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The Effect of Social Media Technology on Politics and Democracy: The Case Study of Somalia.

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ABSTRACT

That the internet, one of the communication technologies, has been developing continuously since the past. With the widespread use of computers, the frequency of use of the Internet has also increased. The features that the internet has gained with this evolutionary transformation has led to the expansion of the usage areas of the internet. The evolution process of the Internet led to the emergence of social media channels in the 2000s.

With the introduction of smart mobile phones into our lives, social media has become an indispensable part of human life. Today, social media tools, which are widely used all over the world, play an effective role in determining the consumption habits of individuals, their place in society and their daily lives. Among the features that social media brings to its users, being organized, instant communication, sending feedback and creating a friend network have also changed political participation practices. In recent years, social media networks have played an important role in many social movements.

In the study, the data obtained by the questionnaire method created in google form from a sample of 424 people were analyzed with the SPSS program and the results were interpreted. Participants in this study have strongly demonstrated that social media has a strong influence on politics and democracy,

and has also increased the awareness and following of the Somali people about the situation in the country therefore Social media prevents dictatorship and supports the implementation of democracy. In the same way, according to the results, in the last political elections, the political success of Somalis and their reputation in the society was influenced or determined by social media.

Keywords: Social Media, Political Propaganda, Democracy, Political Participation.

Introduction

Today, it is accepted that one of the important elements in the formation of public opinion is social media. Social media that directs and influences the political attitudes of individuals. Media effect fields each last day is expanding. Social media its main feature is that it can spread comments and events to very large masses in a short time and thus have the opportunity to direct the thoughts of the masses.

beyond on the side each individual access able to provide social media channels, individuals with the political environment relating to contents to create, this your content to be shared and allows interpretation. Thanks to this communication, politicians are able to reach the voters. With social media forums created in the form of questions and answers, politicians have the opportunity to perceive voter expectations and determine their election campaigns accordingly has done.

Realizing the importance of social media, which is one of the new communication tools, politicians have started to carry out social media channels with professional support or individually. Because social media is now the most effective communication tool used for propaganda, public opinion, political campaigns, information and promotion. Social media, which is used as a means of political communication and democratic participation in the USA, the Western world and the rest of the world, is also increasing its influence in Somalia.

Today, social media is a resource that conveys all political messages to citizens, political ideologies and political agenda, social media through to societies is transmitted. With the advancement of technology, people are aware of all the developments in the world and have the opportunity to get information about the political events happening all over the world.

SOCIAL MEDIA CONCEPT

Accepted definition of social media. However, the concept of social media and "Web 2.0" are often used interchangeably. While "Web 2.0" deals with the phenomenon from a technological point of

view, the concept of social media explains the phenomenon with its sociological dimension (Akar, 2011, p. 21). Social media, Bruns and Bahnisch, "wide in the sense "Web 2.0" technologies over established, enabling deeper social interaction, and community building, and achieving collaboration projects providing web sites" shaped defines (Acikel and Celikol, 2012: 43). "Social media in Kaplan and Haenlein's (2010) definition in Wikipedia: "Web It is the whole of the Internet-based applications that allow the production and development of ideological and technological contents and structures on 2.0 in a user-centered manner. However, it can be said that social media is a concept that emerges as a result of the shares contents and dialogues that people create on the internet.

Today social media with friendship, sharing, freedom, Fame, security as many concepts take on new meanings. Virtual media shares in the environment Maintained relationships and virtual freedoms also cause reality to gain a new dimension. In addition, social media it offers people unlimited freedom against the media (Okmeydan, 2013, p. 53).

In a study by Vural and Bat (2010) with Ege University students, social media use rate of youth between increasingly widespread was found to be. According to the results of the research , all of the students used, 67.4 % of each day to the internet entered, 85.9% of any a social network member is, It was determined that 69% of them wrote comments on social networks (Okmeydan, 2013, p. 54).

Social media is nowadays in terms of delivering the right content to the right person. Seen as an important marketing area. In traditional media, it is expected that a broadcast will reach millions of people without aiming to reach the right person. Through social media, institutions have the chance to communicate with millions of people. (Okmeydan, 2013, p. 54). In this context, social media is what traditional media does of the process full reverse carries out. Individuals TV, printed media or they want to see the publications they are interested in and the content related to them in the internet media. For example, while individuals use e-commerce sites such as "Sahibinden " and "Gitti Gidiyor " in line with their own interests, all social platforms can send the right advertisement to the right person, as they store demographic characteristics of their members such as gender, region of residence and age in their data banks. (Okmeydan , 2013,p.54) like this social media platform users to the site each when they enter own may encounter advertisements according to age, gender and interests. In the internet environment that has become specific in this way, social media has a place in people's lives with its sociological dimensions as well as its economic dimensions.

2.1.1. Social media tools

When social media tools, which are increasing day by day, are examined in terms of their content and functions, it is seen that they have a comprehensive area. For this reason, in this study, similar to the features owner of your sites classification has been made. (Corner, 2018, p. 22)

The classification of Social Media tools is as follows (Bostancı, 2015, p. 58);

"Social networks"

"Blogs"

"Microblogs"

"Wikis"

"Podcasts"

"Media Sharing Sites"

"Social News Sites"

"Internet Forums"

"Virtual Worlds"

"Social News and Social Marking Sites" (Bostancı, 2015, p. 58).

SOCIAL MEDIA AND POLITICS RELATIONSHIP

In the conditions of mass society, political relations need to be reproduced. Technology aspect on the agenda including the one which... social media, to the strength despite law to establish a special relationship with politicians, as they do not have the authority to has to. Social media, availability known of your strength most durable base, with politics it is the power that the relationship between them gives him. It is important for the society to act and freedom is discourse, social media your presence right of the reasons one of them (Damlapınar, 2008, p. 200).

There is an existential unity between social media and politics. While political actors want to make their voices heard, social media encodes political actors as easy-to-access news sources. When the subject is examined from this point of view, the needs of both show the same. How the institutions and individuals with whom social media is involved should conduct their relations related sanction the one which... rules available. (Celebrities, 2006, s. 5). This In this case, the relationship between social media and politics progresses in the form of mutual relations, depending on the wishes of both sides. In practice, it is seen that the two parties generally have good relations with each other. Objections or complaints only arise when the interests of one of the two parties are touched or when they enter the field of action of the other. It is politics, not social media that determines the boundaries of a beneficial relationship between them. Therefore, it can be stated that the development of social media is based on the existing political system (Akdağ, 2014, p. 2).

Managers, who know that social media is powerful in influencing individuals, have kept the control of the media in their hands in order to come to power and maintain their power from past to present (Uzun, 2014, p. 130). As long as political actors get the support of individuals, social media will not want to act against this situation. When they act against political power, they will be affected by many political decisions. Today, written and image media effect and location in terms of power owner to be

and politics on effective being with its feature, parties and politicians social media with their relationship cares (Light, 2009, p.56). Today, social Because of the influence of the media and their important role in politics, political parties and politicians attach importance to their relations with social media. The media, which is seen as the fourth force, is a shelter for politicians, a place to live, struggle made one by one arena into has arrived. Social media political in this sense, it is a tool that is capable of providing political approval, providing and maintaining power and power (Çebi, 2002, p. one).

Today, your politics own in the lane to walk providing most important one of the developments also, social media tools all in its glory emerge is the output (Trucker, 1998, s. 160). Social media effect, vote during the periods more   open a way is seen. Politicians prefer to use social media to reach voters (Sağnak, 1996, p. 283). Another issue during election periods is the presence of undecided voters. In this context, the issue of which party the undecided voter will vote for is based on the information obtained from the social media. According to Brown, propaganda aimed at influencing the behavior and attitudes of the public is the target audience. At this point, the language used for the audience is very important. With social media tools, messages are conveyed to the audience with words or other symbols. In other words, propaganda is applied in the political arena in the most effective and clear way (Bostancı, 1998, p. 138-140).

As a result, the relationship between politics and social media is stated as the relationship of common life. Social media sees it as a source of political news; political actors, on the other hand, aim to convey their attitudes and thoughts to the society. Both need each other to survive. This relationship is not just based on economic reasons. In addition to economic reasons, it is also dependent on the media due to the need for "raw material" (Arslan, 2005, p. 6).

DEMOCRATIC PARTICIPATION IN SOCIAL MEDIA PROCESS

It is known that social media is an important tool in increasing and spreading the desire for freedom and democracy among people all over the world. People in underdeveloped or underdeveloped countries have the opportunity to learn about democratic developments in developed countries through social media. In this case, it caused riots and protests. In addition, social media has increased the communication between the politician and the society. Therefore, the demands for freedom and democracy have increased (Çildan and Ertemiz et al., 2012, p. 8).

The young population, who use technology well in the transition to participatory democracy, can carry the political participation path they have opened through social media to a global dimension. We can explain the young people's becoming politically active on a global scale with the example of

the Occupation of Wall Street (Gürbüz, 2014, p. 98);

It is a social movement formed on September 17, 2011 by the Canadian activist group Adbusters on Wall Street in New York. The purpose of this movement is to protest unemployment, social inequality and the wealthy part of the population. The majority of the protesters are young people. The protest, as in the Arab uprisings, took place on Twitter and on facebook individuals a together to come why has been Situation America It has gained support in many countries. Simultaneously, protests took place in front of the world stock markets (Gürbüz, 2014, p. 98).

3.1.1. Cyber in Social Media Democracy

Direct participation in cyber-democracy without the internet, that is, without cyberspace possible is not. A virtual network environment formation as a result, network Considering that the users involved in the environment reflect the common thoughts of the society, cyber democracy aims to expand the application area of direct democracy and increase participation (Gürbüz, 2014, p. 99).

Considering that the widest and fastest participation in the decision-making mechanism will occur from the media; it can be said that social media, which has fast feedback and interaction features, is the most important structure of direct participation. Through the platforms to be created in the social media, the participation of the people will take place in the cyber space, the application area will be in the constitutional order or in the political structures. Considering that the Internet reaches as far as mobile phones or tablets and even watches, participation will expand socially can be said. Today yet Location acquired a system if not in, It finds application area in some subjects in northern countries (Gürbüz, 2014, p.99-100).

In 1944, Iceland had an unaltered constitution, which was established by secession from Denmark and was based on the Danish constitution. After the economic crisis in the country in 2008, a common idea was determined for the creation of a new constitution. The constitution was drafted by the Icelandic people, by a 25-member council, all of whom were Icelandic citizens. This draft constitution was shared with the public through the Icelandic Constitutional Council's Twitter, Flicker, Facebook, YouTube and websites, and the referendum was held online through these social networks. Citizens made suggestions from their social media accounts for the draft constitution in the online process, and these suggestions were examined by a local committee, constitution council by evaluated. Beyond on the side a citizen's draft for   made proposal, other a citizen by can be seen and interpreted(Apaydın, 2011). This allowed the proposal to be modified before it reached the council. 214 As a result, the new constitution was arranged according to the criticisms and suggestions of the people. The commission opened the new constitution to the public on Twitter, Youtube, Facebook and other social networking sites, and the articles were reshaped according to public criticism. In

addition, the committee meetings, which have been held every week since April, have been broadcast live on Facebook. 215 This constitution, which was made through social media in Iceland, is the first example in the world both as a whole with the suggestions of the people and as an online constitution (Cinmen, 2011).

That regional differences are minimal and the population is low is an important factor in the drafting of the constitution. In countries where the population is dense and the number of internet users is high, it will be difficult to prepare the online constitution draft together with the citizens, as in the example of Iceland. Providing online participation can allow for large mass democratic participation, but if these democratic participation mechanisms are supported by political actors, direct participation opens up or cyber democracy legitimizes participatory democracy in terms of society (Gürbüz, 2014, pp. 100-101).

Cyber democracy; It can also find application areas through electronic signatur

Social media usage level in Somalia

It is viewed from the side of the politicians if they were opposition and conservative and from the side of the most influential journalists in terms of the use of social media. It will only be looked at in terms of Facebook and Twitter, the two most used social media types by politicians.

Social Media Usage Level of Former Presidents and Current President

1. **Former presidents and current presidents at the federal level**

Title	Name	Facebook followers	Twitter followers
Former President	Abdi Kasim Salad Hassan	Unknown	unknown
Former President	Sheikh Sharif Sheikh Ahmed	362k	89.5K
Former President	Mohamed Abdullahi Farmaajo	IM	759K
Current president	Hassan Sheikh Mohamud	578k	193K

2. **Current presidents at the regional state level**

Title	Name	Facebook followers	Twitter followers
President at Putland	Said Abdullahi Deni	294K	4,140k
President at Jubaland	Ahmed Sheikh Mohamed Islam	169K	62.5k
President at Koofur-Galbeed	Abdiaziz Hassan Mohamed Laftagareen	136K	88.4K
President at Galmudug	Ahmed Abdi Karie Qoorqoor	193k	78.9K
President at Hirshabeele	Ali Gudlawe Hussein	62K	22.9K
President at Somaliland	Muse Bihi Abdi	320K	162.4K

DATA AND ANALYSIS RESULTS

The research is based on a descriptive study. In order to reveal the effect of social media use on politics and democracy, the participants were asked questions prepared via Google Form. In this context, apart from demographic data, a separate scale has been prepared, stating that social media has an impact on the political decisions of Somali politicians and the country's democracy journey. In the study, was carried out with 424 participants with the survey created via Google Form. The data obtained analyzed with the SPSS program and the results of the study are as follows.

Table1: Demographic status of the participants

1. Age Distribution	
Total	424
24-29	207
30-39	96
40-49	68
50 and above	53
2.Gender Distribution	
Total	
Male	348
Female	74
3.Education Level Distribution	
Total	
Bachelor's degree	290
Master Degree	126
Doctorate	8

As it can be understood from the table above, when the characteristics of the participants in this study are considered, it shows that they consist of men and women aged 24 and over and all of them are university graduates, which shows the importance given to the study.

Table 2: Social media influences Somali politics

Index	Number	Percentage
Total	424	100%
Absolutely Agree	326	77%
Agree	64	15%
Neutral	13	3%

strongly disagree	21	5%

When looking at the answers given by the participants of this study, whether social media has an effect on Somali politics or not. The response given by the majority of participants was 77% ``Absolutely Agree'' and 15% `` Agree`` which means that 92% of the respondents agree, showing the strong influence of social media on the politics of our country.

Table 3: Social media have an impact on Somali politicians' political decisions

| *Index*	*Number*	*Percentage*
Total	424	100%
Absolutely Agree	309	73%
Agree	89	21%
Neutral	13	3%
strongly disagree	13	3%

94% (73% ``Absolutely Agree'' + 21% ``Agree'') of the participants in this study on whether or not social media has an influence on the decisions of Somali politicians agreed that social media directs political decisions. This answer is consistent with the answer given that social media has an influence on the politics of Somalia, because if it has an influence on the politics, it can be expected to influence the decisions.   For this reason, it is important for politicians to analyze the political decision they can take by first learning the opinion of the public about the decision they want to take.

Table 4:   Social media has an impact on Somalia's democratization

| *Index*	*Number*	*Percentage*
Total	424	100%
Absolutely Agree	348	82%
Agree	51	12%
Neutral	8	2%
strongly disagree	17	4%

Democracy is the result of good politics, and good politics reflects the needs of citizens. If the political leader is sensitive to listening to his community, he is guided by the opinion and needs of the community, and the public opinion is considered as a democratic example. At this time when technology is advancing, the implementation of democracy is greatly helped by social media. When 424 people who participated in the study were asked about the impact of social media on democracy, 399 people, which is equivalent to 94% of the people who participated in this study answered that social media has recently played a major role in protecting and promoting the democratic system in Somalia.

**Social media is effective against the dictatorship**
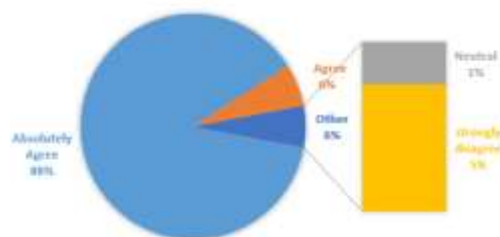
There have been and still are dictatorial regimes in Africa, Arab countries and some countries of the world, most of them have been destroyed over social media, for example, if you consider the uprising called the Arab Spring, social media plays a powerful role. Likewise, several dictatorship systems operating in African countries have been changed and social media has also helped. Therefore, the participants of this study were asked whether social media could play a role in defending Somalia against a dictatorial regime88% of respondents strongly supported the role of social media in protecting Somalia from dictatorship.

Social media is effective in helping Somali citizens follow the country's political situation and increase their patriotism.
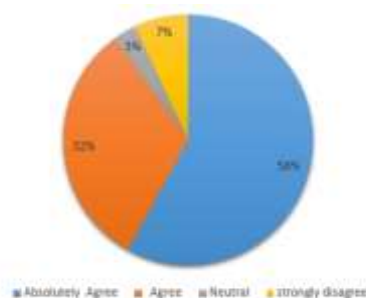
Somalia is a country that has been in a difficult situation for the past 31 years, there were very few people who can always follow the political situation of the country by listening the radio news. Technological developments in social media in the last 18 years have made it possible for the Somali society in different parts of the country to follow the latest situation in the country, the ongoing changes and the effects of good or bad coming from abroad and affecting their country. 90% of the respondents, which is equivalent to 381 people out of 424 people who participated in this survey indicated that the social media played an important role in the flowing the situation of the country and increasing the level of citizenship of the Somali individual.

Social Media helps politically disenfranchised groups make their voices heard and seek justice.
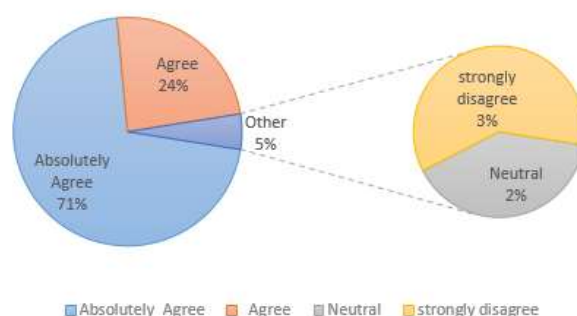
Somalia, which is a country with power sharing system based on the 4.5 system, there is always a complaint from some people who are looking for political, social or economic rights that are missing. Before technology advanced, it was difficult for them to voice their grievances and they had few channels to voice their grievances. In this period when social media is widely used in the Somali society, the participants in this study were asked whether social media plays an important role in obtaining the rights of the oppressed95% of the respondents said that social media helps the oppressed by conveying their complaints.

Which social media type would you recommend for a Somali politician who wants political success?

Total	424(100%)
Facebook	267(63%)
Twitter	114(27%)
Instagram	16(4%)
Whatsapp	21(5%)
Telegram	6(1%)

Recently, Somali politicians have turned their election campaigns to social media such as Facebook and Twitter.

When we asked the participants of this research, what type of social media they would recommend that the Somali politician should increase its use in order to be in line with the public opinion. The most common recommendation was to increase the use of Facebook (63%), followed by Twitter which was recommended by 27% of respondents. So when we consider the use of social media, the most used by Somali politicians at this time is Facebook because the most of the society use it, while Twitter users are mostly politicians.

CONCLUSION

Today, developments in technology and the use of smart phones and to space connected without having mobile device and computers through enables them to access the information they want. On the other hand, in today's world, politics is carried out through social media. Politicians and political party's political propaganda to do and public opinion to create for   social nets uses. Also social media political actors by in is used. 2008 in the year first times USA presidential in the elections applicant the one which... barrack Obama's social media effective and active away and ultimately won the election shows how much power social media has in terms of politics.

Again, it can be said that social media is very important in setting the agenda, distorting information and informing the society. It is seen that public opinion and politics are reconstructed by changing with the effect of social media. The advantage of social media in guiding the public and politics is that it provides a quick interaction. All the information in the social media is learned by the society in a short time and as a result, it becomes a very important communication tool in directing the society.

In the study, the data obtained by the questionnaire method created in google form from a sample of 424 people were analyzed with the SPSS program and the results were interpreted. Participants in this study have strongly demonstrated that social media has a strong influence on politics and democracy, and has also increased the awareness and following of the Somali people about the situation in the country therefore Social media prevents dictatorship and supports the implementation of democracy. In the same way, according to the results, in the last political elections, the political success of Somalis and their reputation in the society was influenced or determined by social media.

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