

**DOCUMENTARY FILM ELEMENTS IN INSTAGRAM STORIES: A STUDY ON PHENOMENA**

*İNSTAGRAM HİKÂYELERİNDE BELGESEL FİLM UNSURLARI: FENOMENLER ÜZERİNE BİR ARAŞTIRMA*

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**ÖZ**

Social networks have become a part of daily lives of individuals with the developments of new communication technologies. In parallel, social media platforms such as Facebook, Twitter, Instagram and YouTube provide the opportunity to share audio visual content about everyday life. In the framework of these opportunities, it has become common for social media users to share 14-second videos about their lives, in which they also act as narrators. In Instagram, one of the social media tools, the sharing of all the moments that are experienced within 24 hours has become one of the prominent types of sharing. Along with the change of content sharing environments, there has also been changes in the content produced. It has been foreseen that documentary films are among the contents that have gone through a change. The documentary form envisaged to be changed is explained with selfie documentary concept. In the study, the question "Do Instagram stories carry documentary film elements?" is being addressed. In this context, "Instagram stories carry elements of documentary film in the usual reality of life" forms the hypothesis of the study. The population of the study has been determined as mothers with user account on Instagram. Accounts of 6 mothers among the accounts having over 200,000 followers were determined with convenience sampling method as the sample of the research. The stories shared in the sample accounts were followed for 7 days and analyzed by content analysis method. The elements in the stories have been coded considering the statement that Bill Nichols put forth when describing a documentary film, "The documentaries contain real things, real people, and stories that are going on in the real world", and the characteristics of Nanook Film described as the first documentary film. The data regarding the codes under the themes has been analyzed and it has been identified that there are documentary film elements in Instagram stories. Consequently, it is suggested that the concept of "selfie documentary" can be used in terms of Instagram stories having documentary elements.

**Keywords:** Documentary Film Elements, New Media, Touch-operated Society, Selfie Documentary

**ABSTRACT**

Yeni iletişim teknolojilerinin gelişmesi birlikte sosyal ağlar, bireylerin günlük yaşamlarının bir parçası haline gelmiştir. Bu değişimle birlikte Facebook, Twitter, Instagram, Youtube gibi sosyal medya platformları, gündelik yaşama ilişkin görsel - işitsel içerikler paylaşılmasına olanak sunmaktadır. Bu olanaklar çerçevesinde sosyal medya kullanıcılarının, yaşamlarına ilişkin, kendilerinin de anlatıcı olarak yer aldığı 14 saniyelik videoları paylaşması olağan hale gelmiştir. Sosyal medya araçlarından olan Instagram'da 24 saat içerisinde yaşanan tüm anların hikayeleştirilerek paylaşılması da öne çıkan paylaşım türlerinden olmuştur. İçerik paylaşım ortamlarının değişmesi ile birlikte üretilen içeriklerde de değişimler yaşanmıştır. Belgesel filmlerin de değişime uğrayan içerikler arasında olduğu ön görülmektedir. Değiştiği ön görülen belgesel form, selfie / özçekim belgesel kavramı ile açıklanmaktadır. Araştırmada "Instagram hikâyeleri belgesel film unsurları taşımakta mıdır?" sorusu irdelenmektedir. Bu bağlamda "Instagram hikâyeleri yaşamın olağan gerçekliğinde, belgesel film unsurları taşımaktadır." araştırmanın varsayımını oluşturmaktadır. Araştırmanın evreni ise Instagram'da kullanıcı hesabına sahip anneler olarak belirlenmiştir. Bu doğrultuda 200 bin'in üzerinde takipçiye sahip olan hesaplar arasından kolayca örneklem yöntemi ile 6 anne hesabı belirlenmiş ve araştırmanın örneklemini temsil eden hesaplar belirlenmiştir. Belirlenen hesaplarda paylaşılan hikâyeler, 7 gün süre ile takip edilerek içerik analizi yöntemi ile incelenmiştir. Hikâyelerde yer alan unsurlar, Bill Nichols'ın belgesel filmi tanımlarken ortaya koyduğu "Belgeseller gerçek şeyleri, gerçek kişileri ve gerçek dünyada olup biten yüküleri barındırmaktadır." ifadesi ve ilk belgesel film olarak tanımlanan Kuzeyli Nanook filminin özellikleri göz önünde bulundurularak kodlanmıştır. Temalar altında oluşan kodlara ilişkin veriler çözümlenmiş ve Instagram hikâyelerinde belgesel film unsurları yer aldığı tespit edilmiştir. Bu bağlamda sonuç olarak "Selfie / özçekim belgesel" kavramının, belgesel unsurlar taşıyan Instagram hikâyeleri açısından kullanılabilirliği önerilmektedir.

**Anahtar Kelimeler:** Belgesel Film Unsurları, Yeni Medya, Dokunmatik Toplum, Selfie / Özçekim Belgesel.

## 1. INTRODUCTION

Along with the concept of "Touch-operated society" frequently encountered in recent academic studies there are changes experienced in the daily life styles of the individuals. These changes can be expressed as recording the "moments", sharing and commenting in line with the opportunities offered by social platforms. In this context, the contents that can be viewed within a certain period of time is seen on social media platforms regarding the daily lives of individuals. These contents are either shared with the social media users' own narration or voice and sometimes with textual support without the person himself. The real world of the individual turns into a virtual reality via social media tools.

According to Lister, the term "real world" should be understood carefully. It is because virtual platforms and media are less real than being virtual. These are available both as data and experience (2009: 270). Virtual facts consist of content shared in social media tools. Changes in media technologies are connected to social changes. New media addresses individuality in a manner consistent with the logic of the post-industrial society (Manovich, 2001:41). It is seen that the subject and object are the person himself or herself in other words the account holder in social media.

Social networks or public video channels have become virtual platforms where people can express themselves. When virtual platforms become simultaneously social identities of the individual, they constitute both the topic and the object of the contemporary media (Bolter and Grusin, 200: 231). This creates a perception in the minds of the followers of social media account holder regarding the person.

In the past, individuals communicated with nature and sought answers to their basic needs. In line with this effort, interpersonal communication has become an important part of individuals' lives. Along with communication being compulsory and the developments of industry, new communication environments have been formed. Communication requirements have been fulfilled by means of mass media tools in new communication environments, but it has remained insufficient over time. Afterwards, new communication channels have emerged that are defined as new media which are highly attracted by individuals. The platform initially regarded as a virtual world has made it possible to build a bridge to the real world in time.

With the development of technology, the virtual world where data about the real world is shared has entered into the pockets of individuals. All communication activities have become available via mobile phones. With the changes of the phones both in terms of mechanic and design, "touch operated" action has become widespread in use. This technological development reflected in today's academic studies has also led to the emergence of different cultural structures.

Today, the concept of "touch-operated society" has also mentioned. The individual has become able to solve all the issues related to everyday life functions with a single touch. This has enabled all events and elements in everyday life to take place in social networks over time. In this context, "touch-operated life" spreading rapidly into society has also created cultural norms, changes in the opinion and value judgments. Moreover, it has begun to direct both the content and the technical aspects in the art extension.

In terms of documentary cinema, different topics selected by the director and different approaches to these issues can reveal new documentary genres. Variables such as the director's narrative style, technical features, and new technologies form the basis for new genres in documentary cinema. Changes in the form and content characteristics of documentary films also cause the formation of new concepts and definitions.

In this context evaluating the Instagram stories revealed by the popular culture within the framework of three elements of reality that Bill Nichols stated in his search for the description of documentary film, is important to understand the changes that modern technology has created. The narrative functions and the sharing styles of the users in Instagram, one of the social media tools allow the discussion of the concept of "selfie documentary". The fact that Instagram's story feature has an archive system creates the basis for the emergence of new fiction compiled from posts shared in time and the formation of documentary films showing the continuity. In accordance with this anticipation, it is believed that Instagram stories will be able to meet the concept of "self-documentary".

The elements in the stories of the social media users have been examined by using content analysis method considering the statement that Bill Nichols put forth when describing a documentary film as "The documents contain real things, real people, and stories that are going on in the real world", and the characteristics of Nanook Film, which is described as the first documentary film. In this context, Document analysis method have been applied together with Content analysis method in the research. Detailed information about the method of the research is presented in methods and findings section.

## 2. BILL NICHOLS 'DOCUMENTARY FILM ELEMENTS

Throughout the history, various definitions of a documentary film have been made by different researchers. Based on these definitions, cases where there is no valid documentary definition in each condition and circumstance and where it is difficult to distinguish documentary from cinema and cinema from documentary or short film emerge. Considering documentary worldwide, the definitions that make the first and strongest connotations and the approaches among these definitions that support each other constitute the basis of the study.

John Grierson (1930-1940), the founder of the British Documentary Film Movement, who led this movement for forty years, regards documentary as the capability of interpreting the more complex, more surprising events of the real world than the studio mechanic can create, and the studio mind can grasp (168,345). Bill Nichols defines documentary, as a genre in which the boundaries between reality and fiction become blurry (Nichols, 1996). Based on both definitions, although documentary film studies are nourished by the real items, while Grierson, the pioneer of the British Documentary Film Movement, states that the documentary is a sequence of images and a new form of expression, Nichols notes that the boundaries between the reality and the imaginary are very close and sometimes intertwined in the documentary and he defines it as the blurring of boundaries. According to Paul Rotha, "Beyond the simple descriptive terms of didactic films, documentary films are productions that give more space to your imagination, are more emphasizing, more competent in form creation, have deeper values in creating meaning and a broader perspective in the field of observation (Rotha, 2000:48).

Nichols speaks of three most well-known elements in his book "Introduction to Documentary Cinema" where he reveals the search for documentary film definition. Nichols interpreted it as "The documentaries contain reality and are about something / some things that has / have really happened." Documentary films expresses real cases and events and respects known phenomena; they do not pose new, unproven cases. Documentary films directly refer to the historical world. Presented images and many audios take its source directly from the historical world (Nichols, 2017:27-28). In this context, there is a great effort to show what happens as it happens.

It should be kept in mind that fiction films also focus on real people while stating documentation is related to real people. In fiction, real people impersonate and become characters in a fictional world. The documents are about real persons who do not role-play or act. Instead of acting, the people in the documentary play or present themselves. In order to be in front of the camera themselves, they refer to the experiences and habits they have already acquired. They may be fully aware of the presence of the camera or may even speak directly to the camera during some mutual interactions such as interviews etc. In documentary films, it is expected that social actors present themselves in a manner similar to everyday life and do not assume the role of a character created by the director (Nichols, 2017:28-31). Individuals are reflected as they are in their daily lives and creating a new character is not the case in documentary films.

The last item Nichols pointed out is the case that documentaries tell stories about what happened in the real world. Documentary films tell us what led to the events experienced or changes realized. The narrated cases can be based on the experience of an individual or of the entire community. When a comprehensive documentary film tells a story, this story is not an imaginary interpretation of what might have happened, but rather a reasonable representation of what has happened. The narrated stories speak of the actual events directly, not allegorically and films remain loyal to the known historical facts. People offer themselves in variable, calculated and interesting forms but they do not act or play characters created by someone else. The documentary is not the reproduction of reality, but the representation of the world that we already live in (Nichols, 2017:32-34). In this context, the real story is told in accordance with what the subject of the documentary film requires.

In short, the documentary films are about events in which real people (social actors) take part. Acquiring a credible proposition or perspective about the persons, depicted lives, situations and events takes part in the films. In the narrated story, they present their lives to the viewer as themselves. Metamorphosis and differentiation and "as if" narrations are not utilized with this aspect in documentary films,

As mentioned by Hakan Aytakin (2017: 15) with the above information, "Documentary cinema holds the traces and consequences of social changes in its own context." Documentary cinema is also related to the change and transformation process of the society that occurs naturally. Moreover, the documentary is an art form realizing change and transformation in its own structure like society. The developments of technology and social networks have an impact on documentary content as well.

### 3. NEW MEDIA AND TOUCH-OPERATED SOCIETY

Huma beings have been trying to convey feelings and thoughts in a way and to communicate since their existence. Communication can be expressed briefly as notification and transmission among individuals. Technological developments have led to the emergence of new tools of communication. What happens in the world is being transmitted rapidly and consumed quickly with the practicalities of new communication tools.

By their nature, people first would like to learn what is going on in their close surroundings and then in the world and universe in order to get information and to make comments about life. Knowing what is happening in the world makes people feel strong and dominant, therefore people look for ways to reach as much information and communication as possible (Flowers et al. 2003: 269).

Along with the developing technology, the dissemination of information among people constitutes an environment of content and opinion sharing. The relevant environment is influenced by the world agenda and can even lead the world agenda. Today, social media platforms functioning primarily with smartphones, tablets and similar devices among online technologies used by individuals or communities to communicate with each other have become the most popular form of communication.

The technological evolution gradually affecting the whole world, also changed the tools of socialization. It has brought forth the emergence of new media as an important means of socialization. New media facilitates simultaneous transmission of audio and video and moreover it enables socialization not to have an environment by destroying the concept of time and space; this has turned into an important mean for individuals to express themselves (Aslan, 2008: 220).

In addition to being transformed into the basic tool of socialization, new media develops social resources of the society; however, it poses a significant problem in terms of socialization as it provides development mostly in the virtual world (Sütçü; Algül, 2013: 61). On the other hand, it is also mentioned that socialization has begun to evolve because production and consumption are able to present themselves in technological tools. Technological innovations enable the product produced to be sold and to share the experiential feedback on the products sold. At the same time, sharing of thoughts, expectations and seeking answers are also seen in social networks. In this context, technological dependencies have become one of the human life functions of social networks.

Nowadays, people can receive products and services from digital media that answer to their basic needs with a single "click". On the other hand, they can easily provide their personal needs, cultural and artistic developments, and even career plans for education in these platforms. By means of the touch systems made for tablets and mobile devices, users can compile all the content they would like to share. "Digital society" from the definitions of new society has changed its name to "Touch-operated society" with the facilities of technology. Although it was a result of economic development, this concept has taken place in the center of human and social sciences in time. "Touch-operated" feature, being integrated with cultural fields such as art, literature and cinema over time, has moved social network shares to new forms. One of these forms, the platforms defined as "social network" have been included in an important time period of the individual's daily life.

In a broad sense, social networking sites are web-based services that allow individuals to perform the followings: 1) to create a general or semi-general profile within a limited system 2) to communicate to those on the list of other users who share the connection 3) to look at their connected lists, traverse from there and also allow other individuals in the system to do so. The nature and terminology of these links may change from site to site. Both "Social network site" and "Social networking sites" can be used interchangeably as a term. What makes social networking sites unique is not that the fact that it allows individuals to meet strangers, on the contrary, social networks make it possible for users to be visible and connect with each other. This can result in connections among these individuals that is not the case in other ways of communication. However, this is not usually the goal. In most of the wide social networking services, it is not necessary that the participants perform networking or try to meet new people. Participants rather communicate primarily with people who are part of their social network (Boyd and Ellison, 2008: 211). With the widening of this network over time, the purpose of popularity has begun to play an important role in expectations.

As a result of various reasons such as to be liked, to receive comments, to spread the content shared, social network users have chosen to diversify their content sharing. In this context, social networking platforms that put out new features every day keep working for faster consumption and sharing of "audiovisual" contents.



Social networking platforms such as Facebook, Instagram, Twitter, LinkedIn etc. have been improving themselves for "audiovisual" based sharing. Instagram from social networking platforms, being at the center of attention for Y and Z generations is in the focus of "audiovisual" based sharing.

#### **4. PHOTOGRAPHY AND VIDEO SHARING ON INSTAGRAM**

Web based social networks are online communities where participants can establish relations and share content on the Web with other users (Carminati et al., 2006: 1734). Social networks as an online community type are the purest form of online communities, expressed as web sites where relationships between users are developed (Buss and Strauss, 2009: 16). Online social networks or social networking sites (SNS) are one of the most striking technological phenomena of the 21st century. Today, different social networking sites are among the most visited Web sites globally (Giles, 2007: 3). Such sites allow individuals to publish personal information in a semi-formatted form and to connect with other members with various kinds of relations (Finin et al., 2005: 418-419).

Social networking sites are online communities that allow users to connect and communicate with each other and provide personal networking as well as sharing personal content. In these sites, members create their own personal profiles and present them to others. This move towards social interaction in online platforms creates a new foundation for the community. This can be called "network individualism" (Enders et al., 2008: 200).

In the simplest form, social media / social network; can be defined as internet platforms where people communicate with the help of texts, pictures, videos and audio files. It can be said that there are elements of "Communication" and "Sharing" based on these platforms. For example, in social networks, individuals can search for answers to their questions. These questions can have a wide range of content from simple question such as "What should I cook today?" to "I am a cancer patient; Which doctor should I go to?"

Instagram is a social media platform developed in 2010 by Kevin Systrom and Mike Krieger. The platform was purchased by Mark Zuckerberg, founder of Facebook, in 2012. The meaning of Instagram has been created with the combination of English words "Instant" and "Telegram". Cameras were marketed for a period with instant, in other words, spontaneous shooting feature. Individuals sent photographs to each other through telegram. Instagram, which is a combination of these two structures, was essentially positioned as an application to share photos but sharing features have been improved over time.

This social network whose aim was initially sharing photos has now over 500 million registered users. While sharing photographs through Instagram, color and tone adjustments can be applied on visuals. In addition, video and story sharing are also realized through the application (<https://crovu.co/instagram-nedir-nasil-kullanilir/> Access date: 03.31.2018). In addition, there are various sections for the content to be liked, shared and commented by the followers.

The fact that the number of social media users has increased in recent years and that a large part of the users' time is spent on these platforms made the application very popular. Users can share a certain part of their snapshot or pre-recorded videos through the story feature of this social media network. In Instagram, the duration of the videos shared in a normal post is 1 minute. In addition to this feature, in the type of sharing called "My Story", the time limit is 14 seconds. These 14-second short videos, which remain online for 24 hours, do not have a daily upper share limit. More than one series of shots can be shared in the story feature. <https://cevrik.com/instagram-hikaye-video-kac-saniye/> Date of access: 03.31.2018 In addition, video color tone settings can be made with filter options and text can be added on video and photos.

In addition to the application features, Instagram has also popularized a commonly used method of shooting among users. This term, called selfie, is a kind of auto - portrait photography taken with a digital camera or a camera phone. These photographs are usually taken in everyday moments, with a camera held above from an arm-length distance or by taking a photo of the reflection in the mirror. The photos are shared on social media tools like Facebook, Instagram, Snapchat and Tumblr. The word selfie has been added to the English-language dictionary by the University of Oxford in 2013 (Oxford, 2013). In 2014, the Turkish Language Society stated that in response to this word "Özçekim" was added to the Turkish dictionary.

The elements making Selfie concept popular in recent years has been the social media applications. In order to add Selfie photo to social media tools and edit the photo, various smartphone applications, phone lenses, and selfie photo taking sticks called selfie sticks have been developed. Another event that made Selfie popular in the world was the selfie photograph shared by the celebrities at the 86th Oscar awards ceremony.

The photo was viewed by millions of people on the social media where it was shared, and this caused a rise in its popularity in the world.

While taking pictures in the past used to be an action that could not be done with a single click and is required to be taken by other people, it has become an easy action with the technology. Dual-camera smartphones that take high-resolution photos have made taking photos become a daily routine for individuals. This process has caused changes in the photo content of social network users and laid the ground for the increase in individual (one person) photos.

Along with photography, over time selfie video footage has also increased. Social media users also share video content in selfies with a 14-second duration along with photos. By placing the concept of selfie into this feature called story, the person has started to take place in the video either as a narrator or as an actor.

In selfie videos, people share topics related to the places they have visited, seen or witnessed as well as selected topics from their daily life. The videos, which are evaluated as instant sharing, can be shared as open to everyone with an account or in private messaging with the chosen followers. Social network users can share the moments of their lives with their followers by unlimitedly shooting story.

#### **4.1. Selfie Documentary Concept**

In the year 2000, the concept of selfie photography, with the influence of globalization and technology, has led to the emergence of selfie / self-image videos, in which people record their own videos and publish them in social media circles, with renewed and constantly evolving smartphone applications. At this point, it is believed that the videos that are shared have documentary features in terms of their content. The fact that documentary cinema has new concept fields with developing technology has also led to carrying out researches on the selfie videos. These developments nowadays require questioning the documentary produced in varying forms and contents.

According to Lejla Panjeta, the concept of "selfie / retrospective documentary" has emerged due to new technologies, social networking, touch screen and cultural influences. In the new media, defined by Wi-Fi technology and communication tools, new behaviors are presented to traditional cultures (Panjeta, 2016:519). Social media users through Instagram story feature content about traveling experiences, customs, traditions and people in their lives. These exchanges can have the feature of documentary when evaluated with the reality element.

New media consisting of sharing and audiovisual media in creating virtual reality is a new communication environment in which the self is rediscovered and reorganized. Even if it is not modified according to the social norms of the social media, the self is created. "Changes in media technologies are connected to social change. If the logic of the old media corresponds to logical industry mass society, the logic of the new media is of value to individuality in its alignment with the logic of post-industry society " (Manovich, 2001:41). This individuality is also reflected in the videos shared in Instagram user accounts. It seems possible to evaluate this situation in the context of postmodern documentary concept.

Instagram's 14-second story feature allows Instagram users to tell their own stories. The issues that are difficult to explain at 14 seconds may be shown in the form of a sequel in 14 seconds, one after another. These shares, which are a series, can create film perception in a broad sense when evaluated in the context of subject and person.

It is seen that the person presents his or her topics by holding the camera frame in story sharing. In this context, it carries Nichols' element of "contains real people" due to the narration of the individual without acting performance. When shared content is evaluated in the context of space and time, it is seen that the stories of the real world are included. The "real thing / things" element is also visible in these selfie videos.

Social networks or private and public video channels are where users can express themselves. Although the way of expressing oneself through art works goes back to the past with new technologies and new media, daily life and culture have begun to re-determine themselves. In this direction, personal and cultural identity is undergoing change and determining the contemporary media subject.

### **5. STUDY METHOD**

The research aims to identify documentary elements in Instagram stories. In this context, changing content production with new communication technologies can be related to documentary cinema. In the world, where the forms of communication change rapidly, it is predicted that the viewing practices of the spectators

will change as well. Traditional documentary cinema narrative of the past can emerge in new forms along with new communication technologies. In this context, sharing on a social media tool that is followed by interest in the rapidly changing world is examined in this study. Instagram accounts, followed by hundreds of thousands, millions of followers with curiosity and interest, reveal the daily life of the account owners with their usual reality. In this context, "Instagram narratives carry elements of documentary film in the usual reality of life" constitutes the hypothesis of research. In the study, the question "Do Instagram stories carry documentary film elements?" has been determined as the question of the study.

The population of the study has been determined as mothers with user account on Instagram. The accounts of 6 mothers among the accounts that have over 200,000 followers were determined with convenience sampling method and it was identified as the sample of the researcher. In Instagram stories of account owners named "tuceliztos, zynpzeze, zey\_zor, gizemzzor, psk.tansuavci and socialm.o.m" included in the sampling, it has been anticipated that daily practices, children's daily lives are the subject. In this context, the stories were examined by content analysis method on the axis of Robert Flaherty's "Nanook of the North" film which is considered as one of the earliest examples of documentary cinema. (Gündeş Öngören, 1992: 153) The traces of the documentary elements in the Nanook of the North film were followed in the stories with the statements "The documentaries contain real things, real people and stories that are going on in the real world", which are the three elements of Bill Nichols' documentary film description. Telling of the daily lives of the family Nanook film on the axis of their children, the mother and her children were examined in the Instagram stories. The daily practices in the Nanook of the North film was searched in Instagram stories. For this purpose, considering that the average duration of filming the documentary is between 5 to 7 days in Turkey, Instagram accounts were followed for 7 days to obtain survey data.

According to Bernard Berelson content analysis is: "A research technique that makes objective, systematic and quantitative descriptions of the apparent (written / open) content of communication" (Gökçe, 2001:7). For this purpose, a coding guideline, which is one of the requirements of the content analysis method, has been established. In the coding guide, the themes and the relevant codes under the themes have been determined. 9 themes were included in the coding guide designed for the research. When the themes and codes were being determined, the content structure of the film "Nanook of the North", considered as the first documentary film sample, was examined and the themes / codes were prepared in this direction. In the context of the coding guide, it has been aimed to determine the reflections of the events in the Nanook of the North film in the modern world.

Once the coding guide has been created, Instagram stories were encoded by two different encoders in terms of the researcher's credibility and reliability were analyzed. According to Yıldırım and Şimşek, in coding processes, a level of at least 70 percent of reliability is required (Yıldırım and Şimşek, 2008:233). The coding data of two different encoders have been compared and the similarity rate has exceeded 90%. Thus, the reliability of the research has been tested. Due to covering 7 day-period, the findings of the research are limited to the data between the dates of 02 May 2018 and 08 May 2018 and are characterized by the characteristics of the content analysis method.

## 6. FINDINGS OF THE STUDY

The follower numbers of the accounts named "tuceliztos, zynpzeze, zey\_zor, gizemzzor, psk.tansuavci and socialm.o.m", constituting the sample of the study, are given in the table below.

Table 1 Followers of the user accounts (as of 08.05.2018)

Account Name	The Number of Followers
tuceliztos	411.000
zynpzeze	427.000
zey_zor	535.000
gizemzzor	317.000
psk.tansuavci	214.000
socialm.o.m	422.000
<b>Total</b>	<b>2.326.000</b>

According to the number of followers of user accounts, it is determined that the user named zey\_zor is the account that has the most followers with 535.000 followers. This is followed by zynpzeze with 427,000 followers, socailm.o.m with 422,000 followers, tuceliztos with 411,000 followers, gizemzzor with 317.000 followers and psk.tansuavci accounts with 214.000 followers respectively. The accounts included in the

sample have 2.326.000 followers in total. With this aspect, it can be said that the accounts are followed by a very large number of people.

Table 2 Daily story sharing of the user accounts

Account Name	Posts shared between May 02, 2018 - May 08, 2018	
	Number of Total Posts	Number of Posts on Average Daily
tuceliztos	72	14,4
zypnzeze	83	16,6
zey_zor	47	9,4
gizemzzor	21	4,2
psk.tansuavci	26	5,2
socialm.o.m	69	13,8
<b>Total</b>	<b>318</b>	<b>12,72</b>

A total of 318 stories were shared in the accounts for 7 days. With a total of 83 stories, the most sharing was made by the account called zypnzeze and shared an average of 16.6 stories per day with their followers. Zypnzeze was followed by tuceliztos with 72 shares, socialm.o.m with 69 shares, zey\_zor with 47 shares psk.tansuavci with 26 shares and gizemzzor with 21 shares. Accounts shared at least 4.2 at most 16.6 stories on average daily. The 7-day average of all accounts was determined as 12.72. In this case, it can be said that the accounts shared a post at every hour on average daily. According to this data, it is seen that account holders share a large part of their daily lives with their followers. In the Nanook film, when it is thought that a significant part of the Nanook family's daily lives are watched by the audience, it can be said that a similar situation can be seen in Instagram stories.

Table 3 Content types in story sharing of the user accounts

Account Name	Posts shared between May 02, 2018 - May 08, 2018				
	Video	Photograph	Boomerang	Text	Total
tuceliztos	19	18	31	4	<b>72</b>
zypnzeze	60	13	1	9	<b>83</b>
zey_zor	25	14	6	2	<b>47</b>
gizemzzor	19	2	-	-	<b>21</b>
psk.tansuavci	5	17	4	-	<b>26</b>
socialm.o.m	37	23	-	9	<b>69</b>
<b>Total</b>	<b>165</b>	<b>87</b>	<b>42</b>	<b>24</b>	<b>318</b>

According to the table of content types in the shared stories of user accounts, it has been determined that with 165 content the most used sharing type is video. Video content was followed by the sharing of photos with 87 content, Boomerang with 42 content and text with 24 content. The data represent the dominant content of sharing. There are also writings in some video or photo contents. However, this has not been included in the data analysis. Consequently, it is seen that on average users mostly share video and photo content. The data on the contents of audiovisual shares are given in the following tables.

Table 4 The visual characters in story sharing

Account Name	Posts shared between May 02, 2018 - May 08, 2018				
	Mother	Father	Child	Friend	Relative
tuceliztos	Yes	None	Yes	Yes	Yes
zypnzeze	Yes	None	Yes	Yes	Yes
zey_zor	Yes	Yes	Yes	None	Yes
gizemzzor	Yes	None	Yes	None	None
psk.tansuavci	Yes	None	Yes	None	None
socialm.o.m	Yes	Yes	Yes	None	Yes

The visual characters in the stories of the users were analyzed in 5 groups. The elements of mother, father, children, friends and relatives are coded according to the variable of taking place visually in the story. According to the table of visual characters in story sharing, it is seen that the mother element is included in the stories of all users. Similarly, the mother's child was among the characters shared in all accounts. It has been determined that the father element is shared only in the account zey\_zor and social.m.o.m. Among the other obtained data, we see "friend element" is included in the accounts of Tuceliztos and zypnzeze, and "relative element" is included in the accounts of tuceliztos, zypnzeze, zey\_zor and socialm.o.m. According to



this, all the characters found in a family in the Nanook of the North film are also found in Instagram stories studied. In the present day, light characters in stories, is in parallel with the characters in a documentary film. In addition, the characters can be evaluated as the elements of a documentary film because it is real people from the real world. The emerging data support the hypothesis of research.

Table 5 The space elements in the story sharing

Account Name	Posts shared between May 02, 2018 - May 08, 2018										
	Home	Shopping Center / Market	Playground	Road / Street	Hotel	Inside the vehicle	Restaurant / Cafe	Beach / Seaside	Hairdresser	Wedding-Ceremony Hall	Swimming pool
tuceliztos	Yes	Yes	Yes	Yes	None	Yes	Yes	Yes	Yes	None	None
zypnzeze	Yes	None	Yes	Yes	Yes	Yes	Yes	None	Yes	None	None
zey_zor	Yes	Yes	None	Yes	None	Yes	Yes	Yes	None	None	None
gizemzzor	Yes	Yes	Yes	None	Yes	None	None	None	None	None	None
psk.tansuavci	Yes	Yes	Yes	None	None	Yes	None	Yes	None	None	Yes
socialm.o.m	Yes	Yes	Yes	Yes	Yes	Yes	None	None	Yes	Yes	None

The space elements that are in the users' stories have been analyzed with 11 codes. The elements of house, shopping center / market, playground, street / street, hotel, inside the vehicle, restaurant / cafe, beach / seaside, hairdresser, wedding hall and swimming pool are coded according to the space variable found in the stories. According to the table of the space elements in shared stories, all of the related spaces were included in the stories.

It has been determined that all of the users involved in the analysis had home in their stories. The shopping center / market element is included in the stories of all users except for the account zypnzeze. The playground is among the most popular places in the stories. It was determined that there was playground in all the accounts except for the account Zey\_or. It is also among the determined data that users share posts in public places such as streets and / or streets. In all accounts except for the accounts named Gizemzzor and psk.tansuavci, street and / or street element has been identified. Interior spaces such as cars, airplanes and steamboats are among the places in the stories. In all stories except the story of the user Gizemzzor, it was seen that post was shared inside the vehicles. Apart from these places, restaurant / cafe, beach / seaside, hairdresser, wedding hall and swimming pool are among the places shared in the stories.

Consequently, in the stories of the users, along with the places in the Nanook film, different spaces brought by modern life are also included. In this respect, it is seen that most of the places related to a person's life are shared in stories. This situation is consistent with the feature of documentary films' communicating real people and real-world events. Information about a family and the places where the individuals around them go through the day are known by their followers through the stories. The resulting data support the hypothesis of researching with this direction.

Table 6 Time of story shares

Account Name	Posts shared between May 02, 2018 - May 08, 2018			
	Morning	Noon	Evening	Night
tuceliztos	Yes	Yes	Yes	Yes
zypnzeze	Yes	Yes	Yes	Yes
zey_zor	Yes	Yes	Yes	None
gizemzzor	Yes	Yes	Yes	Yes
psk.tansuavci	Yes	Yes	Yes	Yes
socialm.o.m	Yes	Yes	Yes	Yes

The sharing times of the stories of the users are analyzed with 4 codes. In the sharing coded as morning, noon, evening, and night, it has been seen that account holders sent posts in all times period. According to the table of temporal distribution of story shares, all users shared at morning, noon and evening time intervals. At night, it was seen that all users, except for the account named Zey\_Zor, shared posts. According to this, the users share a large part of their daily lives in their stories. It has also been determined that the time loop in the film Nanook of the North film is included in the stories. Users sometimes share in their

morning beds, sometimes at lunch, sometimes in evening conversations. It was also seen that they shared posts while going to bed at night or being busy with other things. At this point, the followers can observe all the processes regarding the daily life of a character as in Nanook of the North. This emerging data supports the hypothesis of research.

Table 7 Themes in story sharing

Account Name	Posts shared between May 02, 2018 - May 08, 2018										
	Game	Eat / Drink	Happiness	Personal Care	Advertising	Shopping	Love	Sleep	Social Reality	Music	Dance
tuceliztos	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
zypnzeze	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
zey_zor	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	None	Yes	None
gizemzzor	Yes	Yes	Yes	Yes	Yes	Yes	Yes	None	None	None	Yes
psk.tansuavci	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	None
socialm.o.m	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

The themes included in the story are shown in Table 7 above and Table 8 below. The themes are coded according to the characteristics of the contents of the stories. According to Table 7, it has been determined that all users' stories contain games, eating / drinking, happiness, love, personal care, advertising and shopping themes. Sleeping theme was also included in the stories of all users, except for the user called gizemmor. With this aspect, the themes of play, eating/drinking, happiness and sleep, among the themes featured in the Nanook of the North, were included in the stories of the users and these documentary elements could be followed by the followers in Instagram stories. Like important moments in Nanook of North film such as waking up in the morning and sleeping at night, Instagram account owners similarly shared posts about their own lives. Positive themes such as Nanook's playing and having fun with his children in the snow were also included in Instagram stories and these moments could be followed by the followers. Daily events such as the Nanook family's going to hunting and eating food have found its place in stories as shopping and eating / drinking themes as a reflection of the modern society. In the same way, the exchange of leather with a white man under the shopping theme in the Nanook film also took place in Instagram stories and the users shared the moments of their shopping or the information about shopping with their followers. The themes such as happiness, love, personal care in the accounts of all users are also among the themes in Nanook of the North film. With these aspects, the contents of Instagram stories are quite similar to the Nanook of the North film in thematic sense.

The advertising theme, which is among the most popular themes, was among the themes different from the Nanook of the North film. It has been determined that account owners have received advertisements in Instagram stories shared within 7 days. All accounts have shared the advertisement of at least 1 product and / or Instagram account during this time. It has also been identified that the users are not insensitive to social events. It has been determined that account owners shared posts under the theme of "Social reality" in matters such as child abuse, child deaths, child diseases. With this aspect, not just positive themes or events but also social facts met with followers in stories.

The themes of music and dance are also determined as the theme in the stories. It was seen that the images of the characters listening to music and dancing in the stories were shared with followers. The stories in which there are moments special for the individual enable everyone to watch the information about the character's daily life. In the table 8 below, the information on other themes in the stories are presented.

Table 8 Themes in story sharing

Account Name	Posts shared between May 02, 2018 – May 08, 2018									
	Trip / Travel	Holiday	Health	Education	Marriage	Love	Family	Clothes	Beauty	Sport
tuceliztos	Yes	Yes	None	None	None	Yes	None	None	None	None
zypnzeze	Yes	Yes	Yes	Yes	None	None	Yes	Yes	Yes	Yes
zey_zor	Yes	Yes	None	None	Yes	Yes	Yes	Yes	None	None

gizemzzor	Yes	Yes	Yes	None	None	None	None	Yes	None	None
psk.tansuavci	Yes	None	None	Yes	None	None	None	None	None	None
socialm.o.m	None	Yes	Yes	Yes	Yes	None	None	Yes	None	None

The theme of trip/travel is among the most popular themes in stories. All users, except for the account Socailm.o.m, shared posts about trip/ travel. While the Nanook Nanook film is beginning, all members of the family come to the shore with a traditional boat called "Omiak" and get off the boat. Also, the family is shown on the road through the film. Similar situations related to Nanook family's daily life are also included in Instagram stories. Consequently, when all the data are evaluated, they support the assumption that "The Instagram narrators carry documentary film elements in the usual reality of life".

The users have also shared posts about the holiday theme. Apart from these themes, as indicated in Table 8 health, education, marriage, love, family, clothing, beauty and sports are also included in the story.

Table 9 Food rituals in the stories

Account Name	Posts shared between May 02, 2018 – May 08, 2018			
	Breakfast	Lunch	Dinner	Snack food
tuceliztos	Yes	Yes	Yes	Yes
zypnzeze	Yes	Yes	Yes	Yes
zey_zor	Yes	Yes	Yes	Yes
gizemzzor	None	None	None	Yes
psk.tansuavci	Yes	Yes	None	Yes
socialm.o.m	None	Yes	None	None

Due to the fact that the rituals in the Nanook film frequently take place, the rituals of food included in the stories of the study were also examined. The food rituals in the stories have been defined with 4 different codes as breakfast, lunch, dinner and snack. According to Table 9, it was determined that tuceliztos, zypnzeze and zey\_zor had all the rituals of breakfast, lunch, dinner and snack / snack in their accounts. These users have brought together all of their meals, which is an important part of human life, with their followers. It was seen that the account owner shared all meals except for the evening meal. It was seen that the users Gizemzzor and socialm.o.m shared only one food ritual.

Consequently, eating rituals, which are an important part of the daily lives of the individuals, have taken an important place in the stories of the users. The followers have access to information about account owners' eating patterns. With this aspect, when documentary films about human life and the Nanook of the North film are considered, rituals in the stories can be evaluated as documentary film elements. This result supports the hypothesis of study.

Table 10 Expression forms of the content included in the stories

Account Name	Posts shared between May 02, 2018 - May 08, 2018		
	As looking at the camera (Selfie)	Behind the camera (Audio narration)	Expression by text (Writing)
tuceliztos	Yes	Yes	Yes
zypnzeze	Yes	Yes	Yes
zey_zor	Yes	Yes	Yes
gizemzzor	None	Yes	Yes
psk.tansuavci	None	Yes	Yes
socialm.o.m	Yes	Yes	Yes

It has been determined that account owners use different narrative features in stories. According to this, the narrative features of the shares were collected in three groups by looking at the camera (Selfie / Self), behind the camera (voice narration) and text (text) It has been determined that users share posts by looking at the camera in some stories, in other words, selfie, in some stories the narrator is behind the camera only the voice is used and in others it is shared with text (writing). It has been determined that the accounts named Tuceliztos, zypnzeze, zey\_zor and socialm.o.m also used the three narrative forms. It has also been seen that Gizemzzor and Psk.Tansuavci accounts did not share stories by looking at the camera, in other words by selfie. It has been determined that the two account owners prefer behind the camera (voice narration)

narrative style and the text (writing). Consequently, it has been determined that three narrative forms have been used in the stories and there are stories shared with selfie.

## 7. RESULT AND EVALUATION

While cinema is seen as an effective art tool in the transformation of societies, it has expanded its conceptual framework. Life styles and technological developments affecting cinema types have presented new "audiovisual" texts. Within the framework of this change, it is seen that there has been no change in the case of "reality", from the earliest examples of documentary films to present day. Although the reality of documentary films has not changed, there have been changes in the presentation of reality. New communication technologies have led to the emergence of new genres in documentary films.

With the technological opportunities offered by social networks, private and public video channels have become platforms where individuals can share the content they create. Today, although different approaches to reality seems to be diversify documentary, they also led to the questioning of the reliability or the integrity of the documentary in terms of information, the emergence of concerns about aesthetic and ethical values in the documentary, the removal of the boundaries between public and private space and the change of balances between traditional form and function of documentary.

It seems that the reality has been shared in the mother accounts of the Instagram which make up the population of the research. The daily lives of individuals are followed by millions of people through Instagram. The characters such as parents, children, relatives and friends in the stories give important information to the followers about the real persons in their lives. The users who describe their own lives with their own shots present their daily lives to their followers in a real way.

The places in the stories also show that individuals share a large part of their lives with the followers. From inside the house, to the playground, shopping center to the seaside, many places in the life of the account owner are known by the followers. When sharing times are examined, it is seen that account owners share their moments regardless of morning, noon, evening and night. In this case, the stories allow the followers to follow and know all the time periods of an individual's life.

Sharing of the special life and emotional situations in the stories also convey important information about the life of the account owner. Thus, a lot of information about private life such as the time the person wakes up or sleeps, his or her beloved ones, the favorite music type, the places visited for vacations, the areas gone for shopping are opened to the public and can be followed by everyone.

Along with analyzes and comments made on the Nanook of the North film axis when people's food rituals are examined, rituals such as breakfast, lunch, dinner and snacks appear to take place in the majority of accounts. In this case, as is in a documentary film, important information on the socio-economic level and lifestyle of the person is obtained.

As a result, it is seen that the elements in documentary films that focus on the life of a person or a group also appear in Instagram stories. Many elements such as private lives of people, environmental conditions, the places they live in, the individuals in their environment, their lifestyles are also found in Instagram stories. In this case, it is possible to describe Instagram narratives within the framework of Bill Nichols' views on the reality of documentary film.

When classification is made according to the narrative forms of the stories, it is observed that there are different narrative features as in documentary films. Users, preferring looking at the camera (Selfie), Behind the Camera (Voice narration) and narrative with text (writing) can transfer reality with different methods.

As a conclusion, it is noted that the "Selfie Videos" shared by social media users in Instagram application contain basic documentary film elements. Although it seems that there is a 14-second time limit on shares, the successive sharing feature presented by the platform removes this situation; photo sharing feature has document quality as well.

When content sharing is evaluated, account owner making preferences like selecting, eliminating becomes the director in a documentary film. The fact that the social player, in other words, the Instagram user does not refer to the "role-playing" as in the fiction films, also reveals the reality of the story. Moreover, the fact that a significant portion of the stories captures the moment or is the witness of the event reinforces the perception of reality as well.



Due to the document nature of the shared content because of the "Screenshot" feature on electronic device and the fact that the actual person is included in the video also contributes to having documentary film features. When all these data are evaluated in the framework that documentary films contain "the stories that are in the real world", it can be expressed that shared stories have documentary features.

As a result, selfie videos, along with stories shared in Instagram, contain documentary film elements. With this result, the hypothesis of the study has been supported. Producing and sharing series / movie content in various social media tools apart from Instagram shows that it will be possible to produce documentary programs by using Instagram's story feature in the future.

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