

THE INTERNET AND WEBSITES FOR WOMEN FROM A PERSPECTIVE OF LIFELONG LEARNING

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ABSTRACT

One of the objectives of lifelong learning is to enable individuals to pursue a quality life and to acquire necessary knowledge and skills to adapt to different periods of their life. The Internet has become an inseparable part of our everyday life as an easy and cost-free environment that offers lifelong learning materials for different target groups in many different contexts. Women are regarded as one of the prominent target audience groups on the Internet and everyday more websites on lifelong learning for women are going live. Surveys show that women's internet usage rates are increasing steadily, exceeding 50%. In this research, these websites will be evaluated from a gender perspective in terms of lifelong education. When the concept of sex is moved to the gender dimension; it is defined by the roles, duties and responsibilities that society assigns, and how the society perceives women and its expectations from them. The leading role women play is the mother, which is regarded as the natural consequence of them giving birth. It is also seen as their responsibility to manage the house and care for the rest of the family. On the other hand, being a "good woman" does not only mean fulfilling all these responsibilities, but also is associated with the physical appearance. The research focuses on subjects and content of these websites as well as the discourse that they offer in terms of gender and life-long learning.

5 most visited websites for women were chosen as the sample of this study. This study has been carried out by the method of cross sectional study which is one of the descriptive study methods.

Key words: Lifelong education, internet, sites for women, gender

INTRODUCTION

When the concept of sex which is described as an innate feature which gives different reproductive roles to men and women and makes female and male different (TDK- Turkish Language Association) is moved to the concept of gender, it turns into a concept about the roles, duties and responsibilities that society assigns, and how society regards and perceives individuals and its expectations from them (Üner 2008).

This concept, which should include equality in the sense of sharing responsibilities, access to resources, the right to control and the level of exploitation of the resources, is founded on more inequalities when it comes to women's gender roles. One of the main gender roles of women is the motherhood, which is regarded as a natural consequence of fertility. In addition to this, the responsibility of housekeeping and the care of the people living in the house belong to women as well. On the other hand, being a "good woman" does not only include fulfilling all these responsibilities, but also it is believed to be connected with the external appearance. A woman should look nice and well-groomed. The process of learning social roles is a lifelong, learned process that starts with wearing a pink bodysuit after birth and includes challenges in life.

The capitalist consuming economy, patriarchal ideologies and the imposition of beauty supported by the media occur through the representations held in the foreground just by their image in television, magazines, and advertisements or in social settings. Women seeking ideal beauty measures corresponding to a specific image set; become a tool, ornament and sex image. The media plays a big role for this image to become visible, desirable, and accessible (Good, 2013 p.82).

Femininity is defined and reproduced mainly through home, regardless of variables such as age, education, and class in the culture in which we live in. For this reason, home and home affairs arise as one of the key areas to understand the establishment of the female subjectivity. Although the relationship established between home and domestic affairs is of central importance to every woman, it differentiates according to women's class, status, age and level of education (as cited in Aktaş 2012, p.23).

As an extension of housework, the conditions of being a "good wife" in connection with marriage are also determined. Maternity is of special importance in this context. The condition of being well-groomed and beautiful, moves into all social roles beyond the boundaries of the house, and the woman is forced to move to the big market created for consumer goods to be used to this end. When women are considered, topics such as education, career, social activities appear as not the main subjects but the main problems. In this context, women and lifelong education should be regarded as two important concepts that must stand side by side.

The objective of lifelong learning is to enable individuals to pursue a quality life and to acquire necessary knowledge and skills to adapt to different periods of their life. Lifelong learning with a personal, social and employment related approach is defined as an individual's all educational activities which he / she participated throughout his / her life in order to develop his / her knowledge, skills, interests and competences (Güleç et al. 2012, p. 37-38).

It can be said that there are three main functions of lifelong education:

- Lifelong learning for economic development;
- Lifelong learning for personal development and self-realization;
- Social inclusion and lifelong learning for democratic understanding and action. (Toprak and Erdoğan 2012, p.70)

Lifelong education that includes all forms of structured (formal) or unstructured (informal) training, depending on the individual; is a purposeful or a random learning activity. People can create a learning process that suits their needs. It does not matter whether there is a diploma or certificate at the end of this learning process. What important here is that the individual knows his / her needs and can reach a learning environment to meet those needs.

Lifelong learning creates individual learning styles and environments by providing individual free learning environments. Information and communication technologies also offer this medium of learning for learners.

The harmony between lifelong learning and information and communication technologies is shown in the following table 1 (as cited in Demirel 2009, p. 699).

Table 1: Lifelong Learning and Information and Communication Technologies

Lifelong Learning	New Technology
Individualized	Personal
Learner centered	User centered
Situated	Mobile
Collaborative	Networked
Ubiquitous	Ubiquitous
Lifelong	Durable

The use of computers and the Internet in our country is becoming increasingly widespread. According to the TUIK (Turkish Statistical Institute) data, the Internet use rate of women, which is 12.1 in 2004, is increasing every year (TUIK 2016a). According to the TUIK data of 2016 (Table 2), the rate of female computer use was 45.9%, while the rate of internet use was 51.9%.

Table 2: Individuals' Computer and Internet Usage Rate, 2016 (%)

	Computer			Internet		
	Total	Man	Woman	Total	Man	Woman
Computer and Internet Users	54,9	64,1	45,9	61,2	70,5	51,9
People who don't use	45,1	35,9	54,1	38,8	29,5	48,1

TUIK, Household Information Technologies Use Survey, 2016. 16-74 age group

According to the results of the research conducted by VivaKi Business Intelligence on the reasons why women use the Internet, the main underlying reason for women's internet use is to do research. The vast majority are searching for a topic they are curious about and / or checking products on the Internet in order to purchase them. Apart from conducting research, the desire to keep up to date on developments in the agenda is also an important part of women's Internet use. The most different purpose of use of women in comparison to all users is to comment on brands and products.

In addition, watching movies or TV with accessing entertainment-themed content is another use for women that differs from all users. According to female users, the highest percentage of women activity that they perform on the internet in Turkey is "to share their ideas with others". In another research conducted by Starcom MediaVest Group Business Intelligence, the share of digital mothers among the total internet users is 9% (Business Intelligence, 2013). When web motivations of mothers in Turkey are ranked according to research data, it seems to be parallel with digital women. Mothers' motivations include 'How to do it' search (81%) in the first place. In the second place, 75% of the respondents

do 'agenda-tracking' search which is followed by 'education' (74%) (Business Intelligence 2015).

Women use the internet not only to exploit the content but also to contribute to the produced content and to produce content for the internet. Most of the web sites that are included in the Women-Life classification and whose target mass is directly identified as women are contented and produced by women again. This study was conducted based on the question of what kind of contribution these contents, produced and presented through the internet, do to women in the scope of lifelong learning and what kind of relationship they have with social roles.

PURPOSE

The purpose of this study is to examine the subjects, contents and discourse of websites for women in terms of gender from a lifelong education perspective.

METHODOLOGY

This study has been carried out by the method of cross sectional study which is one of the descriptive study methods. The purpose of this method is to describe the nature and features of the subject in question, in a sense to take a snapshot of the subject, during the research process. In this study, the contents of the most visited websites in the women and life category were scanned with various keywords.

UNIVERSE AND SAMPLING

In "woman sites-portals" searches in different search engines, many websites turn up. The names of these sites include words, definitions that will clearly reveal the target audience. 'We are happy that we are woman', 'woman', 'magic woman', 'curious woman', 'red lipstick', 'beautiful woman', 'woman's club', '2 women', 'high heels', 'powder', 'new woman', 'trend woman', 'mag woman', 'the lady' are some of them.

Table 3: Most Visited Woman and Life Sites in September 2016

KADIN ve YAŞAM SİTELERİ* (Eylül'16)								
Site İsmi	Site Geneli Aylık Trafik (Impression)	Sitede Geçirilen Süre (ayda)	Gerçek Kullanıcı	Erişim	Ağustos 16 Impression	Değişim		
kizlarsoruyor.com	18.358.589	00:10:37	1.338.520	7%	22.196.966	-17%	▼	
mahmure.com	13.157.381	00:16:40	543.710	3%	13.792.215	-5%	▼	
hthayat.com	7.481.429	00:09:29	385.997	2%	10.180.455	-27%	▼	
nefisyemektarifleri.com	4.965.870	00:08:23	817.673	4%	8.753.377	-43%	▼	
kadinlarkulubu.com	4.873.663	00:05:53	1.011.889	5%	4.254.916	15%	▲	
elmaelma.com	4.494.814	00:06:09	141.319	1%	5.710.288	-21%	▼	
hurriyetaile.com	2.764.832	00:02:37	570.396	3%	-	-	-	
surveyrouter.com	2.631.737	00:18:13	162.880	1%	2.090.894	26%	▲	
pudra.com	2.473.436	00:12:23	203.381	1%	3.434.331	-28%	▼	
kadinlardunyasi.tv	2.459.308	00:15:15	254.814	1%	1.489.509	65%	▲	
doktortakvimi.com	2.378.732	00:03:47	537.183	3%	2.814.610	-15%	▼	
ruyatabirleri.com	2.169.723	00:01:41	710.138	4%	1.456.433	49%	▲	
ilacrehberi.com	1.946.066	00:08:48	274.370	1,4%	4.480.182	-57%	▼	
yemektarifleri-sitesi.com	1.884.108	00:03:46	648.697	3%	1.352.582	39%	▲	
hamaratabla.com	1.476.306	00:03:51	121.510	1%	-	-	-	

*Bazı olarak kişisel bilgisayar verileri alınmıştır.

Kaynak: IAB İnternet Ölçümleme Araştırması Gemius, Eylül 2016

connectedvivaki.com

In order to select the web sites in the woman-life category which will be included in the sample, the most visited page statistics were searched based on IAB Internet Metering Survey Gemius September 2016 data. In this data, 15 most visited websites were identified (Table 3). Following the observation of all the websites in the ranking, taking the sample of the first five websites was found sufficient for the purposes of the research. However, since the website *nefisyemektarifleri.com* in the 4th place is in a thematic content, it was not taken in the sample.

As a result, five websites in woman-life category including *kizlarsoruyor.com*, *mahmure.com*, *hthayat.com*, *kadinklarkulubu.com* and *elmaelma.com* were selected as the sample. In the study, these sites were examined in terms of their general characteristics and gender.

DATA COLLECTION AND ANALYSIS

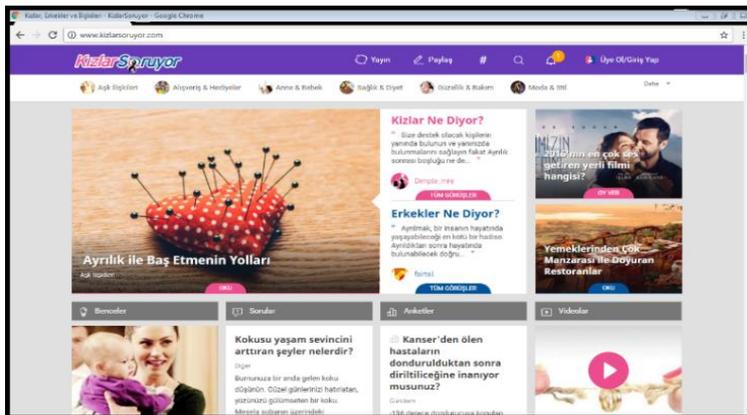
Websites do not have a static structure and are in a continuous change or adding process. For this reason, the main topics and subtopics and the general structure of the sites were registered as of 02 December 2016. Other data to be analyzed were collected by online scanning based on the recorded data.

FINDINGS AND DISCUSSION

The relationship of women with the Internet can be examined in two parts, mainly as content producers and users. The assumption is that the users and the primary target of the sampled web sites are women.

The Introduction of the Websites

1. *kizlarsoruyor.com* (*girlsareasking.com*): Girls, Men and Relationships (<http://kizlarsoruyor.com/>)



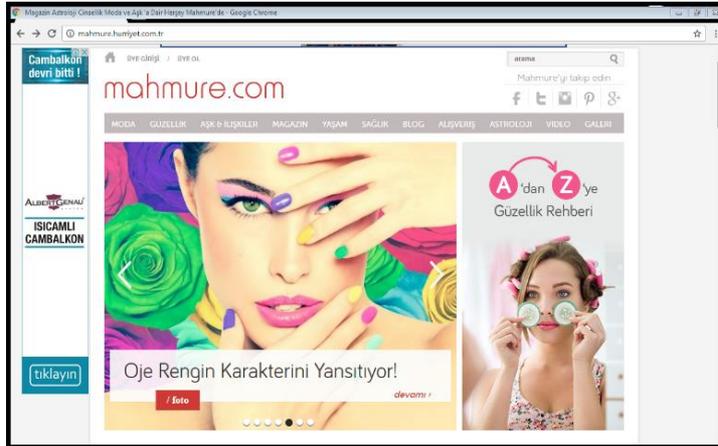
In this website where the main target group is young women, men can also share posts. The topics are grouped under 20 categories. Under each category, the subtopics of "I think", "Questions", "Surveys" and "Videos" are included. The most important feature of the site is that, in addition to the editor, the subscribers are required to start posting under the subtopics with a question or a

topic and users are required to respond to the question or the topic. The groups to respond (girls, boys, everyone) can be selected.

The nature of the posts is determined by a guideline. Most of the content of the site consists of questions and answers and views shared by the users. When a question is asked or a survey is created, users are asked to give their response in a way that is stated in the guideline of the site (such as having good intentions, being sincere and fun, not allowing hate, insult and abuse, being inspiring, positive and understanding in their posts).

2. *mahmure.com.com: Magazine, Astrology, Sexuality, Everything About Fashion and Love is in Mahmure.com. (<http://mahmure.com.com>)*

The director of the site, prepared by Hürriyet-Doğan Publishing Holding, is Izzet Dogan and the editor is Duygu Çelikkol. A woman, other than the editor, is assigned to the product team in the team consisting of eight people.



The topics are categorized under 11 topics and there are also "tests" which can be accessed in subheadings in 6 titles such as love, personality, hair, health, diet, etc., In addition, tools such as ascendant sign and ideal weight calculation are also available. The content is provided by the editorial team and is available for comment. It is also possible for the subscribers to get a coffee cup fortune-telling on the photos they send.

3. *hthayat.com: News Portal for Women (<http://hthayat.com>)*



Seven women, four of whom are editorials, are in charge of publishing the site which is prepared by Habertürk Journalism Inc... In Hthayat; the issues are handled in women's eyes. These women are urban, working, with children, take good care of themselves, live in a healthy way, trendy, cultured, social, intimate, curious woman. The main page in Hthayat is created with up-to-date news covering the site's titles. In the site that defines itself as "news

and women's site" the topics and content are gathered under 11 main categories and look like a classic women's site where the general view does not include up-to-date news.

In the "Authors" group, which is different from the other sites, there are 35 authors, 32 female and 3 male. The authors who has identifications such as "Alien", "Forest Head", "Gossiping Girl", "Slutty Mother" in addition to their own name are accessible from a separate link, not from the topic groups. It is possible for users to add comments to the topics and writers' comments. The site also publishes tests and surveys provided by the editor.

4. [kadinlarkulubu.com](http://www.kadinlarkulubu.com): The Biggest Woman Portal, A Website for Women (<http://www.kadinlarkulubu.com>)



Founded in 2001, the site describes itself as a family of 500,000 active female subscribers. As social responsibilities, it provides links for BEDD (Solidarity Association for the Physically Disabled), Europa Donna Breast Cancer Information Site and Darülaceze (Poorhouse).

The topics are grouped under 12 headings. Content outside the main title of the forum is created by the editors and it is allowed to be shared in social media environments.

The most important feature of the Kadınlar Kulübü are forum pages that are made up of contents created by users and subscribers by entering data, sending posts, uploading files, etc. ([kadinlarkulubu.com/forum](http://www.kadinlarkulubu.com/forum): Bir derdim var (I have a problem): (Kadınlar Kulübü) There are 650,000 topics and 40,000,000 posts on the forums.

There are 18 main topics for creating a forum, independent of the categories on the main page. The titles of "Education and Women", "From within Life" and "Culture-Art" are noteworthy as they are not on the main page. In the forum structure, each main topic is divided into subtopics within itself.

5. [Elmaelma.com](http://www.elmaelma.com): Everything about Woman, Fashion, Love and Beauty (<http://www.elmaelma.com>)



Five (editorial director, all 3 editors and one of their lawyers) of the 7 employees of Internet Haber Publishing Group's site are women. The site, which has 15 topics and two content categories, has a topic titled as "Man" with subtopics "Sex" and "Man's Fashion", unlike the classifications of traditional women sites. All content is created and published by the editors on the site where there are no interactive tools such as membership, forum or comment.

The gender review of sites' colophon information was not made because the information on the two sites was not clear.

The General View of Women-Life Sites and the Categories by Subject

The first pages of these sites in the sample contains tools section. The tools on the sites are sometimes located on the right or left side of the opening page or in the menu (Kadınlar Kulübü). Waist-Hip Ratio, Body Mass Index, Basic Calorie Burn Rate, Correct Bra Size. Estimated Birth Date, Ovulation Date, Day to Day Pregnancy Calendar, Vaccination Schedule (Women's Club), Rising Sign Calculator Table are some of them. When the data

is entered in these tables, everything can be calculated from when the baby will be born to how many kilos to be given.

The site that has an original design within these sites is Kızlar Soruyor (Girls are asking). This site also has the highest number of users and the interaction. The target audience of this site, where both male and female users share their thoughts with their posts, consists of young people. Discussed topics include the need to get ideas about career, school, clothes, hair models, books to read, preference for movies to be visited.

The main topics in the sites in the scope of this research and the sites in which those topics are located are examined in Table 4.

Table 4: Topics in Woman Life Sites

Subjects	WOMAN-LIFE SITES					
	Kızlar Soruyor	Mahmure.com	hthayat	Kadınlar Kulübü	Elma Elma	Common Categories
HEALTH	*	*	*	*	*	5
BEAUTY	*	*	*	*	*	5
FASHION	*	*	*	*	*	5
LIFE	*	*	*	*	*	5
LOVE- REALTIONSHPIS- MARRIAGE	*	*	*		*	4
MOTHER-CHILD	*		*	*	*	4
ASTROLOGY		*	*	*	*	4
PAPARAZZI -TV	*	*	*		*	4
CULTURE - ART	*		*		*	3
SHOPPING - GIFTS	*	*			*	3
FOOD-RECEPIES- GOURMET			*	*	*	3
PERSONALITY- CHARACTER	*	*				2
FORUM	*			*		2
EDUCATION - CARRIER	*					1
MALE					*	
INTERNET - TEKNOLOGY	*					1
SPORT	*					1
HOW DO I LOOK?	*					1
SINEMA	*					1
SERIES						
AGENDA	*					1
BLOG						
SOCIETY- SOCIAL REALATIONSHPIS	*					1
FORUM		*				1
Women-TV				*		1
OTHERS	*					1

From the topics in Table 4, common ones are collected under the categories accepted in the sites. Categories in all sites are Health, Beauty, Fashion and Life. Categories which are found in at least four sites are Love, Relations, Marriage, Astrology and Mother-Child.

Table 5: Topics under Health Category

COMMON CATEGORY	SUBTOPICS	
HEALTH	NUTRITION	<p>The shaping and disciplining of the female body can be accomplished with various practices. These practices are sports, beauty industry, cosmetics, diet, aesthetic surgery, medical and surgical interventions. Table 5 shows the topics in Health category.</p> <p>The fitness and exercise topics that are included here can be interpreted as activities to prettify and enhance the body rather than being perceived as sports. Again, almost all of the diets under this topic are for weight loss. There are suggestions for having body sizes that are imposed by the society, for being young, beautiful and having a well-maintained skin and hair.</p>
	CHILDREN'S DISEASE	
	WOMEN'S DISEASE	
	DIET	
	EXERCISE	
	WOMEN'S HEALTH	
	ORGANIC	
	PSYCHOLOGY	
	GENERAL HEALTH	
	DOCTORS	
	ESTETICS	
	HEALTH GUIDE	
	EXPERTS	
	FROM A TO Z	
	MEDICAL DICTIONARY	
	SEXUAL TERMINOLOGY DICTIONARY	
FITNESS		
ORAL- DENTAL HEALTH TESTS		

In the health category, the contributions of experts / scientists have also been observed. Users can access these contents either on the site or on the recommended links. In the field of health, suggestions for a healthy diet and useful exercises that protect them from illnesses and old age are given and the importance of women's sex life and having a beautiful and healthy body in women's health is mentioned. In terms of oral health, there are switches from the subject of tooth brushing to tooth and lip aesthetics.

Table 6: Topics under Beauty Category

COMMON CATEGORY	SUBTOPICS	
BEAUTY	SKIN CARE	<p>The topics under this category are Makeup, Personal Care, Skin Care, Hair Care and Styles, Innovations, Aesthetics, Experts, Celebrities. In this section, suggestions for women ranging from hair models that are guaranteed to self-care formulas that can be done at home are given; genital esthetics, simple makeup scams and ways of correcting common makeup mistakes are told and "high society girl" make-up is described.</p>
	MAKE UP	
	HAIR CARE AND HAIR STYLE	
	PERSONAL CARE	
	EXPERTS	
	AESTHETICS	
	INNOVATIONS	
	CELEBRITIES	
	TESTS	

With the information in the beauty category such as 'How long does it take for my hair to grow?', 'What do you think about mixed Turkish baths?', 'Would you go to a mixed Turkish bath with your husband or your lover?', 'five skin care mistakes that you need to give up urgently' women are expected to be beautiful and remain beautiful. Fascinating hair, bright eyes, wasp waists, non-wrinkling skin, not aging women take their place in these sites, and ordinary women are also guided.

Table 7: Topics under Fashion Category

COMMON CATEGORY	SUB TOPICS	
FASHION	STYLE	The topics included in the fashion category are given in Table 7. These topics are fashion shows, trends, weddings, decorations and tests. Under this topic, examples from the fashion of the year are given, while what celebrities wear and their styles are mentioned. It also describes ways to cope with bodily flaws such as how to hide a pot belly or how to look taller etc.
	STREET FASHION	
	TRENDS	
	FASHION SHOWS	
	DECORATION	
	WEDDING CEREMONIES	
	TESTS	

(Kızlar Soruyor) The theme is supported by examples from some fashion shows, designer products, details that turns a wedding ceremony into a fairy tale, bohemian elegance in offices, sexy celebrities and pieces from famous designers. (Elma Elma)

While the fashion category gives information about how to keep up with the latest fashion, it also has tests to measure how frumpish people are. Tips are given on celebrities' clothing preferences, fashion products and lifestyle. In addition, by explaining how to hide the body flaws the rules of the outside life of women is determined in the social structure.

Table 8: Topics under Astrology Category

COMMON CATEGORY	SUBTOPICS	
ASTROLOGY	RISING SIGN	The topics under Astrology category are coffee fortune (a fortune told by inspecting the grounds remaining in one's coffee cup), zodiac signs, angel cards, dream interpretations, astro cards and astro agenda. In this category, where metaphysical events and information about these kind of events are given, there are astrologers and curious amateurs who do this job permanently. The fortunes of the users are told by the help of Interactive cards and the coffee cup photographs, which are sent by the users. There are also fun and love conditions of signs of zodiac, weekly horoscope interpretations and some other information about each zodiac sign such as which male zodiac sign leaves his partner, what is the
	WEEKLY INTERPRETATION	
	DAILY INTERPRETATION	
	RECENT NEWS	
	ZODIAC	
	INTERPRETATIONS	
	LOVE COMPATIBILITY	
	ZODIAC SIGNS	
	ASTRO AGENDA	
	COFFEE FORTUNE	
	TODAY'S ANGLE CARDS	
	DREAM	
	INTERPRETATIONS	
	ASTROLOGIES	
	TESTS	

secret word of your zodiac sign etc.

Astrology can be seen as an element of support in planning the lives of women as well as it can also be perceived as a way of entertainment. However, again under this main category, It is also observed that some tests are included in serious health issues such as the risk of infertility, cancer risk. (Kızlar Soruyor)

Table 9: Topics under Life Category

COMMON CATEGORY	SUBTOPICS	
LIFE	DECORATION	<p>The subjects in the life category are listed in Table 9. These are decoration, today's, travel, holiday, food, television, cinema, shopping, places, paparazzi, culture-art, suggestions, trends, questions and surveys. These topics also summarize the life frame drawn by the sites with the subtopics such as how to remove the yellow stain in the white laundry, ways to get rid of the bath bug.</p> <p>Is there scandal news on the agenda, big gossip news? What TV programs are being watched these days? Everything about the lively TV events of recent times! You ask first about what you wonder about celebrities and find the</p>
	TODAY'S	
	CULTURE & ART	
	PAPARAZZI	
	PLACES	
	INTERVIEWS	
	TRAVEL	
	FOOD- FOOD RECEPIES	
	GURME	
	HOLIDAY	
	TELEVISION	
	CINEMA	
	SHOPPING- GIFTS	
TV SERIES		
FUN		

answer! These are some of the Today's part subtopics. Among the culture-art news; news about films that are on show and personal lives of the actors take place. It is observed that there are also subtopics such as Festival in Bebek, Lady Gaga, Literature, Cinema, Performing Arts and Visual Arts, as well as painting exhibitions by housewives.

There are some discussion topics such as "What do you think we will leave for the next generation after watching the destruction of theaters in Turkey?", "Why is Edward Munch's The Scream so expensive and famous?". Some questions such as "Is your voice nice?" can also be asked. There are exchanges of ideas about the readings or written comments (Kızlar Soruyor). In the same category; the traditional girls who knit lace even for modern kitchens are mentioned with a kind of secret humiliation with the title of "5 details that give away my homeland girls from ten kilometers away".

In this section, which is prepared with the emphasis that shopping is an important occupation for women, in addition to questions asking ideas about brands and favorite stores, gift suggestions are given, and trendy colors, models and new makeup products are mentioned. In the section where information about what to eat where and food recipes are given some questions such as "What do you think about girls who cannot cook?" and "Is a happy marriage possible with these girls?" are also asked while the discussions are about food (Kızlar Soruyor).

Table 10: Topics under Love-Relationships-Marriage Category

COMMON CATEGORY	SUBTOPICS	
LOVE- RELATIONSHIPS AND MARRIAGE	RELATIONSHIPS	<p>Table 10 shows the subjects under the categories of Love, Relationships and Marriage. These are sex, relationship guide, my first, marriage, wedding, jewelry, wedding dress. Topics in this category focus on issues such as the differences between men and women, women and men's expectations from each other and sexual pleasure. Besides answers to some questions such as</p>
	SEX	
	MARRIAGE	
	TESTS	
	RELATIONSHIP GUIDE	
	MY FIRST	
	WEDDING DRESS	

"What would you do if you learned that your wife or husband to be cannot have a child?", "Should I have to learn my boyfriend's Facebook password?", some advice on issues such

as the women who should be stayed away, the ways of getting marriage proposal, mistakes in marriage and married woman's weight gaining problem etc. is given.

Table 11: Topics under Mother-Child Category

COMMON CATEGORY	SUBTOPICS	
MOTHER-CHILD	MATERNITY	In Table 11, maternity and child care information is given under subtopics such as birth, breastfeeding, pregnancy diary, week by week pregnancy, name guide, postpartum period, test-tube baby, baby, for your child. In addition to topics such as height extension, making natural rash cream at home and the cliché of an only child grows up to be selfish, the topic of stylish dresses for
	BABY	
	LITTLE ONES	
	CHILD	
	HEALTH	
	CHILD BOOKS	
EDUCATION		

little girls also takes place.

Interaction in Women-Life Sites

The most distinctive features that differentiate the Internet from other media are the possibilities of interaction. Interaction possibilities of users with the content and the content provider, the content provider with users or users with other users are the ways of moving the user from passive to active. Interpretation, survey, electronic mail, questionnaires and forums can be listed as the main ways of interacting on the Internet. In this sense, when looking at sites, the possibility of personal notification provided by commenting on the content and the small questionnaires or measurement and evaluation tools presented for the evaluation of the users themselves are common. Especially the structure of the site called KızlarSoruyor which is seen as the site with the highest number of users is based on interactive content such as 'I think', questions, surveys and videos, and it can be considered that this feature is effective in determining the number of users.

The forum structuring, which is a prominent application of the interaction between content and users, is an attractive application that can be understood from the high participation of the users in the sites of Kızlar Soruyor and Kadınlar Kulübü. It is possible to open and participate in these forums in accordance with the rules set by the sites. For example, Kadınlar Kulübü's forum category titled as "Education and Women" includes 9 subcategories and the following topics and participant numbers are shown in these subcategories below:

1. Kindergarten & Pre-School Education (Topics: 663 Posts: 6.334)
2. Primary Education: (topics: 801 posts: 40.969)
3. High School (Topics: 620 Posts: 9,358)
4. University (Topics: 2151 Posts: 26804, 5 sub forum)
5. Opening (Themes: 1944 Posts: 43528, 2 sub forum)
6. Exams (Thoughts: 3269 Posts: 171032)
7. Foreign Language Education (Content: 683 posts: 20813)
8. Teaching and General Sharing (Topics: 792 posts: 13080)
9. Teaching (Required) (Topics: 731 Posts: 10725, 12 sub forum)

Through the Forums, users can exchange questions, get ideas from others or share experiences. In general, many topics not found on the main pages of the sites are reflected in the forums in a way that can be regarded as a need of reflection.

CONCLUSION

Gender is a concept about how women are seen, perceived and anticipated in society as well as the duties and responsibilities given to women by society. Gender is used to mean a person's cultural, social role, spiritual-internal definition and their representation.

When the contents of the categories in the sample are examined, it shows that the existing gender stereotypes are preserved exactly. Women are given information to formulate their lives under the topics. With this information, they are supposed to change their lifestyles and upgrade their quality of life. Once again, women's lives are tried to be beautified. Women must be beautiful, women should be well groomed, should do housework, be practical in doing so, be healthy, should not age, should not have wrinkles, enjoy life in every area of life, should make use of all the prescriptions given. The approach to career choice is as such "some research done for women who are able to do almost any job has found the most favored occupations for them". The things said while explaining the professions that are considered to be appropriate for women are more important rather than the results of the research. The professions mentioned in the site are considered appropriate for women who have multiple duties such as motherhood, being a housewife, and who are emotional and patient.

This study, in which the main discourses of the topics and contents discussed in the women-life sites on the internet are discussed, shows again that being a woman is about motherhood, relationships with men, child care, housework, keeping up with fashion, giving importance to beauty. However, women have written letters to each other, taken daily personal notes on these issues since the Middle Ages. The results may suggest that women are not wanted to come to a very different point from the medieval times as Bowen found in his study in 2004 (as cited in Depel 2015).

The Education-Career main category, which creates an expectation for lifelong education in general topics, is found only on one site. The contents in this site, Kızlar Soruyor, does not consist of expert knowledge, but of the users' posts and generally 'what should I do' type of questions. Educational content has been found in some of the main topics, especially in health and mother-child topics. It also exists in the forums with school education content.

The topic of Internet and Technology that is expected to be very important for lifelong learning in the information age is detected only on Kızlar Soruyor. Under this main topic contents such as "Girls good news! You can now disturb your boyfriend on Facebook Messenger ", " You have met someone on social media and decided to meet in person ", " Who do you suspect from when a special number calls you two or three times a week?" are handled, which reveals the point of view of the site about women- technology relationship.

In Modern Turkey, living in the grip of tradition in urban or rural areas; violence, marriage at an early age, and maternal life, such as being a mother, and being below the average in literacy and professional development, women are made to forget their vital problems. For example; instead of questioning why women do not get equal pay for equal work, why women's literacy rate is lower than men and why men's preference in business life is more preferred; They are told that beauty coming from an aesthetic surgeon is a solution to everything and how easy getting rid of black dots is. No economic commentaries or investment advice were found on women's websites. It can be thought that women who believe not to carry enough economic value do not need such information.

In addition to a certain level of literacy, the users of women and lifestyle websites is expected to have media literacy, some computer literacy and certain level of education.

Users need to determine their needs, do research, decide what resources they will benefit from, scan and have a competency in selecting resources. It is quite meaningful that after this process, they still prefer those websites.

Categories in woman life websites which are one of the environments where personal development and self-actualization, which is a dimension of lifelong learning, are possible does not bring a different dimension to the ways women have drawn from the past to the present.

The purpose of the research is not to ignore the good things but the total result that comes out when all the data are gathered comes down to personalizing and reducing the visibility of well-intentioned efforts in the internet environment.

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