This paper draws on an ethnographic investigation of cybercafé use in Turkey and implications for the formations of cultural identity and socialization of Turkish youth within the emerging global and visual youth culture. The data were gathered through participant observations and field notes. Three cybercafés in an Anatolian city were over a period of two months. Detailed information was collected in the following areas: physical environment, services and activities, technical aspects, user characteristics and usage patterns. Besides, special attention was given to any appropriation of Western or hybrid cultural forms and expressions to capture the aesthetic sensibility or cultural signifiers. Overall, the findings indicate that global distribution of media, images, and ideas over the Internet may possibly create a homogenous consumer and Western-based culture. Nevertheless, the evidence also supports, albeit weakly, the alternative hypothesis arguing that local people reshape the global media and cultural exchanges according to their meaning-making system.