DIGITAL MEDIA–ARCHITECTURE RELATIONSHIPS: ARCHDAILY AS A REPRESENTATION TOOL

By

Işıl ESEN

THE DEGREE OF MASTER OF SCIENCE

IN ARCHITECTURE

GAZİ UNIVERSITY

GRADUATE SCHOOL OF NATURAL AND APPLIED SCIENCES

JULY 2021

ETHICAL STATEMENT

I hereby declare that in this thesis study I prepared in accordance with thesis writing rules of Gazi University Graduate School of Natural and Applied Sciences;

- All data, information and documents presented in this thesis have been obtained within the scope of academic rules and ethical conduct,

- All information, documents, assessments and results have been presented in accordance with scientific ethical conduct and moral rules,

- All material used in this thesis that are not original to this work have been fully cited and referenced,

- No change has been made in the data used,

- The work presented in this thesis is original,

or else, I admit all loss of rights to be incurred against me.

Işıl ESEN

01/07/2021

DIGITAL MEDIA–ARCHITECTURE RELATIONSHIPS: ARCHDAILY AS A
REPRESENTATION TOOL

(M. Sc. Thesis)

Işıl ESEN

GAZİ UNIVERSITY

GRADUATE SCHOOL OF NATURAL AND APPLIED SCIENCES

July 2021

ABSTRACT

Digital media channels have been used more than ever throughout the 21st century. Many disciplines, especially that of architecture, have tried to adapt to the developments of the time. The information flow in the media was discussed through new representation mediums herein. In this thesis, the response of the ArchDaily website to the coronavirus phenomenon was examined through its publications posted between 1 Jan and 3 Sep 2020 via the proposed criticism model. Thus, this thesis examined contemporary architectural representation tools. A two-stage model consisting of quantitative and qualitative analyses was proposed for the evaluation of the ArchDaily platform. For the quantitative research, a pre-reading analysis was conducted and the relationship between the criticism object and the environment was examined through the information, cultural continuity, socialization, creating public opinion, and entertainment variables. The pre-reading measured whether ArchDaily served as a medium or not. Since the object-environment relationship was found to be established up to a certain extent, the object-subject and object-time variables were examined. For the qualitative research, a deep-reading analysis was conducted via the computer-aided qualitative analysis software ATLAS.ti. With the deep-reading analysis, object-subject and object-time relationships were examined through the architectural solutions, community needs, and mediatic occasions variables. The findings revealed that ArchDaily is insufficient to an extent to find solutions to the 21st-century architectural challenges. The thesis diagnosed that it is necessary to open an extra discussion lane on the representation of architecture. In addition, the present study facilitated a basis for judgments for the newly emerging architectural platforms that have recently been increasing in number.

DİJİTAL MEDYA- MİMARLIK İLİŞKİSİ: BİR TEMSİL ARACI OLARAK ARCHDAILY

(Yüksek Lisans Tezi)

Işıl ESEN

GAZİ ÜNİVERSİTESİ

FEN BİLİMLERİ ENSTİTÜSÜ

Temmuz 2021

ÖZET

Dijital medya kanalları, 21. yüzyılda her zamankinden daha çok kullanılmaktadır. Mimarlık disiplini başta olmak üzere, birçok disiplin zamanın gelişmelerine uyum sağlamaya çalışmaktadır. Medyadaki bilgi akışı yeni temsil ortamları üzerinden tartışılmaya başlamıştır. Bu tezde, ArchDaily internet sitesinin koronavirüs olgusuna verdiği yanıt, 1 Ocak 2020 ile 3 Eylül 2020 tarihleri arasındaki yayınlarına bağlı olarak, tezde önerilmiş olan eleştiri modeli ile incelenmektedir. Dolayısıyla tez, çağdaş mimari temsil araçlarını incelemektedir. ArchDaily platformunun değerlendirilmesi için nicel ve nitel analizden oluşan iki aşamalı bir model önerilmiştir. Nicel araştırma için ön-okuma analizi yapılır ve eleştiri nesnesi-çevre ilişkisi; *bilgi, kültürel süreklilik, sosyalleşme, kamuoyu oluşturma ve eğlence* değişkenleriyle incelenir. Yapılan ön okuma, ArchDaily internet sitesinin bir medya ortamı olarak hizmet edip etmediğini ölçer. Nesne-çevre ilişkisi sınırlı da olsa kurulduğundan, nesne-özne ve nesne-zaman ilişkisi değişkenleri incelenebilir. Nitel araştırma için, bilgisayar destekli nitel analiz yazılımı ATLAS.ti aracılığıyla derin okuma analizi gerçekleştirilir. Derin okuma analizi ile eleştiri nesnesi-öznesi ve eleştiri nesnesi-zaman ilişkileri ise *mimari çözümler, topluluk ihtiyaçları* ve *medyatik durumlar* değişkenleri ile incelenir. Bulgular, ArchDaily internet sitesinin, 21. yüzyılın mimari sorunlarına çözüm bulmada tamamıyla yeterli olmadığını ortaya koymuştur. Tez, mimarinin temsili üzerine fazladan bir tartışma şeridi açmanın gerekli olduğunu teşhis eder. Ayrıca, bu çalışma, son zamanlarda sayıları giderek artan ve yeni ortaya çıkan mimari platformları değerlendirmenin zeminini hazırlamaktadır.

ACKNOWLEDGEMENTS

CONTENTS

LIST OF TABLES

LIST OF FIGURES

Figure **Page**

SYMBOLS AND ABBREVIATION

The symbols and abbreviations used in this study are presented below with their explanations.

Symbols	Definition
-	-

Abbreviation	Definition
Alexa	A Website Analysis Tool
ATLAS.ti	A Qualitative Data Analysis Software
CAQDAS	Computer-Assisted Qualitative Data Analysis Software
Coronavirus	A Pandemic Virus
Covid -19	A Pandemic Disease
MWh	Megawatt-Hour is a Unit of Measure of Electric Energy
WHO	World Health Organization

1. INTRODUCTION

The discipline of architecture has the right to criticize everything that is the product of architecture. This thesis aims to criticize digital media platforms, which are the frequently used representation tools for architecture in the 21st century.

Representation of architecture has always been a problematic issue throughout history. The concept of architectural representation is defined by architects similarly. According to Akın and Weinel, architectural representation has been gathered under two important features; first, '…*refers to express or describe with a term, character, symbol, or similar things*' and the second, '*...envision or demonstrate what is present in the mind.*' (Akın, & Weinel, 1982). Meisenheimer underlines that the main purpose of representation is to form an expression on the structure to be constructed and architectural representation serves as a means of architectural explanation (Meisenheimer, 1987: 111). According to Laseau, architectural representation shows the final result of the designed product and plays a role in determining the labor work and materials that enable the project to be completed (Laseau, 2000: 39).

Based on these discourses, it would not be wrong to claim that the concept of representation in architecture has always been defined as the way architects communicate. Throughout the ages, representation styles have continued to be existing by undergoing some changes. Pérez-Gómez states 'perspective' representations, which were widely used in the Renaissance, left their place to 'plan' and 'section' representations towards the end of the 16th century (Pérez-Gómez, 2005). According to Güner and Yücel, the popular representation of the 20th century was the 'axonometric' representation (Gürer & Yücel, 2010). It is possible to claim that this change of architectural representation over the years might be because of the conditions of those specific periods, the change of architects' perspective on life, and the change of design priorities. Therefore, it can be assumed that representation is not only has a symbolic value but also it might have deeper meanings for architectural culture. 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). Based on Pérez-Gómez's discourse, it would not be wrong to claim that architectural representation is a tool that establishes social and cultural

interaction between communities, rather than just a symbol that serves as a communication between architects and non-architects.

Architectural representations should be defined as a representation of the social situation of architecture. Therefore, it has become necessary to observe the current social and cultural value of architectural representations which have been contributing to the formation of the contemporary architect over the decades. It would not be wrong to claim that social environments mostly exist in a digital universe rather than a physical place in the 21st century.

With the coronavirus pandemic declared by WHO on 11 March 2020 (WHO, 2020) the increased digital media usage has caused the social and cultural interaction between the discipline of architecture and architectural culture environment to exist in digital environments. According to Johns Hopkins University's Coronavirus resource center, coronavirus cases reached 25,009,739 worldwide and global deaths reached 842,709 up to 30.08.2020 (JohnsHopkinsUniversity, 2020). Coronavirus deeply affected the whole world, countries were quarantined to slow their contamination rate. This isolation caused professions to continue via online ways. Many architectural offices switched to digital mediums and architects worked from home, schools switched to online training. For this reason, online media mediums started to be used more than ever. As a result of the increasing use of new media, a large number of digital, visual, and audio archives have been created. It is possible to claim that the rapidly increasing number of architecture websites are the new architectural representation environments of the 21st century. This thesis will question the cultural and social value of architectural representations from the perspective of the 21st century and propose a criticism model for architectural media. In this way, the thesis aims to open a new discussion area about the contemporary representation environment in which the social and cultural relations of the discipline of architecture are maintained.

Being able to adapt to the age and being contemporary is important for the architectural discipline. To design the environment, we live in, it is necessary to know and use the tools of the age. In the 21st century, digital platforms and the impact of these platforms on architecture as a concept that has not been fully understood yet. According to statistics, approximately 4.66 billion people are active internet users today (Statista, 2020). Almost 70% of the world population uses the internet, considering the increasing number and usage

of online media platforms, it has become inevitable to examine and criticize its effect on the architectural discipline.

While the media is very much involved in life and closely related to everyone, this thesis examines Archdaily's responses to the emergence of the coronavirus pandemic thus explores new media's possible role(s) in architecture in a critical manner. As the limitations of the thesis, ArchDaily is considered as a platform that represents the media since ArchDaily is the most visited architectural platform in the world according to Alexa's data (Alexa, 2020). At the same time, Archdaily is a free and accessible platform for the whole world. That's why it's important to research what Archdaily, which has 14 million visitors every month, has contributed to the architectural culture. The evaluation made on this platform has the potential to be the first step in criticizing the whole architectural media.

Problem definition

The argument has emerged by discussing the growing number of online architecture platforms and their contribution to the architectural culture environment. What do these digital platforms say to the architectural discipline? And how do they say it? Do digital platforms have qualified content? Is ArchDaily's approach to the Coronavirus disaster theoretical? and Are there any architectural solutions for coronavirus pandemic? Those problems will be broadly discussed throughout this study. Therefore, this study aims to create a new environment of architectural criticism by criticizing the ArchDaily platform as a new media medium within the framework of the architectural discipline.

Aim of the thesis

The main aim of this study is to evaluate and criticize the interaction between architecture and the new media, how the ArchDaily platform reacts to a social phenomenon such as the coronavirus pandemic which emerged suddenly and concerns the whole world.

This thesis aims to find answers to;

- What is/are the new media's role(s) in architecture?

- Is the ArchDaily platform successful in fulfilling the expectations of society (mostly architectural) in terms of being the new media? (This evaluation will be done by considering the answer to the above question.)

Therefore, the hypothesis was determined within the scope of the research;

H: ArchDaily is sufficient to propose solutions to the 21 st century architectural challenges in times of coronavirus.

<u>Significance and limitations of the thesis</u>

Being the newly emerged architectural representation medium, digital media platforms have become increasingly vital during the pandemic period. This paper sheds new light on the awareness of questioning digital architectural platforms. Since the contributions of media platforms such as ArchDaily to the discipline of architecture have not been studied through architectural criticism according to the inquiry made until 9.11.2020. According to the search, ArchDaily's criticism was not encountered between the years of 2000-2020 in Web of Science, 2006-2020 in EBSCO Open Dissertations and ProQuest Dissertations & Theses Global database between 2006-2020 (This scan was searched by using the Gazi University library and the scan is available in the appendices section). It is hoped that this study will be useful for future studies as it is the first in the literature. Media is a concept spread over a very wide area. Therefore, one should be aware that the research has some limitations. In this thesis, only the ArchDaily platform's publications (from 1st of January to 3rd of September) related to coronavirus pandemic will be examined in the frame of the proposed criticism model. The disadvantage of this; The ArchDaily platform will be criticized during the pandemic period, rather than a general criticism. On the other hand, new media's immediate response to a crisis will be monitored in a critical manner and this inquiry can provide existing media(s) with more accurate/strategic developmental proposals.

2. LITERATURE REVIEW

In this section, why the architectural media needs a critical approach, architectural challenges from the architectural media framework in the 21st century, and what are the current critical approaches in architecture will be discussed. The media, architectural media, and the details of the media concept will be introduced.

2.1. Architecture, Criticism, and Media

Architecture should not only be considered as a discipline that is based on production. The discipline of Architecture should be considered as a set of actions that questioning, design, discussing, writing history, and explaining the theory of architecture. These actions arise from many relationships between the designer (subject/architect) and the design (object/thing). The actions between the object (design, thing, architectural product) and subject (architect) consist of infinite parameters. Therefore, the discipline of architecture is shaped by many theoretical and abstract concepts, which can be changed and differentiated. With these changing parameters discipline of architecture aims to produce the most suitable design for the conditions of the day (period) and the environment (social/physical/political). It can be claimed that the change and evolve of the environment and conditions depend on the development of technology. With the development of technology, it would not be wrong to say that architectural production styles, materials, construction processes, education styles, ways of sharing, and representation, even the way of thinking of architects have changed. In the 21st century, these changes are happening much faster and everything physically produced begins to occur in the virtual environment. The profession of architecture has started to evolve into a discipline that people can perform in their homes. It is possible to show an example of covid-19 as the first step that ignited this situation. Therefore, this sudden change in the discipline of architecture revealed the necessity of questioning the 21st century's architecture. While questioning architecture, questioning the production and construction processes of architecture are the first topics that come to mind, but the discipline of architecture should be handled holistically and should be evaluated with all its factors. These factors can be considered as everything that determines the current state of architecture. Tanyeli states, '*There is an architectural intellectual activity that gradually expands and branches; and it is becoming more and more difficult to determine its place*

and function in the general architectural universe' (Tanyeli, 1999). Today, in the 21st century, the discipline of architecture has spread even more in many areas with the help of technology. One of these areas is the media of architecture. In the following sections, the history of media, functions of media, and media of architecture will be explained in detail. Briefly, the media of architecture can be accepted as all written and visual documents are composed of current events/situations. To approach the discipline of architecture holistically, all the concepts that architecture touches should be considered. Therefore, the discipline of architecture should study its media as well as the other branches.

What will ' media of architecture criticism' contribute to the profession of architecture?

According to Raman & Coyne, '*The purpose of criticism was to conserve truth or to uncover what is true, beautiful or essential in the work.*' (Raman & Coyne, 2000). Güzer underlines that the word 'Criticism' means; 'distinguish', 'to reveal its differences' (Güzer, 2009). The importance of criticizing architectural media is to determine its place in the discipline of architecture, to measure its relationship and communication with the architectural discipline, and to observe its contributions to the discipline of architecture. The architectural media is a product of the discipline of architecture, and it can be defined as a giant agenda that has become global therefore the one could be heard about various architectural works and developments around the world. Media is always with one's life and can be reached at any time even by mobile phones, occupies a huge place in people's lives. Analyzing the media of architecture which has started to take place in the culture of architecture, will enable one to understand the content of the architectural media and to give an idea of 'What is the architectural media ?'. Therefore, one of the elements that constitute the current form of the discipline of architecture will be defined and take its place in the literature. According to Güzer, the basic expectation of architectural criticism was to understand the process and the system of relations and to open the 'design object' in question on more than one ground, rather than to reach a conclusion judgment (Güzer, 2009). Therefore, rather than making a precise definition of the architectural media as a result of the study, 'How criticism of the architectural media is being made?' and 'What is the main content, hidden meaning of architectural media?' will constitute a more important part of the thesis. Diagnosing the content of the architectural media and diagnosing the hidden/deeper meaning rather than its apparent meaning is important in terms of questioning its contribution to the discipline of architecture.

Diversity is important for contemporary and modern society. Having different opinions brings different points of view. The discipline of architecture is also nourished by different perspectives and ideas. Criticizing something means looking at the subject from a different angle. Therefore, architectural criticism helps to develop new theories. It is important to criticize the architectural media, to diagnosing its content, to decide whether the architectural media is involved in the architectural profession sufficiently / efficiently, for the development of new architectural environments. The media of architecture, which reveals the conditions of the period, offers clues, tells about the current history and problems of architecture, can be considered as the first medium to be examined. This study was carried out to perceive the discipline of architecture holistically and to see the participation of the architectural media in the architectural profession within the conditions of the pandemic period. In the following topic, the architectural challenges of the 21st century will be diagnosed within the framework of the architectural media in order to understand Archdaily's contributions to the architecture discipline in the 21 st century.

2.2. Architectural Challenges From Architectural Media Framework In The 21st Century

Architecture is a profession shaped by society. All problems related to people can also be a problem of architecture. Therefore, architectural problems are closely related to social, economic, ecological, political, and health problems. While some of the economic, health, social, political changes deeply affect the discipline of architecture, some of them have minor effects on the discipline. In this section, it is aimed to emphasize the major problems of architecture and to diagnose the architectural challenges in the 21st century. Before diagnosing the 21st-century architectural challenges, it is necessary to mention the 21st-century contemporary cultural environment in which the conceptual framework can be formed.

To understand the social framework of the object of criticism, the effects of the cultural-political-economic structure on the architectural culture should be mentioned. Dinç Kalaycı argues that in a society, production and organizations such as industry, technology, and consumption of all kinds of goods, cars, mobile phones, football, food, and newspapers, etc., were in parallel with architecture and its criticism (Dinç Kalayci, 2015:43). And she examples as follows; as achieved success in football, the number of stadiums increases, as the financial sector gains importance, the number of bank buildings increases (Dinç Kalayci,

2015:43). She emphasizes that no architectural phenomenon emerged without a reason (Dinç Kalayci, 2015:43). This view of Dinç Kalaycı can be exemplified by the increase in digitalization result an increase in online architectural media. Dinç Kalaycı states that daily newspapers, television, and web pages can be research fields to understand the environment of the criticism object (Dinç Kalayci, 2015:43). In this context, it will be elaborated that what kind of environment exists in the 21st-century architectural culture and how this environment is being shaped by digital architectural media.

The 21st century has entered a process of change with emerging of the 2020 coronavirus pandemic. Questioning the effects of this change is important for the future of the discipline of architecture. This change creates a new social order, causes huge cultural changes. Today, change is experienced in a complex environment where the interaction between the pandemic disease and the information era is effective. Gür underlines the three great waves of change in humanity; (i) transition to agriculture order, (ii) transition to industrial order, and (iii) the current information and industrial era (Gür, 2014:2). In addition to all these, it would not be wrong to interpret the present age as the fourth wave called the 'uncertainty times'.

Governments are taking various measures regarding the pandemic problem that is observed all over the world. And these measures are shaped and tightened according to the increase in the current number of patients. There are many uncertainties such as when the pandemic will end, whether the vaccines will be effective or not, one can not know whether the next day's curfew will be imposed or not. If the great evolutions of humanity are mentioned as 'waves', the pandemic time that started with the year 2020 can also be called 'wave'.

As Gür mentioned transition to settled life was the first wave. According to Heyer, the transition to settled life has been a process that initiates the invention of writing (Heyer, 2019:21), therefore it could be claimed that the ground of the information age has begun to form in the first wave. The second wave was the industrial order, Gür mentions that factories dominated at that period, concepts such as standardization, division of labor, timing, and specialization gained importance in the industrial wave (Gür, 2014:12). Gür states that the industrial wave has changed such concepts; god, justice, power, beauty, love, by shaking their roots of the agricultural society's understanding of values, concepts, myths, and traditional morals (Gür, 2014:12). Gür mentions, in the second wave; the concepts of home

and office were separated, nature abuse was increased, villages were disappeared and cities were developed and it caused a decrease in the number of children and an increase in divorce (Gür, 2014:13). In contrast to the second wave, separating the concepts of home and work has begun to unite in a single space, today. This is one of the most important proofs that humanity is in a new wave.

The combination of home and office concepts has caused some social consequences. The formation of the home-office concept caused all family members to be at home all day. As a result, the end of marriage news started to come up. It has been announced that the number of depression has increased due to the inability to socialize. These problems have begun to shape the 21st-century cultural environment. Another social consequence is that the concept of home is expanding. During the coronavirus pandemic, media usage has increased and it has enabled people to continue their business without going to the office, to buy their stuff without going to the grocery store, and to meet with their relatives without physical contact. Home became school, office, market, and many other things. In the 21st century, many people started shopping on the internet. Result of easy access to shopping, Amazon company, one of the biggest shopping websites of the 21st century, reported a net income of 11.59 billion dollars in 2019 (Alexa, 2021).

It can be claimed that the digital world is getting stronger with the pandemic. According to Carlık and Terzi, 'Digital, which is a different structure from the traditional, causes the change and transformation of the ordinary flow of life, as new developments in new interaction and communication' (Carlık & Terzi, 2020). Today, changes occur in people's communication styles, education, and ways of doing business as well. Bulunmaz states, 'It is more correct to explain new ways of doing business, alternative communication channels, renewable and habits-changing practices, changes in social life caused by technological developments, not only with a single event (Bulunmaz, 2014). Bulunmaz points to technologic developments as the main reason for that change and examples of the factors that have caused the media environments to become today;

> All kinds of features of smartphones that have come into our lives in the last 3-4 years, especially with 3G technology, Apple's iPod, iPhone, and iPad trilogy, all kinds of applications, such as e-commerce, e-government, e-market or e-education, with the letter 'e' in front of it, search engines such as Yahoo and Google, which both make life easier and where "information garbage" is created, social networking sites such as Facebook,

Twitter, Friendfeed, Flickr, which we call social media, unlimited content and user-generated forums, blogs where all kinds of ideas and opinions are shared, the concept of internet journalism and news websites which put the concept of journalism and newspapers into a quite different period, the popular 'free encyclopedia' Wikipedia, image and video-sharing site YouTube, 'Ekşisözlük' or platforms where interaction is provided can name as new media or new media types (Bulunmaz, 2014).

So how did the use of media become so common? It can be claimed that all this change and globalization process is closely related to the progress of information and communication technologies that increase the scope and speed of interaction between people around the world.

According to Al-Qawasmi & Hadjri; 'Information technology has become ever more pervasive in architectural education and practice, and has revolutionized the way we design, practice, evaluate, teach and produce architecture' (Al-Qawasmi & Hadjri, 2007). They state, 'Recent developments to computer networks are offering further opportunities for collaborative work and knowledge transfer at the global scale' (Al-Qawasmi & Hadjri, 2007). According to Al-Qawasmi & Hadjri, that was the evidence of digital media has fundamentally changed the way one design, practice, and produce architecture (Al-Qawasmi & Hadjri, 2007). And they underline that 'Those changes have given rise to a discourse and debate on the relationship between digital technology and architecture' (Al-Qawasmi & Hadjri, 2007). Parallel to Al-Qawasmi & Hadjri, Oxman states the following;

Digital technology has contributed to the emergence of new roles for the designer according to the nature of his/her interaction with the media. The designer today interacts with, controls, and moderates generative and performative processes and mechanisms. The information has become a 'new material' for the designer (Oxman, 2006).

On the other hand, media environments also harm the environment. According to the simulations made by InternetLiveStats.com as of January 2021, approximately 9,311 tweets are sent in 1 second in the world, 88 thousand Google searches are done, 87 thousand YouTube videos are watched, 2.9 million e-mails are sent (%67 of them are spam mails) as a result of all these actions, 109 thousand gigabytes of data are transmitted per second from more than 1 billion websites on the Internet (internetlivestats, 2021). As a result of internet usage, 2.3 thousand MWh (megawatt-hour) electricity is used and causes 1.8 thousand tons of CO_2 emission per day (internetlivestats, 2021).

To summarize, the current culture of the 21st century is based on the knowledge and experiences of humanity that has been accumulated since ancient times. In addition to this experience and knowledge, 21st-century culture was formed as a result of the waves that deeply affected humanity. These waves were; the transition to settled life, the industrial age, and the information and industry age. According to the overall atmosphere of the current age, the 21st-century cultural environment can be interpreted as a time of chaos, uncertainty, and technology. How the architectural problems of the period could have been shaped and what are the architectural challenges of the 21st century will be diagnosed in this conceptual framework.

Diagnosing the architectural challenges of the 21st century is one of the criteria that will enable the determination of the variables in the study. In this way, it can be tested whether the ArchDaily website responds to these challenges in the pandemic period.

While talking about architectural challenges, the architectural theory will be mentioned frequently. The first challenge can be exemplified as the 'architectural theory is over' discourse in the early 2000s. This discourse emerged after the publication of the latest issue of Assemblage magazine. Assemblage: '*A Critical Journal of Architecture and Design Culture had been published three times a year by the MIT Press*' (Assemblage, 2000). Graham notes that many theorists interpret the ending of the magazine as the "theoretical side" of architecture was dead (Graham, 2014:49). To understand that the theory does not die, it would be appropriate to mention the definition and scope of the theory. Tan states that 'Architectural theory is an attempt to mention the blind spots and unnoticed issues of the discipline' (Tan, 2014). Therefore, it can be said that the theory exists as long as the discipline of architecture exists. Architectural theory has many contributions to the discipline of architecture. As Tan mentioned, addressing unnoticed problems is one of them. According to Wigley, one of the contributions of architectural theory to the discipline of architecture is that 'every question raises other questions'(Wigley, 2014:246). According to him, theory illuminates unnoticed problems and allows us to see architecture (Wigley, 2014:246). *Wigley states; 'theory is telling stories'* (Wigley, 2000). Based on this discourse, it is possible to assume that today's theory is being written in more than one medium and more than once. Architectural stories come into our lives through digital media today. Are theoretical discourses dominant in media today? It is necessary to examine the mediatic and theoretical

discourse in architectural publications as one of the possible challenges of 21st-century architecture.

At the beginning of the section, it was mentioned that the discipline of architecture is affected by social activities. In the early 2000s, the concept of social media started to be included in our lives. Colomina states, the formation of social media was based on the online social network 'friends reunited', which was launched in Great Britain to help people find their old school friends (Colomina, 2014:109). According to her, in 2004, Facebook started at Harvard University for the same purpose as 'friends reunited' and became open to everyone in 2006, Instagram started to be used in 2010 and reached 300 million active users in 2014 (Colomina, 2014:109). Colomina underlines that the transformation of media usage is urgent for architectural theory (Colomina, 2014:109). Social and online media accessed via the internet have become one of the most used channels for getting news, communication, socializing, and many other purposes. These environments started to serve the main purposes for architects such as announcing their projects, and advertising. In the 21st century, architects have the chance to be recognized worldwide by publishing their works. Berke states that 'We are at a time when fifteen minutes of fame is valued more than lifelong hard work' (Berke, 2017:67). And he emphasizes that an architect had to be famous in this period to be able to build (Berke, 2017:67). Architects use digital media to become famous today, some of them even become star architects in that way. It has been a tradition for architects to prefer media for fame or advertising. Colomina underlines that the most effective method of bringing Le Corbusier's architecture to the 21st century was mass media which had been used by Corbusier effectively (Colomina, Loos, & Corbusier, 1996:15). Colomina argues that modern architecture is not modern because glass, steel, or reinforced concrete was used, but rather it is modern because it uses mass media (photography, film, advertising, publishers, etc.)(Colomina et al., 1996:73). Le Corbusier used mass media to represent and archive his projects. Colomina states it has been revealed that photographs of Villa Savoye were manipulated and some of the columns were erased when the oeuvre complète was examined (Colomina et al., 1996:111). It can be understood from this example that the media and the representations were very important for Le Corbusier. The importance of representation has been emphasized in the Schwob Villa as well. Schwob Villa was tried to be represented simply in L'Esprit Nouveau, no element was not allowed to take the role of the structure. '*Villa Schwob has been published to fit the "purist" aesthetic*' (Colomina et al., 1996:111). In other words, it was not preferred to use elements that might decrease the

value of structure in the representation. According to Colomina, Le Corbusier has hidden the pergola in the garden, in the Schwob villa representation. Colomina states that Corbusier has concealed any organic formations or any object that distracts people (bushes, kennel) in the garden (Figure 2.3 & Figure 2.4) (Colomina et al., 1996:111).
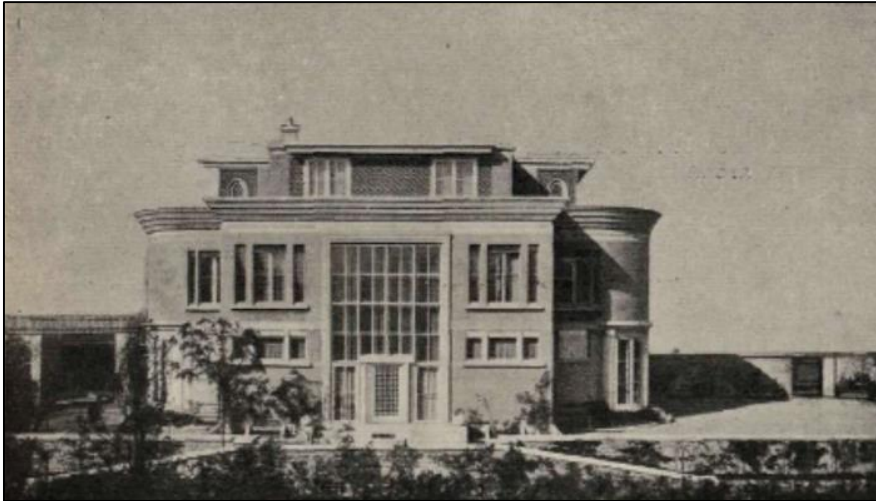
Figure 2.1. Schwob villa published in l'esprit nouveau (Caron, 1920)
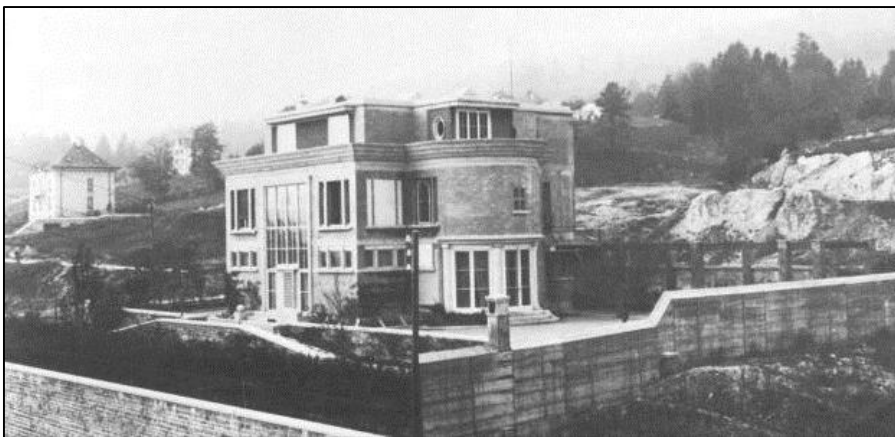
Figure 2.2. Original photograph of schwob villa, 1920 (Colomina et al., 1996:111)
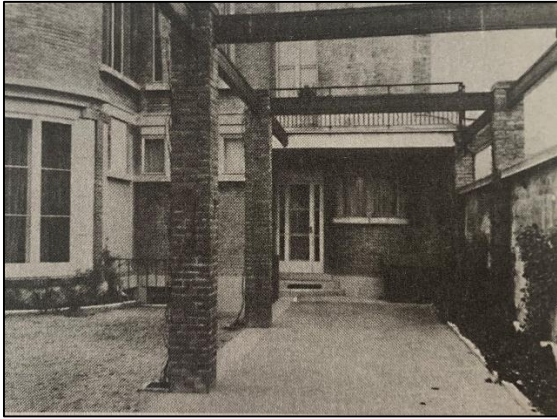
Figure 2.3. Original pergola of schwob villa, 1920 (Colomina et al., 1996:111)
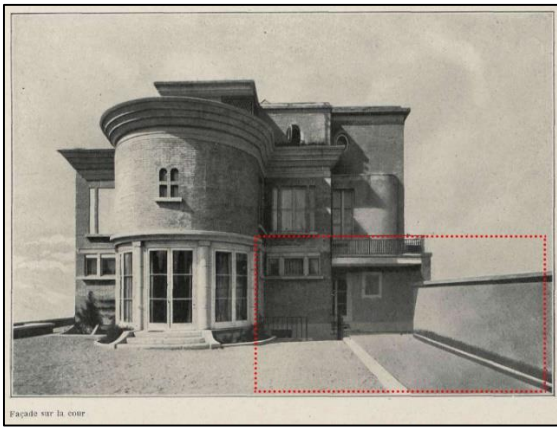
Figure 2.4. Schwob villa published in L'esprit Nouveau (Caron, 1920)

As seen in Figure 2.4, some distracting elements in representation were not served to the media. Hence, everything seen in the media may not be true. Is the media deceiving the community? The media, which is useful for architects for representation, announcement, and advertisement can be considered one of the challenges of the 21st century. Do architectural media content qualified for meeting the community's needs?

Scott states that theory is necessary to understand 'What we should think about architecture?' and 'What kind of relationship architecture can relate to the world?' (Scott, 2014:175). Based on Scott's discourse, it is necessary to find out what is the biggest challenge of architectural theory in 21 st century. To find the current challenge of architectural theory, it would be appropriate to look at the world's urgent issues. The most urgent issue for the world is the covid-19 in the 21st century. As it is mentioned before WHO (World Health Organization)

announced Coronavirus as a pandemic on 11 March 2020 (WHO, 2020). A global crisis has emerged. This disease has been effective all over the world. Suddenly our lives changed. Pandemic has been effective in many areas such as economy, education, and health. The discipline of architecture has also become one of the disciplines affected by the pandemic. The pandemic that affects the practice of the disciplines is one of the challenges of 21st-century architecture. Scott emphasizes that '…*while it may seem urgent to act or react to urgent matters, it is also urgent to take time to think and theorize that issue.*'(Scott, 2014:183). The discipline of architecture should consider its theoretical background as well as finding immediate solutions for the pandemic that emerged in the 21st century. Considering architectural solutions to be urgent, solutions should be practical and applicable. Scott argues that to leap forward, one must imagine alternative possibilities, scenarios, narratives, and even problems (Scott, 2014:183). Therefore, the discipline of architecture should predict future events while finding applicable solutions for covid-19. Thus, while examining the architectural challenges of the 21st century, it should be investigated whether the discipline of architecture makes predictions about future events and offers practical applications.

Gür states that as the communication models become global, the number of languages spoken decreases and there is a decrease in the number of print magazines and newspapers (Gür, 2014:15). On the other hand, she underlines that communication within disciplines has increased and social networks create global people (Gür, 2014:15). Global people have created a human model who can work from anywhere and earn money as long as one has internet access. Thus, the home-office distinction has been eliminated. Colomina states 80% of young professionals work from bed (Colomina, 2014:112). The effect of human behavior attributed to architectural products is very obvious. The bed has now become a place to eat, read, study, work, and relax. In the 21st century, architects established offices in their beds with the emerge of pandemics and curfews. What is the place of architecture in the 21 st century? Bed? The place of architecture has become digital media. The theory and history of architecture have started to be written on digital media platforms. Architectural education is carried out in virtual environments. Young architects are trying to learn how to hold compasses virtually. As a result of the developments in the 21st century, 'Architectural Media' was born, combining young architects, senior architects, academics, architectural historians, and theorists. Communication started between all these architects. Members of the architectural discipline came together and distances got closer. The increased use of the

internet, online meetings, and the rapidly increasing number of online architecture mediums can be shown as evidence for all of these developments. Every content published in the media started to give information about the architectural history of the 21st century. Hence the quality of the context has become important. What does the media publish for architecture? Does media be involved in the architecture profession sufficiently/efficiently?

To summarize; media is a medium that architects use to announce their names, share projects, increase their recognition, and even become star architects. The media used by Le Corbusier to announce his projects for recognition as well, and media has turned into digital media accessed via the internet today, but its function has remained the same. It can be said that the new representation medium for architecture is digital media in 21 st century. The media which has architectural representations for the architectural community has some problematic issues. These can be summarized as follows;

(i)   Mediatic discourses are dominant in media over the years. It is necessary to examine the mediatic and theoretical discourse in architectural publications as one of the possible challenges of 21st-century architecture via/on Archdaily.

(ii) Architectural media content may have become insufficient for meeting the community's needs in the 21st century due to the rapid use of media. While examining the architectural challenges of the 21st century, it should be investigated whether the discipline of architecture makes predictions about future events and offers practical applications.

(iii) Architectural media doesn't offer enough urgent/applicable solutions for covid-19. Therefore, it should be examined whether Archdaily provides useful solutions for the architectural community.

In line with the above challenges; it was considered necessary to look at 3 main variables while examining the ArchDaily website since, according to the previous readings, these problematic issues are the most encountered issues over the years;

i.   *Community needs:* Community needs have not emerged in 21 st century, discipline of architecture has always considered community needs hence architectural media should also consider community needs. Since coronavirus affected the whole world, urgent hospital constructions began to be built. Architectural needs that are urgent for 21 st

century will be considered under the community needs variable. Also, social needs which consider people or architectural community (such as; open spaces, better environments for community), and predictions related to society or architecture will be considered as community needs as well. See page 67, table 4.5: Code-content analysis: community needs.

ii. *Mediatic occasions:* Mediatic discourses aim to get readers' attention. Non-theoretical discourses will be considered as Mediatic Occasions. Besides, repeated and negative discourses will be analyzed under this variable. See table 4.7, 4.8, and 4.9 on pages 68,69.

iii. *Architectural solutions:* Architectural solutions should provide quick solutions as follows; emergency constructions, both theoretical and practical solutions, building/construction techniques, practical applications, and building transformations ... See page 66, Table 4.2: Code-content analysis: urgent architectural solutions. All of these will be covered under the architectural solutions variable. Community needs and Architectural Solutions are too intertwined to be separated from each other. Therefore, it will be seen that these two variables are frequently encountered and used together throughout the study. The results, this coincidence can be observed in Figure 4.8: Code-co-occurrence diagram.

In this section, a general framework of the 21st century was observed and the 21st-century architectural challenges were diagnosed by evaluating the 21st century from the architectural media framework. In the next section, current architectural criticism models will be introduced.

2.3. Architectural Criticism Approaches

To understand the exact meaning of architectural criticism, firstly some basic concepts will be defined according to Cambridge Dictionary;

- *Theory:* An idea or set of ideas that is intended to explain something.
- *Knowledge:* Information and understanding that you have in your mind.
- *Ideology:* A set of ideas or beliefs, especially about politics.
- *Discourse:* Communication in speech or writing ("Cambridge Dictionary," 2020).

Including architectural criticism, theories will help to better understand the framework of criticism therefore the one could better adopt the purpose of the thesis. Gür argued that architectural criticism took place in 6 ways (Gür, 2009:26-31) and it could be summarized as follows;

i. *Status (Conservative) Criticism:* It is divided into two; idealistic (platonic) and objective.

Idealistic (platonic): Evaluated in terms of concepts such as qualification, fitness for purpose, sustainability (Gür, 2009:26-31).

Objective: Sets objective measures and formulas and produces texts based on them (Gür, 2009:26-31).

ii. *Liberal Criticism:* It is a romantic approach to criticism against rules and traditions. Gür emphasizes that the most important aspect of this approach of criticism is that, art and architecture involve the audience and pushes the audience to think together with the discipline (Gür, 2009:26-31).

iii. *Critical Theory:* According to Gür, critical theory is said to be conservative and grounded in doubt (Gür, 2009:26-31). 'Critical theory advocates for all individuals and groups under the pressure of power' (Gür, 2009:26-31). It can be summarized as the criticism made over the contrasts.

iv. *Radical Criticism:* Gür, emphasizes the radical critique that contradictions are accepted as positive, change and balance as a dynamic phenomenon (Gür, 2009:26-31). This approach to criticism seeks to refine the conservative aspects of criticism. Gür states, that radical criticism transcends the boundaries of language and introduces new structures by opening the way for insights and senses (Gür, 2009:26-31).

v. *Pragmatic Criticism:* It is a context-based approach to criticism. The concept of 'Distance' is used instead of 'awareness'. Language occupies a large place in pragmatic criticism. According to Gür, the discipline of architecture is more political than language therefore language negatively affects pragmatic criticism (Gür, 2009:26-31).

vi. *Immanent Criticism:* According to Gür, the most correct approach to criticism is immanent criticism (Gür, 2009:26-31). This approach of criticism takes reference from every stage of society during the creation of art. The object of criticism is evaluated entirely in line with its facts (Gür, 2009:26-31).

Brief definitions have been made by summarizing the critical approaches in the literature above. The criticism to be implemented in this thesis is close to the Idealistic (platonic) approach. Since the necessary assessment criteria have been determined for performance evaluation and the research will be carried out within the framework of these evaluation criteria. These forms of criticism approaches were formed between the 19th and 20th centuries. Dinç Kalaycı queries that, whether it was correct for 21st-century architecture to use these approaches? According to her, these approaches belonging to a certain period and cannot deeply understand the conditions of the next period (Dinç Kalayci, 2015:10). By agreeing with the discourses of Dinç Kalaycı, it has been concluded that 21st-century architecture and all its technological innovations can not be examined accurately and deeply by relying on old methods. In this context, Dinç Kalaycı developed her method, some basic elements are presented for the researcher to make a criticism. According to her method, the researcher has the right to examine the basic elements at any depth. The basic elements presented are as follows;

(i) Place: Where the object of criticism occupies socially and geographically (Dinç Kalayci, 2015:34).

(ii) Thought: What is the thought of the criticism object in the production phase, its intellectual infrastructure, and how this infrastructure has transformed over time (Dinç Kalayci, 2015:34).

(iii) Existence: Current use case of the object of criticism (Dinç Kalayci, 2015:34).

(iv) Actors: People and their effects that cause the object of criticism to exist in this way today (Dinç Kalayci, 2015:34).

Yücel states that 'criticism' which is used in the evaluation and discussion of events, objects, and phenomena, provides the development of human beings (Yücel, 1991:20). Therefore, in criticism, it is one of the main goals to distinguish right from wrong and to offer solutions for problematic issues. According to Gür, criticism is more necessary than ever, to question the meaning of architecture in today's conditions and to ensure the future of the profession and humanity (Gür, 2004). Gür's statement is still valid and has become even more important today. In the current age, especially during the pandemic period, media concepts and the relationship established with the media itself appear more frequently than ever before. The abundance of media mediums brings confusion. This knowledge density has caused to be

questioned the concept of quality. Therefore, criticism is needed for architectural media to distinguish right from wrong.

Gür states that the criticism should be based on some realities (Gür, 2004). She mentions the term 'sub-stratum' which means the realities under the appearance. According to Gür, the apparent meaning of an object can be the same as its underlying meaning but she also underlines that the truth is always in the underlying meaning of the object. Therefore, Gür suggests multi-layered reading in architecture (Gür, 2004). Based on this discourse, layered readings will be made on Archdaily. Archdaily will be read in two layers, first pre-reading and then deep reading (figure 3.2).

The architectural criticism styles were collected under 4 different headings by Gür (Gür, 2004). These were; Agonistic (Debate) Method, Canonical (Analytical) Method, Dialectical Method, Analysis (Problem-Solving) Method (Gür, 2004). Briefly, these methods can be summarized as follows;

1. Agonistic (Debate) Method: According to Gür, the Agonistic (debate) method is preferred when there is difficulty in accessing other methods (Gür, 2004). In this method, there are two opposing ideas and these ideas compete.
2. Canonical (Analytical) Method: According to Gür, this method is about whether a certain initial acceptance leads to a certain result. If initial acceptance can determine rules and laws, validity can be measured in the context of these rules. Gür states that this method can be called the analytical method since the method structures the elements towards a whole (Gür, 2004). The word 'canon' comes from Greek and means rule – standard (Atakay, 2004). Gür argues that this method in architecture is effective when evaluating material-data information (like rules and regulations) (Gür, 2004).
3. Dialectical Method: The dialectical method is done by discussing the ideas that have already been put forward and have not been put forward yet. According to Gür, it contradicts the canonical method and the agonistic method (Gür, 2004).
4. Analysis (problem-solving) Method: It is a method in which the whole must define the part, as well as the part, must define the whole. Gür states that the analysis method differs from the Canonical (Analytical) method since the elements are not certain at the beginning of the research until they form a certain order (Gür, 2004).

General criticism approaches are introduced above. Although the current architectural criticism approaches have evolved in a way that can be adapted to every era, it has been observed that all existing architectural criticism approaches examine the physicality of architecture (city, buildings, construction forms, structures ...). In other words, the architectural criticism object has always been a physical structure. When today's era is examined, it has been observed that the architecture profession is performed and circulated in virtual-online environments. Therefore, it was thought that it is necessary to criticize the media of architecture and to determine a method for this.

The media of architecture and the media have a complex structure. Therefore, it may not be enough to suggest a single method to criticize architectural media. Gür underlines that the main thing in criticism is to formulate the most appropriate and comprehensive methods against the criticism object (Gür, 2004). Therefore, the method will be formed in a way to deal with the most appropriate concepts for the media of architecture. In this context, object-environment, object-subject, object-time relationships in architecture will be redefined according to the media environment. Gür states that a comprehensive and meaningful criticism will not be limited to a single canon, but will include other canons and even other methods (Gür, 2004). Therefore, more than one canon will be determined in each category to criticize the media of architecture. And these canons will be investigated in a two-step method, pre-reading (quantitative research) and deep reading (qualitative research) (Figure 3.2). Thus, it is aimed to propose a comprehensive method for the media of architecture. The difference between the approach and the method in criticism is interpreted by Dinç Kalaycı as one's general philosophy of life and the way followed for expressing that view (Dinç Kalayci, 2015:11). Therefore, while approaches try to influence and inform the reader, methods concentrate on the object-context relationship. Although the proposed approaches' contents differ from Dinç Kalaycı's model while introducing canons, a concrete relationship will be established through Dinç Kalaycı's model (Dinç Kalayci, 2015:36). Dinç Kalaycı has a criticism model with four corners (Dinç Kalayci, 2015:36). It is planned to create a model for the media of architecture by reshaped the content of Dinç Kalaycı's model (Dinç Kalayci, 2015:36), which is shaped over an object- thought, object- existence, object-actors, and object- place relations.

In this section, approaches to architectural criticism and discourses on the importance of architectural criticism were mentioned. A criticism model for architectural media will be described in the methodology. In the following section, the media concept will be mentioned before the introduction of the proposed criticism model for architectural media.

2.4. From Media To The ArchDaily

In this section, a definition of media will be mentioned and a general media infrastructure will be created by explaining media theories and functions.

2.4.1. What is media?

The media and communication dictionary defines media as 'Mass Media' and 'Medium'(Chandler & Munday, 2011:243). Therefore, to understand the concept of media clearly, it is necessary to know 'Mass Media' and 'Medium'.

i. Mass Media: Various technological tools for distributing cultural forms (especially news, newspapers, magazines) to the masses (Chandler & Munday, 2011:243).
ii. Medium: The medium or unit in which communication takes place, usually synonymous with the channel (Chandler & Munday, 2011:243).

Media has been defined in the literature as above. In addition to these definitions, it would not be wrong to say that all kinds of written, visual and audio forms of representation are the media. On the other hand, digital media is a new media based on codes and algorithms.

According to Crowley and Heyer, the media has existed from the moment that wood, bone, and stone tools were built to help our prehistoric ancestors physically adapt to changing environments (Heyer, 2019:19). Crowley and Heyer state that 100,000 years ago, when the lives of our ancestors became more complex, they wanted to remember important things and developed a memory outside the body called 'extra somatic memory', which aimed to store the data and recall when needed (Heyer, 2019:19). 'Extra somatic memory' can be given as an example of the first appearance of the media in history. Media has existed since then and has become the new media by undergoing various changes in history. This brief history of media has been covered in detail in the article 'Rise and Functions of New Media in Architecture: An Investigation via Archdaily' (Esen & Dinç Kalayci, 2021). Figure 2.5 can be observed as summarize of the media history. Detailed information can be reached in the article 'Rise and Functions of New Media in Architecture: An Investigation via Archdaily' (Esen & Dinç Kalayci, 2021).
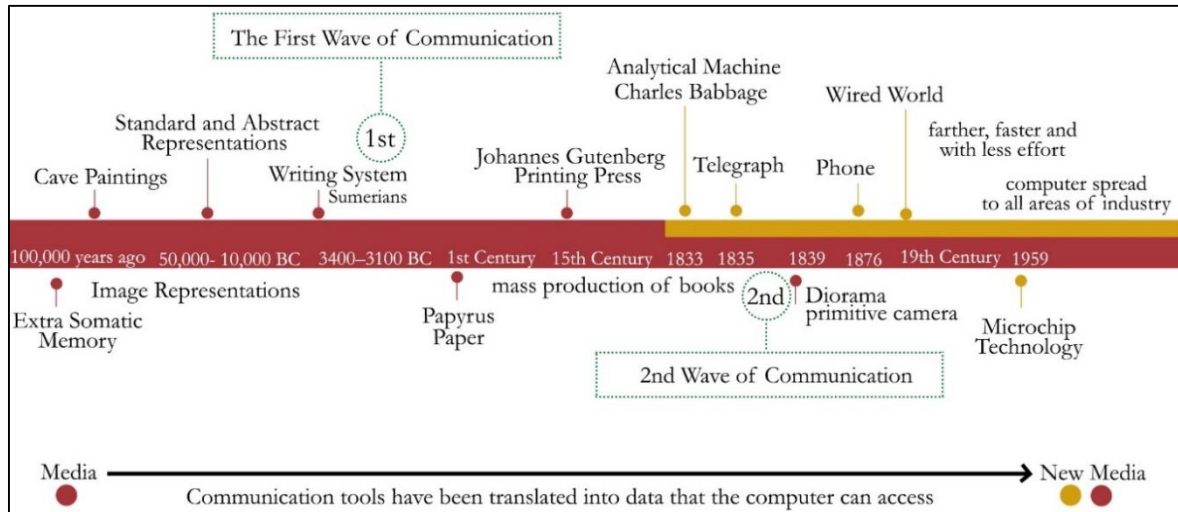
Figure 2.5. Media to new media

2.4.2. New media representation and functions of media

'New Media: The digital "medium" itself, it is material and logical organization.'

(Manovich, 2001:37)

In this title, after defining the terms related to new media, the concept of place and time of the new media will be discussed and the media functions which form the variables of the quantitive analyses will be defined.

Media theorist Manovich briefly summarized the concept of new media as above and gave a brief description of the literature. Manovich highlights that digital mediums were the new media (Manovich, 2001:37). Polat describes; digital as a word related to number or consisting of numbers (Polat, 2016). Polat mentions that the binary system that formed the basis of all technologies and everything related to them could be described as digital and he mentions, the binary system was consists of the numbers '1' and '0' (Polat, 2016). Therefore, all assets or objects existing in new media could be defined as digital. McLuhan states, 'Technology and media are an extension of human senses' with this statement he points out how media and technology are involved in life (McLuhan, 2001). Manovich argues that communication with people via media tools has changed and he claims; the audience, the user, the consumer become the producer (Manovich, 2001:42).

Manovich underlines that the digital representations could be copied an unlimited number of times, and each copy was the same, these copies did not age (Manovich, 2001:42). Can digital representations be considered timeless because they don't get old? Do digital representations have time and place? The new media's place and time should be examined to answer the question. Göker and Göksel claim that thought media as a 'place' would help people understand the new media better while evaluating the media (Göker, 2017). Michel de Certeau defines 'place' as the intersection point of moving bodies (Marc & Mackian, 1995:78). According to Auge, if space has an identity, historical or contextual, people could define that space as a 'place' (Marc & Mackian, 1995:78). Yurtsever exemplifies the visual elements such as shapes, color tones, contrast, light intensity as how people experience and perceive the world as 'analog' (Yurtsever, 2015). On the other hand, Yurtsever emphasizes that seeing digital representation was only possible by transferring it to a physical surface (Yurtsever, 2015). Digital representation is indicated by binary numbers consisting of 0 and 1, as Manovich stated (Manovich, 2001:49). It would not be possible to see these numbers without a digital platform. So digital media representations need a tool which is called 'medium'. It would not be wrong to call these mediums a 'place' of digital representations. Because places (in this case mediums) can have an identity historically or in context. Göker mentions that the new media was a complex structure and contained a paradox; Göker describes media has no place, but according to her media gives a sense of place, she claims, that feeling was based on media's relationship with the internet (Göker, 2017).

To summarize the new media based on the discussion above;

i. New Media has digital representations shaped by binary codes consisting of the numbers '1' and '0'.
ii. A tool (medium) is needed to detect and understand the new media representations.
iii. The features of the new media representations are related to the characteristics of the mediums.

'It is necessary to know to foresee and achieve.'(Comte, 1830). As Comte's statements, knowing was necessary for success and foreseeing. Therefore, media theories suggested information as the primary function of the media and according to Katz (Katz, 1960:400), Burton & Marshall (Burton & Marshall, 1993:96), and McQuail (McQuail, 1987:55) the media had five basic functions;

i.   Information: Inform people about the events taking place in society and the world, cause ideas to be formed about ourselves, culture, region, and the whole World (Mora, 2008).

ii. Cultural continuity: Transforms and connects past generations and common ideals such as culture, traditions, beliefs (Mora, 2008).

iii. Socialization: Establishes social harmony and connection between the individuals that make up the society (Mora, 2008).

iv. Creating public opinion: Gives insights into the social problems, draws attention, and generates public opinion in various fields of concern (Mora, 2008).

v.   Entertainment: Consists of broadcasts that have a good time for the society with different programs such as music, competitions, film series (Mora, 2008).

Burton elaborates those functions briefly as follows;

i.   Information Functions:

- It should form a social, political, and geographical view in the audience.
- It aims to form a worldview.

ii. Social Functions:

- Socialize members of society via beliefs and relationships.
- It serves to associate one event with another in society, bring events together and create a perception.

iii. Cultural Functions:

- Protects and transfers culture.
- Develops mass cultures and creates subcultures.
- It may cause the change and growth of culture while preserving cultural values.

iv. Entertainment Functions:

- Entertainment functions should provide healthy entertainment and enjoyment to the audience.
- It should divert the audience's attention away from the problems.

v. Political Functions:

- The media can mobilize public opinion, in this way, the media can shape views on political events and issues (Burton, 2002:97).

Barrett & Braham claim that '*Media had exhibited systematically and periodically by repetition had an intensive shaping and determining effect on individuals' tendencies, attitudes, emotions, expectations, and behaviors regarding gender, profession, and politics.*' (Boyd-Barrett & Braham, 2013:63). They mention; not only individuals but also social groups, organizations, the entire society, and culture are within the boundaries of the media's influence (Boyd-Barrett & Braham, 2013:63). The issue of the influence of the media on the masses has been examined many times by media theorists and some models have been developed on it. One of these models is the two-step flow model (figure 2.6) of Katz and Lazarsfeld, developed on one of the media functions "Creating public opinion". In this model; it is suggested that users interact/communicate with each other to develop more connections than non-interact users (individual users). Katz and Lazarsfeld conclude that being influenced by mass media is weaker than influenced by our connections and opinions (Katz, 1960).
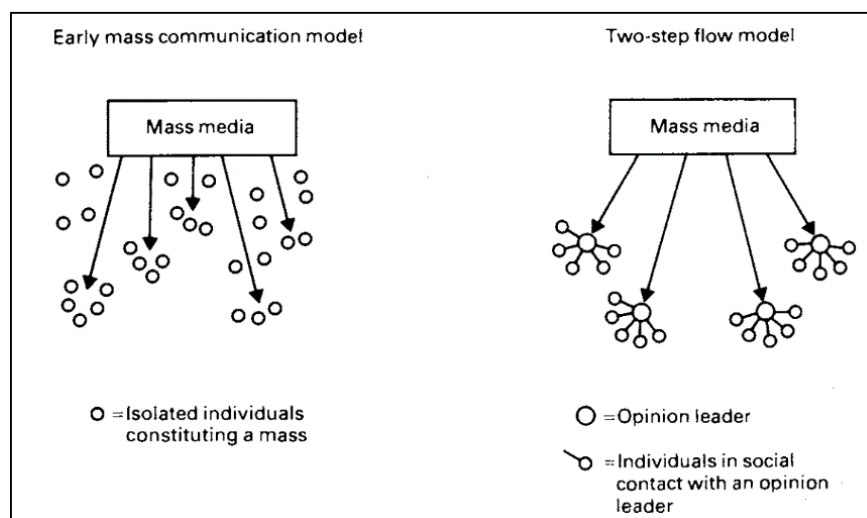
Figure 2.6. Two-step flow model of media influence derived from (McQuail & Windahl, 2015:58)

Dimbleby and Burton interpret the mass media as part of our lives and the way we see and understand the world (Dimbleby & Burton, 1992:58). Harold D. Lasswell asked the following questions to media had a convincing definition;

 i. Who?

 ii. Says what?

 iii. In which channel?

 iv. To whom?

 v. With what effect?

A model that answers these questions has been created, which is referred to in the literature as The Lasswell Formula (figure 2.7). Lasswell Formula will be used by conducting the content analyses of ArchDaily.
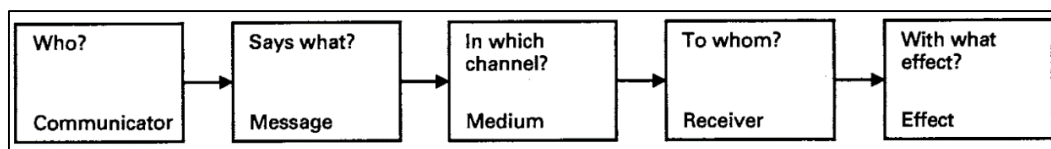
Figure 2.7. The lasswell formula derived from (mcquail & windahl, 2015:13)

Media and its functions were introduced in this section. In the next section, the new media will be observed within the framework of the architecture.

2.4.3. Architectural media

Daniel Purdy claims that the first architectural representations emerged during pilgrims and tourists on Alpine travels (Purdy, 2008:98). It can be claimed that the architectural representations and therefore the architectural media started to circulate in that way. These circulating media can be thought of as primitive architectural journals. Parnell mentions that architecture journals were the history of architecture itself and he underlines that medium also affected history (Parnell, 2011). King points out that *Civil Engineer & Architect's Journal (1837-68), The Builder edited by George Godwin (from 1842),* and the *Building News (from 1855)* as the first examples of architectural journals (King, 1976:33). King states that these magazines contain Engineers', Architects', and other similar professions also Craftsmen' woks and describes the content of these journals as both contemporary and forward-thinking (King, 1976:33).

Bolter and Grusin argue that old vehicles tend to become the content of new vehicles (Bolter & Grusin, 1996) and they introduce the concept of 'remediation' (Heyer, 2019:145). The term re-mediation is used to refer to new vehicles take over and reshape the representation of old vehicles, new vehicles can borrow and reshape some things from old vehicles as well (Heyer, 2019:145). The concept of remediation can help to establish the relationship between online architecture platforms and architecture journals in this thesis. It is possible to claim that online architecture platforms are the digital versions of architecture magazines. For this reason, it is necessary to briefly mention the historical process and the contributions of architecture journals to the architectural environment.

Schwarzer states that the first periodicals appeared in England in the 17th century (Schwarzer, 1999). Later it appeared in early industrializing European countries such as Germany and France (Schwarzer, 1999). Parnell mentions that magazines had become the production site; values, ideologies, beliefs, and knowledge of the architecture profession (Parnell, 2011). Parallel to Parnell, Özdel emphasizes architecture magazines sometimes direct and transformed the production of architecture (Özdel, 2010). Schwarzer considers magazines were the basis of architectural criticism (Schwarzer, 1999). Schwarzer argues that, unlike books, magazines had a short shelf life and their regular publication enabled them to focus on the issues on the agenda, therefore Schwarzer believes that, theoretical discussions adapt to current architectural practice (Schwarzer, 1999). Hence, it is possible to say that architectural criticism is necessary, and it is appropriate to make it through magazines. Schwarzer underlines that; *Architectural Review (1960's), Casabella,* and *Daidalos* as the first examples of architectural criticism journals (Schwarzer, 1999). In the *'70s Oppositions* (1973-1984) and later *Assemblage* (1985-2000) magazines were added to the literature as architectural history, theory, and criticism magazines. In the 1990s, architectural criticism began to appear in *Architectural Review, Domus, Design Book Review (1983), ANY Magazine (1993)*, and *Harvard Design Magazine (1997)* (Schwarzer, 1999). According to Schwarzer, the inclusion of architectural criticism in magazines enables the critical and historical perspective of the discipline to be considered as a modern theory (Schwarzer, 1999). Thus, it is possible to claim that the discipline of architecture becomes appealing to a wider audience. Schwarzer states that in the 1970s, daily newspapers began to publish reviews (Schwarzer, 1999). Stephens states that journalism or practical criticism relies too much on explanation or impressionism and lacks a conceptual framework in daily newspapers (such as calling a building 'great') (Stephens, 1998). Stephens's assumptions seem

to be reasonable, in order to preserve the theoretical ground, popular media discourse should be avoided. In the later stages of the thesis, this discourse will be tested via the ArchDaily case.

Rubio and Rubén claim that the history of architecture changed (Cimadomo, García Rubio, & Shahdadpuri Aswani, 2018). They state that architecture no longer consists of a single story, but multiple and even interrelated stories were existed (Cimadomo et al., 2018). At the same time, they underline that online platforms such as ArchDaily, Dezeen, Worldarchitecture, etc. publish a large number of built or unbuilt projects every day, these projects create a huge flow, they state it was difficult to control and categorize this flow (Cimadomo et al., 2018). On the other hand, it can be thought that many publications could be made a great contribution to understanding the history of architecture. The high variety of representation can be associated with the ever-increasing architectural platforms. The increasing number of architectural platforms raises the question of; 'Whether they contribute to architectural culture qualified data or not?'. Dinç Kalaycı states that digital technologies and communication are different in the twenty-first century, and she mentions long texts without visuality are not for people of this age, she points out the importance of speed for accessing information and Dinç Kalaycı draw people's attention to the danger of moving away from qualified content (Dinç Kalayci, 2015:5). How content can be qualified? It is one of the questions that this thesis explores. It may be possible to state that the relationship between architecture (as a figure) and history (as a ground) can be considered as qualified content to criticize the elements of contemporary architectural work within the framework of architectural theories by linking historical discourses. According to the data provided by Alexa (an artificial intelligence-supported virtual assistant developed by Amazon Company), there are 1198 online architecture platforms in 2020 (Alexa, 2020) (Table 2.1). Among these platforms, some websites do not completely serve as architectural media, such as job-finding websites, architectural firm websites, and museum websites. All websites in the top 50 are included in order to indicate the place of the real architectural media in the ranking. Undoubtedly, such numerical intensity, the diversities in this intensity, and uncontrolled participation of newly emerging platforms are the source of some information pollution and problems as well as many opportunities and benefits.

Alexa; is a tool developed by the Amazon company. Alexa is used in many areas. In this thesis, Alexa has been used for Archdaily's website analysis. In this way, the strengths and weaknesses of the site have been observed with statistics. Alexa's statistics on Archdaily can be accessed from this link (https://www.alexa.com/siteinfo/archdaily.com).

Table 2.1. Top 50 architectural websites based on Alexa tabulated by the author

	Site	Daily Time On Site	Daily Pageviews Per Visitor	% of Traffic From Search	Total Sites Linking In
1	Archdaily.com	0,19	7,26	29,10%	20,49
2	Skyscrapercity.com	0,23	5,10	12,00%	4,41
3	Architecturaldigest.com	0,08	1,44	44,00%	3,61
4	Dwell.com	02,30	4,90	24,70%	2,624
5	Getjobber.com	10,04	9,50	16,60%	180
6	Archinect.com	08,13	17	23,10%	1,886
7	Whc.unesco.org	02,39	1,92	49,90%	35,84
8	Fhwa.dot.gov	03,44	2,79	38,70%	14,25
9	Skycraperpage.com	05,04	3,9	19,20%	1,265
10	Tinyhousetalk.com	10,56	9	13,00%	626
11	Architectmagazine.com	01,51	1,5	48,20%	1,525
12	Chateauversailles.fr	02,56	3,6	68,10%	2,562
13	Aia.org	02,56	2,5	26,40%	2,886
14	Hermitagemuseum.org	04,08	3	22,00%	3,58
15	Architecturelab.net	01,29	1,2	51,20%	376
16	Architecture.com	02,21	3	43,50%	1,47
17	Worldlandscapearchitect.com	13,39	8,1	6,30%	312
18	New7wonders.com	02,28	2	24,60%	2,088
19	Emaar.com	02,54	2,6	42,90%	388
20	Domusweb.it	02,02	2,3	30,90%	1,574
21	Cinematreasures.org	02,24	4,9	38,50%	1,877
22	Gooood.cn	04,14	4,5	18,80%	116
23	Biltmore.com	02,58	3,1	49,30%	1,236
24	Nearb.org	03,01	5,2	40,50%	526
25	Courtauld.ac.uk	01,06	2,5	6,90%	2,148
26	Archsupply.com	00,49	2	68,70%	39
27	Worldarchitecture.org	01,46	1,7	48,30%	499
28	Architecturalrecord.com	01,36	1,4	39,10%	470
29	Fosterandpartners.com	02,37	2,1	34,00%	1,488
30	E-architect.co.uk	01,45	1,5	20,70%	1,437
31	Iccrom.org	01,33	3	53,80%	479
32	Risd.edu	02,10	2,3	36,50%	1,788
33	Metropolismag.com	01,48	2	38,80%	1,977
34	Sagradafamilia.org	03,20	2	46,40%	803
35	Aascool.ac.uk	02,57	3	46,70%	1,021
36	Gsd.harvard.edu	03,06	2,63	41,00%	67,155
37	Thevenusproject.com	03,31	2,6	31,80%	947
38	Arch.ethz.ch	02,35	2,8	41,50%	17,068
39	Thehighline.org	03,01	2,5	34,00%	2,231
40	Pps.org	01,47	1,9	49,40%	1,254
41	Richardmeirer.com	04,04	2	45,50%	477
42	Asla.org	02,03	2	34,30%	1,37
43	Savewright.org	03,17	5,9	2,40%	402
44	Aasarchitecture.com	01,49	2	50,00%	279
45	Trendsideas.com	11,28	8,1	19,00%	174
46	Frameweb.com	02,03	1,5	42,30%	518
47	Tpsgc-pwgsc.gc.ca	03,07	2,6	45,70%	664
48	Segd.org	02,01	2	54,30%	226
49	Evolo.us	01,49	2	22,20%	943
50	Raic.org	01,17	1,8	14,50%	465

Architectural Source / Archive / News Website   Architectural Education Website   Architectural Firm Website

Hotels, Utilities, Government Services, Non-Profit Service Websites   Job-finding Website   Museum Website

Parnell mentions that the medium was not only a tool but necessarily affected the way the message was received and perceived with its values and ideologies (Parnell, 2011). Sert also states that the architectural media have their ideologies and editors, they had their own identity (Sert, 2006). Based on all these, while examining the contribution of digital representation mediums into the architectural culture, one should not ignore the features of the medium.

2.4.4. The medium: Archdaily

ArchDaily was founded as a Spanish site Plataformaarquitectura. cl by David Basulto and David Assael in late 2008 (Archdaily, 2020a) (Figure 2.8). Cliento state that, Basulto and Assael understood the power of social 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).

Figure 2.8. Plataforma Arquitectura derived from (Cilento, 2012)

Cilento mentions that in the 2000s, Basulto realized that the writers known in traditional magazines were directing the discipline of architecture. According to Cilento, Basulto noticed that the '*circle*

of opportunity' was created by architects known through traditional magazines (Cilento, 2012). Cilento states, Basulto and Assael decided to build their first architectural site when Basulto had realized that unrecognized offices were making excellent structures (Cilento, 2012).

> In 2008, while working as architects, our founders realized that there was no place for their peers to experience the latest projects, products, and trends. So, we decided to build it. We began as a platform to collect and spread the most important information for architects seeking to build a better world. Today, we are an ever-evolving tool for anybody who has a passion and determination to shape the world around them, including the 13.6 million readers that visit ArchDaily every month (ArchDaily, 2020a).

According to Basulto, Plataforma Arquitectura (young/early ArchDaily) is a site '...*that provides opportunities for all architects beyond the traditional sites'* (Cilento, 2012). According to Basulto, architects began to show differences in their design when Plataformaarquitectura. cl started to develop and also Basulto underlines that architects started to communicate with their customers and other architects not only through publications in traditional magazines but also through that medium (Cilento, 2012). Basulto states that the website, which was established in Spanish, could not reach everyone and they decided to publish it in English (Cilento, 2012).

According to the statistics provided by Alexa, ArchDaily is the world's most visited architectural website measured from an algorithm that takes into account; individual users, daily time on site, and the number of pages visited. ArchDaily has a large number of users, mainly in United States (%16,04), India (%12), and China (%9,6) (Archdaily, 2020a). According to Rubio and Rubén, these statistics have shown the dominant role of this firm in the architectural field (Cimadomo et al., 2018). Rubio and Rubén state, such websites were the first to provide data on architectural issues, new designs, and material innovation (Cimadomo et al., 2018). According to Rubio and Rubén, ArchDaily was developed as a source to provide architectural documentation (Cimadomo et al., 2018).
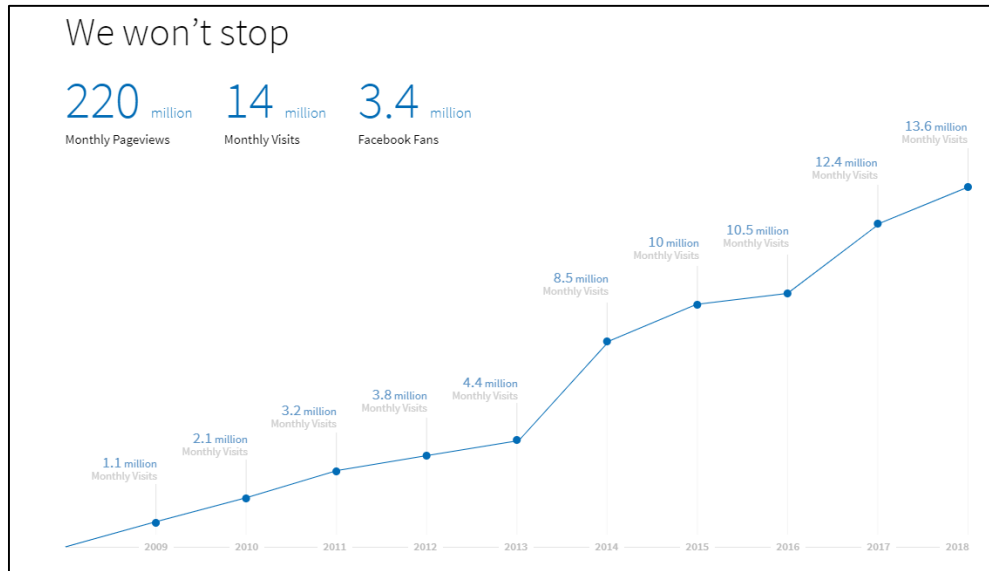
Figure 2.9. Monthly pageviews of Archdaily derived from Archdaily (Archdaily, 2020a)

ArchDaily collaborates to make ArchDaily more open and accessible for the architectural environment with Architectural Review (AR), Hunter Douglas, LafargeHolcim, Harvard University, Sherwin-Williams, Saint-Gobain, American Standard Companies, Autodesk, Metal Fabrics, Equitone, and Architonic (Archdaily, 2020b).

Cilento states, David Basulto and David Assael mention that it was difficult to survive among the many architectural platforms, they claim their mission to educate and inspire the reader kept ArchDaily alive (Cilento, 2012). ArchDaily aimed to announce the projects of unknown offices as well as the projects of well-known offices. David Basulto mentions Archdaily's future goals as follows;

> By 2050, 75% of the world's population will live in cities …the cities experiencing such growth …in developing countries….ArchDaily will need to function as the source of inspiration, knowledge, and opportunity to reach architects in all these countries, and to show what can be done or what has been done in similar situations as a way to help people have better lives (Cilento, 2012)(Figure 2.10).

Figure 2.10. Archdaily's 2050 mission derived from Archdaily (Cilento, 2012)

One of the ways that media platforms increase the number of users is that their easy-to-use structure. It is necessary to use a clear interface to control this excessive flow of information. ArchDaily welcomes its user with this page (figure 2.11). ArchDaily also provides people a customized stream with an algorithm that is shaped according to one's interests if a person creates a user profile.

Figure 2.11. Archdaily main page (Archdaily, 2020a)

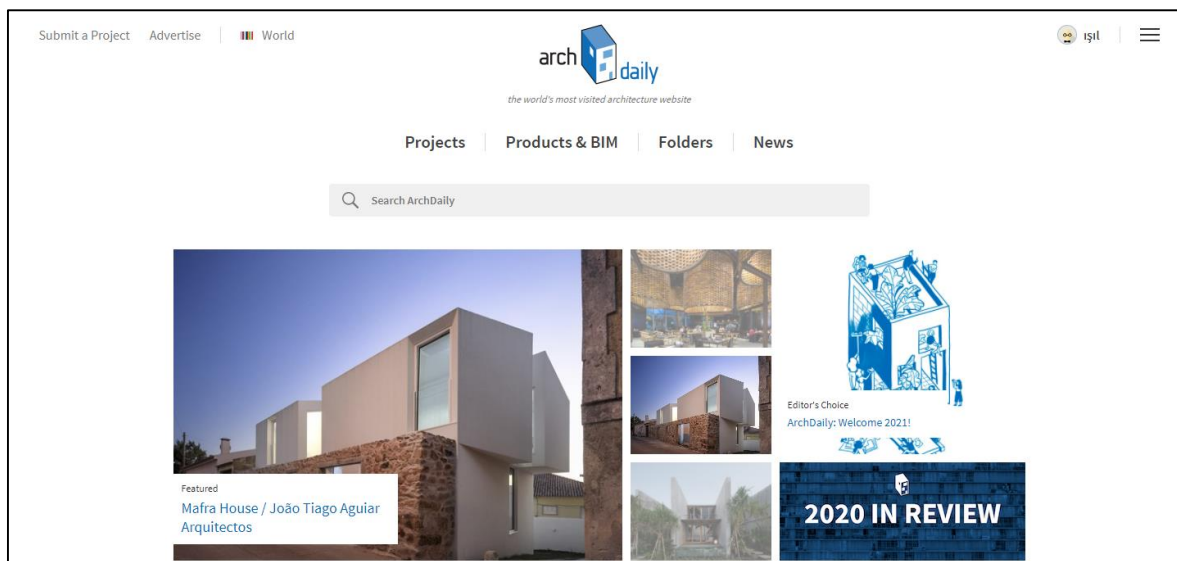| Projects	Products & BIM	News	Architecture Competitions	Folders
- Cultural Architecture	- BIM	**Articles**	**Events**	**City Guides**
- Educational Architecture	- Finishes			
- Sports Architecture	- Construction Materials	**Monthly Topics**	**Awards**	**Interviews**
- Hospitality Architecture	- Equipment	- Climate Crisis	- Architectural Visualization Awards	
- Interior Design	- MEP & HVAC	- Raw Materials	- Building of the Year 2020	**Architectural Photography**
- Healthcare Architecture	- Technology	- Interiors	- Building of the Year 2019	
- Industrial & Infrastructure	- Applications	- Artificial Intelligence	- Building of the Year 2018	**Publications**
- Landscape & Urbanism	- Outdoor Spaces	- Emergency Architecture	- Building of the Year 2017	
- Commercial & Offices	- Guides and Innovation	- Visualizations	- Pritzker Prize	**Technology & Software**
- Public Architecture	- Manufacturers	- Recycled Materials	- EU Mies Van Der Rohe Award	
- Refurbishment in Architecture		- How Will We Live Together?	- German Design Council	**Comfort and Sustainability**
- Religious Architecture		- Representation in Architecture		
- Residential Architecture		- Home	**Exhibitions**	**Coronavirus**
- Top 100		- Public	- Venice Architecture Biennale 2018	
		- Use & Reuse	- Venice Art Biennale 2019	**Home Office & Productivity**
		- Travel	- Salone del Mobile 2019	
		- Resiliency	- 2019 Chicago Architecture Biennial	**Healthy Design**
		- Accessibility	- 2017 Chicago Architecture Biennial	
		- Work	- 2019 Bi-City Shenzhen Biennale	
		- Innovation		
		- Under the Radar		

Figure 2.12. Archdaily headlines and subtitles (Archdaily, 2020a)

To sum up, architectural media has a long history extending from ancient times to today's virtual world. It would not be wrong to say that the most effective thing in the formation of this history is technological developments. It is possible to claim that the history, theory, and criticism environment of architecture has also changed with technological developments. Architectural criticism has evolved from the '70s when architecture magazines became popular, it is evolving in the digital architectural mediums today, and it will continue to evolve as long as architecture exists. The numerous information flows that come with the increasing online architecture platforms have made the researcher question *Is the content of such platforms qualified?* To make this questioning, the importance of architecture, criticism, and media was explained. In addition, architectural challenges in 21 st century were diagnosed, the development and history of the media were introduced and five main media functions were defined to observe today's online environments in the context of architectural criticism. Lastly the medium: ArchDaily was introduced as the case study. In the light of the information obtained above, it was considered to conduct two different analyses. The methods of those analyses will be mentioned in the next chapter.

3. METHODOLOGY AND STRUCTURE OF THE STUDY

3.1. Determining The Criticism Model For Architectural Media

It was observed that the current models of criticism were directed towards criticizing a structure. A criticism model was needed for architectural media criticism. A comprehensive approach was obtained through adapting Dinç Kalaycı's criticism model proposal which is shaped over an object-thought, object-existence, object-actors, and object-place relations (Dinç Kalayci 2015).

Object-place relations were directly taken from Dinç Kalaycı's model (Dinç Kalayci 2015). Yet, due to the difference in the characteristic of media's place, the place variables were re-determined as 'environment' variables for the architectural media criticism model. The object-thought relations were excluded from the model since a concreate relationship could not be established in the media environment. Moreover, Dinç Kalaycı's object-actors relations were re-structured by keeping the implicit meaning and it was defined as object-subject relationships. Lastly, the 'existence' variable of Dinç Kalaycı's model was re-defined as the object-time relationships according to the 21st century's expectations from the media of architecture. Through these re-definitions, all variables became unique for the 21st-century's architectural representation environment. The criticism model of Dinç Kalaycı was re-formulated under three headings in this study. From Dinç Kalaycı's four-cornered universe (Dinç Kalayci 2015) to a three-cornered universe, the proposed model has evolved (Figure 3.1). This three-cornered approach is thought to be beneficial for future studies criticizing architectural media.
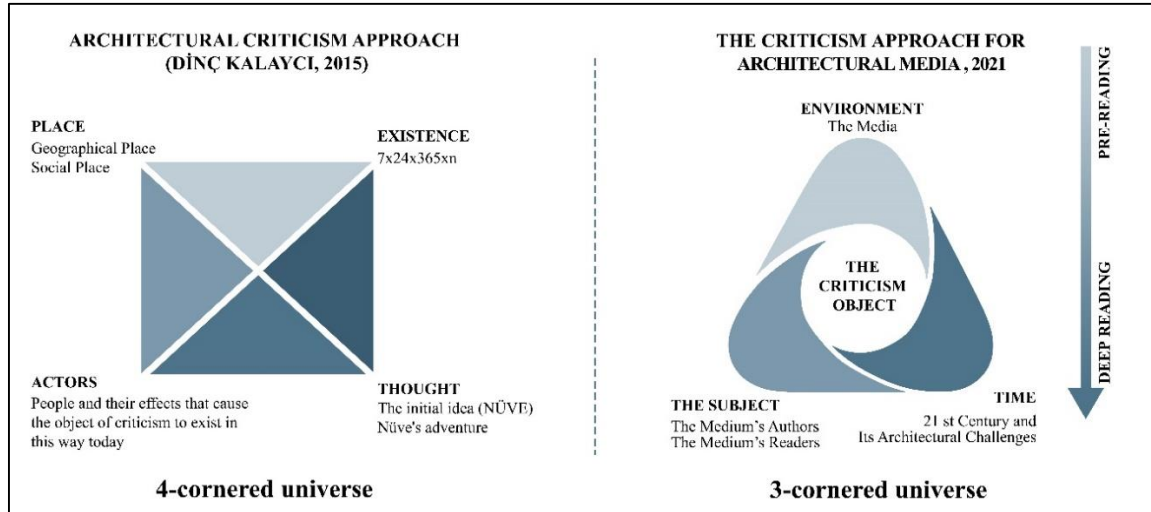
Figure 3.1. Evolution of criticism model

The proposed model for criticizing the architectural media is as follows;

3.1.1. Object - environment relationships

In order to mention the object-environment relationship, it is necessary to define the object and the environment. The object to be mentioned in architectural media criticism should be the new/contemporary architectural representation environment. In this thesis, the object refers to the Archdaily. The environment refers to the 'place' of the criticism object. In this thesis, the environment refers to the second-order space defined by Kweon, Hwang, & Jo (Kweon, Hwang, & Jo, 2011) where the Internet facilitating social networks exist. Dinç Kalaycı defines the 'place' concept as the geographic and social place of the criticism object (Dinç Kalayci, 2015:40). 'Place' is the main concept that the discipline of architecture deals with. The concept of place in architecture is a physical space that one can feel its existence by touching or seeing. The biggest difference that distinguishes architectural media criticism from other criticisms was thought to be the object-environment relationships. According to Kweon, Hwang, & Jo, the new media altered the traditional concept of space and time (Kweon et al., 2011). Kweon et al define the media's place under three headings; (i) The zero-order space, (ii) The first-order space, (iii) The second-order space (Kweon et al., 2011).

(i)   The zero-order space: According to Kweon et al, the zero-order space was the beginning stage of new space through the Internet. This space was related to data, visual images, and multimedia interactivities (Kweon et al., 2011).

(ii)   The first-order space: According to Kweon et al, this was the cyberspace perception period where people could exchange their ideas, news, and information (Kweon et al., 2011).

(iii) The second-order space: According to Kweon et al, the second-order space involved the Internet facilitating social networks like blogs, communities, and social activities (Kweon et al., 2011).

The environment to be mentioned in architectural media is related to the second-order space and it can not be related to a 'physical location'. The Archdaily and the second-order space relationship could be associated with the place-context relationship implicitly. Kweon et al define the media as non-linear, pop-up information, and they underline that '*everything happening everywhere*.' in the media (Kweon et al., 2011). Therefore, media environments are getting loss of place-context relationships. An implicit place-context relationship can be established in terms of geographies addressed by the media and geographies where readers are concentrated in the architectural media criticism model. Therefore, the 'place & context' relationship, which is frequently used in architectural criticisms, is possible from a different perspective in the media of architecture. Some canons were needed to establish object-environment relationships. Canons must be related to 'place' to establish an object-environment relationship. Canons are determined as functions of the media since the place of the criticism object (The Archdaily) is considered as 'the media'. The canons that will form the pre-reading part of the study are; *Information, Cultural Continuity, Socialization, Creating/ Shaping Public Opinion, and Entertainment*. The performances of these canons in Archdaily will be measured in the pre-reading analyses, which constitutes the quantitative part of the thesis. The canons (functions of media) will be explained in detail in the case study section. To put it briefly, it will be explained as follows;

According to Katz (Katz, 1960), Burton & Marshall (Burton & Marshall, 1993), and McQuail (McQuail, 1987) the media has five basic functions. These functions can be thought of as some rules and regulations required for the place of an architectural structure. The media is the 'place' for the construction of the Archdaily (criticism object). Therefore, whether Archdaily adapts to the 'place' in times of coronavirus will be analyzed by evaluating Archdaily's relationship with environmental features (media functions). Brief definitions of functions are as follows, for more detailed information, please see 54-57 pages. According to Katz (Katz, 1960), Burton & Marshall (Burton & Marshall, 1993), these

functions represent the ideal media environment. Therefore, Archdaily is expected to demonstrate full performance in these functions to evaluate Archdaily's compatibility with the environment in times of coronavirus.

3.1.2. Object - subject relationships

As previously defined, the object is the Archdaily platform. Subject refers to the readers and the authors in the architectural media criticism approach. The object-subject relationship can be compared to the user-structure relationship in classical architectural criticism. Dinç Kalaycı's user definition refers to people who live in a structure or spends time in/around that structure (Dinç Kalayci, 2015:55). In the media, the user (the subject) is the reader, and the author/authors who make up the content of the medium can also be considered as the user. Authors can be varied according to the characteristics of the media environment. In the media that make up its own content, writers can be 'anybody' such as 'Ekşi Sözlük' and 'Twitter'. In Archdaily both the author and 'anybody' can be authors. 'Anybody' can become 'an author' by commenting and sharing his or her personal opinion in Archdaily. This author-reader relationship will be tested with the *Creating/Shaping Public Opinion* variable since all contents with a comment below will be taken into consideration and evaluated as part of the Creating / Shaping Public Opinion variable (see page 53). Therefore, while criticizing the media of architecture, the canons to be used in the object-subject relationships will be determined related to readers, authors, and Arhdaily's relationship with the readers. The canons to be analyzed in this context are the *Community Needs* and the *Creating/Shaping Public Opinion* variables. Community Needs variables will be investigated in the deep reading research, namely the qualitative part of the thesis. With this variable, it will be analyzed whether Archdaily provides to meet the needs of the reader in times of coronavirus. The *Community Needs* will be explained in detail in the case study section. For more detailed information, please see 67,68 pages.

i. Briefly; the Community Needs code consists of two sub-codes, sub-codes created to make more detailed the deep reading research. The *Community Needs* is the title of *Community Need* and *New Normals/Predictions* codes. Social needs which consider people or architectural community and predictions related to society or future of architecture will be considered as community needs. See page 67, Table 4.5: Code-content analysis: community needs.

ii. *Creating/Shaping Public Opinion* has been examined both under the title of Object-Environment Relations and under the title of Object-Subject relations since this criticism model tends to penetrate every variable. This variable has been observed in the environment variable as it is one of the media functions. And this variable will be observed as the subject variable, because with the Creating / *Shaping Public Opinion* variable, how much public opinion can Archdaily create can be tested and Archdaily's relationships with the subject can be discussed.

To measure the Object-Subject relationship, the following variables will be observed; *Community Need, New Normals/Predictions, and Creating/Shaping Public Opinion.* These variables will help to evaluate the communication/interaction between Archdaily and the reader & author.

3.1.3. Object - time relationships

The object represents the Archdaily platform and time represents the 21 st century and its architectural challenges. Object - time relationship is one of the important relationships for media of architecture criticism. Giddens states that the harmony between time and space shifted from pre-modern time to modern time (Giddens, 2013:17). According to Giddens,

> The invention of the mechanical clock and its diffusion to virtually all members of the population (a phenomenon which dates at its earliest from the late eighteenth century) were of key significance in the separation of time from space (Giddens, 2013:17).

Giddens underlines that the time (when) and place (where) in the pre-modern era had been connected, time and space were separated in the post-modern era (Giddens, 2013:17). Giddens explains this situation as follows;

> Everyone now follows the same dating system: the approach of the "year 2ooo," for example, is a global event. Different "New Years" continue to coexist but are subsumed within a mode of dating which has become to all intents and purposes universal (Giddens, 2013:17).

According to this definition, the concept of time has modernized and has taken on a universal meaning in the information age. The object of criticism is expected to be suitable to / fulfill the characteristics of the time. Being able to respond to the requirements of the age and to

offer solutions to the problems of the age are important not only for the media of architecture but for all criticism objects. Therefore, many canons will be developed to examine this section in detail. The relationship between the architectural media and time will be examined in a qualitative study via deep reading. For this deep reading analysis, a qualitative analysis software, ATLAS.ti, will be used. The usage and features of ATLAS.ti software will be explained in the second stage of the research section. In the deep reading analysis, Archdaily's performance in responding to the challenges of age will be examined. The architectural challenges of age are determined as canons to observe the object-time relationships. The canons are; *Mediatic Occasions, and Architectural Solutions*. Some sub-codes were created to analyze the architectural problems of the age correctly on Archdaily. As the more code used in the ATLAS.ti program, the more valid and accurate data is provided. Deep reading has become even deeper by sub-codes. The sub-codes used to measure the object-time relationship are; *Urgent Architectural solutions, Repeated Discourse, Mediatic Discourse, Applicable / Applied, Negative Discourse, and Building Transformations* (please see pages 64-68).

It should not be forgotten that the time meant here represents the age and its architectural challenges. Therefore, canons are determined as the problematic aspects of the era. Since the limitations of the thesis are determined as the coronavirus time, the problems related to the coronavirus are mainly included (Such as; *Urgent Architectural solutions, Building Transformations, Applicable / Applied codes*). For more detailed information, please see 64-67 pages.

To sum up; according to the architectural media criticism model, the object refers to the new media representation medium. In this study, Archdaily has been chosen as the object. In this context, the relations of the object with 3 variables will be examined. These are;

i. Object – Environment Relationships: Environment is 'the media' for the construction of the Archdaily (the criticism object). Therefore, whether Archdaily adapts to the environment will be analyzed by evaluating Archdaily's relationship with media features. In this study, media functions (*Information, Cultural Continuity, Socialization, Creating/ Shaping Public Opinion, and Entertainment.)* represent the environment variables since the place of the criticism object is 'the media'.

ii. Object – Subject Relationships: The user-structure relationship in classical architectural criticism becomes object-subject relationships in architectural media criticism. Subject refers to the readers and the authors in the architectural media criticism approach. To observe the interaction between the reader and the authors; *Community Need, New Normals/Predictions, and Creating/Shaping Public* variables have been determined.

iii. Object-Time Relationships: The concept of time refers to the 21st century and its architectural challenges. As a result, variables are identified as the era's challenging issues. Therefore it is aimed to observe Archdaily's immediate response to a crisis with object-time relations by *Urgent Architectural solutions, Repeated Discourse, Mediatic Discourse, Applicable / Applied, Negative Discourse*, and *Building Transformations* variables.

In the architectural criticism approaches section, Dinç Kalaycı's criticism model, which consists of 4 components, was mentioned. If this model is updated according to architectural media criticism, a 3-cornered universe can be obtained (figure 3.1). Since the media is a complex and intertwined structure, the criticism approach for architectural media is not a complete triangle. The corners of the structure are not sharp. Hence, there is a possibility that the variables are interchanged and transformed into each other (such as; architectural solutions and community needs are variables that strengthen each other, Figure 4.8: Code-co-occurrence diagram). Therefore, Figure 3.2 indicates that architectural media tends to globalize. Variables tend to interpenetrate each other. Therefore, the same variable is found in object-environment and object-subject relations. But as the reading gets deeper, the meanings of the variables change. In the pre-reading part of the analysis, the variable *Creating Public Opinion* has evolved from the environment into the subject variable as the reading gets deeper. This model proposed for the media of architecture, it is aimed to look at the place of the selected media in the architectural culture and the value it adds to architectural culture. While evolving from pre-reading to deep-reading, the aim is to move away from the manifest (visible) meaning of the content and to reach its abstract/latent meaning.

OBJECT-ENVIRONMENT RELATIONSHIPS
(The Archdaily - The Media)

PRE-READING

DEEP READING

● INFORMATION
● CULTURAL CONTINUITY
● SOCIALIZATION
● CREATING/ SHAPING PUBLIC OPINION
● ENTERTAINMENT

**THE CRITICISM
APPROACH
FOR
ARCHITECTURAL
MEDIA**

● **COMMUNITY NEED**
COMMUNITY NEEDS
NEW NORMALS/PREDICTIONS

● **MEDIATIC OCCASIONS**
REPEATED DISCOURSE
MEDIATIC DISCOURSE
NEGATIVE DISCOURSE

● **CREATING/SHAPING
PUBLIC OPINION**

● **ARCHITECTURAL SOLUTIONS**
URGENT ARCHITECTURAL SOLUTIONS
BUILDING TRANSFORMATIONS
APPLICABLE / APPLIED

OBJECT - SUBJECT RELATIONSHIPS
(The Archdaily - The Authors & Readers)

OBJECT - TIME RELATIONSHIPS
(The Archdaily - The 21st Century)

Figure 3.2. The criticism model for architectural media

This thesis proposes a critical method to the media of architecture. In this context, it is aimed that architectural criticism catches the era. The present age is the media age. In the media age, it is necessary to give a critical approach to the media of architecture as well. The proposed method to criticism for the media of architecture will be tested on/via Archdaily. In future studies, it is possible to try this method in the social media of architecture as well. Criticizing the architectural object is important to get better, more qualified architectural works as criticizing the new media of architecture is important to base object-media-public relationships on more fluid and realistic patterns. That is how architecture can be inclusive and it can be included by societies.

3.2. The First Stage of the Research: Quantitative Research

The research model was built on the axis of 'Information, Cultural Continuity, Socialization, Creating / Shaping Public Opinion and Entertainment' variables by examining publications related to coronavirus which was published in ArchDaily in the year 2020 (from 1st of January to 3rd of September). The Archdaily publications and media functions were accepted to be the variables (Table 4.1). Quantitative research will be conducted as follows; Content – Function correlation process will be conducted. Content–function correlation is an important part of the thesis since it affects the interpretation of findings directly. Each content that took place in ArchDaily (from 1st of January to 3rd of September) was judged according to its appropriateness for the characteristics of the functions that were exemplified in the assessment criteria table (chapter 4). In shaping the quantitative model researcher aimed to diagnose object-environment relationships. Pre-reading measures whether Archdaily serves as a medium or not. If the object-environment relationship is established, object-subjet and object-time variables will be examined with deep-reading. For diagnosing the function that could be correlated with content, each content read considering the assessment criteria table. The following questions have been suggested to measure approximation:

i. For measuring *information*, the following sub-variables were tested;

- Does the content inform the architectural environment and on what issue?
- *Dimbleby & Burton describe gossips as were smaller-scale information and they underline that people wanted to find out what was going on around them* (Dimbleby & Burton, 1992). Therefore, does the information make people wanted to find out what was going on around them?

ii. *For measuring Cultural Continuity,* the following sub-variables were tested;

- Does the content create a new culture?
- Does the content mention cultural values and the history of architecture?

iii. For measuring *Socialization*, the following sub-variables were tested;

- Does the content provide online or physical socializing environments?

iv. For measuring *Creating/Shaping Public Opinion*, the following sub-variables were tested;

- Does the content make an influence on any topic for the reader?
- Does the content have any comments below from the reader?
- Does the content open a new discussion topic?

v. For measuring *Entertainment*, the following sub- variables were tested;

- Does the content draw people's attention away from the coronavirus?

According to the assessment criteria table (Figure 4.2) and guided by the 9 questions above, relevant content will be marked on the excel table. The table will be reached in the appendices section (See Appendix 1, pages 88-91). Although the intersection of all variables is accepted as the ideal media environment, in this method scheme, performance values will be reached by looking at the general picture formed by the total number of variables in the posts. When the research is completed, numerical data of the object-environment relationship will be obtained.

3.3. The Second Stage of the Research: Qualitative Research

The second stage of the thesis research is aimed at forming a theory. The study tries to reveal the role of Archdaily contents in finding solutions to 21st-century architectural challenges through deep-reading content analysis. The qualitative research model was chosen for this study. Şimşek & Yıldırım state, qualitative research mainly explains how and why something occurred and how it is understood by the environment (Şimşek & Yıldırım, 2011). Qualitative research consists of research such as; case study, phenomenological research, ethnographic studies, situational studies, action research, and grounded theory research (Şimşek & Yıldırım, 2011). The present Qualitative research was carried out within the framework of the 'grounded theory' research model. The following characteristics of the study are also the reasons for choosing qualitative research model:

- The study includes ArchDaily content analysis, which is qualitative data.
- The research is about understanding that What does Archdaily offers as a solution to 21st-century architectural challenges. For this reason, the study aims to understand and interpret ArchDaily's response to 21st-century architectural challenges.
- The study tries to produce social knowledge with the method of induction by using data on individual perceptions.

The first stage of the qualitative analysis study is the literature reviews that enable the determination of 21st-century architectural challenges. 21st-century architectural challenges are observed under 3 categories; (i) Community Needs, (ii) Mediatic Occasions, (iii) Architectural Solutions. Secondly, computer-assisted qualitative data analysis software (CAQDAS) is called ATLAS. ti was used for content analysis. Since content analysis is a time-consuming process, a licensed student version of ATLAS. ti has been purchased monthly.

ATLAS.ti.; is software for qualitative analysis, developed at the Technical University of Berlin in Germany between 1989 and 1992 and it is used to analyze data in visual, written, and even audio form (Friese, 2019:21). In this thesis, only text form of data is used since the aim of the study is to focus on meaning. The researcher transcribed data into word documents and uploaded them into ATLAS.ti for analysis. The software allowed the researcher to interpret the correlation between codes, meaning units, and themes with schemes. Therefore, the researcher could answer the research questions. CAQDAS (computer-assisted qualitative data analysis software) has been used for analyses since the 1980s (Qu Sandy & Dumay, 2011). According to Wolcott, the main aim of CAQDAS was to close the gap between the original text and interpretative text (Wolcott, 1994:20). ATLAS.ti is generally used in the field of social sciences and there are also examples in the field of architecture and planning. Some scientific studies conducted using ATLAS.ti in the recent past are as follows;

Özer, conduct her doctoral thesis about 'The role of movies in the consumption of urban landscapes' the case study has chosen as; Woody Allen's Midnight in Paris and analyzed via ATLAS. ti software by using the visual form of data (Özer, 2017). Ashkan, conduct her doctoral thesis about 'The phenomenological evaluation of teaching professionalism in the architecture design culture: A case at the University of Kansas' and analyze conduct via ATLAS. ti software by using text form of data (Ashkan, 2016).

Validation of ATLAS.ti analysis can be explained as follows;

The ATLAS.ti program minimizes the subjectivity of the researcher by creating simultaneous findings and presenting them as quantitative documents (Friese, 2019:21). ATLAS.ti allows the researcher to create codes after reading the texts or after creating the codes mark the texts with this code (Friese, 2019:21). In this way, the researcher can analyze the context by forward-reading, backward-reading, and cross-readings, and the validation of the research is increased. ATLAS.ti provides advantages such as keeping various records of all content, developing chronological data collection, recording data analysis sequences (Friese, 2019:21). These features enable the researcher to check the findings and analysis multiple times. During multiple checks, if there is an overlooked code or an un-coded quotation, it can be noticed, thus accurate results are obtained. Ashkan states that the researcher does not use her personal thoughts because the data is directly consists of quotes and codes (Ashkan, 2016). Therefore, in this method, which is called deep-reading in this thesis, personal ideas are not in the foreground, the aim is to get away from the apparent meaning and find the hidden meaning of the context (Figure 3.3).

Qualitative research will be conducted on ATLAS.ti. as follows;

i. *Setting Up ATLAS. ti;* ATLAS. ti have Trial, Cloud, Windows, and Mac versions. In this thesis monthly license cloud for student version 9 of ATLAS. ti will be used. The Cloud version of ATLAS.ti supports collaborative work. This feature enables supervisor Pınar DİNÇ KALAYCI to be able to view the analysis and findings conducted by the researcher simultaneously. With daily training, the researcher has reached the level to use the ATLAS.ti program. Training videos could be reached via YouTube.

ii. *Inputting and Managing Data;* ATLAS. ti works with texts, sound files, and graphics in a variety of formats (Lewis, 1998:41). The ArchDaily contents will be converted to a word document and loaded into ATLAS.ti. Later, variables determined as 21st-century architecture challenges will be entered into the program as 'codes' by the researcher.

iii. *Codes; Lewis states 'The absolutely mandatory first step of most approaches to text analysis is to read the text'* (Lewis, 1998:42). After reading each text, codes will be created manually by the researcher. Each sentence of a text will be read considering the codes. If a code is appropriated with the sentence, the sentence will be marked by relevant

code. Although the research model is observed as a linear path, the readings will be done repeatedly.

iv. *Findings;* ATLAS.ti creates findings while research was conducting. ATLAS. ti lets one export data from into Microsoft Excel. The researcher will create quantitative results of the research.

Qualitative research will be conducted to identify the manifesto behind Archdaily posts. Thus, it will be diagnosed what Archdaily 'actually' contributed to the architectural community. Finding out what meanings lie behind words is important to understand what the content 'actually' means. For this reason, semantic units, codes, categories, and themes will be determined to get rid of the complex structure of this research. The content analysis aims to systematically transform a large number of documents into an organized and summary of key results. Erlingsson & Brysiewicz state that content analyses were a process of further abstraction of data at each step of the analysis; from the manifest content to latent meanings (Erlingsson & Brysiewicz, 2017). It is possible to visualize this abstract concept as follows. The example in figure 3.3 will be done one by one for each sentence of Archdaily's posts during content analyses. It should be noted that some sentences may not use any code. These sentences will be considered off-topic.

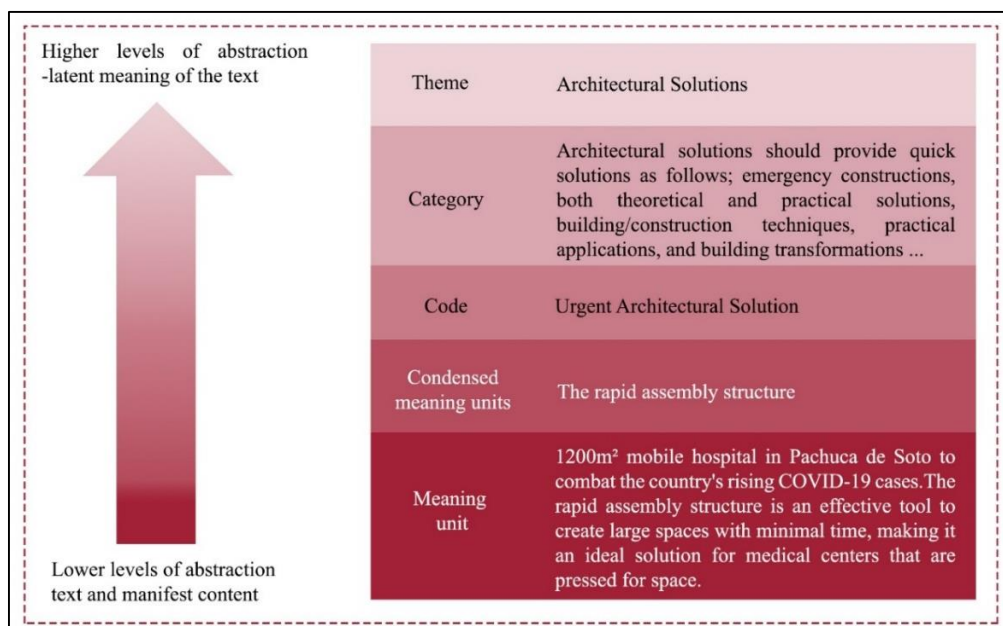|	
Higher levels of abstraction -latent meaning of the text	
Theme	Architectural Solutions
Category	Architectural solutions should provide quick solutions as follows; emergency constructions, both theoretical and practical solutions, building/construction techniques, practical applications, and building transformations ...
Code	Urgent Architectural Solution
Condensed meaning units	The rapid assembly structure
Meaning unit	1200m² mobile hospital in Pachuca de Soto to combat the country's rising COVID-19 cases.The rapid assembly structure is an effective tool to create large spaces with minimal time, making it an ideal solution for medical centers that are pressed for space.
Lower levels of abstraction text and manifest content	

Figure 3.3. Example of content analysis on Archdaily

According to figure 3.3, 'Meaning Unit' is a one or two-sentence quotation from the relevant content. 'Condensed Meaning Unit' can be thought of as the main emphasis of the sentence. 'Code' can be defined as the tag or keyword of the sentence. 'Category' can be defined as a general meaning that gathers the codes together. 'Theme' can be thought of as expressing hidden content. Themes can be defined as the interpreted (hidden) meanings of the data.

i. Meaning Units Process: Firstly, Archdaily's contents will be read, and then sentences that are considered important for research will be determined by keeping in mind the research question and the purpose of the research. These sentences will be shortened (condensed meaning units), as exemplified in Figure 3.3, and will be turned into 'core' meaning sentences.

ii. Formulating Codes Process: Codes are shorter versions of condensed meaning units. Codes can be thought of as the barcode of the relevant sentence. Codes make it easy to link meaning units. Thus, it becomes easier to go from part to whole and the complex structure becomes of analysis becomes easy to interpret. In this context, the coding stage of the research will be completed by creating one or even 2-3 codes for each ' Condensed Meaning Unit'.

iii. Setting Categories and Themes: Themes express the underlying meaning, hidden content. 'Who?', 'Says What?', 'In Which Channel?', 'To Whom?' and 'With What Effect?' (The Lasswell Formula, Chapter 2) questions will be asked to defined codes for setting the categories. According to the answers to these questions, codes which are close to each other, will be placed in the same category. The accuracy of the code categories will be tested through a CAQDAS, computer-assisted qualitative data analysis software; called ATLAS.ti. All documents will be entered into this program, meaning units, condensed units, and the codes will be created. According to findings, ATLAS.ti will reveal the codes belonging to the same condensed meaning units by 'code co-occurrence graph (figure 4.8). It should be noted that ATLAS.ti will not analyze the data, it will be used as a tool, the analysis will be made by the researcher.

To apply this qualitative method and describe the methodology well, a short training was received by participating in the 'Introduction to Qualitative Coding with Delve' webinar on Wed, Oct 21, 2020. The webinar was organized by SAGE Publishing and provided information about the terms of content analysis. Thanks to this webinar, the analysis steps of the qualitative research section could be explained in detail.
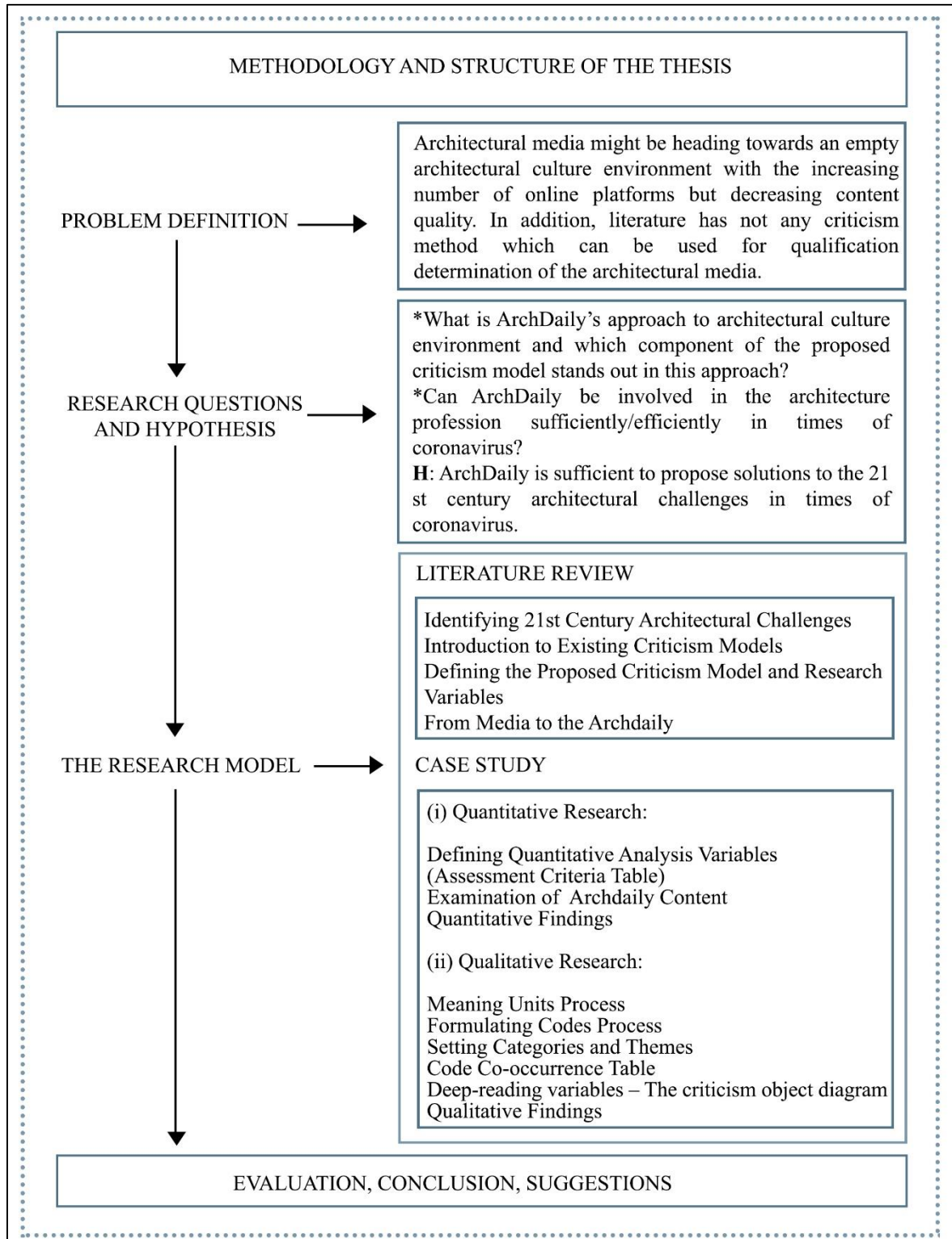
Figure 3.4. Structure of the research model

4. CASE STUDY

The structure and method of the research were introduced in the methodology section. In this section, the research will be carried out in two different ways; (i) quantitative research (ii) qualitative research. While quantitative research diagnoses the pre-reading part of the criticism model, qualitative research diagnoses the deep reading part. The variables of both types of research can be observed as follows;

Table 4.1. Criticism model explanation

Object	Environment	
The new media representation tool	Media: the second-order space involved the Internet facilitating social networks like blogs, communities, and social activities	
THE ARCHDAILY (Architectural News, Articles, Competitions, Interviews, Events) *coronavirus folders between 1 Jan 2020 to 3 Sep 2020*	Environment Variables (will be evaluated by pre-reading)	
	Media Functions	i.Information ii.Cultural continuity iii.Socialization iv.Creating public opinion v.Entertainment
	Subject	
	Archdaily Authors	Archdaily Readers
	Subject Variables (will be evaluated both by pre-reading and deep-reading)	
	In order to show the relationship between the author and the reader	
	Community Needs (deep-reading)	Creating / Shaping Public Opinion (pre-reading)
	Time	
	21 st century and its architectural challenges	
	Time Variables (will be evaluated by deep-reading)	
	Urgent Architectural solutions, Repeated Discourse, Mediatic Discourse, Applicable / Applied, Negative Discourse, and Building Transformations.	

4.1. Quantitative Research: Pre-Reading (Object-Environment Relationships)

The purpose of quantitative research is to diagnose ArchDaily's approach to the coronavirus pandemic in terms of media functions. Therefore the research aims to diagnose the object-environment relationships. The Assessment Criteria of the quantitative research is as follows;

4.1.1. The assessment criteria: environment variables

Information

Arvidsson & Delfanti draw people's attention to some mediums which carried information represented by a numeric code and transformed it into the human language. They claim that servers, browsers, social media services were all based on the process of information in digital formats (Arvidsson & Delfanti, 2019:9). According to this information, everything that circulates on the internet and is represented by numerical code (digital) carries information. This definition may theoretically be valid, but in today's (un)qualified digital environment, this definition should be expanded. For this purpose, within the scope of this study, each post shared on the ArchDaily platform will be read and measured whether it is newsworthy or not, how the publication informs the architectural environment on what issue. According to Dimbleby & Burton, people might be keen viewers and readers of the news because people wanted to know about other people, events, and places in the World (Dimbleby & Burton, 1992:13). They describe gossips as were small-scale information and they underline that people wanted to find out what was going on around them (Dimbleby & Burton, 1992:13). In the example which is given in the assessment criteria table (figure 4.2), ArchDaily published the news to the architectural environment of an architect who died because of the coronavirus pandemic. This kind of news will be evaluated on Dimbleby & Burton's theory. If the ArchDaily publishes news about an event, an environment, or a person, that news will be evaluated in the category of information.

Cultural continuity

Cultural Continuity is defined by Dimbleby & Burton to refer to a broad set of circumstances and beliefs, they claim media were part of the cultural context in which people operate (Dimbleby & Burton, 1992:64). They underline that 'what people talk about', 'what music people listen to', had a lot to do with the influence of the cultural context of the media (Dimbleby & Burton, 1992:64). Dimbleby & Burton state; *'The media help create culture, as well as our social reality.'*(Dimbleby & Burton, 1992:64). Based on this definition by Dimbleby & Burton, contents in the Archdaily platform which have the effect of creating a new culture will be evaluated under the title of Cultural Continuity. Besides, the contents which mentioned cultural values and history of architecture will be evaluated under this title

as well. For example, renovation or restoration projects published in Archdaily will collaborate with this cultural function as shown in the assessment criteria table (figure 4.2). Manovich argues that the computerization of culture not only leads to the emergence of new cultural forms such as computer games and virtual worlds but also redefined existing ones such as photography and cinema (Manovich, 2001:66). For this reason, content that mentions photography and cinema will also be examined in the function of cultural continuity.

Socialization

According to Arvidsson & Delfanti, the relationship between digital media and social change was dynamic. They describe the contemporary world as an information society (Arvidsson & Delfanti, 2019:47). To understand this contemporary world, it is necessary to examine ArchDaily's social relations as a media representation medium. Arvidsson & Delfanti claim that transformations introduced by digital technologies were changing how people work and socialize (Arvidsson & Delfanti, 2019:47). Once architectural developments were followed from magazines and books, now they are followed more on online platforms than magazines and books. Since online platforms could be accessed anytime and anywhere, people could access these platforms at home, at work, at school, or while traveling on the bus. People even may have formed different kinds of social relationships unique to the digital world. These relationships can be online zoom events, online exhibitions, online classes, or certified online courses. In other words, although the forms of socialization have changed, socialization was not over. Non-physical socializations born. During the coronavirus pandemic, people have used digital socialization platforms in order not to be depressed and to continue their social lives while in quarantine at home. ArchDaily also provided some online socializing environments during the pandemic period, as shown in the assessment criteria table, zoom virtual panel activities can be cited as an example of these online socializing environments (figure 4.2). The ArchDaily publications which provide an online socializing environment will be evaluated under this title.

Creating/shaping public opinion

Brouwer drew an analogy between the formation and expression of public opinion and he defines public opinion as the mushroom growing rapidly under suitable conditions (Brouwer, 1967:74).
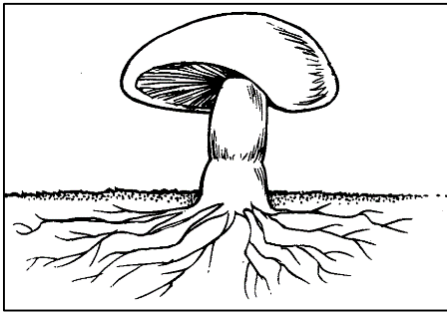
Figure 4.1. The mushroom model of the public opinion derived from (Brouwer, 1967)

Based on this model, ArchDaily should provide sufficient data on the subject for the growth of the mushroom (public opinion). For the mushroom to grow, ArchDaily is expected to attract attention and ArchDaily should choose the agenda content correctly. The agenda-setting is defined by Dimbleby & Burton to refer to the process in which topics (the agenda) should be of main interest to the audience (Dimbleby & Burton, 1992:51). Hence the one could claim that the media have a significant influence on issues for the public. According to this definition to evaluate ArchDaily's publications, the publication should make an influence on any topic for the reader. If there has been any comment under the publication, the publication could be considered as an influence for somebody. Since to comment, one should have an idea about that publication so the reader should be an influence on the content. For this reason, all the publications which have any comment below, will be considered and evaluate as in the Creating / Shaping Public Opinion category. In addition Burton describes media as capable of mobilized public opinion and he claims media mediums could raise issues that the public may not have thought of (Burton, 2002:97). Therefore, if a new discussion topic has emerged in ArchDaily, it will be evaluated in the Creating/Shaping Public Opinion title as well. The example is given in the Assessment criteria table (figure 4.2) can be a reference to this issue.

Entertainment

According to Burton, in a publication on media medium; the headlines, the selection of stories, and the storytelling, all contribute to entertainment function (Burton, 2002:185). Therefore, the selection of stories, and the storytelling will be considered as an entertainment function when reviewing ArchDaily publications. Also, Burton describes entertainment function as '*Divert audience attention from serious social issues and inequalities.*'(Burton, 2002:185). Based on Burton's definition, the publications which draw people's attention

away from the coronavirus during the pandemic will also be evaluated in this category. It is exemplified in the assessment criteria table (figure 4.2).

Media Function	Function Definition	Publication Title	Publication Characteristics	Image	Content
Information	It should form a social, political, and geographical view in the audience	Italian Architect Vittorio Gregotti Dies of Coronavirus at 92	Architecture News		Archdaily informs the architectural community about the architect who died due to coronavirus.
Cultural Continuity	Protects and transfers culture	Notre Dame Update: Restoration Works Suspended due to the Coronavirus Outbreak	Architecture News		Archdaily informs that the restoration work of Notre Dame in Paris has been stopped due to the coronavirus.
Socialization	Socialize members of society via beliefs and relationships	Bruce Presents Architecture 20/20: New Visions for Public Spaces in the Age of COVID-19	Event		Zoom virtual panel discussion about How will the global coronavirus pandemic change how public spaces.
Creating/Shaping Public Opinion	Drawing attention and creating public opinion in different areas of interest	Humankind: After Covid-19	Competition		The goal of the competition was to encourage designers to create a 'PLAN B' for the world economy.
Entertainment	It should divert the audience's attention away from the problems	PlayHouse Competition - Call for Entries	Competition		'The competition aimed to design something that will enable people to play at home during the lockdown.'

Figure 4.2. The assessment criteria (Archdaily 2020)

The Archdaily contents were read according to the assessment criteria table, the relevant contents can be accessed from the appendices section. As a result of quantitative research, object-environment relationship data were obtained. Object-Environment findings are as follows;

4.1.2. Object - environment findings

According to the object-environment analyses, 83.81% of the publications have related to one of the environment variables; the 'Information' function. Over half (59.05%) percent of those correlated with the 'Cultural Continuity' function. 'Creating/Shaping Public Opinion' function has 41.90% and just under the 'Cultural Continuity' function. 'Entertainment' function has been observed 22.86% percent and a small minority of 'Socialization' function has been observed with 9.52% (Figure 4.3).
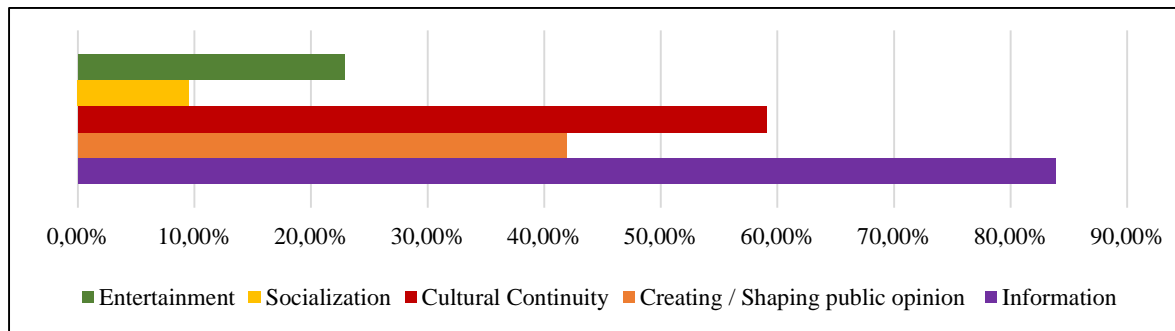
Figure 4.3. The environment variables fulfillment level of Archdaily

Also according to object-environment analyses, the object variables are observed as 43.81% of the publications in 'Architecture News'. Over a quarter of total publications (38.10%), were 'Articles'. 'Competitions' publications were 10.48% and there were very few 'Interviews' and 'Events' observed with 4.76% and 1.90% respectively (Figure 4.4).
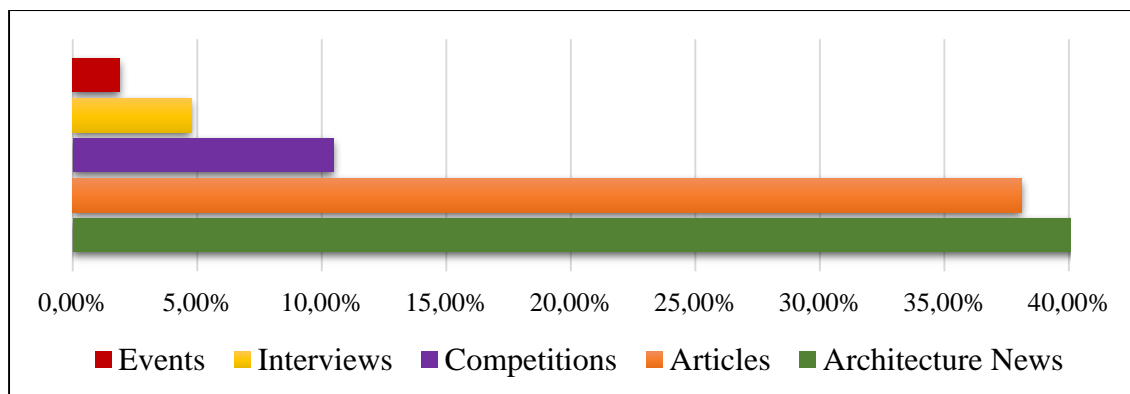
Figure 4.4. Publication type distribution of the object's contents

Figure 4.5, displays the correlations between environment variables and publication type distribution of the object's contents. According to crosstab analysis, 'Architectural News' and "Articles" had considerably more number of correlations with the environment variables, whereas 'Interviews', 'Events' and 'Competitions' had the weak correlations.

Significant changes were diagnosed in publication types between the following three environment variables; *Creating public opinion, Socialization,* and *Entertainment.* The scores of 'Events' in the Socialization variable were significantly higher than the other environment variables (information, creating public opinion, cultural continuity, and entertainment). In addition scores of 'Interviews' in the entertainment were higher than the

other variables. It is possible to claim that Archdaily can not fulfill some variables in all its contents. On the contrary, 'Architectural News' and 'Arcticles' display significantly higher scores from almost all environment variables.

Environment Variables / Archdaily Contents	Architecture News	Articles	Competitions	Interviews	Events
Information	44	36	5	4	2
Creating Public Opinion	19	26	0	1	0
Cultural Continuity	25	26	9	3	0
Socialization	6	0	1	1	2
Entertainment	8	7	6	3	0
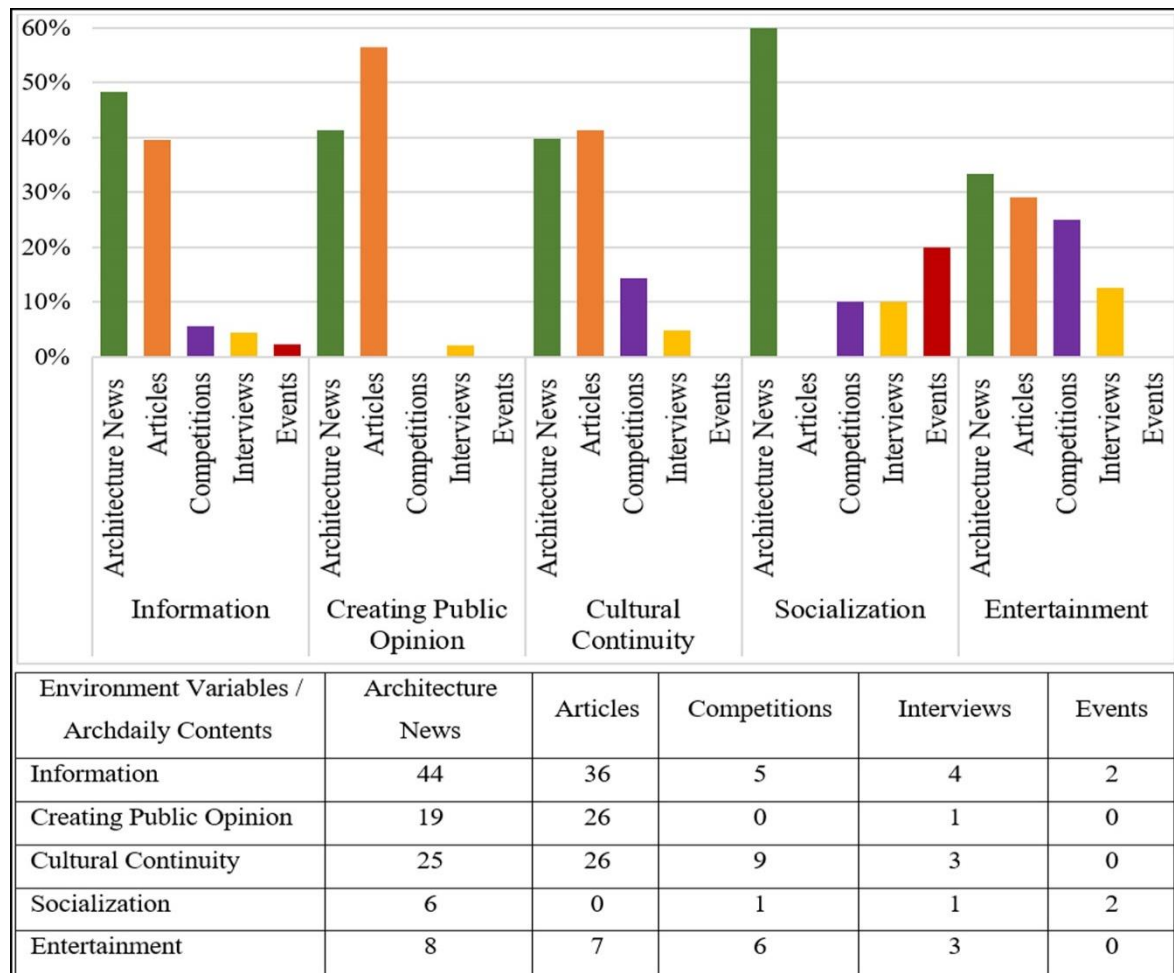
Figure 4.5. Distribution of environment variables by the object's content

According to figure 4.5, it is seen that some environment variables are strongly related to some contents, these are; 'Architecture News' are the most associated with the *socialization* function, 'Articles' are associated with *creating public opinion*, 'Events' are associated with *socialization*, and 'Interviews' and 'Competitions' are associated with *entertainment* variable.

As observed from the pre-reading findings, there was an imbalance in ArchDaily publications. This imbalance exists in both the object's contents and the environment variables' fulfillment level (Figure 4.4 & Figure 4.5). These imbalances may cause the media's relationship with the environment not to be firmly established.
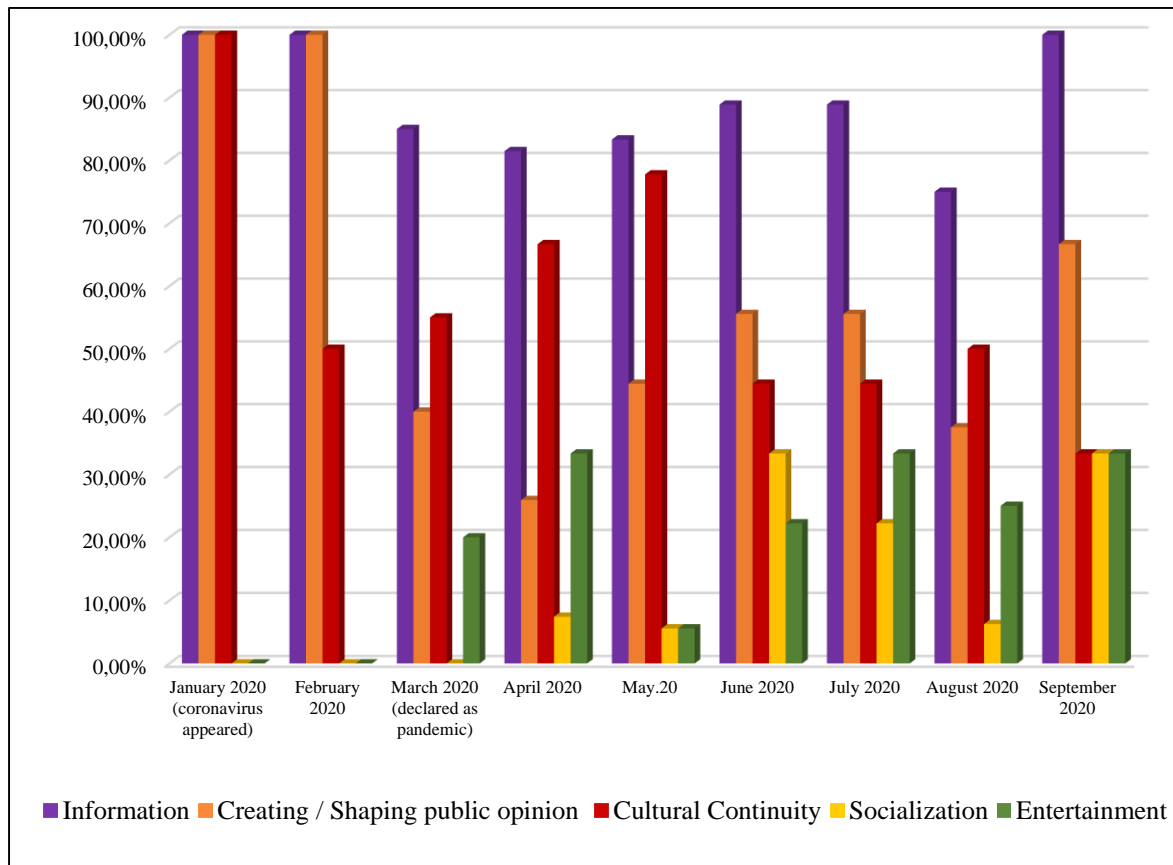
Figure 4.6. The environment variables fulfilled in archdaily in terms of months. (publications which were published on coronavirus folders between 1 jan 2020 to 3 sep 2020)

The graph compares the fulfillment level of the environment variables in the Archdaily between January 2020 and September 2020. In the January survey, information, creating/shaping public opinion and cultural continuity variables were the most popular variables by far. Over the months, information, creating/shaping public opinion and cultural continuity variables began to lose their popularity. Creating/shaping public opinion variable reached its lowest point in April 2020, and then climbed slightly by July 2020. Although Creating/shaping public opinion variable's popularity continued to grow until July 2020, it could not maintain its upward trend and begin to decrease by August 2020. The entertainment variable, on the other hand, had a better journey than the socialization variable. Even though it started the lowest percentage in January 2020, it continued to expand in percentage, reaching its peak in April 2020.

Overall, according to the graph, creating/shaping public opinion and cultural continuity variables have not been able to maintain their initial popularity, the information variable displayed a changeable trend throughout the survey periods.

According to the findings of the object-environment analyses, ArchDaily came to the fore with its information variable in the first months of the coronavirus. After the coronavirus was declared as a pandemic on March 11(WHO, 2020), ArchDaily started to increase the variable of cultural continuity, referring to the problems such as '*How we will continue our lives and how the future of architecture will be affected* (Archdaily, 2020a).' In March, many countries declared a curfew, people were quarantined in their homes. In the meantime, psychological depressions were experienced, people could not find any activity to have fun. ArchDaily has several publications that can be a solution to this problem in March. Hence the 'Entertainment' variable has begun to emerge in March. While all variables are expected to have at least above 50% percentage, it has been observed that it was not. A graphic close to ideal was observed in September. The same imbalance was observed in the distribution of the object's contents in figure 4.5. ArchDaily has not published an equal number of publications from each title, and even never published on some titles. It can be thought that pandemic disorder affects ArchDaily's participation in the architectural media. As the most visited website in the World (Alexa, 2020), it can be expected to share each content every month.

Diagnosis: ArchDaily is a 13-year old architectural website that has recently been tested with environment variables. It has been observed that the variables of Entertainment (22.86%), Socialization (9.52%), and Creating / Shaping Public Opinion (41.90%) remain under 50% in the coronavirus times. ArchDaily has also experienced symptoms of imbalance of publication types, according to figure 4.5.

According to crosstab analyses although 'Architecture News' served all environment variables, 'Articles', 'Competitions', 'Interviews', and 'Events' did not seem to serve all environment variables. Crosstab table indicated that; Architecture News and Articles were scored high in the *'Information'* variable, hence found to be increasing the response level for informative contents. On the other hand, crosstab analyses indicated that competitions had an impact on the '*Cultural Continuity*' variable. Moreover, Interviews were found to be the determining factor of the object's response to the '*Entertainment*' variable. Lastly, Events were found to be the determining factor of the *'Socialization'* variable. Therefore, object-environment relationships can be increased by increasing the number of the 'Events', 'Interviews' and 'Competitions' publications on Archdaily.

It is possible to claim that this situation is exerting the disorder effect and causing the symptoms that ArchDaily is experiencing. Taking ArchDaily's age into consideration, the imbalance of variables is most likely due to being a young media platform or experiencing a global crisis like Covid-19 for the first time. As it was mentioned in the criticism model for architectural media, considering architectural media's relationship with the place was different than classical architectural criticism. The place-context relationship was established implicitly in the media of architecture. The relation of place and context is expected to be strong, even if implicitly. According to findings, Archdaily's (The New Media Representation Tool) relations with the place (The Media) were observed weakly since it has been observed that the variables related to the place (the media) cannot fully provide their functions. Therefore, it can not be considered that the Object-Environment Relationship is completely established.

4.2. Qualitative Research: Deep-Reading

The object-environment relationship was examined and it was observed that the object-environment relationship was established even if it was not fully established, a weak relationship was observed. Therefore, it was decided to perform a deep-reading analysis. The purpose of qualitative research is to criticize ArchDaily's response to the coronavirus pandemic in terms of architectural challenges in the 21st century. Therefore the research aims to diagnose Archdaily's reaction to the object-time *(the Archdaily–21 st Century Challenges)* and object-subject *(The Archdaily – The Readers & Authors)* relationships. The qualitative research conduct via ATLAS.ti software. Firstly the researcher created code groups in ATLAS.ti related to the research questions. In this thesis, code groups were variables of the qualitative research (Architectural Solutions, Mediatic Occasions, and Community Needs). After inputting those code groups into the ATLAS.ti, codes were created by the researcher according to ArchDaily contents (figure 4.7). Each sentence was read, some sentences addressed the codes some were not (figure 4.7).

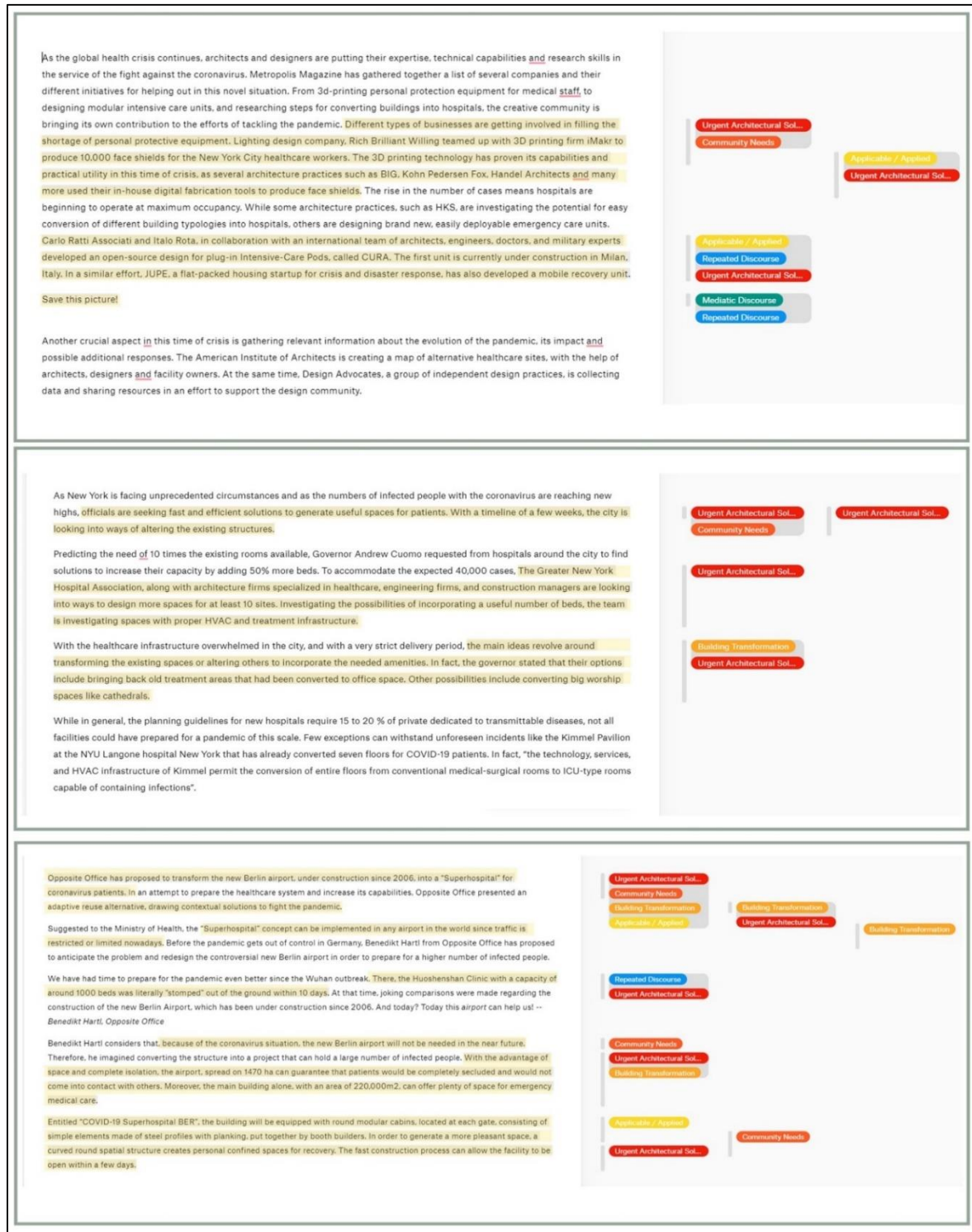Figure 4.7. Qualitative analyses on Atlas.ti

As it is seen in figure 4.7, the left side of the page is for ArchDaily contents, the right side of the page is for codes. Some sentences addressed more than one code although some sentences did not correlate with any code. While these analyzes were conducted by the researcher, the researcher has always kept the research questions and research variables in

her mind. Since the cloud version of ATLAS.ti is used, analyzes are recorded and updated simultaneously. The analysis was not taken sequentially, retrospective readings were made, and the necessary codes were added or removed during the research.

8 codes were created by the researcher within the framework of the research questions and the main purpose is to determine how much ArchDaily can respond to the 21st-century architectural challenges in times of coronavirus. Codes are formatted to be closely related to research variables; *Applicable / Applied, Building Transformation, Community Needs, Mediatic Discourse, Negative Discourse, New Normals / Predictions, Repeated Discourse, Urgent Architectural Solution.* Negative Discourse was determined afterward. Since numerous negative discourses were encountered in Archdaily's contents, it was thought that it was necessary to create a code to support these discourses in the research. The code category in which the Negative Discourse code will be included was decided through the Code- Co-Occurrence Diagram (figure 4.8).

The process of assigning a code to the quotations is exemplified in the tables below. 'Which codes are assigned which quotations?' can be briefly explained as follows:

i.   *Urgent Architectural Solution:* Quickly decided architectural needs with fast construction, instant solution suggestions.

ii. *Building Transformation:* Structures previously used for different scenarios, now using for other purposes in line with the requirements.

iii. *Applicable / Applied:* Built structures or going to be built structures, structures that offer easy/practical production.

iv. *Community Needs:* Discourses that consider the health, economic, housing, and mental needs of the people.

v.   *New Normals / Predictions:* Discourses about pandemic conditions / predictive statements about the future.

vi. *Mediatic Discourse:* Discourses that do not offer theoretical information.

vii. *Negative Discourse:* Quotes with negative thoughts.

viii. *Repeated Discourse:* Contents that repeat / previously mentioned statements.

Table 4.2. Code-content analysis: urgent architectural solutions

Quotation	Code: Urgent Architectural Solution
'1200m² mobile hospital in Pachuca de Soto to combat the country's rising COVID-19 cases.The rapid assembly structure is an effective tool to create large spaces with minimal time, making it an ideal solution for medical centers that are pressed for space (Archdaily, 2020a).'	Urgent Architectural Solution-Community Needs-Applicable / Applied
'The demand for ultra-rapid construction surge, and architectural sustainability issues are put aside in favour of human survival (Archdaily, 2020a).'	Urgent Architectural Solution-Community Needs
'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, 2020a).'	Urgent Architectural Solution-Community NeedsApplicable / Applied
'With the advantage of space and complete isolation, the airport, spread on 1470 ha can guarantee that patients would be completely secluded and would not come into contact with others. Moreover, the main building alone, with an area of 220,000m2, can offer plenty of space for emergency medical care (Archdaily, 2020a).'	Urgent Architectural Solution-Building Transformation
'The Xi'an Public Health Medical Center's nine wards and one ICU department began accepting patients on February 3rd. Each treatment area is divided into wards, with a variety of medical departments providing efficient staffing for different departments including practitioners, nurses, examination, radiology, pharmacy, laboratory, etc. The three buildings of this medical center were designed and constructed within 20 days (Archdaily, 2020a).'	Urgent Architectural Solution-Applicable / Applied

Table 4.3. Code-content analysis: building transformation

Quotation	Code: Building Transformation
'Able to accommodate up to 1000 patients, Messe Berlin, the German capital's main exhibition center, has been transformed into a temporary hospital in order to take on the rising number of the country's COVID-19 cases(Archdaily, 2020a).'	Building Transformation-Applicable / Applied-Community Needs
'...adaptation of pre-existing structures such as market centers, sports fields, and schools in order to convert them into medical centers(Archdaily, 2020a).'	Building Transformation-Community Needs
'Converting shipping containers into plug-in Intensive-Care Pods to fight the coronavirus, CURA, a ready-to-use solution, consists of rapidly mounted, easily movable and safe units(Archdaily, 2020a).'	Urgent Architectural Solution- Community Needs-Building Transformation
'Opposite Office has proposed to transform the New Berlin airport, under construction since 2006, into a "Superhospital" for coronavirus patients(Archdaily, 2020a).'	Repeated Discourse-Building Transformation-Urgent Architectural Solution-Community Needs-Applicable / Applied
'Wuhan began constructing three temporary hospitals in Wuhan Hongshan Stadium, Wuhan Salon, and Wuhan International Convention and Exhibition Center(Archdaily, 2020a).'	Building Transformation-Community Needs

Table 4.4. Code-content analysis: applicable / applied

Quotation	Code: Applicable / Applied
'Carlo Ratti Associati and Italo Rota, in collaboration with an international team of architects, engineers, doctors, and military experts developed an open-source design for plug-in Intensive-Care Pods, called CURA. The first unit is currently under construction in Milan, Italy. In a similar effort, JUPE, a flat-packed housing startup for crisis and disaster response, has also developed a mobile recovery unit(Archdaily, 2020a).'	Applicable / Applied-Repeated Discourse-Urgent Architectural Solution
'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, 2020a).'	Repeated Discourse-Applicable / Applied-Urgent Architectural Solution-Community Needs
'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, 2020a).'	Urgent Architectural Solution-Applicable / Applied-Repeated Discourse
'Projects are already dispersing people in wider spaces and are generating different and parallel journeys. Natural elements are creating buffer zones to highlight safe areas and to mark personal unapproachable spaces. For example, Studio Precht has proposed the "Parc de la Distance", an outdoor space in Vienna that encourages social distancing and short-term solitude, inspired by French baroque gardens and Japanese Zen-gardens(Archdaily, 2020a).'	Applicable / Applied-New Normals / Predictions-Community Needs

Table 4.5. Code-content analysis: community needs

Quotation	Code: Community Needs
'Lightweight furniture that can be easily reconfigured is useful, in these cases—and these days, critical for social distancing(Archdaily, 2020a).'	Community Needs-New Normals / Predictions
'Moreover, if the COVID-19 pandemic has proved anything, it is that outdoor, public spaces are very much a necessity(Archdaily, 2020a).'	Community Needs-Repeated Discourse
'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, 2020a).'	Community Needs-New Normals / Predictions
'Will you create a unique type of building that can provide a safe place for people in and out of quarantine to hang out? Perhaps it's some kind of tool or game that helps people avoid depression and anxiety about the situation? (Archdaily, 2020a).'	Community Needs-New Normals / Predictions
'Your design could make an existing everyday activity playful, provide a break from work, or make work more fun. It could recreate some form of existing outdoor play inside the house, create a whole new type of game, or do something entirely different to create play! (Archdaily, 2020a).'	Community Needs

Table 4.6. Code-content analysis: new normals / predictions

Quotation	Code: New Normals / Predictions
'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, 2020a).'	New Normals / Predictions
'But back to the question posed in the original prompt: What technological changes that were trending before lockdown was imposed might be accelerated? (Archdaily, 2020a).'	New Normals / Predictions
'Catering to the new normal, StoDistante reflects on the use of public spaces during these times. Future plans for the installation include the introduction of new purposes like an open-air cinema, a gym, or for church services(Archdaily, 2020a).'	New Normals / Predictions -Community Needs
'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, 2020a).'	New Normals / Predictions
'I might assume the standpoint of a subversive faculty member and ask, Do we actually need the university? (Archdaily, 2020a).'	New Normals / Predictions

Table 4.7. Code-content analysis: mediatic discourse

Quotation	Code: Mediatic Discourse
'For more information check www.erco.com, www.arclighting.de or follow him @arcspaces (Archdaily, 2020a).'	Mediatic Discourse-Repeated Discourse
'For the latest news on how the Coronavirus is impacting the Architect Registration Examination (ARE), visit here (Archdaily, 2020a).'	Mediatic Discourse-Repeated Discourse
'We invite you to check out ArchDaily's coverage related to COVID-19, read our tips and articles on Productivity When Working from Home and learn about technical recommendations for Healthy Design in your future projects. Also, remember to review the latest advice and information on COVID-19 from the World Health Organization (WHO) website (Archdaily, 2020a).'	Mediatic Discourse-Repeated Discourse
'This is an edited version of Marko Brajovic's article, to see the full text click here (Archdaily, 2020a).'	Mediatic Discourse-Repeated Discourse
'Without a doubt, the critical scenario we are experiencing today ... (Archdaily, 2020a).'	Mediatic Discourse

Table 4.8. Code-content analysis: negative discourse

Quotation	Code: Negative Discourse
'The situation is so bad that doctors have been reported to wear diapers so as not to waste time with toilet breaks (Archdaily, 2020a).'	Negative Discourse
'The growing global coronavirus pandemic will leave profound marks on society (Archdaily, 2020a).'	Mediatic Discourse-Negative Discourse
'Each new day seems to add to the uncertainty about the immediate and long-term impact of the Coronavirus pandemic (Archdaily, 2020a).'	Mediatic Discourse-Negative Discourse
'Trying to work while parenting/homeschooling their children, cohabitating with a partner or roommate who is also working from home, or self-quarantining from others they live with. Not specific to working from home but equally important, many of our team members have larger concerns, such as not being able to visit loved ones in the hospital, or fear that they, friends or family may lose their jobs, concern about family members and others at high risk (Archdaily, 2020a).'	Community Needs-Negative Discourse
'Distractions caused by other family members who are also facing quarantine lock down measures, pets, neighboring noises, and domestic activities were cited as a few of the main obstacles to work at home (Archdaily, 2020a).'	Negative Discourse

Table 4.9. Code-content analysis: repeated discourse

Quotation	Code: Repeated Discourse
'We invite you to check out ArchDaily's coverage related to COVID-19, read our tips and articles on Productivity When Working from Home and learn about technical recommendations for Healthy Design in your future projects. Also, remember to review the latest advice and information on COVID-19 from the World Health Organization (WHO) website (Archdaily, 2020a).'	Repeated Discourse- Mediatic Discourse
'Home office is a practice that has become quite common during the last years (Archdaily, 2020a).'	Repeated Discourse
'Over the course of a few days, the lives of millions of people have drastically changed (Archdaily, 2020a).'	Repeated Discourse
'…two hospitals in Wuhan that were built from ground up within 10 days (Archdaily, 2020a).'	Repeated Discourse
'The first unit from Carlo Ratti's CURA project was built at a temporary hospital in Turin, north of Italy, one of the world's hardest-hit regions by the pandemic. Launched four weeks ago, the initiative to convert shipping containers into plug-in Intensive-Care Pods for COVID-19 patients was assembled at record speed (Archdaily, 2020a).'	Urgent Architectural Solution- Applicable / Applied- Repeated Discourse

The deep-reading analyses illustrated above have been completed by using the ATLAS.ti software. As a result of these analyzes, it was observed that some codes were repeated in the same quotations. The Sankey diagram showing the repeating and interrelated codes is as follows;
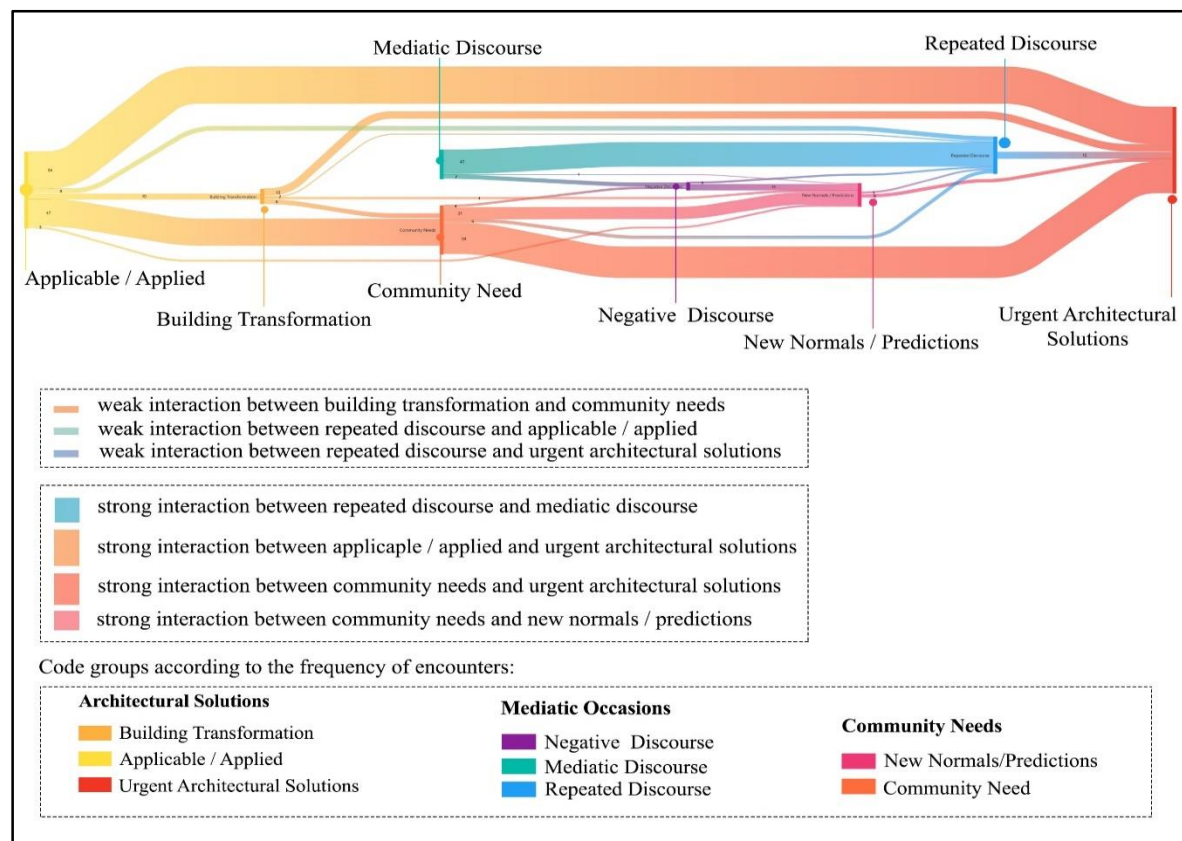
Figure 4.8. Code- co-occurrence diagram

The Code-Co-Occurrence diagram indicates that urgent architectural solutions, building transformations, and applicable / applied codes were the most interrelated codes. On the other hand mediatic discourse, negative discourse, and repeated discourse were closely related to each other, also community needs and new normal/ predictions have established a close relationship.

Code Co-Occurrence diagram indicates that architectural solutions and community needs established close relationships with each other, however mediatic occasions establish a distant relationship with these two variables. It can be said that architectural solutions and community need increase as they approach each other and mediatic occasions decreases.

Figure 4.9 represents the visualization of the overall deep-reading analysis. The discourses in Archdaily's contents were analyzed according to certain codes. The numbers on the right side of the figure are the document numbers of the archdaily contents used in the analysis. The ones on the left are deep-reading variables. The findings obtained from the research diagnosed the object-subject and object-time relationships.

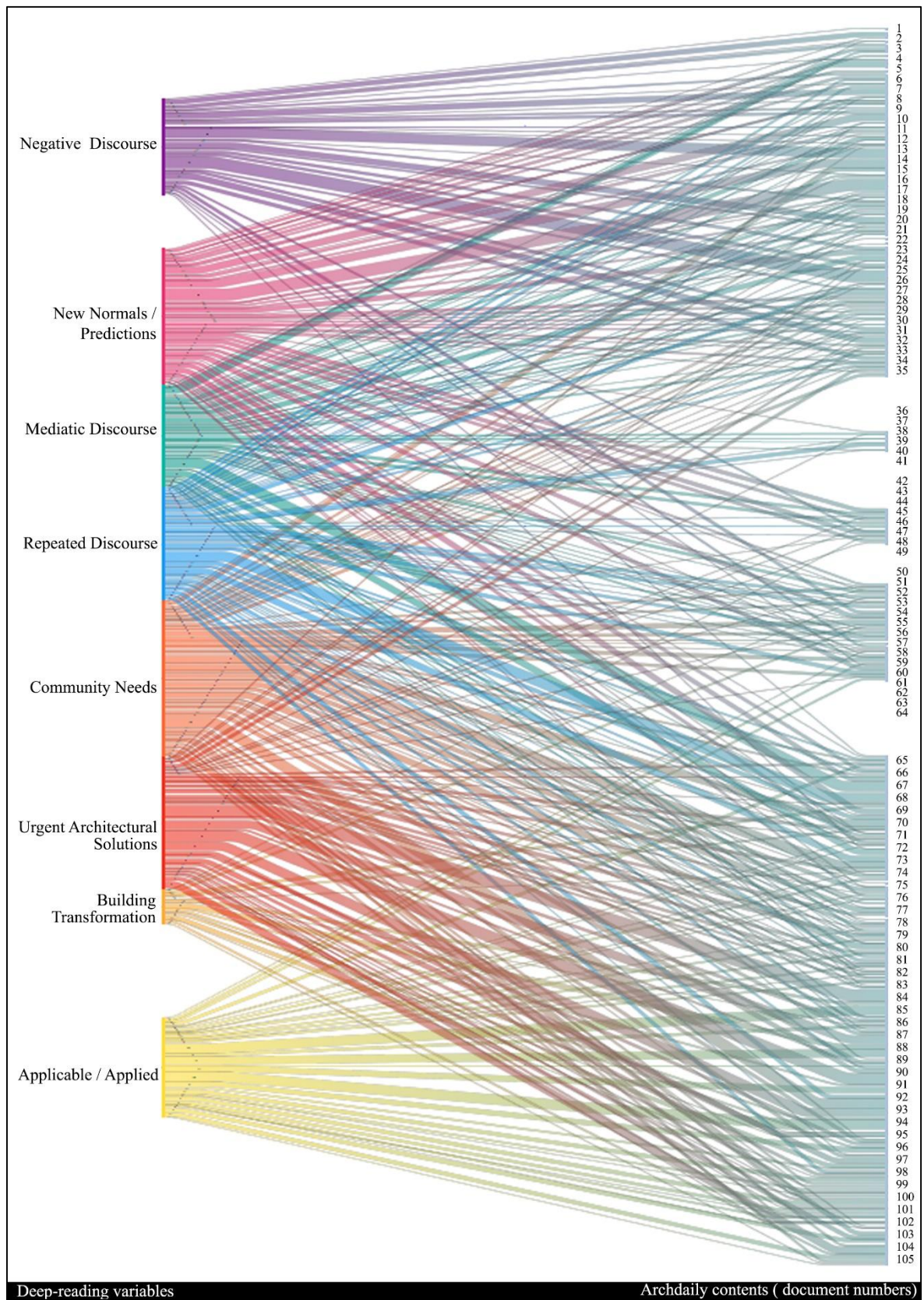Figure 4.9. Deep-reading variables – the criticism object diagram

4.2.1. Object - subject findings

For *The Object-Subject Relationships*, the Community Needs and the Creating/Shaping Public Opinion canons were observed. In the light of all examinations and analyzes, the qualitative findings can be observed in figure 4.10.

586 quotations were marked in ArchDaily contents. 152 of these quotations include *Community Needs,* 131 of them the *New Normals/Predictions,* 127 of *them Urgent Architectural solutions,* 109 of them *Repeated Discourse*, 101 of them *Mediatic Discourse*, 97 of them *Applicable / Applied,* 93 of them *Negative Discourse*, and 33 of them *Building Transformations* were observed respectively. %26 *Community Needs*, %22 *New Normals/Predictions* and *Urgent Architectural solutions*, %19 *Repeated Discourse*, %17 *Mediatic Discourse* and *Applicable / Applied,* %16 *Negative Discourse* and %6 *Building Transformations* observed in 586 quotations (figure 4.10).
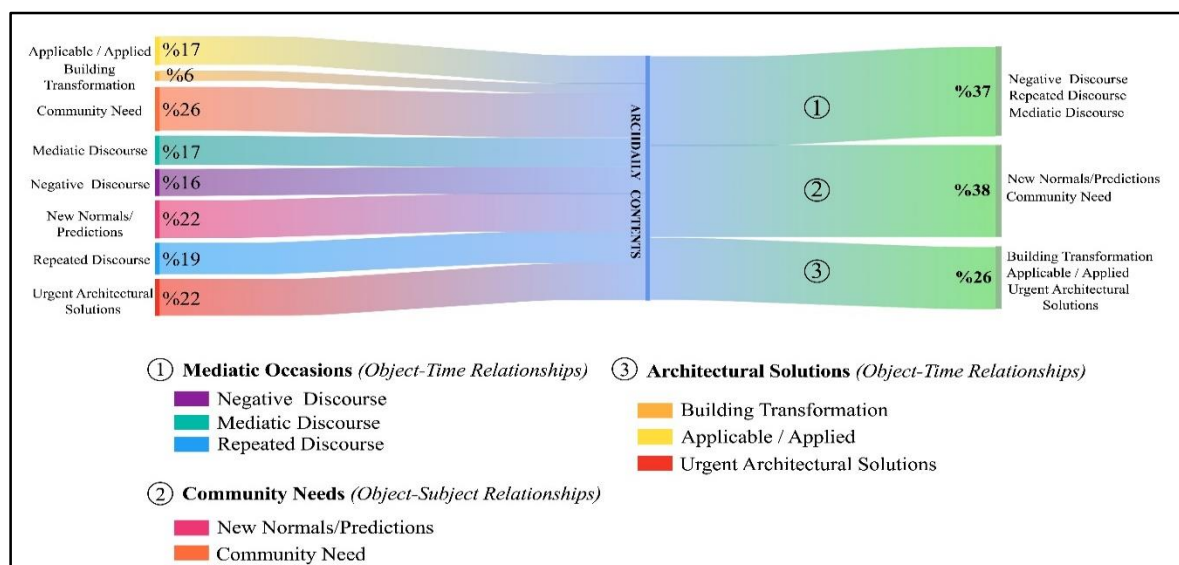
Figure 4.10. Both variables and sub-variables percentage of the deep-reading analysis

As it was mentioned the object-subject relationship could be compared to the user-structure relationship in classical architectural criticism. In architectural media criticism, the reader-author relation could be considered as user-structure relations. This author-reader relationship was tested with the *Creating/Shaping Public Opinion* variable in the previous analysis. According to findings '*Creating/Shaping Public Opinion'* variable was observed as 41.90% in Archdaily

contents. In addition to the 'Creating/Shaping Public Opinion' variable, the 'Community Needs' code was also examined to measure the object-subject relationship. According to qualitative deep reading findings, the *Community Needs* variable was observed as the highest percentage (%38) component of the deep reading research. Therefore, it can be claimed that the object-subject relationship has been established strongly in the Archdaily case.

4.2.2. Object - time findings

It was mentioned that the criticism object should be suitable / fulfill the needs of the time. Therefore various sub-variables were determined according to 21 century's architectural challenges (chapter 3). These variables were; *Urgent Architectural solutions, Building Transformations, Applicable / Applied, Mediatic Discourse, Repeated Discourse, and Negative Discourse.* According to these canons, deep reading (qualitative analysis) was conducted via ATLAS.ti. Qualitative research findings indicated that ArchDaily's response to the 21st-century architectural challenges observed as; %37 Mediatic Occasions, and %26 Architectural Solutions (figure 4.10).

In the second chapter of the thesis, it was mentioned that the major challenge of architecture in 21 st century was the coronavirus pandemic. Therefore, health architecture has gained importance. Urgent structures have begun to build. The discipline of architecture offered instant – easy-to-build structures. Churches, schools have transformed into health structures. Emergency architecture has emerged. In such an environment, architectural solutions and building transformations were expected to be the highest content on ArchDaily. However, a high percentage of mediatic occasions were observed.

Diagnosis: Two themes (mediatic occasions and architectural solutions) and six codes (*Urgent Architectural solutions, Building Transformations, Applicable / Applied, Mediatic Discourse, Repeated Discourse, and Negative Discourse.*) under these themes were used to diagnose the object-time relationship in the Archdaily case. As a result of the qualitative analysis carried out using the ATLAS.ti program, it was observed that Arcdaily has some deficiencies in architectural solutions which require rapid action in physical and social disasters. In addition to this, Archdaily's lack of theoretical discourse has been diagnosed since mediatic occasions refer to non-theoretical discourses. The excessive usage of the *Mediatic Occasions* code (37%) was determined as Archdaily's disease. Therefore, it was concluded that the object-time relationship is not sufficient in the Archdaily case.

5. DISCUSSION

The thesis proposed a multi-variable criticism model to evaluate the contemporary representation environment. The main objective was to guide the future development of similar representation environments for architectural culture. Pre-reading results indicated functional problems related to the environment. After diagnosing that Archdaily could serve as a medium for architectural culture, deep-reading analysis was conducted. Deep-reading results indicated subject and time related problems of the criticism object.

i. *Object-Environment Relationships:* Pre-reading results specific to the Archdaily website exemplified the functional characteristics of the environment variable. Archdaily platform provides environment variables as follows; 83,81% 'Information', 41,90 'Creating Public Opinion', 9,57% 'Socialization', 59,05% 'Cultural Continuity' and 22,89% 'Entertainment', in year 2020. 'Socialization', 'Entertainment' and 'Creating Public Opinion' did not seem to raise environmental relationships. On the other hand, 'Information' and 'Cultural Continuity' functions serve to improve the environmental relationships. In addition, pre-reading analyses revealed that Archdaily contents do not serve all functions equally (figure 4.5). According to analysis, 'Architecture News' displays consistency but 'Articles', 'Competitions', 'Interviews', and 'Events' do not serve all environment variables in times of coronavirus. It is possible to claim that not all contents in Archdaily fulfill the environment variables. Such as; 'Events' could only serve the socialization variable. As can be observed from figure 4.6, Archdaily published informative content when the coronavirus first appeared in January. With the declaration of the coronavirus as a pandemic in March, Archdaily has started to publish entertainment content since people did not find any change to socialize in coronavirus times. It is the indication of Archdaily's decisions have undergone some changes over pandemic time.

According to the findings of the study carried out by Esen and Kalaycı; Archdaily platform provides 5 functions of digital media as; 84.07% 'Information', 82.94% 'Creating Public Opinion', 41.78% 'Socialization', 39,40% 'Cultural Continuity' and 38,16% 'Entertainment', in year 2019 (Esen & Dinç Kalayci, 2021). Therefore, it is possible to compare how Archdaily's attitude has changed in a crisis environment such as covid-19 by looking at these data. It can be seen that the biggest difference is in the creating public opinion function.

Therefore, it is possible to claim that the Archdaily website is having trouble creating a public opinion on a new issue. As it was mentioned previously two-step flow model (figure 2.6) of Katz and Lazarsfeld, developed on one of the media functions "Creating public opinion". According to this model, being influenced by mass media is weaker than influenced by our connections and opinions (Katz, 1960). Since Archdaily is a mass media, that's why it may have had difficulty in forming public opinion. On the other hand, it was observed that there was a decrease in socialization and entertainment functions in object-environment relations by comparing in the years 2019 and 2020. Therefore, it would not be wrong to say that Archdaily's relationship with the environment was weakened during the pandemic period.

As Parnell mentioned before, the architecture journals were the history of architecture itself and he underlines that medium also affected history (Parnell, 2011). Today, the medium in which the history of architecture is written can be considered as digital media and it brings some features specific to the 'environment' (media). According to Katz (Katz, 1960), Burton & Marshall (Burton & Marshall, 1993), 'Information', 'Creating Public Opinion', 'Socialization', 'Cultural Continuity' and 'Entertainment' functions represent the ideal media environment. According to findings, these functions were not observed equally in the Archdaily. Esen & Dinç Kalayci's analysis conducted in 2019 (Esen & Dinç Kalayci, 2021), revealed that the percentages of environment variables decreased in 2020. It was thought that this situation might be caused by the pandemic. In order to fully adapt to the architectural media criticism model, all functions should be provided equally even in extraordinary situations, also the media of architecture should be expected to produce new functions as well. Therefore, a satisfying *Object-Environment Relationship* could not be mentioned in the Archdaily case. Yet, a weak object-environment relationship could be established, it was accepted that Archdaily serves as a medium. Thus, deep-reading analysis was started.

ii. *Object- Subject Relationships:* Object-subject relationships were conducted both pre-reading and deep-reading analysis. While investigating object-subject relationships on Archdaily, author-reader relations were considered. The publications which had a comment below have been considered and evaluated in the Creating / Shaping Public Opinion variable. According to pre-reading analysis, there was 41.90% 'Creating/Shaping Public Opinion' variable has been observed in Archdaily's contents.

This means that around 7 million people comment on Archdaily in a month. Therefore, it is possible to claim that Archdaily is still able to form public opinion in coronavirus times, despite the significant decrease in Creating public opinion variable compared to 2019 (Esen & Dinç Kalayci, 2021).

As previously mentioned, Brouwer defines public opinion as the mushroom (Figure 4.1) growing rapidly under suitable conditions (Brouwer, 1967:74). Therefore in order to increase public opinion, Archdaily should develop suitable conditions to the community's expectations. In the second chapter, community needs are defined as, social needs which consider people or architectural community (such as; open spaces, better environments for community), and predictions related to society or architecture. According to these definitions, deep-reading analysis was carried out. Deep-reading results display that Archdaily scores community needs with %38 percent in its publications (Figure 4.10). This ratio would have been expected to be higher for Archdaily to fit the architectural media criticism model. However, it would not be wrong to say that the object-subject relationship is higher than object-environment relationships.

As previously mentioned Scott underlines that *'to leap forward, one must imagine alternative possibilities, scenarios, narratives, and even problems (Scott, 2014:183)'*. Therefore it is possible to expect Archdaily to predict future developments, needs, or future-normals for architectural culture. According to deep-reading findings, Archdaily can only fulfill %22 new normals/predictions variables (Figure 4.10). Archdaily is having trouble making predictions for the community's needs. Scott underlines that theory is necessary to understand 'What kind of relationship architecture can relate to the world?' (Scott, 2014:175). Predicting future scenarios for the needs of the community would seem to be dependent on the architectural theory discourses. Therefore, the insufficiency of new normals/predictions variables may be due to Archdaily's lack of theoretical discourses.

iii. *Object-Time Relationships:* Object-time relationships were observed in deep-reading analysis via Atlas. ti. In deep-reading analysis, time represents the age and its architectural challenges. Therefore, one of the variables is determined as *Architectural Solutions* since the problems related to the coronavirus are mainly included. Another variable was determined as *Mediatic Occasions* since Mediatic discourses are dominant in media over the years (chapter 2). In order to observe *Architectural Solutions* (Urgent Architectural

solutions, Applicable / Applied, and Building Transformations sub-variables), and to observe *Mediatic Occasions* (Mediatic Discourse, Repeated Discourse, and Negative Discourse sub-variables) were created. Deep-reading analysis revealed that Architectural Solutions did not seem to be fully satisfying (figure 4.10). In addition, Urgent Architectural Solutions (22%), Applicable / Applied (17%), and Building Transformations (6%) sub-variables were scored low, hence found to be decreasing the *Architectural Solutions* variable.

On the other hand, Mediatic Occasions (37%) had a significant impact on Object-Time Relationships. Thus, 3 sub-variables (Repeated Discourse, Mediatic Discourse, Negative Discourse) were found to be the determining factors of Mediatic discourses that are dominant in media. Mediatic Occasions refers to non-theoretical discourses. Therefore, the theoretical side of Archdaily can be increased by reducing Mediatic Occasions. Archdaily was expected to bring solutions to the challenges of the 21 st century. It can be said that this deficiency may be due to the lack of theoretical discourses. Although it was expected a significant percentage of Architectural Solutions and a minor percentage of Mediatic Occasions to be present in Archdaily, the opposite results; a higher percentage of Mediatic Occasions (%37) than Architectural Solutions (%26) were obtained. According to Tan, *'Architectural theory is an attempt to mention the blind spots and unnoticed issues of the discipline* (Tan, 2014)'. Therefore, this thesis claims that Archdaily has too many mediatic discourses so it has difficulty in producing architectural solutions to the problems of the age. Also, as it was mentioned, Archdaily has difficulty proposing future scenarios since its theoretical side is not strong.

6. CONCLUSION

"There is only one way to avoid criticism: do nothing, say nothing, and be nothing."

Aristotle (384 BC- 322 BC)

With the increased use of media, there have been changes in production, consumption, education, and representation styles. The reflections of this change were observed in the architectural discipline. The discipline of architecture started to be practiced online, architectural education from home became possible. As a result of all these changes, it was observed that information was abundant in the media. It was predicted that not all of this information may have the same quality. At this point, it was seen that architectural criticism should also be done for the media of architecture.

The thesis claims the media of architecture as a product of architecture and argues that the media of architecture should be chosen as the criticism object. In this context, the Archdaily platform has been chosen as the criticism object, it was thought Archdaily could represent the media of architecture since it is free, easily accessible, popular and the most visited architectural website in the world (Alexa, 2020). This research aimed to identify;

- What is/are the new media's role(s) in architecture?
- Is the ArchDaily platform successful in fulfilling the expectations of society (mostly architectural) in terms of being the new media?

According to the findings, some deficiencies were found in Archdaily. The most important of these; the inability to be theoretical, which is determined as one of the challenges of age (chapter 2). Media representation has been a problematic issue for many years. As mentioned before, Le Corbusier made some changes to make the representation look better. Therefore, it can be understood from this example, the representations may have been removed from being theoretical while they have been adapted to the media environments. According to findings obtained via Atlas. ti (chapter 4), *%37 Mediatic Occasions* code was observed in Archdaily's content (figure 4.10). Therefore, it can not be said that Archdaily is completely theoretical since the *Mediatic Occasions* code refers to non-theoretical discourses.

Another problem is the inability to respond to architectural problems. It was expected from architectural media to offer more urgent/applicable solutions for covid-19. However, at the end of the research, the findings showed that an insufficient number of urgent solutions were provided. Although reacting to the problems of the age (figure 4.6), Archdaily could not offer enough suggestions to the architectural culture environment. It may be due to Archdaily's inability to approach the events in a holistic view. After identifying and reacting to the problem, Archdaily was expected to bring a solution to the problem.

To summarize, it can be argued that Archdaily does not fully adapt to age and does not respond to the challenges of the age. On the other hand, Archdaily's object-subject relations were found to be stronger than object-time and object-environment relations. The high reader-author relationship and the success of creating/shaping public opinion may be evidence of why Archdaily is so popular around the world. By analyzing representations of Archdaily in the coronavirus times, this thesis has shown how media discourse can, directly and indirectly, shape the architectural culture environment.

Last words; In order to adapt to the age, it is necessary to be open to innovations and to be able to respond to the needs of the age. The present age is the age of the media. The discipline of architecture has evolved into media environments to adapt to the requirements of the era. With this orientation, media representations have emerged in architecture. Among these representations, Archdaily has been measured with concepts such as suitability for the age, meeting the needs of architectural culture, and responding to the challenges of the age. As a result of the evaluation, it was seen that the object-subject relationship of Archdaily in the media environment was strong, but it had some deficiencies due to the characteristics of the place and could not fully answer all the challenges of the age. It was claimed that these weaknesses were caused by mediatic discourses. Therefore, it was thought that the Archdaily platform should develop its theoretical infrastructure in order to strengthen its relations with the architectural culture environment. It is recommended to create the 'Archdaily Academic' platform as a sub-platform to overcome these deficiencies. Therefore some bad features (such as non-theoretical discourses and unsolved architectural problems) can be removed and Archdaily's theoretical perspective can be strengthened. Thus, the Archdaily Academic platform can observe the age theoretically and the history of architecture can be written via Archdaily Academic, also it can strengthen the architectural culture environment. Therefore,

the chaotic environment can calm down and the quality of the media of architecture can increase.

The present study has investigated the ArchDaily website in the year 2020 (from 1 st of January to 3rd of September) and the hypothesis stated in the thesis, *ArchDaily is sufficient to propose solutions to the 21 st century architectural challenges in times of coronavirus* was partially supported. According to the limitations, the findings may not be generalizable to all ArchDaily yet it could represent ArchDaily's pandemic period. The proposed criticism approach might help to solve the problem of the chaotic architectural media environment. The method of the study could be applied to any other media medium. This study was carried out to enrich the media environment of architecture. And it is hoped that the study opens an extra lane for discussions on the architectural media and its representations.

REFERENCES

Akın, Ö., and Weinel, E. F. (1982). *Representation and architecture*. Maryland, USA: Information Dynamics Inc. 1-26.

Al-Qawasmi, J., and Hadjri, K. (2007). Architecture in the digital age: The effect of digital media on the design, production and evaluation of the built environment. *Open House International*, 32(2), 4-7.

Arvidsson, A., and Delfanti, A. (2019). *Introduction to digital media.* New Jersey: Wiley-Blackwell, 9-47.

Ashkan, M. (2016). The phenomenological evaluation of teaching professionalism in the architecture design studio culture: A case at the University of Kansas. *ArchNet-IJAR: International Journal of Architectural Research*, 10(1), 41.

Atakay, K. (2004). *Kanon huzursuzluğu*. İstanbul: Kitap-lık, 68, 70-77.

Berke, D. (2017). Gündelik üzerine düşünceler, G. Akyürek (Çev.). İçinde A. K. Sykes (Ed.), *Yeni Bir Günden İnşaa Etmek Mimarlık Kuramı 1993-2009*. İstanbul: Küre Yayınları, 67.

Bolter, J. D., and Grusin, R. A. (1996). Remediation. *Configurations*, 4(3), 311-358.

Boyd-Barrett, O., and Braham, P. (2013). *Media, knowledge and power*. London: Routledge, 63.

Brouwer, M. (1967). *Prolegomena to a theory of mass communication – Communication: concepts and perspectives*. London: MacMillar, 227-239.

Bulunmaz, B. (2014). Yeni medya eski medyaya karşı: savaşı kim kazandı ya da kim kazanacak?. *Karadeniz Teknik Üniversitesi İletişim Araştırmaları Dergisi*, 4(1), 22-29.

Burton, G. (2002). *More than meets the eye: An introduction to media studies*. Oxford: Oxford University Press, 97-185.

Burton, G., and Marshall, P. D. (1993). More than meets the eye: An introduction to media studies//Review. *Canadian Journal of Communication*, 18(1), 112.

Carlık, M., and Terzi, A. Ö. (2020). Sosyal ağların işlevlerini etkileşim, kimlik ve değerler üzerinden düşünmek. *Uluslararası Yönetim Akademisi Dergisi*, 3(3), 720-736.

Chandler, D., and Munday, R. (2011). *A dictionary of media and communication*. İstanbul: İletişim Yayıncılık, 243.

Cimadomo, G., García Rubio, R., and Shahdadpuri Aswani, V. (2018). *Towards a (new) Architectural History for a digital age. Archdaily as a dissemination tool for architectural knowledge*. Paper presented at the III. International Conference on Architectural Design and Criticism, Madrid, 64-69.

Colomina, B. (2014). Sosyal medya çağında özel ve kamu. In J. Graham (Ed.), *2000+ : The urgencies of architectural theory*. GSAPP- Columbia University: Janus Yayıncılık, 109-112.

Colomina, B., Loos, A., and Corbusier, L. (1996). *Privacy and publicity: Modern architecture as mass media*. Cambridge, MA: MIT Press, 73-111.

Comte, A. (1830). *Cours de philosophie positive par M. Auguste Comte. Tome premier [-sixième] : Les préliminaires généraux et la philosophie mathématique (Vol. 1).* Bachelier: Libraire pour les Mathematiques, 338.

Dimbleby, R., and Burton, G. (1992). *More than words: An introduction to communication*. London: Psychology Press, 13-64.

Dinç Kalayci, P. (2015). *Mimarlığı eleştirmek: Bir yaklaşım önermesi*. Ankara: Nobel Akademik Yayıncılık, 3-55.

Erlingsson, C., and Brysiewicz, P. (2017). A hands-on guide to doing content analysis. *African Journal of Emergency Medicine*, 7(3), 93-99.

Esen, I., and Dinç Kalayci, P. (2021). Rise and functions of new media in architecture: An investigation via Archdaily. *GRID-Architecture Planning and Design Journal,* 4(1), 1-25.

Friese, S. (2019). *Qualitative data analysis with ATLAS*. New York: SAGE Publications Limited, 21.

Giddens, A. (2013). *The consequences of modernity*. New Jersey: John Wiley & Sons, 17.

Göker, G. (2017). Dijital heterotopyalar:"Başka" bir bağlamda yeni medya. *Selçuk İletişim*, 9, 164-188.

Graham, J. (2014). *Introduction*. Paper presented at the 2000+ : The Urgencies of Architectural Theory, GSAPP-Columbia University, USA, 49.

Gür, Ş. Ö. (2004). Mimaride eleştirinin konstrüksiyonu: Perspektif, gerçeklik, yöntem ve ilke. İçinde H. Su (Ed.), *Teori ve eleştiri*. Ankara: Hece Yayınları, 211-262.

Gür, Ş. Ö. (2009). Mimarlıkta eleştirinin eleştirisi. *Mimarlık Dergisi*, 348, 26-31.

Gür, Ş. Ö. (2014). *Mimari güncellemeler (Vol. 1)*. Ankara: Nobel Akademik Yayıncılık, 2-15.

Gürer, T. K. and Yücel, A. (2010). Bir paradigma olarak mimari temsilin incelenmesi. *İTÜ Dergisi/A Mimarlık Planlama Tasarım*, 4(1), 86-96.

Güzer, C. A. (2009). Kültürel çatışma ve süreklilik alanı olarak mimarlık eleştirisi. *Mimarlık Dergisi*, 7, 15-17.

Heyer, D. C. P. (2019). *Communication in history: Stone age symbols to social media.* B. Ersöz (Çev.). 5. Baskı. Ankara: Siyasal Kitapevi, 19, 21, 145.

Horkheimer, M. (1972). *Critical theory: Selected essays*. First Edition. London: A&C Black, 188.

İnternet: Alexa. (2020). *The top 500 sites on the web*. URL: https://www.alexa.com/topsites/category/Top/Arts/Architecture Last accessed: 14.10.2020.

İnternet: Alexa. (2021). *Amazon: Annual net income*. URL: https://www.statista.com/statistics/266288/annual-et-income-of-amazoncom/ Last accessed: 11.02.2021.

İnternet: Archdaily. (2020). *Archdaily main page*. URL: www.archdaily.com Last accessed: 07.03.2020.

İnternet: Archdaily. (2020a). *Archdaily main page*. URL: www.archdaily.com Last accessed: 14.06.2020.

İnternet: Archdaily. (2020b). *Partners of Archdaily*. Retrieved from https://www.archdaily.com/advertise Last accessed: 14.04.2020

İnternet: Assemblage. (2000). Front matter. *Assemblage*, (41), 1-5. URL: http://www.jstor.org/stable/3171265 Last accessed: 11.03.2020.

İnternet: Cambridge Dictionary. (2020). URL: https://dictionary.cambridge.org/tr/ Last accessed: 17.11.2020.

İnternet: Caron, J. (1920). Une villa de Le Corbusier 1916. *L'Esprit Nouveau*, 6, 76-101. URL: http://arti.sba.uniroma3.it/esprit/viewer/web/viewer.html?&file=Li4vLi4vcGRmL0Vzc HJpdE5vdXZlYXUtRlRfMDYucGRm Last accessed: 10.03.2021.

İnternet: Cilento, K. (2012). Going viral + The ArchDaily Story. URL: https://www.archdaily.com/236935/going-viral-the-archdaily-story?utm_source=dlvr.it&utm_medium=twitter Last accessed: 23.08.2020.

İnternet: internetlivestats. (2021). *Livestats*. URL: https://www.internetlivestats.com/ Last accessed: 20.01.2021.

İnternet: internetworldstats. (2021). *Internet users distribution in the world*. URL: https://www.internetworldstats.com/stats.htm Last accessed: 20.01.2021.

İnternet: Johns Hopkins University. (2020). Coronavirus cases. URL: https://coronavirus.jhu.edu/map.html Last accessed: 30.08.2020.

İnternet: Koçyiğit, R. G. (2013). *Epistemic analysis of architectural criticism*, 1-6. URL: https://d1wqtxts1xzle7.cloudfront.net/50325217/MimariElestri-15Eng.pdf?1479222032=&response-content-disposition=inline%3B+filename%3DEPISTEMIC_ANALYSIS_OF_ARCHITECTUR AL_CRIT.pdf&Expires=1623363031&Signature=ggW8Zz8a1VzXUpVIlb8u~NcK6E NJytRshOQoNGO~FYJnx~TNqXyyorQZ3Ng1h2LZLgt7ILDQaQ~ywLWcfNmj6Xfx TsZvQgoTriEXC1MH~yXVVaW8MgMamkvktRd4llurLNnQ3puBHUMe~pQEmGX OHSeCiSe39fSKhNMETOVzCKssONMwV0rtSLDiBpyAAZCDvYG0M7cBnbRiEaC 1~V1JgUMZX3grenCVKcJVkDeLkbPWkLp0wKLtebdXLUPbkVnZ4RoCxPlkVfac6b KZsR9sdBcW5jxnsYEQkF5tXGeg6uzLHfzCLJSSR1GOVbuWQhJXs9hWL1G1V-QLyqYQwHJxTg__&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA Last accessed: 15.08.2020.

İnternet: Statista. (2020). How many people use the internet. URL: https://www.statista.com/statistics/617136/digital-population-worldwide/ Last accessed: 20.01.2021.

İnternet: World Health Organization. (2020). *Main page*. URL: https://www.who.int/ Last accessed: 30.08.2020.

Katz, E. (1960). Communication research and the image of society convergence of two traditions. *American Journal of Sociology*, 65(5), 435-440.

King, A. (1976). Architectural journalism and the profession: The early years of George Godwin. *Architectural History*, 19, 32-53.

Kweon, S.H., Hwang, K.H., and Jo, D.H. (2011). *Time and space perception on media platforms*. Paper presented at the Proceedings of the Media Ecology Association (12), 25-48.

Laseau, P. (2000). *Graphic thinking for architects and designers*. New Jersey: John Wiley & Sons, 39.

Lewis, R. B. (1998). ATLAS/ti and NUD•IST: A comparative review of two leading qualitative data analysis packages. *CAM Journal*, 10(3), 41-47.

Manovich, L. (2001). *The language of new media*. Massachussets: MIT Press, 37-66.

Marc, A., and Mackian, S. (1995). *Non-places – Introduction to an anthropology of supermodernity: from places to non-places*. USA: Verso Publishing, 78.

McLuhan, M. (2001). *Understanding media*. London: Routledge, 400.

McQuail, D. (1987). *Mass communication theory: An introduction*. New York: SAGE Publications, Inc., 663. 143-169.

Meisenheimer, W. (1987). The functional and the poetic drawing. *Daidalos*, 25, 111.

Mora, N. (2008). Medya, toplum ve haber kaynağı olarak sembolik seçkinler. *Uluslararası İnsan Bilimleri Dergisi*, 5(1), 1-25.

Oxman, R. (2006). Special issue of Design Studies on digital design. *Design Studies*, 3(27), 225-227.

Özdel, İ. (2010). Turkish architectural periodicals during the republican period, 1923-1980. *Çankaya University Journal of Humanities and Social Sciences*, 7(2), 517-550.

Özer, B. (2017). *Kentsel peyzajların tüketilmesinde sinema filmlerinin rolü*. Doktora Tezi, İstanbul Teknik Üniversitesi, İstanbul, 294.

Parnell, S. (2011). *Architectural design, 1954–1972: The architectural magazine's contribution to the writing of architectural history*. Unpublished thesis (PhD), University of Sheffield, United Kingdom, 511.

Pérez-Gómez, A. (2005). Questions of representation: the poetic origin of architecture. *Architectural Research Quarterly*, 9(3-4), 217-225.

Polat, İ. H. (2016). Dijital-Siber-Sosyal; Yeni bir medyadan yeni bir yaşam alanına dönüşüm. *TRT Akademi*, 1(2), 408-424.

Purdy, D. (2008). The building in bildung: Goethe, Palladio, and the Architectural Media. *Goethe Yearbook*, 15, 57-73.

Qu Sandy, Q., and Dumay, J. (2011). The qualitative research interview. *Qualitative Research in Accounting & Management*, 8(3), 238-264.

Raman, P., and Coyne, R. (2000). The production of architectural criticism. *Architectural Theory Review*, 5(1), 83-102.

Schwarzer, M. (1999). History and theory in architectural periodicals: Assembling oppositions. *The Journal of the society of Architectural Historians*, 58(3), 342-348.

Scott, F. D. (2014). Zaman ayırmak. In J. Graham (Ed.), *2000+ : The Urgencies of Architectural Theory*. GSAPP- Columbia University: Janus Yayıncılık, 175-183.

Sert, G. B. (2006). *A survey on photographic representation ın architectural magazine covers: Covers of Arredamento Mimarlik*. Master's Thesis, METU, Ankara, 101.

Stephens, S. (1998). Assessing the state of architectural criticism. *Architectural Record*, 186, 64.

Şimşek, H., and Yıldırım, A. (2011). *Sosyal bilimlerde nitel araştırma yöntemleri*. Ankara: Seçkin Yayıncılık, 432, 113-118.

Tan, P. (2014). *Çapraz metaryalizm*. Paper presented at the 2000+ : The Urgencies of Architectural Theory, GSAPP- Columbia University, USA, 185-206.

Tanyeli, U. (1999). Söylem ve kuram: Mimari bilgi alanının sınırlarını çizmek. *Mimarlık Dergisi*, 289(289), 38-41.

Wigley, M. (2000). The architectural cult of synchronization. *October*, 94, 31-61.

Wigley, M. (2014). Flaş teorisi. A. Erol (Çev.). In J. Graham (Ed.), *2000+ : The Urgencies of Architectural Theory*. GSAPP- Columbia University: Janus Yayıncılık, 246.

Wolcott, H. F. (1994). *Transforming qualitative data: Description, analysis, and interpretation*. New York: SAGE Publications, 20.

Yurtsever, E. A. (2015). *Seyirden etkileşime: Bir katılımcı sanat yapıtı olarak dijital imgenin fenomenolojisine doğru*. Doktora Tezi, Yıldız Teknik Üniversitesi, İstanbul, 212.

Yücel, T. (1991). *Eleştirinin ABC'si*. İstanbul: Simavi Yayınları, 20.

APPENDICES

Appendix- 1. Archdaily Contents

	Publication Date	Publication Title	Publication Characteristics	Information	Creating / Shaping public opinion	Cultural Continuity	Socialization	Entertainment
1	January 24, 2020	China is Building a Hospital in 6 Days to Fight Coronavirus	Architecture News	✔	✔	✔		
2	February 03, 2020	How Cities and Architecture Respond to the Coronavirus	Article	✔	✔			
3	February 04, 2020	China Completes Hospital in 10 Days to Fight Coronavirus	Architecture News	✔	✔	✔		
4	March 11, 2020	Is Coronavirus the Beginning of the End of Offices?	Article	✔	✔	✔		
5	March 16, 2020	Italian Architect Vittorio Gregotti Dies of Coronavirus at 92	Architecture News	✔				
6	March 18, 2020	Wuhan's Temporary Hospitals Close as Risk of Coronavirus Decreases	Architecture News	✔	✔	✔		
7	March 18, 2020	How Is Coronavirus Affecting Your Daily Routine in the Architectural Field?	Architecture News	✔	✔	✔		
8	March 19, 2020	A Solitary Stroll: Paris Under the Lens of Erieta Attali	Article			✔		✔
9	March 20, 2020	Coronavirus Design Competition	Competition					✔
10	March 20, 2020	How Long does Coronavirus Survive on Everyday Surfaces?	Article	✔	✔			
11	March 21, 2020	When Architecture Shows Solidarity with China Combating Coronavirus	Article	✔	✔	✔		✔
12	March 24, 2020	Remote Work and COVID-19: SOM on Collaborating with a Global Team	Interview	✔		✔		
13	March 24, 2020	NCARB Updates Exam Policies Amid COVID-19 Pandemic	Architecture News	✔				
14	March 25, 2020	Carlo Ratti Converts Shipping Containers into Intensive-Care Pods for the COVID-19 Pandemic	Architecture News	✔	✔	✔		
15	March 25, 2020	How is Coronavirus Affecting the Daily Lives of Architects? Our Readers Answer	Article	✔	✔			
16	March 25, 2020	Empty Cities: Photographers Capture COVID-19's Urban Impact Around the World	Architecture News	✔	✔			✔
17	March 26, 2020	Emergency Architecture: Designers Respond to Crisis	Article	✔		✔		
18	March 27, 2020	Michael Sorkin, American Architect and Critic, Dies at 71 of Coronavirus	Architecture News	✔				
19	March 27, 2020	Is Coronavirus Pandemic Accelerating the Digitalization and Automation of Cities?	Article		✔	✔		
20	March 30, 2020	Salone del Mobile. Milano Postponed to April 2021	Architecture News	✔				
21	March 30, 2020	Opposite Office Imagines the New Berlin Airport as a COVID-19 Hospital	Architecture News	✔		✔		
22	March 31, 2020	Trends Report: How Architects are working from Home	Article	✔		✔		
23	March 31, 2020	The World's Answer to the Lack of Medical Facilities: Temporary and Convertible Hospitals	Article	✔				
24	April 01, 2020	American Architect Michael McKinnell Dies from Coronavirus Complications	Architecture News	✔				
25	April 02, 2020	Adapting Existing Spaces: New York City's Response to the COVID-19 Pandemic	Architecture News	✔				
26	April 02, 2020	Pandemic Architecture Ideas Competition Open Call	Competition	✔		✔		✔
27	April 03, 2020	Shift Architecture Urbanism Creates Hyperlocal Micro Markets that Operate During COVID-19 Shutdowns	Architecture News	✔	✔	✔		

Appendix- 1. (continues) Archdaily Contents

#	Date	Title	Type					
28	April 04, 2020	Collectivity and the Common Good: How Housing Will Change Thanks to Coronavirus	Article			✓		
29	April 07, 2020	An Intermittent Breath of Fresh Air: Declining Emissions in Cities Soon on the Rise After Coronavirus	Article	✓		✓		
30	April 08, 2020	PlayHouse Competition - Call for Entries	Competition			✓		✓
31	April 13, 2020	Carlo Ratti on Architecture that Fights COVID-19: ArchDaily Interviews	Interview	✓		✓	✓	✓
32	April 13, 2020	Iraqi Architect Rifat Chadirji Dies at 93 after Contracting the Coronavirus	Architecture News	✓				
33	April 14, 2020	Tips for Architects Working At Home During COVID-19	Article	✓	✓	✓		
34	April 15, 2020	A Closer Look at the Chinese Hospitals Built to Control the COVID-19 Pandemic	Article	✓	✓	✓		
35	April 16, 2020	Working from Home Competition	Competition			✓		✓
36	April 17, 2020	Studio Precht Imagines a Park for Physical Distancing During the Coronavirus Pandemic	Architecture News	✓	✓			
37	April 18, 2020	How Will We Live Together With All Other Species?	Article	✓		✓		✓
38	April 19, 2020	Michael Sorkin on Cities, Gentrification and Teaching	Interview	✓				✓
39	April 21, 2020	Notre Dame Update: Restoration Works Suspended due to the Coronavirus Outbreak	Architecture News	✓		✓		
40	April 21, 2020	Introducing an Illustrated Series: Architecture and Cities Post-virus	Article	✓				✓
41	April 21, 2020	Living in a Pandemic State: How Interiors Face Isolation	Competition	✓		✓		
42	April 22, 2020	Seattle Design Festival Set to Open this August	Architecture News	✓		✓		
43	April 22, 2020	Carlo Ratti's First Intensive Care Pod Installed at a Temporary Hospital in Turin, Italy	Architecture News	✓				
44	April 23, 2020	People to Reclaim Streets in Milan in Post Covid-19 Vision of the City	Architecture News	✓		✓		
45	April 25, 2020	Architects and Designers Join the Fight Against the Pandemic	Article	✓		✓		
46	April 27, 2020	Contactless Architecture: Sensors and New Technologies for Indoor Daily Life	Article	✓	✓	✓		
47	April 28, 2020	The Cause of Wonder and Worry Over Digital Cities Post Virus	Article	✓	✓			✓
48	April 29, 2020	The Gastro Safe Zone: A Public Space Proposal that Considers Social Distancing Measures	Architecture News			✓	✓	
49	April 29, 2020	What Can We Do to Overcome (or Avoid) the Next Crisis in Architecture and Construction?	Article		✓			
50	April 30, 2020	5 Protective Face Shields Designed by Architects in Fight against COVID-19	Architecture News	✓		✓		✓
51	May 02, 2020	This is Our Chance to Rethink Safe Streets and Public Spaces	Article	✓	✓	✓		
52	May 03, 2020	Digital Models: COVID-19 and the Simulation of Physical Models in Virtual Classrooms	Article	✓	✓			
53	May 05, 2020	Coronavirus as an Opportunity to Address Urban Inequality	Article	✓		✓		
54	May 05, 2020	Paris Plans to Maintain Anti-Pollution and Anti-Congestion Measures post Covid-19 Lockdown	Architecture News		✓	✓		

Appendix- 1. (continues) Archdaily Contents

#	Date	Title	Type					
55	May 06, 2020	New Call for Submissions for Monu #33 - Pandemic Urbanism	Competition	✔		✔		
56	May 09, 2020	What Coronavirus Can Teach Architecture Schools About Virtual Learning	Article			✔		
57	May 12, 2020	The Next 100 Years Project - Architect Edition	Competition			✔		
58	May 12, 2020	How COVID-19 Will Shape Architectural Education	Article	✔		✔		
59	May 13, 2020	Lockdown: Airlines Grounded as COVID-19 Transforms Aviation	Article	✔	✔			
60	May 13, 2020	MASS Releases Spatial Strategies for Restaurants in Response to COVID-19	Architecture News	✔	✔	✔		
61	May 13, 2020	Caret Studio Reactivates Italian Plaza While Respecting Social Distancing Measures	Architecture News	✔	✔			✔
62	May 14, 2020	New Posters Urge End of Abuse against Construction Workers during the COVID-19 Pandemic	Architecture News	✔		✔		
63	May 19, 2020	A Call for Global Cooperation for Sustainable Urban Transitions	Article	✔	✔	✔		
64	May 19, 2020	London Introduces Car-Free Streets as Lockdown Eases	Architecture News	✔		✔		
65	May 23, 2020	Architecture post COVID-19: the Profession, the Firms, and the Individuals	Article	✔	✔	✔		
66	May 25, 2020	Domino Park Introduces Social Distancing Circles to Adapt to the COVID-19 Crisis	Architecture News	✔		✔	✔	
67	May 26, 2020	Tallinn Architecture Biennale Postponed until 2022	Architecture News	✔				
68	May 28, 2020	Alternative Healthcare Facilities: Architects Mobilize their Creativity in Fight against COVID-19	Architecture News	✔		✔		
69	June 02, 2020	Bruce Presents Architecture 20/20: New Visions for Public Spaces in the Age of COVID-19	Event	✔			✔	
70	June 05, 2020	CAC Live: The Future of Urban Density	Event	✔			✔	
71	June 08, 2020	Education, Flexibility and Opportunity. How Our Readers Are Handling the Post-Coronavirus Crisis	Article	✔		✔		
72	June 08, 2020	"We Should Treat Nature Sustainably": Zhu Pei Explores COVID-19's Impact on Design and Education	Interview		✔			✔
73	June 18, 2020	After COVID-19, What's Next for Landscape Architecture?	Article	✔	✔	✔		
74	June 22, 2020	3 Major Architecture Firms Propose School Buses and Shipping Containers for Accessible Testing Labs	Architecture News	✔	✔	✔		
75	June 23, 2020	RIBA Releases COVID-19 Recovery Guidance	Architecture News	✔	✔			
76	June 25, 2020	7 Design Guidelines for a Safe Post COVID-19 Transition	Architecture News	✔	✔	✔	✔	
77	June 29, 2020	MuseLAB Wins Coronavirus Design Competition	Architecture News	✔				✔
78	July 01, 2020	NACTO Releases Streets for Pandemic Response and Recovery in the Fight Against the COVID-19	Architecture News	✔	✔	✔	✔	
79	July 02, 2020	Paola Antonelli and Alice Rawsthorn's Instagram Live Series Examines COVID-19 Designs	Interview	✔		✔		

Appendix- 1. (continues) Archdaily Contents

No	Date	Title	Type					
80	July 06, 2020	The Pandemic Changed Everything—or So We Thought	Architecture News	✔		✔		
81	July 06, 2020	What Is Plexiglass? The Protective Plastic Many Are Using to Combat Viral Spread	Article	✔	✔			
82	July 07, 2020	Tales from the Loop: Filmmaker Jeff Durkin Captures San Diego Architecture	Architecture Photographers		✔			✔
83	July 20, 2020	Suburban Sprawl Increases the Risk of Future Pandemics	Article	✔	✔			
84	July 23, 2020	Architectural Photographer Edmund Sumner Takes Part in the Artist Support Pledge Initiative with Chandigarh Images	Architecture News	✔	✔		✔	
85	July 24, 2020	Dr. Strangelove's Strange Environmental Lesson for Architects	Article	✔		✔		✔
86	July 27, 2020	12 Outdoor Art Spaces, Parks, and Landscapes that Have Reopened or are Reopening Soon in the US	Article	✔				✔
87	August 05, 2020	Covid-19 Community Memorial Design Competition	Competition			✔		
88	August 10, 2020	Outdoor Dining Could Become Permanent in NYC as Architects Innovate	Article	✔	✔			
89	August 11, 2020	MASS Design Group Creates COVID-19 Guide for Senior Housing	Architecture News	✔				
90	August 12, 2020	The Evolution of Shared Space: Privacy vs. Openness in an Increasingly Dense Architecture	Article	✔	✔	✔		
91	August 13, 2020	Szczepaniak Astridge Wins Competition to Design Headquarters for Supermax, World's Largest Supplier of PPE	Architecture News	✔				
92	August 13, 2020	Vicente Guallart Wins Self-Sufficient City Competition for Post-Coronavirus China	Architecture News	✔	✔			✔
93	August 14, 2020	Call for Entries: Towards A Region Of Short Distances	Competition	✔		✔		✔
94	August 14, 2020	Letter From Nigeria: Coronavirus and the African City	Article	✔	✔	✔		
95	August 18, 2020	World Architecture Festival Goes Virtual in December, Returning as Live Event in June 2021	Architecture News	✔			✔	
96	August 19, 2020	The Pandemic Can Break Architectural Education Out of the Cloister for Good	Article	✔	✔			
97	August 20, 2020	Post-COVID, More Office Designs Include Permanent Outdoor Workspaces	Architecture News	✔		✔		
98	August 26, 2020	Rojkind Arquitectos Proposes A "Mourning Claim" Memorial for Coronavirus Victims	Architecture News	✔		✔		
99	August 28, 2020	FURNISH launches an open call for digitally fabricated urban elements adapting public spaces to COVID-19	Competition			✔		
100	August 28, 2020	Cássio Vasconcellos Captures Chaotic Urban Landscapes in a Series of Articulated Aerial Photographs	Architecture News					✔
101	August 28, 2020	Atelier Marko Brajovic Creates Home Office Capsule That Fits in Any House	Architecture News		✔	✔		
102	August 30, 2020	Brazilian Maps from the Venice Biennale 2018 On Sale To Fight Coronavirus in the Amazon	Architecture News	✔				✔
103	Sep 3, 2020	Architects and Designers Urge Action on Healthier Policy Priorities	Article	✔	✔			
104	Sep 7, 2020	A COVID-19 Memorial Could Capture the Passions Coursing Through American Society	Article	✔	✔	✔		
105	Sep 8, 2020	Ecography—Home and House in the Time of Coronavirus	Competition	✔			✔	✔

Appendix- 2. The inquiry made until 9.11.2020

GAZİ GELECEKTİR...