Abstracts (İngilizce özetler)

The Source of human capital: Immaterial labour

UTKU ÖZMAKAS

This article focuses on Michael Hardt and Antonio Negri's notion of "immaterial labour", which is inherited from Italian Autonomist movement. First of all, the transformation of the figure of work and worker is examined in the context of "postmodernisation of economy" and post-Fordist production, which is regarded as part of the transition from society of discipline to society of control. From this point of view, various dimensions of immaterial labour are portrayed, and then major critiques are discussed. After this, the relationship, established by Michel Foucaut, between governmentality and neo-liberalism is evaluated and the concept of 'competition' is highlighted in this context. Building on this, the ways in which late Foucault's thoughts enable us for new possibilities of interpreting immaterial labour is discussed. It is argued that Foucault's concept of 'human capital', which was introduced in the scope of 'genetic' case in his *The Birth of Biopolitics*, can be employed as a critical tool in discussing Hardt and Negri's conception of immaterial labour.

Keywords: Immaterial labour, Michael Hardt, Antonio Negri, Michel Foucault, human capital.

✳

Traces of digital capitalism in communication field: Processes of production, circulation, labor and consumption

ZAFER KIYAN

While production and circulation are increasingly becoming digitalized and being shaped according to logics of network, reorganization of labor becomes necessary,

commodities with digital content proliferate, business methods change and finally consumption processes transform as well. These changes indicate a digital emphasis in today's capitalism. Traces of the changes vary with respect to different sectors. This study focuses on the changes in communication field. In the first and second sections of the study, a historical presentation of transformations in production, circulation, and consumption processes that base on communication will be made by putting an emphasis on their results. In the third section, total amount of consumption related to communication activities will be investigated by discussing the situation in various media sectors. The fourth and fifth sections focus on dominant actors of communication field and their specific business methods. A discussion on commodities and the labor in their creation will be done in the two subsequent sections. In the final section, communication based consumption processes will be analyzed. The main hypothesis of the study is that the transformation in capitalism is not about the *essence* but about the *form*.

✳

The transformation of engineering practice in digitalized production schemes

EZGİ PEHLİVANLI-KADAYIFÇI

This study examines the change regarding the means of production in engineering and the change of its social image with respect to digitalized production schemes. Increasing utilization of digital means of production in post-Fordism has led to a transformation in the practice of engineering. Findings of this study have been derived from my PhD research that I carried out through 2012 and 2015.

✳

Labor market segmentation: Call centers in Turkey

EBRU SEÇKİN - AYŞE NUR GÖKTEN

Advances in information and communication technologies in the last four decades changed the organization of production, the conditions of employment, and their geographies. As some phases of automatized production moved away from the center to remote areas in the periphery, spatially and substantially differentiated forms of management created local and global networks. One of the managerial responses to these processes of transformation was call centers. In Turkey, call centers drew attention when they started to choose less developed regions

of the country as the locations of their new branches in 2005. Several administrators and politicians regarded this development as an opportunity for the stagnant economies of less developed regions. However, issues concerning the short and long term effects of these investments, their possible successes or failures in terms of knowledge transfer and 'capacity building' (i.e. contributing to creating a qualified labor force) have not been discussed thoroughly. The aim of this paper is to discuss the characteristics of employment in call centers and its implications in terms of regional development perspectives. In this respect, the paper focuses on the employment criteria as described by managers and on the job satisfaction and career prospects as described by the employees.

Keywords: Labour market segmentation, call centers, Turkey, regional development.

✳

AleviWeb: "A virtual and real community" in cyberspace

GÜLBİN ÖZDAMAR AKARÇAY

The study discusses how the Alevi community, which has been transformed through digitalization due to the recent developments in new media technologies, defines itself and what kind of identities they establish via the website *AleviWeb* (AW). For the purposes of the study, the content of the webpage was analyzed and at the same time the users and administrators of the webpage were contacted to carry out in-depth interviews. The common view reported by both the users and the administrators is that real intermingled with virtual and all aspects of life have their corresponding equivalences in virtual world. However, AW members object the term 'virtual community', due to the recent negative connotations about the concept "community" in Turkey. In parallel with the real life, the Alevi have disagreements among themselves in virtual environment as well. Such disagreements are mostly reflected in different definitions of the Alevi sect and the discussions based on Alevi identities. The assumption that forums cannot be considered a rational platform for hot debates and what is observed in the forum discussions bring the conclusion that it seems very difficult for Alevis to reach a consensus in AW platform, which is often seen as an opportunity to unite. The study also discusses digital divide due to the differences in internet use as well as cyber attacks aiming to mute certain webpages based on beliefs and ideologies such as AW within the context of the internet and democracy.

Keywords: *AleviWeb*, Alevis, virtual communities, digital divide, cyber attacks.

✳

Trolling culture on Twitter in Turkey

MUTLU BİNARK, ŞULE KARATAŞ, TUĞRUL ÇOMU, ERAY KOCA

Trolling phenomenon has become a current issue as the political, manipulative and misleading content distributions especially on Twitter during the Gezi Park protests and on YouTube following December 17 Corruption Operations in Turkey. However, trolling is not only done by political purposes. There are different trolling types in different online environments. Just like Wikipedia trolls, readers' comment trolls, dictionary trolls and even gaming trolls may exist. Although trolling phenomenon is pointed out in several columns and news articles in the mainstream media, a wide direct academic research about trolling has not been conducted. This social phenomenon has been analyzed increasingly in the new media literature since 2010's with its appearance in different online environments. According to Bishop, "Internet trolling is one of the fastest spreading pieces of computer jargon of the 21st century" (2014: 7). This study investigates the trolling phenomenon on Twitter, trolling culture and types on trolling in Turkey while defining the aims of trolling and language practices along with some examples. In this study, etymology of trolling, different definitions on trolling in the literature and classifications on trolling types are explained by using the literature and the field research findings which include in-depth interviews with 29 experts of the subject.

Keywords: Trolling, Twitter, Turkey, internet, AK troll.