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**The World of Facebook:
A Research about Facebook Using Habits in Turkey**

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ABSTRACT

Facebook is one of the most visited internet sites in the World. Social platform that maintains its leading position among social media sites is considered as the "Flagship" among these platforms. Facebook has been founded on 4 February 2004 by Mark Zuckerberg who was a student at Harvard University. Content of the site was very narrow in scope, but it was no different from the present content. Zuckerberg developed the site for students at Harvard University. In other words, only students from the Harvard University could sign up to Facebook (the site's name was The Facebook at the time). Zuckerberg included other universities into his target perhaps because he thought his project could reach to more people considering the trend of popularity of Facebook at his university. Becoming popular in other universities around Boston, Facebook covered all Ivy League schools within a period of two months. The number of persons signing up to Facebook network increased at such a speed that all universities in the USA joined Facebook within a period of only one year. Upon going on the rampage among the American universities, it did not take too long for Facebook to extend beyond the borders of campuses. High school students and some big-scale companies joined Facebook network after one year. Facebook has been opened to all internet users on 11 September 2006. Subsequently, protests of the existing user base increased. 2 weeks later, Facebook allows any person with an e-mail to sign up. On October 2017, Mark Zuckerberg, founder of the social network and CEO, announced that Facebook had 2 billion users. At present, as a platform with a population higher than the population of countries, even continents, Facebook became the biggest platform for people to get news, socialize and express feelings and ideas. This study is a descriptive research prepared for the purpose of understanding ideas and habits of Facebook users in Turkey and knowing them better. A survey questioning habits of Facebook users who live in Istanbul, Ankara and Izmir, the biggest three cities in Turkey, has been used for the purpose of this study. Demographic questions are asked in section one of the survey that has been prepared based on screening method; the second section is about Facebook using habits and the third section contains 26 phrases that are based on Likert scale and

aimed at identifying reasons if using Facebook. In the final section of the survey, the question “What does “Facebook” recall to you?” is asked to determine what “Facebook” brand recalls and the positioning of this brand in the eye of users. Data of the survey applied on 01 January- 28 February 2018 were applied in Istanbul-Ankara and Izmir with random sampling method; findings were analysed with SPSS statistical program and a comprehensive descriptive analysis was conducted about the style of Facebook users in Turkey in connection with using the platform. The study is aimed at contributing the literature about reflection of social media users in Turkey, one of ten countries with the highest population of Facebook users in the world, to the presence of Facebook at global scale.

Keywords: Facebook, Social Media, New Media, İnternet, Turkey

Introduction: The Biggest Social Media Platform in the World: Facebook

Facebook was established in 2004 by Mark Zuckerberg in order to facilitate the communication between the students of the Harvard University. In a very short time, it started to spread around, by accepting members first from nearby universities and then from all universities across the United States. Facebook gathered an enormous database in a very short period of time since the membership requirements include personal data such as name, surname, gender, birth date, location and contact information. In 2006, Facebook started to accept members from all around the world and as a result, it obtained a very important database that includes personal information of real people from all around the world (Kircova& Erginkaya, 2015:52).

Social networks and Facebook, particularly beginning with the second half of the 2000's, provided a significant ease of communication and became irreplaceable in people's lives. Social media is the whole of communication technologies that are largely scalable, easily reachable and through which the individuals can easily influence the other individuals or groups. In this regard, Facebook presents a wonderful opportunity for companies to reach their customers. The companies on Facebook can contact their customers directly, promote new products, increase their brands' awareness and create common interest (Atalı & Çoknaz, 2015:137).

Today, Facebook, with its more than one billion users, is the most preferred social network. Through Facebook, users have a real communication experience with other users on a virtual environment. Facebook is a multimedia platform on which people share photos and videos, tag each other, write on their own or friends' walls for the sake of their personal histories. In addition to that, users are able to link to other sites, share things, reach wide communities via groups and chat online through Facebook. They can create groups about current events and are organized in the virtual environment regarding events taking place in the real world (Güçdemir, 2017:28).

As of March 2018, there are 1,45 billion daily active Facebook users. The number of monthly active users is, as for the same period, 2,2 billion. Everyday more than 350 million photos are uploaded on Facebook. It gets about 4 billion average daily video views. Three out of four of these videos are watched via smartphones (Facebook, 2018). In this study, a descriptive research was conducted about the thoughts and gratifications of Facebook users who live in Istanbul, which is the biggest industrial city of Turkey, Ankara and Izmir in the sample of Turkey.

The Previous Researches on Facebook Use

This part of the study contains a review of academic and market research on Facebook use which were conducted both in Turkey and worldwide. In the first section the findings of Facebook research conducted in Turkey were

analyzed and in the second section Facebook based research from around the world was examined.

Researches in Turkey on Facebook Use

A study investigating the relationship between Facebook Use and users' personality traits was done by Yelpeze and Ceyhan (2015) and the link between Facebook use and users' personality traits of shyness, selfishness, extraversion, self-discipline, adaptability, openness and neuroticism was examined. The findings of the study revealed that the patterns of Facebook use differ in terms of users' personality traits. While individuals with the traits of extroversion, shyness and selfishness use the platform frequently, individuals with the trait of self-discipline use it less. When examined in terms of the number of friends on Facebook, it was seen that extrovert and selfish people have a lot of friends and the number of friends that shy people have is less. Also, individuals who are extrovert, open and selfish share a lot while self-disciplined, shy and adaptable people avoid sharing things. Finally, the study showed that self-disciplined and neurotic individuals use the messaging service often and people who are open to innovations and shy don't prefer messaging.

Dal and Dal (2014) conducted a study with 350 university students in order to examine the social network platform usage habits, to reveal the relationship between the personality traits and social network site usage and the personality differences among individuals based on social network site membership. The findings of the research illustrated that there is a meaningful and linear relationship between the average daily time spent on social network sites and the average scores regarding the personality trait of Adaptability and Openness to Experiences. Also, it was seen that the average time spent by male users on social network sites is meaningfully different than that of the female users. It was understood that the average scores regarding the individuals' personality traits were meaningfully different regarding social network site membership.

A study looking at the relationship between the university students' Facebook use and privacy concern was done by Acilar and Mersin (2015). As a result of the study it was found that there is a statistically significant difference regarding privacy concerns between the university students who use Facebook and the students who do not use it. It was seen that students who don't use Facebook are more concerned about privacy than the ones who use it. Also, a meaningful negative relationship was determined between the privacy concern and the frequency of Facebook use, average time spent on Facebook in a day and number of friends on Facebook profile of the university students who use Facebook.

A study on the use of Facebook for academic purposes was conducted by Horzum (2016) with 750 university students. In this research, where it was examined if purposes of Facebook use vary based on gender, it was seen that while male university students use Facebook mostly to introduce themselves

and meet new people, female university students use it mostly for academic purposes. In addition, it was also found that more conscientious people use Facebook not with the purpose of making new friends but to maintain existing friendships.

Çapan and Sarıcalı (2016) investigated the role of social and emotional loneliness on the problematic use of Facebook in their study which was carried out with 259 students from different faculties of Anadolu University. Problematic Facebook use is correlated positively with social, familial, and romantic loneliness and it predicts problematic Facebook use. Besides, it was seen that while problematic Facebook use is predicted by the number of participants' Facebook friends, it is not predicted by participants' real friends number.

Doğan (2016), on the other hand, looked at the effects of Facebook use on psychological wellbeing and life satisfaction specific to high school students. The study was conducted with 459 high school students from 15 state high schools in Bolu. The results revealed that high school students' use of social network sites and Facebook is an important predictor in terms of making students happy, ensuring psychological wellbeing and life satisfaction.

Öncel and Tekin (2016), conducted a study with the aim of determining the addiction level of secondary school students on Facebook and specifying the purposes of use with 132 secondary school students. The results didn't show any meaningful differences between Facebook addiction levels and the gender and GPAs (grade-point averages) of the previous year. However, there were meaningful differences between the school type and the Facebook addiction levels. It was concluded that a meaningful difference exists between students' genders and school types, and students' Facebook usage purposes. Accordingly, while male students use Facebook mainly for social relationships and as a daily activity with respect to female students, the students of industrial vocational high schools use Facebook more than Anatolian high school students.

Karaca and Piri (2017) conducted their study in which they looked into the addiction risk of university students to Facebook with 217 students from Kastamonu University. The results showed that, university students do not show a tendency to be Facebook addicts in general. However, it was seen that there is a meaningful statistically significant difference between genders' Facebook addiction: the addiction level of male students are higher than that of female students.

Biçer (2015) examined the motivation to be on Facebook in specific to academicians. According to the findings of this study, it was seen that the basic motivations of academicians to use Facebook are communication, visibility and professional use. Furthermore, academicians carry out their daily communication and activities on this platform. According to another finding of the study, academicians don't use Facebook for the purpose of making new friends and they act with the motivation of improving their social capital through their shares on this platform.

Çetin and Toprak (2016), examined companies' Facebook use in times of crisis in specific to the recent Volkswagen Emission Crisis. In their study, they looked at the way Volkswagen used its Facebook accounts using the method of content analysis. Research findings showed that Volkswagen used strategies such as remedial action, support, compensation, apologizing, simple denial and minimizing.

Researches in the World on Facebook Use

Fardouly and Vartanian (2015), examined the relationship between Facebook Use and the body dissatisfaction. According to the findings obtained from the sample of 227 female university students, Facebook usage lead young women to compare their bodies with other people's bodies in general, to compare quality of their lives with their friends and peers and to compare their lives with the lives of the celebrities. As a result, women who spend more time on Facebook experience greater body image concerns, because most of the time these comparisons are the ones in which their appearances perceived to be worse than the others' appearances.

Shaw, Timpanoa, Tran and Joormann(2015) conducted a study in which they looked at the association between Facebook use and social anxiety symptoms on 75 people. The study showed that social anxiety increases as Facebook use increases. Likewise, the passive use of Facebook (observing others' profiles without interacting with them) increases the social anxiety symptoms. In conclusion, as the usage time of Facebook increases, individuals become more anxious, which leads them to brood about various concerns.

Another study looking into the link between Facebook use and depression was conducted by Steers, Wickham and Acitelli(2014) with a sample of 180 people. Based on the results obtained it was seen that the increase in the amount of time of Facebook use causes depression symptoms to be intensified for both genders. The relationship between depression caused by social comparison and Facebook use was found for male users. It was shown that people feel bad about themselves because of the social comparison they undertake and there is an increase in depression symptoms after spending much time on Facebook.

In the study by Hayes, van Stolk-Cooke and Muench (2015), which was conducted with 529 people between the ages of 18-70 and looked at the psychological effects of Facebook use, it was concluded that young adults use Facebook more often and that they are influenced by Facebook more than older adults. In addition, the amount of time that young adults spend using Facebook is more than older adults. Therefore, the psychological effects are more visible on young adults. Foremost among them is the negative body image.

Hong, Huang, Lin and Chiu (2014) examined the association between Facebook use and Facebook addiction in their study with 2017 Taiwanese university students. According to the research findings, there is a link between

Facebook use and self-denigration. The study also showed that people with depressive character use Facebook more and increased use leads to addiction.

Ainin, Naqshbandi, Noor and Jaafar (2015) looked into the impact of Facebook use on students' academic performance in their study carried out with 1165 Malaysian university students. Based on the research findings, Facebook use is associated with cultural interaction, social acceptance and academical performance. The study showed that social acceptance has a direct impact on Facebook use while cultural interaction does not.

Another study on the usage of Facebook for academic purposes was done by Sharma, Joshi and Sharma (2016). The sample of the study was 215 Omani students. The findings of the study showed that one of the most important purposes of Facebook use is the source sharing in higher education. The source sharing is followed by perceived usefulness (benefit from Facebook use), perceived pleasure, cooperation and social impact respectively. Hence it was illustrated that social media tools such as Facebook could also be used for educational purposes.

A study examining Facebook use of university students in terms of loneliness and academic success was carried out by Wohn and LaRose (2014). The findings of the study revealed that there is a correlation between the excessive use of Facebook and low academic motivation. In addition, the number of friends on Facebook is also related and loneliness causes an increase in the amount of time spent on Facebook. As the amount of time spent on Facebook increases, the academical performance decreases.

One other study on Facebook use for academic purposes was conducted by Sanchez, Cortijo and Javed(2014). According to the findings of the study, Social Impact is the most important factor in predicting the adoption of Facebook. Students adopt the use of Facebook to communicate with people who have similar interests. Social relations is perceived to be the most important factor among all purposes of Facebook use.

A study looking into the association between data privacy concern and Facebook use was done by Jordaan and van Heerden (2017) with a sample of 598 people. As a result of the study, a negative link between the online privacy concern and Facebook use was found. Accordingly, as the concern for privacy increases, the Facebook usage decreases.

According to the findings of the study of Cicevic, Samcovic and Nestic(2016), in which they examined the differences in generation on Facebook use, it is more widespread among older students. Younger students use Facebook less. Moreover, it is among the findings of the study that the number of friends and the number of groups that older students have is more than younger ones. It was also shown that there is no difference between older and younger students regarding the perception of Facebook addiction, in other words, the students don't see themselves as addicted to Facebook.

Cicevic, SamcovicveNestic(2016) carried out a study on the relationship between Facebook use and personality traits with 111 people. First a personality test was applied to the applicants and then their Facebook usage was examined. The findings revealed that people who are well adjusted are able to socialize on

Facebook easier and the conscientious ones tend to be the group managers. It was also illustrated that people who are open to new experiences and extrovert have more friends and more photographs and they tend to post more comments.

The Study on University Students' Facebook Use: The Method of the Study

The survey analysis, which is one of the quantitative research methods, was used in this study. The quantitative analysis is the numerical illustration of the observations in order to define and explain the facts.

The Aim and the Importance of the Study

The aim of this study is to determine the purpose of Facebook use of university students who are studying in the three big cities of Turkey, Istanbul, Ankara and Izmir. It will also be determined in the study whether the purposes of Facebook use vary with gender, age, residence type, duration of social media use, amount of daily time spent on Facebook, and frequency of use.

The Universe and the Sample of the Study

While the universe of this study is all university students, the sample is comprised of 880 university students living and studying in Istanbul, Ankara and Izmir who were selected through random sampling. The research is conducted by three different interviewers in three different cities between the dates of 01 January – 28 February 2018.

Data Collection Tool

A survey form was prepared for the study, which was designed as a field study. Since field studies take place within life, artificiality is out of question. A company, a small village, a city or the whole of a society might be accepted as the field of study in sociology and other social sciences. There are three types of field studies; survey, area and social anthropological studies (Arslanoğlu, 2016:68). Survey method was used for this study. The most reliable sources to learn about the behaviors, opinions or views and attitudes of people are themselves and their oral or written statements. The way to obtain these statements is through communication and asking questions. In survey method, information is acquired by asking questions to people (Balci, 2015:148). The questions asked in the survey could be categorized into three groups (Judd et al. 1991:242). These are; factual questions, behavioral questions and attitude

and opinion/belief questions. In the survey prepared for this study, attitude and opinion/belief questions are used. In this type of surveys, the belief or opinion questions are prepared to determine the opinions or feelings of a person about a specific subject. The attitude questions, on the other hand, are asked with the aim of determining the basic personality tendencies that the person obtained via their long-term life experiences and the way he/she was raised (Balci, 2015:149). The questions prepared for this study are intended to find out the attitudes and opinions/beliefs of Facebook users living in Turkey about the use of this social media platform.

The market research “Social Media User Profile in Turkey” (DigitalAge, 2017:11), which was conducted by Digitalage and FikrimMühim in August 2017 to understand the opinions and habits of Facebook users and to know them better, and the academic study “The Usage Purposes Scale of Social Networks” conducted by Usluel et al. (2014) were used as references for the survey form used in this study.

The survey form includes multiple-choice questions about Facebook use in addition to the questions about the demographics of the participants. The 15 questions in the first part of the questionnaire form, except for the question about monthly expense amount, were prepared as multiple-choice questions. In the second part of the survey form, a 5-point Likert type Facebook Use Scale consisting of 26 statements is presented. This type of scale was developed by R. Likert in the 1930’s. The social distance range between the choices of each item are equal. These choices are labelled as 5, 4, 3, 2, 1 and the scored obtained by the responses of the participants are summed. The weak items are sorted out by correlation calculations between the total score the participant gave to the items and the score each item gets. Strong items are interpreted (Aziz,2014:98). The items are scored between the range of 1 (definitely disagree) to 5 (definitely agree). There are not any negatively-keyed items which should be reverse coded in the survey form.

Reliability Analysis

First of all, the data gathering tool was subjected to reliability analysis. In reliability analyses Cronbach’s Alpha coefficient is used. The relevant coefficient gets a value between 0 and 1 and the reliability increases as this value gets closer to 1. It is necessary for the Cronbach’s Alpha coefficient to be higher than 0,70 to get reliable results from a specific scale. The reliability coefficient of Facebook Use Scale used in the study was found to be 0,921. In sum, the scale used in the study presents reliable results.

Table 1. *Reliability Analysis*

Cronbach's Alpha	N of Items
0,921	26

Normality Analysis

The normality analysis is used to determine the analysis type to be used in the study. Normality analysis is performed to determine if the data is well-modeled by a normal distribution. If the distribution is normal, parametric analyses are used, if it is not normal, then non-parametric analyses are used. Usually, parametric tests are based on assumptions given for “t” and “F” tests. For the test to be meaningful, this test should be in accordance with the assumptions. The sample universe should have a normal distribution for the parametric test to be applied. The samples should be selected randomly from the study universe. The sample size should not be smaller than ten (Aziz,2014:171). The results of the normality analysis of the study are shown in Table 2.

Table 2: *Normality Analysis*

N		880
Normality Parameters	Mean	2,7802
	Std. Deviation	0,71017
Extreme Differences	Absolute	0,105
	Positive	0,052
	Negative	-0,105
Test Statistics		0,105
P		,200

The normality analysis showed that the data is normally distributed. Therefore, it was decided to use parametric analyses.

Factor Analysis

KMO and Bartlett’s tests were used to see if the survey used in the study is suited for Factor Analysis. As seen in Table 3, KMO value of the survey was found to be 0,812. The p-value of Bartlett’s test was $p=0,000 < 0,05$. According to the analyses, a KMO value higher than 0,60 and a meaningful Bartlett Test (the p-value smaller than 0,05) shows that the scale is suited for factor analysis.

Table 3. *KMO Test*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0,812
Bartlett Test of Sphericity	Chi-square	1265,938
	df	325
	p	0,000

The factor analysis revealed that the scale consists of a total of 6 factors and these 6 factors are can explain 66,904% of the assumption of the scale. In

general, it is expected that these factors should at least explain 40% of the variance of the scale. Explainable variance is shown in Table 4 and Factor Loads are shown in Table 5.

Table 4. Explainable Variance

	Total	% of Variance	Cumulative %
1. Factor	8,958	34,455	34,455
2. Factor	2,486	9,562	44,017
3. Factor	2,135	8,211	52,228
4. Factor	1,567	6,027	58,255
5. Factor	1,238	4,760	63,016
6. Factor	1,011	3,889	66,904

Table 5. Factor Loads

	1	2	3		4	5	6
B16	0,846			B2	0,832		
B17	0,772			B1	0,688		
B24	0,711			B25	0,546		
B15	0,700			B3	0,538		
B18	0,682			B4	0,502		
B10	0,577			B19	0,399		
B13	0,529			B11		0,703	
B23		0,847		B9		-0,567	
B22		0,845		B26		0,544	
B21		0,717		B12			0,746
B14		0,569		B5			0,488
B8			0,824				
B6			0,791				
B7			0,772				
B20			0,545				

The factors were:

Factor 1: Friendship

Factor 2: Personel Archive

Factor 3: Finalite

Factor 4: Research

Faktor 5: Communication

Faktor 6: Socializing

Findings

This section of the study shows the findings secured from the application part of the study.

Frequency Analysis on Personal Demographics and Preferences

55% are the participants are male and 45% are female. 85,2% of the participants are between the ages of 21-23 and average monthly expense is 1371 TL. Most of the participants live with their families/relatives (68,2%). Table 6 shows the personal demographics.

Table 6. Personal Demographics

		N	%
Gender	Man	484	55,0
	Woman	396	45,0
	Total	880	100,0
Age	21-23	75	85,2
	24-26	13	14,8
	Total	880	100,0
Expense (TL)	Average	1371,84	
	Standard Deviation	1174,232	
Residence Type	With family/Relatives	603	68,2
	Dorm	89	10,2
	House (Alone)	123	13,6
	House (with Housemate)	5	8,0
	Total	880	100,0

The participants were allowed to give more than one answer and asked about the device that they used the most to access social media and the social media platform that they used the most in the last three months. The total number of answers given to these two questions are more than the total number of the participants. The answers showed that smartphones are the most used devices to access social media. The most used social media platforms are Instagram and YouTube respectively. It is seen that majority of the participants have been using social media for over 5 years. Table 7 shows the social media use.

Table 7. Social Media Use

		N	%
The most used device to access social media	Computer	161	15,8
	Smartphone	819	81,2
	Tablet	30	3
The most used media platform in the last 3 months	Facebook	281	13,9
	Twitter	428	21,3
	Instagram	801	39,6

	Periscope	10	0,5
	Youtube	492	24,3
	Other	8	0,5
Period of Social Media Use	2-3 Years	30	3,4
	3-4 Years	70	8,0
	4-5 Years	80	9,1
	More than 5 Years	700	79,5

Most of the university students that participated the study stated that they spend less than an hour on Facebook. When the frequency of Facebook use examined, it was seen that 20,4% of the participants never use Facebook while 31,8% use it 1-2 days in a week. 22,7% of the participants use Facebook every day.

Allowing the participants to give more than one answer, they were asked about the purpose of Facebook use, categories, content and pages they follow the most. Therefore, the total number of answers given to these questions are more than the total number of participants. It was seen that, Facebook is used mostly for hanging out, obtaining information and following the news. While culture & art and travel are the categories that are followed the most, photos and videos are the content that are liked the most. Finally, entertainment, travel & events and news/politics are the pages that are followed the most. Table 8 illustrates Facebook use.

Table 8. Facebook Use

		%			%
Time Spent on Facebook Daily	Less than half an hour	64,8	The Most Liked Content on Facebook	Photos	33,1
	Half an hour – 1 Hour	17		Video Contents	29,8
	1-2 Hours	11,4		Written Posts	16
	2-3 Hours	2,3		Memes	17,7
	4 Hours and More	2,3		Personal Status Updates	2,2
Frequency of Facebook Use	Never	20,4		Live Videos	0,6
	1-2 Days in a week	31,8	Purpose of Facebook Use	Obtain Information	19,4
	3-4 Days in a week	22,7		Hang Out	30,3
	5-6 Days in a week	2,3		Have Fun	10,3
	Every day	22,7		Following the news	15,8
Curiosity				13,9	
The Most Followed Pages on Facebook	Entertainment	22,22		Sharing	6,7
	Science and Technology	16,86		Gameplay	3,6
	Travel and Events	11,49	The Most	Clothing	15,3
	Education	8,05		Culture and Art	23,7
	News / Politics	14,18			

Lifestyle	8,05	Followed Categories	Food & Beverages	15,8
Movies and Series	8,81		Travel	20
Non-profit Organizations	2,68		Venue	12,1
Music	3,83		Healthy Living	5,1
Sports	3,07		Cosmetics	2,3
Baby and Kids	0,38		Fashion	5,1

Frequency Analyses

The participants were asked to answer a scale of 26 statements about their Facebook use. A 5-point Likert type scale was used, and the answers ranged from 1 (definitely disagree) to 5 (definitely agree). The statement that received the most positive response from the participants is the 15th statement which is; “I use Facebook to reach my friends whose contact information I don’t have (mean 3,43 and standard deviation 1,192) has the most positive response from the participants. The most negative response is for the 11th statement of “I use Facebook to tell the things that I can’t say to my friends’ face (mean 2,03 and standard deviation 1,236).

Table 9. *Frequency Analyses*

	Mean	Std. Deviation		Mean	Std. Deviation
B15	3,43	1,192	B20	2,89	1,245
B16	3,40	1,246	B2	2,82	1,199
B9	3,15	1,344	B6	2,76	1,184
B3	3,05	1,092	B21	2,73	1,220
B24	3,03	1,360	B7	2,69	1,263
B14	3,03	1,227	B10	2,63	1,280
B5	3,02	1,124	B22	2,50	1,259
B17	2,98	1,322	B12	2,43	1,311
B4	2,97	1,055	B23	2,40	1,140
B19	2,94	1,281	B1	2,26	1,160
B8	2,92	1,248	B26	2,24	1,222
B13	2,89	1,334	B25	2,23	1,122
B18	2,89	1,334	B11	2,03	1,236

Statistical Analyses

Unpaired t test was used to determine if Facebook use of the participants varies according to their gender. It revealed that there is a meaningful difference in terms of Facebook use between men and women ($p=0,042 < 0,05$) and men use Facebook more than women.

Table 10. *Facebook Use / Gender T test*

Gender	Mean	Std. Deviation	t	p
Man	2,8546	0,73446	3,411	0,042
Woman	2,6286	0,64361		

Unpaired t test was used to determine if Facebook use of the participant varies according to their age. No meaningful difference was found between Facebook use of younger students and older students ($p=0,187 > 0,05$).

Table 11. Facebook Use / Age T Test

Age	Mean	Std. Deviation	t	p
21-23 Years	2,7385	0,72063	-1,329	0,187
24-26 Years	3,0207	0,61691		

ANOVA analysis was used to determine if Facebook use of the participants varies according to their type of residence. No meaningful difference was found between Facebook use and the type of residence ($p=0,109 > 0,05$).

Table 12. Facebook Use / Residence ANOVA Analysis

	Mean	Std. Deviation	F	p
WITH FAMILY/RELATIVES	2,7855	0,71365	2,083	0,109
DORM	2,4573	0,74491		
HOUSE (ALONE)	2,6849	0,71011		
HOUSE (WITH HOUSEMATE)	3,3132	0,36652		
Total	2,7802	0,71017		

ANOVA analysis was used to determine if Facebook use of the participants varies according to period of Facebook use. It was found that Facebook use does not differ according to period of Facebook use ($p=0,798 > 0,05$).

Table 6. Facebook Use / Period of Facebook Use ANOVA Analysis

	Mean	Std. Deviation	F	p
2-3 YEARS	3,0769	0,26647	0,338	0,798
3-4 YEARS	2,9121	0,97648		
4-5 YEARS	2,6538	0,58326		
MORE THAN 5 YEARS	2,7687	0,71334		
Total	2,7802	0,71017		

ANOVA analysis was used to determine if Facebook use of the participants varies according to time spent on Facebook per day. It was seen that, use of Facebook does not differ based on time spent on Facebook per day ($p=0,366 > 0,05$).

Table 14. Facebook Use according to Time Spent on Facebook per day

	Mean	Std. Deviation	F	p
LESS THAN AN HOUR	2,6723	0,70860	1,093	0,366
HALF AND HOUR – 1 HOUR	2,9718	0,56160		
1-2 HOURS	2,9834	0,64248		
2-3 HOURS	2,7500	0,19037		
4 HOURS AND MORE	2,3077	1,03346		
Total	2,7540	0,68057		

ANOVA analysis was used to determine if Facebook use of the participants varies according to frequency of Facebook use. The results of the analysis showed that Facebook use differs according to the frequency of use of Facebook ($p=0,047 < 0,05$). Tukey analysis was used to determine the reason of this difference and the participants who stated that they use Facebook every day got the highest point average on Facebook use scale.

Table 15. Facebook Use / Frequency of Use ANOVA Analysis

	Mean	Std. Deviation	F	p	Difference
NEVER	2,4494	0,91054	2,286	0,047	1-5
1-2 DAYS IN A WEEK	2,6690	0,61835			2-5
3-4 DAYS IN A WEEK	2,9552	0,58443			3-5
5-6 DAYS IN A WEEK	2,9423	0,62552			
EVERYDAY	3,0423	0,65793			
Total	2,7802	0,71017			

Opinions about the Position of Facebook on Social Media: “What comes to your mind when you hear the word Facebook?”

The participants were asked about what came to their minds when they heard the word “Facebook”. The opinions obtained were encoded, categorized and analyzed. This section of the study includes the answers from the participants.

The most striking opinion about Facebook is that the platform has lost its popularity among young people. The participants indicated that Facebook is “*the place of old people*” and young people started to turn towards other social network sites, mainly to Instagram and Twitter. It was also expressed that the recent scandal of illegal use of user data has led to a negative perception on Facebook use.

Despite the fact that Facebook has lost its popularity among young users lately, it is still frequently used. Young users indicated that, although they were less active on Facebook, shared photos and videos less than before, since it was their “first love”, they didn’t quit using Facebook, they were still following entertaining groups and using the platform for the purpose of *receiving news*.

Some of the participants indicated that the word Facebook reminded them of social network and social revolution. Although it has lost its popularity

among young people today, Facebook, which was used to communicate particularly by young people especially in the beginning and brought about the understanding of sharing, was still preferred because it consisted of more “*real*” people compared to other social networks. They indicated that, especially on Instagram, users played “*fake happiness games*” while there were the *realities of life* on Facebook. For instance, people it is still through Facebook that people learn about the personal information of others like birth, wedding and funeral, not through Instagram.

Some users associated gameplay with Facebook. There were some who stated that after the popularization of gameplay on Facebook, especially in the beginning of the 2000’s, the game requests were increased very much, almost to the level of harassment. They said that, because of this reason they were alienated from the platform they stopped using Facebook for gameplay.

One other purpose of Facebook use is to follow the *event* and *birthday* notifications. The desire to have a personal profile, which was quite high during the first years of Facebook, has dried up and the platform has become a tool for remembering other people’s birthdays and learning about the events.

Since the individuals are required to give their real names for Facebook membership, the platform is still accepted as a “*quite good source*” to find old friends, but today, especially for the young people it is a “*quite boring*” platform “*consisting only of relatives*”. According to the participants, in future, Facebook will be “a beautiful memory of the past” due to the fact that it can’t bring as much innovation as the other social networks but only copies them.

Conclusion

The aim of this study was to determine the purpose of university students’ Facebook use. In this regard, a survey form consisting of 15 multiple-choice questions and a 5-point Likert type scale with 26 statements was prepared. Also, the open-ended question, “What comes to your mind when you hear the word Facebook?” was asked. The study was conducted with 880 students from the foundation universities in Istanbul who are between the age of 21-23. Most of the participants indicated that they live with their families/relatives. Accessing social media mostly via smartphones, the participants stated that in the last three months they used Instagram and YouTube the most. Facebook was the least used platform for that period. This result is an important evidence proving that there has been a decline in Facebook use.

When the amount of time that the participants spend on Facebook is examined, it is seen that they spend less than an hour. Considering the importance of smartphones in our daily lives, using Facebook less than an hour is another evidence showing the decline of Facebook use among the new generation. At present, it is the photos and videos shared that gets the most likes on Facebook, while the platform is usually used for gameplay. Besides, pages with entertainment content are the ones that are preferred and followed the most.

The new generation use Facebook mainly to reach their friends whose contact information they don't have. The rarest purpose of use is to tell things that they can't say to their friends' faces. When Facebook use scale is examined, it is seen that men use Facebook more than women. In addition to that, there is a relationship between the frequency of Facebook use and the point average of purpose of use scale.

In the light of these findings, it is seen that Facebook is not as important as before for the university students in Turkey. While the average age of Facebook users is rising, young people, who are considered to be active consumers, started to use Instagram and YouTube more than Facebook. This demonstrates that the effects of consumer society, as in all areas of life, can be seen on social media and it seems that Facebook is reflected in the consumer behavior of the new generation.

Facebook, by targeting older age groups, has become the social media platform with the most users worldwide. However, when approached in terms of social media and internet advertising, the amount of time spent on the platform and the young people visiting the platform becomes more of an issue for companies operating in new media environments. Since young people spend less time on Facebook and use it less than before, the question of "will Facebook drift away from the new generation in future?" comes up. The major source of income for Facebook, which is an establishment that generates income with the number of members, database and number of users, is advertisements. If the advertisers determine that Facebook is inadequate to reach young target audience, this may present a threat for Facebook's operating income, leading Facebook to enter the decline phase from maturity phase on the operating life cycle which results in performance loss. Therefore, it is necessary for Facebook to determine the social media needs of young generation and continuously renew itself. It should put effort in becoming a social media platform which is embraced not only by middle aged and aged people but used and embraced by young people also.

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ANNEX 1. The Survey Form Used in Research

Section 1. Do you answer the following questions?

Your gender	<input type="radio"/> Male <input type="radio"/> Female	Your frequency of use of Facebook	<input type="radio"/> I never use <input type="radio"/> 1-2 days a week <input type="radio"/> 3-4 days a week <input type="radio"/> 5-6 days a week <input type="radio"/> Everyday
Your age	<input type="radio"/> 18-20 <input type="radio"/> 21-23 <input type="radio"/> 24-26 <input type="radio"/> 27 and over	What purpose are you using Facebook? (You can respond more than one)	<input type="radio"/> To get information <input type="radio"/> To hang around <input type="radio"/> To have fun <input type="radio"/> To follow up news <input type="radio"/> Due to curiosity <input type="radio"/> For sharing purpose <input type="radio"/> To play a game
Education type	<input type="radio"/> Formal <input type="radio"/> Evening education	Which category of brands do you follow the most? (You can respond more than one)	<input type="radio"/> Clothing <input type="radio"/> Culture-art <input type="radio"/> Food-drink <input type="radio"/> Trip <input type="radio"/> Place <input type="radio"/> Healthy lifestyle <input type="radio"/> Cosmetics <input type="radio"/> Fashion <input type="radio"/> Baby
Class	<input type="radio"/> Prep <input type="radio"/> 1. <input type="radio"/> 2. <input type="radio"/> 3. <input type="radio"/> 4.	Your monthly average expenditure.....	
Type of housing	<input type="radio"/> With my family/relatives <input type="radio"/> At the dormitory <input type="radio"/> At home (alone) <input type="radio"/> At home (with home friends)	The means that you connect most to social media?	
The social media environment you used the most in the past 3 months (You can respond to more than one)	<input type="radio"/> Facebook <input type="radio"/> Twitter <input type="radio"/> Instagram <input type="radio"/> Periscope <input type="radio"/> Youtube <input type="radio"/> Other	Which pages do you follow the most on Facebook? (You can respond more than one)	<input type="radio"/> Photos <input type="radio"/> Video contents <input type="radio"/> Written shares <input type="radio"/> Caps <input type="radio"/> Personal status update <input type="radio"/> Live broadcast videos
How long have you been a social media user?	<input type="radio"/> 1 Yildanaz <input type="radio"/> 1-2 Yıl <input type="radio"/> 2-3 Yıl <input type="radio"/> 3-4 Yıl <input type="radio"/> 4-5 Yıl		

What is your daily spending time on Facebook?	<input type="radio"/> 5 Yildanfazla	one)	<input type="radio"/> Life
	<input type="radio"/> Less than half an hour		<input type="radio"/> Movieand series
	<input type="radio"/> Between ½ hour and 1 hour		<input type="radio"/> Non-profit organizations
	<input type="radio"/> 1 or 2 hours		<input type="radio"/> Music
	<input type="radio"/> 2-3 hours		<input type="radio"/> Sporys
	<input type="radio"/> 4 hours and more		<input type="radio"/> Baby and child
			<input type="radio"/> Beauty and Fashion

Section 2. Please indicate your agreement level in the following statements

	I totally agree	I do not agree	I'm pendulate	I agree	I definitely agree
1) I use Facebook to find solutions to any problem.					
2) I use Facebook to search for information on a subject I'm curious about or I'm interested in					
3) I use Facebook to find materials (photos, videos, text, etc.) that will support my views.					
4) I use Facebook to collaborate with my friends on any topic or situation.					
5) I use Facebook to meet people with common interests.					
6) I use Facebook to share tasks for a specific purpose.					
7) I use Facebook to organize socio-cultural events.					
8) I use Facebook to create a common goal.					
9) I use Facebook to be notified of events.					
10) I use Facebook to set up new friendships.					
11) I use Facebook to tell friends what I can not say face to face.					
12) I use Facebook to communicate with my friends I'm not sincere.					
13) I use Facebook to chat with my friends (instant communication, voice and video communication).					
14) I use Facebook to exchange messages with my friends.					
15) I use Facebook to reach contacts I do not know about contact information.					
16) I use Facebook to find my old friends.					
17) I use Facebook to keep in touch with my friends.					
18) I use Facebook to connect with my friends.					
19) I use Facebook to create content (photos videos, text, etc.) about any topic.					
20) I use Facebook to share the images (photos and videos, etc.) I created to					

support my views.					
21) I use Facebook to create photo albums.					
22) I use Facebook to create a video album.					
23) I use Facebook to create a personal activity log.					
24) I use Facebook to look at funny shares (words and cartoons, etc).					
25) I use Facebook to get away from the factors that make me unhappy when I'm unhappy.					
26) I use Facebook to make funny shares (words and cartoons,etc.).					

Section 3

What do you think when "Facebook" is mentioned?

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