DIGITAL CITIZENSHIP BASICS FOR TURKISH ADULT LEARNERS

Mehmet Akif Ocak
Gazi University
Gazi Faculty of Education
maocak@gazi.edu.tr

March 2019

Abstract

The purpose of this paper is to explain the definition, dimensions and effects of the concept of *Digital Citizenship*, which comes into our lives because of the development of information and communication technologies. Accordingly, this paper focuses on the concept of e-government, online shopping, internet banking and social networks and discusses the important concerns in the light of in-depth literature review. The focus will be on Turkish adult learners' understanding of new media and tools. Prior research clearly shows the comparison of traditional government and e-government. This paper also argues some of the key properties of the Turkish e-government portal project, providing communication infrastructure and accessing to services from a single point. The paper, also, discuss some of the leading e-shopping examples of Turkey to give an idea of digital citizenship and online banking features. Moreover, the important precautions regarding online banking and social networks, which must be taken into account by users, are explained in detail.

Key words: digital citizenship, e-government, online shopping, internet banking, social networks

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An earlier version of this paper was published in: *Ocak, M.A. (2013). Child, Family, School and Technology: Digital Citizenship Handbook Kenarplatform: Ankara*

BASIC CONCEPTS AND DEFINITIONS

Digital Citizenship

The individuals of the society, that is, citizens, to fulfill their citizenship responsibilities in the society they belong to, to use their rights and opportunities and to continue their daily lives, revealed the concept of digital citizenship. Prior research defines Digital citizenship as the norms of use of technology in the most general context. It involves conducting ethical and appropriate behaviors and informing about this technology (Digital Citizenship, 2013).

The technological developments in the 21st century have brought the responsibility of raising good digital citizens as well as the responsibility of raising good citizenship. The use of technology by taking into account the norms of it concerns the entire society (both young and elder people) in terms of moral and security reasons. Therefore, everyone using technology must be aware of digital citizenship norms and comply with these norms (What is Digital Citizenhip, 2013).

Digital citizen is the individual who can criticize while using information and communication resources; is aware of the ethical results of online behaviors; can take morally online decisions; does not harm others by using technology well; and encourages the right behaviors while communicating and cooperating in virtual world (Ribble, & Bailey, 2007).

In terms of education, from the phenomenon of citizenship to digital citizenship, significant changes are required. In our society where generational differences are experienced, society transfer citizenship information from adults to young people and this situation changes when digital citizenship is concerned. It is obvious that children and young people have more knowledge and often have a teaching status when they pay attention to the everyday use of technology. As a response to the question of "How do students learn digital citizenship and how to learn the rules of being a digital citizen?", a digital citizenship education must be provided, starting from primary schools (Why Digital Citizenship, 2013).

Ribble and Bailey (2007) focused on nine general areas of digital citizenship as a way of understanding the complexity of misconduct and abuse in digital citizenship and technology use. These nine elements are as follows:

1. Digital Ethics: It means being aware of the behavior of the virtual world or the electronic standard of work. In the digital world, where many negative concepts such as cyber bullying,

cyber abusing, sexting, it is inevitable that every individual should be a conscious internet user.

2. Digital Communication: It means being aware of the fact, that communication is undergoing change and is done by electronic means. Email, mobile phone, instant messaging technology has changed the communication preferences of users.

3. Digital Literacy: To be aware that the learning and teaching process is now carried out through information and communication technologies.

4. Digital Access: To be productive citizens, it is necessary to access to technological opportunities. It means ensuring the full participation of individuals in the electronic society without regard to differences in religion, language, race and gender.

5. Digital Commerce: It means to have the ability to make shopping transactions in electronic environments.

6. Digital Rights / Responsibilities: It means that everyone has the right to express freely in the virtual world and cannot be limited. In the virtual environment, web 2.0 environments such as forums, wikis cannot restrict basic rights such as giving opinions, forming groups, and participating in discussion environments.

7. Digital Health: To be aware of the physical, psychological and psychological aspects of the digital world that directly or indirectly affect the health. Problems such as physical disorders (waist and back pains), stress syndrome and asocial life are important issues in the new technological world.

8. Digital Law: It means that the work done in the virtual world has electronic responsibility and is sanctioned by law. In Turkey, child pornography, illegal organ and drug sales, web sites that make suicidal and gambling activities such as gambling in the virtual world is prohibited by law (Digital Citizenship, 2013).

9. Digital Security: It means that the individual takes measures to ensure his / her safety in the virtual environment. People should be aware that there might be unauthorized use of information that could threaten the use of computers, such as unauthorized files, or information about their assets. Individuals should take security measures against such activities (such as firewall, filtering tools and anti-virus programs).

As technology develops, questions and problems related to its use increase day by day. Therefore, it is clear that individuals (especially adult learners) should be made aware of the dimensions mentioned above. One of the most important problems brought about by the use of technology in all areas of life in Turkey is that people do not use technologies in an ethical manner, in accordance with the rights and responsibilities. For example, the fact that students with digital camera phones take unethical images in and outside the classroom, and spread them through the internet has formed one of the important issues in the Turkish press. In Turkey, problems related to the use of technology are increasing day by day, but solutions for these problems are not developed and implemented. For example, such situations are the use of mobile phones in classes, theft of illegal means (illegal music and book downloads on Internet), students' use of the Internet during the course for playing digital games.

Families, educators and other individuals in the society have an important role in establishing a common consensus on what it means to live and work in the digital world (Ribble, 2009). For example, if the school informs families about the limitations and potential problems of social networks, they will be aware of what kind of sites they will limit at home. Likewise, digital citizenship education for adult learners also will be beneficial for individuals in business life, and will prevent companies from exhibiting behavior that would cause them to lose money due to improper use of technology. Digital citizenship trainings make individuals aware that abuse of technology is not only legally affecting themselves, but also affecting all people close to them.

New Media and Tools

This section discusses the concept of e-government, digital citizenship, online shopping, internet banking and social network concepts.

E-Government

In a variety of services provided by the government in the understanding of the classical state, citizens are exposed to very bureaucratic procedures. Simple operations are becoming complex structures for employees and hence, more staff are recruited in order to carry out the works (Yıldırır, & Karakurt, 2004). Even for the simplest process, it may be necessary to fill in many forms and countless signatures; at the same time, some operations can last for months.

Considering the fact that information and communication technologies are used in an era of effective use, it is obvious that using databases instead of paper-pencils will make it easier for employees. In this process, the government is transformed into e-government and the government moves away from the classical state concept by improving service quality and performance (Table 1).

Table 1. Comparison of traditional government and e-government (Demirel, 2012).

Traditional State	**E-state**
Bureaucratic controls	Service and community empowerment
Isolated administrative functions	Integrated resource services, clear transparent state
Paperwork and filing	Electronic service delivery
Time consuming processes	Fast and serial business processes
Manually regulated financial contracts	Electronic form transfer (EFT)
Strange reporting systems	Flexible access to information
Unconnected, disconnected information technologies	Integrated network solutions
Manager selection in every semester	Real, participatory and continuous democracy
State-citizen understanding	State-customer understanding

The concept of e-government, which can be called as "digital government" or "smart government", is that the state offers its own functioning and services to its citizens by using information technologies (Özcivelek, 2004). E-government is a concept that is used to explain the transition of automation to bureaucratic processes by means of reshaping public services based on information technologies and thus increasing the communication skills among citizens, commercial institutions and organizations and various departments of the state. (Baştan, & Gökbunar, 2004). What falling upon the state is to fulfill the obligations and

services that must be fulfilled against the citizens in a continuous and safe way in electronic communication and transaction environment.

Some of the key objectives of the e-government can be listed as follows (Purpose of e-government, 2013):

1. To reduce costs

2. To increase transparency in the state, to provide fast and easy service

3. To be able to serve 7 days 24 hours basis

4. To increase efficiency, to get rid of bureaucratic procedures

5. Reducing mistakes and trying to utilize the same proportion of government services in a timely manner.

Although the aim of the electronic state is that the citizen can handle their business more easily and more quickly on a 24/7 basis, it is also possible to move to a flexible state that can move faster, take easier decisions by easing the burden on the state itself as a result of the e-government (Çakıroğlu, 2005).

E-government applications first emerged in the United States. Services (such as public revenues collection, public procurement etc.) were made over the internet, resulting in significant reductions in costs. Although the concept of e-government is not a concept that emerged spontaneously, it is the expression of a new state understanding that is formed by increasing needs and which will become more effective with the help of information and communication technologies (Table 2). This approach provides and will provide new expansions and relations between public institutions and organizations to each other; between employers and workers; and between state and citizens (Baştan, & Gökbunar, 2004).

Table 2. Examples of e-government studies of some countries (adapted from Çakıroğlu, 2005).

Country	**Developments in Electronic Services**
USA	In 2003, public services and files were provided to public institutions. It is made possible to present the forms electronically to the public.
Germany	There are no high-level expectations.
Australia	At the end of 2001, all appropriate services of the Federal Government were made available in electronic form.
French	It is aimed to make it possible for the French government to access public services and files.
Finland	A significant number of forms and requests were made in electronic form by the end of 2001.
Netherlands	By the end of 2002, most of public services were presented in electronic form
UK	By the end of 2005, it was aimed to conduct all public services in electronic environment.
Ireland	At the end of 2001, the most complex and nested services were carried out electronically.
Sweden	There are no high-level expectations.
Italy	There are no high-level expectations.
Japan	At the end of 2003, all applications, registrations and other administrative actions were made online to public and citizens.
Canada	At the end of 2004, all of the basic public services were offered online.

As can be seen from the table above, in many countries after 2004, and some countries by the end of 2005, all public services in the electronic environment have achieved the objectives of

online delivery. With these realizations, at the end of 2005, many of the developed countries of the world (including Turkey) have passed to e-government applications (Figure 1).

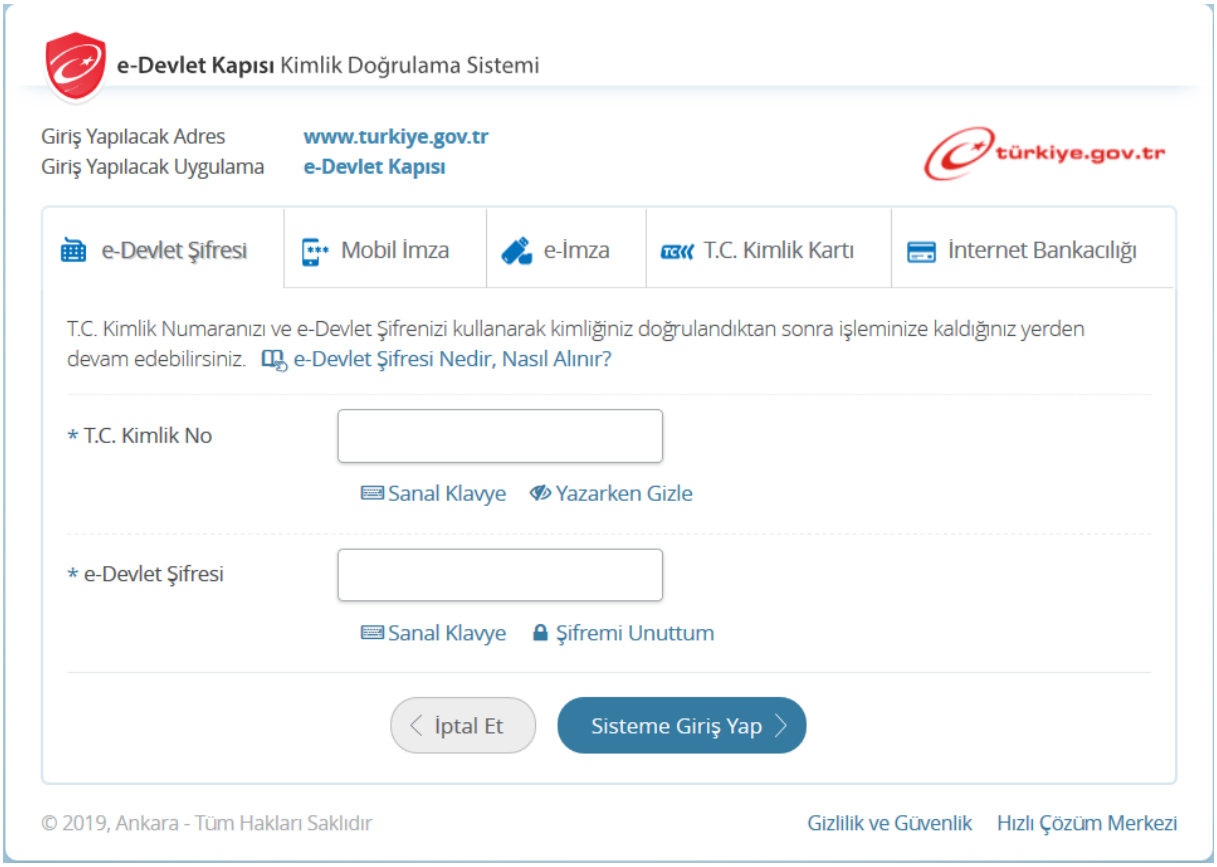

Figure 1. Turkish e-government login page

Although the Internet started to spread in Turkey since 1993, Turkish government started to use it for e-government purposes in 1998. In Turkey, the meeting of the official officers with the internet was first realized by adding payrolls of the employees and later by adding personnel information systems to e-government applications. "Turkey's National Information Infrastructure Master Plan (TUANA)" project is the first project launched in 1997 to transform the government into e-government. The project, which was chaired by the Ministry of Transport and carried out by TÜBİTAK (The Scientific and Technological Research Council of Turkey), aimed to make infrastructure planning according to the trends in the world. Turkey was officially notified that it participated in the e-Europe initiative in 2001 (History of e-government, 2013).

In Turkey, e-government portal project, providing communication infrastructure and accessing to services from a single point, was initiated in 2005 (Acar, & Erhan, 2008). E-

services provided by e-government portal serving with *https://www.turkiye.gov.tr* address is listed as follows (Büke, 2002):

• Education and Human Resources Working Group - Ministry of National Education

• Infrastructure Working Group - Ministry of Transport

• Legal Infrastructure Working Group - Ministry of Justice

• Standards Working Group - Turkish Standards Institute

• Security Working Group - General Staff

• E-Commerce Working Group – Under secretariat of Foreign Trade

• Investments and Planning Working Group - SPO Under secretariat

• Archive and Digital Storage Working Group - General Directorate of State Archives

• International Monitoring and E-Europe + Working Group - Secretariat General for EU Affairs

• Special Projects Working Group - Turkey Informatics Foundation

• Determination of the Current Situation Working Group - KAMUNET Technical Committee

• The National Bazar, Coordination and Monitoring Working Committee - Turkey Informatics Association

Online Shopping

Information and communication technologies are rapidly developing every day. This situation makes technology one of the indispensables of daily life. Internet technology, which used to be the only means of communication in the past, is spreading in every aspect of daily life. This enabled the competition between sectors to be moved to online environments. Companies serving customers in the Internet environment is one step ahead of others. The increasing popularity of online shopping leads to the importance of electronic service quality as well as traditional service quality (Talih, & Demiralay, 2012).

Online shopping that has become a growing and developing technology is becoming a habit that computers and internet users cannot give up. It is possible to reach to the desired product

or products and to order by technology. As it is quite possible to buy many things from food to car, it becomes easier for people and the number of users of online shopping sites is increasing day-by-day (Online Shopping, 2013).

Online shopping is the status of electronic commerce from the company to the consumer in the form of end users contacting companies to buy the goods and services they need online (Turan, 2011). Online shopping is one of the most important features of the Internet period. It has become the third most common online activity after e-mail, instant messaging and internet search, which is even more common than entertainment activities (Li, & Zhang, 2002). Shopping at home is more attractive to many users. Online price search and comparison offers the opportunity to reach the desired product in the most convenient way and also provides an advantage in the decision of the consumer. It provides customers with time, but also provides them easily (Algür, & Cengiz, 2011). However, in spite of these opportunities, because the privacy rights and security are the issues that the consumer is concerned about, many consumers use the internet for information purposes rather than shopping (Sapkiris et al., 2010). Since online shopping does not have a one-to-one interaction between the customer and the company and the customer cannot observe the behavior of the company, online shopping is hesitant since it is quite different from the traditional shopping.

Shopping over the Internet offers many advantages such as getting rid of the crowds in the store and waiting in the queue in the traditional shopping environments, the low prices, the convenience of shopping, 24/7 shopping opportunities and a wide range of products. In spite of these advantages, there are some problems and concerns regarding online shopping. Prior research have revealed that some of the perceived reasons are related to credit card security concerns, concerns arising from the capture of identity information, touching the product, testing the product, seeing the actual size of the product, length of delivery time and low access speed caused by service providers (Algür, & Cengiz, 2011) (Figure 2).

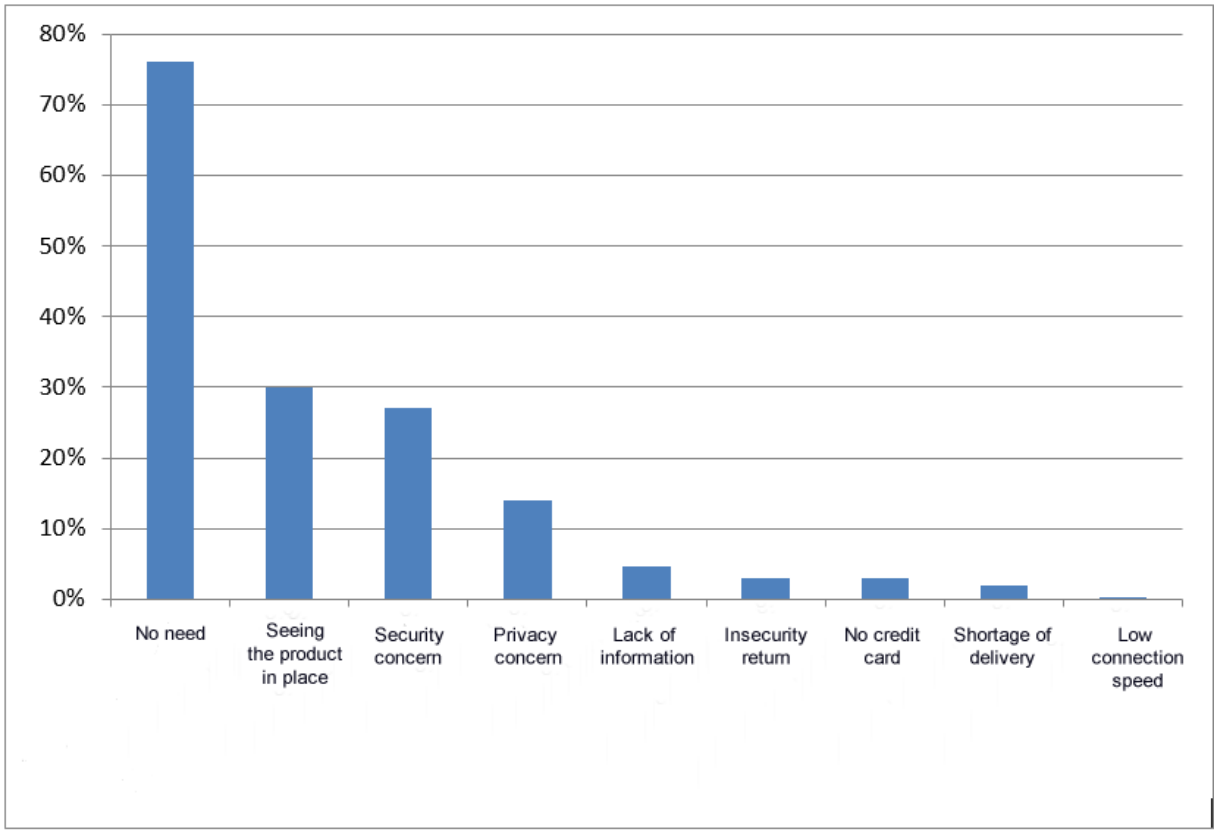

Figure 2. Reasons not to do online shopping in Turkey (Online Shopping Ratings, 2013).

Despite all concerns, online shopping is becoming increasingly popular in recent years. This trend is mainly due to the increasing number of people with internet access at home and at work, thanks to personal computers, VPNs (fast and reliable modems), and online service subscription (Kurnia, & Chien, 2003). This situation shows that users are favor of online shopping. This increase appears not only in the number of those who adopt online shopping, but also in the volume of their online shopping (Saprikis et al., 2010).

The surveys show that approximately 825 million people worldwide are internet users (Suki, 2011), and 630 million people report online shopping (Li., & Shang, 2002). Research states that online shopping volume will reach 120 billion dollars in 2015 (Suki, 2011). In 2007, the most purchased products were seen as books / books / games / games with 21%, tickets / bookings with %21 and clothing / accessories / shoes with %20, respectively (Alam et al., 2008). According to another survey conducted in 2010, travel / accommodation services with %51, clothing / sports products with 46% and home needs by %37 were other preferred trends (Eurostats, 2010).

Turkey's population is about 82 million and there are about 62 million people in the online environment. Approximately, 50 million people use the internet regularly every week. % 88

of internet users use the internet every day, and %24 spend more than 16 hours a week on the Internet. %91 of all these users stated that they shop online (Algür, & Cengiz, 2011).

In a study conducted with 700 people in Turkey (Algür, & Cengiz, 2011), it appears that the most ordered products in Internet were transport / booking services with 20% , book / CD / DVD with %14, apparel with %11, and food % 6.

Examples of shopping sites in Turkey (Online Shopping Sites, 2013):

gittigidiyor.com: Founded in 2001 and selling with the auction system takes place between buyers and sellers. From electronics to collection products; from clothing to clothing; all kinds of products from home to cars are offered to customers on this site by auction.

sahibinden.com: Turkey's largest e-commerce platform, including renting/selling house, cars, from the technological tools to clothing. *sahibinden.com* is listed among the most preferred and trusted e-commerce sites.

biletix.com: Turkey's first and largest ticket sales and Distribution Company in Entertainment industry, has been operating since 2000. *Biletix* sales ticket for concert, sports and similar organizations.

yemeksepeti.com: The site has been operating since 2000 and has more than 600.000 users registered on the site where you can reach more than 3455 restaurants.

hepsiburada.com: Since 1998, it has been serving the products from electronic to home-decoration department. There are about 60 product categories from personal care products to flowers.

n11.com: Established in 2013, operating open market sales e-commerce platform that provides business services to consumers via the Internet.

idefix.com: The site, initially started in 1999, books, music DVD etc. can be purchased in secure.

Internet Banking

Internet banking services that are as old as online shopping, allow people make payment as reliable, easy and fast, and shape the development and diversification of banking service channels (Yardımcıoğlu et al., 2012). Internet banking is defined as an alternative distribution channel in which open and network systems are used as a platform, and all transactions are

performed individually and commercially, and banks offer non-branch services established in virtual environment (Pala, & Kartal, 2010). Internet banking was first introduced in 1980 with the idea of telephone banking and increased when the Internet entered houses (Cartwright, 2000). The "NetBank" service in the United States is known as the first internet banking. In 2001, Citibank was the first bank to bring this application together with its customers (Gefen, & Straub, 2005).

In Turkey, in line with technological developments in 1998, Turkish banks have also started to provide Internet banking services. Especially, Turkish Isbank, Garanti Bank, the Ottoman Bank and Pamukbank are some of the pioneer banks offering Internet banking services (Polatoğlu, & Ekin, 2001).

The following transactions can be done through internet banking:

• Account balance and account summary display

• Invoice payment

• Transfer between accounts

• Credit card transactions

• Check and note transactions

• SSI payments

• Tax payments

• Education payments

• Trading of foreign currency and gold

• Investment account transactions (fund and stock trading etc.)

• Account opening transactions

• Instruction procedures

Today, almost all banks provide Internet banking services. Internet banking has been perceived as an alternative distribution channel by banks due to increasing computer literacy. Since 1997, regulations in financial sectors, customer requests to receive electronic services and reduced transaction costs are main reasons for popularity of Internet banking. Despite this situation, the lack of customers accustomed to Internet banking and online shopping security concerns are some of the causes, preventing widespread of Internet banking in Turkey (Pala,

& Kartal, 2010). On the issue of Internet banking security, banks offer various measures to their customers; some of them can be sampled by sending short messages and using a virtual keyboard. In addition to the Internet banking password, many banks send short messages to their customers' mobile phones; most of them provide virtual keyboard applications. Even when some banks realize that the password is incorrectly written to the system, it provides information to the customer. This allows for faster intervention than even an incorrect transaction from the bank branch or ATM. The measures taken by banks for Internet banking security include:

SET (Secure Electronic Transactions/Secure Electronic Transactions Protocol): It is a standard prepared by international payment agencies (VISA, Mastercard and Eurocard) to secure the security of electronic information to companies (IBM, Microsoft, Verisign). Especially, in the case of shopping with the card, credit card is directed to the danger of being stolen (Umur, 2006). Thanks to this protocol, card information cannot be seen by others or even by the store.

SSL (Secure Sockets Layer/ Secure Login Layer): It is a protocol developed by Netscape to provide security and confidentiality when entering information on the Internet. Thanks to this protocol, all the information of the user is encrypted (Özcan, 2007).

Electronic Signature: It means the electronic equivalent of the signature created on the paper. It is defined as a data created by connecting to the data created on the Internet and added to the data and stored. Obligations related to wet signature have been validated for electronic signature by Law No. 5070 (Benshir, & Topcan, 2010).

Banks Association of Turkey (TBB) announced, according to Internet banking statistics report, that the total number of individual customers registered in the system and made online banking and at least once logged in are 11 million 793 Thousands in March 2009. During January-March 2009 period, 4 million 838 thousand customers have been subject to Internet banking transactions. This amount constitutes 41 percent of the total number of registered individual customers. In the said period, the number of active individual customers increased by 755 thousand compared to the same period of the previous year and 224 thousand by the previous 3 months period (Internet Banking, 2013). As seen in the research results, despite the concerns of the customers, the number of customers using Internet banking in Turkey is increasing.

Social Networks

Nowadays, many social networking sites are encountered. These social networks also affect how people communicate and interact with each other, collaborate, learn and share knowledge (Murray, 2008). Social network users spend time in this software are growing exponentially (Gülbahar et al., 2013). Users also use social networks to share daily events and news, including personal experiences. Social networks also allow for individual ideas, community building, and participation in activities of interest.

There are different definitions about the concept of social network. Hamid et al. (2009) defined the social network as social activities carried out by a group of people using technology. Individuals who create a social bond due to their interconnection by one or more social relationships in computer systems create social networks (Marshall, 1999). In addition, social networks are defined as web-based systems where users share their information partially or completely with other users in a given system (Boyd, & Ellison, 2007).

What is important in social networks is the concept of "social content". Pictures, audio files, web addresses, video clips, presentations, event invitations or other types of media are shared as social content. With easy-to-use interfaces, users can share without having too much computer literacy in social networks. Nowadays, social networks allow online users to have real identities for billions of users worldwide. Users can share their personal pages with their friends on the network, display the areas of interest, and share their current events with their friends (Gülbahar et al., 2013). They can also easily send text, pictures, videos or content to each other.

The number of users has been increasing every year since the day when social networks entered our lives. Recent research shows that in 2013, 2.26 billion people in the world use internet; %48.9 of these people are members of any social networking site (http://www.socialbakers.com/). When it comes to social networking in the world, there are many different sites; primarily Facebook, Google+, Youtube, Twitter, LinkedIn, MySpace, Slashdot, Reddit, Digg, Delicious, StumbleUpon, FriendFeed, Last.fm, Friendster, LiveJournal, Academia.edu, Hi5, Tagged, Ning, Xanga, Classmates.com , Badoo, Pinterest are some of them (Figure 3).

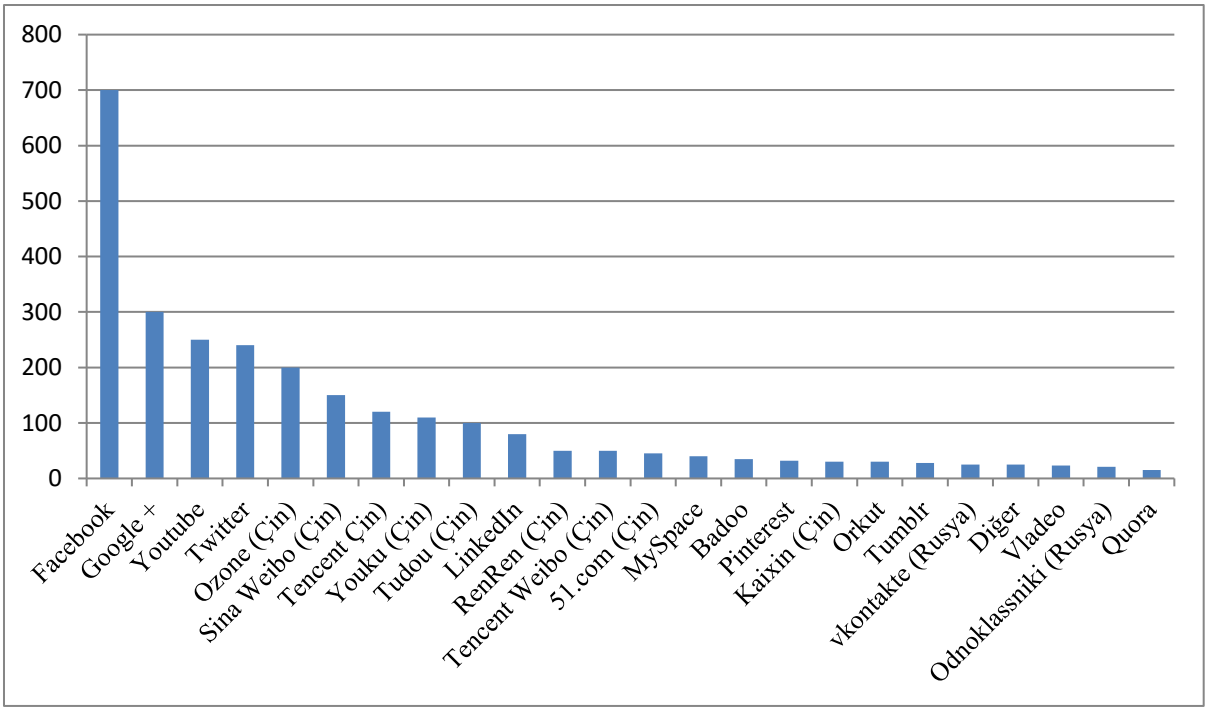

Figure 3. Active users of social networks on the world (Use of Social Networks, 2013a)

Having reached 812,142,660 users in 2013, Facebook is known as the world's largest social network. There are also growing social networks (Use of Social Networks, 2013c); for example, while Twitter with up to 517 million users is able to share 140 characters of message and content (images, videos, etc.), MySpace focuses on music and entertainment; Flickr image and video sharing, and Ning discovering people's interests (Gülbahar et al., 2013; Social Newtorks, 2013a).

There are 51,248,320 Facebook users in Turkey and the number of Twitter users has reached nine million (Social Networks, 2013). The age range of Facebook users is %19 for 13-17 age, %34 for 18-24 age, %30 for 25-34, %11 for 35-44, %4 for 45-54, %1 for 55-64 and %1 for 65 and above (Use of Social Networks, 2013b). According to the results, it is clear that children and young people have more share in the use of social networks; therefore, it is clear that, adolescents, and families should be aware of the use of social networks.

CONCLUSION

The concept of digital citizenship is an important consideration for the society, because it is necessary to fulfill citizenship responsibilities in the society people belong to, to use their rights and opportunities and to continue their daily lives. We can define digital citizenship as the norms of behavior in the use of technology in the most general context, and includes appropriate behavior and knowledge in using the technology. Nine elements of digital

citizenship are (1) Digital Access, (2) Digital Trading, (3) Digital Communication, (4) Digital Literacy, (5) Digital Ethics, (6) Digital Law, (7) Digital Rights / Responsibilities, (8) Digital Health, and (9) Digital Security. E-government means, with the help of information and communication technologies, to automate the communication among the communication the state's units, citizens, private institutions and organizations. Another concept, Internet banking, is that through open network systems, individual, commercial transactions can be made, and customers reach their banks in virtual environment for non-branch transactions. Online shopping means that customers purchase goods and services by online. Social networking is a web-based system created by people who are connected by one or more social relationships with the help of technology.

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