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CONTENTS

AN EVALUATION OF THE PHENOMENOLOGY LITERATURE AND ITS APPLICATION IN ARCHITECTURE
SABA MATIN AYGÖREN **4**

TRENDS OF RESEARCH ON INTERIORS: A BIBLIOMETRIC ANALYSIS OF THE *INTERIORS: DESIGN, ARCHITECTURE, CULTURE* JOURNAL
DİLEK YAŞAR **13**

NEW MEDIA'S RESPONSE TO THE ARCHITECTURAL SOCIETY OF 21ST CENTURY: ARCHDAILY CASE
IŞIL ESEN, PINAR DINÇ KALAYCI **24**

NEW WILDERNESS. THE REGENERATIVE ARCHITECTURE OF URBAN-INDUSTRIAL NATURE
LUCA ZECCHIN **41**

THE NEW CONCEPT OF HOME OFFICE STRUCTURES, AS A PART OF CONTEMPORARY MULTI-FAMILY HOUSING DESIGN AT THE TIME OF PANDEMIC. CASE STUDY OF CITY OF POZNAN, POLAND
JAKUB KACZMAREK, ADAM NADOLNY **49**

ASSESSING WOMEN'S SATISFACTION, SAFETY, AND USE IN URBAN PARKS: A CASE STUDY OF GENÇLIK PARK
DIDEM DİZDAROĞLU **61**

NEW MEDIA'S RESPONSE TO THE ARCHITECTURAL SOCIETY OF 21ST CENTURY: ARCHDAILY CASE

IŞIL ESEN[1], PINAR DINÇ KALAYCI[2]

ABSTRACT

This article focuses on how the new media of architecture corresponds to the architectural society in the 21st century and how the new media of architecture can have an instrumental power in creating a response/attitude to the period. Since the ArchDaily platform is the most prominent representation platform in the field of architecture, it was chosen as the object of the study. All publications of Archdaily in a specific time period have been examined in the titles; (i) the subject(s) (writers and readers, their interactions, and participations); and (ii) time (21. century architectural society). These studies were conducted with the Qualitative research software ATLAS.ti. The hypothesis of the research was founded on; *Archdaily should be equipped with maximum sensitivity to respond quickly/instantly to the architectural culture in the 21st century.* The research findings have determined that Archdaily has difficulty responding to the architectural society of the 21st century theoretically, and being 'instant' may lead to a loss of quality. Therefore, it is concluded that evaluating the new media of architecture is necessary/obligatory to establish more fluent and realistic new media-public-architectural society relations. In addition, the study proposed a new model to evaluate the new media of architecture.

Keywords: Architectural Society, Architectural Media, New Media Archdaily, Qualitative Analysis

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1. INTRODUCTION

This study was conducted to evaluate the new architectural media environment.

The Media defines as; 'Mass Media' and 'Medium' in the media and communication dictionary (Chandler & Munday, 2011). (i.) Mass Media: Various technological tools for distributing cultural forms (especially news, newspapers, and magazines) to the masses (Chandler & Munday, 2011). (ii.) Medium is the unit in which communication occurs, usually synonymous with the channel (Chandler & Munday, 2011). This study evaluates the 'New Media'. According to Manovich, '…New Media today can be understood as the mix between older cultural conventions for data representation, access, and manipulation and newer conventions of data representation, access, and manipulation. The "old" data are representations of visual reality and human experience, i.e., images, text-based and audio-visual narratives – what we normally understand by "culture." The "new" data is numerical.' (Manovich, 2003).

Manovich states that the new media field began taking shape at the end of the 1980s. He underlines that in the 1990s, Europe and Japan were the best places to see new media works. And he adds, 'Festivals have been required places of pilgrimage for interactive installation artists, computer musicians, choreographers working with computers, media curators, critics, and net artists.' (Manovich, 2003). New media started in the 1980s and gained recognition in the 90s. Why is new media so crucial in the 21st century?

According to statistics, as of April 2022, there were more than five billion internet users worldwide, which is 63.1 percent of the global population (Statisca, 2022). One can claim that, over the past century, there has been a dramatic increase in new media usage in many disciplines. All this started to change with the globalizing world and accelerating technologies. Various fields in the world have begun to give importance to new media. For instance, universities have initiated a degree program in new media discipline. New professions began to be born. These professions concentrated at the intersection of media and graphic design. Therefore, the image and its digital representation have gained importance. Following that, museums have started to exhibit online exhibitions. This way, a new cultural environment began forming in the new media. New media can be considered more mature in the 21st century than in the 80's.

The discipline of architecture has also been added to this new cultural environment because it is based on representation. There are channels to deliver architects' works to the audience/reader. Therefore, the motivation behind this article is to investigate 'How the new media is responding/answering to the 21st-century architecture culture?' The importance and originality of this study are that it explores the current stage of architectural representations and their contributions to the discipline. The reader should know that the study is based on the Archdaily's material in a specific period. ArchDaily has the potential to be the initial step that can reflect the new media since it is a free and accessible platform for the whole world, with 14 million visitors every month (Archdaily 2020). Moreover, according to Alexa statistics, it is the most visited architectural website in the world (Alexa, 2020).

2. LITERATURE REVIEW

Having discussed the definitions of 'The Media' and 'The New Media' in the introduction chapter, 'What New Media actually is?' will briefly sketch this chapter. The short history of the media can be read in 'Rise and Functions of New Media in Architecture: An Investigation via Archdaily' (Esen & Dinç Kalayci, 2021). New Media has an important cultural context and should be placed somewhere in the literature. In order to make this placement, new media will be tried to be defined from different perspectives.

2.1. New Media as a Cultural Platform

According to Manovich, '…new media is concerned with cultural objects and paradigms enabled by all forms of computing…' (Manovich, 2003). What can be these new cultural objects? New Media is used in

developing visual art forms, graphic design, cinematography, filmmaking, art, and architecture. One can not imagine that a single area of culture exists explicitly in the new media.

It could be argued that no cultural field has so far been more recognized than the new media. Because in today's modern age, many concepts have been moved to online environments. For instance, a book, a newspaper and a library, an architectural studio, a museum, a cinema, a market, an office, and so on… moved into new media. A new culture has been born, and this culture became global and started to be used by the whole world. Perhaps a common culture that unites the entire world appeared for the first time in history. While the new media has such a unifying power, it was thought to be very important for the 21st century.

2.2. New Media as a Faster / Instant Response

It is stated that some cultural forms have been transferred to the new media, and this change has brought speed with it (Manovich, 2003). For example, considering a newspaper; writing, editing, and sending the news to the printing house so that the news can be included in the newspaper; after publishing newspaper must be forwarded to newsstands. The process takes hours to reach its reader. However, thanks to the new media, the news comes to the reader within seconds in the age of speed. Is faster / instant always better?

Speed can cause to loss of some critical values. For instance, in the newspaper example, since newspaper printing goes through several stages, a control mechanism inevitably occurs at each stage. Therefore, publishing a discourse that is not newsworthy in the newspaper is meaningless and costly. However, if it is thought that there is no cost in new media[3], non-newsworthy discourses can be included. This may lead to a decrease in theoretical knowledge. For instance; The 'architectural theory is dead' argument erupted following the release of Assemblage magazine's latest issue; 'The MIT Press published A Critical Journal of Architecture and Design Culture three times a year (Assemblage, 2000)'. Many architecture theorists interpret the magazine's end as the 'theoretical aspect' of architecture has been killed, (Graham, 2014). Do theoretical discourses dominate today's media?

2.3. New Media as a Distribution/Representation Platform in Architecture

Colomina emphasizes the importance of altering media consumption for architectural theory (Colomina, 2014). Several studies[4] have shown that the Internet has made New Media one of the most widely utilized channels for news, communication, and socializing. Following this development, New Media began to serve the essential needs of architects, such as project announcements and advertising. Architects now use new media to generate publicity; some have even become star architects. For instance, Colomina emphasizes that the most successful technique of integrating Le Corbusier's architecture into the twenty-first century was the mass media, which Corbusier had efficiently utilized (Colomina, Loos, & Corbusier, 1996). Colomina claims that modern architecture is modern not by the use of glass, steel, or reinforced concrete but rather because of the introduction of mass media (photography, film, advertising, publishers, etc.).

Pérez-Gómez states; 'Expecting architectural representations to embody a symbolic order (…) will seem controversial unless we revise the common assumptions about art and its relationship to human life that have been with us since the eighteenth century (Pérez-Gómez, 2005)'. It would not be incorrect to assert that based on Pérez Gómez's discourse, architectural representation is a tool for establishing social and cultural engagement across cultures rather than being just a symbol for communication between

[3] New media has a certain cost, but it is complicated to explain whose income is this. For example, when one read a news on the new media, whom do we pay? Is it the computer company or the one who made the news or do we pay our internet company? This complexity can be explained by the theory of capitalist economies.
[4] The following studies can be reviewed; (Standage, 2013), (Whiting & Williams, 2013),(Kweon, Hwang, & Jo, 2011), (Martin, 2003).

architects and non-architects. However, these assumptions were based on data from over 17 years ago, and it is unclear if these are still valid.

The majority of studies on the representation of architecture evaluate the relationship of architecture with the physical environment. In these studies, user requests/profiles, the relationship between the physical environment and the structure, the relationship between age and the structure, and building materials were evaluated [5]. The subject of this study is not a physical structure; therefore, it cannot be evaluated by the above methodologies.

2.4. The Archdaily as the New Media

Today, New Media brings architectural works into our lives. It is possible to claim that the contemporary theory of architecture is being written in more than one medium and multiple ways. In the 21st century, there are many architectural offices in the world, and almost all of these offices have online pages (portfolios) in the new media environment. In addition, architecture magazines also have accounts with online access. It would not be wrong to address these platforms, whose ancestors were magazines, as new media. Archdaily is one of these platforms.

ArchDaily was founded as a Spanish site Plataformaarquitectura. cl by David Basulto and David Assael in late 2008 (Archdaily, 2020). Basulto and Assael understood the power of new media and its impact on the profession and set their goal as creating a big architectural platform and designing a place that offers new opportunities for the discipline of architecture (Cilento, 2012).

Is Archdaily a New Media? Since the 'Digital Media–Architecture Relationships: ArchDaily As A Representation Tool' thesis answered this question, Archdaily is accepted as new media in this study[6].

To sum up, new media has a complex structure. It is cultural. It is fast. It is instant. It is global. It is reachable. It is everywhere… The numerous information flows in new media have made the researchers question; Is the content of such platforms qualified? Therefore it is possible to develop hypotheses for the study as;

H: Archdaily should be equipped with maximum sensitivity to respond quickly/instantly to the architectural culture in the 21st century.

[5] Examples of these studies are; (Dinç Kalayci, 2015), (Gür, 2009), (Demirhan, 2019), (Keskin, 2000).
[6] In the methodology part of 'Digital Media–Architecture Relationships: ArchDaily As A Representation Tool' thesis, the 1st stage analysis has proven that Archdaily is a new media platform. For this reason, Archdaily will be considered as new media in this study.

3. METHODOLOGY

This study aims to measure Archdaily's performance in a specific period and determine its response/reflex to the architectural culture. ArchDaily's publications will be examined between Jan 1 and to Sept 3. In this period of time, an extraordinary situation, such as a pandemic[7], has taken the whole world under its influence, and Archdaily's attitude towards a new event has been wondered. Archdaily's response to an abnormal order was considered remarkable and notable. Another reason for choosing this period is that Archdaily changed its web interface while conducting the research. Therefore, the study could not be continued in the same way after Sept 3, 2020 because some publications on Archdaily have changed, altered, or lost. New media's immediate response to a crisis will be monitored, and this inquiry can provide existing new media(s) with more accurate/strategic developmental proposals.

As mentioned before, the method used in previous studies that examine architectural objects will not be used in this study because the 'Object' of this inquiry is not a physical object. Therefore, a new model proposal is required for this study.

Proposed Methodology Model:

The proposed model has three variables, one independent and two dependent variables. The independent variable is Archdaily. The dependent variables are the subject (writers and readers, their interactions and participation), and time (21. century architectural culture) (Figure 1). This analysis was conducted with a qualitative research program called ATLAS.ti.

ATLAS.ti. is a computer-assisted qualitative data analysis software (CAQDAS). The software was developed at the Technical University of Berlin in Germany between 1989 and 1992 (Friese, 2019). It is used for analyzing data in visual, written, and even audio form and allows the researcher to interpret the data.

Wolcott states that the main aim of computer-assisted qualitative data analysis software is to close the gap between the original text and interpretative text (Wolcott, 1994). Parallel to this idea, Friese states, the ATLAS.ti program minimizes the researcher's subjectivity by creating simultaneous findings and presenting them as quantitative documents (Friese, 2019). ATLAS.ti was preferred to achieve as much accuracy as possible because the software enables the researcher to analyze the context using forward-reading, backward-reading, and cross-reading. Qualitative data analysis software is mainly used in social science, but there are also examples in architecture and planning[8].

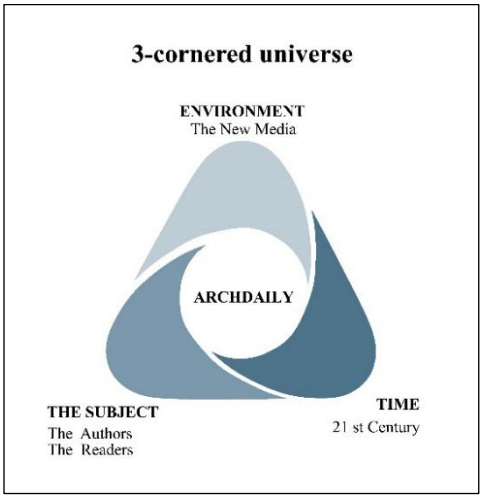


Figure 1. *The proposed model for the new media of architecture.*

[7] WHO (World Health Organization) announced Coronavirus as a pandemic on 11 March 2020 (WHO, 2020). A global crisis has emerged.
[8] These studies can be seen; (Özer, 2017), (Ashkan, 2016).

Previous studies in the literature have approved the environment variable of the proposed model [9]. As is seen in the figure, the model is not a perfect triangle since the New Media is a dynamic and interconnected structure, and the structure's corners are not sharp, so new media seem to globalize. Variables tend to interact with each other. The variables of the study will be explained in the following;

The Independent Variable: Archdaily

The independent variable of the study is Archdaily. Archdaily has been recognized as a new media platform. In order to examine the effects/reactions of Archdaily on the architectural culture, it is necessary to interpret Archdaily's publications. Since Archdaily is an open-access new media platform, no restrictions were encountered in accessing this data.

Data collection: All of Archdaily's publications between Jan 1 and Sept 3 have been accessed online[10]. Later, these publications were saved on a computer as word documents. Then all word files were transferred to ATLAS.ti software.

Coding and Managing Data; Firstly, all the content read and citations considered essential for research were determined by keeping the study's hypothesis and purpose in mind[11]. The researcher marked five hundred eighty-six (586) citations from 105 articles[12].

Analyses: Each marked citation examined to express the underlying meaning by questioning; 'Says What?', 'To Whom?' and 'With What Effect?'[13]. According to the answers given, ATLAS.ti categorized these citations and revealed the research findings numerically.

The Dependent Variable 1: Subject

The subject variable is available to evaluate/observe Archdaily's communication with the author-reader. The evaluation of the author-reader relationships aims to diagnose Archdaily's response to meeting society's (primarily architectural) expectations.

Archdaily publications and all comments under these publications in the specified time interval are uploaded to ATLAS.ti for this measurement. Publications with comments are classified under the 'subject' variable for review by the researcher. After this classification, the content of the statements and their comments is evaluated. Do both comments and publications meet the expectations of the public? What does Archdaily tell/say/imply about the architectural culture? Those evaluations were carried out as in the example below.

[9] For detailed information, one can read; (Esen & Dinç Kalayci, 2021), (Esen, 2021).
[10] www.archdaily.com
[11] The sentences that could answer the hypothesis were examined. The issues discussed in the literature are emphasized.
[12] Figure 3 can be seen.
[13] These questions come from a query method called the lasswell formula, and this query is made for media mediums (both traditional and new media). Since Archdaily is accepted as a new media, the study was conducted with these questions in order to understand the content of the message more clearly. For more detailed information, the following articles can be examined; (McQuail & Windahl, 2015), (Esen, 2021).

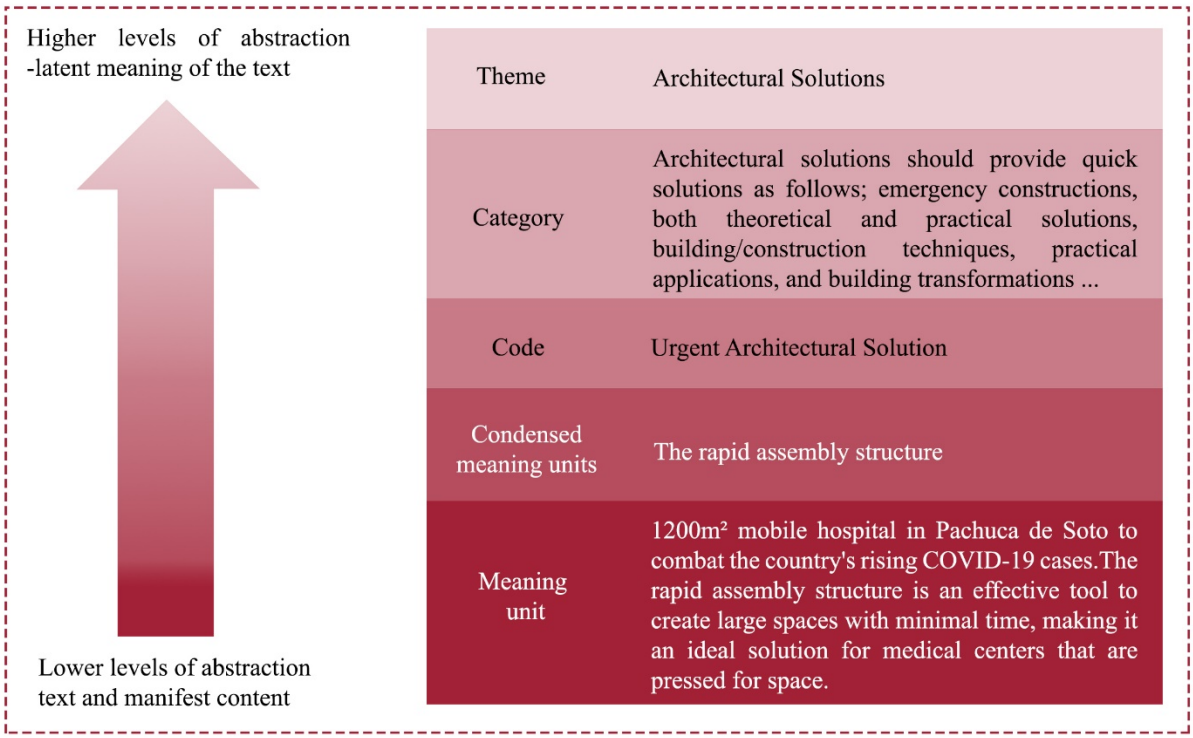


Figure 2. *Repetitive and abstract reading processes on ATLAS.ti*

Figure 2 displays what is meant to be said based on the essential meaning. In this example, the aim is to reach the text's original purpose most accurately. The researcher coded five stages on ATLAS.ti software; each step approaches more and more abstract/exact meaning.

ATLAS.ti software tries to bring out the most accurate result by bringing every stage to the researcher many times. For example, while reading other articles, ATLAS.ti software shows the previous ones in the side window. In this way, researchers can see their remarks simultaneously, leading to crossover and more accurate readings.

The Dependent Variable 2: Time

Time is chosen as the dependent variable because Archdaily's reactions may vary for different periods. Which values regarding time are desired to be examined? The answer to this question can be found in the literature section. New media has been evaluated from different perspectives in the literature section. These are features such as being fast/ instant/ rapid, being a cultural environment, and being a distribution/representation platform. Therefore, whether Archdaily can respond to these concepts will be examined.

In the information age, the definition of 'time' has modernized and developed on common sense, according to Giddens's discourse (Giddens, 2013). It was mentioned in the literature that new media is a culture. Parallel to this idea, Archdaily is supposed to be appropriate to this culture and meet the time's characteristics.

There are two reasons for the chosen specific time frame; firstly, the appearance of the pandemic is a situation that resonates around the world, and it was thought that Archdaily's response to architectural culture could be observed more clearly in such an environment. Secondly, when the evaluation started on Archdaily, the Archdaily platform changed its web interface. This change has led to the fact that the inquiry cannot be managed in the same order anymore. Therefore, the research was kept within a specific date range.

The study method is based on detailed cross-reading. Unlike the subject variable, all posts with or without comments are evaluated in this variable. While reading/evaluating the publications, it was checked whether Archdaily was fast/ instant/ rapid and whether it created a cultural environment. This assessment was made by examining how Archdaily responded to events in the world. Quotations were reviewed by looking for the above-mentioned features of Archdaily[14].

Case Study

The researcher analyzed 105 publications submitted to architectural culture via Archdaily between Jan 1 and Sept 3, 2020. By reading the 105 publications in detail, 586 quotations were obtained by dividing publications into 'Meaning Units.' It should be noted that not every word/sentence was considered meaningful for the investigation in 105 articles. Text fragments (quotations) that can contribute to the study's hypothesis are included in the analysis [15].

For this study, a licensed student version of ATLAS. ti has been purchased monthly. The researchers have trained through tutorials and have reached the required qualification to run this software. Also, a short training was received by participating in the 'Introduction to Qualitative Coding with Delve' webinar on Wed, Oct 21, 2020.

[14] The study was carried out by the method in figure 2.
[15] Figure 3, the parts participating in the study are shown with 'highlight'.



Figure 3. *Data coding and reading processes on ATLAS.ti*

As seen in Figure 3, the left side of the page is for ArchDaily contents; the right side is used for coding on ATLAS.ti. Although some sentences addressed more than one code, some sentences were not related to any code. While making these analyses, researchers kept the research hypothesis and research variables in their mind. The examination was not taken sequentially hence retrospective readings were made.

4. FINDINGS

The research was completed through ATLAS.ti. software. Figure 4 summarizes the research findings' relationships with the variables. The most frequently mentioned topics were determined, and ATLAS.ti analyzed those topics by the 'in vivo coding' feature.

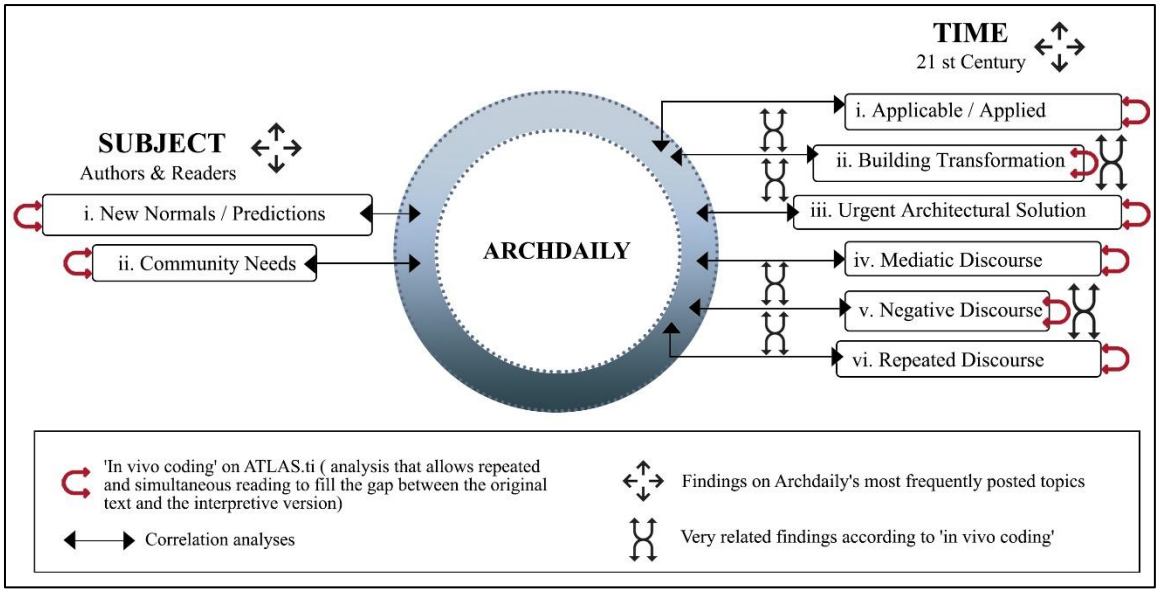


Figure 4. *The Relationships between Variables*

Figure 4 is created to explain that cross-readings and correlation relations were established, and repeated retrospective readings were done with ATLAS.ti. First, the most mentioned subjects have been determined with the help of ATLAS.ti. and indicated by arrows in 4 directions (figure 4). As is seen in Figure 4, there is a correlation between Archdaily (the independent variable) and the dependent variables. 'In vivo coding', one of the most important features provided by ATLAS.ti, is expressed with a red arrow. Thanks to this feature, it is aimed to get findings closest to reality[16]. Finally, ATLAS.ti revealed the most related findings. All these findings were mathematically analyzed by ATLAS.ti and presented to the researchers in percentages (figure 5).

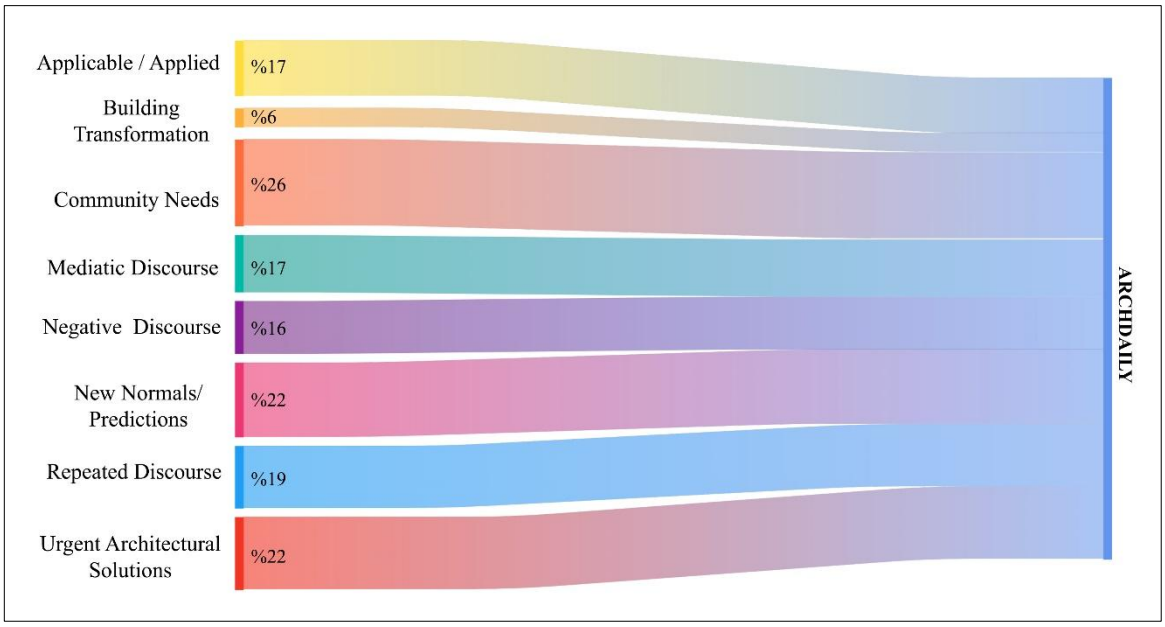


Figure 5. *Percentage Values of the Depended Variables*

[16] For more information, one can read (Friese, 2019).

4.1. Findings related with Subject

The Author's & Reader's Relationships have been measured via ATLAS. ti software. Two main concepts were encountered in the context of the data examined: *New Normals / Predictions* and *Community Needs.*

New Normals / Predictions:

When Archdaily publications are examined, discourses about pandemic conditions / predictive statements about the future are encountered. For instance;

'How can architecture, particularly in dense areas, reduce risk for inevitable future pandemics? Will the anxiety over hygiene instigated by coronavirus have lasting effects on the way architects and urban planners design going forward?' (Archdaily, 2020).

Asking questions discourses seem to establish a relationship with the reader. Also;

'One good news, however: emissions in cities are on the decline, and nature is running its regenerative course. But how long will this last?' (Archdaily, 2020).

There is a comment about the changes that come with the pandemic and a question to the reader about how long it will continue. Such posts have been evaluated under *New Normals / Predictions* title. According to ATLAS.ti findings, 586 quotations were labeled on the articles. New Normals/Predictions were mentioned 131 times, and that makes %22 percent of the whole data.

Community Needs:

Almost every discipline has to consider community needs; hence one can claim that the discipline of architecture has to consider Community the most. Because architecture is for everyone, it is expected that new architecture media should publish community-need topics. When Archdaily was examined, discourses that consider the people's health, economic, housing, and mental needs were encountered. For instance;

'Moreover, if the COVID-19 pandemic has proved anything, it is that outdoor, public spaces are very much a necessity' (Archdaily, 2020).

Here, a determination has been made about the needs of the people. Therefore, Archdaily served as a bridge between the public and their architectural needs. In other words, it can also be interpreted as establishing a relationship between the reader and the author. It should be remembered that only the publications with comments are examined in the 'Subject' variable. Another example from Archdaily;

'Perhaps, "smart" architecture and public spaces will reduce the chances of infection. We need to come up with solutions for better public space in the cities.' (Archdaily, 2020).

A comment has been made that considers public health and calls architects *to come up with better solutions* for society. Therefore, a call to the reader has been observed whether s/he is an architect or not. In such publications, it is seen that there are 586 quotes, and Community Needs were mentioned 152 times, which makes %26 percent of the whole data.

4.2. Findings related with Time

Six findings (Urgent Architectural Solutions, Repeated Discourse, Mediatic Discourse, Applicable / Applied, Negative Discourse, and Building Transformations) were encountered considering Time variables.

Applicable / Applied:

When Archdaily publications are examined, discourses about built structures or going-to-be-built structures, and designs that offer easy/practical production/solution topics are encountered. For instance;

'With 3,500 containers per vessel, patients would only stay on the ship in the circumstances where there is no place to deploy the containers. The containers are adapted by having one of the steel doors removed and

a perspex panel riveted in place. The perspex also has a hit and miss panel for natural ventilation and a built-in air-conditioning unit' (Archdaily, 2020).

In this example, an architectural problem seems to have been resolved. Considering that this problem emerged with the pandemic, it can be seen that Archdaily offered a solution to the 21st-century architectural culture.

'The building was completed in under 10 days by a team of 7,000 construction workers, a far cry from the reality many countries are facing as they scramble to quell the outbreak and wrestle with the shortcomings of their own healthcare systems. With over 14,000 dead and more than 300,000 infected worldwide, not to mention a shortage of medical supplies and facilities, health systems across the globe are feeling the strain of preparing for a crisis.' (Archdaily, 2020).

In this example, it is mentioned that an architectural solution was produced in a short time (in 10 days). Although it is appropriate to evaluate this quotation in the context of Applicable / Applied, different meanings can be derived from the rest of the sentence. Therefore, this sentence has been assessed as a quote under different headings. As can be seen, several different interpretations can be made from a sentence. This way, findings that correlate with each other have also been determined[17]. Out of 586 quotations, 97 of them related to Applicable / Applied, which makes %17 percent of the whole data.

Building Transformation:

When Archdaily publications are examined, discourses about 'structures previously used for different scenarios and now used for other purposes' topics are encountered. For instance;

'...adaptation of pre-existing structures such as market centers, sports fields, and schools in order to convert them into medical centers.' (Archdaily, 2020).

The example clearly mentions that buildings that serve a particular purpose should be converted into health centers. Therefore, it has been tried to propose a solution to a concept that creates a crisis in the 21 st century. In this respect, it is thought that that quotation responds to the time.

'Wuhan began constructing three temporary hospitals in Wuhan Hongshan Stadium, Wuhan Salon, and Wuhan International Convention and Exhibition Center.' (Archdaily, 2020).

Publications related to the pandemic can be thought to respond to the needs of the time. The fact that it responds to the requirements of the time and announces it to its readers also shows that Archdaily creates a cultural environment and is a distribution/representation platform. Out of 586 quotations, Building Transformations were mentioned 33 times, which makes %6 percent of the whole data.

Mediatic Discourse:

It was mentioned that faster / instant responses may not always be a good idea[18]. Mediatic discourses usually aim to get readers' attention, and there is no story behind these publications/news. Therefore, these discourses move away from theory. For instance;

'Without a doubt, the critical scenario we are experiencing today ...' (Archdaily, 2020).

This sentence uses a sharp expression such as 'Without a doubt'. The goal here may be to grab the reader's attention because no theoretical information about the current situation has been given to the reader.

[17] Figure 4 can be seen for correlations.

[18] One can check 'New Media as a Faster / Instant Response' in litrature review.

'For more information, check www.erco.com, www.arclighting.de or follow him @arcspaces' (Archdaily, 2020).

Here, the reader is directed to another new media environment. Therefore, it can be interpreted that the necessary theoretical background is not in the Archdaily article. One can state, Archdaily can not fulfill theoretical needs and redirect the reader to other new media platforms. Therefore, these and similar publications are also interpreted in the 'Mediatic Discourse' category. Out of 586 quotations, Mediatic Discourse was mentioned 97 times, which makes %17 percent of the whole data.

Negative Discourse:

Another concept mentioned in Archdaily is 'negative discourse'. Contrary to the solution scenarios related to the pandemic, these discourses frequently mention the crisis and arouse a sense of panic in the public/reader. Therefore, one comes across a text that has moved away from constructive/positive discourses. For instance;

'Each new day seems to add to the uncertainty about the immediate and long-term impact of the Coronavirus pandemic .' (Archdaily, 2020).

For example, this sentence evokes hopelessness about the future. Especially the word 'uncertainty' tends to cause alarm in the reader. It can also be thought that this word is used to attract the attention of the reader. Therefore, this quotation is one of the texts evaluated under both headings, 'negative discourse and mediatic discourse.' because there is no theoretical information in this sentence.

'The situation is so bad that doctors have been reported to wear diapers so as not to waste time with toilet breaks.' (Archdaily, 2020).

Here, the severity of the pandemic is intended to be mentioned. But the word 'so bad' draws attention. Therefore, it can be stated that it is a discourse that will panic society. Archdaily's quotes that have 'disaster scenarios' and emphasize the 'badness' of the situation were considered negative. Out of 586 quotations, Negative Discourse was mentioned 93 times, which makes %16 percent of the whole data.

Repeated Discourse:

Repetitive discourses are cases of mentioning the same thing over and over again. Therefore, cases, where Arrchdaily did repetition have been identified. Repeated discourses do not produce anything new; they just create a crowd of information. The tendency of the architectural media to fall into repetition does not add any new information to the literature, and it only distracts the architectural society. Some examples of repetitive discourses are given following;

'Over the course of a few days, the lives of millions of people have drastically changed.' (Archdaily, 2020).

'Home office is a practice that has become quite common during the last years.' (Archdaily, 2020).

The sentences are used in more than one text. Out of 586 quotations, Repeated Discourse was mentioned 101 times, which makes %19 percent of the whole data.

Urgent Architectural Solution:

It can be accepted as a reflection of the speed expectation. Discourses that offer quickly decided architectural needs with fast construction and instant suggestions have been observed on Archdaily.

'Yale School of Architecture came up with proposal designs on churches, synagogues and mosques that can be quickly built as "Pop-Up Places of Worship" in refugee camps.' (Archdaily, 2020).

As can be understood from the sentence above, it is mentioned that the structures can be built quickly-rapidly-easily. In the age of speed, rapid architectural solutions have been mentioned on Archdaily.

*'...The three buildings of this medical center were designed and constructed within 20 days' (*Archdaily, 2020).

The idea of rapid production and construction was Urgent Architectural Solutions were mentioned 127 times which makes %22 percent of the whole data.

To sum up, Archdaily should create humanistic, beyond-mediatic relationships with its readers. Keeping attention to community needs (primarily architectural) and offering architectural solutions would seem to depend on the authors' choice in the new architectural media. The analyses revealed the importance of the author's point of view.

Archdaily was expected to bring instant solutions to the challenges of the 21 st century. Although a significant percentage of *Urgent Architectural Solutions, Building Transformation, Applicable / Applied, and Community Needs* were expected to be present in Archdaily, there was also a considerable percentage of *Repeated Discourse, Negative Discourse, and Mediatic Discourse* obtained. According to findings, the hypothesis, '*Archdaily should be equipped with maximum sensitivity to respond quickly/instantly to the architectural culture in the 21st century.'* has been supported.

5. DISCUSSION

Analyzes have shown that Archdaily was not entirely capable of responding to the architectural society between Jan 1 and Sept 3, 2020. For example, Archdaily was only able to meet the 'community needs' variable at a rate of 26% (figure 5). Therefore, it is observed that Archdaily, which is considered to be the new media, did not show a strong connection with the public[19]. Why would such a result be achieved? This incapability can be interpreted as a result of the faster / instant response concepts mentioned in the literature (Manovich, 2003). This speed can sometimes lead to quality deficiencies. Publishing instantly, especially in the first year of Covid-19 Pandemy might have caused Archdaily to weaken the bond with the reader.

Parallel to this, repetitive content is another weakness that has entered our lives with new media (Manovich, 2003). Let's remember the newspaper example given in the literature; it was stated that there is a control mechanism at every stage while publishing. The convenience brought by the New Media is a distribution/representation platform as well as faster / instant response. Therefore, this repeated information, which reaches too many people instantly, can cause a chaotic statement to the architectural society. One may have difficulty distinguishing between new information and old information. Therefore, the 'instant' New Media becomes not so instant, even' time killing' for those looking for the correct information. Repetitions on Archdaily may be due to Archdaily's desire to respond quickly to a crisis such as a pandemic. Archdaily may have fallen into repetition with the concern of being 'instant'.

Another remarkable issue is; 'building transformations' has a deficient percentage. According to Gropius, '... architects should operate as a society coordinator, and they should curate architectural solutions for social problems to steer society in another direction through new forms (Gropius 1965)'. Although Archdaily publishes architectural solutions[20], it is noteworthy that Archdaily could not fulfill them in a satisfactory amount. Perhaps this is because Archdaily, like many other media, does not know how to react to an emerging crisis[21]. It can be claimed that if Archdaily had a solid theoretical background, maybe it would not suffer from such a problem. It is also necessary to mention the lack of theoretical discourses. It was explained in the previous sections that mediatic discourses and repeated discourses do not contain any theoretical information. Therefore, it can be claimed that; if mediatic and repeated discourses are

[19] The public mentioned here can be interpreted as the architectural society or readers who are /are not an architect.
[20] Such as; 'urgent architectural solutions', 'Building Transformations' and 'Applicable/ Applied' (Figure 5).
[21] Crisis mentioned here is the pandemic.

reduced, more theoretical information will be available on Archdaily. And in this way, Archdaily may fulfill and meet the needs of the age.

6. CONCLUSION

It is crucial to evaluate New Media for the architecture discipline with a comprehensive and appropriate model. Evaluating approaches based on different perspectives (subject-time) and examining these perspectives in terms of their relationships may develop a contemporary architectural culture environment. This study should be considered an initial attempt to establish a new model for new architectural media. The results indicated; Repeated Discourse, Mediatic Discourse, lack of Architectural Solutions, and Community Needs to be the key factors that could affect ArchDaily's success in meeting society's (primarily architectural) expectations.

As a result, several undesirable characteristics (such as non-theoretical discourses) were discovered. Therefore, it was thought that the Archdaily platform should develop its theoretical infrastructure to strengthen its relations with the architectural culture environment. To address these weaknesses, it is suggested that an 'Archdaily Academic' platform can be developed as a sub-platform. The Archdaily Academic platform can theoretically analyse the period, write the history of architecture in the new media environment, and enhance the architectural culture environment. As a result, the chaotic atmosphere can be balanced, and the performance of architectural media can improve in terms of reader-author-time relationships. Therefore, new architectural media tools can be fluid, contemporary, and realistic and further media-culture-public-architecture relations can be established.

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