

THE EFFECT OF DIGITAL PLATFORMS ON PLACE ATTACHMENT, A
CASE STUDY FROM 100. YIL EVLERİ AND AYRANCI AHALİSİ
FACEBOOK GROUP PAGES

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CASE STUDY FROM 100. YIL EVLERİ AND AYRANCI AHALİSİ
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submitted by **EKİNSU KARABEYOĞLU** in partial fulfillment of the requirements
for the degree of **Master of Science in City Planning in City and Regional
Planning, Middle East Technical University** by,

Prof. Dr. Halil Kalıpçılar
Dean, Graduate School of **Natural and Applied Sciences**

Prof. Dr. Serap Kayasü
Head of the Department, **City and Regional Planning**

Assoc. Prof. Dr. A. Burak Büyükcivelek
Supervisor, **City and Regional Planning, METU**

Examining Committee Members:

Assoc. Prof. Dr. M. Anıl Şenyel Kürkcüoğlu
City and Regional Planning, METU

Assoc. Prof. Dr. A. Burak Büyükcivelek
City and Regional Planning, METU

Yrd.Doç. Dr. Deniz Altay Kaya
City and Regional Planning., Çankaya University

Date: 22.06.2023

I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.

Name Last name: Ekinsu Karabeyođlu
Signature:

ABSTRACT

THE EFFECT OF DIGITAL PLATFORMS ON PLACE ATTACHMENT, A CASE STUDY FROM 100. YIL EVLERİ AND AYRANCI AHALİSİ FACEBOOK GROUP PAGES

Karabeyođlu, Ekinsu
Master of Science, City Planning in City and Regional Planning
Supervisor: Assoc. Prof. Ahmet Burak Büyükcivelek

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Individuals' interactions and connections in the digital realm are generally connected to physical places. In addition, the digital interactions that people establish within specific locations or the creation of digital communities through digital interaction can influence individuals' attachment to physical places.

There is a growing concern regarding the impact of placelessness in the digital age, which can have detrimental effects on social interactions. However, as the key differentiating factor between place and space at the spatial level, social interactions have become significant in everyday life through digital platforms. This study investigates the relationship between digital platforms and place attachment in neighborhood contexts. The main problem revolves around understanding how digital platforms shape individuals' connections to their physical environments and the implications of this relationship for urban experiences.

To address this, the data is collected from an online survey of Facebook neighborhood groups in two specific neighborhoods: Ayrancı and Yüzüncü Yıl İşçi Blokları. The survey employed a combination of open-ended questions to gather participants' opinions and insights and various question types like multiple questions,

Likert questions, Yes/No questions to assess the relationship between place attachment and digital platforms. After that, the analysis of the collected data (N:182) followed a mixed-method approach, involving content analysis for the open-ended questions and utilizing the IBM SPSS program for correlation and crosstabulation analyses of other questionnaire items. This approach facilitated a comprehensive examination of the research topic, allowing for qualitative and quantitative insights to be integrated into the study.

The results revealed a moderately strong positive relationship between participants' perceived contribution to community-building through Facebook groups and their level of attachment to the neighborhood. Active involvement in solidarity activities facilitated by digital platforms was positively associated with place attachment. These findings highlight the complex and multifaceted relationship between digital platforms and place attachment, suggesting that the impact may vary depending on specific factors and contextual aspects.

The study emphasizes the need for a nuanced understanding of the interplay between digital technologies and place attachment, considering the diverse experiences and uses of digital platforms and individual differences. It contributes to the existing literature by shedding light on the role of digital platforms in shaping people's connections to their physical environments. It provides insights into digital platforms' potential benefits and limitations for fostering a sense of place and community in urban settings. The findings have implications for urban planning and the design of digital platforms that aim to enhance place attachment and promote a sense of belonging in urban communities.

Keywords: Digital Platforms, Place Attachment, Social Interaction, Digital Experience, Place Attachment Survey

ÖZ

DİJİTAL PLATFORMLARIN MEKANA BAĞLILIĞA ETKİSİ, 100. YIL EVLERİ VE AYRANCI AHALİSİ FACEBOOK GRUPLARI ÖZELİNDE BİR ÖRNEK İNCELEMESİ

Karabeyođlu, Ekinsu
Yüksek Lisans, Şehir Planlama, Şehir ve Bölge Planlama
Tez Yöneticisi: Assoc. Prof. Ahmet Burak Büyükcivelek

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Bireylerin dijital ortamda kurdukları etkileşimler ve bağlantılar her zaman fiziksel mekanlardan kopuk değildir. Aksine, insanların belirli mekanlar içinde oluşturdukları dijital etkileşimler veya dijital iletişim aracılığıyla oluşturdukları dijital topluluklar, bireylerin fiziksel mekanlara olan bağlılığını etkileyebilir.

Dijitalleşmenin mekansızlaşmaya ve bu durumun da sosyal ilişkileri olumsuz yönde etkileyeceğine dair kaygılar giderek artmaktadır. Ancak mekan ile yer arasındaki en belirgin fark olarak sosyal etkileşimler, dijital platformların kullanımıyla kendine önemli bir yer bulmuştur. Bu çalışma, dijital platformların mahalle bağlamında mekâna bağlanma ilişkisini incelemektedir. Temel araştırma konusu, dijital platformların bireylerin fiziksel çevreleriyle bağlantılarını nasıl şekillendirdiğini ve bu ilişkinin kentsel deneyimler üzerindeki etkilerini anlamaktır. Bu amaçla, veriler iki belirli mahallede (Ayrancı ve Yüzüncü Yıl İşçi Blokları) Facebook grupları üzerinden online bir anket oluşturularak toplanmıştır. Anket, katılımcıların görüş ve yorumlarını toplamak için açık uçlu sorular ve mekana bağlanma ile dijital platform arasındaki ilişkiyi değerlendirmek için çoktan seçmeli, doğrusal ölçek ve evet/hayır soru tiplerinden oluşmaktadır. Veri toplama işleminin ardından toplanan veriler (N:182) karma yöntem yaklaşımıyla analiz edilmiştir. Verilerden açık uçlu olanlar

içerik analizi ve diğer anket cevapları ise IBM SPSS programı kullanılarak korelasyon ve çapraz tablolama yapılmıştır. Bu yaklaşım, araştırma konusunun kapsamlı bir şekilde incelenmesini sağlamış, nitel ve nicel bulguların birlikte analize entegre edilmesini sağlamıştır.

Sonuçlar, katılımcıların Facebook grupları aracılığıyla topluluk oluşturmaya olan katkılarının, mahalleye olan bağlılıkları için orta derecede güçlü bir pozitif ilişkiye sahip olduğunu ortaya koymuştur. Dijital platformlar aracılığıyla sağlanan dayanışma faaliyetlerine aktif katılımın, mekana bağlılığa pozitif bir ilişkisi olduğu bulunmuştur. Bu bulgular, dijital platformlar ile mekana bağlılık arasındaki ilişkinin karmaşık ve çok yönlü olduğunu vurgulamakta ve etkinin özel faktörler ve bağlamsal yönlerine bağlı olarak değişebileceğini göstermektedir.

Bu çalışma, dijital teknolojiler ile mekana bağlılık arasındaki etkileşimin incelenmesinde ayrıntılı bir anlayışın gerekliliğine dikkat çekmektedir. Dijital platformların kentsel topluluklarda mekana bağlılık duygusunu güçlendirmeyi amaçlayan kent planlama ve tasarım açısından önemli sonuçları bulunmaktadır.

Anahtar Kelimeler: Dijital Platformlar, Mekana Bağlılık, Sosyal Etkileşim, Dijital Etkileşim, Mekana Bağlılık Araştırması

To all street animals whose life is spent with struggle...

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LIST OF ABBREVIATIONS

ABBREVIATIONS

DPs Digital Platforms

PA Place Attachment

ICT Information and Communication Technologies

FB Facebook Groups

RQ Research Question

CHAPTER 1

INTRODUCTION

Cities have undergone significant transformations, with technological advancements crucial in shaping urban life. Digital platforms have revolutionized various aspects of city living, enabling convenient and efficient online transactions, such as checking bus schedules, online banking, food delivery, municipal services, and social interactions. The proliferation of portable and personal media devices, coupled with the global reach of digital platforms, has redefined spatial relationships and expanded opportunities for dialogue and idea exchange among citizens (de Souza e Silva, 2006; 272). These platforms have also overcome logistical barriers and cultural norms governing in-person interactions, enabling access and intimacy experiences across diverse demographics (Koch & Miles, 2020; Hobbs et al., 2017; Maalsen, 2020).

The profound impact of digital technologies raises fundamental questions about the dynamics of living and working spaces. The home, public and private realms, and urban environments have recently gained changes as digital platforms shape how individuals engage with one another in modern society (Koch & Miles, 2020). For instance, digital networking platforms and applications have become instrumental in finding shared living spaces, recently gaining popularity (Maalsen, 2000). These platforms also serve as a central hub for discovering local events and services, facilitating social connections among neighbors and residents.

Furthermore, digital platforms have transformed the landscape of tourism and business travel, enhancing accessibility and fostering meaningful interactions between travelers and residents (Bialski, 2011, 2012; Germann Molz, 2014). These platforms provide mechanisms for verifying reputation and leaving feedback, facilitating trust-building among strangers before in-person meetings (Molz, 2014). In Turkey, numerous digital media cater to these functionalities and are widely utilized by municipalities, transportation services, and the real estate sector. With the

increasing trend toward digitalization, metropolises in Turkey, such as Istanbul and Ankara, are expected to adopt digital platforms on a broader scale.

The prominence of digital platforms in urban life emphasizes their profound influence on how people interact, communicate, and navigate urban spaces. The ongoing technological advancements and the increasing integration of digital platforms into various aspects of daily life present opportunities and challenges for policymakers, urban planners, and residents alike. Understanding the implications of these transformations is crucial for harnessing the potential of digital platforms to create more inclusive, connected, and sustainable cities.

In addition to the digital revolution, the relationship between space and place has been a subject of extensive debate. Space is often considered a scale or pattern containing tangible elements, while place incorporates social and cultural dimensions (Agnew, 2011). The distinction between space and place dates back to influential thinkers such as Leibniz and Newton in the seventeenth century. Leibniz proposed a relational understanding of space, emphasizing its dependence on the elements and events within and around it. At the same time, Newton viewed space as an independent entity with inherent power and unity (Agnew, 2011).

The discussion of space and place in the context of cities is intertwined with the impact of digital platforms. Digital platforms not only reshape spatial relationships but also redefine notions of place. They transform the dynamics of the home, public and private realms, and urban environments (Koch & Miles, 2020). By facilitating online transactions, social interactions, and access to information and services, digital platforms transcend geographical barriers and traditional cultural norms, fostering connections and exchanges among diverse populations (de Souza e Silva, 2006; Hobbs et al., 2017; Maalsen, 2020).

Understanding the implications of digital platforms on place attachment, which refers to individuals' emotional connection to their physical environment, is paramount in the modern context. Although the concepts of digital platforms and place attachment have been examined in separate studies, the need for studies examining these two concepts in the context of city planning has motivated the

creation of this thesis. The present study addresses this research gap by examining the intricate relationship between digital platforms and place attachment, a topic that has yet to receive scholarly attention thus far. By employing mixed research methodology, integrating qualitative and quantitative data sources, this study aims to comprehensively explore the relationship between digital platforms and place attachment while delving into the underlying factors that shape this relationship. Concrete categories and carefully constructed survey questions were utilized to operationalize the concept of place attachment, encompassing various factors such as the utilization of digital platforms, information exchange, and frequency of use. The collected data will be analyzed through correlation analysis, crosstabulation, and content analysis to gain valuable insights into the associations, predictive relationships, and participants' perspectives regarding place attachment in the context of digital platforms.

The findings of this study will have significant implications for urban planning and the design of digital platforms that aim to enhance place attachment and support urban planning practices. By uncovering the factors that influence place attachment in the context of digital platforms, this research contributes to the body of knowledge on fostering meaningful connections between individuals and their physical environments. The insights gained can inform urban planners and platform designers in creating interventions and strategies that facilitate more muscular place attachments and promote community engagement. Ultimately, understanding the intricate relationship between digital platforms and place attachment will aid in creating more inclusive, connected, and sustainable cities in the digital age.

1.1 Purpose of the Study and Research Questions

The study aims to investigate how digital platforms affect place attachment. Based on this purpose, the following research questions are piloted throughout the study:

1. Main RQ: Is there a relationship between the usage of digital platforms and place attachments?

2. Sub-RQ: How are the attributes of place attachment affected by digital platform activities?

1.2 Significance of the Study

The significance of this study lies in its exploration of the evolving dynamics between individuals, physical spaces, and digital platforms. In societal transformations and the increasing prominence of virtual spaces, it is crucial to understand how digital platforms influence people's relationships with physical environments.

By examining the multifaceted connections between DPs and place attachment, this research challenges preconceived notions that perceive digital interactions as detrimental to physical relationships. Instead, it aims to uncover the potential positive effects of DPs in strengthening the bond between individuals and their surrounding environments. This hypothesis emphasizes the importance of investigating the intricate interplay between technology and place attachment to provide a comprehensive understanding of contemporary human-space dynamics.

Given the conflicting perspectives and debates surrounding the effects of DPs on place attachment, this study assumes a critical role in elucidating the nuances of this relationship. By delving into this complex interaction, the research aims to contribute to the existing body of knowledge, offering insights that can inform urban planning practices, digital platform design, and community development strategies. Ultimately, this study seeks to bridge the gap in understanding and provide valuable insights for practitioners, policymakers, and scholars who strive to create more sustainable and meaningful human-space connections in the digital age.

1.3 Structure of the Research

This thesis investigates the influence of digital platforms on place attachment within society. Recognizing the intricacies of studying such a relationship, a sequential approach was adopted to explore the subject matter comprehensively. An extensive

literature review was conducted to provide a broad framework and summary of the existing knowledge surrounding digital platforms, cities, space, and place attachment.

A specific research methodology was employed to address the research questions and test the hypothesis. This methodology involved a case study approach, which allowed for an in-depth analysis of the selected cases and provided insights into the complex dynamics between digital platforms and places attachments. The chosen method was supported by relevant theories and concepts from the literature review, ensuring the study's theoretical grounding.

Furthermore, the research methodology and approach were carefully delineated, considering the thesis's specific objectives. The questionnaire survey served as a primary data collection tool, allowing for gathering insights from a sample of 182 neighbors. This quantitative data collection method facilitated the systematic analysis of participants' perceptions, experiences, and attitudes towards digital platforms and their impact on place attachment.

By employing a structured approach encompassing a literature review, case study analysis, and questionnaire survey, this thesis aims to understand the relationship between digital platforms and place attachment comprehensively. The findings derived from the research will contribute to the existing body of knowledge in the field and offer valuable insights for urban planners, policymakers, and researchers seeking to enhance place attachment in the digital era.

CHAPTER 2

DIGITAL PLATFORMS, SOCIETY, AND PLACE

This chapter comprehensively explores the multifaceted relationship between digital platforms and society, focusing on their impact on the concept of place. This chapter is a foundation for understanding the thesis's theoretical underpinnings and research context.

The chapter begins by offering an overview of digital platforms, tracing their historical development, and highlighting their significance in contemporary society. Various digital platforms are examined, encompassing social media platforms, online communities, and other digital communication tools. Furthermore, the current patterns and trends in digital media usage are explored, shedding light on these platforms' pervasive influence on individuals and communities.

Building upon this understanding, the chapter delves into the intricate relationship between digital platforms and the city. Drawing on the network society theory proposed by Manuel Castells (1996) and the concept of virtual communities, the author investigates how digital platforms shape and transform urban spaces. The connections between digital platforms and the city are critically analyzed, considering how these platforms facilitate social interactions, cultural exchange, and the formation of collective identities within urban contexts.

To further contextualize the relationship between digital platforms and space, the chapter explores the notions of placelessness and nonplaces, as theorized by Marc Augé (1992). The concept of place and its distinguishing elements are examined, along with exploring the notion of the "spirit of freedom" associated with specific spatial experiences. This discussion provides a theoretical foundation for understanding the impact of digital platforms on the formation and perception of place.

Lastly, the chapter delves into place attachment, investigating the emotional and psychological bonds individuals develop with specific places. The author reviews relevant studies and examines the multidimensional nature of place attachment, considering factors such as social relationships and personal experiences. This exploration sets the stage for the subsequent chapters of the thesis, where the specific relationship between digital platforms and place attachment will be empirically investigated.

Overall, the "Digital Platforms, Society and Place" literature review chapter lays the groundwork for understanding the complex interplay between digital platforms, society, and the concept of place. By examining this relationship's historical, theoretical, and conceptual dimensions, this chapter sets the stage for the subsequent analysis and findings presented in the thesis.

2.1 Digital Platforms: An Overview

The development of Information Communication Technologies (ICTs) and the digitalization process have profoundly impacted various aspects of human life, serving as indicators of cultural capital and drivers of societal growth (Ciasullo et al., 2018). This transformative process has significantly changed modern society, organizations, and everyday practices (Ciasullo et al., 2018). For instance, the adoption of QR codes as an alternative to physical menus in restaurants or the utilization of QR codes for accessing information about museum artifacts exemplify how digitalization has reshaped daily experiences. It is crucial to recognize that digitalization extends beyond mere codifying knowledge through specific technical patterns; it constitutes a comprehensive process that transforms the data and the socio-technical dynamics surrounding its use (Hart-Davidson & Grabill, 2012).

Technological advancements have introduced notable transformations in urban life, influencing work patterns, communication channels, and social interactions. Within this context, the focus of the mobile telecommunications market has shifted toward operating system platforms like Android and iOS (de Reuver et al., 2018). Commonly called "digital platforms," these applications or website-based software

and hardware facilitate user interactions, information retrieval, and knowledge sharing (Pilkington, 2017). Social media networks have emerged as prominent platforms for accessing and disseminating information, fostering new business opportunities such as digital content production. In urban settings, specific digital platforms have gained prominence in facilitating support, mutual aid, and solidarity. For example, Amsterdam City introduced the "We Amsterdam" platform to support citizens online and offline during the challenging times of the COVID-19 pandemic (Mos, 2020, as cited in Chiappini, 2020). It is anticipated that this momentum will continue to grow exponentially.

Thus, this chapter section aims to provide a comprehensive framework by outlining the historical progression and current usage of digital platforms. By exploring the various processes that have evolved and examining the different types of digital platforms, a broader understanding of their contemporary significance can be achieved. This analysis lays the groundwork for delving into the specific implications of digital media on society and places attachment in subsequent thesis sections.

2.1.1 The Historical Development of Digital Platforms and Information Communication Technologies (ICT)

The impact of Information Communication Technologies (ICTs) and digitalization on human life has been transformative, marking significant shifts in societal, organizational, and everyday domains (Ciasullo et al., 2018). The historical progression of these developments can be traced back to the industrial revolution, where information transmission through trains laid the foundation for the first phase of the information revolution (Potsman, 1994). The telegraph's subsequent invention introduced a new communication era, leading to wireless technology, radio, television, satellite broadcasting, and the Internet (Aytaş, 2010). These advancements have fundamentally altered spatial communication, introduced new audiovisual geographies, and reshaped how individuals and societies experience and interact with space (Castells, 2008).

The advent of the Internet and the rise of multimedia platforms have significantly influenced communication patterns and information dissemination. The evolution from Web 1.0, a "read-only web," to Web 2.0, where users actively produce and share content, exemplifies the transition towards user participation and interactivity (Lemley & Burnham, 2009). User-generated content has become widespread, empowering platforms such as Facebook, Twitter, YouTube, and Instagram, enabling ordinary users to contribute, review, and share web content (Murugesan, 2007).

These technological advancements have paved the way for the emergence of digital platforms, offering new possibilities for urban contexts. On the other side, the formation of digital media in cities is influenced by various factors, including the 2008 economic crisis that affected urban life significantly (Sadowski, 2020). In response to the crisis, cities sought alternative approaches, particularly technology-oriented solutions, to navigate their challenges (Ferreri & Sanyal, 2018). The post-collapse atmosphere provided opportunities for the rise of mega-platforms such as Uber, Airbnb, and WeWork, which reshaped the landscape of essential services like accommodation, transportation, and workspaces (Sadowski, 2020).

However, it is essential to acknowledge that digital platforms extend beyond these prominent examples, encompassing many applications within the Internet realm. These platforms have elicited public interest due to their disruptive nature and protest-oriented stance, reflecting more significant systemic transformations (Sadowski, 2020).

To summarize, the historical evolution of ICTs and digitalization has revolutionized communication and information exchange, redefining human interactions with space and giving rise to diverse digital platforms. Understanding the implications of these platforms in urban contexts is vital to analyzing the changing dynamics of modern cities and their socioeconomic landscapes.

2.1.2 Types of Digital Platforms

Digital platforms encompass a diverse range of types and functionalities. Scholars have classified these platforms based on various criteria. For instance, Langley and Leyshon (2017, as cited in Chiappini, 2020) differentiate between corporate, commercial, non-profit, crowd-sourced, and on-demand platforms, each offering distinct activity environments such as services, exchanges, forums, and everyday practices. Another classification scheme divides digital platforms into open and closed governance or open-source and proprietary ownership categories (Asadullah et al., 2018). Additionally, de Reuver et al. (2018) propose a technological perspective for categorizing forums based on the extent of the production process. This perspective distinguishes internal platforms that reassemble sub-units within a company, supply chain platforms that unite external suppliers around an assembler, and industry platforms where a platform leader aggregates external capabilities of complementariness.

Moreover, Caprotti et al. (2022) propose four typologies for classifying urban digital platforms. The first two typologies pertain to the private sector, while the latter relate to the public and non-profit sectors. The first typology involves online-to-offline producer-consumer intermediation, where platforms connect producers and consumers. The government's role in this scenario is relatively limited. The second typology focuses on the service provider and customer intermediation, wherein digital platforms enable the private sector to offer services regulated by governmental oversight. Uber is an example of this type, facilitating interactions between taxi drivers and customers under government regulation. The third typology revolves around public service intermediation, wherein platforms serve as intermediaries between public agencies and users, with municipal authorities playing a central role. Lastly, not-for-profit service intermediation platforms bridge the gap between non-profit organizations, such as NGOs and civic service providers, and the public (Caprotti et al., 2022).

Additionally, specific digital platforms are characterized by matching supply and demand for transactions, exemplified by prominent platforms like Amazon, Alibaba,

Airbnb, Uber, and Baidu. Others serve as technological foundations upon which developers can build, such as the Microsoft software platform and the Apple and Google App stores (Aalst et al., 2019).

Considering the content of this research it is crucial to provide a comprehensive understanding of digital platforms by discussing their technical components and usage in daily life. Moreover, exploring the effects of these platforms on various aspects of individuals' lives and the broader societal context is paramount.

2.1.3 The Current Usage of Digital Platforms

The emergence of digital platforms has brought about significant transformations across various industries, including transportation (e.g., Uber, Grab), real estate (e.g., Airbnb, CouchSurfing), and software development (e.g., Apple iOS, Google Android) (Asadullah et al., 2018). Previous empirical and theoretical research has explored digital platforms from diverse perspectives, such as the evolution of platform ecosystems (Jha et al., 2016), platform governance (Boudreau, 2010), the implementation of platform strategies (Hagiu and Wright, 2015), and the societal impacts of digital platforms (Chan and Ghose, 2014). For instance, social media platforms, including Facebook, have revolutionized user interactions and information exchange.

Moreover, de Reuver et al. (2018) conducted research emphasizing the highly distributed and automated nature of digital platforms, which facilitate cross and social interactions through various distributed technologies for coordination. Notably, platforms like Apple's iOS and Google's Android offer independent software developers an ecosystem that incentivizes their participation in application development (Asadullah et al., 2018).

These features highlight the multidimensional nature of digital platforms, necessitating a comprehensive analysis that considers their various dimensions. Furthermore, understanding the profound impact of digital platforms on social life is crucial, as they have become deeply embedded in contemporary society. People rely on digital platforms for everyday activities such as information retrieval,

communication, transportation, and other essential services. The widespread adoption of digital platforms has extended to diverse areas, including home cleaning, car sharing, and more. Social media platforms, as a subset of digital platforms, have revolutionized communication practices, and they continue to evolve as significant channels for information dissemination (Gündüz, 2017).

Moreover, virtual environments are increasingly integrated into both business and educational sectors. Educational applications have gained popularity, especially with educational institutions' growing utilization of distance learning (Gündüz, 2017). These developments affect urban structures, impacting commuting patterns, spatial organization, socialization, daily routines, and economic dynamics.

2.2 Digital Platforms and City

“The city has become a primary site for two related dynamics. The production of space: both digital (platforms) and physical (property).” (Sadowski,2019, p.450).

Platforms are an urban occurrence, but they have a dual effect in that they also transform cities (Sadowski, 2020, p.450). There is a dual interaction between digital platforms and the city, so while the emergence of digital platforms has been influenced by developments related to the city, digital platforms themselves have also influenced city life. Many applications that people use from morning to evening in their daily life are examples of digital platforms. At this point, it should be noted that conceptual studies on technology and the city are also carried out in the field of smart cities. Nowadays, as innovative city applications, it is noticeable that there are more street cameras and sensors and real-time data-sending and controlling mechanisms (Kitchin, 2014, as cited in Sadowski,2020). However, digital platforms differ from innovative city applications regarding control mechanisms.

It is essential to distinguish between smart cities and digital platforms as distinct technological developments. While state investments have been directed towards smart cities and their applications, these initiatives are primarily driven by government collaboration, aiming to transform and manage city systems. On the other hand, digital platforms operate within market dynamics, responding to

consumer demands and facilitating various socio-technical interactions. In this context, digital platforms are socio-technical intermediaries and commercial arrangements that automate processes, facilitate market transactions, and mediate community engagement (Langley & Leyshon, 2017; Schwarz, 2017).

Furthermore, accumulating information about physical spaces in virtual environments creates a data network containing urban-related information on virtual platforms. This data enables tracking individual and vehicular movements and mapping street topography, forming networks extending across the virtual layer. Consequently, virtual networks generate real-time urban activity maps that have spatial relevance, reshaping the spatial dynamics of public spaces within the virtual realm (Picon, 2015; Kaya & Kandemir, 2021).

Another concept that connects urban life and digital formations is platform urbanism. Platform urbanism has emerged as a concept that recognizes the intersection of digital platforms and urban environments. It refers to how digital media, such as ride-sharing apps, home-sharing platforms, and online marketplaces, have become integral to the functioning of cities. These platforms connect individuals, goods, and services, transforming urban spaces and shaping various aspects of urban life. The platform urbanism concept highlights these platforms' spatial dimensions, emphasizing their grounding in specific urban realities and the interconnectedness between digital and physical spaces (Graham and Marvin, 2001).

As cities have become increasingly digitized and connected, platform urbanism has been fueled by advancements in technology, the ubiquity of smartphones, and the growing popularity of online platforms. This convergence of digital technologies and urban environments has created new forms of economic and social interactions, altering how people live, work, and engage with their surroundings. Platforms can transcend traditional spatial boundaries and facilitate exchanges and interactions across diverse geographic locations.

However, despite the virtual nature of these platforms, their functioning remains tied to physical spaces. Financial transactions, for example, still rely on tangible connections to credit card corporations and servers. The spatiality of platform

urbanism is thus essential, as it enables the platforms to bridge different locations and contribute to the broader digital economy (Kitchin, 2017). This understanding challenges the assumption that digital technologies lead to a detachment from physical spaces, highlighting the interconnectedness and rootedness of platforms within specific urban contexts (Jordan, 2015).

Considering these developments, assessing platform urbanism's implications on cities is essential. This includes examining the positive aspects, such as increased convenience and connectivity, and the potential negative impacts, such as access, equity, and socioeconomic disparities. By acknowledging the spatial dimensions of platform urbanism and conducting a comprehensive evaluation, policymakers, and urban practitioners can navigate the complexities of this digital urban landscape and strive to create inclusive and equitable cities for all residents (Graham and Marvin, 2001; Kitchin, 2017; Jordan, 2015).

2.2.1 Digital Networks and the Rise of the Network Society

"Every society produces its own space" (Lefebvre, 1991, p.31).

The rapid development of technology has brought about significant innovations and inventions in the past century, fundamentally transforming how the world is interconnected. In addition to traditional physical infrastructure such as roads, railways, and cables, computer networks, particularly the Internet, have become a critical component of global connectivity (van Dijk, 1991). As of April 2022, approximately 63.1% of the worldwide population uses the Internet, with 59% actively engaging in social media platforms (Statistica, 2022). These statistics highlight the pervasive influence of digital networks in today's world, albeit with some geographic variations in access and connectivity.

Cities, in particular, have become highly dependent on these digital networks, as disruptions or issues within the network infrastructure can have significant implications for businesses, governments, and society. According to Claude Fischer (1992), technology is not merely an external process of material culture but a socially embedded factor that influences and shapes society. The rise of the network society, as conceptualized by Manuel Castells and Jan van Dijk, underscores the

transformative impact of networks on various aspects of social, economic, and cultural life (Castells, 2005; van Dijk, 1999). Networks are often described as the nervous system of society, enabling significant changes across all levels of social organization (van Dijk, 2006).

Digital platforms and virtual networks have emerged as a significant driver of societal change. They have become essential tools for communication, information sharing, transportation, and everyday activities, revolutionizing social interactions and shaping daily habits (Gündüz, 2017). Moreover, the integration of virtual environments in business and educational sectors has expanded opportunities for work, learning, information access, cultural expression, decision-making, and entertainment (van Dijk, 2006).

In this networked society, digital platforms and virtual networks are pivotal in redefining social life's spatial and temporal dynamics. The concept of "spaces of flows" introduced by Castells emphasizes the distinction between traditional spaces of place created by capitalist institutions and contemporary spaces characterized by fluid flows and connections (Broomley, 1999). The notion of "timeless time" further highlights how modern practices, such as instant financial transactions and virtual communities, disrupt conventional notions of time (Oliver, 2013). While socially and biologically constituted time continues to govern life in physical spaces, the space of flows operates in a non-socially meaningful and non-sequential temporal realm (Broomley, 1999). The ongoing technological advancements are anticipated to affect the perception of time and space profoundly. The infinite interactions between virtual reality in cyberspace and local reality in physical locations reshape the understanding of time and space (Moosavi, 2005). However, given the scope of this thesis, a comprehensive exploration of this concept is beyond its focus.

The rise of the network society has also witnessed the proliferation of collective identities and expressions of cultural singularity. Castells argues that there is a growing need for cultural belonging and protection of local environments in response to the globalization and cosmopolitanism propagated by the network society (Castells, 1997). Consequently, while globalization is apparent in many aspects,

some regions and communities actively assert their distinctiveness and localize their identities (Işık, 2001). The notion of national and global identity plays a significant role in shaping cultural belonging, providing individuals with a sense of rootedness (Tomlinson, 1999, as cited in Işık, 2001).

2.2.2 An Imaginary or Real Community? Virtual Communities

"In the new audiovisual geography, an imaginary community encompasses all of humanity, transcending cultural boundaries" (Gürel, 2008: 114).

The rapid advancement of technology has brought about significant transformations and inventions over the past century. Technology, particularly the widespread use of personal computers and the growth of computer networks, has led to the emergence of virtual communities globally, notably in the United States and worldwide (Castells, 2008). As Howard Rheingold described, virtual communities are spaces where individuals can share hobbies and interests through bulletin board systems and other digital platforms (Rheingold, 1993). According to Wellman, these communities share similarities with physical communities, governed by specific rules and dynamics, and interact with other forms of communities (Wellman et al., 1996; Wellman, 1997; Wellman & Gulia, 1999). Wellman's research also demonstrates the emergence of personal communities in advanced societies, characterized by informal relationships, a combination of close and weak connections (Wellman & Gulia, 1999: 355).

The twenty-first century has witnessed a remarkable surge in online community formation, driven by a strong desire for social interaction, idea sharing, collaboration, and gaming, transcending geographical boundaries and temporal constraints (Daniel, 2011). This desire to connect and engage in various activities through online platforms, irrespective of distance and time, reflects the changing dynamics of social interaction (Gündüz, 2017).

Contrary to concerns that social life would diminish in the face of a virtual culture, scholars such as Wellman and Gulia emphasize that the internet has fostered expanding social ties, including physical ones (Castells, 2008). Analysis of North

American internet connections by Wellman and Gulia revealed that individuals had more than a thousand connections, including a small number of close ties, a moderate number of strong ties, and a majority of weak relations, which still contribute to a sense of belonging, support, and friendship (Wellman & Gulia, 1999).

Virtual communities, primarily based on weak ties, offer diverse and interactive personal social networks that can generate mutual support (Castells, 2008). These communities have been prominent in fostering social interaction and accelerating social movements. For instance, during the Gezi Park protests in Turkey 2013, social media platforms, particularly Twitter, facilitated rapid and widespread mobilization, providing a sense of belonging and solidarity (Castells, 2008). The COVID-19 pandemic further accelerated the growth and impact of virtual communities, as remote working, distance learning, and virtual interactions became integral parts of daily life, meeting the need for socialization and connections.

Virtual environments, as digital platforms, provide spaces for communication and support, enabling individuals to interact conveniently. These environments allow users to create profiles, communicate through text or voice messages, and form groups of various sizes, fostering easier social interaction (Islek, 2012).

The phrase "information changes the world" succinctly captures the Internet's transformative potential as a platform where individuals can collaborate, share information, and provide technical and emotional support to others. The internet has revolutionized information access, forming virtual communities and facilitating community building and information exchange (Barlas & Çalışkan, 2006).

2.3 Transformation of Space and Time in the Human Experience by Digital Platforms

It is widely recognized that "All major social changes are ultimately characterized by a transformation of space and time in the human experience" (Castells, 2010: Location 641; bold in original). This recognition stems from the understanding that space and time are socially constructed notions that emerge through human

experience. Scholars like Henri Lefebvre (1991: 26-39) have emphasized the multiple modes of space rooted in its social production. With the emergence of the network society, new spatial methods are expected to come to the forefront. The concept of the "space of places" or "space of contiguity" put forth by Castells suggests that the experience of spatial coexistence and communication remains possible in urban as well as rural areas (Castells, 2010).

However, the rise of digital platforms has significantly transformed interactions with and perceptions of space in the modern world. Firstly, digital media provide unprecedented access to spaces that were previously difficult to reach. Virtual tours allow individuals to explore museums, national parks, and landmarks across the globe from the comfort of their homes. Services like Google Maps offer directions and navigation assistance, facilitating the exploration of unfamiliar places. Secondly, digital platforms enhance connectivity by bridging geographic distances. Video calling, messaging, and social media platforms enable people to maintain connections with friends and family who reside far away. Collaboration tools facilitate remote work, allowing individuals to collaborate with colleagues as if physically present.

Additionally, spaces are increasingly designed to accommodate technology and connectivity. Public spaces offer amenities such as Wi-Fi and charging stations, reflecting the changing ways in which people utilize physical spaces. Homes incorporate dedicated areas for home offices and entertainment systems. "Smart" spaces integrate digital technology and internet connectivity, while intelligent cities leverage sensors and software to optimize resources, manage traffic, and improve infrastructure. The boundaries between physical and digital spaces are becoming increasingly blurred. Augmented reality overlays digital information onto the real world, while virtual reality immerses individuals in digital environments. Shared virtual spaces facilitate new social interaction and collaboration (Castells, 2010; Moosavi, 2005).

Many people associate a community with the place, as the collective act of individuals coming together within a socio-spatial context fosters a sense of

belonging. Within this context, interpersonal interactions and shared experiences contribute to forming a collective identity among individuals who share a common ground. Virtual environments, while not originally conceived as political entities, have introduced new social and cultural rituals. This also holds for virtual cities, where inhabitants experience a virtual sense of freedom and engage with elements of post-modern existence (Barlas & Çalışkan, 2006).

2.3.1 The Virtual Place of the Digital Realm

Individuals engage and exchange experiences in two domains: physical, real-world settings and digital platforms, mainly social media. The advancement of technology has facilitated interactions between these two environments, precisely the virtual reality of the digital realm and the physical realm with its local identity (Albeera, 2019, as cited in Badel & Baeza, 2021). The emergence of digital platforms, such as social media, online forums, and messaging apps, has significantly altered interpersonal interactions and information consumption patterns. With individuals increasingly conducting their social activities on virtual networks, they allocate more time to private spaces, while physical cities experience a continuous increase in mobility, thereby shifting individuals' spatial relationship from the physical context to communication tools (Castells, 2005: 526; Siahkali, 2014: 177). Drucker and Gumpert argue that establishing virtual spaces through wireless networks expands the possibilities for forming the public sphere, making it ubiquitous (Drucker & Gumpert, 2012, as cited in Kandemir & Kaya, 2021). This flexibility disconnects individuals from the context of physical places while amplifying the communicative potential of these places through virtual networks, thus enhancing the opportunities for public re-emergence in physical spaces (Kandemir & Kaya, 2021). Digital platforms have become significant venues for public discourse, civic engagement, and social interaction, creating new virtual spaces. Hyperlocal social networks, including local Facebook groups and digital neighborhood platforms, have emerged as essential platforms for civic involvement, public discourse, and community building (Schreiber, 2020). Consequently, these digital platforms have revolutionized social interaction and the formation of public spaces, providing novel

avenues for community engagement and cultural expression. Online forums and message boards serve as spaces for discussions and debates on various topics, whereas virtual reality platforms offer immersive environments for real-time interactions.

Furthermore, digital platforms have played a crucial role in civic engagement and activism, with social media platforms becoming indispensable tools for organizing and mobilizing people around social and political issues. Online petitions, fundraisers, and other forms of digital activism have become increasingly prevalent, allowing individuals to actively participate in civic life and influence public policy. In their study, Barlas and Çalışkan (2006) emphasized the emergence of virtual communities in defining the new urban public space and its relationship with physical-world publicness. They emphasized that public space encompasses social relations and interactions beyond the confines of commercial areas. Their research introduced the notion of "text-based socialization" as a distinct form of interaction prevalent in virtual communities, characterized by its deviation from natural forms of perception and cognition and its generation of unique modes of interaction beyond commercial transactions.

In conclusion, the rise of digital platforms has brought about transformative changes in public space, creating new online spaces that serve as crucial arenas for public discourse and civic engagement. This transformation presents challenges and opportunities for civic participation and public discourse, necessitating approaches that foster transparency, accountability, and democratic governance. Digital platforms have opened new public spaces that revolutionize individuals' social interaction and engagement dynamics. These spaces offer fresh possibilities for social connection, cultural exchange, and civic involvement, thereby shaping the future of public spaces.

2.3.2 The Perception of Place

Considerable research has been conducted on place, with various definitions and perspectives emerging from anthropology, geography, architecture, urban planning,

and psychology. This extensive body of literature highlights the longstanding and ongoing debate surrounding the place. Scholars often refer to the place as a "meaningful location" (Lewicka, 2011), emphasizing the socially constructed and negotiated boundaries that give it a distinct identity in the perceptions of its inhabitants (Schneider, 1986). Relph (1976) further asserts that place is imbued with meanings and enriched by the rhythms of daily life, enabling the formation of a collective identity within a particular place. Based on studies on site, it is recognized that there are two dimensions to consider: the physical and social dimensions (Hidalgo & Hernández, 2001; Shumaker & Taylor, 1983; Scannell & Gifford, 2010; Lewicka, 2011). While the social, cultural, and psychological dimensions are regarded as phenomenological characteristics of the place, the physical dimension is often examined from a deterministic approach to place studies (Manahasa, 2017). The physical aspects of a place encompass elements such as climate, geography, topography, colors, and other features (Manahasa, 2017).

The extensive research on the place, exploring various dimensions and perspectives, sets the foundation for understanding the intricate interplay between a place's social and physical aspects. Furthermore, recognizing the significance of social interactions and the meanings attributed to spaces, it becomes apparent that a comprehensive examination of a place requires considering its social dynamics and the physical attributes that shape its character.

Furthermore, the essence of city life is not solely constituted by the harmonious interactions among its inhabitants but also by the values and meanings attributed to those spaces. People utilize places as spaces for social interaction, and businesses can also hold social significance. Social connections and relationships can be established and maintained through these spaces. According to Paulos & Goodman (2004), the people with whom they socialize influence their experiences of different places, and Lofland (1998) claims that our social connections shape our perception of a place. Due to the interdependence of its constituent parts, a place cannot be reduced to a single dimension and must be examined from various perspectives.

Relph (1976) focuses primarily on the essence of a place, highlighting that individuals often develop deep attachments to the places they were born, currently reside in, or pass through. These attachments are integral to individual and cultural identity and provide security. Understanding these experiential connections to place becomes crucial, as Relph (1976) emphasized. It is essential to note the distinction between space and place. Space is often understood pragmatically as the built environment created by architects or the abstract space of geometry (Norberg-Schulz, 1971, as cited in Relph, 1976).

In contrast, the place is the lived space. Relph's studies explore how individuals experience space and how space and place are intrinsically intertwined in human existence. The author will delve into this topic in more detail in the next section.

In summary, the concept of place has been extensively examined in various disciplines, highlighting its multidimensional nature. It encompasses the physical and social dimensions, and the meanings and attachments individuals develop with specific locations. By understanding the complexities of place, people can gain deeper insights into how people experience and relate to the spaces they inhabit.

Furthermore, building upon the previous discussion on the concept of place, scholars such as Relph and Augé have explored different dimensions of place, including its relationship with space and the significance of language and cultural context (Relph, 1976; Augé, 1995). Relph introduced the concepts of "placelessness," "sense of place," "insiderness" and "outsiderness" to describe people's feelings of belonging to a place. At the same time, Augé emphasized the anthropological nature of place and the role of language in shaping its meaning. Both authors distinguish between space and place, with area space as a site lacking human presence's vitality. In contrast, the place is characterized by its richness in cultural and historical significance (Augé, 1995).

In addition to these perspectives, American geographers in the 1950s and 1960s examined place from various angles, mainly focusing on interaction models and factors such as migration mobility, innovation distribution, and local and regional variations (Isard, 1956; Haggett, 1965; Berry, 1967, as cited in Agnew, 2011). These

scholars recognized the relational nature of space, highlighting the connections between events and objects within spatial contexts. However, critiques of spatial theories emerged in the 1970s, with contemporary theorists like Harvey challenging traditional notions of space and place. They argued that economic conditions shape the nature of space and the values it embodies, emphasizing the influence of economic power dynamics (Harvey, 1973). This perspective draws upon Marxist insights, suggesting that space is produced and constrained by powerful economic forces. The functioning of production forces and relations, influenced by uneven development between countries and regions, plays a crucial role in shaping the spatial organization and patterns of wealth distribution (Smith, 1984, as cited in Agnew, 2011; Harvey, 1989).

These diverse perspectives on place and space contribute to a nuanced understanding of the complex interplay between physical environments, human experiences, cultural meanings, and economic processes. They highlight the multifaceted nature of place and the dynamic relationships between individuals, communities, and the spaces they inhabit.

Relph (1976) and Tuan (1977) put forward the notion of a "closed" place in the classical perspective, which is influenced by ideas such as authentic identity and historical continuity. This perspective emphasizes a bounded and insular understanding of place. However, an alternative concept of an "open" place was proposed by Milligan (1998), who views the world as an interconnected intersection where interactions foster multiculturalism and diversity. Milligan's definition finds support in the works of Massey (2004) and Cresswell (2014) (as cited in Manahasa, 2017). Levicka (2011) argues that "closed" spaces are emblematic of closed societies, while "open" spaces reflect the image shaped by globalization.

These contrasting perspectives on place offer valuable insights into how people perceive and experience their surroundings. The classical notion of a secure place highlights the importance of historical and cultural aspects, emphasizing a sense of rootedness and continuity. On the other hand, an open place acknowledges contemporary societies' dynamic and interconnected nature, emphasizing the role of

interactions, multiculturalism, and global influences. Understanding these different perspectives contributes to a more comprehensive understanding of the complex relationship between place, identity, and the processes of globalization.

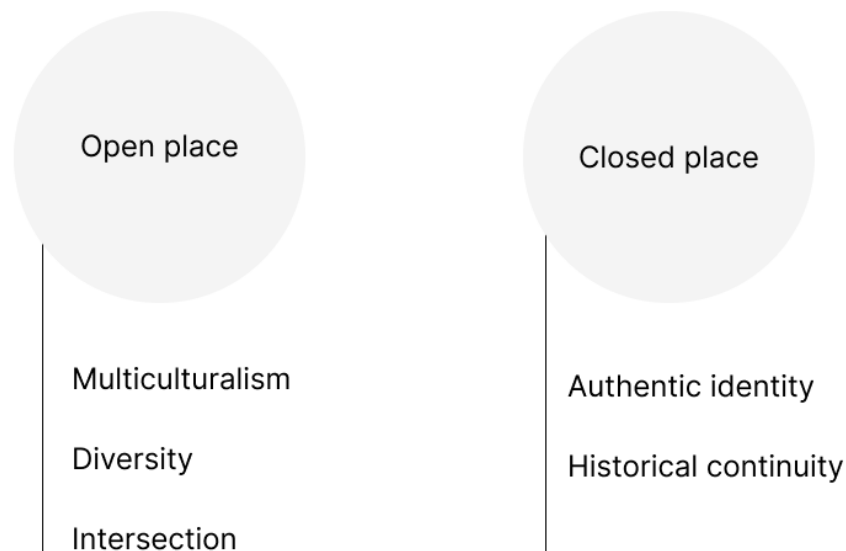


Figure 2.1 The Differences between “open” and “closed” places (Author, 2023)

2.3.3 The Modern Notion of Space

The discourse surrounding "space and place" has been a subject of extensive discussion, with much of the debate originating from the nineteenth century rather than ancient times (Agnew, 2011, p. 316). While terms like location and area have often taken precedence in discussions, the distinction between space and place lies in the fact that space is characterized by its scale and pattern. In contrast, the place is imbued with social and physical dimensions, reflecting social rootedness and landscape continuity (Agnew, 2011, p. 319). Space formation is influenced by the erosion of social relations and the past, as everyday life and mobility create increasingly homogeneous spaces. The intensification of discussions on time and space accompanied the advent of modernity, with influential thinkers such as

Leibniz, Kant, Descartes, and Newton playing prominent roles in shaping modern notions of space.

In the seventeenth century, various opposing theories laid the groundwork for modern understandings of space. Two main concepts that emerged were Newtonian and Leibnizian. The Newtonian view posits that space is independent of its contents and possesses an inherent unity and power separate from the actions and objects within it. From the Newtonian perspective, space is considered absolute (Agnew, 2011, p. 320). Newton's space theory can be seen as a product of the transitional phase between classical and modern thought.

On the other hand, Leibniz put forth a relational understanding of space, emphasizing its inseparability from the elements and events within and around it. According to Leibniz, space cannot be evaluated independently but gains meaning through its relationships with the objects and events it encompasses. Leibniz's perspective laid the groundwork for the modern conception of space. While subjectivists, who focus on individuals' subjective orientations within their environments, tend to lean towards the Newtonian version, those who emphasize the causal relations in human life are more inclined towards the Leibnizian account and emphasize the spatial relations that constitute place (Agnew, 2011).

Relph also highlights the interconnectedness of space and place, emphasizing how the physical characteristics of a location acquire meaning based on associated values (Zakariya, Mohyuddin, & Yaman, 2007). In contrast to the concept of space, the definition of place encompasses various components, including human existence, daily experiences, social elements, and significance. In other words, the place is a dynamic concept shaped by ordinary experiences and the tangible space it occupies (Relph, 1976).

Relating these discussions to digital platforms, it is essential to consider how the virtual realm interacts with notions of space and place. Digital platforms have redefined space boundaries and transformed how people perceive and engage with places. The virtual space created by digital media presents new opportunities for social interaction, community building, and cultural expression. It challenges

traditional notions of physical space and expands the possibilities for experiencing and connecting with a place. As individuals navigate the digital landscape, they negotiate their sense of place and construct new understandings of spatial relationships. The interplay between the virtual and physical realms adds complexity to the discourse on space and place, requiring further exploration and analysis.

2.3.4 Digital Platforms, Placelessness & “Non-Places”

The 19th-century social thinker Max Weber referred to disenchantment as "a state of mind associated with the collapse of a whole social formation and the rise of a new one," which reflects the change in the perception of time and space (as cited in Mutlu, 1999:9). This shift in perception can be traced back to significant historical inventions that influenced how the public perceives time and space. For instance, the development of electricity transmission tubes by Joseph Henry in 1830, followed by the creation of the telegraph, marked the beginning of severing humanity's communicative link to space (Aytaş, 2010). These technological advancements contributed to the rise of modernism, which is considered a significant driver of placelessness.

In his book "Places: New Nomads," Toffler (1974) highlighted the example of a senior executive living on Wall Street, using a helicopter to travel to the airport after work and then commuting home within a 1-and-a-half-hour journey. This example illustrated the shrinking world and the transience of places. The emergence of structures that exclude context, a characteristic of modernism, along with the dynamic nature of postmodernism, has led to highly mobile individuals who lack a sense of rootedness and whose daily lives are defined by transience (Özbey, 2007).

Anthropologist Marc Augé introduced the concept of "non-lieu" or "non-place" to explain the phenomenon of displacement. Non-places stand apart from existing places, do not integrate with them, and are dominated by circulation and consumption. Examples of non-places include shopping malls, hotel rooms, and airports (Augé, 1995). The increasing production and consumption associated with globalization have led to architectural uniformity, resulting in the loss of distinctive

features and identity in places. Spaces have become indistinguishable from each other, diminishing the sense of relationship, and belonging for their inhabitants, ultimately making them feel like "outsiders" (Augé, 1995; Lewicka, 2011; Manzo, 2005; Relph, 1976; Rollers & De Piccoli, 2010; Scannell & Gifford, 2010).

Barlas and Çalışkan (2006) discussed the transformation of public space utilization, highlighting how larger department stores, hotel chains, and foreign communication spaces exacerbate the lack of meaning in places due to temporality and frequency. Another dimension of the placelessness discourse is globalization, which rapid developments in transportation and communication technologies have facilitated. This shift in representation has resulted in the formation of identity-free and uniform places, as the nation-state, once the spatial boundary where capital evaluated itself, has lost this defining characteristic. Capital now perceives the world as a single space, leading to a transition from nation-states to global economies and cultures (Işık, 2001; Hall, 1995).

While rising globalization and industrialization have led to increasingly alike locations, Augé (1995) and Beatley (2005) argue that non-places do not lose their worth; their significance may grow. Contrary to the perception that contemporary social life has become increasingly "spaceless" with digitalization, space is characterized as an "interface" with flows, pluralism, and openness, influenced by digitalization (Moores, 2003). The internet, telephone, and radio have even expanded the presence of virtually instantaneous spaces (Moores, 2003).

Overall, these discussions emphasize the multifaceted nature of placelessness, involving historical, technological, social, and cultural factors. The concept of non-place sheds light on the tension between the loss of identity and distinctiveness in spaces. Recognizing that digital platforms shape new forms of place and enhance spatial experiences is crucial. Online communities, for example, can foster a sense of belonging and provide individuals with spaces for self-expression and identity formation (Benedikt, 1991). The internet and digital technologies have enabled people to engage with places virtually, explore different cultures, and participate in global conversations and movements. In this sense, digital platforms can create new

spaces for social interactions, cultural exchange, and the construction of meaning in a globalized world.

2.3.5 Digital Platforms and Sense of Place “Genius Loci”

Sense of place, or "genius loci" in Latin, refers to the connection people establish with a place's spirit beyond its physical and sensory qualities (Jackson, 1994, as cited in Bayram, 2018). With the increase in globalization and the pursuit of better market positioning, spaces will inevitably become increasingly like each other, which has sparked debates on the spirit of place. Especially in the 1970s, issues related to space and place gained prominence (Carmona & Tiesdell, 2007). However, according to Carmona and Tiesdell, globalization has had a dual impact. While cities have become more alike, unique towns have been able to differentiate themselves and assert their distinctiveness (Carmona & Tiesdell, 2007).

Relph (1976) argues that the spirit of a place encompasses topography, appearance, economic functions, social activities, past events, and current situations. Still, it is more than a simple sum of these elements. The spirit of the place can persist despite profound changes in the fundamental components of identity. Relph defines the identity of a place as a reference to a permanent sameness and unity that distinguishes it from others (Relph, 1976). According to Relph (1976), identity is a complex term in various domains, including the individual, culture, and object. Relph (1976) identifies three fundamental components that contribute to identity: statistical physical settings, activities, and meaning (as cited in Bayram, 2018).

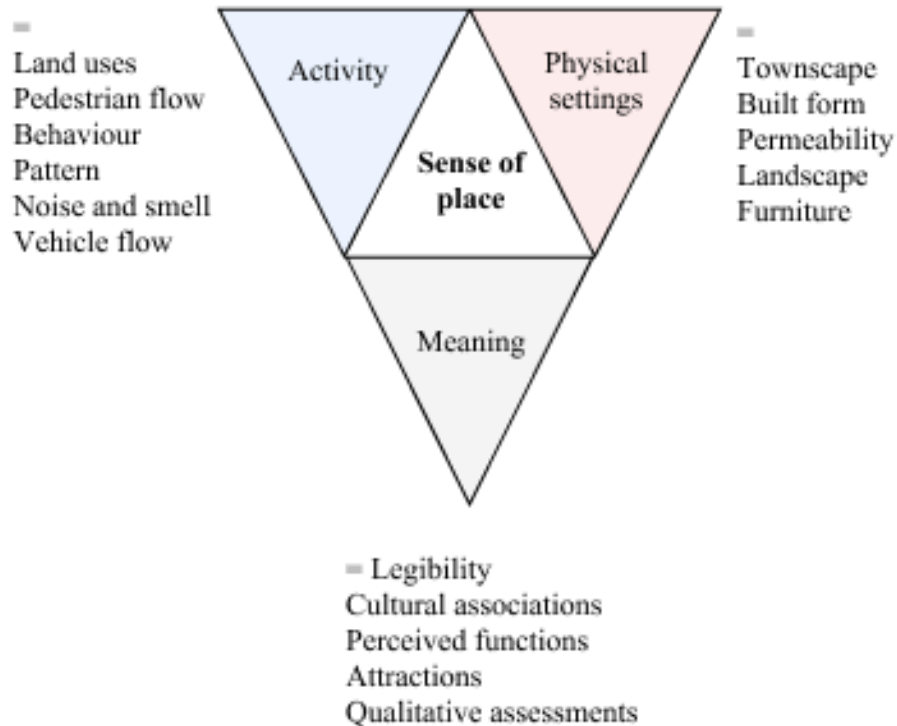


Figure 2.2 Sense of Place Chart (Carmona and Tiesdell, 2007, p.99, as cited in Bayram, 2018)

2.4 Place Attachment

This section focuses on the concept of "place attachment," which is central to the thesis. The relationship between individuals and their environment has been examined from various perspectives, particularly in environmental psychology, planning, and architecture. Recently, with the advancement of information technologies and multidisciplinary work environments, this topic has garnered attention in different disciplines, including cognitive science, informatics, and geographic informatics. Place attachment theory, closely related to environmental psychology, explores how people develop meaningful experiences with their environment (Lewicka, 2011). Studies examining significant places originated in human geography approximately 40 years ago (Buttimer, 1980; Relph, 1976; Tuan, 1974), and since then, publications on place attachment have emerged in various

fields such as sociology, community psychology, cultural anthropology, demography, urban studies, tourism, ecology, forestry, architecture and planning, and economics (Lewicka, 2011).

Place attachment has been defined in different ways by scholars. Shumaker and Taylor (1983), as cited in Stalls (2012), explained it as a positive emotional bond between individuals and their environment. Another widely used definition describes place attachment as people's deep connection with places (Scannell & Gifford, 2010). Hunter (1978), as cited in Scannell and Gifford (2010), defines place attachment as the emotional ties that connect a person to their environment. Scannell and Gifford also refer to this tripartite structure as a triple model. This model will be explained in more detail in the following sections.

Researchers suggest that place attachment is influenced by physical and cultural characteristics and an individual's affective perceptions and functional needs (Bott, 2005). A seminal study on the subject was conducted by Low and Altman (1992), who argue that the term "attachment" emphasizes the response, while "place" refers to the physical location to which people feel an emotional bond (Low and Altman, 1992). This definition highlights three essential elements of place attachment: the physical environment (place), the emotional connection (people), and the social bonds (attachment) (Manahasa, 2017).

Numerous studies have been conducted on human-place interaction, exploring concepts such as place identity, attachment, sense of place, and meaning (Lewicka, 2011; Scannell & Gifford, 2010). Place attachment is a complex phenomenon due to its multidimensional nature and encompasses various aspects.

The place-based approach emphasizes that the experience of place encompasses not only physical aspects but also perceptual and psychological dimensions. Understanding place attachment relies primarily on the experiences and perceptions of the public, who are the users of these places (Ujang & Zakariya, 2015).

Individual-level place attachment is formed through subjective experiences rather than the inherent characteristics of the place itself (Manzo, 2005; Scannell & Gifford,

2010). On the other hand, group-level attachment involves symbolic and cultural values, political perspectives, and the transmission of space to future generations. For instance, Jerusalem holds symbolic significance for Jews, Christians, and Muslims due to its religious importance, and its historical and cultural factors contribute to its value for its users (Lewicka, 2011; Scannell & Gifford, 2010).

2.4.1 Factors Affecting Place Attachment

According to Lewicka (2009), three factors can assess place attachment. The first factor is the physical aspect, which includes details such as the house's architectural style and the building's size. The second factor is social, encompassing elements such as neighborhood relationships and feelings of security in the place of residence. The third factor is socio-demographic, which includes age, education, gender, length of residency, and family size. Othman et al. (2013) associated these socio-demographic factors with place memory, stating that characteristics like age, gender, and ethnic group play a role in an individual's attachment to a place and their remembrance of significant events experienced there.

Another influential aspect scholars emphasize in this field is the scale of the place. The smallest scale unit starts with the home, which is associated with identity, belongingness, attachment, and a sense of familiarity (Case, 1996; Moore, 2000; Marcus, 2006, as cited in Manahasa, 2017). According to Lewicka (2011), neighborhoods need to have well-defined boundaries, and they hold greater significance than individual houses but are smaller in scale compared to cities. Brown and Perkins (1992) assert that neighborhoods facilitate active and intensive communication, making them a focal point for research on place attachment. The neighborhood level is a transitional space between the home and the public sphere, fostering commonalities and intense human interactions. While the neighborhood scale is frequently used in studies on place attachment, the concept still requires further clarification (Lewicka, 2009). Suttles (1972, as cited in Galster, 2001) describes a neighborhood as comprising four areas ranging from the minor block scale that constitutes the neighborhood to the larger city that encompasses all sectors. Cities represent a larger scale, although their boundaries may change over time

(Manahasa, 2017). Hernandez et al. (2007) found that the symbolic meaning of a city contributes to stronger place attachment. However, in unsafe and undesirable places, people tend to have a stronger attachment to their neighborhoods (Lewicka, 2010). Another scale to consider is regions. Lewicka (2011) argues that areas do not play as significant a role in place attachment as cities and neighborhoods. However, Gustafson's (2009) research in Sweden shows no difference between city and region scales.

Nevertheless, the relationship between place attachment and scale varies across different regions. For instance, in areas like Catalonia or Sicily, Lewicka (2011) suggests that a positive correlation regarding place attachment can be observed (as cited in Manahasa, 2017). Conversely, Shamai and Ilatov (2005) did not find a clear trend in the relationship between the scale of the place and the level of attachment when analyzing attachment to town, region, and the state of Israel among groups of immigrants and long-term residents (as cited in Lewicka, 2009). Gifford et al. (2009) indicate that perceived risk increases linearly with the scale of the location, ranging from the local area to the entire world. If the perception of security is part of place attachment, this suggests that place attachment is, to some extent, influenced by place scale, either linearly or inversely (Lewicka, 2009). In conclusion, place attachment extends from the home to the broader geographical context, such as continents.

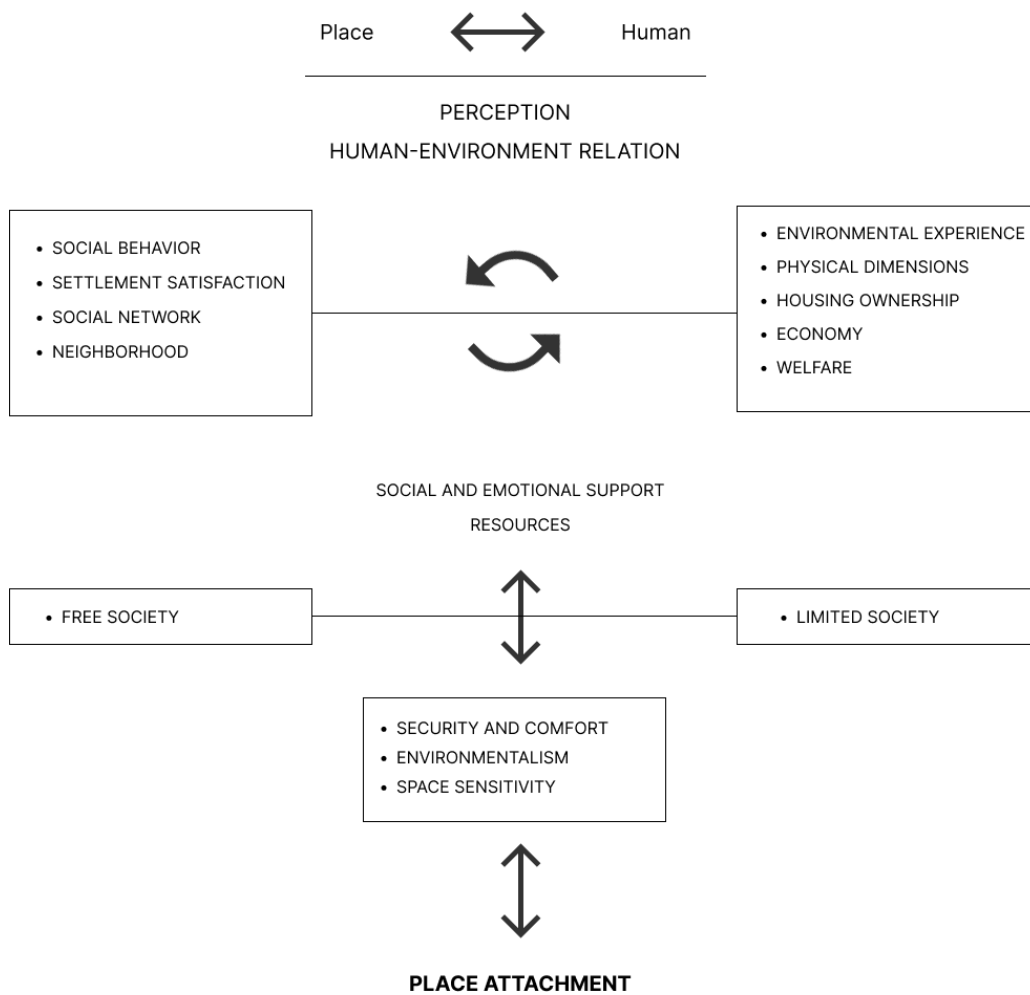


Figure 2.3 Factors Causing Place Attachment (Altman, 1975)

Furthermore, due to the research field's extensive literature and multidisciplinary nature, the concept of place attachment has been explored from various dimensions, including the physical, social, traditional, and active aspects. However, Due to the limitations imposed by temporal and spatial constraints inherent in this thesis, it is necessary to clarify that the research scope does not examine physical attachment to place. Instead, the study primarily investigates social interactions, activities, and knowledge relations within digital platforms, emphasizing the behavioral scale.

2.4.2 Categories of Place Attachment

2.4.2.1 Physical Place Attachment

Physical place attachment focuses on a place's functional and utilitarian aspects and how it meets individuals' needs. It involves place dependence and goal-oriented interactions (Stals, Raymond, Brown & Weber, 2010; Stokols & Shumaker, 1981). Christopher Alexander introduced the theory of physical space, which examines the interaction between users, the built environment, and the urban context, leading to the emergence of critical values related to spatial design (Alexander et al., 1977; Lewicka, 2011).

Kevin Lynch conducted surveys and mental map studies to identify the spatial elements that shape individuals' perception of a city, referring to it as the "image of the city" (Lynch, 1960; Stals, 2012). Lynch's concept of legibility, which refers to the clarity and coherence of a city's spatial structure, plays a significant role in physical place attachment (Lynch, 1960). Relph expanded on Lynch's ideas and discussed place identity, highlighting the importance of legibility in shaping individuals' passion for a place (Relph, 1976).

2.4.2.2 Social Place Attachment

To live in the city is to live in a world full of strangers (Koch & Miles, 2020). Cities are renowned for their encounters with strangers, contributing to urban life's cosmopolitan nature (Amin, 2012; Lofland, 1974; Sennett, 1974; Simmel, 1950). Social relations heavily influence place attachment, as individuals develop attachments to places through interactions with others (Stals, Hernandez, & Hidalgo, 2001; Fried, 1963; Lewicka, 2010). The social dimension of place attachment is closely linked to the attachment individuals form to the social group associated with a place (Twigger-Ross & Uzzell, 1996; Lewicka, 2010).

Research indicates that the emotional connection to a place is shaped by the strength of neighborhood relations and interpersonal interactions (Fried, 1963; Lewicka,

2010). While physical characteristics such as density, proximity, and social spaces play a role in place attachment, social factors hold greater prominence (Fried, 2000; Lewicka, 2010). Urban sociologists stress the significance of the social dimension in place attachment emphasizing the devotion to social interactions and the people within a place (Hunter, 1974, 1978; Kasarda & Janowitz, 1974; Gans, 1962).

Community attachment researchers propose that place attachment is intricately intertwined with the social interactions facilitated by the place itself (Woldoff, 2002; Lewicka, 2010). The concept of spatial bonding assumes importance, representing the social bonding within a community (Lalli, 1992; Lewicka, 2010).

In summary, place attachment is not solely determined by physical characteristics but is deeply rooted in social interactions and the relationships individuals form within a place. The social dimension is vital in shaping individuals' emotional connection with a place.

2.4.2.3 Traditional Place Attachment

According to Thompson (2008), traditional place attachment was formed through face-to-face communication and oral traditions, influencing people's perception of distance and their sense of belonging. This form of attachment was characterized by a simple, natural connection to the environment, rooted in factors such as length of residence, biographical elements, and daily activities (Wnuk & Oleksy, 2021). Individuals with traditional attachments may resist new technological developments, perceiving them as unwanted changes and threats (Wnuk & Oleksy, 2021). However, it is essential to note that traditional attachments also accept certain technological advancements, particularly those related to defense, surveillance, security, and anti-pandemic measures (Wnuk & Oleksy, 2021). Further research is needed to examine the intricate relationship between traditional place attachment and the acceptance of other technological developments, providing a deeper understanding of human-place dynamics in the digital age.

2.4.2.4 Active Place Attachment

Active place attachment differs from traditional place attachment as it involves a conscious and intentional identification with a place rather than a habitual one (Wnuk & Oleksy, 2021). Individuals with high levels of active place attachment are more likely to actively explore and engage with the city, making them more open to future technological changes that may impact the urban landscape (Wnuk & Oleksy, 2021). Research suggests that those with high levels of active place attachment tend to be highly educated, have higher incomes, hold managerial positions, and reside in urban areas (Lewicka, 2005). They are often associated with cultural capital or creative potential (Bourdieu, 1986; Florida, 2002). However, it has been observed that this group may struggle to form strong community ties and develop a strong sense of place identity (Lewicka, 2005). Nevertheless, higher levels of place attachment are associated with increased civic engagement, suggesting that place attachment can influence civic activity through both local social capital and cultural capital pathways (Lewicka, 2005).

2.4.2.5 Meaning of Community in Place Attachment

Discussing spatial experiences in a social context, as noted by Hart (1979), is crucial. Therefore, it is beneficial to consider the community level in discussions on place attachment. The community scale varies widely, with some perceiving a community as a street block, while others view it as a neighborhood, city, or the entire environment (Manzo & Devine-Wright, 2013). A pivotal study in this field is the community-focused and socio-psychological framework conducted by Mihaylov and Perkins (2006).

Table 2.1 A Framework for Organizing Psychological Concepts That Focus on Community in Both Its Physical and Social Aspects (Manzo and Perkins, 2006)

Community-Related Dimensions

	Place	Social
Cognitive	Place identity	Community identity
Affective	Place attachment	Sense of community
Behavioral	Participation in neighborhood planning, protection and improvement	Neighboring activities, participation in crime prevention, community celebrations

It implies that affective, emotional ties to places (Place attachment) and people serve as the foundation for community connection (sense of community) (Milligan, 1998). Mihaylov and Perkins (2013) used the disruption framework developed by Devine-Wrights (2009) to analyze the psychological processes designed against the change of place to understand place attachment at the community level. The framework comprises the disruption, interpretation, and response stages (Mihaylov & Perkins, 2013). The results depend on the capacity and social capital of the community (Mihaylov & Perkins, 2013).

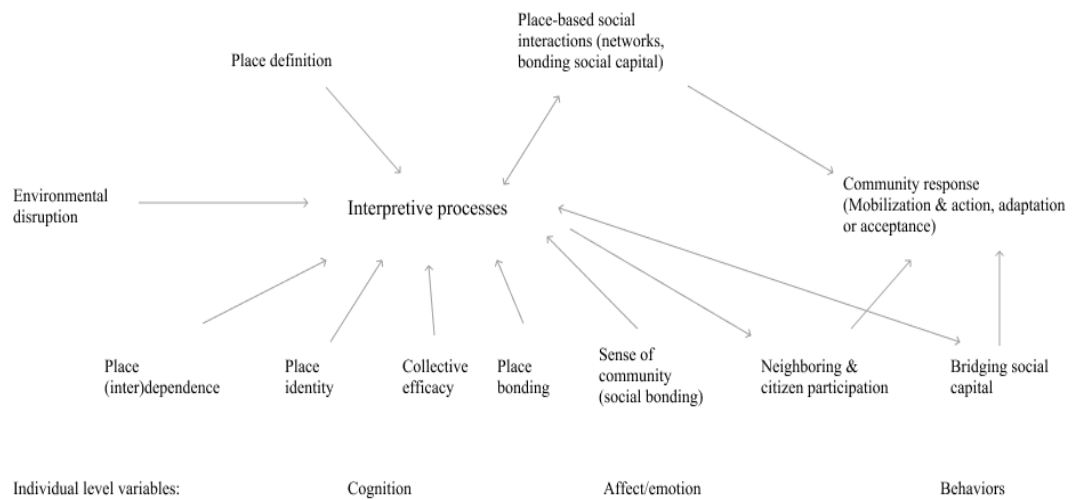


Figure 2.4 Community Level Variable (Mihaylov & Perkins, 2013, p.p 64)

They conceive these psychological elements tied to a particular place and how they affect how a community responds. The resulting factors affect the community and individual levels. Although these factors seem to be different from each other, they are, in fact, interrelated (Mihaylov & Perkins, 2013). The aforementioned factors encompass as follows.

Environmental disruption

- Interpretive process
- Place definition
- Place dependence
- Place identity
- Place bonding

Social capital

- Collective efficacy (Empowerment)
- Sense of community (Social Bonding)
- Neighboring

- Citizen participation
- Place-based social interaction
- Bridging social capital
- Community response

2.4.3 Place Attachment Frameworks

The primary objective of the present study is to provide a comprehensive examination of the concept of place attachment and investigate the various factors that contribute to forming community connections to specific locations within subjective and social contexts. An extensive literature review has been conducted to achieve this objective, encompassing relevant studies and theoretical frameworks that shed light on the multifaceted nature of place attachment.

2.4.3.1 The Tripartite Framework in Place Attachment

Among the notable frameworks in this field, the Person-Place-Process (PPP) framework emerges as an appropriate approach for elucidating the versatility and diversity of place attachment.

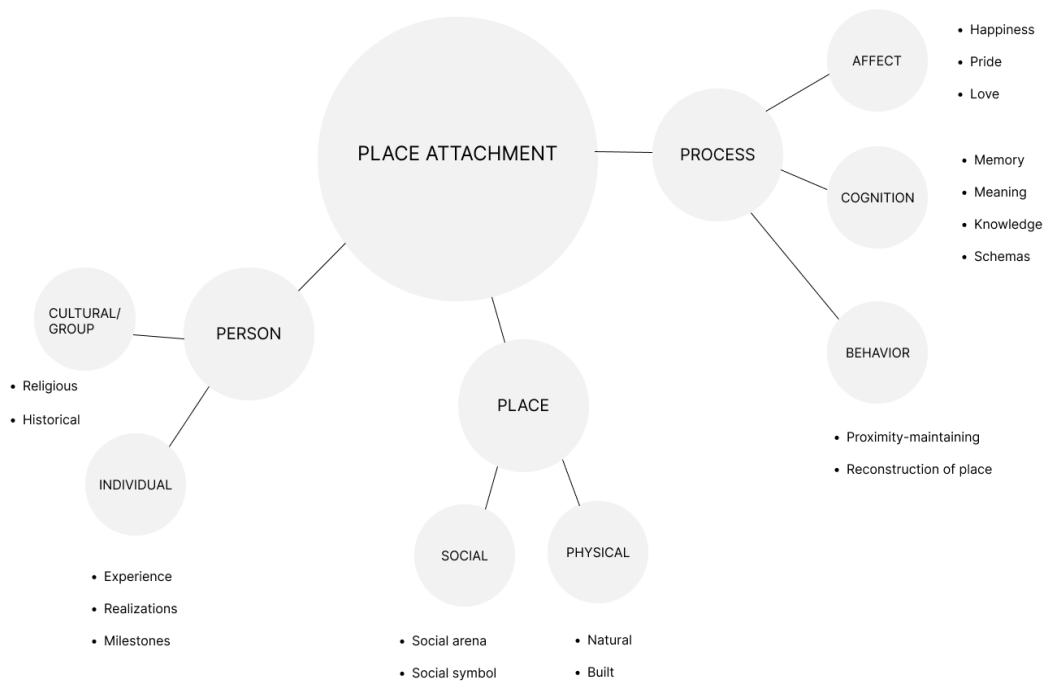


Figure 2.5 The Tripartite Model of Place Attachment (Scannell and Gifford, 2010, p.p 2)

Mihaylov and Perkins (2013) highlight the comprehensive nature of the three-dimensional place attachment model proposed by Scannell and Gifford (2010). This model encompasses three key dimensions: the personal, psychological, and place dimensions. The person dimension focuses on the meaning individuals attribute to a place, which can be classified as personal or collective. The psychological dimension encompasses attachment's emotional, cognitive, and behavioral components. Lastly, the place dimension emphasizes the connection to a specific place, including geographical level, distinctiveness, and the predominance of social or physical elements.

The three-partite model presents a multidimensional understanding of place attachment, encompassing individual and group levels. While the literature may emphasize one dimension more than the other, these two dimensions are generally

interconnected. At the individual level, more muscular attachments are formed to places that evoke personal memories, contributing to a stable sense of self (Twigger-Ross & Uzzell, 1996, as cited in Scannell and Gifford, 2010).

Another dimension of place attachment pertains to psychological processes, encompassing affective, cognitive, and behavioral components like other socio-psychological concepts (e.g., Aronson, Wilson, Akert, & Fehr, 2005). The emotional range of the relationship with a place can vary widely, from love and contentment to fear and hatred (Manzo, 2005). Nonetheless, even when negative associations with a place emerge, place attachment is often associated with positive emotions and concepts, reflecting a close bond with the place (Giuliani, 2003, as cited in Scannell and Gifford, 2010).

The cognitive elements of place attachment include memories, beliefs, meanings, and knowledge. As mentioned earlier, an individual's attachment to a place is often connected to memorable experiences or significant events that have occurred there (Hay, 1998; Hunter, 1974; Manzo, 2005; Rubenstein & Parmelee, 1992; Twigger-Ross & Uzzell, 1996). Proshansky and colleagues (Proshansky, 1978; Proshansky & Fabian, 1987; Proshansky, Ittelson, & Rivlin, 1970; Proshansky, Fabian, & Kaminoff, 1983) introduced the term "place identity," which refers to the socialization of the self within the physical world (Proshansky et al., 1983, p. 57). People often perceive a place as embodying their identity (Scannell and Gifford, 2010).

Actions characterize the behavioral aspect of place attachment. It involves the efforts individuals make to remain close to their significant places. Despite the possibility for cities affected by natural disasters to be redesigned by planners, there are instances where urban dwellers willingly maintain their old habits and rebuild cities like their previous ones (Scannell and Gifford, 2010).

An illustrative example of the transformation of planning practice due to attachments to place and habits is the case of Xenia, Ohio, which was devastated by a tornado in 1974. This example demonstrates how the passion for setting and establishing practices can influence the decisions made in rebuilding and recovery (Scannell and

Gifford, 2010). Place attachment behavior also encompasses the concepts of social support and place restoration, highlighting the social dimension of attachment (Scannell and Gifford, 2010).

The place dimension of place attachment has been examined across various geographic scales, ranging from cities to countries or even the entire world (Cuba & Hummon, 1993; Low & Altman, 1992). Meaningful places can encompass various physical environments, from homes to natural landscapes like forests (Manzo, 2003, 2005). Environmental identity relates to place attachment involving incorporating nature into one's self-consciousness (Clayton, 2003, as cited in Scannell and Gifford, 2010). Regarding the relationship between the physical characteristics of a place and place attachment, individuals form attachments to a place through the meanings mediated by those characteristics rather than through a direct attachment to the physical features themselves (Stedman, 2003). For this reason, the psychological part of the Place Attachment is so crucial. Therefore, besides the structural aspect, psychological processes such as place attachment are characterized by their dynamic nature. An illustration of this dynamism is the potential interaction between experiences of various places, where the experiences in locations beyond one's residence can influence the perception of one's home (Manzo, 2003).

Physical characteristics contain the importance attributed to a space. For example, climatic features can influence place attachment, particularly when associated with childhood experiences, as they evoke connections to the past (Knez, 2005).

Within the scope of the thesis, specific topics are focused on in terms of the tripartite framework: Person; Individual, Place; Social, and Process; Cognition (see Figure 2.6).

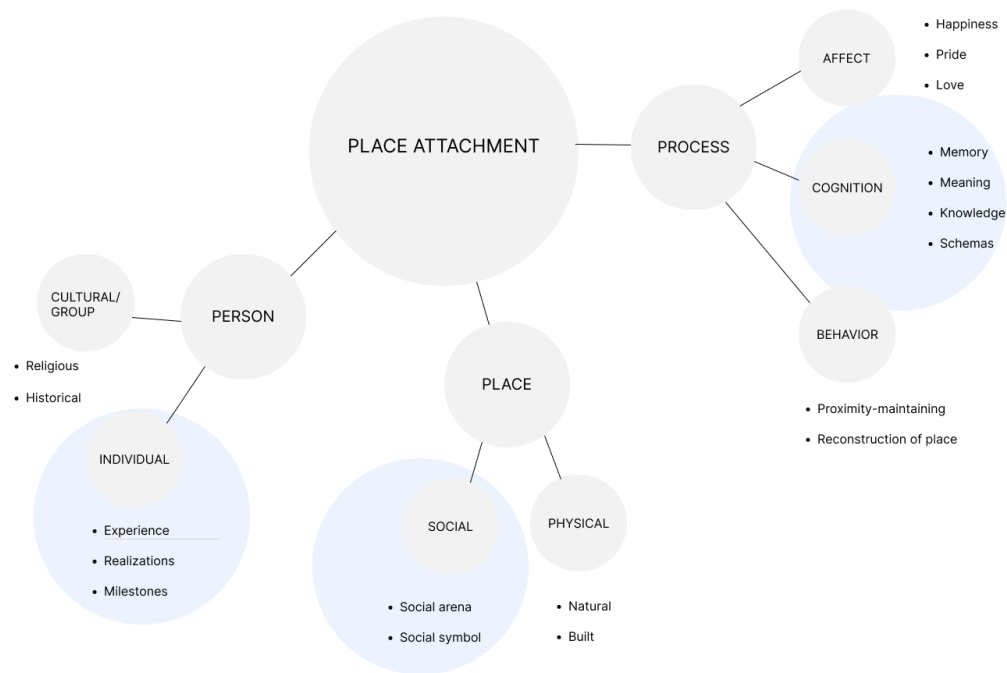


Figure 2.6 The Tripartite Model of Place Attachment in the Scope of this Thesis
(Produced by the Author)

As stated above, there are many studies related to place attachment. But, as Korpela mentioned (2012), a three-dimensional synthesizing framework of the various definitions of the place attachment concept has been introduced (Scannell & Gifford, 2010a) by carrying all these discussions to the place attachment studies.

The other study on place attachment is Korpela's (1989) research published in the *Journal of Environmental Psychology*. In this study, participants were asked to write an essay reflecting on the factors contributing to a sense of attachment to a place. Open-ended questions were used to elicit their responses, and the results were analyzed using content analysis methods, identifying specific categories (as cited in Özata, 2017). The resulting concepts were categorized by the author and a table was created. In terms of use in the thesis, the author prepared the tabulation of these concepts with the outputs from the works of the Korpela.

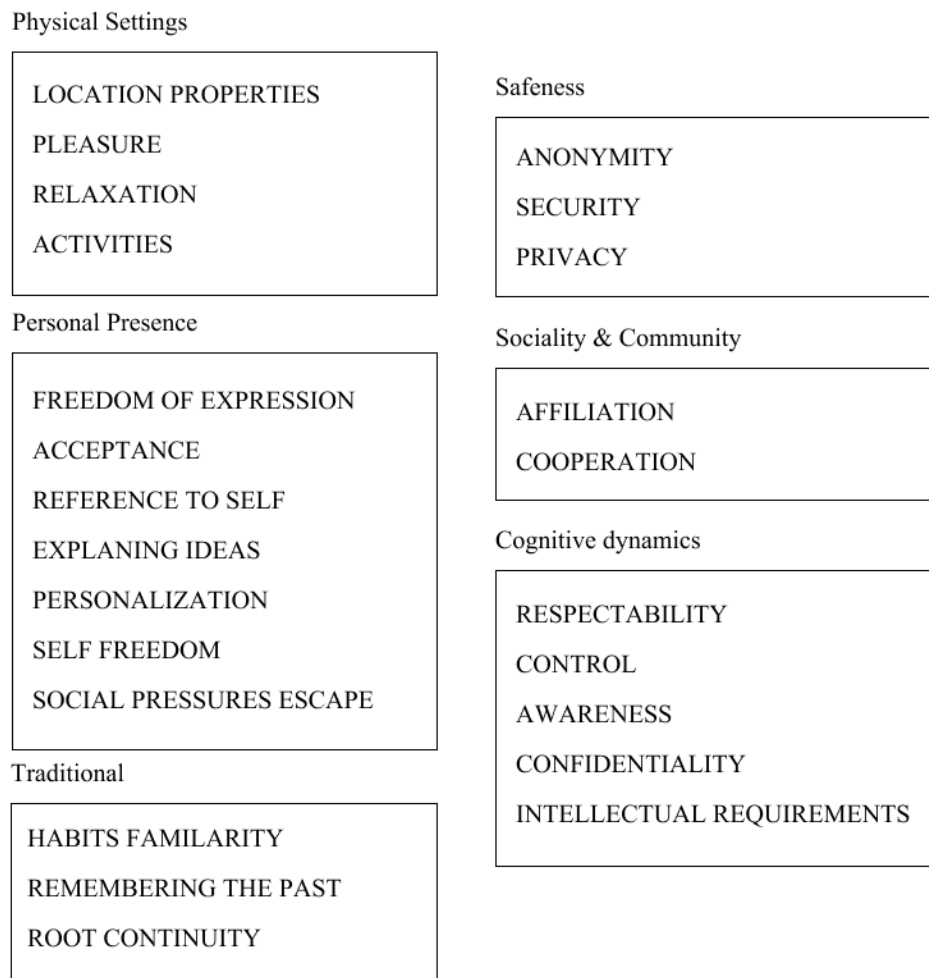


Figure 2.7 Korpela's Categories (1989) Related with Place Attachment (Produced by the Author)

It is important to note that the focus of attachment is not limited solely to the physical environment but extends to the social relations and meanings associated with a particular place (Korpela, 1989).

Accordingly, this thesis focuses on exploring the attachments formed by digital communities to places. It explores the concepts of attachment and community engagement within the social meaning of place. It seeks to investigate how social interactions and connections shape the definition of space. Beyond individual

attachments, there may also be collective and shared attachments to places, encompassing group and cultural affiliations.



Figure 2.8 Categories Used in the Thesis (Produced by the Author)

The present study researched space attachment within the framework of the concepts above, considering the provided example and relevant theoretical constructs. The selection of these concepts was primarily driven by the content and objectives of the thesis, as well as the considerations of time, space, and the social dimensions of place attachment to be examined. The research was primarily conducted within this framework; however, a specific focus was given to the individual analysis of distinct scales encompassing behavioral explaining ideas, self-freedom, and cognitive

awareness dimensions. The research questions can be found in the main body of the thesis. In contrast, a detailed explanation of the categories can be found in Appendix A, providing further elaboration and classification of the studied variables.

2.4.4 Place Attachment and Its Relation to Digital Platforms

The concept of 'place attachment' holds relevance in human-technology interaction, as evidenced by Stals' (2012) study investigating the influence of technology on the experience of cities. Stals emphasizes the potential of design fiction, such as fictional devices, to enrich and share user experiences by leveraging location and context-aware technologies. Stals (2012) research, employing interviews and map evaluations, adopts a phenomenographic approach with a primary focus on qualitative analysis, allowing for subjective interpretation. Other studies, such as Farrelly's (2013) and Ozkul's (2013), have also explored the role of technology in enhancing place attachment by utilizing location-based services. Farrelly's research delves into the relationship between individuals and places, the utilization of place attachment information, and the impact of mobile devices on place attachment. In summary, place attachment is a crucial concept within neighborhood research as it synthesizes the physical environment, social bonds, and individual experiences within the neighborhood.

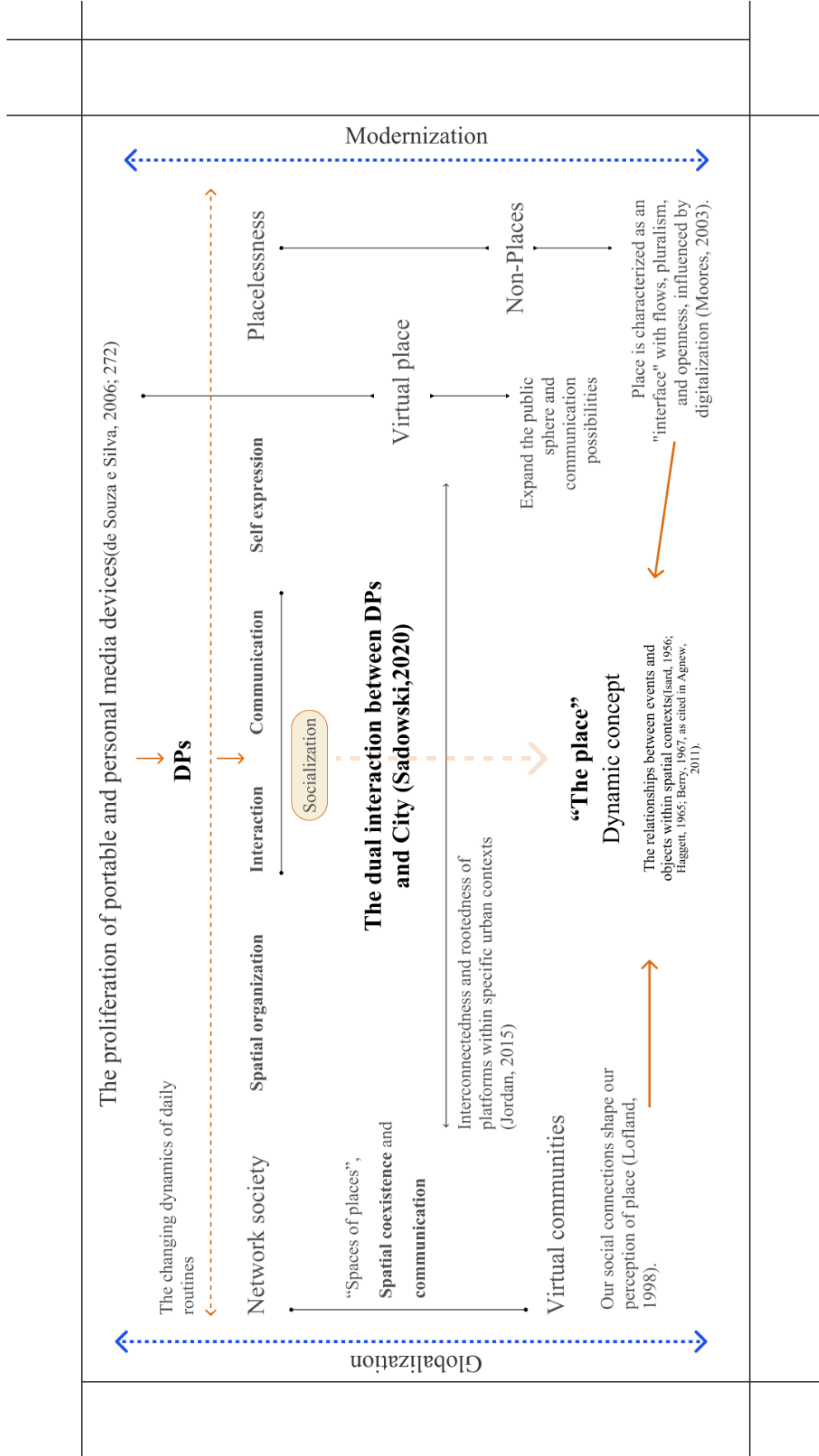


Figure 2.9 The Concept Diagram of the Literature Review (Produced by the Author)

CHAPTER 3

METHODOLOGY

This section of the thesis presents the sources from which the research questions were derived and includes tables illustrating the questions and their rationale for inclusion. The research questions were formulated based on an extensive literature review of relevant studies in the field and consultations with experts in the subject matter. The methodology section of the thesis will be discussed in detail, starting with an explanation of the research design. This will be followed by a description of the case selection, providing specific details about the selection of Facebook groups as the focus of the study. Finally, the data collection and analysis methods will be comprehensively described.

3.1 Research Design

The research design for this study aimed to explore the relationship between place attachment and digital platforms among residents of two Facebook groups, Ayrancı Ahalisi and 100. Yıl Evleri. These two groups were selected based on their large population sizes and the distinct rules that shape interactions among members, which were believed to be relevant to the participant's relationship with the digital platforms. The study utilized an online survey as the data collection method, allowing for efficient data collection from a large sample size. After the survey questions were prepared, they were sent to Facebook groups. The survey questions were collected between 17 February 2023 and 22 April 2023.

The participants for this study were selected based on specific criteria. They had to be members of either Ayrancı Ahalisi or 100. Yıl Evleri and have a connection to the Ayrancı and 100. Yıl Evleri neighborhood, such as a landlord, tenant, guest, or friend. Additionally, participants had to be at least 18 years old. These criteria

ensured that participants were familiar with the neighborhood and had sufficient experience to form attachments. The final sample size for this study was 182 participants.

The survey was divided into three parts. The first part included demographic questions and inquiries about participants' backgrounds and their relationships with the neighborhood. The second part focused on Facebook groups and digital platforms, exploring participants' activities on social media and their perceptions of the relationship between digital platforms and their sense of place. The final part measured participants' place attachment and digital platform usage relationship, employing Likert-type questions to gauge their level of agreement with statements.

The survey design incorporated various questions, including open-ended, multiple-choice, Likert-type, and yes-no questions. Open-ended questions allowed participants to express their thoughts and feelings in their own words, providing qualitative data. Multiple-choice questions gathered specific information about participants' behaviors and preferences. Likert-type questions measured participants' level of agreement with statements about place attachment and digital platform usage. Yes-no questions provided binary responses to specific inquiries. The survey was designed to be user-friendly, with most questions taking less than five minutes to answer.

Data was collected using an online survey platform, ensuring anonymity and promoting honest responses. Data analysis employed descriptive statistics, including frequencies, percentages, and means. Correlation and crosstabulation analyses were also conducted to identify patterns and associations among the variables. The software IBM SPSS was utilized for data analysis.

Additionally, the study employed a mixed methods research approach, combining quantitative and qualitative methods within a single study. This approach allowed for data triangulation from multiple sources, enhancing the comprehensive understanding of the research topic. The quantitative survey provided numerical data on place attachment and digital platform usage, while the qualitative study allowed participants to express their thoughts and feelings in their own words. Quantitative

and qualitative methods obtained a more nuanced understanding of the complex relationship between place attachment and digital platform usage.

Overall, the research design involved an online survey targeting residents of specific Facebook groups to investigate the relationship between place attachment and digital platforms. The mixed methods approach provided a comprehensive understanding of the research topic, and IBM SPSS Program was utilized for data analysis.

Contextual Framework

1 Is there a relationship between the usage of digital platforms and place attachment?

How are the attributes of place attachment affected by digital platform activities?

Research Questions 1.1

Theoretical Background

Schumaker & Taylor (1983) Physical Social

Scannell & Gifford(2010) A Tripartite Framework



Proposed Framework



Figure 3.1 Research Design (Produced by the Author (Produced by the Author

3.2 Case Selection

To address the research question of this thesis, the study focuses on Facebook neighborhood groups as an example of digital platforms. The study's geographic focus is on Ankara, as the author intends to include participants from their neighborhoods. Furthermore, some Facebook groups in Istanbul, such as Kuzguncuklular, Cihangir Solidarity, Kadıköy Solidarity, Kadıköy & Üsküdar Çevre ve Ahalisi, and Avcılar-Cihangir Mahallesi Sakinleri, were initially considered. However, due to their smaller population sizes (<10,000), they were not deemed suitable as case study examples for the thesis. While WhatsApp could also be an option for neighborhood or apartment groups, the research adopts a broader perspective, specifically examining Facebook neighborhood groups. This choice is driven by the challenge of accessing and recruiting participants from WhatsApp groups, the more extensive user base, and the availability of neighborhood groups on Facebook. The selection criteria for Facebook groups included their population size (>10,000), daily activity, presence of specific rules, and the use of distinct group languages ("ahali," "hocamlar"). Consequently, the study examined Facebook groups from neighborhoods such as Bahçelievler, Esat, GOP, Ayrancı, Yüzüncü Yıl Workers' Blocks, Tunalı, and Emek in Ankara. Further details can be found in **Hata! Başvuru kaynağı bulunamadı.**

Table 3.1 Facebook Groups Classification in Ankara (Produced by the Author)

Name of the Facebook groups	Emek/Bahçelievler		Tunalı/Esat/GOP		Ayrancı		Yüzüncü Yıl	
	Ankara Bahçelievler 7. Cadde Bahçelievler Derneği	Emek Mahallesi Severler	Esat/GOP /Tunalı Ahalisi	GOP/Esat Ahalisi	Esat Ahalisi	Ayrancı Dayanışması	Ayrancı Evleri	100. Yıl Sakinliği
Population size	779	7K Followers	1.441 Followers	194	3000	347	1.998	25.854
Group rules (Yes/No)	No	No	No	No	Yes	No	No	Yes
Recent Activity (Yes/No/Rarely)	Yes	Rarely	Yes	No	Yes	No	Yes	Yes

Table 3.1 Facebook Groups Classification in Ankara (Produced by the Author)

Contents	Advert isemen t about the associ ation	Propaganda, Political	Advertis ements, Propaga nda, Political	Propagan da, Political	Request have not answered	Lost pets' advertis ements, Informati on sharing, Solidarity	Informati on and commun ication about events, Solidarity activities, Secondh and marketi ng, Help for Street animals, Have their own commun ication languag e	Request have not answered	Propag anda, Advertis ements	Informati on and Commun ication	Inform ation and Comm unicati on, Solidarity, Activi ty sharin g, Help for Street animal s, Have their own comm unicati on langua ge	Events sharin g, Inform ation, Politic al

Table 3.1 Facebook Groups Classification in Ankara (Produced by the Author)

Public/Private	Private	Public	Public	Private	Private	Public	Public	Private	Private	Private	Private	Private	Private	Private
-----------------------	---------	--------	--------	---------	---------	--------	--------	---------	---------	---------	---------	---------	---------	---------

Data Retrieved from 16 January 2023

The study examined Facebook groups from specific neighborhoods in Ankara, including Bahçelievler, Esat, GOP, Ayrancı, Yüzüncü Yıl İşçi Blokları, Tunalı, and Emek as seen in Table 3.2. The districts included in the study were chosen based on their population size, geographic location, and availability of relevant Facebook groups. For some districts, no relevant Facebook groups were found, while for others, there were groups that did not seem appropriate to consider. Therefore, only the Facebook groups that provided unique and relevant data for the study were included. Some groups with the same content as the tables were omitted to avoid presenting similar data. In the scope of this thesis, the author selected the "Ayrancı Ahalisi" and "100. Yıl Evleri" Facebook groups as case studies. The author decided not to include the "100. Yıl Sakinleri" group because it was found that many individuals from the "100. Yıl Evleri" group were also members of the "100. Yıl Sakinleri" group. Therefore, the decision was made to focus on the group with the higher population size, "100. Yıl Evleri."

3.3 Data Collection

Within the context of the thesis, this section provides the participant selection and the data collection phase with Facebook group participants.

3.3.1 Selection of Participants

The selection of participants is a critical component of any research study, as it determines the sample size and the generalizability of the findings. For this study, the participant selection process was designed to ensure that only individuals with a connection to the neighborhoods of Ayrancı Ahalisi and 100. Yıl were included. To be eligible to participate in the study, participants had to be members of one of the Facebook groups, Ayrancı Ahalisi or 100. Yıl. While participants did not necessarily have to reside in these neighborhoods, they had to have a connection with them. This connection could be through family, work, or other means, but ensuring participants had a personal relationship with the neighborhoods under the study area was

essential. Additionally, participants preferred to be over the age of 18 so that they could analyze and understand the questions perfectly.

3.3.2 Data Collection Tools

A survey link was posted on the Facebook groups' pages between 17 February 2023 to 22 April 2023 to recruit participants, inviting members to participate in the study. During the administration of the Facebook questions, 44,331 participants were engaged, with 29,702 belonging to the "100. Yıl Evleri" group and 14,629 belonging to the "Ayrancı Ahalisi" group. Among this participant pool, a total of 182 individuals actively took part in the survey. In addition, according to 2022 data, the total population of Ayrancı Neighborhood is 16,373, and the Worker Blokları Neighborhood is 16,649 (Nüfusane,n.d). These figures highlight the study's substantial sample size and representativeness, enabling robust insights and findings from the collected data. Consent of the participants was obtained for the survey questions. The margin of error for the study is 7.10%, with a 95% confidence level. The survey included a range of question types, including open-ended, multiple-choice, Likert-type, and yes-no questions. The total question number is 55. The open-ended questions allowed participants to express their thoughts and feelings in their own words, providing rich qualitative data. Multiple-choice questions gathered specific information about the participants' behaviors and preferences. Likert-type questions allowed the author to gauge the participants' level of agreement with statements about their place attachment and digital platform usage. Lastly, yes-no questions were included for binary responses to specific inquiries.

Table 3.2 The Distribution of Question Types (Produced by the Author)

Sample Size	Multiple Questions	Yes/No Questions	Open-Ended Questions	Likert Type Questions	Total Questions
182	11	23	11	10	55

To categorize the survey questions and provide additional context, the author created Appendix A and Appendix B as tables in the thesis. These tables include the survey questions, corresponding SPSS codes, and information on the literature from which the research problem originated. The questions were categorized based on their relevance to specific aspects of the research and their alignment with the research objectives. Including these tables ensured that the survey was comprehensive and covered all relevant areas of inquiry.

3.4 Data Analysis

A mixed research approach was adopted in this study, which involved both qualitative and quantitative data. Specifically, the author conducted a correlation analysis to examine the relationships between various factors and place attachment. The factors examined included the time participants used their Facebook groups, their usage frequency, and the extent to which they felt the groups satisfied their expectations. Furthermore, the author examined the relationships between the impact of digital platforms on daily city life and attachment, the creation of a sense of community and attachment, and the relationship between attachment and feelings of usefulness in communication with the neighborhood. The author has also used content analysis for open-ended questions to understand participants' opinions for the research context.

Several bilateral associations were examined through bivariate analysis to investigate these relationships for correlation and crosstabulation analysis. The use of digital platforms, the level of information exchange, and the frequency, duration, and usefulness of Facebook groups were among the factors examined to establish the concept of place attachment. It is important to note that the author developed their method to measure this abstract concept, drawing from various ways from the literature. Concrete categories were used to measure place attachment, and the questions were prepared based on these categories. This approach helped the researcher obtain a comprehensive understanding of place attachment, a complex and multifaceted concept. The author's thesis recognizes that many factors contribute to place attachment, and using digital platforms is one of them. By examining the

bilateral relations between different categories that create the concept of place attachment, the study provides insights into how digital platforms can affect people's sense of attachment to a particular place.

The organization of the question analysis was presented in a table for straightforward interpretation (see Appendix A). This method helped to determine the significance of relationships between the variables in the study. The analysis results provided insight into the relationship between Facebook group usage and place attachment and the impact of digital platforms on community and attachment. These analyses were made with the help of the IBM SPSS Statistics 26 software.

Appendix B outlines the data analysis methods used in the thesis to understand the relationship between digital platforms and place attachments. The table lists questions, data types, and methods to measure the relationship between various factors and place attachments. The questions include examining the relationship between home ownership, duration of living in a neighborhood, and social relations with attachment to examining the correlation between Facebook group usage and attachment. The data types used include nominal, scale-Likert, and multiple-Likert. Crosstabulation analyses and correlation analyses were used to analyze the data.

Table 3.3 Thesis Research Questions and Topics Examined Summary Table
(Produced by the Author)

Research Question	The Analysis Topics	The Analysis Headings	The Investigated Subject for the Research
Main RQ: Is there a relationship between the usage of digital platforms and place attachment?	<p>Length of Time</p> <p>Frequency</p> <p>Satisfaction</p>	<p>4.2.1 The Relationship between How Long They Have Used the Facebook Group (B4) and Their Place Attachment Level (AF3)</p> <p>4.2.2 The Relationship Between How Often Participants Use the Facebook Group (B5) and Their Place Attachment (AF3)</p> <p>4.2.3 The Relationship between Those Who Think that Digital Platforms Meet Their Intended Use (O4) and Their Attachment to the Place (AF3)</p>	DP Usage and PA

Table 3.3 Thesis Research Questions and Topics Examined Summary Table (Produced by the Author)

<p>Sub-RQ: How are the attributes of place attachment affected by digital platform activities?</p>	<p>Cooperation</p>	<p>4.2.5 The Relationship Between Facebook Groups Creating a Sense of Community (C5) and Place Attachment (AF3)</p>	<p>DP, Daily City life and PA</p>
<p>Activities</p>	<p>4.3.1 The Relationship Between Place Attachment (AF1) of Those Who Participate in the Neighborhood Events via Facebook Groups (A3)</p>		
<p>Solidarity</p>	<p>4.3.3 The Relationship Between Those Who Do Solidarity Activities in the Neighborhood Through Facebook Groups (C3) and Their Place Attachment (AF3) and 4.3.4 The Relationship between the Effect of Facebook Groups on the Adaptation Process when Participants Move to the Neighborhood (C4) and Their Place Attachment (AF3)</p>		

Table 3.3 Thesis Research Questions and Topics Examined Summary Table (Produced by the Author)

<p>Sub RQ: How are the attributes of place attachment affected by digital platform activities?</p>	<p>Self-Freedom</p>	<p>4.2.6 The Relationship Between Those Who Find the Facebook Group Useful in Terms of Communication(O11) and Place Attachment (AF3)</p>	<p>DP and Its Effects on Information and Communication</p>
	<p>Explaining Ideas</p>	<p>4.3.2 The Relationship Between Having Knowledge About the Neighborhood (AW3) and Place Attachment (AF3)</p>	

CHAPTER 4

RESULTS

This chapter presents the analysis and interpretation of the data collected during the research process to address the research questions. The primary research question focuses on the relationship between digital platforms and place attachment. This chapter is crucial as it provides insights into the study's implications and facilitates informed decision-making based on the obtained results. The section includes descriptive results, such as demographic information, correlation, and crosstabulation analysis, done using IBM SPSS. Additionally, the content analysis results are presented, which were conducted to gain a deeper understanding of participants' opinions. This comprehensive analysis provides a foundation for drawing meaningful conclusions and contributing to the existing academic knowledge in the field.

4.1 Demographic Structure

In this section of the survey, participants were asked to provide information about their age, gender, education level, socio-demographic status, and descriptive details about their neighborhood, such as the duration of their residency and ownership status. The distribution of participants across different age groups is as follows: 34.3% are between the ages of 25-34, 17.7% are between 45-54, 16% are between 55-64, 14.9% are between 35-44, 12.2% are between 18-24, and 5% are above the age of 65 (see Figure 4.1)

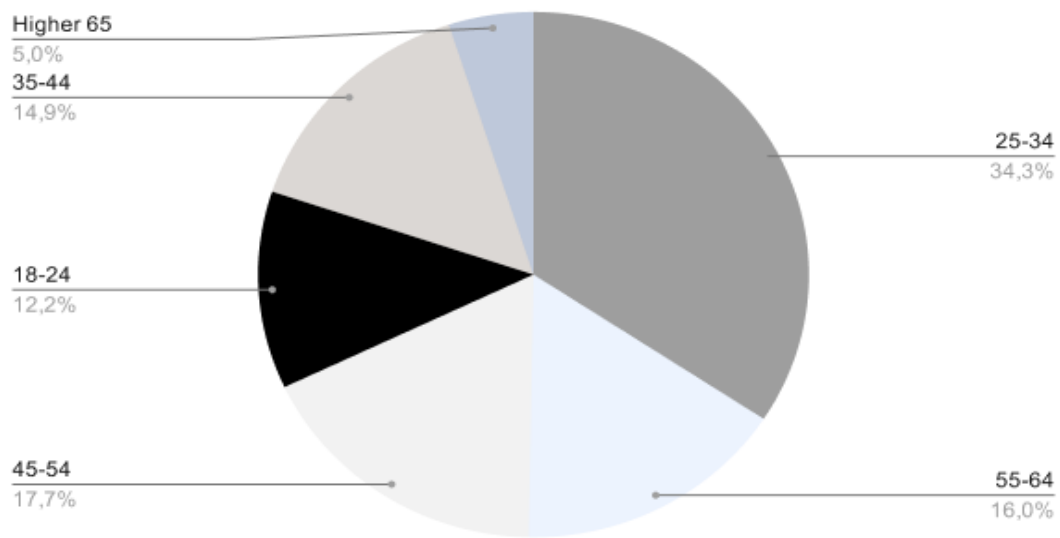


Figure 4.1 Distribution of Age Groups

In terms of gender, 77,3% of the participants are women, 21,5% of the participants are men, and 1,1% of the participant did not want to answer these questions (see Figure 4.2)

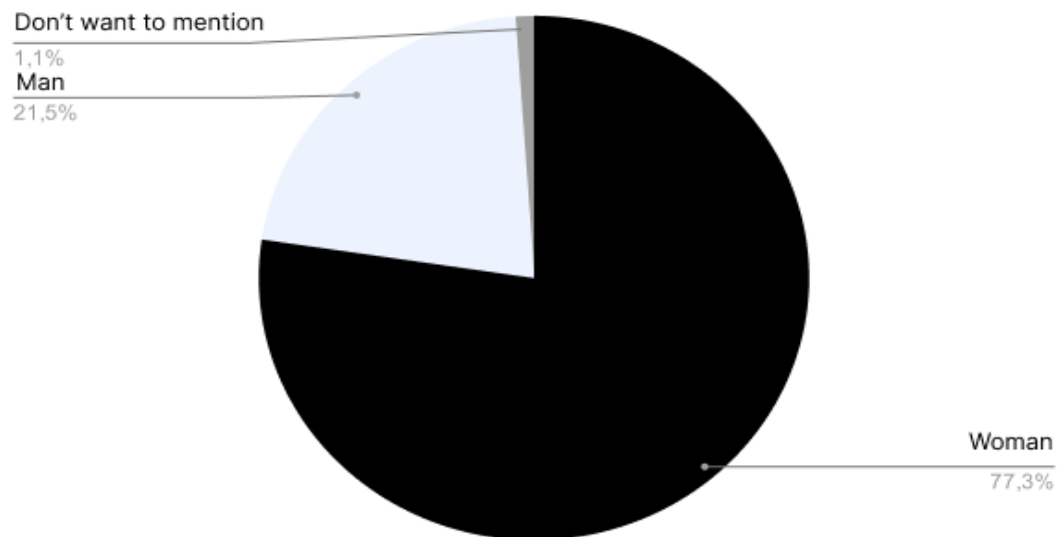


Figure 4.2 Distribution of Genders

To understand participants' socio-demographic status, education and job are also asked. In terms of employment, there is wide diversity. Many participants (16,6%) are university students (see Figure 4.3)

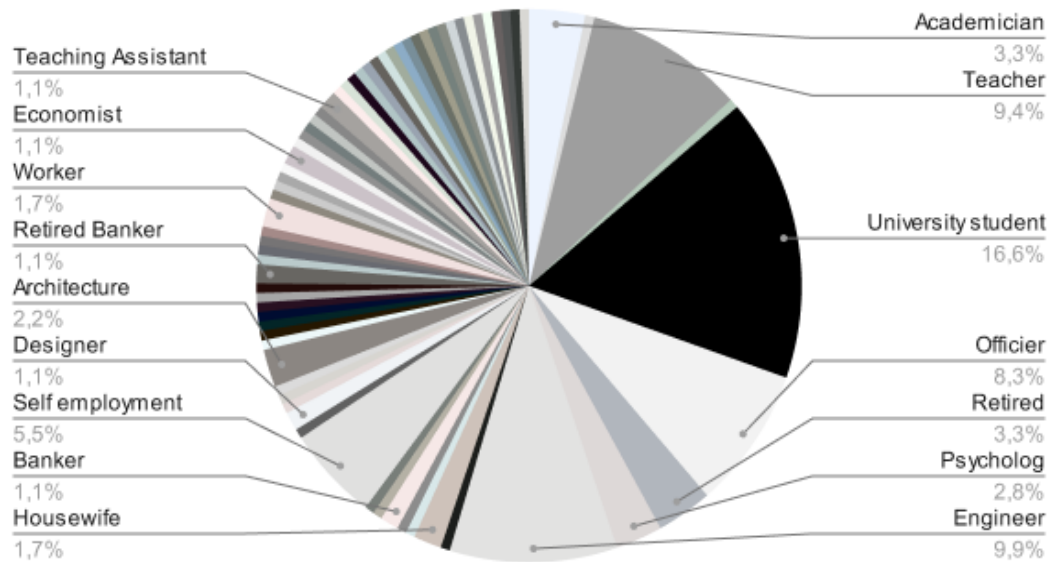


Figure 4.3 Distribution of Jobs

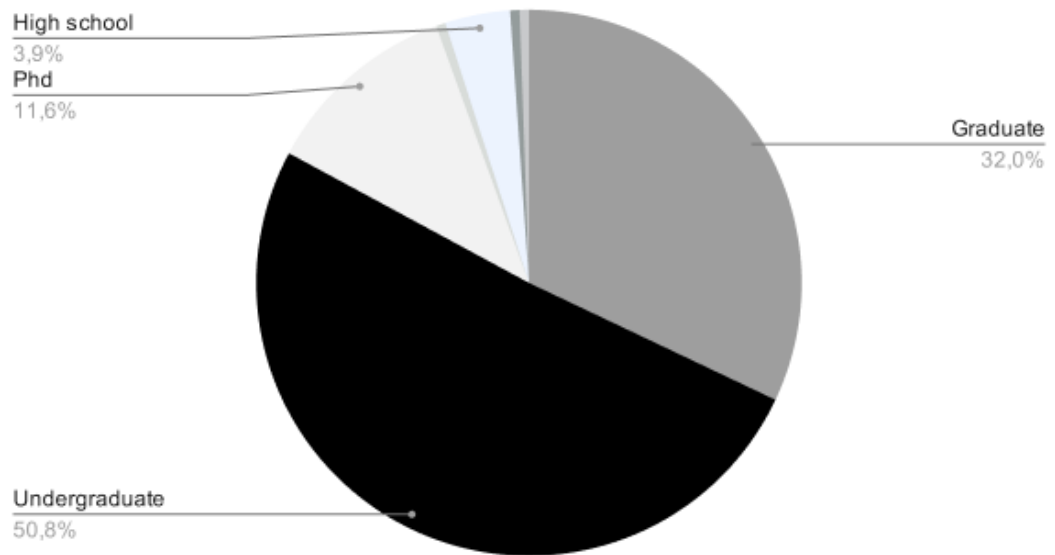


Figure 4.4 Distribution of Education Level

On the other hand, concerning participants' education level, 50,8% of participants have undergraduate degrees, 32% have graduate degrees, 11,6% have Ph.D., and 3,9% have high school degrees (see Figure 4.4)

The primary segment of the survey aimed to explore the participants' level of attachment to their neighborhood. To this end, the participants were requested to report their duration of residency in the neighborhood and the ownership status of their dwelling. The first query, about the length of residence, was analyzed, and it was found that 65.7% of participants had resided in the neighborhood for more than five years, while 31.5% had been there for less than 5 years. A small proportion, 2.8%, responded that they were only occasionally in the neighborhood (see Figure 4.5).

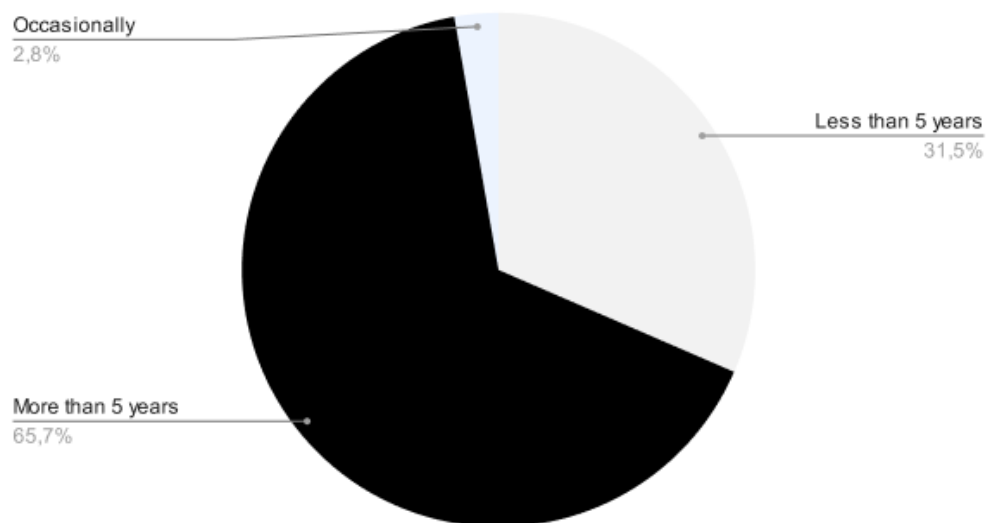


Figure 4.5 Distribution of Duration of Residency

Regarding the participants, it was revealed that most of the participants, approximately 50.8%, were renters, while 46.4% owned their homes (see Figure 4.6).

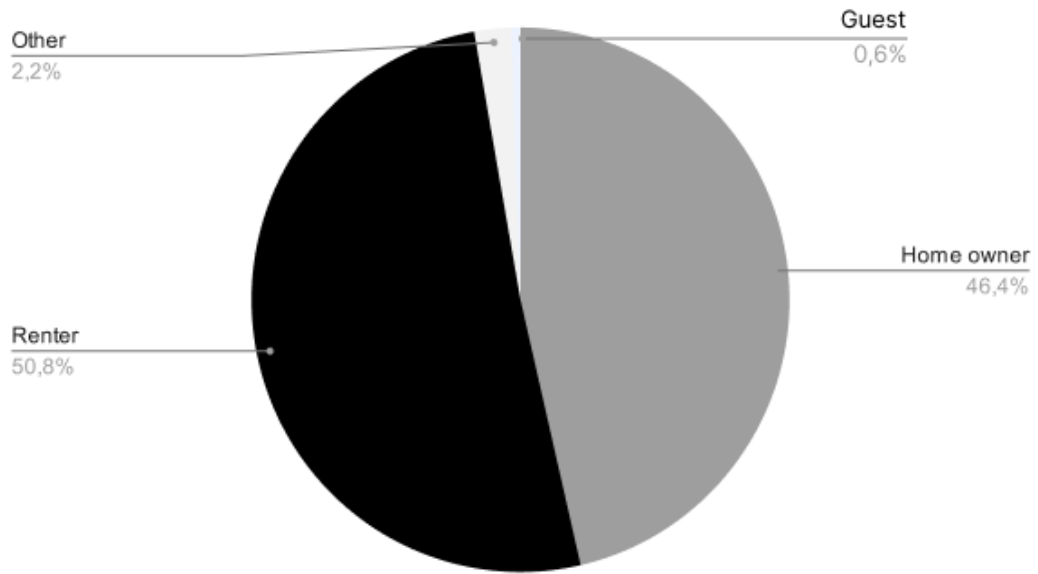


Figure 4.6 Distribution of Ownership Status

4.2 The Correlation Analysis Related to Place Attachment

Correlation analysis was performed to assess the relationship between participants' engagement with Facebook groups and their attachment to the place in both the Ayrancı and Yüzüncü Yıl İşçi Blokları neighborhoods. The analysis aimed to determine if there was a significant correlation between these two variables, indicating whether active participation in Facebook groups was associated with higher levels of place attachment. The values between -1 and +1 represent the strength and direction of the correlation between variables. A correlation coefficient of ± 1 represents a perfect correlation, indicating that the variables are perfectly related and exhibit a clear and consistent linear pattern. In such cases, as one variable increases, the other variable increases or decreases in direct proportion. This indicates a strong and predictable relationship between the variables. When the correlation coefficient falls between ± 0.6 and ± 1 , it suggests a strong correlation. This indicates a high degree of relationship between the variables, with a strong linear association. In other words, the variables tend to move together in a similar direction, although the relationship may not be perfect.

A correlation coefficient ranging from ± 0.3 to ± 0.6 suggests a moderate correlation. This indicates a moderate level of relationship between the variables, where they exhibit a noticeable linear trend. While not as strong as a strong correlation, a moderate correlation still implies a discernible connection between the variables.

If the correlation coefficient falls between ± 0.1 and ± 0.3 , it suggests a weak correlation. In such cases, the variables show a relatively low level of relationship with a weak linear association. The movement of one variable provides limited information about the movement of the other variable. When the correlation coefficient is close to 0 (near ± 0.1), it suggests little to no linear relationship between the variables. In other words, the variables are not strongly associated and do not exhibit a clear linear pattern.

It is important to note that interpreting correlation coefficients should rely on more than just the magnitude of the coefficient. Factors such as the context of the study, the nature of the variables, and the research question should be considered.

4.2.1 The Relationship Between How Long They Have Used the Facebook Group (B4) and Their Place Attachment Level (AF3)

To examine the correlation between the duration of participants' membership in the Facebook group (B4) and their attachment to the place (AF3), SPSS codes were assigned to the responses regarding the length of time they have been using the application. Participants who have been members for less than one year were coded as 1, those between 2 and 5 years were coded as 2, those between 5 and 10 years were coded as 3, and those who have been members for more than 10 years were coded as 4. The Pearson correlation analysis was then conducted to assess the relationship between these variables.

Table 4.1 Correlation Between How Long They Have Used Facebook Groups and Place Attachment Results

Correlation B4-AF3			
		Facebook group use(B4)	Place Attachment Level (AF3)
Facebook group use (B4)	Pearson Correlation	1	.054
	Sig (2 tailed)		.505
	N	182	155
Place Attachment Level (AF3)	Pearson Correlation	.054	1
	Sig (2 tailed)	.505	
	N	155	155

If the Pearson correlation coefficient between two variables is 0.054, they have a negligible correlation.

Table 4.1 indicates a negligible correlation between the length of Facebook group usage and the sense of attachment, with a correlation coefficient of 0.054. This implies that as the duration of usage increases, the sense of attachment tends to increase, but the relationship between these factors could be more robust. The direction of the correlation is positive, indicating a tendency for the two variables to increase together.

4.2.2 The Relationship Between How Often Participants Use the Facebook Group (B5) and Their Place Attachment (AF3)

To examine the correlation between the length of Facebook group usage and attachment to the place, participants' responses regarding their app usage frequency were coded in SPSS. The assigned codes for each response option were as follows: 1 for "never," 2 for "sometimes," 3 for "a few times in a month," 4 for "a few times in a week," and 5 for "every day."

The correlation coefficient result of 0.309 suggests a positive correlation between the two variables, indicating that as the frequency of Facebook group usage increases, attachment to the place also tends to increase. However, the correlation

could be more robust, indicating that the relationship between the variables is not highly significant.

Table 4.2 The Relationship Between How Often They Use the Facebook Group and Their Place Attachment

Correlation B5-AF3			
		Frequency of usage (B5)	Place Attachment (AF3)
Frequency of usage (B5)	Pearson Correlation	1	.309**
	Sig (2 tailed)		.000
	N	155	155
Place Attachment (AF3)	Pearson Correlation	.309**	1
	Sig (2 tailed)	.000	
	N	155	182

** Correlation is significant at the 0.01 level (2-tailed)

A correlation coefficient of 0.309 suggests that as one variable increases, the other variable also tends to grow, but the relationship could be more robust. The direction of the correlation is significant and positive, indicating that as the frequency of Facebook group usage increases, attachment also tends to increase. Still, the correlation is not strong enough to suggest that the two variables are highly related. It is also essential to consider the statistical significance of the correlation coefficient, which is determined by the p-value. A p-value less than 0.05 indicates that the observed correlation is statistically significant and provides evidence to reject the null hypothesis (H_0) and conclude that there is a statistically significant correlation between the two variables. In practical terms, a p-value of 0.00 suggests that there is a solid and reliable relationship between the two variables being analyzed. The research hypothesis posits a positive relationship between digital platform usage and place attachment level. In contrast, the null hypothesis directly contradicts the hypothesis by stating that there is no relationship between digital platform usage and place attachment. The null hypothesis assumes that any observed correlation or association between the variables is due to random chance and does not represent a genuine underlying relationship.

4.2.3 The Relationship Between Those Who Think that Digital Platforms Meet Their Intended Use (O4) and Their Attachment to the Place (AF3)

A Pearson correlation coefficient of 0.370 with a p-value of 0.00 indicates a moderate positive correlation between the variables "thinking that the Facebook group page is beneficial" and "feeling more attached." This suggests that as the perception of the Facebook group page as beneficial increases, the sense of attachment to the group also tends to increase. The correlation coefficient of 0.370 signifies a moderate strength of the relationship between these variables.

Table 4.3 The Relationship Between Those Who Think that Digital Platforms Meet Their Expectations

Correlation O4-AF3			
		Expectations (O4)	Place Attachment (AF3)
Expectations (O4)	Pearson Correlation	1	.370**
	Sig (2 tailed)		.000
	N	182	155
Place Attachment (AF3)	Pearson Correlation	.370**	1
	Sig (2 tailed)	.000	
	N	155	182

** Correlation is significant at the 0.01 level (2-tailed)

In summary, the results suggest that there is a significant positive correlation between thinking that the Facebook group page is beneficial and feeling more attached to the neighborhood. The correlation is moderate in strength, indicating that as the perception of the Facebook group page as healthy increases, the sense of attachment to the group also tends to increase, but the relationship is not very strong.

4.2.4 The Relationship Between the Impact of Digital Platforms on Daily City Life (O8) and Place Attachment (AF3)

A correlation analysis is conducted to explore the relationship between two ordinal variables: the participants' level of everyday life changes when they begin to use their neighborhood Facebook group page and their level of attachment. When the analysis is done, the Pearson correlation coefficient is found as 0.549, indicating a moderately strong positive relationship between the two variables.

Table 4.4 The Relationship Between the Impact of Digital Platforms on Daily City Life and Attachment

Correlation O8-AF3			
		Impact of Daily City Life (O8)	Place Attachment (AF3)
Impact of Daily City Life (O8)	Pearson Correlation	1	.549**
	Sig (2 tailed)		.000
	N	182	155
Place Attachment (AF3)	Pearson Correlation	.549**	1
	Sig (2 tailed)	.000	
	N	155	182

** Correlation is significant at the 0.01 level (2-tailed)

It is important to note that correlation does not imply causation. While the correlation between these two variables is statistically significant, it does not necessarily mean that one variable caused the other. Other factors may be at play that contributes to the relationship between these variables. Further research may be needed to understand the underlying factors contributing to this relationship.

4.2.5 The Relationship Between Facebook Groups Creating a Sense of Community (C5) and Place Attachment (AF3)

This analysis searches for the contribution felt in creating a sense of community in the Facebook group and the level of attachment to the place. The Pearson correlation

from the analysis is 0.610, indicating a moderately strong positive relationship between the two variables. The 0.01 significance level suggests less than a 1% chance of getting a correlation of this magnitude by chance alone.

Table 4.5 The Relationship Between Facebook Groups Creating a Sense of Community and Place Attachment

Correlation C5-AF3			
		Sense of Community (C5)	Place Attachment (AF3)
Sense of Community (C5)	Pearson Correlation	1	.610**
	Sig (2 tailed)		.000
	N	182	155
Place Attachment (AF3)	Pearson Correlation	.610**	1
	Sig (2 tailed)	.000	
	N	155	155

** Correlation is significant at the 0.01 level (2-tailed)

The correlation analysis, which reveals a moderately strong positive relationship between the perceived contribution of the Facebook group in creating a sense of community and the level of attachment to the place, aligns with Lofland's (1998) assertion that social connections shape our perception of a place. This finding reinforces the conclusions drawn from the analysis and underscores the significance of social interactions in shaping individuals' attachment and perception of their community. However, it is crucial to conduct further research to delve into the underlying factors that influence this relationship and gain a more comprehensive understanding of the dynamics between online social platforms, community, and place attachment.

4.2.6 The Relationship Between Those Who Find the Facebook Group Useful in Terms of Communication(O11) and Place Attachment (AF3)

The coefficient of 0.513 indicates a moderate positive correlation between the perception of the usefulness of Facebook groups for communication and the level of place attachment. This suggests that as individuals perceive Facebook groups to be more useful in contact, their attachment to the place strengthens. However, it is essential to note that the strength of this relationship could be higher.

Table 4.6 The Relationship Between Those Who Find the Facebook Group Useful in Terms of Communication and Place Attachment

Correlation O11-AF3			
		Positive Opinions for Facebook Groups (O11)	Place Attachment (AF3)
Positive Opinions for Facebook Groups (O11)	Pearson Correlation	1	.513**
	Sig (2 tailed)		.000
	N	182	155
Place Attachment (AF3)	Pearson Correlation	.513**	1
	Sig (2 tailed)	.000	
	N	155	155

** Correlation is significant at the 0.01 level (2-tailed)

The positive correlation implies that an increase in the perception of usefulness in communication through Facebook groups is associated with a tendency for higher levels of place attachment. This finding suggests that digital platforms can play a role in fostering individuals' attachment to their surrounding environment.

It is worth mentioning that this moderate positive correlation suggests a significant but not dominant influence of the perceived usefulness of Facebook groups on place attachment. Other factors, such as physical proximity, social interactions, and personal experiences within the neighborhood, may also contribute to individuals' attachment to a place.

These results highlight the potential impact of digital platforms on individuals' attachment to their surroundings. By providing a platform for communication and interaction, Facebook groups can enhance individuals' sense of connection and belonging to a particular place. This finding aligns with previous research that emphasizes the role of online platforms in shaping individuals' relationships with their physical environments. However, it is important to interpret these results with caution. Correlation does not imply causation and other underlying factors may influence the perceived usefulness of Facebook groups and place attachment. Future research should further explore these factors and consider additional variables to obtain a more comprehensive understanding of the relationship between digital platforms and place attachment.

Table 4.7 The Summary of the Correlation Results

Variables	Correlation Coefficient
Length of participation in DPs and PA	0.054 (negligible)
Frequency of usage and PA	0.309 (significant positive)
Impact of DPs on daily city life and attachment	0.549 (moderately strong positive)
Creating a sense of community through DPs and PA	0.610 (strong positive)
Finding Facebook groups helpful in communication and PA	0.513(moderately strong positive)

Note: $P < 0.1$ Little to no relationship, $0.1 < p < 0.3$ A weak correlation, $0.3 < p < 0.6$ A moderate correlation, $p < 0.6$ A strong correlation

In conclusion, the correlation analysis indicates a moderate positive relationship between the perception of Facebook groups' usefulness for communication and individuals' level of place attachment. This finding suggests that digital platforms can contribute to individuals' attachment to their surroundings, although other factors may also play a significant role. Further research is needed to explore this relationship's underlying mechanisms and contextual factors.

4.3 Crosstabulation Analysis Related to Place Attachment and Digital Platforms

This section focuses on the analysis of crosstabulation to examine the relationships between various factors and place attachment in the context of neighborhood events conducted through Facebook groups. Specifically, the associations between place attachment and active participation in neighborhood events facilitated by Facebook groups (A3-AF1), the correlation between individuals' knowledge about the neighborhood and their level of place attachment (AW3-AF3), the connection between engagement in solidarity activities within the community via Facebook groups and the development of place attachment (C3-AF3), and the influence of Facebook groups on the adaptation process and subsequent place attachment of individuals who have recently relocated to the neighborhood (C4-AF3) will be explored. Through crosstabulation analysis, significant associations and discernible patterns will be identified, providing valuable insights into the dynamics of place attachment within digital communities and neighborhood interactions. The findings derived from this analysis can contribute to the existing body of knowledge by enhancing our understanding of the multifaceted relationship between individuals, their neighborhoods, and the role of online platforms in fostering a sense of place attachment.

4.3.1 The Relationship Between Place Attachment (AF1) of Those Who Participate in the Neighborhood Events via Facebook Groups (A3)

This analysis examines the relationship between the degree of activity participation (A3) and the participants' corresponding feelings of attachment (AF1).

Table 4.8 Crosstabulation for A3 and AF1

A crosstabulation analysis between activities (A3) and place attachment (AF1)

	Place attachment respond	
	Yes Count % within AF1	No Count % within AF1
Activity level		
1	52 34.4%	20 64.5%
2	35 23.2%	5 16.1%
3	40 26.5%	6 19.4%
4	19 12.6%	0 0%
5	5 3.3%	0 0%
Total	151 100%	31 100%

Note: Pearson Chi Square =11,909, df =4, p= .018

Among the participants with a degree of participation of 1.00, representing the lowest level of involvement, 52 were reported to feel attachment (AF1 = Yes). In comparison, 20 participants were informed to have no attachment (AF1 = No). For a degree of participation of 2.00, representing a higher level of involvement, 35 participants reported feeling attachment (AF1 = Yes), while 5 reported no attachment (AF1 = No).

Those who describe themselves as connected make up 83% of the participants. Of this, 83% of people, 52 showed the lowest level of participation in activities, which is 1. In addition, 40 people gave a value at the 3 levels. The majority of those who do not feel connected stated their level of participation in the event as 1, and there is no one in this group whose participation level is 4 and above. The results show that most unaffiliated do not participate in the activities. Still, there is no linear relationship between those who feel connected and their level of participation.

Similarly, for a degree of participation of 3.00, representing an even higher level of involvement, 40 participants reported feeling attachment (AF1 = Yes), while 6 participants reported no attachment (AF1 = No). In the case of a degree of

participation of 4.00, representing a very high level of involvement, it was reported that all 19 participants felt attachment (AF1 = Yes). None were reported to have no. Based on the study's findings, it was observed that as the degree of participation in activities increases, there is an increased likelihood of feeling an attachment to the neighborhood. This is evident from the results showing that all participants with the highest level of participation (degree 5.00) reported feeling attachment (AF1 = Yes), while none reported having no attachment (AF1 = No). These results indicate a positive association between the level of activity participation and the participants' feelings of attachment to the neighborhood.

These findings align with the discussions in the literature regarding the factors contributing to identity and place attachment. Relph (1976), for instance, identifies three fundamental components that contribute to identity: statistical physical settings, activities, and meaning (as cited in Bayram, 2018). The current study's results demonstrated a positive relationship between activity participation and place attachment support these discussions.

The positive association observed between the degree of participation and place attachment supports the notion that engaging in activities within the neighborhood fosters a sense of belonging and attachment. By citing the literature (Relph, 1976), the study reinforces the theoretical foundation and existing knowledge that activities play a significant role in shaping individuals' attachment to their environment.

However, it is crucial to acknowledge that the relationship between activity participation and place attachment is complex, and other factors may also contribute to individuals' attachment to their neighborhood. Further analysis and consideration of additional variables are necessary to fully understand the intricate dynamics and draw accurate conclusions in this regard's attachment (AF1 = No).

4.3.2 The Relationship Between Having Knowledge About the Neighborhood (AW3) and Place Attachment (AF3)

Table 4.9 Crosstabulation for AF3 and AW3

A crosstabulation analysis of knowledge gained about the neighborhood through the Facebook group (AW3) and place attachment (AF3)

	Knowledge about the neighborhood	
	Yes Count % within AW3	No Count % within AW3
Place attachment level		
1	4 2.7%	3 50%
2	7 4.7%	0 0%
3	47 31.5%	2 33.3%
4	65 43.6%	1 16.7%
5	26 17.4%	0 0%
Total	149 100%	6 100%

Note: Pearson Chi-Square =30.911, df =4, p= .00

When examining the distribution within the AF3 variable, for participants who responded with a rating of 1.00, representing low attachment, there were 4 participants (57.1%) who answered "Yes" to know the neighborhood and 3 participants (42.9%) who answered "No." For participants who responded with a rating of 2.00, indicating a moderate level of attachment, all 7 participants (100.0%) reported knowing the neighborhood. Among participants with a rating of 3.00, representing a higher level of attachments, 47 participants (95.9%) answered "Yes" to knowing, while 2 participants (4.1%) answered "No." Similarly, for participants with a rating of 4.00, signifying a solid attachment, 65 participants (98.5%) reported knowing, and only 1 participant (1.5%) answered "No".

Lastly, for participants with a rating of 5.00, indicating the highest level of attachment, all 26 participants (100.0%) answered "Yes" to know the neighborhood.

When examining the distribution within the AW3 variable: Among participants who responded "Yes" to know the neighborhood, the majority, 149 participants (96.1%), expressed feelings of attachment (AF3: Yes), while 6 participants (3.9%) indicated no attachment (AF3: No). In contrast, among participants who responded "No" to knowing the neighborhood, all 7 participants (100.0%) reported feeling attachment (AF3: Yes), and none reported no extension (AF3: No). Overall, out of the total 155 participants who responded to both AF3 and AW3, the majority, 149 participants (96.1%), reported feeling attachment (AF3: Yes), while only 6 participants (3.9%) indicated no attachment (AF3: No).

The cross-tabulation results suggest a notable association between participants' knowledge about the neighborhood (AW3) and their feelings of attachment (AF3). Participants who reported knowing the community were more likely to express feelings of affection across various levels of attachment intensity. Even among participants who reported not knowing the neighborhood, all participants still indicated feelings of attachment. It is important to note that these results are based on the specific variables included in the analysis and may be influenced by other factors not considered. Further investigation and exploration of additional variables would contribute to a more comprehensive understanding of the relationship between participants' knowledge, attachment, and other relevant factors within the studied context.

4.3.3 The Relationship Between Those Who Do Solidarity Activities in the Neighborhood Through Facebook Groups (C3) and Their Place Attachment (AF3)

The crosstabulation analysis reveals the association between individuals' engagement in solidarity activities within the neighborhood through Facebook groups (C3) and their level of place attachment (AF3). A total of 155 valid cases, accounting for 85.2% of the total sample, were included in the analysis.

Table 4.10 Crosstabulation for C3 and AF3

A crosstabulation analysis of solidarity activity through the Facebook group (C3) and place attachment (AF3)

	Solidarity activity through Facebook	
	Yes Count % within C3	No Count % within C3
Place attachment level		
1	1 0.8%	6 22.2%
2	5 3.9%	2 7.4%
3	44 34.4%	5 18.5%
4	55 43%	11 40.7%
5	23 18%	3 11.1%
Total	128 100%	27 100%

Note: Pearson Chi-Square =25.726, df =4, p= .00

Among participants who reported engaging in solidarity activities (C3), the distribution of place attachment levels (AF3) was as follows: For AF3 level 1.00 (low attachment), one case (0.8% of C3) indicated a low level of place attachment. There were five cases for AF3 level 2.00 (moderate attachment) (3.9% of C3). For AF3 level 3.00 (relatively high attachment), 44 cases (34.4% of C3) indicated a relatively high level of place attachment. For AF3 level 4.00 (strong attachment), 55 cases (43.0% of C3) reflected a solid group of place attachments. For AF3 level 5.00 (very strong attachment), 23 cases (18.0% of C3) demonstrated a powerful group of place attachments.

In contrast, among participants who did not engage in solidarity activities (C3), the distribution of place attachment levels (AF3) was as follows: For AF3 level 1.00, six cases (22.2% of C3) indicated a low level of place attachment. For AF3 level 2.00, two cases (7.4% of C3) indicated a moderate level of place attachment. For AF3 level 3.00, five cases (18.5% of C3) demonstrated a relatively high level of place attachment. For AF3 level 4.00, 11 cases (40.7% of C3) reflected a strong group of

place attachments. For AF3 level 5.00, three cases (11.1% of C3) indicated a powerful group of place attachments.

The crosstabulation analysis indicates a significant relationship between participation in solidarity activities and place attachment. Most respondents who engaged in solidarity exhibited higher levels of place attachment than those who did not participate in such activities. The findings align with previous scholarly works that highlight the significant role of memorable experiences and significant events in shaping individuals' attachment to a place (Hay, 1998; Hunter, 1974; Manzo, 2005; Rubenstein & Parmelee, 1992; Twigger-Ross & Uzzell, 1996). These experiences contribute to developing emotional connections and foster individuals' attachment to a particular locale. By referencing the influence of personal experiences and significant events, this citation reinforces the multi-dimensional nature of place attachment and its association with individuals' lived experiences within a specific environment.

4.3.4 The Relationship Between the Effect of Facebook Groups on the Adaptation Process when Participants Move to the Neighborhood (C4) and Their Place Attachment (AF3)

Table 4.11 Crosstabulation for C4 and AF3

A crosstabulation analysis of adaptation to the neighborhood through the Facebook group (C4) and place attachment (AF3)

Place attachment level	Adaptation through Facebook		
	Yes Count % within C4	No Count % within C4	Old residents Count % within C4
1	1 1.3%	6 12.5%	0 0%
2	4 5.2%	1 2.1%	2 6.9%
3	21 27.3%	15 31.3%	13 44.8%
4	34 44.2%	20 41.7%	11 37.9%
5	17 22.1%	6 12.5%	3 10.3%
Total	77 100%	48 100%	29 100%

Note: Pearson Chi-Square =15.607, df =8, p= .048

The crosstabulation results demonstrate the association between the impact of Facebook groups on the adaptation process when individuals relocate to a new neighborhood (C4) and their level of place attachment (AF3). A total of 154 valid cases, accounting for 84.6% of the total sample, were included in the analysis.

Among respondents who reported a perceived effect of Facebook groups on their adaptation process (C4), the distribution of place attachment levels (AF3) was as follows: 1.00 (low attachment) accounted for 1 case (1.3% of C4); 2.00 (moderate attachment) accounted for 4 cases (5.2% of C4); 3.00 (relatively high attachment) accounted for 21 cases (27.3% of C4); 4.00 (strong attachment) accounted for 34

cases (44.2% of C4); and 5.00 (very strong attachment) accounted for 17 cases (22.1% of C4).

Conversely, among participants who reported no effect of Facebook groups on their adaptation process (C4), the distribution of place attachment levels (AF3) was as follows: 1.00 accounted for 6 cases (12.5% of C4); 2.00 accounted for 1 case (2.1% of C4); 3.00 accounted for 15 cases (31.3% of C4); 4.00 accounted for 20 cases (41.7% of C4); and 5.00 accounted for 6 cases (12.5% of C4).

Additionally, when examining old neighbors, the distribution of place attachment levels (AF3) was as follows: 1.00 had no cases (0% of C4); 2.00 had 2 cases (6.9% of C4); 3.00 had 13 cases (44.8% of C4); 4.00 had 11 cases (37.9% of C4); and 5.00 had 3 cases (10.3% of C4).

In summary, the crosstabulation findings support the presence of a relationship between the impact of Facebook groups on the adaptation process and individuals' level of place attachment. Specifically, participants who perceived a positive effect from Facebook groups displayed higher levels of place attachment than those who reported no effect. Similarly, old neighbors exhibited varying degrees of place attachment.

4.4 Content Analysis Related to Participant's Opinions

In the present study, Content analysis was employed for these open-ended questions as a methodological approach to gain deeper insights into the participants' opinions and perspectives. Since open-ended questions were optional, the number of participants responding varied. Participants were instructed to specify a minimum of three items for each question; however, some respondents provided fewer than three items, while others provided more. As a result, the number of responses varied among participants, with some indicating 2, 3, 1, or more items in their answers. The data were subsequently classified based on the mentioned criteria, allowing for a comprehensive analysis of the collected responses. This approach acknowledges the

varying levels of participation and ensures that the data analysis accounts for the diversity in participant responses.

Through the systematic application of content analysis, the qualitative data collected from the participant's responses were carefully examined and categorized, enabling a comprehensive understanding of their insights. Content analysis is a rigorous and systematic technique that provides a structured approach to analyzing qualitative data. Content analysis facilitates extracting valuable information and interpreting underlying messages by identifying recurring themes, patterns, and meanings within the participants' narratives. This methodological approach enables researchers to derive meaningful insights and draw valid conclusions from the qualitative data. The utilization of content analysis in this study allows for a thorough exploration of the diverse range of opinions expressed by the participants. Furthermore, content analysis serves as an effective means to capture the richness and depth of the participants' perspectives. By delving into the participants' own words and expressions, this approach provides an authentic representation of their viewpoints, allowing for a more comprehensive understanding of the research topic.

This research aims to uncover common themes, patterns, and meanings within the participants' narratives by systematically analyzing the qualitative data and categorizing the content. This study seeks to provide valuable insights and contribute to a deeper understanding of the research topic through content analysis.

Firstly, to understand the main reasons for their sense of attachment to their place, they were asked what their sense of attachment (O2) could be.

Table 4.12 Factors Affecting Neighborhood Attachment

Question	Number of mention	Percentage share(approx)
<i>If you feel connected to your neighborhood, what might be the reason for this? (min 3 items)</i>		
Sense of belonging	33	16%
Security	31	15%
Social relationship	29	14%
Habits	23	11%
Education level	14	7%
Central location	14	7%
Relationship with local businesses	7	3%
Mutual aid	6	3%
Love for animals	5	2%
Cleanliness	5	2%
Socioeconomic structure	4	2%
Friendship	4	2%
Calmness	4	2%
Neighborhood culture	3	1.6%
Women's safety	3	1.6%
Neighborhood organizations	2	1%
Community solidarity	2	1%
Homogeneity	2	1%
Lifestyle	2	1%
Neighborhood aesthetic	1	0.5%
Pedestrian-friendliness	1	0.5%
Outdoor spaces	1	0.5%

144 participants answered this question. Some answers were not considered because they were irrelevant to the subject.

Upon concisely interpreting these findings, several noteworthy observations emerge from the participants' responses. These key insights can be elucidated by analyzing the recurring themes and salient concepts present within the dataset.

Sense of belonging and community: Participants emphasized the importance of belonging to their neighborhood and community, having good relationships with their neighbors, and being part of a supportive and friendly environment.

Safety and security: The feeling of safety and security was frequently mentioned as a reason for attachment to the neighborhood. Participants emphasized that there is no security concern, and they feel safe walking around the area at any time of the day.

Access to local amenities: Participants mentioned the importance of local amenities such as small businesses like grocery stores, cafes, restaurants, and accessible transportation options in the neighborhood.

Cultural and educational level: Participants emphasized the importance of the cultural and educational level of the neighborhood, which includes the presence of educated residents, a liberal environment, and a high level of tolerance and respect towards others.

Animal-friendly environment: Many participants mentioned the importance of animals in the neighborhood, such as pets or street animals, and the ability to connect with them.

Convenience and accessibility: The location and convenience of a neighborhood, including its proximity to work, school, and other amenities, are also essential factors in people's decisions to live there.

Personal connections and memories: In addition, some participants also mentioned that they have personal links to the neighborhood, such as having grown up there or having long-term residency in the area, resulting in solid personal memories and relationships with the community.

Additionally, the participants' sensitivity towards stray animals provides an exciting dimension to solidarity. Solidarity, as discussed in the literature, involves a sense of

unity, support, and responsibility towards others within the community. The participants' concern for stray animals may indicate their empathetic and compassionate attitudes, reflecting a broader sense of solidarity with all living beings in their neighborhood.

Overall, the participants' comments align with the discussions in the literature, reinforcing the multifaceted nature of place attachment. Factors such as duration of residence, social interactions, community bonds, perceptions of the physical environment, and acts of solidarity all contribute to individuals' attachment to their neighborhood. These findings highlight the complex interplay between individual experiences, social dynamics, and the physical context in shaping place attachment.

Secondly, for them to evaluate the conditions created by social media for the residents of the neighborhood, a question (O7) was asked: If there is a difference between the neighborhood residents who have social media and those who do not, what could be the reason for this?

Table 4.13 Differences Between Neighborhoods with and without social media

Question	Number of mention	Percentage share(approx)
<i>Is there a difference between neighborhoods which has a social media account and not? If so, what could they be? (Min 3 items)</i>		
Cooperation, interaction, socialization	65	35.7%
Information flow, recognition, communication	51	28%
Solidarity, cooperation, common solution	43	23.6%
I don't know	12	6.6%
None or negative	3	1.1%
Accessibility and inclusivity	6	2.2%
Friendship, intimacy, trust	3	1.1%

180 participants answered this question. Among these 180 people, some answers did not participate in the assessment because they used short answers such as I have no idea, no or I do not know. The participants' responses highlight the critical themes

regarding the reasons for feeling connected to one's neighborhood. The most frequently mentioned theme was "communication and information," indicating that the availability of channels for effective communication and sharing of information within the neighborhood significantly fosters a sense of connection. This suggests that social media platforms, as mentioned by some participants, can serve as valuable tools for facilitating communication and information exchange among neighbors.

The second most mentioned theme was "community building," indicating that participants recognized the importance of building a strong sense of community within the neighborhood. This aligns with social cohesion and the idea that strong social ties and connections among residents contribute to a sense of belonging and attachment to the neighborhood. Participants emphasized the role of solidarity, problem-solving, and the feeling of belonging in fostering a strong community.

While less frequently mentioned, some participants highlighted social media usage benefits in the neighborhood. These included the ability to address issues related to fear of shaming, finding lost pets, and accessing neighborhood events more easily. These findings suggest that social media platforms can provide additional functionalities contributing to the neighborhood's overall sense of connection and well-being.

Overall, the participants' responses support the idea that effective communication, community building, and the presence of platforms that facilitate interaction and information sharing, such as social media, play a crucial role in fostering a sense of connection and attachment to one's neighborhood. These findings align with existing literature on the importance of social capital, community engagement, and the role of technology in enhancing neighborhood experiences.

The other question concerns social media and activity relationships (O10). The participants were asked to evaluate social media, digital city, and activity in this question. If it was thought that the activities made on social media would be preferred more, a question was asked about the reason for this.

Table 4.14 Activities Created by social media Are Often Preferred for Several Reasons

Question	Number of mention	Percentage share(approx)
<i>If you think that social media activities can be preferred more, what could be the reason for this? (min 3 items)</i>		
Accessibility	29	33%
Reach	23	26%
Interaction	19	22%
Convenience	10	11%
Familiarity	5	5%

165 participants answered this question. The analysis of question O10 yielded noteworthy findings that shed light on participants' perceptions regarding the impact of social media on event organization and participation. Several key themes emerged from the responses, which are discussed below:

Accessibility: A predominant theme expressed by respondents is the enhanced accessibility facilitated by social media platforms. Participants noted that these platforms enable easy access to event-related information, thereby increasing the reach and visibility of the event to a broader audience.

Interaction: Participants highlighted the role of social media in fostering increased interaction among event attendees. The platforms provide a convenient space for participants to engage in discussions, seek clarifications, exchange information, and offer feedback. Furthermore, social media allows attendees to identify and connect with others attending the event.

Reach: The findings emphasized the perceived ability of social media to expand the reach of events beyond their immediate vicinity. Respondents noted that these platforms enable event organizers to target and attract a wider audience, including individuals outside the local area.

Convenience: The convenience afforded by social media emerged as a prominent theme in participants' responses. The platforms offer various features such as event

reminders, notifications, and easy organization and promotion tools, which enhance the overall convenience of participating in and organizing events.

Familiarity: Participants who reported familiarity with the event organizers or location expressed a sense of comfort and trust in the event. Social media platforms facilitate a sense of familiarity and connection, thereby contributing to participants' positive perceptions and willingness to engage.

These findings contribute to a deeper understanding of the perceived benefits of utilizing social media for event organization and participation. By leveraging the accessibility, interaction, reach, convenience, and familiarity these platforms facilitate, event organizers can enhance engagement, broaden their audience, and create a more inclusive and dynamic event experience.

Another example is learning how Facebook groups benefited the neighborhood through solidarity and cooperation from the participants' opinions (O12).

Table 4.15 What Advantages Did Your Facebook Group Provide to Your Neighborhood in Terms of Solidarity and Cooperation?

Question	Number of mentions	Percentage share(approx.)
<i>What advantages did your facebook group provide to your neighborhood in terms of solidarity and cooperation?</i>		
Communication and information sharing	45	40%
Community building and solidarity	28	25%
Help for those in need	19	17%
Animal welfare	7	6%
Finding lost items or pets	4	3%
Improvements in the neighborhood	4	3%
Other	4	3%

Out of the 182 participants involved in the survey, 110 individuals voluntarily responded to the question regarding the benefits of their neighborhood's Facebook group. Among these respondents, the highest number of responses (44 individuals) highlighted the communication and information-sharing as a significant benefit.

Additionally, community building and solidarity were mentioned by 28 participants, while 19 individuals emphasized the group's usefulness in providing help to those in need. Furthermore, 7 respondents noted the positive impact of the Facebook group on animal welfare. Other notable responses included mentions of finding lost items or pets, improvements in the neighborhood, and miscellaneous observations, each accounting for four responses.

It is worth noting that two participants mentioned that they did not use or were unfamiliar with the neighborhood's Facebook group. At the same time, two more individuals stated that the questions about Facebook groups needed to be more relevant to them. This indicates that the survey question only applied to some participants, leading to a lower response rate in this analysis.

Finally, to better understand how the participants establish a relationship between digital platforms and the city, they were asked about their thoughts on this subject.

Table 4.16 Participants Thought About Social Media Opportunities

Question	Number of mention	Percentage share(approx)
<i>Finally, do you have any thoughts you would like to add on how internet facilities and social media use affect participation in neighborhood life?</i>		
No Impact/Not Useful	17	20%
Positive Impact on Community and Bonding	10	12%
Useful for Information Sharing	4	4%
Platform for Organizing and Planning	3	3%
Need for Improved Management	2	2%
Potential for Harm	2	2%
Mixed Opinions	2	2%
Need for Inclusivity and Diversity	1	1%
Need for Education and Etiquette	1	1%
Importance for Access to Information	1	1%
Importance for Disaster Management	1	1%
Need for Local Identity	1	1%

81 people out of 182 answered this question. Some respondents state that they find social media, specifically Facebook groups, useful for daily activities and information sharing related to their neighborhood or community. Others need help finding social media useful or have concerns about negative interactions and behavior on these platforms. Some respondents believe that social media can positively impact community building and collaboration, while others have reservations about its impact on traditional neighborhood culture. Overall, there is a mix of opinions and perspectives on the role of social media in neighborhood communities.

In conclusion, the findings from the content analysis of participants' opinions provide valuable insights into the perceived benefits of neighborhood Facebook groups. The most mentioned advantages include enhanced communication and information sharing, community building and solidarity, assistance to those in need, positive effects on animal welfare, and various other positive outcomes. These findings suggest that neighborhood Facebook groups play a significant role in facilitating social interaction, fostering a sense of belonging, and promoting community engagement.

4.5 Assessment of the Findings

In addressing the main research question, several key findings have emerged. Firstly, regarding the length of participation in the digital platform (DP) and place attachment (PA), a weak positive correlation (0.054) was observed between these variables. However, further investigation and analysis could strengthen the relationship.

In contrast, the frequency of digital platform usage and satisfaction with Facebook groups exhibited a significant positive correlation (0.370). This finding suggests that individuals who engage more frequently with the platform and express higher satisfaction with Facebook groups are more likely to experience a stronger sense of place attachment.

Furthermore, the impact of the digital platform on daily city life and attachment was found to have a moderately positive and strong relationship (0.549). This indicates that the utilization of the digital platform contributes significantly to individuals' daily experiences within the urban environment and fosters a greater sense of attachment to the place.

Additionally, creating a sense of community through the digital platform and participation in activities (PA) demonstrated a positive and strong correlation (0.610). This finding highlights the role of the digital platform in facilitating social connections and community-building, thereby enhancing individuals' place attachment.

Moreover, participants reported finding Facebook groups helpful in communication and participation in activities (0.513), further indicating the positive influence of the digital platform on place attachment.

The crosstabulation analysis observed noteworthy associations between various factors and place attachment. Specifically, activity through Facebook groups and place attachment knowledge of the neighborhood and place attachment engagement in solidarity activities through Facebook groups and place attachment and the adaptation process to the neighborhood and place attachment displayed significant associations. In summary, notable associations were observed in the crosstabulation analysis:

- Activity through Facebook group and PA (see 4.3.1)
- Knowing the neighborhood and PA (see 4.3.2)
- Doing solidarity activities through Facebook groups and PA (see 4.3.3)
- The adaptation process to the neighborhood and PA (see 4.3.4)

These findings collectively emphasize the significance of digital platforms in fostering place attachment. They highlight the role of factors such as frequency of usage, satisfaction with Facebook groups, a sense of community, and engagement in activities through the digital platform in influencing individuals' attachment to the place. Furthermore, the associations identified through the crosstabulation analysis

emphasize the importance of activity, neighborhood knowledge, solidarity activities, and the adaptation process in shaping place attachment.

However, it is essential to acknowledge that these findings are based on the specific variables examined in this study and may be influenced by additional unexplored factors. Further research and analysis incorporating broader variables and contextual considerations will contribute to a more comprehensive understanding of the complex relationship between digital platforms and place attachment.

For Content analysis, It can be concluded that neighborhood Facebook groups provide communication and community benefits, but concerns about social harassment and security require better management.

CHAPTER 5

CONCLUSION

This thesis investigates the effect of digital platforms on the connection to physical spaces by re-examining the factors that constitute the essence of the place. Furthermore, it investigates the effect of digital platforms on place attachment by re-examining the factors that compose place, despite the threats posed by increasing digitalization, namely placelessness and destruction of the sense of place. From this stance, the study provides a challenging viewpoint to the prevalent understanding of digital platforms from the city planning perspective. In the context of digital platforms, this thesis investigates the relationship between digital platforms and place attachment. The research explores how digital platforms influence the various interactions they engender within evolving spatial formations. By recognizing the multidimensional nature of the place, the study examines not only the social aspects of spatial relations but also offers a fresh perspective on long-standing notions such as placelessness and nonplace, critically evaluating them from a practical standpoint. By conducting thorough evaluations, the research uncovers the inherent capacity of digital platforms to foster the development of place attachment by facilitating the formation of social relations, fostering solidarity practices, enabling effective communication, and promoting interactive engagement.

Relying on the abovementioned framework, this study questions the uncovered relationship between digital platforms and place attachment among neighborhood scale. Concepts such as place and sense of place were explored to contextualize the study and provide a theoretical framework. The place is meaningful with social, cultural, and psychological dimensions. It is a socially constructed and negotiated space that acquires a distinct identity and significance through the experiences and perceptions of its inhabitants. On the other hand, sense of place refers to individuals' subjective and emotional attachment towards a particular place. It encompasses the

cognitive, affective, and behavioral aspects that shape individuals' connection and identification with a specific environment.

In the contemporary context, technology has given rise to a new spatial dimension, augmenting social interactions and formations that contribute to developing an attachment to place. These emergent dynamics of communication and interaction necessitate a heightened focus on the part of city planners. Recognizing the transformative impact of these technological advancements, it becomes crucial to prioritize and integrate considerations of this evolving space dimension within urban planning agendas. This calls for developing innovative planning practices responsive to these emerging trends, facilitating the adaptation of planning doctrines to align with the demands and opportunities presented by the current milieu. The proactive integration of these factors into planning frameworks will foster a more comprehensive understanding of place attachment and enable the creation of urban environments that effectively address the evolving needs and aspirations of communities in the digital age. In this sense, developing a new understanding of urban practice, this study proposes a detailed analysis of the research question to demonstrate the bilateral relations between digital platforms and place attachment. To respond to this analysis, the study uses mixed methods, both qualitative and quantitative.

This study explored the relationship between place attachment and digital platforms to understand how digital technologies influence individuals' sense of place and community connection. The findings highlighted the role of digital platforms as tools for information dissemination, communication, and community engagement. Through these platforms, individuals could access neighborhood-related information, establish social connections, and participate in collective activities, strengthening their attachment to the place. The thesis data is collected from the two Facebook groups “Yüzüncü Yıl Evleri” and “Ayrancı Ahalisi” as an online survey. These groups were selected according to their activity cycle, size, rules, etc. To investigate the relationship between digital platform usage and place attachment, the use of a Facebook group by the participants was among the criteria, so the online survey was sent directly to these groups, and the participants in this group were

encouraged to participate. 182 people participated in this survey between February 17 and April 22, 2023. Since the total number of users in these two groups was 44,331 when the questionnaire was sent, the margin of error for a 95% confidence level was calculated as 7.10%. After collecting the necessary data, mixed method analysis is performed, and for quantitative data, bilateral relations are analyzed by crosstabulation and correlation analysis using the IBM SPSS program. The content analysis technique is used to analyze open-ended questions, thus providing the opportunity to obtain the participants' perspectives on the subject in depth. To this end, the primary study question is: Is there a relationship between the usage of digital platforms and place attachments? And How are the attributes of place attachment affected by digital platform activities?

Key findings for the analysis emphasize that digital platform usage and satisfaction positively correlate with place attachment. Furthermore, the activity diversity through the Facebook group, Having knowledge, and doing solidarity activities also have notable associations. The cross-tabulation analysis revealed a notable association between participants' knowledge about the neighborhood and their feelings of attachment. Individuals who reported knowing the information about the neighborhood were more likely to express affection across different levels of attachment intensity. Interestingly, even participants who reported limited knowledge about the neighborhood still exhibited some attachment, emphasizing the multi-faceted nature of place attachment.

Moreover, the examination of the relationship between place attachment and digital platforms indicated that digital platforms could serve as essential facilitators of community connection and place attachment. Participants reported that engaging with digital platforms enabled them to access information, communicate with neighbors, and participate in neighborhood activities. These digital platforms acted as virtual spaces where individuals could foster a sense of belonging and develop emotional connections to their physical environment.

Key findings for the main research question are as follows, for the length of participation in the DP and PA, there is a negligible (0.054) correlation between the

two variables, but the relationship can be more robust. However, frequency of usage and Facebook group satisfaction have a significant positive correlation (0.370). Furthermore, the impact of DP on daily city life and attachment has moderately positive strong positive relations (0.549). Creating a sense of community through DP and PA (0.610), Finding Facebook groups helpful in communication, and PA (0.513) also have a positive strong correlation. For crosstabulation analysis, Activity through Facebook group and PA (see 4.3.1), Knowing the neighborhood and PA (see 4.3.2), and Doing solidarity activities through Facebook group and PA (see 4.3.3) and Adaptation process to the neighborhood and PA (see 4.3.4) have notable associations.

5.1 Discussion About Digital Platforms

5.1.1 The Positive Critiques of Digital Platforms

The network infrastructure has been hailed by many as a solution to a range of perceived issues, as it seemingly eliminates the need for physical travel, visiting stores, accessing education, and even going to museums (Graham and Marvin, 1995). The advent of networks and digital connectivity has led to the belief that these technologies can provide convenient alternatives to traditional activities and services by bringing them within reach through virtual means. This perception is rooted in the idea that digital networks can transcend geographical constraints and offer access to information, goods, and services from anywhere, anytime. However, it is crucial to critically examine the implications of relying solely on network-based solutions and consider the potential consequences regarding social interaction, place-based experiences, and the equitable distribution of resources. The transformative potential of network infrastructure should be carefully balanced by recognizing the value of physical presence and the diverse needs and preferences of individuals and communities (Graham & Marvin, 1995). The development of technology and thus the development and progress of communication platforms daily are efficient and functional in connecting even the most distant people instantly. In this way, one

could assert that it will contribute to the quality and quantity of social relations (van Dijk, 2006, pp. 3).

Additionally, Graham & Marvin (1995) contend that telecommunications, including networks and virtual communities, have the potential to enhance civic life within cities by fostering interaction, participation, and discourse. They suggest that the proliferation of specialized virtual communities on the internet can evoke a sense of festive urbanism that may be absent in physical urban spaces undergoing postmodern transformations. This perspective highlights the positive impact of telecommunications on urban dynamics and the potential for digital platforms to contribute to a vibrant civic sphere. In addition to the considerations, Patsy Healey (1999, as cited in Graham & Marvin, 2001) puts forth optimistic perspectives regarding future scenarios in the digital realm. Healey and colleagues (1999, as cited in Graham & Marvin, 2001) argue that these technological advancements have played a pivotal role in facilitating access to information and promoting a more democratic society, where individuals from diverse geographical contexts converge to foster a life enriched with increased diversity.

Furthermore, Rosenberg et al. (1992, as cited in Graham & Marvin, 1995) highlight the potential of virtual role-playing games known as "Multi-User Dungeons" (MUDs) to provide players with the freedom to create, fantasize, and experience in ways that may not be possible in their physical reality. The positive aspects of digital platforms also extend to economic benefits, as they facilitate the emergence of alternative economies that challenge the traditional business life cycle shaped by the industrial revolution. Notably, the proliferation of freelancers who can manage their work through digital platforms presents opportunities for bridging interpersonal interactions and accessing financial advantages. However, critically assessing the advantages and disadvantages of these developments is essential. Sadowski (2020, p. 450) emphasizes that while digital platforms increase job diversity and access to opportunities, they also highlight the precarious working conditions experienced by freelancers who move between jobs.

A common characteristic of computerized forms of communication is their capacity to reinforce existing social habits while not replacing other forms of communication (Castells, 2008). Digital platforms enhance the reach of social networks, enabling more effective communication at desired times. Additionally, digital platforms have exerted a rapid influence on urban policies, leading to adopting strategies for digital transformation within cities and implementing agile governance approaches. An example of this can be observed in applications like the "Istanbul Senin" app developed by the Istanbul Municipality. Kominos et al. (2020) argues in their study published in the *Journal of Urban Technology* that using digital platforms to create ecosystems is a crucial strategy for digital transformation. Like external factors arising from physical proximity, these platforms generate network effects and externalities, underscoring the significant impact of both spatial and digital networks on the formation, proliferation, and sustainability of ecosystems or vertical markets. Consequently, as local authorities, such as municipalities, adopt platform-based approaches in their strategies, local ecosystems across various sectors will likely witness enhanced innovation, value creation, and profitability (Kominos et al., 2020).

In digital platforms, reflexive participation, characterized by the ability to choose methods and conditions of involvement, maintain options, be selective, and strategically utilize digital media, is preferred over mandated active digital use or participation (Hatuka & Zur, 2019). Furthermore, digital platforms have created new opportunities for cultural expression and exchange. Internet communities have emerged based on shared hobbies, interests, and cultural backgrounds, providing individuals with spaces to exchange viewpoints and experiences. Social media platforms, including TikTok and YouTube, have also opened avenues for creative representation and cultural production, empowering individuals to share their artwork, music, and various forms of cultural expression with a broader audience.

Overall, these scholarly perspectives highlight the potential positive impacts of digital platforms in facilitating access to information, fostering diverse interactions, enabling alternative economic models, transforming urban policies, and providing opportunities for cultural expression. However, it is essential to approach these

developments critically, acknowledging the complexities and potential drawbacks they may entail. By considering the broader implications of digital platforms, researchers, policymakers, and society can navigate the opportunities and challenges presented by the digital age more effectively.

Table 5.1 Summary of the Positive Critiques of Digital Platforms (Produced by the Author)

Perspectives/Impacts	References
Potential of network infrastructure	Graham and Marvin, 1995
Convenience and accessibility of virtual alternatives	Graham and Marvin, 1995
Importance of balancing digital solutions with physical presence and diverse needs of individuals and communities	Graham and Marvin, 1995
Enhancement of civic life and interaction within cities through telecommunications and virtual communities	Graham and Marvin, 1995
Potential for fostering a sense of festive urbanism in virtual communities	Graham and Marvin, 1995
Facilitation of access to information and promotion of a more democratic society	Healey et al., 1999 (as cited in Graham and Marvin, 2001)
Freedom and creativity offered by virtual role-playing games	Rosenberg et al., 1992 (as cited in Graham and Marvin, 1995)
Emergence of alternative economies and opportunities for freelancers	Sadowski, 2020
Reinforcement of existing social habits without replacing other forms of communication	Castells, 2008
Influence on urban policies and strategies for digital transformation	Kominos et al., 2020
Creation of ecosystems and impact on innovation, value creation, and profitability	Kominos et al., 2020
Reflexive participation and strategic utilization of digital media	Hatuka and Zur, 2019
Emergence of internet communities based on shared hobbies, interests, and cultural backgrounds	Rheingold, 1993
Spaces for individuals to exchange viewpoints and experiences	Wellman & Gulia, 1999
Empowerment for individuals to share artwork, music, and various forms of cultural expression	Jenkins, 2006

Cultural production and representation facilitated by social media platforms (e.g., TikTok, YouTube)	Burgess & Green, 2009
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5.1.2 The Negative Critiques of Digital Platforms

Digital platforms and communication tools have ushered in new audiovisual geographies and brought significant social and demographic transformations. The replication of everyday life through these platforms has also influenced the perception and reproduction of space. However, it is crucial to acknowledge the existing digital divide and unequal access to the Internet. Despite the potential benefits of digital platforms, limited access to the Internet may exacerbate social elitism, reinforcing the cosmopolitanism of privileged social groups. Castells (2008) highlights the unequal distribution of Internet users, with 88% residing in developed countries, representing only 15% of the global population.

Moreover, discrimination based on language, religion, race, and gender is evident in internet usage. Geographical disparities also exist, as the average age of internet users in the USA is 36. In contrast, it is below 30 in the United Kingdom and China, and over 45% of internet users in Russia are over 45 (Castells, 2008).

Contrary to placelessness and the disappearance of spatial distinctions, Castells argues that the Internet engenders stark contrasts. Van Dijk (2006) criticizes the notion that developing media and digital platforms connect distant individuals while highlighting the elite nature of access to these communication tools. As virtual communities established through social networks become increasingly exclusive and inward-focused, national communities may gradually weaken, giving rise to localized geographic communities (L. Brown, 1994, as cited in Graham & Marvin, 1995). One of the significant concerns of telematically connected societies is the potential fragmentation of society, where individuals from diverse ethnic and cultural backgrounds become more segregated within their clusters (Calhoun, 1986, as cited in Graham & Marvin, 1995). These technological developments may lead to polarization and the emergence of a paranoid urban culture characterized by

heightened suspicion toward "the other." This scenario predicts the development of surveillance practices and increased exclusion (Graham & Marvin, 1995).

These critical perspectives shed light on digital platforms' potential social, cultural, and spatial consequences. They emphasize the importance of considering unequal access to digital technologies and the potential for fragmentation and exclusion. Further research and policy interventions are needed to address these challenges and promote more equitable and inclusive digital spaces. By recognizing and addressing these issues, it is possible to harness the transformative potential of digital platforms while mitigating their negative consequences.

Table 5.2 Summary of the Negative Critiques of Digital Platforms (Produced by the Author)

Perspectives/Impacts	References
Unequal access to the Internet and the digital divide	Castells, 2008
Discrimination based on language, religion, race, and gender in internet usage	Castells, 2008
Geographical disparities in internet usage	Castells, 2008
Elite nature of access to digital platforms and communication tools	Castells, 2008
Fragmentation and segregation within virtual communities	Van Dijk, 2006
Potential development of a paranoid urban culture characterized by surveillance and exclusion	Graham & Marvin, 1995

To summarize, the emergence of digital platforms has brought about significant transformations in social interaction and engagement dynamics, opening new public spaces that redefine how individuals connect and participate in society. These digital spaces offer fresh possibilities for social connection, cultural exchange, and civic involvement, presenting a paradigm shift in the conception of public spaces. The potential of these platforms to facilitate broader access to information, foster diverse interactions, and empower individuals to express their cultural identities is undeniable. However, addressing the challenges of unequal access, fragmentation,

and exclusion that may arise in the digital realm is crucial. By recognizing and addressing these issues, policymakers, researchers, and society can harness the transformative potential of digital platforms to shape a future of inclusive and dynamic public spaceside.

As discussed throughout this study, the findings highlight the positive impact of digital platforms on place attachment and the creation of a sense of community. The correlation between digital platform usage and place attachment emphasizes the potential for these platforms to enhance individuals' connection to their physical environment and foster a sense of belonging. By utilizing digital platforms as tools for city planning practice, urban planners can tap into the collective intelligence of citizens, encourage their active involvement, and incorporate diverse perspectives into decision-making processes.

In the context of city planning practice, digital platforms offer opportunities for more inclusive, participatory, and transparent urban governance. By leveraging the potential of these platforms, city planners can engage a broader range of stakeholders, enable informed decision-making, and foster a sense of ownership and pride in the urban environment. However, it is essential to approach these platforms critically, ensuring that they complement rather than replace physical interactions and recognizing the value of face-to-face engagement in shaping vibrant and inclusive cities.

In conclusion, digital platforms have opened new avenues for social interaction, cultural exchange, and civic engagement in the context of city planning practice. By harnessing the transformative potential of these platforms, urban planners can create more inclusive and participatory processes, ultimately shaping cities that reflect their inhabitants' diverse needs and aspirations. However, careful attention must be paid to addressing the challenges of access, inequality, and fragmentation to ensure that digital platforms contribute to creating vibrant, equitable, and sustainable urban environments.

5.2 Limitations and Future Study

This study contributes to the existing body of knowledge on place attachment by exploring the influence of digital platforms on community connection and place attachment. The findings emphasize the importance of considering physical and digital dimensions when examining individuals' attachment to a place. The study highlights the potential of digital platforms to complement and enhance traditional forms of community engagement and place-making.

The main objective of the thesis that analyzing the relationship between DPs and PA. In this direction, it has been obtained from the research that digital platforms contain different spatiality within themselves since the space contains social relations and communication, making social relations and space simultaneously and accessible by being associated with the subject of space in this respect. In this respect, it emphasizes the connection of these tools with space by critiquing the debates that ongoing digitalization will lead to placelessness. From this point of view, planners, policymakers, and digital product designers can develop new digital platforms that aim to integrate with the space, create community and increase interaction by considering this dual interaction that digitalization creates with space. Through these platforms, unlike the classical spatial strategic city planning practice, more urban planning practices can be developed. They can develop small tactical planning methods within the community and contribute to this aspect of planning by using it as a tool for community building.

It is essential to acknowledge the limitations of this study. The research conducted for this study focused on a specific context and sample, which may limit the generalizability of the findings. Future research should replicate the study in diverse settings and populations to better understand the relationship between place attachment and digital platforms. Additionally, alternative qualitative research methods, such as in-depth interviews or focus groups, could provide deeper insights into individuals' experiences and perceptions of place attachment in the digital age. In addition, different comparison methods can be used as quantitative analysis to analyze the results. Considering that the concept of space is multidimensional, it

should not be forgotten that different factors may be related to this interaction, and the research setting should be studied with other question sets and concepts in other studies.

In conclusion, this thesis has examined the dynamics of digital platforms regarding place attachment and the potential impact on social interactions and the sense of place. Contrary to concerns regarding placelessness and the diminishing significance of physical connections, Wellman and Gulia (1999) argue that the Internet has played a pivotal role in enhancing social and physical ties. Their research emphasizes that rather than diminishing social life, the internet has demonstrated a profound ability to foster and strengthen interpersonal relationships. By focusing on this subject, this thesis contributes to the academic discourse surrounding the impact of digital platforms on the place and social interactions, providing insights into the transformative potential of these technologies. Recognizing the complex interplay between digital and physical realms and approaching these developments critically while acknowledging their opportunities and challenges is crucial. By further exploring the multifaceted nature of digital platforms and their relationship to place, researchers, policymakers, and practitioners can navigate the evolving digital landscape and shape urban planning practices that foster meaningful connections, vibrant communities, and a sense of place in the digital age. Digital platforms offer more inclusive, participatory, and transparent urban governance opportunities. By leveraging the potential of these platforms, city planners can engage a broader range of stakeholders, enable informed decision-making, and foster a sense of ownership and pride in the urban environment. However, it is essential to approach these platforms critically, ensuring that they complement rather than replace physical interactions and recognizing the value of face-to-face engagement in shaping vibrant and inclusive cities. Through these platforms, rather than strategic spatial planning practices, more tactical urbanism practices can be implemented with the help of DPs, and community-building activities can be done.

For further studies, regarding the limitations of the thesis, this research should also be done for different Facebook groups such as “Çiğdem Mahallesi” to analyze the relation deeply; this study should be replicated for different social groups. In this

research, these social groups are not included because of the population sizes of these groups however considering the activities and information shared of this groups, it can also be done for small sizes for future studies. Furthermore, the analysis can be reproduced by diving deep into the research. For example, to compare the values in these two groups, methods such as the Anova method can be used, and quantitative methods can be augmented to measure whether there is a significant relationship between them. In addition, the qualitative analysis method can be further elaborated. Tools such as MAXGDA can be used to analyze these methods. In this way, it can be seen in more detail where all these answers meet.

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APPENDICES

A. Survey Questions to Measure Place Attachment

Questions	Reference	Codes	Category
Is there an organization in your neighborhood that you are actively involved in? If yes, what is the name?	Riger and Lavrakas (1981) also mentioned that social relationships, a sense of belonging and familiarity affect the level of attachment. In addition, neighbors can establish a 'sense of community' which includes feelings of belonging and membership as well as shared affective ties (Ungers & Wandersman, 1985).	S1	Social Life
If you were to score social relations and friendship relations in your neighborhood, what would you give?	Riger and Lavrakas (1981) also mentioned that social relationships, a sense of belonging and familiarity affect the level of attachment.	S2	Social Life
Have you participated in any organization held in your neighborhood?	Manzo (2005) emphasized in his study that experiences create place meaning.	A1	Activities

A. Continued

What activities are held in your neighborhood?	Manzo (2005) emphasized in his study that experiences create place meaning.	AW1	Awareness
Are you satisfied with the frequency of events in your neighborhood?	Manzo (2005) emphasized in his study that experiences create place meaning.	A2	Activities
How often do you participate in events in your neighborhood?	Manzo (2005) emphasized in his study that experiences create place meaning.	A3	Activities
Through which channels do you access the news of these events?	Healey and his colleagues (1999, as cited in Graham & Marvin, 2001) argue that these technological developments have been instrumental in facilitating access to information and even in fostering a more democratic society, whereby people from very different geographical contexts come together to create a life of increased diversity.	AW2	Awareness

A. Continued

<p>Do you feel connected to your neighborhood?</p>	<p>Not only the features of the built environment but also the characteristics of the residents will evolve this emotional bond. Therefore, neighborhood attachment might differ from person to person although most neighborhoods are somewhat homogenous areas (Brown et al., 2003).</p>	<p>AF1</p>	<p>Affiliation</p>
<p>Have you participated in any activities in your neighborhood through these groups?</p>	<p>At the behavioral level, attachment is characterized by actions (Scannell and Gifford, 2010)</p>	<p>A4</p>	<p>Activities</p>
<p>If so, did you meet new people during this event?</p>	<p>Fried (1963) conducted his studies in a neighborhood that was physically quite dilapidated, but there were strong neighborhood relations among the residents, which may have been due to interpersonal interaction (Lewicka, 2010).</p>	<p>S3</p>	<p>Social Life</p>

A. Continued

<p>Did you later communicate with people you just met?</p>	<p>Fried (1963) conducted his studies in a neighborhood that was physically quite dilapidated, but there were strong neighborhood relations among the residents, which may have been due to interpersonal interaction (Lewicka, 2010).</p>	<p>S4</p>	<p>Social Life</p>
<p>Have you ever used different social media tools to meet and organize through your Facebook group? (Whatsapp, Instagram, etc.)</p>	<p>According to some community attachment researchers (Woldoff, 2002), attachment to a place is also attachment to the social interactions with the people in that place to the extent that the place allows (Lewicka, 2010)</p>	<p>C1</p>	<p>Cooperation</p>

A. Continued

<p>Do you think you know more about the problems in the neighborhood thanks to your Facebook group?</p>	<p>Healey and his colleagues (1999, as cited in Graham & Marvin, 2001) argue that these technological developments have been instrumental in facilitating access to information and even in fostering a more democratic society, whereby people from very different geographical contexts come together to create a life of increased diversity.</p>	<p>AW3</p>	<p>Awareness</p>
<p>Have you posted to the group to get information about anything through your Facebook group?</p>	<p>People often relate to a place in the sense that it starts to embody who they are (Scannell and Gifford, 2010).</p>	<p>SF1</p>	<p>Self-Freedom</p>
<p>Did the post you posted solve your need?</p>	<p>According to some community attachment researchers (Woldoff, 2002), attachment to a place is also attachment to the social interactions with the people in that place to the extent that the place allows (Lewicka, 2010)</p>	<p>C2</p>	<p>Cooperation</p>
<p>Have you shared any information</p>	<p>People often relate to a place in the</p>	<p>E1</p>	<p>Explaining Ideas</p>

A. Continued

through your Facebook group?	sense that it starts to embody who they are (Scannell and Gifford, 2010).		
Have you done any charity activities in your neighborhood through your Facebook group?	According to some community attachment researchers (Woldoff, 2002), attachment to a place is also attachment to the social interactions with the people in that place to the extent that the place allows (Lewicka, 2010).	C3	Cooperation
Have you organized any events in your neighborhood through your Facebook group? If yes, what kind of organization did you organize?	People often relate to a place in the sense that it starts to embody who they are (Scannell and Gifford, 2010).	SF2	Self-Freedom
Did your Facebook group have any positive impact on your adaptation process if you just moved to the neighborhood?	According to some community attachment researchers (Woldoff, 2002), attachment to a place is also attachment to the social interactions with the people in that place to the extent that the place allows (Lewicka, 2010).	C4	Cooperation
Have you learned	Healey and his	AW4	Awareness

A. Continued

<p>anything new about the neighborhood from your Facebook group?</p>	<p>colleagues (1999, as cited in Graham & Marvin, 2001) argue that these technological developments have been instrumental in facilitating access to information and even in fostering a more democratic society, whereby people from very different geographical contexts come together to create a life of increased diversity.</p>		
<p>Do you follow up-to-date content about your neighborhood from your group? If your answer is no, where do you follow from?</p>	<p>Healey and his colleagues (1999, as cited in Graham & Marvin, 2001) argue that these technological developments have been instrumental in facilitating access to information and even in fostering a more democratic society, whereby people from very different geographical contexts come together to create a life of increased diversity.</p>	<p>AW5</p>	<p>Awareness</p>
<p>Did using the facebook group in your neighborhood</p>	<p>Hunter (1978; as cited in Scannell and Gifford, 2010) defines place</p>	<p>AF2</p>	<p>Affiliation</p>

A. Continued

create a sense of attachment to your neighborhood?	attachment as emotional ties that connect a person to their environment.		
If yes, to what extent has it been effective in creating a sense of commitment?	Not only the features of the built environment but also the characteristics of the residents will evolve this emotional bond. Therefore, neighborhood attachment might differ from person to person although most neighborhoods are somewhat homogenous areas (Brown et al., 2003).	AF3	Affiliation
Has there been any increase in the events and organizations you have organized or attended in your neighborhood thanks to your Facebook group?	At the behavioral level, attachment is characterized by actions (Scannell and Gifford, 2010)	A5	Activities
Did the events created through your Facebook group increase the diversity of events in your neighborhood?	At the behavioral level, attachment is characterized by actions (Scannell and Gifford, 2010)	A6	Activities
How useful has your Facebook group been in	According to some community attachment	C5	Cooperation

A. Continued

<p>creating a sense of community in your neighborhood?</p>	<p>researchers (Woldoff, 2002), attachment to a place is also attachment to the social interactions with the people in that place to the extent that the place allows (Lewicka, 2010)</p>		
<p>Has your Facebook group strengthened your neighborly relations?</p>	<p>According to some community attachment researchers (Woldoff, 2002), attachment to a place is also attachment to the social interactions with the people in that place to the extent that the place allows (Lewicka, 2010)</p>	<p>C6</p>	<p>Cooperation</p>
<p>Has your social interaction increased in your neighborhood thanks to your Facebook group?</p>	<p>According to urban sociologists, place attachment should have a social dimension (Hunter, 1974, 1978; Kasarda & Janowitz, 1974; Gans, 1962)</p>	<p>S4</p>	<p>Social Life</p>
<p>Have you done any solidarity activities related to your neighborhood problems through your Facebook group?</p>	<p>According to some community attachment researchers (Woldoff, 2002), attachment to a place is also attachment to the social interactions with the people in</p>	<p>C7</p>	<p>Cooperation</p>

A. Continued

	that place to the extent that the place allows (Lewicka, 2010)		
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B. Survey Questions to Understand Participant Opinions

Questions	Reference	Codes	Category
What neighborhood are you in?	Field specific	B1	Background Information
Which facebook groups do you belong to?	Field specific	B2	Background Information
If you do not live in Ayrancı or Yüzyıl neighborhoods and you are still included in facebook groups, could you briefly describe your relationship with these neighborhoods?	Field specific	B3	Background Information
What is your gender?	They stated that demographic characteristics such as age, gender, and ethnic group are an important factor in the individual's attachment to the place and in remembering important events experienced in the place (Othman et al., 2013)	D1	Demographic Information
What is your age?	Moreover, it is investigated that while people aged, the feeling of attachment to a place deepens (Hay, 1998).	D2	Demographic Information
What is your job?	They stated that demographic characteristics such as age, gender, and ethnic group are an	D3	Demographic Information

B. Continued

	important factor in the individual's attachment to the place and in remembering important events experienced in the place (Othman et al., 2013)		
What is your education status?	They stated that demographic characteristics such as age, gender, and ethnic group are an important factor in the individual's attachment to the place and in remembering important events experienced in the place (Othman et al., 2013)	D4	Demographic Information
What is your ownership status with the house you live in?	According to Riger and Lavrakas (1981), the length of residence and homeownership are strongly associated with residents' neighborhood attachment. Similarly, Comstock et al. (2010) put emphasis on the time spent in the neighborhood.	D5	Background Information
How many years have you lived in your neighborhood?	According to Riger and Lavrakas (1981), the length of residence and homeownership are strongly associated with residents' neighborhood attachment. Similarly, Comstock et al. (2010) put emphasis on the time spent in the neighborhood.	D6	Background Information
What are the features that make the neighborhood you live in attractive? (Min 3 items)	The place-based approach emphasizes that place experience is not only physical but also perceptual and psychological and that users' (the public) experiences and perceptions	O1	Opinions

B. Continued

	are the main source of evidence for understanding place attachment (Ujang and Zakariya, 2015).		
If your answer is yes, what do you think could be the reason for this? (Min 3 items)	The place-based approach emphasizes that place experience is not only physical but also perceptual and psychological and that users' (the public) experiences and perceptions are the main source of evidence for understanding place attachment (Ujang and Zakariya, 2015).	O2	Opinions
How long have you been a member of the Facebook group in your neighborhood?	A person's attachment to a place is associated with memorable periods or significant events that occurred in (Hay, 1998; Hunter, 1974; Manzo, 2005; Rubenstein & Parmelee, 1992; Twigger-Ross & Uzzell, 1996)	B4	Background Information
How often do you use these groups?	Field specific	B5	Background Information
For what purposes do you use your Facebook group?	Field specific	O3	Opinions
Do you think your group meets your intended use?	Field specific	O4	Opinions
How do you find the conveniences and opportunities provided by social media tools in solving needs?	At the behavioral level, attachment is characterized by actions (Scannell and Gifford, 2010)	O5	Opinions
Are you satisfied with the diversity of participants in	Field Specific	O6	Opinions

B. Continued

your Facebook group? (Different age groups, different ethnicity, etc.)			
Is there a difference between neighborhoods with and without social media? If so, what could they be? (Min 3 items)	The place-based approach emphasizes that place experience is not only physical but also perceptual and psychological and that users' (the public) experiences and perceptions are the main source of evidence for understanding place attachment (Ujang and Zakariya, 2015).	O7	Opinions
Compared to other neighborhoods in Ankara, to what extent do you think the active use of your facebook group in your neighborhood has affected your daily urban life?	The place-based approach emphasizes that place experience is not only physical but also perceptual and psychological and that users' (the public) experiences and perceptions are the main source of evidence for understanding place attachment (Ujang and Zakariya, 2015).	O8	Opinions
What do you think is the probability that the activities created through the Facebook group will be preferred more than other physical activities?	The place-based approach emphasizes that place experience is not only physical but also perceptual and psychological and that users' (the public) experiences and perceptions are the main source of evidence for understanding place attachment (Ujang and Zakariya, 2015).	O9	Opinions
If you think that social media activities can be preferred more, what could be the	The place-based approach emphasizes that place experience is not only physical but also perceptual and psychological and that	O10	Opinions

B. Continued

reason for this? (Min 3 items)	users' (the public) experiences and perceptions are the main source of evidence for understanding place attachment (Ujang and Zakariya, 2015).		
How useful do you think your Facebook group is in terms of communication and communication?	The place-based approach emphasizes that place experience is not only physical but also perceptual and psychological and that users' (the public) experiences and perceptions are the main source of evidence for understanding place attachment (Ujang and Zakariya, 2015).	O11	Opinions
What advantages did your Facebook group provide to your neighborhood in terms of solidarity and cooperation?	The place-based approach emphasizes that place experience is not only physical but also perceptual and psychological and that users' (the public) experiences and perceptions are the main source of evidence for understanding place attachment (Ujang and Zakariya, 2015).	O12	Opinions
Finally, do you have any thoughts you would like to add on the effect of internet facilities and social media use on participation in neighborhood life?	The place-based approach emphasizes that place experience is not only physical but also perceptual and psychological and that users' (the public) experiences and perceptions are the main source of evidence for understanding place attachment (Ujang and Zakariya, 2015).	O13	Opinions

C. The Survey Questions and Analysis

Investigated Relation	Question Code 1	Question Code 2	Data Types	Analysis Methods
Thanks to Digital platforms, do those who feel strong in social relations and friendships also feel connected? Is there a pattern between them?	S2	AF1	Likert-Yes/No	Crosstabs
Do those with a high level of participation in events through the platforms show commitment?	A3	AF1	Likert-Yes/No	Crosstabs
Is there a relationship between how long they have been using the Facebook group and their sense of attachment?	B4	AF3	Scale-Likert	Correlation
Is there a relationship between how often they use the Facebook group and their attachment?	B5	AF3	Scale-Likert	Correlation
Is there a relationship between those who think that they meet the purpose of use and PA?	O4	AF3	Likert-Likert	Correlation
Is there a relationship between the participants who attend the	A4	AF3	Yes/No-Likert	Crosstabs

C. Continued

activity through Facebook channels and their PA?				
Is there a relationship between knowledge of the neighborhood and PA?	AW3	AF3	Yes/No-Likert	Crosstabs
Is there a relationship between attending solidarity activities through DP and PA?	C3	AF3	Yes/No-Likert	Crosstabs
The relationship between the impact of the digital platform on daily city life and commitment	C5	AF3	Likert-Likert	Correlation
Is there a relationship between communications and the attachment of people who feel useful in communication to the neighborhood through this channel?	O11	AF3	Likert-Likert	Correlation
The relationship between PA and those who experience ease in the adaptation process thanks to DP when they have just moved	C4	AF3	Multiple-Likert	Crosstabs

D .Means and Standard Deviations for the Questions

	N	Minimum	Maximum	Mean	Std. Deviation
A1 -Did you join any organization held in your neighborhood?	182	1.00	2.00	1.5714	.49624
A3- How often do you participate in events in your neighborhood?	182	1.00	5.00	2.1484	1.13944
A2- Are you satisfied with the frequency of events in your neighborhood?	182	1.00	5.00	3.0000	1.13702
AF1- Do you feel connected to your neighborhood?	182	1.00	2.00	1.1703	.37696
B4- How long have you been a member of the Facebook group in your neighborhood?	182	1.00	4.00	2.3077	.76804
B5- How often do you use these groups?	182	1.00	5.00	3.9231	1.17742
O4- Do you think your group meets its intended use?	182	1.00	5.00	3.9615	1.06354
A4- Have you participated in any activities in your neighborhood through these groups?	182	1.00	2.00	1.5110	.50126

D. Continued

AW3- Do you think you know more about the problems in the neighborhood thanks to your Facebook group?	182	1.00	2.00	1.1044	.30662
SF1- Have you posted to the group to get information about anything through your Facebook group?	182	1.00	2.00	1.2088	.40757
C2- Did the post you posted solve your need?	155	1.00	2.00	1.1355	.34335
E1- Have you shared any information through your Facebook group?	182	1.00	2.00	1.2692	.44478
C3- Have you done any charity activities in your neighborhood through your Facebook group?	182	1.00	2.00	1.2253	.41892
O5- How do you find the conveniences and opportunities provided by social media tools in solving citizens problems?	182	1.00	5.00	4.0934	.91462
C4- Did your Facebook group have any impact on your adaptation process	181	1.00	3.00	1.7348	.75008

D. Continued

if you just moved to the neighborhood?					
AW4- Have you learned anything new about the neighborhood from your Facebook group?	182	1.00	2.00	1.1264	.33319
O8- Compared to other neighborhoods in Ankara, to what extent do you think the active use of your Facebook group in your neighborhood has affected your daily urban life?	182	1.00	5.00	3.4560	1.21943
AF3- If yes, to what extent has it been effective in creating a sense of commitment?	155	1.00	5.00	3.6258	.96798
O9- What do you think is the probability that the activities created through the Facebook group will be preferred more than other physical activities?	182	1.00	5.00	3.3846	.98350
A5- Has there been any increase in the events and organizations you	182	1.00	3.00	1.5549	.56093

D. Continued

have organized or attended in your neighborhood thanks to your Facebook group?					
C5- How useful has your Facebook group been in creating a sense of community in your neighborhood?	182	1.00	5.00	3.7198	1.07895
O11- How useful do you think your Facebook group is in terms of communication and communication?	182	1.00	5.00	3.9615	1.05833
C7- Have you done any solidarity activities related to your neighborhood problems through your Facebook group?	182	1.00	2.00	1.3132	.46507
B1- Which neighborhood are you in?	154	1.00	3.00	1.6948	.74385
B2- Which Facebook groups do you belong to?	154	1.00	4.00	1.7273	.71650
D1- What is your gender?	182	1.00	3.00	1.2363	.45115
D2- How old are you?	182	2.00	7.00	4.3791	1.62311
D5- What is your ownership status	182	1.00	3.00	1.5604	.55042

D Continued

with the house you live in?					
D6- How many years have you lived in your neighborhood?	182	1.00	4.00	1.3901	.61878
S2- If you were to score social relations and friendship relations in your neighborhood, what would you give?	182	1.00	5.00	3.9011	.89263