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A COMPARATIVE ANALYSIS OF USER INTERACTION OF TWITTER FOR TURKISH AND FOREIGN NEWS AGENCIES

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ABSTRACT

Purpose - This research examines the user interaction of global and local news agencies' tweets based on three dimensions. The types of agencies, content richness of posts, and categories of shared news content.
Methodology - A mixed research model was used both quantitative and qualitative. Five elements have been evaluated with a special score table. The news categories were examined through eight selected categories. User interactions were analyzed with 4,582 tweets collected from the news agencies. Content analysis, t-test, one-way ANOVA and correlation analysis were conducted.
Findings- It has been seen that user interaction differs regarding news agencies and types of news agencies. So having influenced the audience from the Agency perspective, there should be considerations regarding sharing content to have interactions.
Conclusion- Content marketing is a useful tool for social media marketing, and news agencies are the leading producers of the social media content. By this point of view, this work has implications for both academicians and practitioners.

Keywords: Social media marketing, Twitter user interaction, online consumer behavior, news agencies, content marketing.
JEL Codes: M30, M31, M39

1. INTRODUCTION

Content production and distribution have undergone a rapid transformation due to technological dependence since the development of printing technology. Distribution processes that include written texts, photographs, and videos are digitized by taking new forms as computer technology evolves and are consumed with different methods and dynamics compared to the old ones (Manovich, 2001, p.7). The "media" representing the mass media has become "new media" by evolving the technology in these media.

In traditional media, while content distribution is progressing physically through printed media, distribution and visual elements in the new media can be distributed quickly and without massive constraints. At the same time, this distribution opportunity gives passivity to the content, and a picture on TV can be produced and distributed by mobile medium, an image in the photo can be cut and easily transmitted to another platform. This situation, which is explained by the concept of "convergence," mediates the transformation of societies culturally by the development of communication technologies (Jenkis, 2006, p.3).

The development of new media has made social networks an essential digital communication channel today. Companies such as Facebook, Twitter, Linkedin, Google, and Whatsapp are leading the way of personal interaction and information flow as the largest of these networks. In the context of increased digitalization of communication, these networks have become a vital source of users' ability to create both individual contents and share the total content generated. The material that people created in these new social platforms as consumers at the same time has also entered the field of marketing.

Twitter, one of the most impactful global social networks, was established in 2006 and has reached 328 million active users by the end of 2017 (Statista, 2017). As a social networking platform, Twitter is free to access a wide range of uses that

satisfy both entertainment and communication needs of people. Twitter has played an important role in the interaction of brands, non-governmental organizations, public institutions and media organizations (newspapers, websites, agencies, etc.) with consumers/users.

Although there are many studies on Twitter's news flow and content marketing, none of these studies have been handled comparatively by news agencies (Jansen et al., 2009, p.2179; Zafar et al., 2015, p.12; Vis, 2013, p.27; Petrovic et al., 2013, p.1; Heravi and Harrover, 2016, p.1194; Zhao et al., 2011, p.1; Kwak et al., 2010, p.1). On the other hand, while the measurements made on Twitter have been prepared according to the two existing criteria (retweets-likes), the third and new criterion (replies) coming with the last update in this study is included in the scope of the research. Therefore, it can be said that this work is the first work in this sense in the literature.

In this study, Twitter is discussed as an important social network from the news consumption aspect. Within the scope of the research, two global rivals of agency market and two local rivals of Turkish market are chosen. Agency type, content elements, and news categories have been examined. In the examination towards the kinds of agencies, it is revealed whether there is any difference between the agencies, whether the content richness interactively related to the content elements and the news category (politics, economy, sports, etc.) The interaction was analyzed by some replies, retweets, and likes.

The news agencies have the purpose of producing news, as well as the dissemination of this news and the consumption of mass media. Determining what content and category tweets are more likely to spread on Twitter, which is used as a tool of this consumption, will shed light on the work that agencies have done in this area. This study is presented in three chapters, and the first part deals with a theoretical background in the context of social networks and content marketing. In the second part, methodology, sampling and data collection method examined and in the last, some conclusion was made by interpreting the findings obtained from the research.

2. LITERATURE REVIEW

Content Marketing

Content marketing is a marketing strategy consisting of page design, graphics, texts and videos (Karkar, 2016, p.337), which informs the customer, creates value for the product and aims to connect the customer, depending on the outcome that the businesses are planning to market as online or offline. The main point of content marketing is to create valuable content regarding target audience and distribute it to them in a consistent manner (Ahmad et al., 2016, p.333).

The concept of content marketing is now being explored in the context of digital content. Digital products with the widespread use of the Internet is expressed as "digit-like objects distributed via electronic channels". Digital content marketing is a management process that is responsible for determining and implementing digital content delivered via electronic channels to meet customer needs (Rowley, 2008, p. 522).

Digital content marketing activities have begun to be carried out through online social networks nowadays with the development of digital communication. From a content perspective, the effort to socialize over social networks is closely related to the content creation of users. Interaction through social networks has become an immersive experiment for users (Keenan and Shiri, 2009, p.448). Firms that care about this experience have started to measure the level of content sharing with their customers, and as a result, they are trying not to measure the level of influence they leave on their customers. As a measure of content marketing via Twitter, the numbers of retweets and likes are mainly considered (Karkar, 2016, p.342). Therefore, how well a tweet is liked and retweeted is an objective measure of success in content marketing.

Twitter is at the forefront of content marketing tools in social media for companies because they can quickly spread shared content. The fact that Twitter is used extensively in news reporting makes it a critical content marketing tool for news channels (agencies, newspapers, TV, etc.). To ensure the effective use of this tool, news agencies are interested in creating interactive content. In addition to the text of a tweet's content, it is thought that the presence of the URL link and the mention in the context increases the likelihood of retweeting the tweet. This possibility is also directly related to the user's concern concerning their followers, whether or not they are worth sharing (Naveed et al., 2011, p.1).

As a result, the level of content marketing among the news agencies is directly related to the content of their retweet. In a survey conducted, 67,49% of the respondents indicated that they would share it on the social media when they found content that attracted attention online (Ogilvy, 2014). In a study by Boyd et al. (2010, p. 4) of what content users are retweeting for what content users have found that they are highly retweeting in the most time-sensitive issues, focusing on quickly delivering last-minute news to their followers. In the study, Twitter has proved that it allows the users to socialize with replies, likes, and retweets.

Social Networks

Social networking sites are digital platforms in which people communicate and share with each other by creating a profile through a system (Boyd and Ellison, 2007, p.211). One of the most accessible tools to use (especially for social networks) is Twitter. With different interfaces, Twitter offers its users a simple way to socialize with their technology (Keenan and Shiri, 2009, p.447).

Understanding the mechanism of Twitter as an important content platform is also important for information management, advertising, and social media management (Wu and Shen, 2015, p. 711). This mechanism works as follows: A user can send a share containing 140 characters (which has changed during this research into 280) and a photo, URL link and other elements to her followers by to be liked and retweeted.

The Twitter mechanism allows followers to establish a network between themselves and consume a common content over this network. In this view, a tweet shared on the network turns into information that can be transmitted to the followers, and the followers usually share it with their followers if they see this tweet interesting and worth to share (Naveed, 2011, p.6). This behavior, called "retweeting", is an important interaction for all existing brands on Twitter. More retweets of a brand's tweets indicate that its followers are more committed to the brand compared to other brands (Chu et al., 2016, p.13).

Twitter and News Media

Social media users are most likely to share news content that published by a well-established and respected media organization (Ogilvy, 2014). In a survey in the UK, it was determined that 33% of users share Twitter posts (News, 2015). In a user experience where one-third of the tweets is a news tweet, the tweet content is confronted as a field in which the titles are to be examined.

In a survey of nearly 60,000 people in 26 countries on digital news consumption, social media was the first source of news for 12% of respondents; And 51% of them were considered as a routine news source. In Turkey, this ratio is reported to be 73% (Newman et al., 2016, p.8). News organizations get breaking news details in case of emergencies and natural disasters to spread (Jensen et al., 2009 s.2179; Zafar et al. 2015, p.12, Vista, 2013, p.27; Petrovic et al., 2013, p.1). Besides, consumers use Twitter intensively to conduct news research (Heravi and Harrover, 2016, p.1194). In a survey conducted by Naveed (2011, p.6), Twitter users were found to be more likely to retweet "specific topics" (personal observations, emotions, etc.) than "general contents."

Bandari and his colleagues (2012, p.32) conducted a survey of US-based news accounts on 2,000 shares for 50 days, revealing the necessity of retweeting it to popularize a piece of news. In the category-based review of the news retweets, it was determined that the news in the "technology" category could be popularized with a 43% rating.

Media organizations that provide news service via Twitter categorize these shares differently according to the category categories (sports, economy, business world, agenda, etc.) that they define according to their internal definitions. The most shared news via Twiter are sports (30%), disasters and accidents (17%), politics (17%), business and the economy (14%), entertainment (9%), technology (4%) and others (9%) regarding a survey (Petrovic et al., 2013, p.4).

In a comparative study by Zhao et al. (2011, p. 9) on news shares via the New York Times (NYT) and Twitter, the first three of the twitter's most retweeted news are family life (35%), education (29%) and art (28%); The first three of the NYT news were observed in are the world (35%), travel (22%) and science-technology (20%) news.

3. DATA AND METHODOLOGY

The main purpose of this research is to analyze the interactions of news agencies' twitter shares in various aspect. To achieve this aim, Twitter shares of Turkish and Foreign biggest news agencies are examined. The following basic questions are sought in the research:

- Whether the user interaction is differentiating between news Agencies?
- Whether the user interaction increase parallel to content score’s increase?
- Whether the user interaction is differentiating between news topics?

In the literature, the primary criteria for interacting on Twitter was the retweeting and liking of shared content. Apart from these two elements, an innovation from Twitter in 2016 (previously available but not digitally watched on tweeter) has been able to trace the "reply" option.

Reseach Model

In this research, responding as a tool of interaction with Twitter, as well as retweet and liking properties, has been added as an interactive element. The first hypothesis of the study compares the agency differences in user interaction whether they are differentiating.

H1: User interaction differs according to Agencies.

The second hypothesis relates to the content elements. As content elements, it has been studied whether the shares include text, visual (photo/video), link, hashtag, and mention. The richer the content of a given content in a share, the more likely it is that consumer interaction will increase. Each of the five content elements (text, visual, URL link, hashtag, mention) was scored by a special calculation from 1 to 5 (1=poor; 5=rich).

H2: As content elements (score) increase, user interaction increases

The third hypothesis concerns the news categories. Even though there is different usage by an organization in the news media, there are some studies that combined the topics into some labels such as sports, disaster-accident, politics, business-economy, entertainment and technology (Petrovic et al. 2013, p.4). In a study conducted in the USA, the news of the users was divided into four main categories (local politics, international relations, sports) were followed (Pew, 2015a). The category headings are given to the news of the four agencies examined in the research areas in Table 1.

Table 1: News Categories of the Selected News Agencies

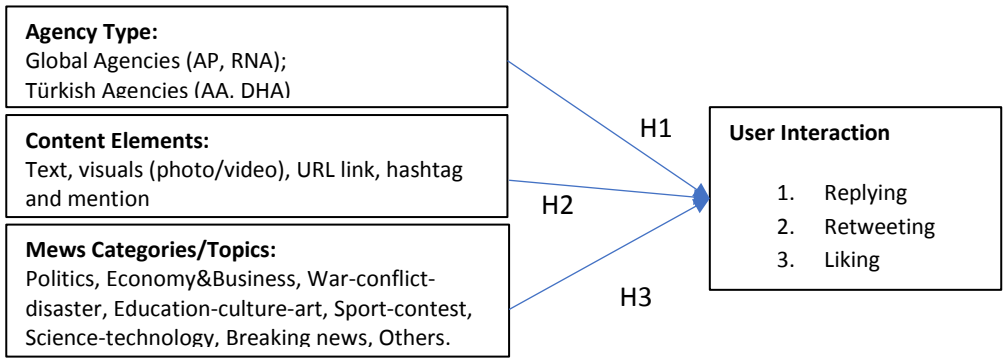
Agency Name	News Categories
Anadolu Ajansı (AA)	Turkey, World, Politics, Economy&Companies, Sports, Art&Culture, Science&Tech, Life,
Doğan Haber Ajansı (DHA)	Local, Istanbul, Politics, Sports, World, Economy, Lifestyle
Reuters News Agency (RNA)	Business, Markets, World, Politics, Tech, Breaking news, Money, and Life
Associated Press (AP)	BreakingNews, Sport, Business & Finance, Entertainment, Lifestyle, Politics

Source: Agencies' websites (ap.org, reuters.com, aa.com.tr, dha.com.tr).

In this study, eight main categories were collected based on the most used news topics in previous studies and the general categories used by agencies as shown in Figure 2. In this context, the third hypothesis of the research relates to the user interactions of the news categories that the agencies share.

H3: User interaction differs according to news categories.

Figure 2: Research Model



Sampling

The news sources of news consumers are varied including agencies, newspapers, TVs, internet sites and individuals. In this study, two biggest news agencies in Turkey and the World in were included in the study as seen in Table 2.

Table 2: News Agencies Basic Information

Agency Name	Twitter account	Operating from.	HeadQuarters	Language
Associated Press (AP)	@ap	1846	New York / USA	English
Reuters News Agency (RNA)	@reuters	1851	London / UK	English
Anadolu Ajansı (AA)	@anadoluajansi	1920	Ankara / Turkey	Turkish
Doğan Haber Ajansı (DHA)	@dhainternet	1999	İstanbul / Turkey	Turkish

Source: Agencies' websites (ap.org, reuters.com, aa.com.tr, dha.com.tr).
The main twitter accounts of the agencies that are used in the research shown in Table 3.

Table 3: Twitter Accounts of The Selected News Agencies

Main Account	Account Operating from…	Followers	Follows	Total Tweets
@ap	June 2009	11,3 Million	7.237	183.000
@reuters	March 2007	18,4 Million	1.053	196.000
@anadoluajansi	January 2012	1,7 Million	25	200.000
@dhainternet	February 2011	1 Million	4	179.000

Source: Agencies' twitter accounts (Last modified: 20.07.2017).

Data Collection

It is collected a 10-day twitter data from all four agencies for the study. These ten days are 21-23-25-27-29-31 May and 2-4-6-8 June 2017. In those days, data collected from the first tweet to last one during 24 hours. Repeated attempts were made to maximize the diversity of the topics by avoiding repetition, so interval days were chosen from 20 days serial. Shares are coded specially encoded and transformed according to three labels: 1- Content Elements Score, 2- News Categories and 3- Interaction Elements.

A custom table has been created for the content encoding, and each tweet table has been processed in source-date-day order. Five extra pillars were opened on the table. In the first column, there are some points (between 1 and 5) in which there are many adjectives from the relevant tweet content elements (for example, if there are only text and photos, 2, and if the link and hashtag are also included, they have 4 points). Each tweet is naturally started with 1 point as it contains at least a "text" and one point is added for each additional item for visual (photo/video), URL link, hashtag, and mention. This rating starts from "1 to 5" which means "1" equals to poor content, and "5" is the rich.

The next column is coded with the category of the shared news. The labeling was made by an expert who has been working for a news agency more than five years as a journalist. In the last three columns of the table, it is coded that the number of likes, retweets, and replies. A coding example of a tweet is given in Table 4. The score was 3 out of 5 since it contains "text, photograph, and link." The news category and number of interactions (replies-retweets and likes) written down in digits.

Table 4: Coding Table

Tweet Code	Content Score	Category Name	Number of Replies	Number of Retweets	Number of likes
AA_XX	3	Politics	42	94	73
…					

The data were integrated into the SPSS 23 statistical program and subjected to analysis. First of all, agency based descriptive statistical tables were made. Then the hypotheses were tested. One-way ANOVA, independent sample t-test and Pearson correlation analysis were used for testing hypotheses.

4. FINDINGS AND DISCUSSIONS

The collected data were first transformed into basic descriptive statistics. Table 5 lists the number and type of name-based tweet sharing of news agencies.

Table 5: Total Tweet Sharings of the Agencies

Agency Type	Number of Tweets	Percentage (%)	Agency Name	Number of Tweets	Percentage (%)
Turkish Agencies	2.469	54%	AA	1.354	30%
			DHA	1.115	24%
Global Agencies	2.113	46%	RNA	1.131	25%
			AP	982	21%
Total	**4.582**	**100%**		**4.582**	**100%**

A total of 54% of the tweets shared by the table belong to Turkish agencies, of which more than half belong to AA.

Table 6: Category Based Twitter Sharings of the Selected Agencies

News Category	AA	DHA	RNA	AP	Total	(%)
Politics	497	228	500	273	1498	33
Economy-Business	165	53	267	61	546	12
War-Conflict-Disaster	142	70	137	78	427	9

Education-Cultıre-Art	194	122	37	112	465	10
Sports-Contest	46	156	20	52	274	6
Science-Tech	48	9	17	16	90	2
BreakingNews	146	165	64	143	518	11
Others	116	312	89	247	764	17
Total	**1354**	**1115**	**1131**	**982**	**4582**	**100**

In Table 7, the general average of the content scores 1 to 5 of the news agencies and the average scores of the interaction items examined in the research are given.

Table 7: Content Scores and User Interaction Means

Kategori / Haber Ajansı	**AA**	**DHA**	**RNA**	**AP**	**Mean**
Means of sontent score	3,1	2,8	2,8	2,4	**2,8**
Means of reply number	4,0	2,4	28,3	45,6	**23,6**
Means of retweet number	24,2	3,6	118,8	238,8	**94,2**
Means of like number	60,5	6,3	123,4	305,6	**116,8**

RNA (2.8), DHA (2.8) and AP (2.4) follow the highest content score average among the agencies with AA (3.1) according to Table 7. In the content rating, the overall average of all agencies is 2.8. For each tweet shared by the news agencies, the average of the three items indicating the consumer interaction is again on the table. Thus, for example, AA appears to have received four replies, 24 retweets, and 60 likes. Significant differences exist between native AA and DHA in favor of AA, and in foreign agencies between AP and RNA in favor of AP for favored consumer interactions.

To test whether these differences are statistically significant, one-way ANOVA analysis was conducted that allows four agencies to be analyzed together. T-tests were also conducted for comparative analysis of Turkish agencies and global agencies as a group. Significant differences were found in all tests according to the results found in Table 8, and it is proved that there is a meaningful difference between agencies and agency types regarding user interaction.

Table 8:. Agency Based User Interactions ANOVA and t-test Analysis Table

	Results of Variance Analysis		T-Testi Results	
Interactions	**F Value**	**Sig.**	**t value**	**Sig. (2-tailed)**
Number of Reply	114,637	0,00	-16,95	0,00
Number of Retweet	102,496	0,00	-15,323	0,00
Number of Likes	61,763	0,00	-10,747	0,00
Content Score	197,829	0,00	16,642	0,00

One notable point in the analysis is to determine that foreign agencies have more user interaction than Turkish agencies. It can be argued that the main reason for this is the fact that publishing in English, which is a common language all over the world, and the mass that it reaches in this regard is even more widespread.

On the other hand, the interaction with AA consumers is made by DHA; It was also obtained from the analysis results that the interaction of AP with consumers was better than RNA. According to this result, the H1 hypothesis in the research model was supported, and the agencies were found to be different from each other regarding consumer interactions.

The second hypothesis of work is the relationship of content enrichment to user interaction. To test the hypothesis, linear relationships between content score, replies, retweets, and likes were examined by correlation analysis. The content score is determined by special scoring from 1 to 5 (the ones that are closer to 5), and as the content gets richer, it is assumed that the interaction will increase in the positive direction.

As shown in Table 9, there is a significant relationship between the content score and the user interaction, but it is seen that this relationship is both weak and not in the hypothesis but the opposite direction. In other words, the increase of content scores (text, visual, hashtag, URL link, mention adding) does not increase the interaction of the related sharing, but it seems that this increase of interaction has partly or negatively effect.

Thus the H2 hypothesis is not supported. This situation, which differs from the literature, can be thought to be because the shared content in "news," is still a "text-based" issue. It can be argued that when the subject is news here, the content of the shared text is more important than its enrichment.

Table 9: Correlation Analysis Table

Pearson Correlations	Content Score	Number of Replies	Number of Retweets	Number of Likes
Content Score	1	-,238**	-,254**	-,176**
Sig. (2-tailed)		0	0	0
N	4582	3419	4294	4521
Number of Replies	-,238**	1	,601**	,515**
Sig. (2-tailed)	0		0	0
N	3419	3419	3346	3405
Number of Retweets	-,254**	,601**	1	,918**
Sig. (2-tailed)	0	0		0
N	4294	3346	4294	4258
Number of Likes	-,176**	,515**	,918**	1
Sig. (2-tailed)	0	0	0	
N	4521	3405	4258	4521

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

An important finding in the context of the research is that the elements of interaction (reply-retweet-like) show a strong positive relationship among themselves. The high linear relationship (0,918) between the retweets and the likes, which indicates that almost everyone liked retweets or likes each retweet, is particularly striking.

The third hypothesis of the research is that consumer interaction varies between shared news categories. According to this hypothesis, some news categories are highly interacting subjects with more response-retweet-liking than others. To test the hypothesis, eight categories of news with one-way ANOVA were examined in the context of relevant interaction elements.

Table 10: Category Based User Interactions ANOVA Analysis Table

User Interactions	F value	Sig.
Number of replies *(Politics and breaking news)*	18,503	0,00
Number of Retweet *(Breaking news)*	35,4	0,00
Number of Likes *(Breaking news)*	16,486	0,00

As seen in Table 10, it was determined that there are significant differences in the three categories of interaction by news categories. The H3 hypothesis was supported in this context, and the " Politics" and "breaking news" categories in the response element in the post-hoc (Tukey) test of these differences; likes and retweets were also found to differ significantly from those of the "breaking news" category.

5. CONCLUSION

In today's world of digitalization, online social networks provide an open environment in which consumer-based content is both produced and consumed. Twitter has become an increasingly popular medium for news consumption as a medium in which it is very easy to create and spread content across online social networks. Twitter has turned its production content into a marketing tool regarding the manufacturer brand (news agency). Therefore, media companies whose main activity is to produce content (news) should use this channel effectively in the context of content marketing. The effective use of content means that more shares can reach more people on Twitter, and as a measure, it can be retweeted and liked by twitter.

This research examines the interaction elements of news agencies with consumers regarding agency types, shared the content richness and shared news categories. This research is the first study to compare the related studies between agencies. In the study, 4,582 tweets from 10 days that shared from AA and DHA which are the two largest agencies operating in Turkey and AP and RNA, which are the two biggest agencies operating in the world. Three hypotheses were tried to be tested in the analyzes, two of them were supported and one not.

Since content marketing applications involve efforts to ensure that companies can consume their content as high as possible, news agencies are expected to produce content that is more effective than their competitors via Twitter and to receive more sharing through this way. In this context, it is observed that 30% of all tweets during the research period were thrown by AA. Regarding the number of shares, the content of the share, and the interactions with the consumers (in all categories), AA was significantly different and better than DHA. Among foreign agencies, AP was found to be better regarding content richness versus RNA, but weaker concerning interactivity.

As for the comparison of domestic and foreign agencies as a group, it is seen that regarding content richness, Turkish agencies are far better than foreign agencies, but they are far behind regarding consumer interaction elements. The main reason for the difference is because of the foreign agencies are publishing in English which allows being following worldwide whereas Turkish agencies publish Turkish. This situation is similar to that of a previous study (Alrawi, 2016, p.5) conducted in the context of Tweeter sharing analysis of news TVs broadcasting in Arabic and English. As a result, differentiation of user interaction, which is the first hypothesis of the research, by agencies and agency types, in general, has been accepted.

The second hypothesis is based on the assumption that an increase in the score of an account statement developed specifically for this research. As the scores increased, the interaction did not increase. For this reason, the basic content that news agencies share is actually "news," and the news still needs a strong "text" or at most a visual within the text. Therefore, there is no formal enrichment priority. Other elements enriching the content (URL link, hashtag, mention.) May not be considered to be a "news enrichment" within the limited text.

The third hypothesis of the research was that the user interaction was divergent according to the news categories. Accordingly, some news categories should have better user interaction. It was mentioned in the literature that news organizations use in order to receive and disseminate "last minute" information on Twitter, emergency situations and natural disasters (Jansen et al., 2009, p.2179; Zafar et al., 2015, p.12; Vis, 2013, p.27; Petrovic et al., 2013, p.1).

In a previous survey (Reuters, 2016) it was stated that those who consume online news are willing to publish the most "politics" news. It was determined that 33% of the total number of tweets surveyed was shared in the "policy-politics" category and at least 2% was shared in the Science-Technology field.

When we look at the share categories, it is seen that all four agencies came first in all of the shares in the Politics-Policy category. As the reason for this category to come to the forefront, news agencies can be regarded as a desire to closely follow the state administration, which is primarily concerned with the broad masses, and spread the developments there to the whole country/region/world.

The last hypothesis test focused on differentiating user interaction according to these categories. For this purpose, eight categories were found to be significantly different according to the user interaction elements. First of all, in the element of the interaction of all three users (response-retweet-liking), "last-minute" news differed significantly and received higher response-retweet and liking than the other categories. The high retweeting of last-minute news is parallel to the study of Boyd et al. (2010, p.6) in the literature. In this sense, it can be considered that the behavior of news consumption in Turkey and the world is similar.

This study confirms that Ahmad and others (2016) have endeavored to create valuable content regarding the target groups of the content that the reviewed institutions have, under the definition of content marketing, and that they are also interacting more with their target groups. On the other hand, it was reiterated that the number of retweets and ratings on tweet shares, which confirms the work of Karkar (2016), is the best way to measure tweeter interaction.

Apart from the "last minute" news, it has been observed that in the responding element of the consumer interaction, the news in the "Politics" category also differentiated and received high levels of interaction. It can be considered that the differentiation in this category is caused by the behavior of people commenting on the published news. In other words, it can be said that the users interacted by commenting on the flood, even if they did not like or do not retweet about politics-politics.

In this study, semantic content analysis of tweets is not done, but if it is not done, politic discussions of opposing views may be encountered in the response parts of policy-policy sharing. Previous work on Twitter focused on examining tweet content more semantically. In this study, for the first time, numerical data of tweet shares were tried to be revealed by relationship and difference analyzes so that online content marketing could be a success criterion.

Correlation analysis made for this purpose stands out as the difference and contribution of the study of previous studies in the literature. This contribution is a numerical review of the relationship between the liking of tweets and their retweeting. It is important that the correlation calculation between liking and retweeting is very high, such as 0.918, to support the literature. This is true to the point that Ogilvy (2014) indicates and it proves it numerically; reveals how high the rates of sharing content (even likes) that people are attracted to. In this study, the rate of retitled content is very high at 92%.

Another contribution of the study is to make numerical measurements and interpretation of the "replies" feature of the twitter, which is revealed as one of the twitter interaction elements. According to the social networks literature, the environments where people interact with each other in an online environment strengthen their brand / institutional links. In this research, it was observed that the people interacting with each other on the twitter account interacted with the institution via an online social network, and this interaction was measured for the first time numerically and there were significant differences between the institutions.

The scope of this study was to examine the Twitter shares of the agencies but just on quantitative aspect. This study can be improved by examining the calculation from plural dimension to singular. In this way, it can be analyzed how much interaction the news text or photograph has received on its own.

On the other hand, it would be beneficial to deepen these analyzes, which were established by the agency's sub twitter accounts that belong to main one. And the last this study should be extendable with the other strong social media platform usage such as Facebook within twitter usage.

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