Derleme Makale ◆ *Review Article*

Sosyal Bilişim Perspektifinden Bireyselleşme ve Yalnızlaşma Sorunu Üzerine Bir Analiz

An Analysis of the Problem of Individualization and Loneliness from the Perspective of Social Informatics

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A B S T R A C T

The deterministic approach states that societies are determined by the technologies they use. The concept of digital society indicates the increasing effect of technologies since the first industrial revolution. Today, digital information and communication technologies can be considered an element of the social structure. The use of this technology in social communication and interaction brings about the shaping of the cultural structure accordingly. On the other hand, the adverse effects of industrial revolutions on individuals and society continue. Individualization and isolation are among these problems. Individualism, which can be taken as a way of socialization without breaking away from society, can cause psychological and sociological traumas in a human being who is a social being, as behaviors result in isolation. It is essential to offer some solutions against loneliness, which negatively affects the elderly population, with the thought that such traumas can be prevented. In the current study, negative individualization as a process leading to loneliness is perceived as a problem, and the solutions to this problem are emphasized. The data obtained within the scope of the researched subject by the literature review method were analyzed within the limits of the qualitative approach to form a conceptual whole. According to the result reached in this context, it has been determined that in Society 5.0, which is defined as the next stage of the information society we live in and described as a built technological society, some solutions against loneliness can be developed with the support of social informatics. If these solutions are implemented with the opportunities offered by digital technologies, the young and old population can engage in economic and social activities together by their abilities. These activities, realized within the framework of specific collaborations, can become a cumulative value socially and economically. Thus, individual behaviors are not only an action that leads to loneliness but also possible social and psychological traumas can be prevented.