



## A STUDY ON CAMPAIGNS THAT SUCCEEDED ON THE DIGITAL ACTIVISM PLATFORM CHANGE.ORG

**Ece Karadoğan Doruk and Ayda Akbıçak**

The prevalence of digital technologies on our lives in the global sense, abolished the differences of time/space, changed and had a deep influence on our attitude and behaviour, our forms of communication and our social lives. With the technology of web 2.0, individuals who were in the position of receiving the news in conventional media had the chance to report, share and comment on the news themselves. In this context, many of the practices in real life has moved to social platforms on digital mediums. One of the new meeting places of pressure groups, lobbyists and individuals who are displeased by some actions and decisions of the people who manage the society is now digital activist platforms. In this study, Change.org, one of the most preferred digital activist platforms, which has 125 millions of users globally, is analyzed. This analysis covers the first 30 of the list of successful projects announced on Change.org between the dates of Nov. 2nd – Dec. 2nd, 2015. The 30 projects subject to the study are evaluated under the topics of theme, time spent to succeed, total signatures, who started the campaign, who is addressed by the campaign, whether the campaign took place in conventional and social media and whether the subject of the campaign is discussed in the Grand National Assembly of Turkey. The evaluation includes the correlation between all of these topics or the lack thereof.

**Keywords:** Digital activism, Change.org, Social media, Lobbying, Pressure groups.

### Introduction

Social media is an internet-based communication system without the limitation of time and space. It is a social and virtual sharing/discussion platform where people share their stories and experiences via videos, images and other technological means. Through social media, people get the opportunity to promote their companies, products and studies, to form new friendships, and to broadcast their thoughts collectively through formed groups.

In this study, we examine that new media technologies bring **activism** which is a format of social organization into a digital dimension and how the practices of **digital activism** converts to real life. In the research part, **Change.org**, which is one of the most preferred digital activist platforms with 125 million users globally, is analyzed. The analysis covers the first 30 projects in the list of successful projects, which were announced between the dates of November 2<sup>nd</sup> - December 2<sup>nd</sup> 2015 on Change.org. The aforementioned 30 projects are evaluated under the titles of subject, success time, signature count, campaign initiator, campaign collocator, whether the campaign was on conventional and social media, whether the campaign subject was discussed at the Grand National Assembly of Turkey. The evaluation includes the correlation between all of these topics or the lack thereof. The study presents importance because it shows that digital communication technologies transform our life styles swiftly and how alternative views, which have a hard time to be voiced on the conventional media, can be organized

through these technologies. In the first section of the study theoretical and conceptual frames are drawn, in the second section fieldwork is addressed.

### **New Media Technologies and Social Media**

New media is defined as “systems that can cover mass audience also as individual users and that users can reach content or applications at different time zones and in interaction” (Geray, 2003: 20). When new media is said, we understand media that cannot be formed or used without the processing power of computers. These media are generally digitalized and give its users the opportunity to interact. The process which started at first at the level of electronic mail communication progressed quickly and came into our lives with virtual communication platforms such as Messenger, Gtalk, Facebook, Myspace, Twitter (Güngör, 2011: 312).

User based social media brings masses and people together and creates an interaction between them, users increase this interaction by contributing to the contents of the information shared. While social networks (Facebook, Twitter etc.) give people the possibility to share their emotions, thoughts and works, they also provide the opportunity to comment on social subjects and voice their reaction. Maybe the most important feature of this technology is to give the opportunity to the individuals who are in the position of receiver of conventional media, to express themselves by creating and sharing their own message contents. Likes of social acts in daily life such as protests now happen in virtual environments.

Chomsky asserts that new media technologies are the media controlled by the citizens, outside the control of big media monopolies and the government. New media technologies and social networks builds networks of meanings among the different citizen groups of civil society in terms of civil society being organized and making their voices heard as something vitally important in democratization. According to Keane, it makes the shocked ones between the less powerful parts of society come together in solidarity against the atomization effect of modern life, thanks to communication networks that stopped centralization; many citizens can have a place in civil society through various organizations (Keane, 1999, as cited in Türk, 2013: 57).

### **As a Way for Individuals to Express Themselves: Concepts of Protest and Activism**

A protest is to react relatively against an incident and a situation. Usually, this form of reaction contains the character of making public of opposing views and expresses it as a group besides verbally expressing said views. The purpose of this is to make your voice heard more in the eye of public opinion and to show a more effective stance against the administration. This is a way of direct expression and effect, in other words, activism.

Forms of protest in real life can be listed as civil disobedience, strike, hunger strike, marching, meeting, collective signings, physical acts (such as turning the lights off, using a name tag), quitting jobs, etc. However, a virtual protest is people showing their reaction about public incidents in a social media environment. Forms of virtual protest are; freezing personal accounts, changing profile photos, forming groups about the subject, starting signing campaigns on social activism sites, sharing photos or videos about the subject, hacking a page, etc.

In a general sense, activism can be defined as a deliberately delivered act to create a social or political change. This act is used in the sense of supporting one of the parties in contradictory debates. Activism can be evaluated on a vast scale from writing a letter to a newspaper or politician, a political campaign, economical activism (such as supporting or boycotting companies), meetings, blogging and marching in the streets to strikes and even guerilla tactics. Acting against conducts of individuals, institutions or governments, which are believed to be wrong, mistaken or to have harmful results is called activism, and people delivering these actions are called activists.

## Digital Activism Fact

As we witnessed in many life practices with digital communication technologies reigning over our lives, activism works started to use digital platforms, too. Online activism or cyber-activism is usually defined as usage of internet communication technologies for various forms of activism (Akın, 2011:39, as cited in Sert, 2012:129). Digital activism according to Uçkan is a general name given to the internet usage of different activism forms. There are also usages of the term as ‘internet activism’, ‘e-activism’, ‘cyber-activism’ (2012).

With activism becoming digitalized, individuals thinking that they have performed their social responsibilities with one click are criticized by some. As a response to these criticisms, Change.org campaign expert Paktin argues that digital activism does not change the world with two clicks but it strengthens the idea that the world is changeable with each click. According to him, digital activism is a method to bring people who will fight together around an idea and make them act. Digital activism does not change anything on its own but bring people who will, together. The ‘collective thought’ these people created does the rest (2013). On the contrary, according to Avar, Change.org and similar establishments work in a sense like blackmailing institutions, with whomever they serve, they put the politicians, companies, lobbies of the opposing party in a difficult situation through campaigns, as well as presenting the information and tendencies of millions of people in close to 200 countries to the market. The writer also points out; masses, which think themselves social from where they sit are presented with a sense of satisfaction (2015).

## Things You Should Know About Change.org

Change.org was founded in 2007. The mission of the site is, “Strengthen people to create the change they want to see everywhere”. In the light of this mission, the site supports people to organize signing campaigns free of charge and hosts their campaigns by sponsoring the organizations. According to Rattray, the founding purpose of the site is to change the equilibrium of power between the individuals and large organizations.

According to the information taken from Change.org on 14 November 2015, the site is active in 196 countries and the number of its users is 124,972,168. 15,096 projects are given as the count of the campaigns, which have succeeded until that moment. The work being done on the site is defined as ‘a job model for public benefit’. It is being specified that the income gained is completely used as re-investment for services provided to the users, and they have the extension ‘.org’ at the end of their names because of their work focused on duty instead of gaining profits.

Change.org meets its users with the language of and campaigns opened in whichever country it is logged in from. The founding date of Change.org Turkey office is September 2012.

Change.org is, as examined, a petition platform intended for collecting signs. Owners of the petitions are usually individuals and social institutions such as foundations. Petitions, which are open for signing, are usually announced on social media through Facebook and Twitter, in an effort to make the campaign more efficient. There are examples of campaigns that find a place in the digital or conventional media, and occasionally the subject can be brought into the Assembly as a parliamentary question.

## The Purpose, Importance and Sample of the Research

The activist platform that is the subject of the study is being examined in context of studies of Harold Innis, who voices that communication technology is a representative of political and economic process, that ‘monopolies of knowledge’ determined by technology direct the split of political power between social groups (Irge, 2012: 67) and that deprived groups in the society lead the technological advances to gain power. The sample is limited to the digital activism platform that has the most widespread working area in a global level, Change.org, and 30 projects that succeeded at this institution in a specific period.

The purpose of the study is to make it easier for us to understand the effects of digital communication technologies on forms of social organizing. The reason of specifically choosing the succeeded projects is, to exhibit if there is a meaningful correlation between all of these successful projects. The importance of the study is based on showing that the digital communication technologies transform our lives and how alternative views, which have a hard time to be voiced through conventional media can get organized thanks to these technologies, as well as examining the common traits or differences of the successful projects.

## Method

In this study, Change.org is examined deeply using the method of descriptive analysis and the numerical data received while analyzing the successful projects is tabulated using the content analyzing technique. The date of access to the list of Change.org's successful projects is November 2nd, 2015 – December 2nd, 2015. The first 30 in the successful projects list that is published by Change.org between these dates are evaluated in this study's extent. The specified dates are only the dates of access to the "successful projects list" published by the site. There should not be any meaning made out as if the projects succeeded between those dates. The 30 projects which are the subjects of the study are categorized under the sections of; subject, succeeding time, signature count, initiator of the campaign, collocutor of the campaign, whether the campaign appeared in conventional and social media or not, whether the subject of the campaign was discussed in the Grand National Assembly of Turkey, the codification was made according to these sections. The evaluation includes that whether there is a correlation between these sections or not and aims to form a success index.

## Findings of the Research

Under the extent of the research, 30 projects that succeeded which were listed on Change.org between the dates of November 2nd, 2015 – December 2nd, 2015 are examined by sorting them into 7 categories according to the subject titles. When put in order according to the number of projects, subject titles are as 6 about health, 5 about environment, 4 about animal rights, 4 about education, 3 about women's rights, 2 about entertainment and 6 projects as others taking place under different subject titles.

**Table 1.** Campaigns about "health"

CAMPAIGN NAME	SUCCESS TIME	SIGNATURE COUNT	INITIATOR	COLLOCUTOR	PLACE IN PRESS	SOCIAL MEDIA	DISCUSSION AT THE ASSEMBLY	SUBJECT TITLE
Ensuring the dispatch of the teacher whose neck was broken in an accident, from the private hospital in İzmit where the teacher was receiving treatment to GATA	One Month	183,704	TUĞÇE SERİN	GATA	YES TV + NEWS- PAPER	YES	NO	HEALTH

Including the medicine called VIMIZM which is need for the treatment of MPS 4A disease into SGK	Three Months	367,545	ŞAHİN YILDIZ	Minister of Health + Minister of Labor and Social Security + Minister of Treasury + Prime Minister	YES TV + NEWS- PAPER	YES	YES	HEALTH
Removing the daily rides quota from cards of disabled people in Bursa	One Month	203	MERT CANBERK	Municipality of Bursa + Burulaş + Ministry of Family and Social Policies	NO	YES	NO	HEALTH
Including the medicine needed for the treatment of Duchenne M.D. child patients into SGK	Three Months	3,069	CELAL TUNTAŞ	Prime Ministry + President + Council of Social Security	NO	YES	NO	HEALTH
Making Turkey sign the agreement of Safety and Health of ILO	Two Months	276,573	HİLAL ATICI	Ministry of Labor and Social Security + Ministry of Energy and Natural Resources + Chairman of Assembly Cemil Çiçek	YES	YES	YES	HEALTH
Reopening formerly existing and then later closed Voluntary Consultant and Test Centers where free and anonymous HIV tests could be made and making them more common across the country	One Year	5,390	POSITIVE LIFE FOUNDATION	Social Media + Ministry of Health + Ministry of Family and Social Policies	NO	YES	NO	HEALTH

Throughout the table, it is seen that the projects about health succeeded the most. Looking at the succeeding time of the subjects about health, it is seen that 5 of 6 projects succeeded in 3 months and one in a year. It can be observed that the project, which took a long time to succeed was initiated by a foundation and the others were by individuals.

It is seen that the signature count is not the only determiner for success. While a project, which was addressed to a local authority succeeded with 203 signatures, another project, which was addressed to Ministry of Health, Ministry of Labor and Social Security, Ministry of Treasury and Prime Ministry succeeded with 367,545 signatures.

It is seen that the projects with a higher count of signatures have appeared in both conventional media (TV, newspapers, etc.) and social media as a news event. While all of the projects appeared in social media, it is observed that the ones with a signature count less than 10,000 could not find any place in conventional media.

It is seen that the projects with a higher signature count were subject to the discussions in the Grand National Assembly of Turkey. The reason of this can be thought as both the signature count being high and various ministries being chosen as addressee.

It is seen that the signing campaigns were addressed to the government offices such as Ministries of Health, Labor and Social Security, Family and Social Policies, Prime Ministry and Presidency.

In addition, it is seen that when compared to the projects under the other subject titles, the projects about health could collect many more signatures. On social activism sites such as Change.org, besides the signature count being important as an oppression element, the addressee of the project and the project being published in all media choices are also effective elements for success.

**Table 2.** Campaigns about “environment”

CAMPAIGN NAME	SUCCESS TIME	SIGNATURE COUNT	INITIATOR	COLLOCUTOR	PLACE IN PRESS	SOCIAL MEDIA	DISCUSSION AT THE ASSEMBLY	SUBJECT TITLE
Protect the ancient city of Antalya Phaselis! Prevent the RIXOS Hotel chain from building a new hotel in the ancient city of Phaselis	1,5 years	95,305	MELİKE VERGİL İ	Minister of Culture and Tourism, Minister of Forestry and Waterworks, Minister of Environment and City Planning	YES TV + NEWS-PAPER	YES	NO	ENVIRO NMENT
No to the death decree of olive groves of Turkey! Stopping the statute brought to the Grand National Assembly of Turkey that proposes to change the attributes of olive groves	Six Months	201,259	SALİH MADRA	Commission of Agriculture and Rural Affairs of 40 people	YES NEWS-PAPER	YES	YES	ENVIRO NMENT
Cancellation of the Permit of Mine Searching given to Geyikbayırı Hiking Area	Three Months	17,822	ZÜLEY HA GÖRKE N	Ministry of Energy and Natural Resources + Directorate of Mine Affairs	YES	YES	NO	ENVIRO NMENT
Lake Burdur is drying and faces the danger of disappearing altogether in 20 years	IMME DIATE LY	6,549	ÖZTÜR K SARICA	All the people in the world	YES	YES	NO	ENVIRO NMENT

Stop the HES projects in the Kamilet Valley and declare the valley a Conservation Area and a Natural Park	Two Years & Seven Months	34,298	HATİCE KESTANE	Ministry of Forestry and Waterworks + Directorate of Protection of Nature and Natural Parks + Ministry of Energy and Natural Resources	YES TV + NEWS PAPER	YES	YES	ENVIRO NMENT
---	--------------------------	--------	----------------	--	---------------------	-----	-----	--------------

In the 30 successful projects of Change.org we evaluated, projects about environment are in second place in terms of numerical majority. The evaluation of the five projects about environment is such as following:

It is hard to make a generalization when we look at the succeeding time of the projects. While there is a project that succeeded right away, there is also a project, which succeeded in a long time like 2 years 7 months.

When we look at the signature count of the projects, the project, which succeeded with the most signatures is the one initiated to stop the Grand National Assembly of Turkey from passing of the law that allows making changes to the attributes of olive groves. The addressee of the project is 40 people in the Commission of Agriculture and Rural Affairs. An addressee this specific is not seen at the other projects where some ministries are addressed about the subject. The success time of the project is six months. The project was also discussed at the Grand National Assembly of Turkey.

It is seen that all the projects about environment appear in both conventional and social media. All of the successful projects about environment were started by individuals.

The project with the subject of “Lake Burdur is drying and faces the danger of disappearing altogether in 20 years”, succeeded immediately with 6,549 signatures. The addressee was specified as all the people in the world. The project also appeared in conventional and social media.

The project, which took the longest time to succeed, is the one with the demand of HES projects in Kamilet Valley being cancelled and the valley being announced as a conservation area and a national park. The addressee of the project was stated as the Ministry of Forestry and Rural Affairs, the Directorate of Protection of Nature and National Parks, and the Ministry of Energy and Natural Resources. The project succeeded with 43,238 signatures and appeared in conventional and social media. It was also discussed at the Grand National Assembly of Turkey.

The project which had the second highest count of signatures and succeeded in a year and a half, which also appeared in conventional and social media, addressing the ministries of Culture and Tourism, Forestry and Waterworks, Environment and City Planning was initiated to stop the RIXOS Hotel chain from building a new hotel in the ancient city of Phaselis.

**Table 3.** Campaigns about “animal rights”

CAMPAIGN NAME	SUCCESS TIME	SIGNATURE COUNT	INITIATOR	COLLOCUTOR	PLACE IN MEDIA	SOCIAL MEDIA	DISCUSSION AT THE ASSEMBLY	SUBJECT TITLE
Improving the Animal Shelter that is operating in unhealthy conditions	Three Months	3,091	ÖZGÜR ŞENİŞİK	Municipality of Bandırma + Congressman of Balıkesir	NO	YES	NO	ANIMAL RIGHTS
Preventing a leather producer named Hatem Yavuz stop producing from sealskin	One Month	65,363	SİBEL TAMER	Hatem Yavuz	NO	YES	NO	ANIMAL RIGHTS
We want Migros to use the products removed from shelves for the benefit of starving animals instead of destroying them.	One Year	23,816	A. UFUK IŞIK	Migros	NO	YES	NO	ANIMAL RIGHTS
Ministry of Forestry and Waterworks, Governorship of Hatay: We do not want a cement factory in the living area of Hatay mountain antelopes.	1,5 years	610	Foundation of Protection of Turkey’s Nature	Ministry of Forestry and Waterworks, Ministry of Internal Affairs	YES	YES	NO	ANIMAL RIGHTS

There are 4 projects about animal rights among the 30 projects that are evaluated in the extent of the study. The success time of the projects change between one month and a year and a half. None of the campaigns was discussed at the Assembly.

When we look at the signature count, the project with the least signatures is the one with 610 signatures that was started by the Foundation of Protection of Turkey’s Nature, addressing the Ministry of Forestry and Waterworks and the Ministry of Internal Affairs. The subject of the project is “We do not want a cement factory in the living area of Hatay mountain antelopes”.

The campaign, which collected the most signatures about animal rights, is addressed to a private company named Hatem Yavuz. The project collected 65,363 signatures and resulted in a month. It demands that the leather producer named Hatem Yavuz stop producing from sealskin.



Table 4. Campaigns about “education”

CAMPAIGN NAME	SUCCESS TIME	SIGNATURE COUNT	INITIATOR	COLOCUTOR	PLACE IN PRESS	SOCIAL MEDIA	DISCUSSION AT THE ASSEMBLY	SUBJECT TITLE
Removal of exponentially increasing prices with each year for taking lessons of former school years	Four Months	22,487	KADİR AKBALIK	TBMM + YÖK + President	YES	YES	YES	Education
Removal of exponentially increasing prices with each year for taking lessons of former school years	Four Months	32,841	OĞUZHAN COŞKUN	YÖK	NO	YES	NO	Education
Forcing Murat, who lives in Esenyurt, to go to a school in Heybeliada	Immediately	6,092	İDİL ÖZKARAKA YA	Minister of Education Nabi Avcı + Minister of Families and Social Policies Aysenur İslam	NO	YES	NO	Education
We do not want the İstanbul Fatih Girls' High School converted into an Islamic High School.	One Year	867	ŞAHİKA UÇER	President Abdullah Gül + Minister of Education Nabi Avcı Prime Minister Erdoğan	YES	YES	NO	Education

Among the 30 successful projects evaluated under the extent of the study, four projects about education take place. The success time of the projects change between immediately and a year. The project, which succeeded immediately, is a singular example of students wanting to go to a school nearby, and it succeeded in a very short time with 6,092 signatures.

The project with the most signature count with 32,841 signatures is addressed to YÖK, concerning a great number of students with “Removal of exponentially increasing prices with each year for taking lessons of former school years”. This is the only project discussed at the Grand National Assembly of Turkey. The same subject under a different title was initiated by another person, a project this time addressed to the Grand National Assembly of Turkey + YÖK + President. This project, which was initiated at the same period, gathered 22,487 signatures.

The project titled ‘We do not want the Fatih Girls’ High School converted into an Islamic High School’ based in Fatih, succeeded in a year with 867 signatures.

**Table 5.** Campaigns about “women’s and human rights”

CAMPAIGN NAME	SUCCESS TIME	SIGNATURE COUNT	INITIATOR	COLLOCUTOR	PLACE IN PRESS	SOCIAL MEDIA	DISCUSSION AT THE ASSEMBLY	SUBJECT TITLE
Removing the advertorial of the Firm Doğadan from airing because of its sexist approach	Two Days	21,695	MELİS ULUĞ	DOĞADAN	YES NEWS-PAPER	YES	NO	WOMEN’S RIGHTS
Demand from Acun Ilıcalı and Acun Media for not sending Nihat Doğan to the Survivor Competition	One Week	91,731	NUR YILDIZ	ACUN ILICALI + ACUN MEDIA	YES	YES	NO	WOMEN’S RIGHTS
Legitimation of the murders committed by a man who divorced 5 women, killed two of his wives by stabbing and wants to marry a sixth one, and the “did you see a merrier murderer” speech made by Seda Sayan	Immediately	3,167	FÜSUN BUĞRA KOLOĞLUĞİL	RTÜK	YES	YES	NO	WOMEN’S RIGHTS
We believe Turkey needs to open an assistance corridor within its borders, to prevent a possible massacre and to make humanitarian aid and military assistance that are to be sent to Kobani from Iraq-Kurdistan regional government and other cantons in Rojava, while Kobani is being surrounded by groups belonging to ISIS.	Immediately	48,110	SAY STOP TO THE MASSACRE IN CIZRE INITIATION	TBMM + GOVERNMENT	NO	YES	NO	HUMAN RIGHTS

It is seen that the succeeded campaigns about Women’s Rights and Human Rights have short success times. The project chose Acun Ilıcalı and Acun Media as the addressee is about preventing Nihat Doğan, who made remarks that gathered a public reaction after the Özgecan Murder, from participating in a popular competition program, and has the highest signature count about women’s rights with 91,731 signatures and was concluded in a week.

It is remarkable that all three projects about women’s rights are about television programs. Besides, all three projects were initiated by women. None of the projects about women’s rights was discussed in the Grand National Assembly of Turkey; a reason may be that the projects succeeded in a very short time.

Table 6. Campaigns about other subjects

CAMPAIGN NAME	SUCCESS TIME	SIGNATURE COUNT	INITIATOR	COLLOCUTOR	PLACE IN PRESS	SOCIAL MEDIA	DISCUSSION AT THE ASSEMBLY	SUBJECT TITLE
Demand of returning a player sacked from the Team BJK	One Month	19,977	Ozan Turhan	Fikret Orman + Ricardo Quaresma + BJK	Yes TV + News - paper	Yes	No	Sport
Putting the expressions “T.C.” and “DTGSYO” that were removed from the faculty signboard	One Month	4,030	N.A. (The user profile was removed after campaign success)	Rector of Marmara Üni. + Dean of the Marmara Üni. Fine Arts Faculty	No	Yes	No	Public
Giving a motivational gift to İbrahim Çivici, a TCDD worker for 20 years who walks 10 miles per day (possibly a vacation with his family)	One Month	85,933	Rukiye Demirkan	Head of the HR department of TCDD + Tourism Companies and Hotels	Yes	Yes	No	Social Responsibility
We demand from all of the political party groups in the Grand National Assembly of Turkey that they establish an Assembly Research Commission to solve the problems of seasonal agriculture workers and their children.	Three Months	26,526	Support to Life Foundation	TBMM	Yes	Yes	Yes	Worker Rights
We demand that Koton removes the billboards saying “Don’t buy a bigger size. I won’t wear it next year too. I’ll wear what will be fashionable.” and setting a bad example for children.	Immediately	37,468	N.A. (The user profile was removed after campaign success)	Koton	Yes	Yes	No	Ethics

Demand of showing two movies that had been taken off, when the movie theater in Ankara with visual quality of high size and sharpness reopened	Four Months	1,215	BARIŞ ÜNVER	Cinemaximum + Mars Media	No	No	No	Entertainment
Demand for constructing a digital and high quality cinema in Giresun	One Week	328	GİRESUN BLOG www.giresunblog.com	Mars Entertainment	No	Yes	No	Entertainment

When looking at the distribution according to subject titles of the projects evaluated in this study, it can be seen that some subject titles have 1-2 projects. These projects are shown in Table 6.

The projects initiated about subjects such as sports, social responsibility, worker rights, ethics etc. succeeded in a period not exceeding four months.

The project about social responsibility has gathered the highest signature count with 85,933 signatures. The project with the subject “giving a motivational gift to İbrahim Çivici, a TCDD worker for 20 years who walks 10 miles per day” succeeded in a month. With the addressee of Head of the HR department of TCDD and tourism companies and hotels, the project found a place on the social media.

Both projects under entertainment are for the cinema sector, addressed to Mars Entertainment. The company responded to these signing projects and took affirmative action in a short time.

The project titled “We demand that Koton removes the billboards saying ‘Don’t buy a bigger size. I won’t wear it next year too. I’ll wear what will be fashionable.’ and probably setting a bad example for children.” ended immediately. The collocutor of the project is KOTON and the project succeeded with 37,468 signatures.

It is seen that especially the private companies produced a solution in a short time for the projects initiated on Change.org. In our times, it is impossible for companies that don’t heed the social media to succeed.

## Discussion and Conclusion

Manufacturers and distributors of digital technologies that allow expansionist policies, form monopolies of knowledge and make the countries that they sell these technologies to, dependent on them. Sovereign powers who have the control of monopolies of knowledge, also have the power to inspect, and stop if necessary, the institutions that perform research and development besides themselves. Communication technologies may not be the only identifiers of social transforming as Innis has defended but it is a fact that they have an important role in this transformation.

Alternative opinions that could not make their voices heard via conventional media, can get together, form groups, organize quickly and take action thanks to the internet systems that allows interaction. Activities of organizations like Change.org must be evaluated in this context. Another advantage of the campaigns is to make important subjects that get overlooked or fall from our agendas because of the daily bombardment of information, stay in the agenda. Activism sites like Change.org are platforms that help individual users bring the matters they think are a problem into the agenda of social media users and find supporters.

Sites that activist actions are carried out on, such as Change.org, are significant platforms in terms of creating alternative solutions for individuals about the problems they have or for the sensitivity they have shown about specific subjects, both making their voices heard by the authorities, and getting the support of other people that think and feel just like themselves. In the developing, changing and swiftly

transforming new world order, communication technologies both make people face new problems by maintaining their effectiveness just as they did in former periods and in a sense, make an effort to clean their names by providing new kinds of solutions. In terms of getting the attention of especially the political authority, that has the legislative power to specific subjects, and conducting toward getting desirable results, sites as Change.org can be important lobbying tools.

It must be expected that we would face more of different formations in the future due to new media technologies that are still thought to be in the infancy period. Conducting more research in this field to understand and evaluate these formations would be shining a light onto many more studies to come.

## References

1. Akın, Afife İdil (2011). Social Movements on the Internet: The Effect and Use of Cyberactivism in Turkish Armenian Reconciliation." *Canadian Social Science*, 7(2), 39.
2. Arsava, Füsün and Çerçi, Vuşlat (2006). "Avrupa Birliği'nde Lobcılık" ("Lobbying in the European Union") University of Ankara Institute of Social Sciences Main Branch of International Relations, Graduation Project.
3. Aslan, Seyfettin. Siyasal İktidarı Etkileme Yöntemlerinden Biri Olarak Lobcılık. (Lobbying as One of the Methods to Effect Political Power) University of Dumlupınar, Magazine of Social Sciences, No: 23. [http://birimler.dpu.edu.tr/app/views/panel/ckfinder/userfiles/17/files/DERG\\_/23/113-122.pdf](http://birimler.dpu.edu.tr/app/views/panel/ckfinder/userfiles/17/files/DERG_/23/113-122.pdf). Date of Access: 18 December 2015.
4. Avar, Banu (2015). Nedir Bu Change.org?! (What is This Change.org?!) <http://www.7-24haberci.com/yazarlar/banu-avar/nedir-bu-change-org/828/>. Date of Access: 16 November 2015.
5. Bayat, Asef (2006). "Ortadoğu'da Maduniyet," ("Subaltern in the Middle East") *Toplumsal Hareketler ve Siyaset*. Gökmen, Özgür and Deren, Seçil (compiler). İstanbul: İletişim Publications.
6. Dinçer, Müjde Ker (1999). *Lobicilik. (Lobbying)* İzmir: Alfa Publications.
7. Geray, Haluk (2003). "İletişim ve Teknoloji: Uluslararası Birikim Düzeninde Yeni Medya Politikaları." ("Communication and Technology: New Media Policies in the International Accumulation Order") Ankara: Ütopya Publishing House.
8. Giddens, Anthony (2000). *Sosyoloji. (Sociology)* Ankara: Ayraç Publications.
9. Grunig, James (2005). *Halkla İlişkiler ve İletişim Yönetiminde Mükemmellik. (Excellence in Public Relations and Communication Management)* İstanbul: Rota Publications.
10. Güngör, Nazife (2011). *İletişim, Kuramlar ve Yaklaşımlar, (Communication, Theories and Approaches)* Ankara, Siyasal Bookstore.
11. Innis, Harold A. (2006). *İmparatorluk ve İletişim Araçları. (Empire and Communication)* Ankara: Ütopya Publications.
12. İrge, N. Filiz (2012). "Enformasyon Toplumu ve Toplumsal Değişim Sürecinde Sosyal Medya." ("Information Society and Social Media in the Process of Change") *Akdeniz Communications* 17: 63-86
13. John, Steve and Thomson Stuart (2003). "Activism is Dead: Long Live Activism." *New Activism and the Corporate Response*. John, Steve and Thomson, Stuart (eds.). New York: Palgrave Macmillan Publications.
14. Kazancı, Metin (2001). *Halkla İlişkiler, Kurumsal ve Uygulamaya İlişkin Sorunlar. (Public Relations, Corporate Problems and Problems About Applying)* Ankara: Savaş Publications.
15. Keane, John (1999). "Medya ve Demokrasi". ("The Media and Democracy") Haluk Şahin (translator). İstanbul: Ayrıntı Publications.
16. Kınay, Ömür (2014). *Tüketim Olgusunun Sinemada Kullanımı: Fight Club Filminin İncelenmesi. (Using the Fact of Consumption in Cinema: An Analyze of Fight Club)* [http://www.tojdac.org/tojdac/VOLUME4-ISSUE2\\_files/tojdac\\_v04i207.pdf](http://www.tojdac.org/tojdac/VOLUME4-ISSUE2_files/tojdac_v04i207.pdf). Date of Access: 26 December 2015.
17. Meriç, Övünç (2012). "Yeni Medya, Görsel Metinler ve Aktivizm." ("New Media, Visual Texts and Activism") [https://www.academia.edu/1511032/Yeni\\_Medya\\_G%C3%B6rsel\\_Metinler\\_ve\\_Aktivizm](https://www.academia.edu/1511032/Yeni_Medya_G%C3%B6rsel_Metinler_ve_Aktivizm). Date of Access: 27 December 2015.
18. Paktin, Serdar (2013). *Change.org: Katılımcı Demokrasi ve Aktivizm. (Change.org: Participatory Democracy and Activism)* <http://ab.org.tr/ab13/bildiri/78.pdf>. Date of Access: 06 December 2015.

19. Sert, Nuray Yılmaz (2012). Online Aktivizm Araçları Yoluyla Oluşturulan Etkilerin Metafor Kullanılarak Açıklanması, Örnek Olay İncelemesi: “İnternetime Dokunma” Eylemi. (Explaining the Effects Made by Using Online Activism Tools with Metaphors, Analyzing a Case Study: “Don’t Touch My Internet” Movement) *Akdeniz Communications* 17: 126-140.
20. Turan, İter (1977). “Siyasal Sistem ve Davranış.” (“Political System and Behavior”) İstanbul: University of İstanbul Publications
21. Türk, Gül Dilek (2013). “Demokrasinin Dördüncü Kuvveti Yeni Medya Teknolojileri.” (“Democracy’s Fourth Strength New Media Technologies”) Inet-Tr’13, XVIII. Türkiye’de İnternet Konferansı, University of İstanbul. <http://docplayer.biz.tr/2255237-Demokrasinin-dorduncu-kuvveti-yeni-medya-teknolojileri-gul-dilek-turk-marmara-universitesi-iletisim-fakultesi-istanbul-guldilekturk-yahoo.html>. Date of Access: 07 December 2015.
22. Uçkan, Özgür (2012). “Dijital Aktivizm Mi, Aktivizm Mi?” (“Digital Activism or Activism?”) <https://spotdergi.wordpress.com>. Date of Access: 06 December 2015.
23. <https://www.change.org/>. Date of Access: 2 November 2015, 9 December 2015.
24. <https://en.wikipedia.org/wiki/Change.org>. Date of Access: 14 November 2015.