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**The Transformation of Traditional  
Newspaper to New Global Media  
with the QR Code**

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Dr. Gregory T. Papanikos  
President  
Athens Institute for Education and Research

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## **The Transformation of Traditional Newspaper to New Global Media with the QR Code**

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### **Abstract**

While the developments which happened in information technologies affected and rearranged the way of reaching the information to the people, it also creates new types of communication. Journalism and communication which is the oldest media of the world has been affected from all of the technologies which appeared after itself. At first journalism quaked because of the threat of this new technology and then enter the consolidation way with that new technology. When radio medium appeared the news program which read the newspaper's news from the radio affected the circulations of the newspaper in negative way and threat affected the economic structure of the channel quite a while. A similar situation had lived after television and the internet came up. Every new technology brought a new communication style and affected all previous communication channel, it forced them to transformation.

The most affecting development that affects the traditional media industry among communication technologies is coming up the internet. Internet and the other technologic development which happened after it, carried the traditional media in global environment and going towards from simplex communication to bilateral communication. Printed media and journalism which is identified as traditional media had its share from this interaction. The developments which has happened in new communication Technologies while creating bilateral and between reader and writer an interactive journalism type on the other hand, carried the journalism in global environment. Even a local newspaper, thanks to new communication technologies, it started to service to the global environment. And it has been important that how much the newspaper use the technology in a good way more than broadcasting as local or national in this new global technology.

Newspapers to protect their existence and not to lost their circulation in this new order, or to carry in online method their circulation which they lost, they had lived a transformation with coalescing with new communication technologies.

In this paper, the effects of the smart phones to the traditional journalism and the QR code which is one of the new communication technologies were researched. In the study, 'can smart phones and QR code create a new journalism method?' and 'can QR code do the traditional printed media industry a part of a global economy's?' question's answers were researched. In the study it has been discussed how the traditional newspapers carry itself in

global via QR code. There is a field research about the using of QR code in 38 national newspaper which has been printed in Turkey and working up from sample of Turkey there has been an analysis about implementation of the QR code in newspapers. The research which is a qualitative research made some interviews with journalists and newspaper readers. At the end of the research there has been assignments about the advantages of the QR code added to traditional newspapers through technology.

**Key words:** Media economics, QR Code, Journalism, New Media,

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## **Introduction**

In parallel with developments occurred in communication technologies, internet which is the fastest growing media of the world is being used in a lot of fields like education, trading, entertainment and institutional services. Thanks to the computers, it is now possible to access data and people even if they are in the other side of the world. Internet has become a directly or indirectly effective platform in which many activities about society can be introduced like information, education, communication, economy, culture and entertainment and almost necessarily used by all of the people from different ages and with different talents.

In terms of historical chronology, newspaper has originated from telegram after that, phone, telex, telefax, computer, computer networks, offset printing technique, computer-controlled printing machines have been developed respectively. Nowadays, media organizations pit one thing against another by taking advantages of technology-based media systems in news production and communication. Today, newspaper reporters may send the news about an incident happened in any region of the world to his/her newspaper by means of phone or computer network and there are no difficulties or interruptions in instant transmission of the news. (Gürçan, 1999: 7-8).

Cooperation of computer technology and communication has also deeply affected improvement of journalism profession. Utilization of internet has become most important source of information of journalism. Democratical or independent life through globalization caused communication sector to grow by rapidly influencing all countries. Communication means technology has been developing slowly but surely since 1980's.

One of the oldest and most effective communication means of the world, print media and newspapers have become most fundamental mean of mass communication by 18<sup>th</sup> Century in most countries of Europe and finally by 1831 in Turkey. Developments of communication technologies, invention of internet and globalization concept have mostly improved press technology amongst media. First, offset publication has begun, then computer technology strongly influenced newspaper history and helped to globalize newspapers. Newspapers sold in local newsstands globalized through internet medium and caused internet journalism notion to rise. Internet journalism gave a new form to journalism and a new journalism type has come into the picture. New applications emerged in consequence of technological developments have made contributions to gather traditional newspaper and internet newspapers. One of those technological developments was QR (Quick Response Code). QR Code enabled the consumer to connect internet newspaper which belongs to the hard copy of the newspaper which he/she already has it his/her hands by using his/her mobile phone. The reader who scanned the QR code on the hard copy of newspaper, may connect to the internet copy of the newspaper and made a transition from traditional newspaper to new online newspaper. QR Code building a bridge between traditional newspaper and internet newspaper, has also helped traditional newspaper to convey its content into global platforms

and put two seemingly independent mediums together by building a bridge between traditional newspaper and internet newspaper.

### **History of QR Code**

QR Code is a some kind of two dimensional symbol that was founded by Denso Wave in 1994 in order to be read easily by scanners. Code has a white background and black modules are arranged in a square form on it.

Code is a matrix barcode that is capable of creating interactive media by transforming publication content of newspaper into digital data through smart phones. QR Code is a two dimensional barcode designed for rapid decoding of coded data. Scanners can decode those codes into seconds. (Jupiter,2011:25). Thanks to its international standards, QR Code become different from other codes. International standards of this code provide advantages to users in many fields like developing QR Code reader software for different types of devices, QR code programming and decoding by different devices. (Canadi and others, 2010:138).

Thanks to QR Code, contents which were previously accessed by laptops or desktop computers, may be transferred to smart phones through networks capable of connecting to each other easily by using cutting-edge technology and therefore knowledge sharing is excessively enabled.

**Figure 1.** *QR Code View*



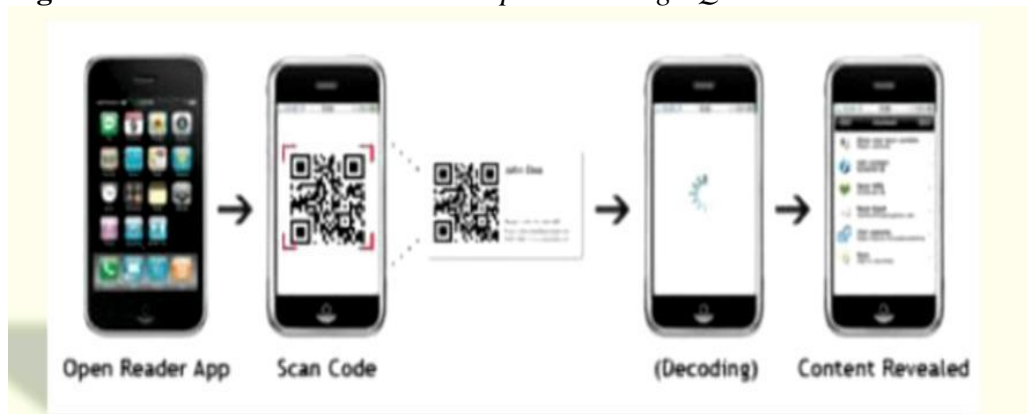
The QR Code having this kind of barcodes was previously utilized for labeling and tracking spare parts used in automobile production. Nowadays, it is being used at many sectors thanks to technological developments. Today, QR Codes especially preferred for systems requiring commercial tracking. For instance, it is very useful for textile and shopping center products. QR Code technology is suitable for all communication technologies used in printed media products (magazines, posters, banners etc.) starting with newspapers. Thus, any kind of visual (text, picture jpg, png, pdf etc. content) may be easily embedded into web pages. (Okazaki, Li and Horse, 2012: 102). QR Codes are mostly used and popularized in Japan, Korea and United States.



*Use of QR Code*

In order to use QR Code, you need a barcode scanner. You may download the application of this scanner from internet. Mostly used and known barcode scanner download web page is <http://www.mobile-barcodes.com/qr-code-software/apple/>. In addition to this, a smart phone having QR code reader application should be used. You should place the camera of your smart phone towards the product having QR Code on it and take the Picture of it. Data inside the decoded QR Code is instantly displayed to the user after camera scanning process or user is directed to the website if the data inside the QR code directs the user into a website.

**Figure 2.** *Data Transmission to Smartphone through QR Code*



Source: <https://akademi.thy.com/v2/qr.pdf>, 15.09.2013

By means of QR Code (Quick Response) any visual displayed by cameras of mobile devices may be transformed into two dimensional state. QR Code has been becoming widespread because of gained prestige in international area by becoming entitled to get ISO 18004 registration.

Reason of the widespread use of QR Codes is its ability to use all programs of software system. Those are; web page applications, computer softwares, smart phones and tablet computers. Everyone using this kind of devices has ability to instantly access the material to be shared by using QR Codes.

If we detailedly put QR Code products and services in order:

- Phone numbers
- Address Data
- Web links
- e-mail addresses
- e-mail messages
- SMS/MMS messages
- vCard/meCard business card data
- vCalendar calendar data
- Person/company introductory info
- Curriculum Vitae Data
- Geographical Coordinates
- Detailed Product Info
- Catalogue Pages
- Campaigns
- Mottos
- Advertisements

We can observe that it has a widespread area as above.

Decoding of QR Codes by means of smart mobile phones, enables the users of this code to access online information without depending on any environment (Feldmann,2005:79-81). Mobile phone users may access the information in any time of their daily life independently from the environment and can communicate 24x7 (7 days 24 hours) without experiencing any interruptions. QR codes may be placed on all kinds of printed communication medium like newspapers, magazines, banners and this helps to eliminate the distance between printable knowledge and online content. (Özçelik and Acartürk,2011:2077).

A research conducted by Scanbuy in USA (Wadhawani,2011) indicated that QR code utilization in 2010 had a %700 increase in comparison with 2009.

In the study conducted by Comscore in 2011, it is indicated that 14 million mobile phone users also %6.2 of all mobile phone users in USA- have scanned a QR Code or barcode at least once by using their phones by June 2011. (Shin and others, 2012: 1417-1426). Research study showed that more than half of those people using this application were aged between 18-34. While the ratio of users between 18-34 years old were %53,4, %60,5 of the QR Code users were male. According to research data, %49,4 of the QR code users have used the application for accessing information already placed in printed newspaper or magazines. (Loechner,2011).

In a research conducted in 2011 and 2012 by Comscore in European Union countries like France, Germany, Italy, Spain and England, 14.2 million smart phone users stated they used QR Codes. According to research, QR code users are %14,5 of entire smart phone users. %50,9 of the users have used QR Code for accessing information already placed in printed newspaper of magazines. (<http://www.comscoredatamine.com> )

Research study conducted by Cross Marketing Research Company in 2007, suggested that %42 of Japanese people has already used QR Code. (Smith,2008:65).

Increase in QR Code use will be directly proportional to penetration growth of smart phones. Considering the growth of smart phones and mobile internet utilization, it is possible to state that QR code utilization will show significant increase in future.

#### *Use and Global Advantages of QR Code in Newspapers*

In consequence of internet and technology utilization, dependence to printed material was reduced and attention of printed newspaper was directed to computer and tablet pc displays. Readers' interest shown in internet medium, made media companies to think about future. Media companies considering the possibility of total disappearance of printed media, have developed different strategies for survival throughout the history. Newspapers firstly used mobile phones through SMS reporting and then totally uploaded their printed copies into internet. After the increase of internet newspapers by means of developments of internet medium and interest of readers shown in this publication type, newspapers have begun to publish an internet issue besides their printed copies. Increasing interest in smart phones and tablet computers has directed media companies to invest in tablet newspapers. Every new technology made a contribution to the preceding one, claimed that this technology growth will harm the traditional newspapers and therefore it has been shown as the enemy of traditional printed newspaper. After popularization of smart phones and QR Codes, media companies have begun to use QR code applications not only for rendering different services to advertisers but also making a connection between contents of their printed copies and online contents. Thanks to rapid interaction provided by QR code, newspaper companies willing to hold the recent readers and also to attract them have developed a combined journalism concept oriented to both traditional newspaper reader and internet user.

Advantages of QR code utilization for traditional newspaper may be summarized as follows:

#### Product Marketing

Consumer may access detailed information about the product when he/she scanned the QR Code of advertisement of that product on printed newspaper. Consumer, who was directed to web page of the product after scanning the code, can learn closest point-of-sale, price and additional features of the product and even watch the introduction movie prepared for it. In short, QR

technology has simplified the effort of the world experiencing a huge marketing competition for communicating people by using technology and built a direct bridge between consumer and product. Therefore, advertiser may test the newspaper readers' interest in ads and be informed about where and how customers find their products. (Smith,2008).

#### Multimedia Content

Thanks to QR code, traditional newspaper consisting of only pictures and text can be transformed into a multimedia content including images and audio. Reader who would like to get detailed information about news on a newspaper may connect the web page of the newspaper by scanning the code placed below the news with his/her mobile phone and access additional content specially prepared for related news (Baik,2012:63). May see pictures, video and audio news – which are not present on printed newspaper – and get extra information about the news. Reader may continue to read his/her printed newspaper after he/she obtained those information.

#### Subscription Feature

Through QR Code, traditional newspapers have found the opportunity to sell their content via internet. By means of a direction to the subscription link, readers may subscribe to tablet version, printer copy version or internet version of the newspaper by entering their credit card information. (Yang,2011).

#### Online Sales

One of the other advantages of QR code for traditional newspaper is its online product sales opportunity. Nowadays, radio and television mediums may directly sell their products to consumers via broadcasted advertisements and create extra revenue by getting commission from those sales. While radio and television stations were doing that via their traditional broadcasting types, newspapers are unable to make those sales. QR Code enables newspapers to make direct sales. The reader scanning the code placed below the advertisement in the printed version of the newspaper may buy that product by connecting the website of that product. Newspaper making the connection between the product and the customer may get a commission income in return for sale. (Zen, <http://www.newmediabytes.com> , 01.10.2013).

#### Current and Detailed News Access

By scanning QR codes placed on the pages of traditional newspapers' pages with their mobile phones, newspaper readers may rapidly access the latest news, background of the news and history of an incident, a case. (Aktaş,2012:8). Reader finds the opportunity to be informed about the latest news and updates happened between the printing date of the news and delivery of the printed version of the newspaper into the reader's hands.

### Interactivity

Traditional newspaper having a static structure becomes an interactive structure thanks to QR code. Reader may contact with newspaper management staff or even columnists and a communication between the newspaper and reader is formed. Reader may contact with columnists by chatting or electronically communicating with them by means of QR code placed below the columns of the newspaper. Online service executed by traditional newspaper will provide 24 hours communication between reader and newspaper and also enable to get instant feedback for questions and problems of the reader.

### Feedback

Traditional newspapers have exact data of their daily circulation. However, newspapers may find out which column is mostly read or what kind of news are point of interest only in consequence of conducted surveys. Through QR Code, the data of which news of the newspaper draw more attention of the readers could be determined. Reader who scans the QR code placed below the news also provides statistical information about his/her interests to the management of newspaper. Through QR code, management of newspapers may observe the news getting more attention with real-time data.

### Access to Reader Mass from Different Nations

In order to read traditional newspaper, reader should attain full literacy of the language the newspaper is printed. Target mass buying the newspaper and consisting of people who is not capable of the language of that newspaper may find the opportunity to read the newspaper in English, German or different languages by connecting to the online version of the newspaper by using QR Code.

### Social Media Marketing

Nowadays, almost every newspaper has an active social media account. Newspapers have been accessing their readers through social media by using social media marketing and been rendering service in platforms like Facebook, Twitter, Instagram and Youtube. This issue became an obligation for providing the communication with especially young readers. Through QR Code, newspapers may direct their readers to their events they organized by using social media. Newspaper reader may display the feedbacks of the news he/she read, the comments made by other readers and even contribute to it by adding comments on Facebook or Twitter pages of newspaper.

### Promotion

One of the reasons of popularization and preferability of QR code is, campaigns, discounts and rewards provided by producers using QR Code. Consumers may rapidly join or reply to those kind of activities which are for their benefit. Consumers of today are living a life giving less time to think and triggering to take sudden decisions. They may immediately think to take

advantages of an opportunity they come across while buying a product or suddenly decide to buy a product which they delayed to buy it previously. QR Codes may render service for that purpose and help product vendors to announce their promotion activities. For instance, a brand wanting to raise its sales of a product already advertised in newspaper may inform its target customers about discount time and discount stores by making an announcement as "...%30 discount opportunity during the day..." through QR code.

According to research conducted, it is observed that readers have responded to the promotion activities like discount coupons and searched for extra information about product after the use of QR Code. (Shin and others, 2012:1417).









### Use of QR Code in Turkish Printed Media

#### *Purpose and Method of Research*




In this part of research, use of QR codes in national newspapers of Turkey has been examined. Within this context, QR code usage amongst 38 national newspapers of Turkey having 4 million 984 thousand and 593 daily circulation in total (<http://www.medyatava.com>) have been examined.

In this research, 38 national newspaper published have been scrutinized between the dates 01-30 September 2013 and use of QR Code applications were determined. As the result of conducted examination, it was indicated that only Türkiye Gazetesi has been using QR Code and other 37 newspapers have not been using QR code application. QR Code usage type of Türkiye Gazetesi - the only newspaper using QR code in Turkey- has been examined and detailed interviews with management and columnists of the newspaper have been made.

**Table 1.** *National Newspapers of Turkey and Use of QR Code*

		Name of Newspaper	Circulation of September 2013	Use of QR Code
1		ZAMAN	943.490	NO
2		POSTA	441.098	NO
3		HÜRRIYET	386.025	NO
4		SÖZCÜ	347.465	NO
5		SABAH	309.718	NO
6		PAS FOTOMAÇ	234.662	NO
7		HABERTÜRK	225.128	NO
8		FANATİK	216.082	NO

9		<b>TÜRKİYE</b>	<b>184.220</b>	<b>YES</b>
10		MİLLİYET	167.953	NO
11		BUGÜN	124.106	NO
12		STAR	121.594	NO
13		VATAN	115.224	NO
14		TAKVİM	113.669	NO
15		YENİ ŞAFAK	112.861	NO
16		AKŞAM	104.059	NO
17		GÜNEŞ	100.656	NO
18		TARAF	71.914	NO
19		AYDINLIK	66.532	NO
20		YENİ MESAJ	59.712	NO
21		ŞOK	56.909	NO
22		AÇIK MERT KORKUSUZ	54.886	NO
23		YENİ AKİT	54.328	NO
24		YENİ ASYA	52.279	NO
25		CUMHURİYET	51.841	NO
26		YURT	51.327	NO
27		YENİ ÇAĞ	51.031	NO
28		MİLAT	30.206	NO
29		YENİ ASIR	26.648	NO
30		RADİKAL	24.643	NO
31		MİLLİ GAZETE	23.163	NO
32		SOL GAZETESİ	16.571	NO
33		BİRGÜN	14.655	NO
34		TODAY'S ZAMAN	9.428	NO
35		ORTADOĞU	6.872	NO

36		HÜRRİYET DAILY NEWS	5.750	NO
37		EVRENSEL	5.710	NO
38		HÜRSES	2.178	NO

As the result of conducted examination, it was indicated that only Türkiye Gazetesi has been using QR Code. Türkiye Gazetesi has used QR Code in their publications every day. The newspaper used QR code on the columns of columnists. Within the research, detailed interviews have been made with columnists using QR code and their opinions about the use of QR code in newspapers are compiled.

**Table 2.** *Journalists in Turkey using QR Code (Columnists)*

	<b>Name of the Columnist Using QR Code</b>
1	Sadık Söztutan
2	Safa Koyuncu
3	Lütfi Köksal
4	Vehbi Tülek
5	İsmail Kapan
6	İsmail Kaya
7	Kıvanç Alphan
8	Fevzi Kahraman
9	Metiner Sezer
10	Rahim Er
11	Necmettin Batirel

Türkiye Gazetesi has been providing interactivity between its readers by means of QR coded barcode placed below the columns of above mentioned columnists. The newspaper has been appealing its readers with QR Code by April, 2012 (Çalışkan,2013). Chief Editor of Newspaper Albayrak has explained the reasons of use GQ code applications as follows (Albayrak,2013):

*Through QR applications, Türkiye Gazetesi has emphasized its difference between other newspapers while showing its connection with innovations in communication technology. Within this concept, it also aimed to create awareness at media sector. While important news, photograph galleries and news videos were being displayed to readers via QR code; Türkiye Gazetesi has become the first newspaper of Turkey connecting paper to the digital platform....”*

Newspaper reader who scanned the QR Code placed below the columns of columnists they read connects to the web page of the newspaper and may immediately listen the column from the own voice of the columnist. Columnist



read, recorded and his/her text with his/her own voice and offered to the QR Code user. The reader scanning the code may find the opportunity to listen the column from the own voice of columnist. Er (2013) has stated that they have had positive feedbacks about the voice records of columns by the columnists and also emphasized the mutual communication with reader:

*Thanks to QR Code, readers of Türkiye Gazetesi; may have found the opportunity to listen the columns from the own voices of columnists. We observed from our feedbacks that the application founded interesting at the beginning is very effective and functional for mass communication.*

**Figure 3. Use of QR Code in Columns of Türkiye Gazetesi**

**VEHBİ TÜLEK**  
YOLUMUZA AYDINLATANLAR

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## Seyyid Mahmud Çağırğan

Saâdet, yalnız dünya saâdetinden ibâret değildir. Aksine, asıl saâdet, âhret saâdetini elde etmektir. Âhret ise ebedîdir.

**S**eyyid Mahmud Çağırğan hazretleri, Horasan'dan Anadolu'ya gelen vefilerdendir. 1422-1518 yılları arasında yaşad. Yavuz Sultan Selim Han, Trabzon valiliği sırasında sık sık bu zâli ziyarete edip derslerine katılmış ve bu kıymetli vefi için birçok yeri vakıf olarak bırakmıştır. Kabri, Giresun-Alucra'ya bağlı Boyluca köyündedir.

Seyyid Mahmud hazretleri, vefatından kısa bir zaman önce oğluna şu nâsihatleri verdi: Saâdet, yalnız dünya saâdetinden ibâret değildir. Aksine, asıl saâdet, âhret saâdetini elde etmektir. Bunun için Kur'an-ı kerime ve Peygamberimizin "alevhisselâm" sözlerine itâat etmek lâ-

zımdır. Allahü teâlânın emirleri arasında: Öldükten sonra tekrar dirilmek, (yani âhirete) inanmak da vardır. Cenâb-ı Hak âhiretin ebedî olduğunu bize bildiriyor. Dünya hayatı ise, sayılı günlerden ibâret. O hâlde, saâdet iki başlı demektir. Birî âhret saâdeti, öteki dünya saâdeti. Bu iki saâdetten hangisi önemlidir? Bunu akıl ve iz'ân sâhibi insanlar kolaylıkla anlayabilir. Akıllız ve iz'ânımız âhret hayatının, dünya hayatı ile mukayese edilemeyecek kadar önemli olduğunu bize gösterir.

Buna rağmen, insanların dünya için gösterdikleri gayret ve çalışmaları onda birini bile âhret için göstermedikleri meydândadır. Bunun âkibetinin ne ka-

**Entellektüel Boyut**

**Rahim ER**

## Darbelerle istikbal büyüklüğümüzü çaldılar

**A**ğustos, tarihimizin zaferler ayıdır; fetih veya müdafâ. 26 Ağustos 1071, 30 Ağustos 1922 ve diğerleri. Kendini milletinin değerlerine adanmış bir ordunun en güzel marşı söylemeye ve fırtına olup kopması, ajüstose ne kadar şarpsa Eylül de o kadar sancı:

12 Eylül 1983 II. Viyana bozgununu, İstanbul azınlıklarının Silelik Üzerinden kotsarılan bir resmî yalanla taciz edilip kacırtılma hamlesi 6-7 Eylül 1955 yüz karası ve sıyah-beyaz. Yesilçam film-lerindeki kurbanı başın kabasından rotü biçilmiş cuntacıların 12 Eylül 1980 Taseronluğu...

Tarih, tarihi inşa edenler, sahneden çekildikten sonra yazılır. Dikkat edilmesi olmalı. Bu sene 12 Eylül Darbesi, hiçbir seneyi devryede olmadı yolumlukta işlenmemekte. Halbuki, o elem ve eser verici kaderli zamanların takvimine denk gelen şu günlerde enerjileri derinden tüketici büyük mes'eleler yaşanıyor. İçerde Baş Sürücü, dışarda Şurte galle ve halesi/dram. Buna rağmen 12 Eylül gündemine çıkagelici. Bu çıkageliste tabii ki kademli cuntacıların varlığına gündemi var ama asıl sebep yakın tarihle hesaplaşmak...

"Biz yaş nesillerin hatıraları darbelerle kirlenmiştir..."

27 Mayıs 1960'da ilkokul, 12 Mart 1971'de Hukuk talebesiydik. 12 Eylül 1980'de hayatı tarınma günlerimizi. 28 Şubat 1997'de yazılarıyla darbeleri, darbelerini, onların yüzüzsü kara kübbeli destekçilerini sigıya çekmek için

**Prof. Dr. İsmail KAYA**

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**PAZAROLA**

## Nereye bakıyor, nereye koşuyoruz

**B**ir deneyin gerçekleşsiniz. Biryle konuşurken, siz neye bakarsanız muhababınız da ona bakar. Otomatik ve istemsiz bir tepki bu. Gruplar halindeken de geçerli. Toplulukta gözler konuşanın gözlerini takip eder, dinleyenler onun baktığına bakıyor.

**Bizler pek farkında değilizdir ama, dedektif, istihbaratçı, yönetici, siyasetçi, pazarlamacı** ve benzeri bir dizi profesyonel, insanların gözleriyle bile etkilenebilir ve onları bu özelliğinden bol bol istifade ederler.

**İyi futbolcular da gözüne hakim olmaz, bakmadığı yere gitmeyi, bakmadan topla oynamayı bilir.** Kalecileri, rakip oyuncuları gözleriyle yönlendirir, akartır emmeyi de...

**Göz güçlü bir silah bile olabilir, icabında. İnsan, gözü yaşlı olana da, gözleri gülen birine de dayanmıyor, direnemiyor...**

**Göz nereye bakarsa, zihin ve gönül onunla meşgul. Beden de peşlerinden geliyor.**

**İnsanlar, davranış ve tepkilerini değiştirmek isterlerse, gözlerin kalbin ayınası olduğunu da iyi biliyor. Muhabatlarının gözlerinden aldıkları sinyalleri bakarak, kendiliğinden hareket tarzlarını belirliyorlar.**

**Göz bir mecaz. Günümüzde, toplumları, insanları, davranışlarını, duygularını, durumlarını**

ve gidisatlarını "görebilmek" için görünür, görünmez, bilinir bilinmez, o kadar çok imkan, araç, gereç ve fırsat var ki...

**Elektronik, dijital, mobilite** ve bunları ürettiği akıl almaz miktarlardaki bilginin işlendiği **bilgi-iletişim** imkanları sayesinde, kimin "nereye baktığı", "ne yaptığı" ve "nerece olduğu" türünden bilgiler, muazzam fırsatlarla beraberinde getiriyor ve bunları kitleleri etkilemek için kullanılıyor...

**Pazarlama dahil, başının temelli olan strateji ve yönetimi, nereye bacaklarını bilmek ve odaklarını kaybetmemekle yakından ilgili.**

**Çoğunluğun baktığı yere bakıyor, hatta, yolları kaybediyorlar.**

**Stratejistler ise, başkalarının ve rakiplerinin nereye baktıklarını, durumlarını iyi takip ediyor, daha sonra "gözlerini", kitleleri baktıkları istediği noktalara tekiş ediyorlar ki, yığınlar da peşinden gelsinler.**

**Toplumları ve piyasaları derinden değiştirebilenler, farklı yönere bakabilen bu kişiler arasından çıkıyor.**

Lakin, bakacak yer de iyi seçmek lazım. Ne demisler: "Gözü yıldıza da olan, önündeki çukuru görmez."

**Allah korusun...**

**Entellektüel Boyut**

**Rahim ER**

**PAZAROLA**

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**PAZAROLA**

**Nereye bakıyor, nereye koşuyoruz**

**B**ir deneyin gerçekleşsiniz. Biryle konuşurken, siz neye bakarsanız muhababınız da ona bakar. Otomatik ve istemsiz bir tepki bu. Gruplar halindeken de geçerli. Toplulukta gözler konuşanın gözlerini takip eder, dinleyenler onun baktığına bakıyor.

**Bizler pek farkında değilizdir ama, dedektif, istihbaratçı, yönetici, siyasetçi, pazarlamacı** ve benzeri bir dizi profesyonel, insanların gözleriyle bile etkilenebilir ve onları bu özelliğinden bol bol istifade ederler.

**İyi futbolcular da gözüne hakim olmaz, bakmadığı yere gitmeyi, bakmadan topla oynamayı bilir.** Kalecileri, rakip oyuncuları gözleriyle yönlendirir, akartır emmeyi de...

**Göz güçlü bir silah bile olabilir, icabında. İnsan, gözü yaşlı olana da, gözleri gülen birine de dayanmıyor, direnemiyor...**

**Göz nereye bakarsa, zihin ve gönül onunla meşgul. Beden de peşlerinden geliyor.**

**İnsanlar, davranış ve tepkilerini değiştirmek isterlerse, gözlerin kalbin ayınası olduğunu da iyi biliyor. Muhabatlarının gözlerinden aldıkları sinyalleri bakarak, kendiliğinden hareket tarzlarını belirliyorlar.**

**Göz bir mecaz. Günümüzde, toplumları, insanları, davranışlarını, duygularını, durumlarını**

QR code placed below the columns of columnists in Türkiye Gazetesi also used in news and information pages of newspaper. On the page including prayer times, the newspaper provides its readers with that information by means of QR Code. Under the QR Code placed near the information column, there is a “Scan the QR Code. Get the prayer times” text and therefore readers are directed.

**Figure 4. Use of QR Code in Information / News Section of Türkiye Gazetesi**



Şehir	İmsâk	Güneş	Öğle	İkinci	Akşam	Yatsı	Kible S.
<b>İstanbul</b>	<b>5:17</b>	<b>6:57</b>	<b>13:04</b>	<b>16:18</b>	<b>18:49</b>	<b>20:17</b>	<b>11:27</b>
Adapazarı	5:11	6:51	12:58	16:12	18:44	20:11	11:32
<b>Balıkesir</b>	<b>5:23</b>	<b>7:01</b>	<b>13:08</b>	<b>16:23</b>	<b>18:55</b>	<b>20:20</b>	<b>11:19</b>
Bursa	5:17	6:56	13:03	16:18	18:50	20:16	11:25
<b>Edirne</b>	<b>5:26</b>	<b>7:07</b>	<b>13:14</b>	<b>16:27</b>	<b>18:59</b>	<b>20:27</b>	<b>11:20</b>
Tekirdağ	5:23	7:03	13:10	16:24	18:55	20:22	11:21
<b>Zonguldak</b>	<b>5:05</b>	<b>6:46</b>	<b>12:53</b>	<b>16:06</b>	<b>18:38</b>	<b>20:06</b>	<b>11:38</b>

\*Kible saati vaktinde güneşe dönen, Kible'ye dönünüz olur.

Only newspaper of the Turkey using QR code amongst the national newspapers, Türkiye Gazetesi emphasized that following this kind of technological developments is an obligation of that era. İsmail Kapan, one of the columnists, mentioned about the appreciation he felt from QR Code in his column by saying “I see the use of QR code in our newspaper and also on my column as a necessary and positive application in terms of rapid improvements and new expectations of communication technology”(Kapan,2013). Columnists do not regard recording of their texts as an extra burden, instead they think that it is a part of their job.

Columnists of Türkiye Gazetesi emphasized that, modern living conditions, especially stunning circulation of transportation and communication issues literally force people to live faster and make a lot of works together. Türkiye Gazetesi which stated that people capable of using QR Code (who has suitable devices to do that) may read their articles or news while performing another action also emphasized that that could be an advantage for both global expansion and time management.

Chief editor of newspaper, Nuh Albayrak stated that many opportunities might be possible for traditional media about use of QR code. Albayrak who emphasized the content offered to reader has been enriched through QR code, also stated that this application cause traditional media to use visual materials more. (Albayrak,2013):

*Through QR Applications, content provided to readers significantly gets rich. Demands of the readers will cause printed media to use more visual materials which were not previously displayed. Contextually satisfying journalism will provide total quality of media to increase.*

Readers of Türkiye Gazetesi – the starter and first implementer of QR Code applications in Turkey – also stated that they are satisfied with QR code application. Within the research, 18 of 25 readers of Türkiye Gazetesi which had been done deeply interviews know the applications and 17 of them already took the advantages of the application.

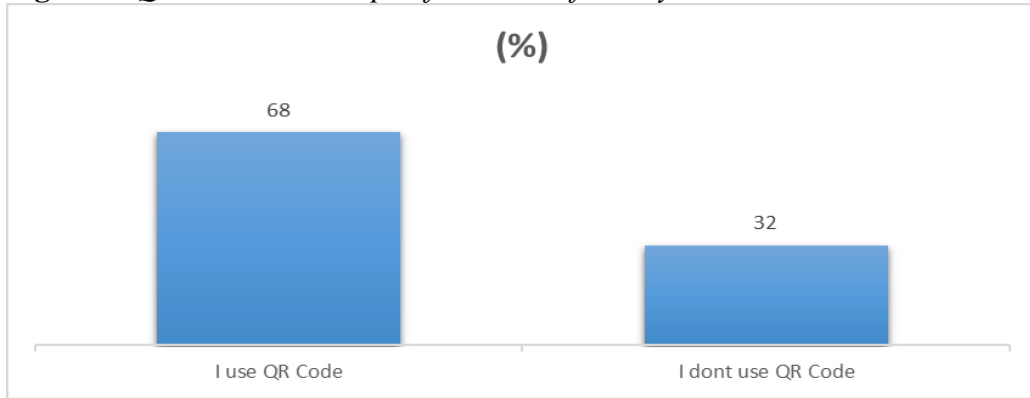
**Table 3.** *QR Code Awareness amongst Readers of Türkiye Gazetesi (n)*

People Aware of QR Code Application	18
People Not Aware of QR Code Application	7
Total	25

**Table 4.** *Use of QR Code amongst Readers of Türkiye Gazetesi*

	n	(%)
I use QR Code Application	17	68
I do not use QR Code Application	8	32
Total	25	100

**Figure 5.** *QR Code Use Graph of Readers of Türkiye Gazetesi*



Within the research, the questions “Why don’t you use QR Code and Do you think to use it in future?” have been asked to readers in interviews. %40 of the readers not using QR Code stated that they are unaware of this application.

**Table 5.** *Non-use reasons of QR Code by Readers of Türkiye Gazetesi*

	(%)
I don’t know what QR Code is	20
I am unaware of QR Code application	40
I have no smart phone	15
I don’t interest in QR Code application	25

When we asked same questions in interviews we made with readers of 20 different newspapers besides than Türkiye Gazetesi, it is observed that newspaper readers have not much information about QR Code.

**Table 6.** *QR Code Awareness Level of Other Newspaper Readers (n)*

Readers Aware of QR Code Application	5
Readers Not Aware of QR Code Application	20
Total	25

**Table 7.** *Reason of Non-use by Readers not Using QR Code*

	(%)
I don't know what QR Code is	50
I know what QR Code is but there is no such application in my newspaper	40
I have no smart phone	5
I don't interest in QR Code application	5

Findings of Table 3 and Table 7 show that newspapers giving no place to QR code applications have a significantly negative role in awareness of readers about this application. In order to determine whether readers of the newspaper show interest in QR code application or not, questions about tendency to use QR code in future have been asked to readers of all newspapers using no QR Code.

In consequence of interviews, it has been seen that readers have a tendency to use this application in future. %70 of the attendants indicated that they will use the application when suitable conditions are met. By saying “meeting suitable conditions” while %40 of the readers meant “having a smart phone” other %60 of them stated “QR code use of the newspapers”.

**Table 8.** *Thoughts of Newspaper Readers about Use of QR Code Application*

	(%)
I would like to use QR Code Applications when suitable conditions are met in future	70
I don't think QR Code Application will attract my attention	30

**Table 9.** *Motivations of Newspaper Readers about Using QR Code Application*

	(%)
I will use it when I get a smart phone	40
I will use it if the newspaper I read starts QR Code Application	60

## Conclusion

Developments of technology world affect every level of the society and also significantly influence social life. People lives with technology in an

inseparable manner and takes the advantage of it every day. While technology develops, effects of it to the people are also increased. The technological interactivity difference of a person living in a cave and people of nowadays has been showing the progress level of civilization. Technology showed itself in communication field more and more after the invention of internet medium.

People have changed the way of communication by means of technology. Nowadays, communication is faster through internet and new communication technologies. Communication starting with lighting a fire showed a great progress from letters carried by pigeons to smart phones. Today, communication can be carried out faster and interactive than ever by means of smart phones and internet. Each new technology replaces the former one and also improves it.

Developments in technology have created global communication platforms and made contributions to development of global communication industry. While doing that, It has changed structures of some mediums and helped them to be updated in technological idiom. One of that changes is QR (Quick Response) Code which has been initiated in 1994 after technological improvements and become widespread in 2000s. Implementation of QR code providing instant communication and conveying stored data into displays of mobile phones digitally through internet has become an important revolution in terms of global communication in newspapers. Thanks to QR Code, readers who seen that static newspaper they hold transformed into a dynamic and communicating newspaper. Reader has begun to rediscover the printed newspapers by means of that application. Implementing QR code to the traditional newspapers brought newspapers in an interactive structure and enabled traditional newspaper to be integrated through global communication platform, internet. This integration developed a new journalism type through printed newspaper, smart phones and internet page of the newspaper.

Reader who may access the details of the news he/she read on the hard copy of the newspaper through a QR Code scanned by his/her smart phone and after that he/se may continue to read the newspaper again. Readers of the newspaper may watch or listen the news on the newspaper through QR Code, get extra information about an advertisement and even buy that product if she/he desires. In an era of traditional newspapers having difficulties to compete with internet newspapers and therefore being under the threat of fading away, QR code which built a bridge between traditional newspapers and internet newspapers will cause a new journalism understanding to raise starting with traditional newspaper and extending to the internet newspaper. The reader will get the summary of information and news of the traditional newspaper and then may get detail information from the website he/she will be directed through QR Code. In the research conducted about QR code application in Turkish printed media industry for 2013, it was indicated that only Türkiye Gazetesi use QR code application amongst 38 national newspapers. QR code application becoming widespread in the world day by day used only in one newspaper in Turkey and it shows us that this matter is being ignored. Türkiye Gazetesi uses QR Code everyday and makes an interactive platform between



the readers and columnists. Through QR Code placed below the columns of eleven different columnists, readers may have the opportunity to listen the columns by columnists' own voices. Besides that, Türkiye Gazetesi uses QR code for news and information transfer. As an example, we may point out the information placed on newspaper about prayer times. Through QR Code, newspaper provides information to people willing to know the prayer times and enables Muslims living in any place of the world to learn prayer times in their geographical environment. In the interviews made with management staff and columnists of newspaper, they indicated that QR code application is an important opportunity to adapt the technology and generation and also emphasized that their newspaper has took the plunge in the today's globalizing world with this application.

In the research conducted, readers of Türkiye Gazetesi and readers of other newspapers have been asked whether they use QR code or not. In consequence of readers of the newspaper, readers of Türkiye Gazetesi which used the application on its pages have a higher awareness in comparison with readers of other newspapers. When we asked the reason of that to the readers of non-QR code user newspapers, readers complained about that they are not aware of the application or they don't have any smart phones. When future motivations of readers about the QR Code application have been asked, %75 of the readers stated that they will consider to use the application. Traditional newspaper considered the reasons of possession of smart phone and allowing space to the application on the newspaper they read as the requirements of the use. When we evaluate the findings, we may say that newspaper readers will further want to use QR code application in future. Therefore, while the newspapers experiencing digital evolutions of traditional newspapers, attaching importance to QR code application –acting as a bridge between traditional and new media – will provide them with competitive advantage in future. QR code – an important revolution for accessing fast, practical and detailedly information – will add a new dimension to traditional (printed) journalism which also said – in the pipeline – and integrates traditional newspaper and internet newspaper by creating a special bridge between printed copy and online copy.

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## **Interviews**

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