors behind these successes. Accordingly, strong internet infrastructures, increasing quarantines, Investor confidence and some socio-economic factors are listed as factors that affect the growth of these platforms.
Şahin and Söylemez	The Effect of Motivated Consumer Innovation on Perceived Consumer-Based Brand Value and Brand Attitude of Digital Media Platforms: A Study on Netflix in the Covid-19 Era	2021	It has been determined that motivated, social and hedonic motivated dimensions affect both. It has been determined that the functional and cognitively motivated innovativeness dimensions have no effect on these variables. Finally, it has been concluded that the perceived values and attitudes of consumers related to the digital platform they use affect their purchase intention towards the digital platform.

3. METHODOLGY

The pandemic process has caused changes in many processes. Especially in this process, digital transformation has accelerated. Particularly as a result of the restrictions along with the harmonization process, the interest in some areas has increased even more by the consumers.

The aim of the study is to determine the level of interest of consumers in digital platforms. In accordance with the purpose of the study, Google trends search engine data will be used to examine the level of interest of consumers. One of these areas is the intensification of interest in digital platforms. This constitutes the starting point of the study.

In accordance with the subject and scope of the study, the analysis was carried out based on the data on the evaluation of Google Trends results and the differences between the results of the pandemic period and the relationship between the pre-pandemic period and consumer interest. In this study, the search frequency of the words related to the digital platform in Turkey and the United States for comparison in the Google search engine for the 2019-2020 periods was used. As an example in the study, "Netflix" and "Amazon Prime" related to the digital platform were preferred.

3.1. Research Method

Google trends provides the time series index of the volume of queries entered into the Google search engine by users in a certain geographical region. The query index, on the other hand, is based on query sharing. It is obtained by dividing the total query volume for the search term in a certain geographical region by the total number of queries in that region during the examined time period. The maximum query share in the specified time period is normalized to be 100, and the query share on the first date examined is normalized to zero (Choi and Varian, 2012).

In the international literature, it has been seen that there are many studies based on queries in the Google search engine. There are very few studies in the national literature. Some of the national and international studies in which this method is used as a data set are included. These are in the international literature Kholodilin et al., 2010; Penna and Huang, 2009; They examined the use of Google search data to measure consumer interest. In the national literature, in the study of Yolcu and Sezgin (2018), the level of consciousness of the people in the political system discussions in Turkey was measured with this method. Ulusoy et al. In (2018), he made his measurements by using this method in his studies. Ulusoy and Civek (2021) investigated consumer interest in both the country comparison and the "Legend Friday" campaign, using this method in their study.

In this study, the data obtained as a result of Google searches in these periods were analyzed in order to comment on the 2020 period, when the interest in digital platforms increased in the Google search engine, and the previous period, 2019. In this context, the search frequency of the words "Digital Platform-Netflix-Amazon Prime" in the Google search engine in Turkey and the USA was used for the relevant period

3.2. Findings of the Research

The density of searches for the word "Digital Platform" in 2019, covering the pre-pandemic period, is shown in Chart 1, and the provinces in which this word is searched are also reflected in Table 1. When Graph 1 is examined, the keyword "Digital Platform" within the scope of "All Categories" is reflected in the graph that draws attention as consumer interest almost every month in 2019. It is seen that the decreases and increases are reflected intensely in the graphic, which peaks in February and September. Again, it can be stated that it does not attract the attention of consumers in certain periods. As the reason for this, it can be shown that television, which was the traditional media in those processes, was in the center of attention of consumers in parallel.
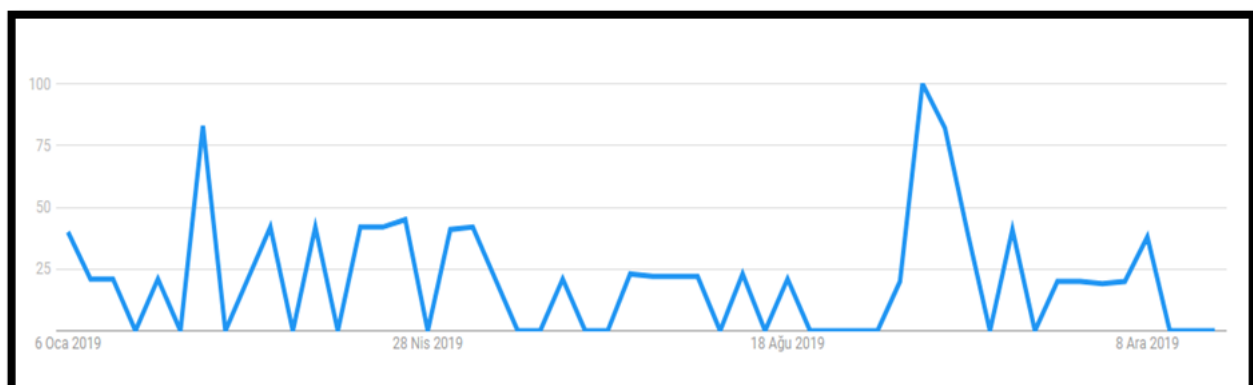
Chart 1. The Frequency of Searching for the Keyword "Digital Platform" in 2019 in Turkey

Table 2 shows the provinces with the highest number of searches in Turkey within the scope of "All Categories" in the period of 2019. The most searched province in Turkey is İzmir, followed by İstanbul and Ankara. It can be interpreted that there is more interest in digital platforms in big cities.

Table 2. Provinces Searched for the Period of 2019

1	İzmir	100	
2	İstanbul	80	
3	Ankara	54	

The comparison interest level of the pre-pandemic 'Netflix' and 'Amazon Prime' digital platforms in Turkey is evaluated in Chart 2, it has been determined that the search frequency of the Netflix digital platform is more intense than the Amazon Prime digital platform. The most important reason for this is that Netflix was installed before Amazon Prime. The general average levels reflect that Netflix is around 55%, while the average level of Amazon Prime cannot be calculated.
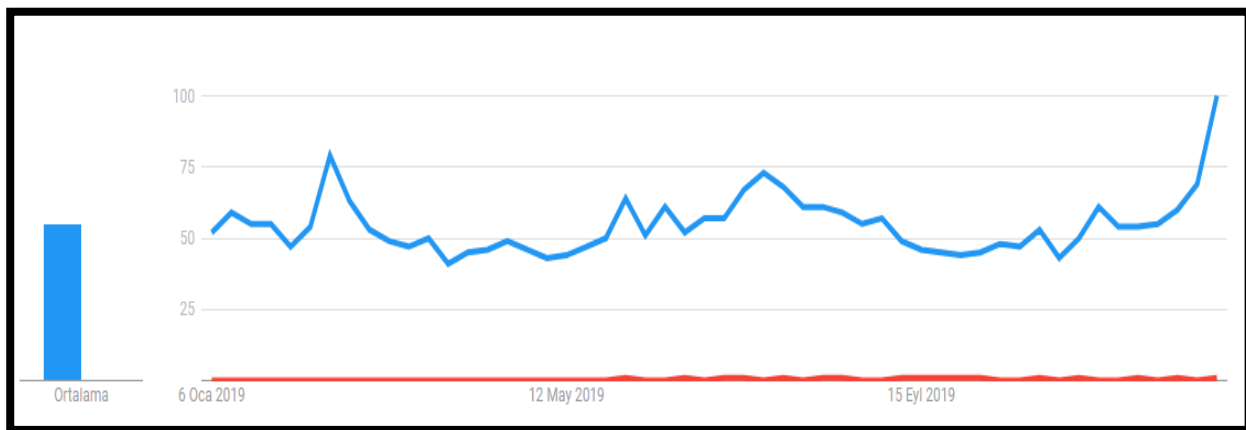
Graph 2. Search Frequencies of 'Netflix' and 'Amazon Prime' Keywords in Turkey in 2019

Table 3 shows the provinces with the most searches in Turkey within the scope of "All Categories" in the period of 2019. Çankırı is the most searched province in Turkey, followed by Muğla and Düzce provinces. In percentage terms, for the provinces, respectively, 98% 'Netflix' 2% 'Amazon Prime' in Çankırı, 99% 'Netflix' 1% 'Amazon Prime' in Muğla and finally 99% 'Netflix' 1% 'Amazon Prime' in Düzce. calculated.

Table 3. Provinces Searched for the Period of 2019

1	Çankırı
2	Muğla
3	Düzce
4	Karabük
5	Zonguldak

In the USA, the density of searches for the word 'Digital Platform' in 2019, the pre-pandemic period, is shown in Chart 3, and in which states this word has received more attention is reflected in Table 3. In addition, the months when the search frequency of the word peaks are June and September. When the comparison with Turkey is examined, it is reflected in the graphics that the word attracts more attention in the USA. The reason for this situation can be shown as keeping traditional media in the foreground more

than digital platforms in Turkey. According to Table 4, it is reflected in the table that frequent calls were in New York, Massachusetts and Washington states in the pre-pandemic period in the USA.
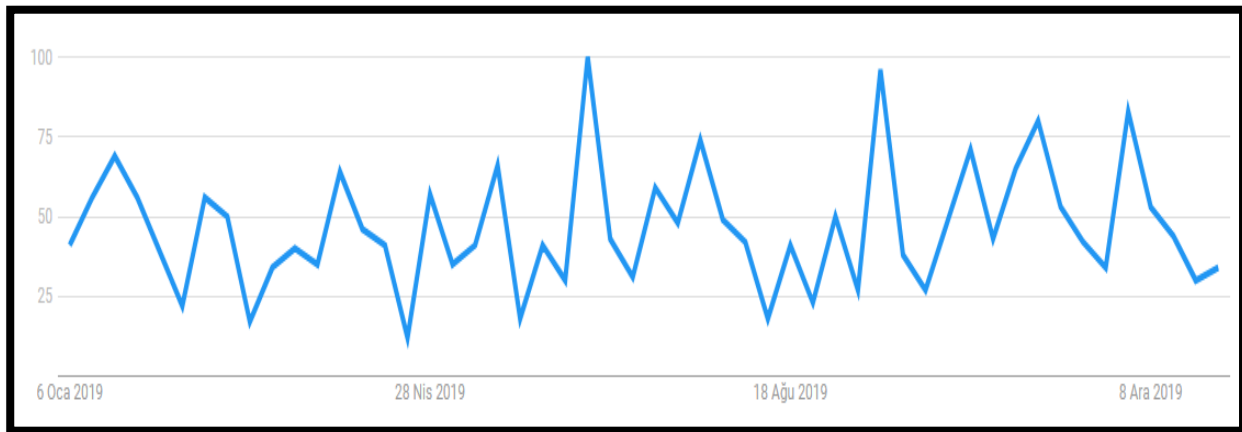

Chart 3. Frequency of Searching for Keyword 'Digital Platform' in the USA in 2019

Table 4. Provinces Searched for 2019

1	New York	100	
2	Massachusetts	75	
3	Washington	66	
4	Missouri	66	
5	Kaliforniya	65	

When the comparison interest level of 'Netflix' and 'Amazon Prime' digital platforms belonging to the pre-pandemic period in the USA is examined, it has been determined that the search frequency of the Netflix digital platform is more intense than the Amazon Prime digital platform. The most important reason for this is that Netflix was installed before Amazon Prime. The month in which both platforms are closest to each other at the level of interest is July. The overall average levels are 65% for Netflix and 31% for Amazon Prime. Towards the end of 2019, while there was an increase in the Netflix digital platform, the decrease in the Amazon Prime digital platform is reflected in the graph.
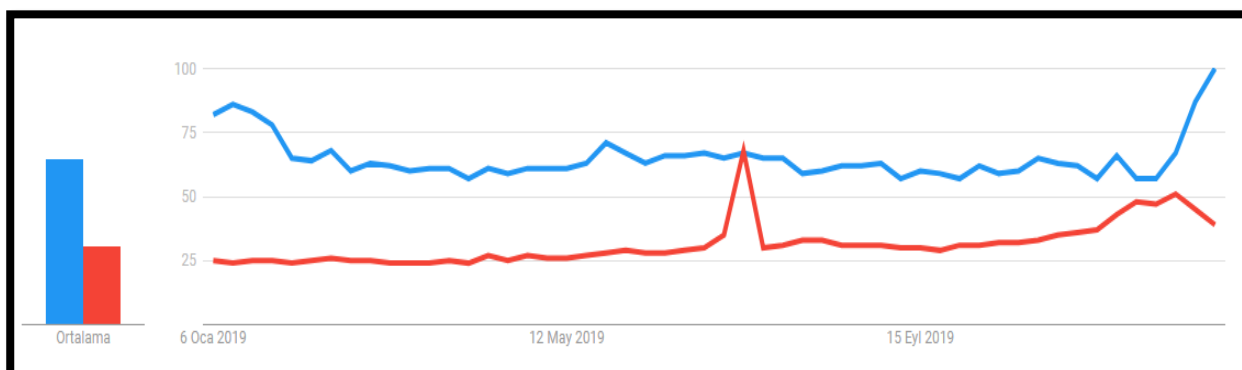

Chart 4. Frequency of Searches for the Keyword 'Digital Platform' in the USA in 2019

When the states in Table 5 are examined, it is seen that the search density of the word is in Arkansas, followed by Illinois and California. In percentage terms, it was calculated as 71% 'Netflix' 29% Amazon

Prime in the state of Arkansas, 71% 'Netflix' 29% 'Amazon Prime' in the state of Illinois, and finally 70% 'Netflix' and 30% 'Amazon Prime' in the state of California.

Table 5. Provinces Searched for the Period of 2019

Search intensities in Turkey in 2020, the pandemic period of the word Digital Platform, are reflected in Graph 5. Although there has not been an intense interest since March, when the pandemic period began to be seen in our country, it is seen in the chart that there has been an increasing trend since the last months of the year. New measures taken in recent months as the level of interest can be shown.
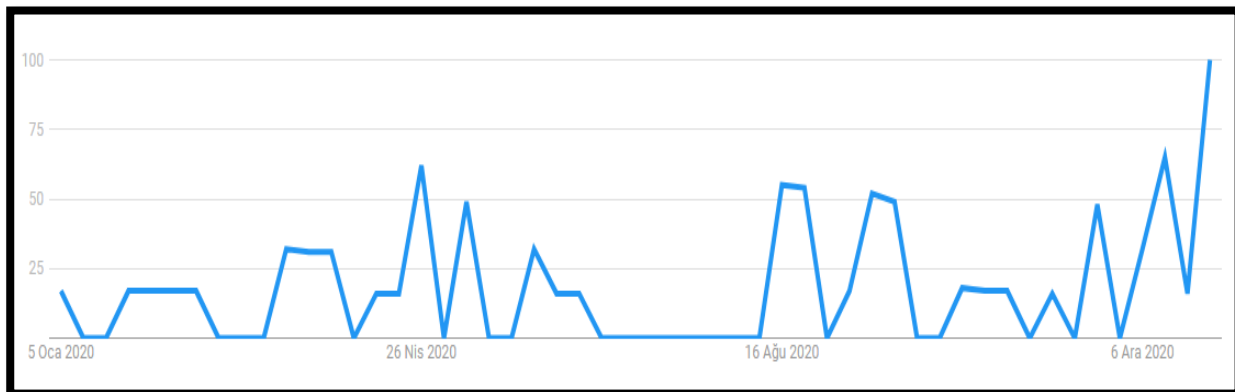
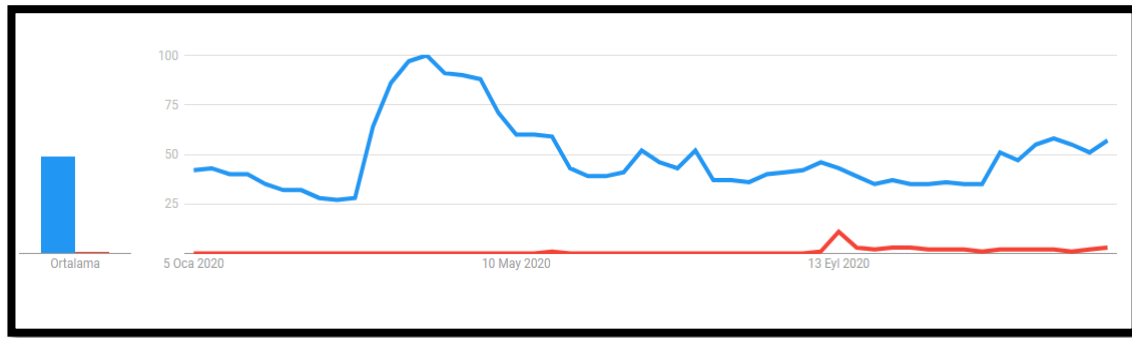**Chart 5.** Interest Level in Turkey in 2020

It is seen that the search density among the provinces is again in big cities, as in 2019. The provinces are listed as Istanbul, Ankara, Izmir.

Table 6. Provinces Searched for the Period of 2020

When the comparison level of interest of 'Netflix' and 'Amazon Prime' digital platforms belonging to the pandemic period in Turkey is evaluated in Chart 6, it has been determined that the search frequency of the Netflix digital platform is more intense than the Amazon Prime digital platform. The most important reasons for this can be shown as the greater demand for Netflix at the global level, the fact that it was established earlier, and that it is more intense in terms of content. The general average levels, on the other hand, are reflected in the chart that there is a difference compared to the pre-pandemic period. It is seen that the Amazon prime digital platform has also increased in interest during the pandemic period. The increase in e-commerce during the pandemic process has created alternatives among digital platforms. On a percentage basis, Netflix is at 49%, while Amazon Prime is at 1%. Within the scope of the measures taken since the date of the first global epidemic was announced in Turkey, there has been an increase in the level of interest of consumers, especially within the scope of the Netflix digital platform.

Graph 6. Search Frequencies of Keywords 'Netflix' and 'Amazon Prime' in Turkey in 2020

Although the search intensity among the provinces maintains its presence in Istanbul and Izmir, as in 2019, as the level of interest, it is reflected in the table that the level of interest disperses in different provinces. Edirne ranks first in terms of intensity of interest, followed by the provinces of Istanbul and Izmir.

Table 7. Provinces Searched for the Period of 2020

The intensity of searches in 2020, the pandemic period of the word 'Digital Platform' in the USA, is shown in Graph 7, and in which states this word has received more attention is reflected in Table 8. It is seen from the graph that the level of interest creates a fluctuating course between months. According to Table 8, it is reflected in the table that frequent calls in the USA during the pandemic period are in the states of Massachusetts, New York and Michigan. It has been determined that the first two states have changed places at the level of interest among the states in 2019.
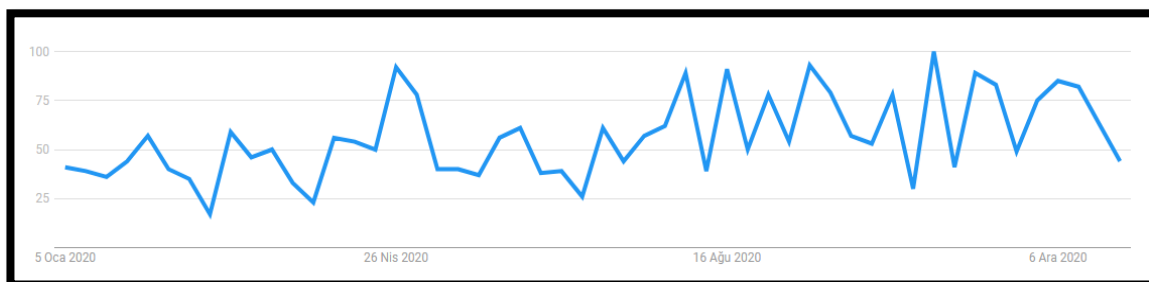

Chart 7. Search Frequencies for 'Digital Platform' Keyword in the USA in 2020

Table 8. States Searched for 2020

When the comparison interest level of 'Netflix' and 'Amazon Prime' digital platforms belonging to the pandemic period in the USA is examined, it has been determined that the search frequency of the Netflix digital platform is more intense than the Amazon Prime digital platform, as in 2019. It has been determined that there is a small increase in the general average levels compared to 2019. Within the scope of the pandemic period, it can be interpreted that the changes in the habits of the consumers are also reflected in their preferences. In particular, it can be stated that consumers' reluctance to enter crowded environments within the scope of the measures taken has increased the interest in digital platforms. The most important reason for this is that Netflix was installed before Amazon Prime. Similar to 2019, there is an increase in the Netflix digital platform towards the end of the year, while the decrease in the Amazon Prime digital platform is reflected in the graph. Again, when compared to Turkey, it is seen that the intensity of interest in this country is more intense, especially in the Amazon Prime digital platform.
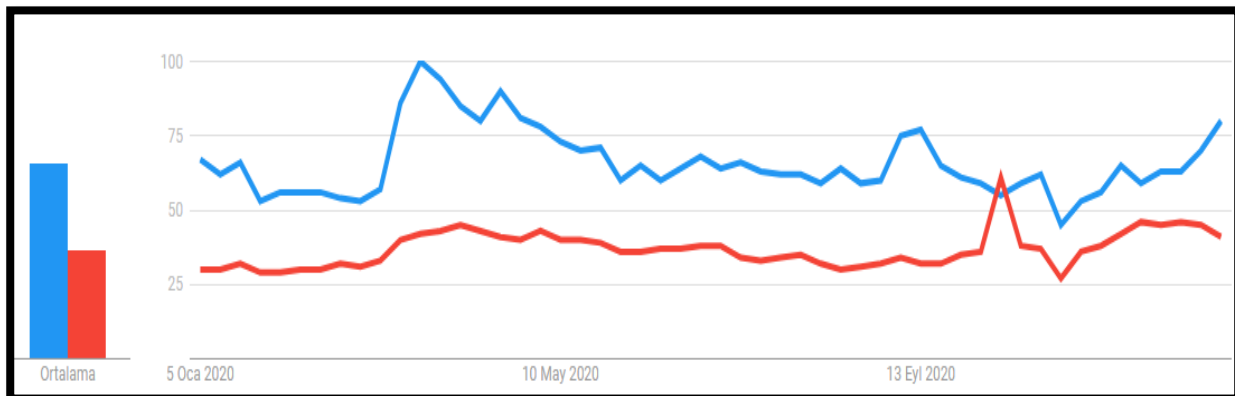
Graph 8. The Frequency of Searches for the Keyword 'Digital Platform' in the USA in 2020

When the states in Table 9 are examined, it is seen that the search density for words is in California, followed by the District of Columbia and New York. In terms of percentage, for states, respectively, California 68% 'Netflix' 32% 'Amazon Prime', District of Columbia 68% 'Netflix' 32% 'Amazon Prime' and finally New York state 67% 'Netflix' 33% Calculated as 'Amazon Prime'.

Table 9. Provinces Searched for the Year 2020

Not: Data in Tables and Charts Obtained from https://trends.google.com/trends/?geo=TR.

4. CONCLUSION and RECOMMENDATIONS

The measures taken with the pandemic process and the statements said were similar in almost all countries. In particular, there were calls and warnings to stay at home. Along with the slogans, people were told that the home environment is safer. From this point of view, businesses have also entered the process of adapting to new shopping habits with the pandemic. In particular, there has been an increase in e-commerce businesses and the existing ones have been expanded by expanding their content. In this study, the data of the first period of the pandemic, 2020, and the previous period, 2019, are taken as a basis for comparison. Again, within the scope of countries, the data of the USA and Turkey were compared. In this context, the aim of the study is to determine the level of interest of consumers in digital platforms. The findings obtained within the framework of the purpose of the research were interpreted as follows:

- ✓ In the pre-pandemic period covering the 2019 period, it has been determined that there is a current consumer interest in the keyword "Digital Platform" every month in Turkey. But it is also seen that the busiest months are in February and September. It is also reflected in the graph that it does not attract the attention of consumers in some months. As the reason for this, it can be interpreted that the consumers were in the center of focus in parallel with the traditional media in those processes, television. Provinces with the highest number of searches within the scope of consumer interest, on the other hand, consist of provinces with high population such as Izmir, Istanbul and Ankara, respectively.

- ✓ As a result of the comparison of "Netflix" and "Amazon Prime" digital platforms, it has been determined that the search frequency of the Netflix digital platform is more intense than the Amazon Prime digital platform. The most important reason for this can be interpreted as the fact that Netflix was installed before Amazon Prime. The general average levels are reflected in the graph, where Netflix is around 55% and the average level of Amazon Prime cannot be calculated. Here, too, it can be commented that Netflix is widely known and preferred more by consumers in Turkey. When searched together with "Netflix" and "Amazon Prime" digital platforms, it is reflected in the table that the most intense searches are in Çankırı, Muğla and Düzce. In terms of percentage, it was calculated as 98% 'Netflix' 2% 'Amazon Prime' in Çankırı, 99% 'Netflix' 1% 'Amazon Prime' in Muğla, and finally 99% 'Netflix' and 1% 'Amazon Prime' in Düzce.

- ✓ In the USA, which was chosen as the point of comparison, it was determined that June and September were the months when the word "Digital Platform" peaked in search frequency in the same period. It is reflected in the graph that this word attracts more attention than Turkey. The reason for this situation can be interpreted as keeping traditional media in the foreground more than digital platforms in Turkey. Frequent searches were made in the states of New York, Massachusetts, and Washington in the pre-pandemic period in the USA. Again, it has been determined that the Netflix digital platform is more intense than the Amazon Prime digital platform at the level of comparison interest. The most important reason for this can be interpreted as the fact that Netflix was installed before Amazon Prime. Although the situation in the level of interest is similar to Turkey, it is seen that there is a difference in the fact that Amazon Prime is still within the scope of interest by the consumer in the USA. The month in which both platforms are closest to each other at the level of interest is July. The overall average levels are 65% for Netflix and 31% for Amazon Prime.

- ✓ In the first year of the pandemic period, 2020, the search density for the word "Digital Platform" in Turkey has been found to have an increasing trend since the last months of the year. It can be interpreted that there has been an increase in the last months, the measures taken and the differences in shopping habits. It is seen that the search density among the provinces is again in big cities, as in 2019. The provinces are listed as Istanbul, Ankara, Izmir. During the pandemic period, it was determined that the intense interest was on the Netflix digital platform. However, during the pandemic period, Amazon Prime general average is also calculated compared to 2019. Although the search intensity among the provinces maintains its presence as a level of interest in Istanbul and İzmir, as it was in 2019, it is reflected in the table that the level of interest disperses in different provinces. Edirne ranks first in terms of intensity of interest, followed by the provinces of Istanbul and Izmir.

- ✓ In the first year of the pandemic period in the USA, 2020, the search intensity of the word "Digital Platform" has been found to fluctuate between months. It is seen that frequent calls are made in the states of Massachusetts, New York, Michigan during the pandemic period in the USA. It has been determined that the first two states have moved at the level of interest among the states in 2019.

- ✓ Pandemi As a result of the comparison of the interest levels of "Netflix" and "Amazon Prime" from Digital Platforms during the pandemic period, it was determined that they were similar to those in 2019. It was determined that there was a small increase in the general average levels compared to 2019. It is seen that the search density for words is in California, followed by the District of Columbia and New York. In terms of percentage, for states, respectively, California 68% 'Netflix' 32% 'Amazon Prime', District of Columbia 68% 'Netflix' 32% 'Amazon Prime' and finally New York state 67% 'Netflix' 33% Calculated as 'Amazon Prime'.

Although the general evaluations obtained in the study do not show a regular increase or decrease in both countries, it can be said that there is more interest in the USA than in Turkey. There are many reasons for this situation. However, one of the most dominant reasons can be interpreted as traditional publishing and digital publishing interest levels. It can be stated that the USA started to take interest in digital broadcasting globally. Examples include Netflix and Amazon Prime digital platforms. It can be shown as another

difference since it is the digital platform with the most subscribers of these platforms in Turkey and around the world. Comparative interest levels of digital platforms given as examples in both countries were examined. It has been determined that there are differences between the levels of interest shown in both countries between the two platforms. The fact that it is a place of establishment in the USA and that digitalization is at different times in both countries can be interpreted as the reasons for the difference that affects this situation. In the 2020 period, that is, in the first year of the pandemic, it can be interpreted that the changes in the habits of the consumers are also reflected in their preferences. In particular, it can be stated that consumers' reluctance to enter crowded environments within the scope of the measures taken has increased the interest in digital platforms. In this study, how these changing situations are reflected on digital platforms is discussed comparatively. It is widely believed that this research can be an important reference at the point of making this method widespread in the national literature. In future studies, it is recommended that whatever other situations change during the pandemic period, the ones that are compatible with each other should be classified and analyzed with this method.

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