Ankara University
Faculty of Languages, History and Geography
Department of Geography

GGR203 URBAN GEOGRAPHY

Assoc. Prof. Dr. Ayla Deniz
**adeniz@ankara.edu.tr**

## Telecommunication and the City

GGR 203 URBAN GEOGRAPHY

The content of this course is exactly compatible with the program in which the same course is taught in Turkish, and the open course materials prepared by Prof. Dr. E. Murat Özgür are used.

- **Large mainframe computers were standard in the 1960s and were used by universities, governments, and large computing organizations.**

- Solid state physics electronics and internal computer command processing/code led to the development of microcomputers. These were not rivals to mainframe computers, but later evolved into personal computers.

- **During the 1980s, personal computer (PC) and PC software for personal use were released.**

- In recent years, computers have turned towards multifunctional mobile smart devices such as tablets and phones, with some changes.
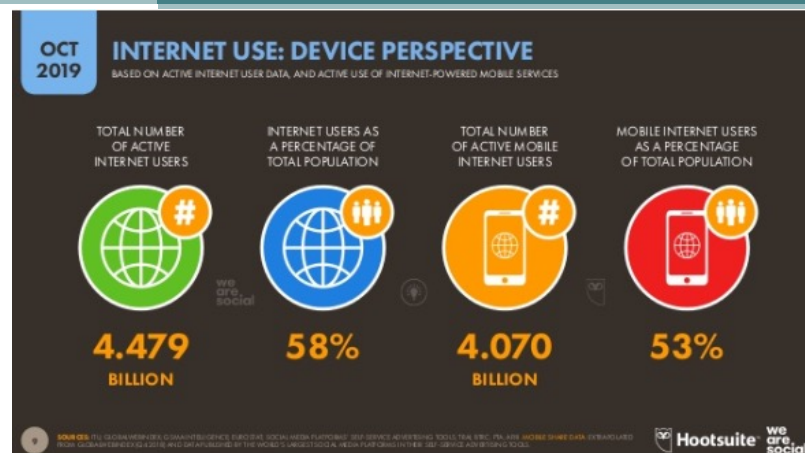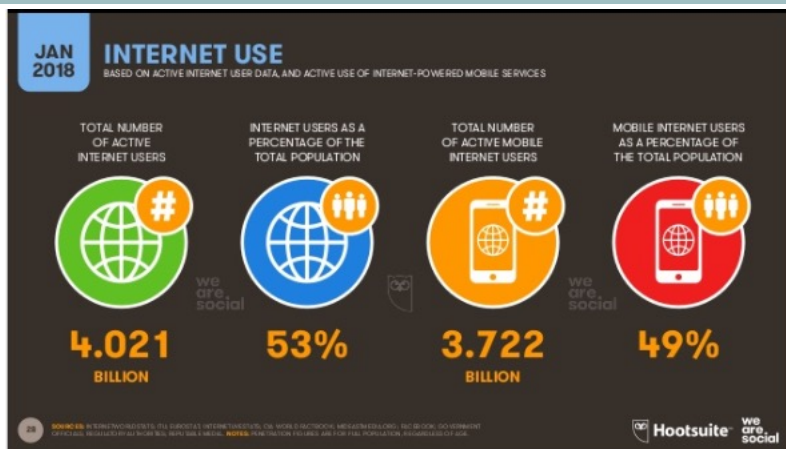
- **The World Wide Web (www or web for short) is an interconnected service that works on the Internet, enabling the display of pages at addresses starting with "www".**

- Although the World Wide Web was developed as an interaction tool and documentation system in 1993; 53% of the world's population (over 4 billion people) have an online connection at home or at work. There are more than 5.1 billion mobile users in the world (68%).

- At the beginning of 2018, there were more than 54 million internet users in Turkey, which corresponds to almost 67% of the total population of the country. The number of mobile users in the country has reached 71 million (Digital in 2017: Global Overview)

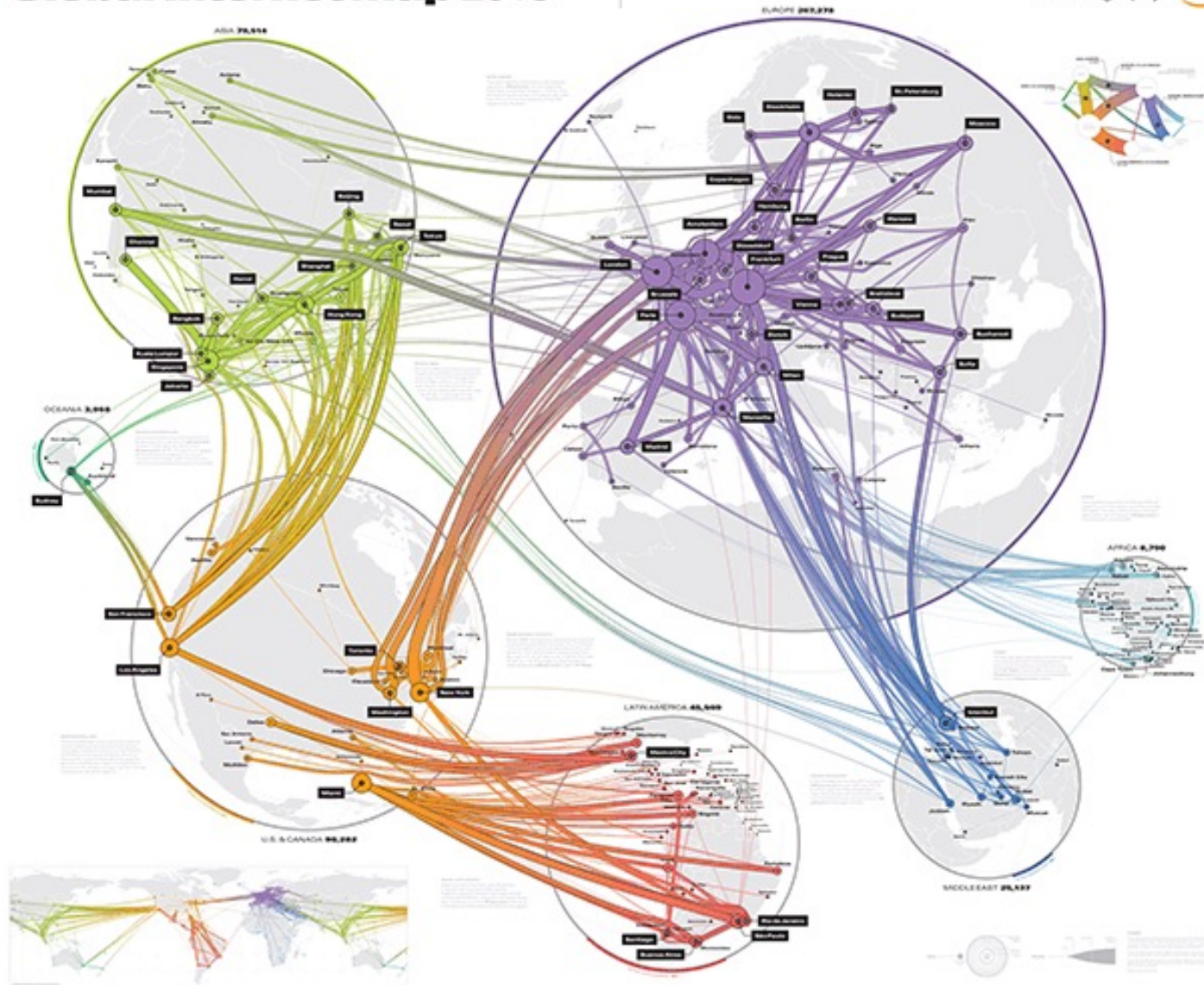Türkiye' deki İnternet Kullanıcı Sayısı (milyon kişi)
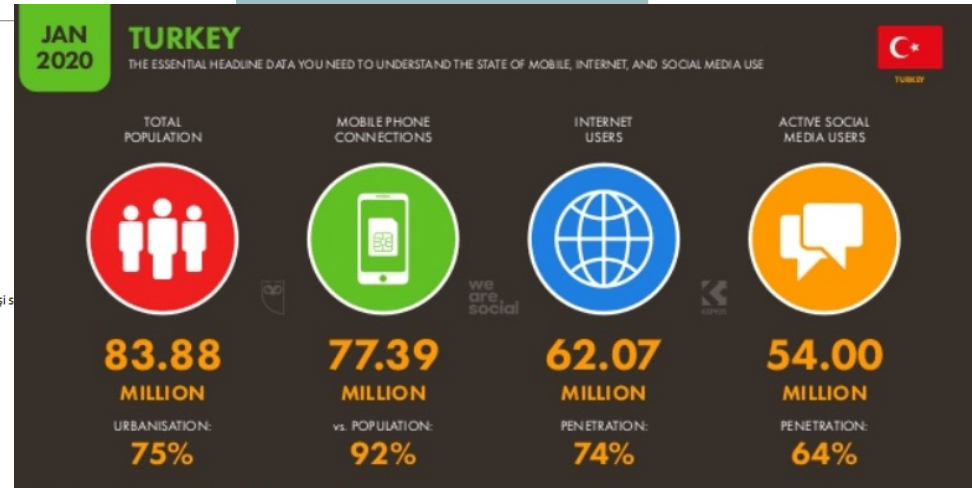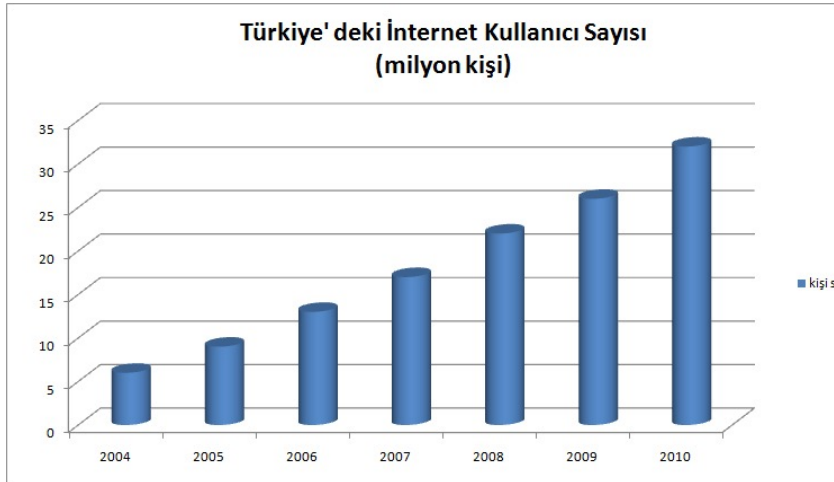
- **According to the results of the Address Based Population Registration System, the Turkish Statistical Institute announced the population of Turkey as 83.6 people as of the end of 2020.**

- According to Turkey figures in We Are Social, the number of active internet users in Turkey is 62 million [75 percent of the population is connected to the internet].

- The number of active social media users in Turkey is 54 million [65 percent of the population uses social media via mobile/smartphones or tablets].

- **As users in Turkey, they spend an average of 4 hours and 14 minutes on the internet a day using PCs or tablets.**

- **77% of internet users in Turkey use the internet every day, the rate of those who use the internet once a week is 16%, and the rate of those who visit the internet once a month is determined as 3%.**

- The most used social platform by users in Turkey was Facebook. After that, WhatsApp, Facebook Messenger, Twitter and Instagram are used the most, respectively.

- The most prominent age range in the age group distribution of Facebook users is 20-29.

- **63 percent of Facebook users in Turkey are men and 37 percent are women.**

Source: https://global-internet-map-2018.telegeography.com/

- The emergence of the Internet and www. Although there are those who see access to the system as the death of geography, this is not true for now.

- Scattering in knowledge-based activities: Being physically somewhere, on Wall Street (New York), or in a village in Turkey, does not make any difference in accessing the Internet. Therefore, knowledge-based activities are spreading all over the world.

- Ability to carry out activities in remote locations: Telecommunication allows certain activities to be carried out in remote locations.

- Thanks to telecommunication, it has become possible for a journalist who is far away from the newspaper building where he works, to convey his news/column without visiting the newspaper's editorial office, or for call center employees who do not require face-to-face contact with the customer to do their job.

- **Back office activities consist of standardized, monotonous, repetitive routine data and document processing. Tele-marketing, online shopping, call centers are examples of back office operations.**

- The location requirement of the back offices is met by low rents and cheap land. It can be located in small towns and rural areas, in the back streets of the city, in small shopping malls, or even on the second floor of a retail store (or even in another country).
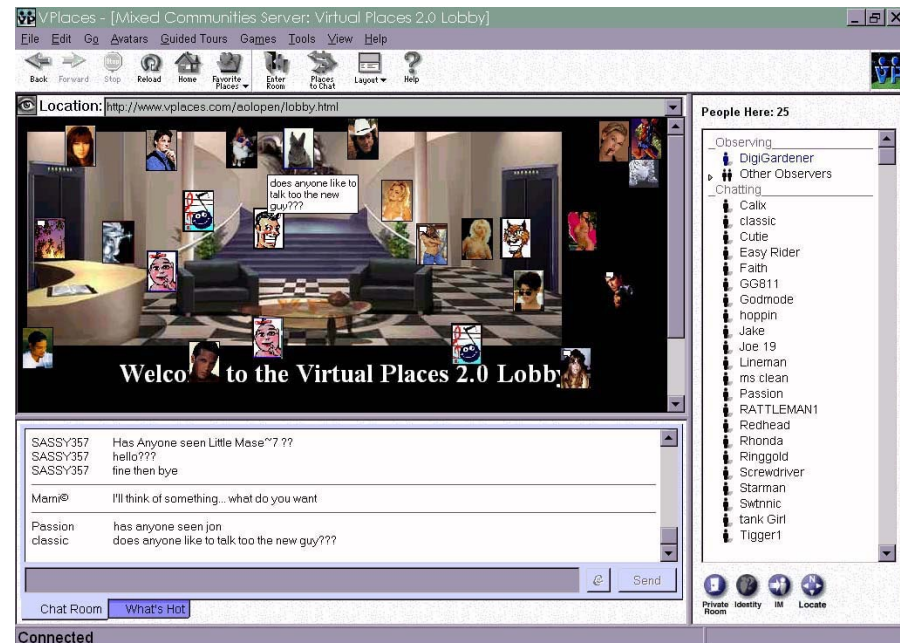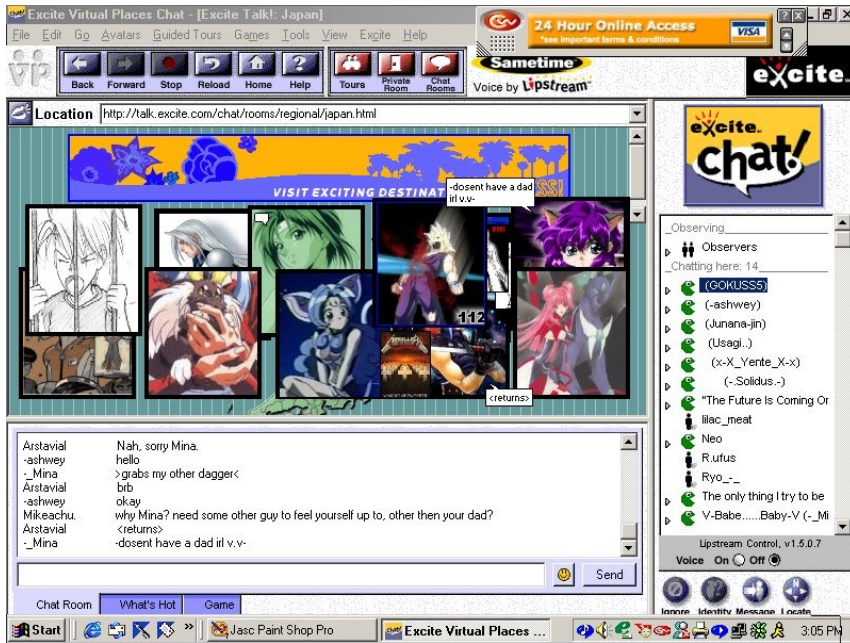
- Back office jobs are often low paying jobs.
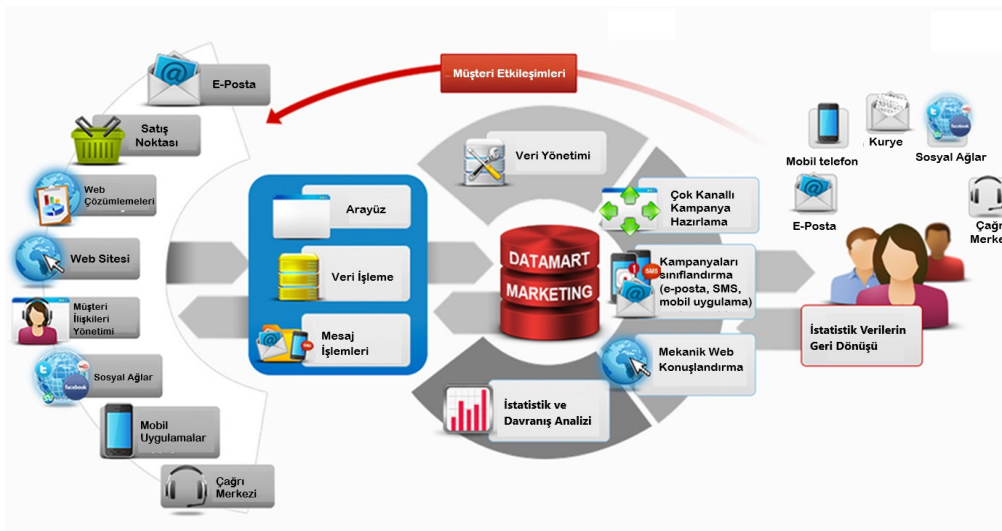
- *Front office work*
- **Legal services**
- **Financial services**
- **Marketing and sales**
- **Advertising and public relations**
- **Engineering-architecture**
- **Management activities**
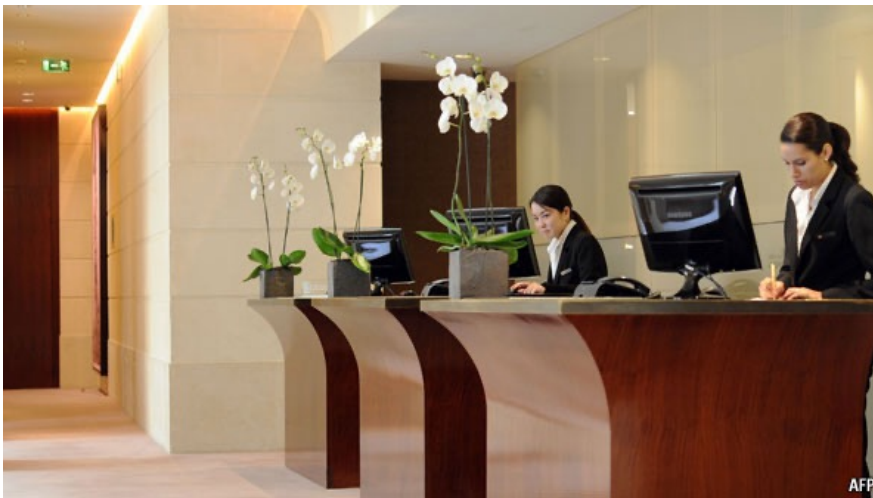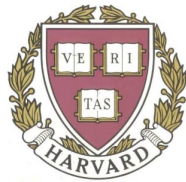
- **Intellectual skill is in demand in leading research universities as well as in large private sector companies.**

- Intellectual skill is strongly dependent on telecommunications, such as the knowledge-based front office requirement of large corporations.

- **Being an academic is a job of creating knowledge and value out of nothing. There is a need to access fast and reliable information. Universities around the world want to bring together the brightest and most productive academics on their campuses.**

- The density of daily intellectual contact, the existence of a highly educated, urban and culturally sophisticated population, and the dissemination of knowledge and sharing of intellectual knowledge provide academics with a strong location advantage.

- **Incentive and attractive local communities, good electronic connections and airline services attract knowledge workers.**

- Another piece of evidence that the Internet leads to a virtual gathering is the use of websites.

- **A newbie to the web can easily switch between links and become a web surfer by focusing on a small number of websites over time.**

- More specifically, the majority of internet users regularly refer to a number of sites on the web to get news, results of sports events, weather forecasts, stock lists, travel information.

- As of the first 6 months of 2021, the number of businesses engaged in e-commerce activities in Turkey reached 321,742 (https://www.eticaret.gov.tr/haberler/10080/detay).

- **The main advantages of online shopping to the consumer are:**
1. Fast shopping
2. More product options
3. Ability to monitor discount opportunities
4. Different payment options
5. Ability to compare prices
6. Being able to read the reviews about the product before buying it
7. Being able to protect individual and social health (Şat-Sezgin, 2013)

- **Changes in urban space through telecommunication cause the old urban planning and policy approaches to be changed.**

- The planning approach, which accepts that the city consists of independent and separate residential, commercial and industrial urban land use zones, loses its validity in the telecommunication era.

- Computers, along with highways, airports, shopping malls, theme parks, energy and water services, quickly become a part of the infrastructure, affecting space and location.

OMNİCHANNEL (ÇOK KANALLI) PAZARLAMA

- E-Government: Document tracking, obtaining information, application, learning results, etc.
- Ministry of Justice (case file)
- Ministry of Interior (traffic, passport procedures)
- Ministry of National Defense (military and mobilization procedures)
- Revenue Administration (Internet Tax Office)
- General Directorate of Land Registry and Cadastre (deed information)
- SSI (retirement information and transactions)
- Credit and Dormitories Institution (application and result learning)
- ÖSYM (application, preference, result)
- Ministry of National Education (registration, information, inquiry)
- E-School and E-University (Distance Education, Open Education, etc. applications)
- E-Certificate
- E-Library
- E-Book (printing)
- E-Banking (Internet Banking)
- E-Commerce
- E-Media, E-Newspaper
- E-Municipality
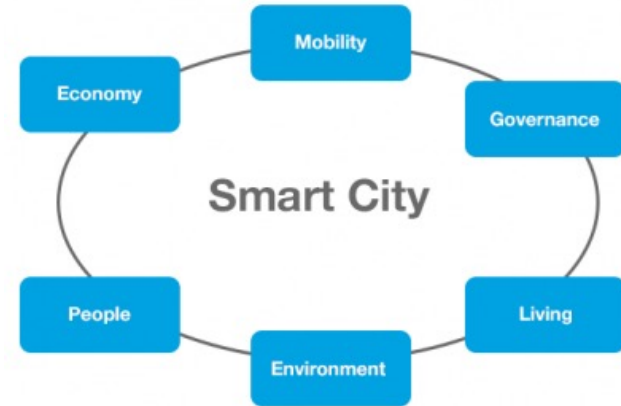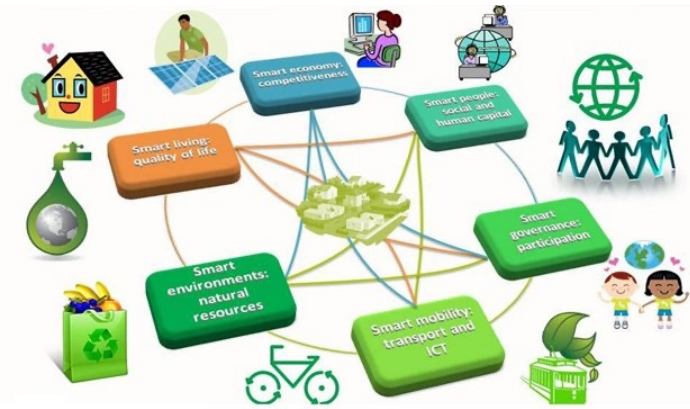
- **A smart city initiative has one or more of the following 6 characteristics:**

1. Smart governance: Participation

2. Smart economy: Competitiveness

3. Smart mobility: Transport and ICT

4. Smart environments: Natural resources

5. Smart people: Social and human capital

6. Smart living: Quality of life

(1) *Deterritorialization*

- The concept of ***deterritorialization*** is used to mean the weakening or even loss of the bond to a place or place-related societies (family, neighborhood, city, metropolis, region and even country). Some interpret this concept as the creation of a world without borders and the end of geography.

(2) *Reterritorialization*

- The concept of ***reterritorialization*** with a place is; it means the formation of socio-spatial and local identity in a new form and in relationships. Most of the time, these formations are not the renewal of the old ones, but the emergence of new structures.

- Kaplan, D., Wheeler, J.O. ve Holloway, S. (2009). *Urban Geography*. 2nd Edition, Wiley.

- Türkiye İstatistik Kurumu-TÜİK (2013). Hanehalkı Bilişim Teknolojileri Kullanım Araştırması, 2013. Türkiye İstatistik Kurumu Haber Bülteni, Sayı: 13569 22 Ağustos 2013

- Şat-Sezgin, A.G. (2013). Dünyada ve Türkiye'de E-Ticaret Sektörü. Türkiye İş Bankası, İktisadi Araştırmalar Bölümü Raporu. 11.11.2015 tarihinde https://ekonomi.isbank.com.tr/userfiles/pdf/ar_04_2013.pdf adresinde erişildi.

- Emunicipality (2015). Infographic: Is your city a smart city? The European perspective. http://www.emunicipality.com/city-smart-city-european-perspective/