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Ethical Principles In Digital Advertising And Sample Analysis For Brands

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ABSTRACT

Digital media advertising or, with a similar use, internet advertising is all kinds of advertising studies made and carried out over online social networks. Digital media advertising includes all types of advertisements made through social media applications, fan pages, blogs, microblogs, applications installed on mobile devices and content sharing sites. Unlike traditional channels, companies are provided with the opportunity to make targeted advertisements according to some psychographic and demographic characteristics obtained by the participation of consumers who are exposed to advertisements on social networks such as Youtube, Twitter, Instagram, Tiktok. (Mesci, 2014, p. 101). The main purpose of the advertisements in the digital media is to fulfill the sales and communication purposes of the advertisement in line with the marketing or corporate communication objectives, as in the advertisements in the advertising environments in other traditional media. However, the privileged side of digital media advertising is that it facilitates the work of advertisers in fulfilling their advertising purposes, in ways that make a significant difference, with its different features from traditional media. For example, it provides opportunities such as temporality, interaction, lack of space limitations, individuality or de-massification, easy accessibility, changeability of content, namely dynamism of content, low cost, measuring advertising effectiveness, providing creative content presentation. (Karaçor, 2007, p. 47; Odabaşı & Oyman, 2002, p. 327; Marangoz, 2014, p. 270-76; Bıçakçı, 2006, p. 90-93; Mesci, 2017, p. 10; Kotler, 2017, p. 167).

Ethical debates on online advertisements in digital media show significant similarities with the issues published in traditional media. The fact that there is no central authority to monitor and sanction the abuses, irregularities and irregular behaviors that may arise in the use of digital media (Marangoz 2014, p. 60) and the uncontrolled publication of many applications that do not know any limits to creativity brings along many discussions. It is skillfully embedded in the videos or images that are the focus of discussions on ethical issues seen in advertisements published in digital media. That the advertisement is not clear and obvious (covered/hidden advertisements), the users of the application are exposed to intense advertisements, the problem of the security of personal information, deceptive or contrary to general morality or political threats and references, marginalizing, polarizing, disrespecting social and religious-spiritual values leads to the emergence of advertising applications with discourses and content. It includes exposing users to negative advertising messages that degrade public morality, broadcasting advertisements banned in traditional media virally in social media applications, ignoring copyright in advertising content. (Binark and Bayraktutan, 2013, p. 80-85; Şahinci, 2011, p. 69; Öztürk, 2015, p. 299-302; Uzun, 2016, p. 292-295; Yılmaz and Erdem, 2016, p. 219 -222; Diker, 2016, p. 139).

Keywords: Digital media, ethics, digital advertising, social media.

1. INTRODUCTION

Digital media has become a necessity of human life with the increase in the functionality of technological tools and the increasing ease of use, and the social life becoming online. "Digital", which has become one of the factors that make up the social phenomenon, shows its effect in all areas of society. In other words, digital and digitalization, which show the transformation in society, also show our change in social life.

The internet environment, which we entered with Web 2.0 technology, has become an indispensable part of our daily lives and has taken a place in our lives as a subculture. Accordingly, the concept of "digital ethics", which was used for the first time in 2007, emerged and the link between technology and our lives began to be examined as a discipline. Digital sociology, as it is understood, studies the broad, interdisciplinary field such as computer science, information and communication studies, media, technology and internet studies. At this point, while the term digital represents the use of new technology, as we mentioned above, all kinds of sharing, content and hardware on the internet also represent digital data (Baker, 2009).

Martin Buber, one of the most important representatives of the personal ethics system, argues that the source of personal ethics is the voice (conscience) coming from the individual. Personal ethics determines one's individual standing in society. This ethical understanding is based on the moral infrastructure of the individual. It is the reaction or attitude of the individual to the events in which they live and experienced in her environment. It can be beneficial for the individual to make the right decisions in special situations by enabling the individual to get the power they need to return to themselves and to perfect themselves from their own conscience. Characteristics of personal ethics: Personal ethics argues that facts and truth come not only from intelligence but from within the individual. Integrity and ethical behavior are inherent in everyone. It is up to one's own conscience to make right and wrong decisions in situations that an individual faces. The behavior that will make the individual reach their goal should be ethical. Here it is contrary to Mahcivelle's thought. There are many situations in life where certain rules cannot exist. Since the individual is in a group, they do not tolerate injustice. As the individual becomes free, they develop their own ethical standards. The individual achieves perfection only by their own efforts. Others cannot do this on behalf of the person. As individuals develop throughout their lives, they acquire new values. (Meslek Etiği, P: 7-11)

2. THE CONCEPT OF DIGITALIZATION AND DIGITALIZATION IN ADVERTISING

Although digitalization seems to enter our lives step by step, it is actually a phenomenon that encompasses all areas of our lives without a control mechanism. Whether this is good or bad is the subject of another discussion, but in its simplest form, we can say that a large part of our life is easily transferred to the digital world with social media. The pandemic period that we have followed has shown us that we can move almost all of our business world to the digital world. When we add the developing virtual reality and robot technology to these, we can clearly say that digitalization encompasses our entire lives.

While many of us were born into these rapid developments, many of us easily adapted to this process. In fact, it is seen that even our upper generation, which we do not expect to adapt easily, has started to take its place in the digital world one by one, both from the need and the desire not to stay away from these developments brought by life. With the increase in the functionality of technological tools and the increasing ease of use, digital media has become a necessity of human life as social life has become online. "Digital", which has become one of the factors that make up the social phenomenon, shows its effect in all areas of society. In other words, digital and digitalization, which shows the transformation in society, also shows our change in social life. (Samurkaş, Nazan D., (2016). A Qualitative Study in Istanbul on the Effect of Virtual Reality Perception on Consumption Behaviors. Unpublished master's thesis, Istanbul, Maltepe University, Istanbul).

The Industry 4.0 revolution, which is a set of systems consisting of three stages: the internet of things, the services of the internet and cyber-physical systems, introduced us to "digitalization". Digital, which comes from the Latin word "Digitus", and digitalization arising from it, is the transformation of written, audio and visual data into a medium that provides data communication by connecting all the areas touched by the new media. Digital media, which is the result of digitization, is called the integration of content and technology. The 4.0 revolution has a different status from other industrial revolutions due to the digitalization we have achieved. A new world has been created with technology located between the classical world and the digital world. The dynamic between machines, the interaction of people with machines and the internet, and the "digital" that makes communication discontinuous have become one of the main factors affecting society. With shrinking computers, foldable mobile phones, smart watches where you can access messages, and even brand new universes created, digital communication has become inevitable. (Uysal, Zeynep. (2021). Effects of Digital Media on Society. Unpublished master's thesis, Istanbul Aydın University, Istanbul).

This virtual world, in which we enthusiastically find many innovations and conveniences, and which is now an inevitable part of our lives, can be evaluated in terms of the fact that there are no borders, that it offers all of us an area of so-called freedom, and that the rules of this world have not yet been clearly established.

The rise of new media creates ample opportunities for new business models. Consumers today can do more on Facebook and MySpace than retailers on eBay, media producers and executives on YouTube, writers on Wikipedia, and critics on Amazon and Tripadvisor. Therefore, digital media also allows users to develop and distribute their own offerings. The digital innovations of the last decade have enabled the audience to communicate with each other effortlessly (Deighton & Kornfeld, 2009).

Digital media channels, where users spend a lot of time, are considered a communication medium for businesses with potential customers. Digital media advertisements are more preferred by companies due to the advantages of reaching the right target audience by using low cost, interaction feature and data-based marketing features. Today, with the increasing competition, brands can reach large masses very quickly by choosing digital media advertisements to attract the attention of consumers and communicate with them. Thus, companies can promote their products to potential target audiences with digital media advertisements and create a desire to buy in consumers (Hennig-Thurau, et al., 2010).

Digital media advertisements are not only a medium for the sale or promotion of a product or service, but also a platform where corporate advertising activities are carried out that contribute to the brand image and reputation. The ability to use two types of advertisements that support product, service and corporate image together can be considered as one of the most important advantages of new media advertisements compared to traditional advertisements. For example, clicking on banner ads promoting a product or service by the target audience leads directly to corporate websites that can be considered as the institution's virtual store. For this reason, it offers two different services together that both increase corporate awareness and contribute to sales activities by promoting products with a single advertisement (Hennig-Thurau, et al., 2010).

Presenting the right message to the digital consumer, who is bombarded with information on the Internet, has become the main topic of marketing. New media tools have opened the doors of a proactive era for brands, and it has become more difficult than ever to create a brand image for companies that want to take their place in this digital world where consumption is increasing.

3. DIGITAL ETHICS CONCEPT

The concept of "ethics", which has been discussed since the beginning of philosophy, still continues to be questioned, but today the direction of this discussion has shifted to the online world. The main purpose of discussing the concept of ethics is not to set rules, but to base ethical preference on universal norms.

In order to talk about digital ethics, we first need to focus on the philosophical meaning of the word ethics. Ethics is a concept that examines what is right and wrong within the framework of social harmony, taking moral values into account. In our daily life, we carry out many of our actions, knowingly or unknowingly, even though they differ from each other, by taking into account an ethical understanding that we have basically learned. We say that digitalization has become a part of our lives; so how well do we behave in accordance with the concept of ethics in the digital world? At this point, the order of our new world reveals the concept of ethics, which is the normal of our daily life, as the concept of digital ethics (Martinez-Martinez, et al., 2017).

Digital ethics refers to the definition of human behavior that takes place in the digital environment and to draw a moral boundary to these actions. The concept of digital ethics, which undertakes a benchmark mission in order to determine the characteristics of human behavior in the digital world, is discussed with different names such as cyber ethics, internet ethics, informatics ethics, robot ethics and in a context related to these names. When the literature is examined, it is seen that the concept of cyber ethics and internet ethics are used synonymously. Accordingly, the concept of cyber ethics is defined as a system of standards that determine what is moral and immoral in cyberspace, which includes the protection of intellectual property and expression rights and privacy (Ramadhan et al., 2011).

In fact, digital ethics is not a very different concept from the concept of ethics we use in daily life. Digital ethics is a concept that determines the moral appropriateness of all our behaviors in the virtual world. It covers the issue of protecting the same values in the digital world, just as we live within the framework of certain truths without harming people in our daily lives. Digital ethics, besides which actions would be right for us to take in the digital world; It also includes the issues of what is not appropriate and what actions are morally inappropriate in a virtual environment.

Although the scope of digitalization is expanding every day and it is a subject that is not talked about much, digital ethics is actually a comprehensive issue that needs to be taken responsibility and thought about. Just as the actions we do in our daily lives have good or bad effects on people and we take responsibility for this, every action we take on the internet today has a reward. All actions you take on the internet, from a comment on a post to theft of your account information by a third party, are matters that should be evaluated within the framework of digital ethics and create responsibility (White and Samuel, 2019).

Social mobility in online environments has increased in the last two decades. While this is the case, it is seen that the dynamics of the online world and the dynamics of the physical world have begun to differ. Traditional ethical theories, which have been discussed since the past, are aimed at finding solutions to real-life problems; it has become unable to keep up with the developing and changing qualities of the digital world every day. Therefore, it is necessary to discuss new digital ethics concepts for the developing and constantly changing digital world, and to question the possibility of ethical practices that can be digitalized or offer different solutions to reach the universal dimension (Google Digital Garage, 2021).

Considering the possibilities of storing data, easy access to data, and most importantly, what can be done with "big data" offered by the advancing technology, it is not possible to say that traditional ethical norms can meet the ethical needs online. "The function of ethics as a philosophical discipline is not to develop a new morality, to set norms or to ensure that these norms are followed. Ethics explains what should be and in this context, it reveals or is expected to reveal verifiable information on moral relations" (Canbay, 2001: 126).

It is not a surprise to encounter the insults of someone you may not know under a post you have made. Moreover, it is not certain that our personal information that we share on a digital platform will not be shared with third parties. Believing that it is necessary to talk about a part of the digital world, which we start to use every day, which is not considered much and considering is postponed, there is a need to carry out this study. Ethics of the digital world (Fisher, 2019).

4. ADVERTISING IN DIGITAL MEDIA

As an advertising medium, the Internet offers developers endless opportunities for creativity. The growth and development of the internet ecosystem has led to the growth and development of the digital advertising industry. As a result of the opportunities offered by digital media for advertising, programmatic advertising, which uses the most up-to-date data in real time and automatically online, is one of the most important developments in new media advertising (Altınbaşak and Karaca, 2009, p. 467-468).

Digital media offers a wide variety of ways for companies to reach consumers, communicate with them, and measure their browsing or buying behavior. These options are often valuable for marketing, but are more particularly

important for firms that use information about customers to create individual marketing events. Utilizing the opportunities offered by digital media requires a thorough understanding of what influences consumers and how they affect their influence and behaviour. However, the privacy violations of companies in line with these efforts are a matter of great debate today (Hennig-Thurau, et al., 2010).

Digital media offers great potential to raise awareness and interest through the viral dissemination of product and service experiences and views. Brand communication specialists conduct various studies in the virtual environment to improve brand perception among consumers and to become a preferred brand by increasing brand awareness. As a part of this, people who share negative experiences about a service or product may spread to the virtual environment and create a negative situation in terms of service perception. Other users are also likely to see such negative comments. Even if the comments shared by users are right or wrong, displaying such negative search results in the virtual environment can damage the perception of the brand in the market. Deleting negative comments or having them deleted is another ethical issue. In other words, censoring the negative experiences of the consumer can undermine the trust in “libertarian” virtual platforms (Baker, 2009).

Digital advertising has been undergoing a devastating change in recent years with the management of big data. The way companies and brands target consumers, record their preferences and behaviors, persuade them, and intervene in the consumer decision process has changed dramatically. New media has enabled the implementation of methods and forms that were not used in the advertising industry before, and provided conveniences such as instant productivity analysis, high performance, speed and interaction (Kotler, et al., 2017, p. 84-85).

5. DEVELOPMENT PROCESSES OF DIGITAL TRANSFORMATION

Phase one: It started with large-scale digitization projects and installation of technical equipment in the late 1990s and early 2000s. In the narrow sense, it is concentrated in the areas like system classifications, markup, text analysis, academic editing, etc. (Işıklı and Küçükvardar, 2016: 204).

Phase two: The second phase of digital transformation, which we are already entering, introduces an entirely new, interdisciplinary set of values, convergents, hybrid methodologies, even new publishing models that cannot be constrained or derived from print culture. The second wave continues in the direction of digital humanities (Işıklı and Küçükvardar, 2016: 204).

Third stage: D. M. Berry proposes the third stage of digital transformation as computational transformation in his book *The Computational Turn: Thinking About the Digital Humanities* (Berry, 2011: 12).

6. COMPONENTS OF DIGITAL ETHICAL BEHAVIORS

Digitalization is one of the necessary moments in order to comprehend and describe digital ethics and “it is a process whose different phases have been identified” (Işıklı and Küçükvardar, 2016: 204). Many things have changed with digitalization (digitalization), which has developed since the end of the 1990s and started to take place in the life of all humanity. While these changes have advantages, of course, there are also various disadvantages.

Personal and social activities are either digitalized or having them digitalized in the process of digitalization. In the era before computer technologies, while we were continuing our lives with tools such as paper, pens, address books, calendar, newspaper, each of which has a separate function, with the digitalization (digitization) process, all kinds of data, and information are now reproduced in smart devices in cyberspace where 0s and 1s have been built.

We mentioned that the concept of digital ethics is the evaluation of right and wrong in the digital world within the framework of moral criteria. So, whom/what are right/wrong determined by in the digital environment? At this point, it is necessary to talk about the social criteria first and the legal dimension of this situation second.

When we look at the social norms, all behaviors that harm people other than ourselves, such as lying, being rude, deceiving, defrauding, discriminating on the basis of gender, religion and race, are accepted as behaviors that do not comply with the understanding of ethics. In fact, this situation is not much different in the digital world. The only difference is that these behaviors take place in a virtual environment (Şirvan ÖNCE (2019), *On the Transformation of Ethics into Digital Ethics*, Istanbul, International Journal of Informatics, Technology and Philosophy.).

It is against the ethical understanding of the digital world to spit venom and share insults under an Instagram user's photo as if it does not bring any responsibility. If we look specifically at brands, it is also one of the inappropriate actions to be attached to the concept of digital ethics that a brand carries out marketing work by showing the product it sells differently than it is.

From a legal point of view, we can say that the KVKK (Personal Data Protection Law), which came into force in 2016, is a step to limit the uncontrolled movement of the digital world. Personal data includes all information that is directly or indirectly related to the person. Many other data such as name, surname, identity card, passport, vehicle information, phone number are defined as personal data. With KVKK, sharing all personal information with third parties is clearly prohibited. Violation of this has legal consequences. With KVKK, it is aimed to prevent cyber

crimes, theft and use of personal information. From the perspective of digital ethics, this step has supported the concept of digital ethics by legally protecting our existence in the virtual world (Ercan, C. (2009). Ethical concerns in internet use and the responsibilities of organizations to eliminate ethical concerns. *Journal of Legislation*, 141, 1-11.).

Free digital actions outside the definition of cyber law in cyberspace are handled by digital ethics. Digital actions – clicking or tweeting, sending, sharing or liking – are social actions by definition (Lukevd., 2016: 5). Other than the legal dimension of socially definable digital actions, there are consequences to daily life. Actions such as clicking, liking or commenting in the online world can have consequences that overflow into physical life. The normal course of everyday life and the functional survival of society depend on shared codes of conduct, epistemic perspectives and worldviews. Daily problem solving and learning are impossible without normative cultural scenarios. Ethical norms are valid in all areas where there is communication in social areas (Lukevd., 2016: 7).

“When commenting on a photo shared by an individual using social media, can the feeling of being away from the responsibility of the online world lead to an unethical digital action? Can digital ethical rules be created on a common denominator for such digital actions? And how can these ethical values be accepted by everyone? Or should the permission of the person whose face is mentioned in the article or photograph be obtained before releasing an article or a photo shared on social media in this public domain? What is the ethical dimension of sharing the article or photograph, including the individual in question, without permission?” Questions such as these deserve to be evaluated within the framework of the subject of digital ethics. (KVKK (Personal Data Protection Authority). (2019). 2019 Annual Report. Ankara.).

7. THE IMPORTANCE OF ETHICAL PRINCIPLES IN ADVERTISING

Ethics, which points to the ideal and abstract, examines moral rules and values, is the art of determining what is right or good (Dedeoğlu, 2004). The concept of ethics, which defines what is good or bad, right or wrong, seeks the good, the beautiful and the right with the principles it creates. Mass media have the power to influence and direct society. For this reason, mass media must act with a sense of responsibility and act in accordance with legal restrictions.

The same is true for advertisements that send a message to the public and try to persuade them. Advertising messages are no different from a news or comment in a newspaper or a program broadcast on television. An understanding of publishing within legal limits, in accordance with the responsibility and ethical values expected from mass media, is also expected from advertisers. When ethics in the advertising sector is mentioned, first the personal ethical understanding of the advertiser, then the concepts of organizational ethics and professional ethics come to the fore (Özkan, 2014b, p. 151).

The source of personal ethics is primarily the individual's own conscience. Individually, each advertiser should determine the positive and negative effects of the advertising message they present to the society within their own conscience for the social structure they are in. If the individual advertiser determines their own ethical values and reveals ethical codes, it will be easier to determine organizational and professional ethical values based on this (Yeygel, 2007, p. 357).

Organizational ethics has an important place in the advertising industry. If ethical values are acted on in the relations between the advertising agency and the advertiser, an honest and transparent relationship will be established and this relationship can be long-lasting. Professional ethics, on the other hand, is the set of principles that a certain professional group creates, protects and adheres to. Professional ethical principles limit personal tendencies, expect certain behavioral patterns from people who do the profession, and regulate intra-professional competition (Aydın, 2002, p. 4).

The presence of messages in advertisements that deceive and mislead consumers and the public's criticism of the content of advertisements necessitated the establishment of ethical principles in advertisements. Advertising people, advertisers and media representatives created the ethical principles together. The demands of associations and foundations representing consumers were also taken into account in determining ethical principles. The “International Advertising Practice Principles” determined by the International Chamber of Commerce (ICC), which is accepted as the basic text on the international scale on ethical principles in advertising, was published in 1937. These principles are also adopted in Turkey (Çelik, 2013, p. 156).

The ethical principles in the International Advertising Practice Guidelines cover important issues such as morality, integrity, honesty, social responsibility, protection of children and youth, respect for personal rights, sensitivity to health and the environment, and consumer protection in advertising. It is not correct to consider these ethical principles as an attempt to restrict the originality and freedom of advertising.

Ethical principles do not have the purpose of putting the advertising person and advertiser under pressure or making some impositions. On the contrary, it aims to increase the success of advertising by ensuring that advertisements are produced in accordance with social values and moral principles. Advertisements that comply with ethical principles and legal rules are perceived more positively by consumers, which increases the value and reputation of brands

(Özkan, 2014a, p. 5). When we look at the content of the basic ethical principles in the International Advertising Practice Principles, it is seen that the protection of the individual and society is prioritized (Özkan, 2014b, p. 190).

8. METHODOLOGY

8.1. Research and Sampling

With the digital transformation, traditional channels used in brand communication have lost their former frequency of use and online channels such as internet-based social media channels have started to be used more intensively. For the success of brand communication, the content shared in these channels is the main factor in creating the desired effect. On this basis, it is seen that the most valuable brands of international companies that have taken part in social media channels share many written visual and audio advertising contents through digital advertising areas. At this point, in the digital transformation process, it has become an extremely important issue to explain the trends in the digital advertising content of the most valuable brands in the national and international arena, especially on the social media platforms, and to analyze their communication styles in terms of ethical and moral principles. However, although the ethical principles of advertising on the basis of traditional advertising have been discussed in the literature, there are not many studies that include sufficient and in-depth analysis on digital advertising. The basis of the study is to examine and analyze the situation in this field.

In line with purposeful sampling in the study, it includes digital advertisements with content that will set an example for the violation of social and personal ethical principles of the digital advertising content of the brands operating in the national and international service and commercial sectors in the last five years, on social media and other internet channels. It constitutes the sample of 12 digital advertisements with written and visual content published in the period covering the years 2017 – 2022 of 12 determined international brands.

8.2. Research Questions

- 1) In which themes are the digital advertising contents of the brands created?
- 2) Which personal values do brands emphasize in their digital advertising content?
- 3) Which message strategies do brands use to share their digital advertising content?
- 4) Are brands realistic in their ways of expressions in digital advertising content?
- 5) What ethical and social principles does it violate when sharing digital content of brands?
- 6) What are the most common ethical and social policy violations in digital advertising content?
- 7) What are digital advertising fraud and data security breaches?

8.3. Purpose and Importance of the Research

With this study, it is aimed to examine how national and international brands use digital advertising channels for brand communication, especially social media platforms, and what kind of tenders and scandals may occur in terms of ethical principles, intentionally or unintentionally. In this context, it is aimed to analyze the advertising content shared by these brands on social media platforms and other digital areas.

With this research, the content of digital advertising content shared on social media platforms and digital channels will be analyzed in the communication process of the most valuable brands of the commercial and service sector operating in the international arena with the consumer audience. In this context, this study is important because the table that will emerge as a result of the analysis of the advertisements of the brands in question sets an example for other brands using the same channels, and how the digital advertising content of the brands is shaped, what and which ethical principles they pay attention to or show sensitivity. In addition, it is thought that this study is important because it can contribute to the literature as an original research.

Within the scope of the study, the social media accounts and digital advertising contents of 12 national and international service and trade products brands that have been involved in digital channels, especially social media channels, in the past five years were examined.

8.4. Method and Research Model

The titles of research model, sample and data collection are respectively included. In this study, data were collected and analyzed in accordance with the content analysis method. Scanning method was used in this study. In researches conducted with the scanning model, data should be collected and analyzed in order to find facts, establish relationships and make judgements about events. In this context, the survey researcher can not only analyze the event itself, but also make evaluations by combining the findings obtained within a system with examinations on retrospective data (all written, audio and visual documents) (Karasar, 2017: 109).

9. DIGITAL ETHICS ASSESSMENTS FOR BRANDS

We see that many brands or people act by ignoring the digital ethical framework in social media, shopping platforms and digital advertisements. While these situations sometimes cause us material or moral harm, sometimes they can arise and cause a collective reaction with the clarification of the situation. Maybe acting outside the framework of digital ethics for the sake of a daily interest can cause great and even irreversible damage to the brand when we look at brands or influencers. Sometimes, compensation for these behaviors can be much more costly than the goal being pursued. In the digital world, the damage of brand reliability can cause damage to the intensive efforts and great works.

Trendyol Big Sale – Black Friday: Unrealistic Discount Campaign

Trendyol's Black Friday discount days have been talked about a lot in the past years. Trendyol had announced on all digital channels that it would launch big discount campaigns for Black Friday. But when the day came, a fact that was noticed by many users emerged. Before Black Friday, many products were offered for sale by increasing the prices and showing some discounts on the increased price. One of the most important issues reproached by users was that the discounted price on Black Friday was higher than the current prices before the campaign period.



Photo 1: Trendyol Discount
Source: <https://netvent.com/>

While this event had a great impact on social media, many users and influencers did not hesitate to prove the situation with screenshots and share. It is debatable how much Trendyol has damaged the brand prestige with this incident, but it is certain that it has developed an element of attention among its permanent users.

Have you ever come across Burger King Hamburgers You See in Digital Advertisements?

I am sure that the answer to this question will be no for all of us. As many people know, Burger King sells products that are very different from the product images used in its digital campaigns. When we compare this original and digital product, which we will both call hamburger as a name; seeing hamburgers with vivid colors, large dimensions and creating a quality product perception in the digital world; We are faced with the fact that the product we see in the tray we bought from the Burger King case does not look like this at all, it is much smaller, the ingredients are not selected, and when we look at the bread as in those images, it is a hamburger that does not make our mouth water. After adding a phenomenon such as photoshop to the many misleading tactics they use in the photo shoot, the hamburgers we see in the digital world easily emerge. But when we come to real life, it is obvious that we encounter a product that is far from this picture.



Photo 2: Burger King Giant Hamburger
Source: <https://netvent.com/>

Pepsi - Kendall Jenner: Reflecting Violent and Racist Content

The Pepsi ad, starring Kendall Jenner, was heavily criticized for "despising racist and black police violence." The ad, which had a reaction on social media, was canceled the next day. Pepsi's commercial film reminded of the "Black Lives Matter" demonstrations. The ad was accused of conveying the message that "racism and police violence can be solved by opening a Pepsi."

Pepsi made its apology statement with the following words; "We tried to give a universal message on unity, peace and understanding each other. We did not achieve our goal clearly and we apologize. We did not intend to belittle any serious issue. We remove the ad from all channels. We also apologize to Kendall Jenner for putting her in such a position." They tried to correct the situation by publishing an oral text.



Photo 3: Pepsi Kendall Ad
Source: youtube.com/pepsi

Dove Shampoo : Racism Meaningful Facebook Ad

The racist shampoo ad published on Facebook by the famous cosmetic brand Dove garnered reactions. Many users announced that they would boycott the brand. In the commercial, a black woman takes off her brown shirt and transforms into an Asian redhead after using shampoo. After making a big impact on social media, the brand said on Twitter: "One of our ads that was published on Facebook recently missed some sensitivities. We are deeply sad by the situation which has caused. "



Photo 4: Dove Ad
Source: facebook.com/dove

Starbucks Christmas Ad: Gender Emphasis

Starbucks begins its commercial by saying, "Vacation means different things to everyone." Then a line coming out of Starbucks' new colorful Christmas-themed cup takes us to the Christmas holidays of different people from different worlds. We see couples and families of different races in the movie. I think Starbucks wanted to make a reference to the recent debates about people's differences such as religion, gender and nationality. The most controversial issue is that a couple who are likely to be lesbians are featured at the end of the commercial.



Photo 5: Starbucks Ad
Source: youtube.com/starbucks

Meat Producers' Association of Australia Commercial Film: The Lamb's Pleasure of Religious Leaders

In Australia, the commercial for the "Lamb Pleasure of Religious Leaders" caused controversy. The ad depicts Jesus Christ, the Hindu God Ganesha, Buddha, and L. Ron Hubbard, the founder of the Scientology Sect, eating lamb at the table and chatting. Prophet Muhammad calls the woman whose phone rings at the table during the meal and says that he cannot come to dinner and that he has to pick up the child from the nursery. For the first time in this advertisement, the Hindu God Ganesha is depicted eating meat.

The Government of India requested that the advertisement of the Australian Meat Producers Association be taken down, stating that it offended religious sentiments. The Australian Advertising Standards Authority said the ad received more than 600 complaints. The Australian Hindu Council said it was regrettable that Ganesha was used to encourage meat consumption. 4400 people supported the campaign launched for the prohibition of advertising on the Internet. Andrew Howie, spokesperson for the Australian Meat Producers Association, said: "The ad reflects different gods, prophets, goddesses and Atheist figures to be as inclusive as possible. We do not intend to insult anyone. Our aim is to emphasize that lamb is a meat consumed in many different cultures and to reflect what the world would be like if people put their differences aside and meet at the same table."



Photo 6: Australian Meat Producers Association Advertisement
Source: <https://www.youtube.com/>

Hasbro New Year Ad: Rape Themed Commercial

A sexist New Year ad from the toy company Hasbro. "Don't Look Away for New Year's Fun!" In the advertisement film published with the slogan with expressions such as "You'll be nice when you hear it", "We take as much as we can", "You will loosen up when you give it away", "Don't be afraid, you will enjoy it too", "You will have to love it too", "You will have fun too, somehow" The movie was canceled due to rape and sexist overtones. The company made a statement for the commercial, which received serious reactions on social media; "We follow the feedback on our campaign video, which we prepared for the New Year, one by one. We would like to state that we have removed the video, taking into account the sensitivity that has arisen, and that we are very sorry for the point reached. We apologize to anyone who was inconvenienced."



Photo 7: Hasbro Ad

Source: youtube.com/hasbro

Audi Chinese Wedding Ad

The commercial of the automobile brand Audi in China was found sexist. In the ad that garnered a reaction, the ad that featured the wedding where the groom's mother raided the wedding and whether the bride complied with the standards received reactions on social media on the grounds that the message was given that women were compared with commercial goods.



Photo 8: Audi Ad

Source: youtube.com/audi

Braun - Frida Kahlo Themed Sexist Ad Poster

Pictures of the famous Mexican painter Frida Kahlo were used in the new advertisement posters of Braun, which produces epilation devices. But in the pictures, Kahlo's eyebrows and mustaches, which she did not remove in her life, were removed. The posters, which were put on the market with the slogan "If Frida knew this", drew a reaction on social media.



Photo 9: Braun - Frida Kahlo Advertising Poster

Source: youtube.com/braun

Honey Birdette - Sorry Kids! : Advertising with Inappropriate Content for Children

"Sorry guys. The commercial of the brand, which was broadcast with the slogan "We made Santa have a hell of a night", was canceled after collecting approximately 60 thousand signatures. Introducing its new creation in the commercial, the brand was not limited to the commercial film. Some images in the video began to decorate the

windows of the stores where the product was sold. This made the families very angry. Honey Bridette, which was on the agenda with her obscene advertisements before, announced that she would not take a step back.



Photo 10: Honey Birdette Advertisement
Source: youtube/honeybirdette

Ikea's Sexist Ad

Swedish furniture manufacturer IKEA, which we know with its successful advertising campaigns, garnered a great reaction on social media with the commercial it published in China. The point that those who reacted to the ad criticized was that the ad was sexist. In the approximately 30-second long commercial, after a Chinese girl brings a man claiming to be her girlfriend to her family's home, her mother tells her, "Don't call me mom if you can't bring your boyfriend back!" says. Then, with the message "celebrate easily every day", the girl's mom and dad transform the dining table into a banquet table with a variety of IKEA products.

After the ad garnered a huge reaction on social media, an official from IKEA China made the following statement: "We have received some comments from social media that our TV commercial is making people feel bad. After receiving this feedback, we took urgent action to replace our television ad with a new version that would focus on demonstrating the solution. Due to the time the process takes, it will take several days for customers to see the new version of the ad."

According to a report by Design Taxi, Chinese social media users, especially single women, described the ad as "sexist and distorted" because of the mother's words to her daughter on the Chinese social networking site Weibo, and therefore expressed their anger at the ad. A Weibo user made a point-blank comment about this ad: "I want to ask IKEA. Would they dare to show such an ad in their home country of Sweden?"

The ad in question received criticism of "sexist" and "sad" on Chinese social media platform Weibo. IKEA, which made a statement on the official site after the criticism, apologized for the wrong perception and withdrew the ad.



Photograph 11: Ikea's Sexist Commercial
Source: youtube.com/ikea

Ülker - April Fools' Day: A Political Advertising Film With Threatening Message

Ülker's April 1 joke-themed commercial was met with reaction. The commercial, which included phrases such as "The time of reckoning is approaching", "I have surprises for you", was understood as political and was criticized on social media. Ülker firm also made a statement afterwards: "Our campaign called (being a little brother), which we launched within the scope of April 1, is trying to be purposefully drawn to different points and to impose meanings that are not in it. Our campaign is about the sweet competition between family members and especially siblings within the scope of April 1 concept. It has nothing to do with any subject meant on social media, it cannot be. We

declare that we will use all our legal rights regarding those who take this innocent joke day advertisement to different points.” It was decided to impose a total administrative fine of 301,766 liras and suspension on the advertising campaign, thus TBWA and Placenta Reklam Hizmetleri.



Photograph: Ülker Commercial Film

Source:twitter.com/ülker

10. CONCLUSION AND EVALUATIONS

The traditional concept of ethics, which draws the boundaries of the moral and human framework in general, has actually evolved into the concept of digital ethics, which tries to create the whole of values in online environments. Creating a new ethical terminology that belongs to online life and that can meet the needs of the place will be an important step in opening a new window to the digital world. It is necessary to create these rules, which have the potential to determine the limits of digital actions, in accordance with the speed of technology.

The definition of the concept of ethics should be reconsidered in accordance with the new conditions. The right to be forgotten, the effect of big data on ethical behavior, surveillance and privacy issues need to be resolved as an indispensable discussion of digital ethics in a situation where the digital world is laid under everyone's feet.

The preferred communication methods of the internet and communication tools, which have been used globally, have become different from traditional life/communication. Instead of strong social relations, shared memories and social interests in the traditional society, there has been a transition to a technological, digital society with relatively weak social relations and electronic social groups. In the emerging digital society, naturally, with the spread of digital tools, the individual has entered new socialization processes. They have taken the first step of this new socialization by making digital tools and social media a part of daily life. Later on, the individual carried all their actions in real life to digital. Online shopping, Discord conversations, online museum visits, theater and ballet activities published on YouTube are examples of digital actions (Uysal, Zeynep. (2021). Effects of Digital Media on Society. Unpublished master's thesis, Istanbul Aydın University, Istanbul).

In addition, individual and social relations established through digital selves have also started to take place in digital environments, and important events affecting social life also create an agenda, affect real life and function as an extension. Again, apart from sports, entertainment and hobbies, areas such as crypto money, NFT, and economic digitalization have also been in question. The relationship between our online selves and the real and digital universes we exist in is getting closer and more intertwined in these two universes. In this context, although it is inevitable that a new life will be established with digitalization, which is increasingly taking place in all cells of social life, this established/to be established life is not entirely new. The reflection of the habits maintained in the traditional society is the formation of a new dimension with its transformed form (Samurkaş, Nazan D., (2016). A Qualitative Study in Istanbul on the Effect of Virtual Reality Perception on Consumption Behaviors. Unpublished master's thesis, Istanbul, Maltepe University, Istanbul).

When we look at the studies done, it is seen that some users have a negative attitude towards sponsored advertisements published without permission on their own pages, which they see as a part of social media advertisements in the qualitative research of Öztürk (2014, p. 6283-6298). In particular, users see Facebook as an advertisement bombardment and argue that the reliability of the application, which they describe as advertising pollution, is damaged. In addition, users consider the presence of advertisements on their profiles on Facebook as an intervention in their personal spaces.

In the study of Cesur, Memiş, Gökkaya, and Demir (2016, pp. 280-83) on the "Evaluation of Advertisements Shown on Social Media in Terms of Moral Concept", it has been determined that female students studying at the university are more sensitive to some concepts in the measurement of advertising morality than male students. According to the female participants in the study, exaggeration is used to a large extent in social media advertisements, and the participants also think that the woman is used as a sexual object in the advertisements. In Diker's (2016, p. 236-245) study, Facebook users are mostly disturbed by the use of sexuality, intense

advertisements, deceptive and misleading advertisements in this application. In addition, in the study, unlike other studies, it is revealed that men attach more importance to protecting privacy and the security of personal information. In studies on advertisements used in internet marketing around the world, similar to the one in Turkey, the use of inappropriate sexuality and violence in advertisements to attract attention, excessive references to celebrities, and placing advertisements targeting especially young people in games are seen as ethical violations (Montgomery, 2000; Weber, Story, and Harnack). , 2006).

The Problem of Security of Personal Information Information scanning technologies and possibilities to update information rapidly in technology-based social media applications present a very serious alternative to traditional methods (Marangoz, 2014, p. 61). While the possibilities offered by technology make life easier, on the other hand, they are at a level that pushes the limits of privacy. The efforts of companies to determine their strategies such as the right advertising strategy and designing personalized products cause the eyes to be turned to social media sites with a large number of participants. The personal information provided by the participants when they become a member of the application is kept in the databases of the service providing application, and this personal information is considered as profile data, social graphic data. Social media applications use this information in different areas without the knowledge of the user and even earn money from this situation. However, the sale or disclosure of private and personal information without proper protection causes a decrease in the trust of users (Akar, 2008, p. 226). Some institutions try to overcome this insecurity with the data policies they publish on their websites (Hürriyet Group Data Policy, t.y.).

In order to ensure the eligibility and advertisement content among the advertising messages published on social media, there are some headlines or news form given but the aim of the product is to advertise the product. In this way, the user's attention is drawn to the sharing, curiosity is aroused, and the benefits of the product are credible with the news form in the content. Social media users are deceived by this unethical practice, which is partly exposed to intense advertising (Binark and Bayraktutan, 2013, p. 84; Öztürk, 2015, p. 302). On the other hand, inaccurate or incomplete information such as the price, calculation method of the price, payment terms, sending a very different product to the consumer than the product in the advertisement, having a quality that may affect the purchase decision of the consumer, as in offline media advertisements, can be deceptive and misleading are seen as ethical deficiencies in advertisements (Aktuğlu, 2006, p. 12; Şahinci, 2011, p. 50; Yılmaz and Erdem 2016, p. 221). While such advertising practices, which damage the trust of social media users, have no legal basis, especially health-related internet site contents and internet sites selling health products are under the control of the Advertisement Board.

It has been concluded that “text fonts and characters used in digital advertising content are a very important visual tool in visual communication studies and advertising. According to the results obtained, fonts and characters will be one of the most important design tools when analyzed correctly in marketing the products and convincing the target audience. The fonts and characters used in the studies leave a very fast and powerful effect on visual memory. When the effects on visual memory are evaluated together with the work done, it will be easier to reach the target audience.” (Kısa,M. ,Özalan, M. (2019) Examining The Visual Perception Effects Of Fonts And Characters On A Person, THE PURSUIT OF HISTORY INTERNATIONAL PERIODICAL FOR HISTORY and SOCIAL RESEARCH ,Page,342).

Although the age of social media usage is limited to 13, this age limit is lowered even further with the opportunities provided (Social Media Usage Ages, 2017). The dynamic structure of social media attracts the attention of children and young people, and advertisements targeting children, especially in social media advertisements, have ethical problems (Manavcıoğlu, 2013, p. 61; Gündüz and Pembecioğlu, 2014, p. 182; Yılmaz and Erdem, 2016, p. 222). While the Regulation on Commercial Advertising and Unfair Commercial Practices includes regulations regarding children in advertisements, the regulation's coverage of offline advertisements and internet sales sites, and the inability to control the content of the visual content and videos of advertisements on social networks that are aimed at children or where children are used, are creative but at the same time does not prevent the presentation of objectionable advertisements to children and young audiences.

On the other hand, the easy access of children and young people to advertisement videos with violence and sexual content can affect their mental, moral and psychological development negatively and shape their behavior.

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