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# The New Net Generation and Social Media: How Do the Youth Use Twitter in Turkey

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## Abstract

Social Media network Twitter, which dispossessed the traditional media of power and speed on creating agenda with its features, is very actively used by especially the new generation. New generation has made these social networks part of their lives by showing high demand to these new networks which entered to people's life as a result of the developments in new communication technologies. The aim of this study is to find out the use of Twitter of the Turkish youth. A conceptual scan on new generation and new network concepts was done in the first part of the study. In the second part, a literature review inclined towards the usage areas of social media and previous researches on that case performed before were exploited. In the research part of the study, determinations oriented to Twitter use habits of 480 Turkish university students whose ages are between 18 and 26 were analyzed. In the conclusion, it has been revealed that the Turkish youth prefer to use Twitter more than Facebook, use re-tweet mechanism to share information very frequently and feel themselves free in Twitter.

**Keywords:** Social Media, Twitter, Use of Twitter, Net Generation, Turkish Youth

## Introduction

Social network usage has become one of the most important realities of today without the discrimination of age, socio-economical level, location. In recent studies, it has been revealed that especially the youth use social media more than the traditional media. The reason that caused the internet usage to become widespread especially among the teens is that the young generations are more active and the legal limitations of this channel are fewer than the traditional media.

Parallel to Internet's becoming widespread and the increase in the demand to Internet channel, social media networks that occurred with the improvements in communication technologies and the change in Internet environment by Web 2.0 technology, has reached to all the masses of the community and been adopted. Social media which is used by new generation in very serious rates has both become a new communication instrument and provided new gains to economic structure of the media. The youth have sensed the social media as a new democracy platform and started to make their democratic rights and demands heard by benefitting from social media's unlimited communication possibilities. As social media became a new communication platform for the teens, it has started to be understood as the shortest way to reach the youth by the companies wishing to introduce their products and services. The brands have started to reach the users directly via social media and a double-way and unmediated communication way have been constituted between the customer and the brands.

Social media networks that have become widespread in the beginning of 2000s started to be widely used in Turkey especially since 2005. Among these social networks, the most commonly used platform has become the social media network named Facebook and this network, reaching serious accesses in context of the user number in Turkey, took Turkey up to the 4<sup>th</sup> place in most Facebook users in the world recently.

In Turkey, especially since 2011, the social media network named Twitter has started to elevate in both user numbers and creating agenda. In this, the role of Turkish interface which has started to be used since April 25<sup>th</sup>, 2011 is great. Since that date, important increase has occurred in the number of Turkish users on Twitter. As the number of active Twitter users in Turkey was 5.3 million people in 2012, this number has reached up to 6.2 million people in 2013. Turkish users who used to post 20 tweets per second in 2012, have started to post 92 tweets per second in 2012 (Monitera, 2013:12).

In this study, determinations on the use of internet by the youth in Turkey and the use of the new communication way of especially new generation, social media network Twitter in Turkey have been done.

Within this scope, the subjects to be examined and the questions whose answers to be searched for are as follows:

- What's the level of the use of social networks among the youth?
- In which areas do the youth use social networks?
- How are the behaviors of the youth on social media and networks?
- For which purposes and in which ways do the youth use Twitter, the most popular social media network of the recent times?

### **The Net Generation Concept and Context**

Social networks defined as networks established between individuals and professional relations have now become a part of daily life. Users have become able to make use of all the features of the new communication platform with the help of social networks. Becoming such widespread of information exchange causes new social networks to be born every passing day (Akyazı and Ünal, 2013:3).

The expression “net generation” is used to specify the youth raised and grown with the social media. Generation concept can be summarized and shown by classifying the statuses and roles in the social structure as grandfather-father-son or grandmother-mother-daughter (Duvenci, 2012:54). Widespread Internet use among the youth caused them to be named as Y and Z generations in the net generation. When making the most common definition of Z generation, the statement “Those which were born inside online communication in and after 1991 and see this type of communication process as a natural process unlike the previous X and Y generations” is used (Orhon and Eris, 2012: 140).

Z generation, which represents the net generation, is the generation which uses every kind of technology issueless, does not recognize a world without Internet and computers and communicates online to a large extent. Y generation which has occurred before Z generation is also among the generations which communicate online. As Y generation met Internet in puberty and youth periods, Z generation has been living in touch with Internet and social media networks since the childhood period.

In his study titled Popular Culture and High Culture, Herbert J. Gans has specified that technological innovations will be widespread via the youth using the phrase “The youth are the main carriers of the innovations – at least in the changing communities, even though they don't make new cultural inventions by themselves, they immediately descend upon the innovations”. The interest and curiosity of the youth are in relation with the possibilities that the culture constituted with the new communication environment provides (Duvenci, 2012: 54). Therefore, even if the communication transits in the net generation, very different communication platforms has started to be used by them thanks to the youth's being open to innovation.

The importance of what individuals did and liked in their youth is big in the embodiment of their identities. These embodiments are regarded as they will determine the choices of the individuals in the future. A generation lived their youth stages in different conditions and time obtains different identities as a result of those conditions. The generations are affected by the conditions they have grown and this creates differences in their attitude and behaviors. These differences in attitude and behaviors reflect on their ways of using technology (Duvenci, 2012: 54). So, Internet and social media use of the net generation caused them to be equipped with new characteristics very unlikely to the previous generation. Tapscott (2009: 74) has collected the characteristics of the net generation under 8 norms:

- Their Keeness to Freedom
- Liking to Share,
- Customizing the Products,
- Performing Researches in Every Subject,
- Giving Importance to the Brands,
- Loving Entertaining Works,
- Wanting to Cope With the Things Quickly

- Wanting to Own the New Technology As Immediate As Possible.

It's seen that the youth have created a unique language in the social media reflecting the language of technology. Technology, which necessarily makes designing a new communication environment oriented to the individual possible, provides different environments to meet on a single joint network. This joint meeting contributes the globalization concept to improve and an "earthian" identity with high "individuality" to occur.

The new generation youth using social media are also called "super communicators". The young generation is not only in social networks but in every kind of communication and mass communication channels. For this reason, young generation is in the position of the generation which uses the communication most. Such adaptation of the youth to the social media causes the young generations to become the target audience in the sense of advertisement and public relations. Social media use gains importance for the companies aiming to reach the young generation (Onat and Alikilic, 2008: 1126)

### Social Media Usage among Youth

Today, Internet has become an important channel especially for teens and started to be used as highly as to threaten the traditional media. As a result of the new media's and especially Internet's coming into all the environments where new generations live inside (family environment, school environment etc.), some changes have been experienced in the socialization process of the kids. According to a common belief, the teens who spend more time on Internet environment than with their families and friends learn the information about social life from this source. Taking the role of a virtual library, Internet has got ahead of the printed media and especially the classic library. In order to possess more detailed information about this subject, the social media usage of the youth needs to be put forth. Thusly, Internet usage statistics of the youth should be analyzed in the first place.

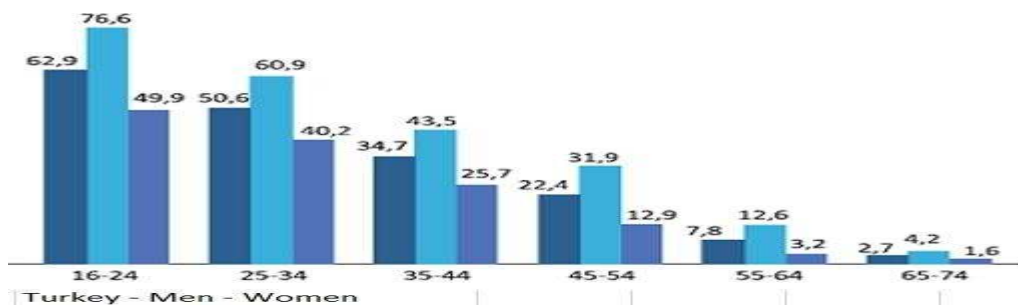


Fig. 1. Internet Usage by Age Groups (Aytekin and Sütçü, 2013: 3)

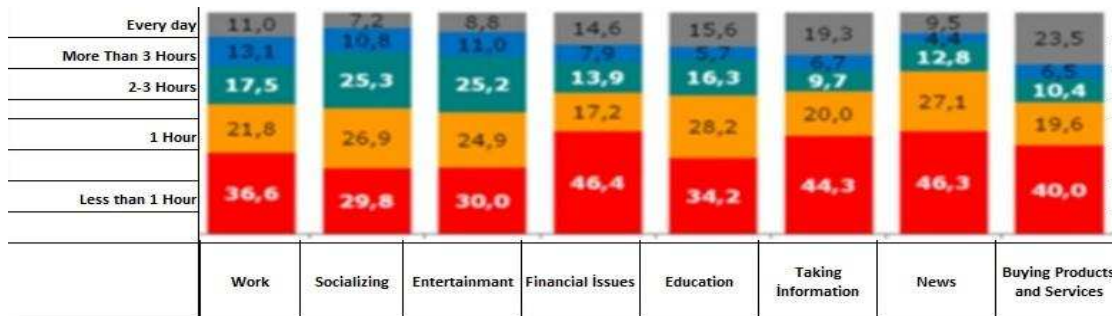
As we can see in Fig. 1, the youth constitute the great majority in Internet usage in Turkey. As Internet usage percentage is 62, 9 % among the youth between the ages of 16-24; this percentage is 50, 6 % in 25-34 age range.

The development of Internet technology and new communication technologies in Turkey and the world post-haste resulted in the increase of the numbers of Internet users at a great pace and more tendency of young population in Internet usage. This is envisioned to continue with the same pace in the future.

The great majority of the researches done in Turkey and worldwide show that the young population is predominant in social media usage. With a general assessment, the most preferred social platforms by Turkish Internet users are Facebook and Twitter. According to the research carried out by IpsosKMG and Gemius in December 2012, Facebook reaches 84, 2 % and Twitter reaches 33, 7 % of the Internet users. Similarly according to the computation by GlobalWebIndex done in the first quarter of 2013, 81 % of Turkish Internet users use Facebook, 43 % of them use Twitter (Öğüt, 2013). Usage of these two platforms gains importance because their usage is broad among the teens.

The results of Internet usage research oriented to the youth performed by Intel provide important information about teens' social media usage as well. According to the research done in 26 cities among the youth between the ages of 13-29, the youth pass six hours a day on Internet and there are computers present in 71, 4 % in the houses they live. According to the results of the same research, 8, 3 % of the youth in Turkey go online as soon as they wake up in the morning and 4, 7 % go online without leaping out of the bed. %54, 7 % of the

youth use Internet in order to connect social networks and spend 53, 5 minutes a day on social networks (Sabah, 2012). According to the same research's results, the youth spend 1 to 3 hours for socializing on Internet.



**Fig. 2.** Internet Usage Purposes and Times of the Youth (Young Turkey Research, 2013)

The other striking results emerged with respect to the same research can be summarized as follows:

3 out of 5 young users in Turkey have regular Internet access. In countryside, 2 out of 5 youths can access Internet regularly. City with the highest regular Internet access is Izmir with the rate of 76, 9 % and the city with the lowest regular Internet access is Van with the rate of 15, 5 %.

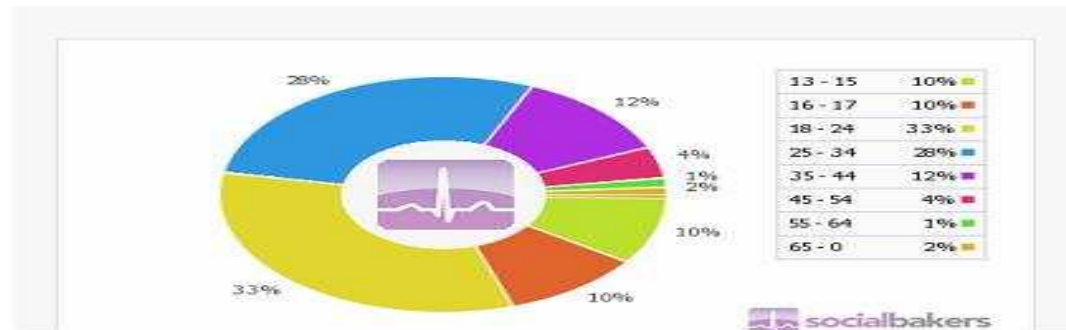
Online activities vary even from city to city. For example, as the youth in Zonguldak use banking and online reservation transactions most, the Manisa youth prefer to read news and have video chats and Gaziantep youth like to download music and movies.

Kastamonu youth take the first place with an astonishing record of %100 in the use of social networks such as Facebook and Twitter. The youth use their computers mostly for socializing (%84), entertaining (66, 8 %) and getting information and news (65, 3 %).

Boys and the teens in 13-17 age group are fonder of entertainment. 74, 8 % of young men and 77, 3 % of the teens between the ages of 13-17 use their computers for fun. As educational use is 69, 7 % in 13-17 age group, it falls to 64, 8 % in the age range of 18-24 and to 51,8 % in the age range of 25-29.

Being prevalent this much of the use of Internet and social media among the youth can be significant in many subjects in daily lives of the youth. The identities created on the social networks can be effective on the choices of the youth in their lives. Because the youth are constantly on the process of putting their own identities forth via the cultural activities they attend (which concerts they go, where they eat, which exhibition they visit etc.) and the cultural food they consume, they both reflect the opinions of the community they are involved and feed those communities.

Important information can be obtained when we examine the statistics of the youth about social media usage. Although the rate of elder Facebook users in Turkey has increased in comparison with the recent years, the youth constitute a great majority of Facebook users.



**Fig. 3.** Facebook Usage Graphic by Age Groups (Young Turkey Research, 2013)

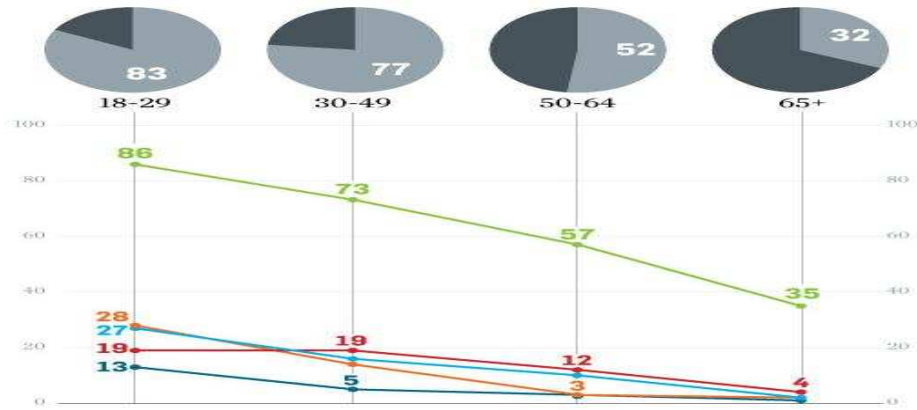
With all that, considering that there are more than one membership belonging to one person, the children under the age of 13 showing their ages older than their actual ages for membership because of the age limit in Facebook or the reality that the people who want to hide their real identities because of various reasons

are present among the members, even though if the distribution data by age reflects the reality is debated: it can be said that Facebook is still monopolized by the youth.

Twitter has become one of the platforms, which have become popular among Turkish users, especially after changing to Turkish interface. Twitter usage has become such widespread that there are researches showing the young users use Twitter more actively than Facebook in order to escape from the superintendence of their families. According to the analyses that Monitera, which makes observations and analyses on social media, has performed in 2013, a daily average of 8 million tweets are posted in Turkey. When we look at the previous year, we see tweet numbers have increased at the rate of 370 % (Twitter Türkiye Profili, 2013).

The activity and power of the youth on Internet are among the interest areas of the other social platforms. For example, today, the most preferred social network, LinkedIn, to create especially a professional social network has gravitated towards the youth. LinkedIn, where the users share their information about their professional business lives unlike Facebook, is a social network whose foundation was laid in 2002. LinkedIn, which has come online and met its users on 5 May 2003, stated that they provide the youth to think about their careers by including them in the professional business network. The platform which has reduced the membership age in many countries has aimed to expand its user base.

From this point forth, social media usage demography in Turkey follow a parallel course with the world. As we can see in the infographics below, 83 % of the age range of 18-29 representing the young population is inclusive of a social network in accordance with the results of the researches carried out worldwide.



**Fig. 4.** Social Media Usage in the World by Age (Twitter, Facebook, Pinterest and Instagram User Demography, 2013)

#### Previous Researches about the Youth and Social Media in Turkey

Many social networks such as Facebook, Twitter, YouTube, Flickr, Myspace, and Instagram have basically organized on people's creating content using these channels. These contents may sometimes be a music video or sometimes an idea and thought or sometimes a photo. Besides that, people's being able to interact with those contents via those social networks enables all those social networks to be used by larger masses. The first of the determinant factors in social media usage of teens is the interactive structure of those channels and the ability of teens to determine their own agendas with the other teens.

By disorganized nature of the networks, the individuals determine all the options on network in connection with their own desires. Therefore, any network is always in competition in order to attract attention of all the Internet users. Thusly, determining what kind of behaviors teens show on social media is also important.

Studies about teens' social media usage behaviors are various. In this subject, different behaviors on different platforms have been investigated. A research carried out by pewinternet.com has become attention grabbing in demonstrating social media usage behaviors of the youth. According to that: (Personal Information Sharing Behaviors of Teens on Social Media, 2013) As the rate of sharing information like names, birthdays, interests among youths is 80 %, the sharing rate of more private information is around 60 %. For example, the rate of sharing phone numbers is 20 %. In addition, youth have confessed that they have shared wrong information at the rate of 26 % in order to hide their personal information. Besides, a big majority of the youth around 70 % have stated that they added their parents on Facebook. As the rate of the ones who prefer their posts on

Facebook to be seen by only their friends is 60 %, this rate is very different on Twitter and 64 % of the youth on Twitter have had their profiles open to everyone.

Vural and Bat (2010) have examined social media use of teens on the new communication environment. The students studying in Ege University Communication Faculty were chosen as the universe of the research. 350 students chosen as samples were applied a survey and 319 surveys have been assessed among those. According to the survey findings, all the students are Internet users and among their purposes of using Internet, after information exchange, social media usage ranks second with the percentage of 26,6 %. Also, 73,7 % of the youth have knowledge about what is social media. 88,1 %, a great majority of the youth who took part in the survey, have reported that they use any social media instrument. 82,4 % of the ones taken part in the survey within the scope of the study stated that they spend more time on Facebook, 18,5 % on Net log, 24,5 % on Myspace, 13,5 % on Orkut, 14,4 % on Yonja and 21,9 % on other networks. When the data is evaluated, the reason why Twitter use seems less than the others can be shown as Twitter has changed to the interface in Turkish after the date when this study was performed.

In the study carried out by Aytekin and Sütçü (2012), a survey oriented to the students studying in 42 different departments and different classes of 13 universities in Turkey was held. In accordance with the results of the survey applied weightedly on 707 young users between the age range of 18-25, a great majority of the youth, 84,16 % of them have demonstrated that they own smartphones. This percentage can be considered important in the point of the youth's following the innovations and the space that Internet covers in their lives.

In the study that Bostancı (2010) presented as postgraduate thesis at Erciyes University, social media usage habits of Istanbul, Gazi and Erciyes University Communication Faculty students and for which purposes they use social media were examined. In accordance with the survey results applied on 380 students, it's seen that 55,5 % of the students use Internet every day, 19,5 % use it 1-2 days a week, 18,7 % use 3-5 days a week, 4,7 % use it 1-2 days a month and 1,6 % use Internet 3-5 days a month. Also, it's seen that 27 % of the students participated in the survey have blogs and 72,9 % don't. When the purposes of Internet use of the students who took part in the survey are examined, it's seen that 20,5 % of the students use it for research, 19,7 % for communication, 1,6 % for banking, 0,7 % for e-state, 8,9 % for downloading, 4,5 % for gaming, 13,8 % for news, 7,7 % for video, 22,2 % for social media and 0,4 % for other purposes. Therefore, social media is the leading among the purposes of Internet use of the youth.

According to the research results, the first factor effective on social media usage is "narcissism and media habit". This factor which has come up with the research also strengthens the definition of "common audience". According to the research results, the second factor which is effective on social media usage is "entertainment and time killing" factor. Third factor effective on social media usage has been specified as "relation maintaining" factor. With reference to the results shown up by the research, the fourth factor effective in terms of explanatory of the social media usage is "cyber community" factor. Lastly, the youth have specified the fifth factor as "enlightenment".

In his study aiming to examine social media usage of the teens at middle and high school level, Argın (2013) has put forth that attitudes of the students in regard to social media are high level and they have developed a positive attitude devoted to social media according to arithmetic average and standard deviation values calculated with the purpose of determining the attitudes of the students relating to social media.

Similarly, Ök (2013) has focused on usage motivations in his study he investigated the social media usage of middle school students.

In Köseoğlu (2010)'s study which he performed on university students using the approach of usage and satisfactions as basis, six factors have been found. These are prioritized as photos and videos (sharing), ease of use (fast communication), magazine subjects (relationship status), catching the community agenda (information), choices of use (time killing), social connections (maintaining relations).

According to the finding obtained from the study of Akyazı and Ünal (2013), 89 % of the students in state universities have Facebook accounts, 75,5 % have Twitter accounts and 48,5 % have accounts on the other social networks. And 89,4 % of foundation university students have accounts on Facebook, 70 % on Twitter and 55,2 % on other social media platforms. According to the rates relating to how long the youth have been on social media platforms, state universities come first with a 41,1 percentage of the students who have stated they have been on social media networks more than 5 years. A percentage of 35,6 % rank second stating they have used social media between 3 and 5 years. According to this, 75,7 % of the students have

been using social networks more than 3 years. On the other hand, the rate of the students who have been using social networks less than 1 year is pretty low with 2, 5 %. In the analysis oriented to foundation university students, similar results have been determined as well.

Ergenc (2011) reports that the participants visit their Facebook profiles at least once a day in his research on students. Besides, the rate of the participants who logs in Facebook more than once a day comes first with 59 %. In conclusion, Ergenc remarks that the website Facebook has taken a big place in the minds of the users and it creates the need to visit the website every day like it's a routine necessity.

In a field study that Hazar (2011) carried out oriented to social media addiction, he has set forth that 50, 4 % of the students use social media, one of the applications in Internet usage, between 2 or 4 hours and therefore, according to the data obtained, he has determined that half of the students use Internet almost for only social media applications.

It is seen in the studies that the researches have concentrated on especially university students, namely the young users. Considering that social media is used more intensively by the young users, it's possible to say that this is an accurate approach.

## **The Aim and Method of the Research**

Data collected for the research aiming to determine Twitter use behaviors of the youth have been evaluated and analyzed with estimation over descriptive statistics and situational description methods. Descriptive research model tries to explain some characteristics of the events and human groups individually or how are two or more characteristics at relational level (Arseven, 1994: 32).

Samples of the research were selected among 480 university students studying within the provincial borders of Istanbul, therefore the scope of research is limited with the borders of Istanbul. A survey form with a question of Twitter account existence, three open ended questions about use frequency, two demographical and a total of 18 questions prepared in accordance with five likert scale specifying participation level. Prepared survey form has been applied on a total of 522 people. Among the youths who have been applied the survey, 42 students who do not have Twitter accounts were taken out of the samples and application and analysis of survey were performed on 480 people who declared they possess Twitter accounts. Data collected in the research have been analyzed using the software, SPSS for Windows 20.0. Reliability test was performed in the analysis first. Obtained findings in the research in which demographic and frequency analysis and t test, ANOVA test and correlation analyses have been applied are explained below.

### **Reliability Analysis**

In consequence of the reliability analysis, Cronbach's Alpha coefficient is 0,822 and it's seen that the survey is pretty reliable as is. However, as a result of the examination of the survey on the basis of questions, it's seen that removal of the number 12, 13 and 14 questions will increase Cronbach's Alpha coefficient and relative questions were removed out of the survey. With the removal of these questions out of the survey, the new Cronbach's Alpha coefficient was found as 0,864 and it's seen that removal of any other questions would not increase that value. Results of reliability analysis can be seen in the table below.

**Table 1.** Confidence Coefficient

Cronbach's Alpha	N
,864	10

**Table 2.** Confidence Analysis

		Scale Average When Question is Out	Scale Variance When Question is Out	Corrected Matter Total Correlation	Cronbach's Alpha When Question is Out
S4	I use Twitter more than Facebook recently.	22,73	56,936	,609	,849
S5	Tweeting on Twitter comforts me.	22,18	56,070	,728	,838
S6	Sharing feelings and thoughts that I can't tell anyone on Twitter makes me happy.	22,08	59,766	,532	,855
S7	I enjoy reading what celebrities with Twitter accounts post.	22,29	62,233	,453	,861
S8	When I like a message on Twitter, I Re-Tweet it.	22,88	58,972	,616	,848
S9	I feel free on Twitter.	22,55	60,934	,426	,864
S10	In my opinion, Twitter is more reliable than Television.	22,46	59,416	,564	,852
S11	In my opinion, Twitter includes more accurate information than the newspapers.	22,59	57,258	,683	,843
S15	I like posting photos on Twitter.	22,25	58,013	,660	,845
S16	Twitter is the most reliable information instrument for me.	22,34	60,480	,506	,857

**Demographic Characteristics**

51, 87 percent of the ones who took part in the research are males, 48, 13 percent are females.

**Table 3:** Distribution of Participants by Sex

SEX	FREQUENCY	PERCENTAGE
MALE	249	51,87
FEMALE	231	48,13
TOTAL	480	100,0

38, 8 percent of the participants are at/under the age of 18, 61, 3 percentage are at/above the age of 19.

**Table 4.** Distribution of Participants by Sex

Age	FREQUENCY	PERCENTAGE
Younger Than 18 Years Old	186	38,8
Older Than 19 Years Old	294	61,3
TOTAL	480	100,0

32, 5 percentage of the participants have an active account on Twitter for 1 to 2 years and 2 to 4 years. 25 percent have an active account on Twitter less than 1 year and 10 percentage have active account more than 4 years.

**Table 5.** Active Account Possession Duration on Twitter of Participants

Possession Duration	FREQUENCY	PERCENTAGE
LESS THAN 1 YEAR	120	25,0
BETWEEN 1-2 YEARS	156	32,5
BETWEEN 2-4 YEARS	156	32,5
MORE THAN 4 YEARS	48	10,0
<b>TOTAL</b>	<b>480</b>	<b>100,0</b>

As 35 percent of the participants spend less than one hour a day on Twitter, 27,5 percent spend 2 to 3 hours, 20 percent spend 3 to 4 hours, 17,5 percent spend between 1 and 2 hours a day.

**Table 6.** Distribution of the Participants by the Time They Spend in a Day on Twitter

Time Spent on Twitter	FREQUENCY	PERCENTAGE
0-1 HOUR	168	35,0
1-2 HOURS	84	17,5
2-3 HOURS	132	27,5
3-4 HOURS	96	20,0
<b>TOTAL</b>	<b>480</b>	<b>100,0</b>

### Frequency Analysis

The phrase which is most positively expressed by the participants with 76, 3 % is that they re-tweet if they like a message on Twitter. Participants use re-tweet mechanism frequently.

The second most positively expressed phrase by the participants with 65, 1 % is that they use Twitter more than Facebook. Therefore, it can be said that Facebook has decreased in value in the eyes of participants and Twitter is on the rise in other respects.

Participants also think that they feel free on Twitter (63, 8 % in total) and the information present on Twitter are more accurate than the newspapers and television channels (%56,3 in total). Thusly, Twitter is a more accurate and reliable news source than the newspapers and television channels by the reason of Twitter is a free environment within the context of the participants' feeling themselves free on Twitter.

The less positively expressed phrases by participants are that posting on Twitter comforts them (46, 3 % in total) and posting feelings and thoughts they can't tell anyone on Twitter makes them happy (41, 3 % in total).

**Table 7:** Frequency Analysis

		1	2	3	4	5
S8	<b>When I like a message on Twitter, I Re-Tweet it.</b>	40,0	36,3	10,0	6,3	7,5
S4	<b>I use Twitter more than Facebook recently.</b>	46,3	18,8	15,0	8,8	11,3
S11	<b>In my opinion, Twitter includes more accurate information than the newspapers.</b>	35,0	21,3	25,0	12,5	6,3
S9	<b>I feel free on Twitter.</b>	32,5	31,3	15,0	8,8	12,5
S10	<b>In my opinion, Twitter is more reliable than Television.</b>	30,0	21,3	27,5	15,0	6,3
S16	<b>Twitter is the most reliable information instrument for me.</b>	21,3	31,3	25,0	12,5	10,0
S7	<b>I enjoy reading what celebrities with Twitter accounts post.</b>	13,8	38,8	27,5	10,0	10,0
S15	<b>I like posting photos on Twitter.</b>	16,3	36,3	21,3	16,3	10,0
S5	<b>Tweeting on Twitter comforts me.</b>	20,0	26,3	23,8	18,8	11,3
S6	<b>Sharing feelings and thoughts that I can't tell anyone on Twitter makes me happy.</b>	16,3	25,0	30,0	15,0	13,8

## **Statistical Analysis**

In this section, statistical analysis towards determining whether the opinions of participants are changed according to Twitter using time and activity period of Twitter accounts are being provided. Since the variables are in normal distribution parametric tests like T Test, Pearson are applied to the survey.

### **T Tests According to Age**

In consequence of t tests conducted for determining whether the opinions of participants are changed according to their ages; participation levels in 5. Expression “Sharing in Twitter eases my mind.”, 6. Expression “Sharing feelings and thoughts remaining within me on Twitter, makes me happy” and 15. Expression “I like sharing pictures on Twitter” are changed in accordance with ages. Accordingly;

It was observed that, more users under 18 years old stated sharing on Twitter eases their minds, sharing thoughts and feelings remaining within them on Twitter makes them happy and also they like sharing on Twitter in comparison with users older than 19 years old.

### **T Tests according to Gender**

In consequence of t tests conducted for determining whether the opinions of participants are changed according to their gender, 4. Expression “Recently, I use Twitter more than Facebook”, 5. Expression “Sharing in Twitter eases my mind.” And 8. Expression “I re-tweet when i like a message in Twitter.” differ greatly according to gender. Accordingly; it is observed that women recently use Twitter more than men; and again more women ease their minds by sharing in Twitter and re-tweet the message they like in comparison with men.

### **Anova Analysis according to Activity Time**

ANOVA analysis has been used for determining whether the opinions of participants are changed or not according to their activity period in their Twitter accounts. In order to determine the source of indicated differences, Tukey Analysis has been used. According to that;

- Users having accounts on Twitter for longer than 4 years stated that sharing eases their minds in comparison with users having accounts for lesser than 4 years. Therefore, it is possible to say that users having Twitter accounts from the beginning have some kind of Twitter addiction and relax them by sharing.
- It was determined that users having active accounts for 2-4 years use more re-tweet mechanism than users having active accounts for less than 1 year. Therefore, It is possible to say that, Twitter using habits and familiarity increase while the membership time is extended. (level of significance : 0.1)
- Users having active accounts for more than 4 years feel themselves freer on Twitter than users having accounts for less than 1 year. (level of significance : 0.1)
- Users having active accounts for more than 4 years think that Twitter is the most reliable news channel – even more reliable than television and newspapers – in comparison with users having accounts for less than 1 year.

### **Anova Analysis According to Online Time on Twitter**

Anova analysis has been used for determining whether the opinions of participants are changed or not according to their daily online time periods on Twitter. In order to determine the source of indicated differences, Tukey Analysis has been used. According to that;

- In comparison with users spending less than 1 hour a day on Twitter, users spending 2-4 hours a day on Twitter stated that they use twitter more than Facebook and feel happy to share their thoughts and feelings untold on Twitter.
- In comparison with users spending less than 1 hour a day on Twitter, users spending 2-4 hours a day on Twitter, stated that they re-tweet the entries they like. Besides, they indicated that they enjoy reading the entries of celebrities having Twitter accounts and consider Twitter as a more reliable news channel than newspapers and television.
- Users spending 3-4 hours a day on Twitter stated that they feel happy to share on Twitter in comparison with users spending lesser than that.

Considering results obtained from those data, people spending more time on Twitter by using it densely during the day stated that they count Twitter as a more reliable news source than newspapers and television, feel happy to share feelings and thoughts untold and spend more time on Twitter in comparison with most popular social media website of internet users, Facebook.

### **Correlations**

In Correlation Analysis, Pearson Correlation Coefficient is used. Pearson Correlation Coefficient is valued 0 to 1 and correlation between two variables is increased when this coefficient approaches to 1. It decreases when the coefficient approaches to 0. When correlation coefficient is higher than 0.50, it means there is a relatively strong relation. When it is lower than 0.50, it means there is a weak relation. This coefficient can be positive and negative. If correlation coefficient is positive, it means both variables increase at the same time and vice versa one variable decreases while the other one increases if the coefficient is negative. As a result of correlation analysis conducted for revealing relations of participant opinions and activity periods of Twitter accounts of participants and daily online time period on Twitter, a significant relation between the time spent on Twitter and opinion of feeling free only on Twitter has not been determined, however presence of not so strong positive relation between other expressions have been revealed.

There is no significant correlation between activity periods of Twitter accounts and using Facebook more frequent, feeling happy by sharing emotions and thoughts and enjoying reading entries of celebrities however there is a weak positive relation between other expressions.

### **Conclusion and Evaluation**

As a results of developments in Internet technologies, new generation teens have begun to use new communication channel, social media and turned this channel into a part of their daily lives. Along with developments particularly in Web 2.0 technologies, social media being a part of our lives is being used in daily life for all kinds of activities from education to entertainment

In consequence of a reliable survey study conducted on 480 participants spending more than one hour a day on Twitter and having active accounts for 1 to 4 years in total, it has been observed that participants start using Twitter more than Facebook and also profoundly utilize the re-tweet mechanism of Twitter.

Teens using re-tweet mechanism of Twitter frequently make this channel favorable for knowledge and idea sharing. It is possible to share opinions and also densely propagate advertisements and campaigns in a short time period by means of intense use of re-tweet mechanism of Twitter.

Beyond doubt, one of the most remarkable results derived from the study is that participants feel themselves free on Twitter and may share all kinds of ideas, emotions and thoughts. According to participants, Twitter is a more reliable news source than newspaper and television stations. Sharing news, images and photographs not published on TVs made access to more reliable information possible. Teens see social media as a channel in which they can express themselves freely and deem social media more reliable than traditional media. On that sense, social media networks pose a serious threat against traditional media and cause traditional media to lose its popularity over social media.

In the light of data derived from study, it is possible to say that reason of using twitter is receiving reliable and accurate news. Teens also enable news to be broadcasted by using re-tweet mechanism. Reading entries of celebrities having Twitter accounts and sharing pictures may be considered as purposes of Twitter use.

According to results, teens under 18 stated that sharing on Twitter eases their minds and they feel happier when they share their emotions and thoughts. Therefore, it is possible to say that Twitter is an appropriate platform for teens to express themselves. Teens under 18 years old being interested in this channel also give the clue that they will show more interest in that channel in future.

In research, it has been observed that women share more entries, feel relieved psychologically and use re-tweet mechanism more than men and spend more time on Twitter than Facebook. This data especially points out that campaigns and advertisements for women may have higher possibility to become popular.

Time spent by teens in social media called Twitter and the way of using of this social media network showed that popularity of this network has increased in social media. Increasing number of Twitter users in Turkey also enhances the influence potential of the channel as a communication channel on a lot of subject from

politics to advertisement. Especially, the great interest shown by teens in this channel and teens living great part of their lives with this channel, sharing their political and social ideas through this channel instead of traditional media play significant role in alteration of social dynamics. When viewed from this aspect, Twitter has a great importance for politicians, educators, advertisers, traditional media brands and everyone we can ever imagine in order to figure out future role determinants, teens. Everyone who would like to communicate with new generation and improve future strategies with new net generation should develop new communication models towards this channel.

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