SOCIAL MEDIA USAGE OF STUDENTS AT STATE AND FOUNDATION UNIVERSITY: A COMPARISON IN TERMS OF USES AND GRATIFICATION THEORY*

DEVLET VE VAKIF ÜNİVERSİTESİ ÖĞRENCİLERİNİN SOSYAL MEDYA KULLANIMI: KULLANIMLAR VE DOYUMLAR KURAMI BAĞLAMINDA BİR KARŞILAŞTIRMA

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ARTICLE INFO	ABSTRACT
	Today's people maintain their lives related with communication. Mass media have become the indispensable parts of our lives. In this study, social media usage habits of university students were examined in terms of uses and gratification theory. The study is important because of comparing the students in state and foundation universities. The study covers two state and two foundation universities in Konya. This study aims to measure whether the use of social media differs in terms of state and foundation universities. This study is a cross-sectional survey. Social media scale was used as a data collection tool in the research. The scale was applied to a total of 488 students who were studying at four universities. According to the results of the research; the students of foundation universities use the internets and social media more than the students of the state universities, all students are connected to internet mostly in their home and school. The most preferred social network are Facebook and Whatsapp and they spend daily one or two hours on social media and in these hours they firstly use social media for communication with their friends and later they prefer using internet for sharing music and videos and following the agenda.

ÖZ

Günümüz insanı iletişimle iç içe yaşamaktadır. Kitle iletişim araçları hayatımızın vazgeçilmezleri arasına girmiştir. Bu çalışmada üniversite öğrencilerinin sosyal medya kullanma alışkanlıkları kullanımlar ve doyumlar kuramı açısından incelenmiştir. Çalışma devlet ve vakıf üniversitesi öğrencilerini karşılaştırdığı için önemlidir. Çalışma Konya'da bulunan iki devlet ve iki vakıf üniversitesini kapsamaktadır. Bu çalışma, sosyal medya kullanımının devlet ve vakıf üniversiteleri açısından farklılaşıp farklılaşmadığını ölçmeyi amaçlamaktadır. Çalışma, kesitsel bir araştırmadır. Araştırmada veri toplama aracı olarak sosyal medya ölçeği kullanılmıştır. Ölçek, dört üniversitede öğrenim görmekte olan toplam 488 öğrenciye uygulanmıştır. Araştırma sonuçlarına göre, vakıf üniversitesi öğrencilerinin devlet üniversitelerine göre daha fazla interneti ve sosyal medyayı daha fazla kullandığı, tüm öğrencilerin daha çok evde ve okulda internete bağlandığı, en çok tercih edilen sosyal ağın Facebook ve Whatsapp olduğu, sosyal medyada günlük bir ile iki saatlik bir sürenin geçirildiği, sosyal medyanın öncelikle arkadaşlarla iletişim için kullanıldığı ardından müzik ve video paylaşmak ve gündemi takip etme konularının geldiği görülmüştür.

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1. INTRODUCTION

Today's people live in communication with each other. Communication tools are among the indispensable parts of our lives even though they vary from country to country. The television was an indispensable mass media tool for many years. Smart phones, tablet PCs and computers have taken place along with the introduction of the internet and the development of internet-based communication tools. Now news, appointments and e-mails are tracked over the internet allowing us to meet with friends and acquaintances without space and time constraints. Even if we do not have a friend, it is also possible to read and join others' ideas and create new groups. Social media has enabled this opportunity entering our lives quickly in the last few years. Social media has become increasingly a virtual meeting place, especially for younger generations.

All means of communication from newspapers to radio and television to internet based communication tools are used to satisfy different needs of people. While television meets the need in the beginning but the needs which are met gradually decrease. People use the messages from mass media according to their needs.

This study aims to examine the use of social media of students in Konya State and Foundation Universities in the context of uses and gratification theory.

1.1. Uses and Gratification Theory

There are different reasons why people use mass media or media. The mass media satisfy the people's needs in different ways. One of the theories about why people use media is "Uses and Gratification Theory". According to Gerbner's approach, which can be considered as an alternative to the "enrichment" theory, people try to satisfy their needs. Some of the tools which they use for satisfaction are mass media. People make choices to meet their needs between these tools and their products. These activities eliminate the need for ending, tensions are reduced (Tekinalp & Uzun 2013: 116). While people don't use the message from the same mass media for the same purpose, they may use it for different purpose (Severin & Tanjard 1994: 475, Defleur & Rokeach 1989: 187). For example in a study based on murder series it was searched why people watch this kind of series. While those who are between ages 18 - 30 say that they watch murder series for excitement, those who are over 50 say that they watch it for restoring trust and information (Fiske 1990: 152).

According to McQuail, Blumler and Brown (1978), mass media are often used to satisfy the following needs (Gökce 2005: 206, Fiske 1990: 152-153);

1) Strengthening the personality, personal reference, discovery of reality, value enhancement, prestige and confidence building. The audience uses the programmes with the aim of comparing and utilizing them to understand his real life. Sometimes the programme provides an image showing how a family life could be or reminds the importance of family values. Some states might be sponsors as they realize that national or family related values decrease.

2) Avoiding current problems and limitations of life, emotional relaxation and fun. Watched programmes on media could reveal why and to where we run away. The use of media for social benefit generally occurs creating things to be talked about. The media offers sharing experiences and gives topics to be discussed; thus, the social interaction becomes easier. If you missed the programme that all your friends watch, you felt temporarily isolated from the group.

"As it has some harmful effects on kids, the author tries to convince his daughter not to watch the TV series for kids "Sihirli Annem" that she watches in the early years of her primary school. The daughter says she will watch the programme in somewhere else even

if he delete the channel from the TV. When it is asked, she answered as she doesn't want to be silent while her friends are talking about the programme."

3) Having knowledge and opinion. People want to know about the complicated world in which they live. Having knowledge provides both dispelling uncertainty and improving opinions. There is no doubt that the opinions people support in their daily life are the ones they acquired by means of media. It is seen that the people having different opinions from present day people, follow different media and they somehow become the spokesmen of the media they follow.

4) Establish personal relationships such as friendship, fellowship, etc. The people avoiding real social relations incline to use media as a kind of friend from time to time. Because their social and personal statues do not give the opportunity to meet the need of getting friends.

According to Davis & Baran (2006) theory have some strengths and weaknesses which are given in the following table.

Table 1: Properties of Usage and Satisfaction Theory

Strengths	Weaknesses
Focuses attention on individuals in the mass communication process	Reliance on functional analysis can create an orientation toward the status quo
Respects intellect and ability of media consumers	Cannot easily address the presence or absence of effects
Provides insightful analyses of how people experience media content	Measurement of key concepts is criticized
Differentiates active use of media from more passive uses	Is too oriented toward the micro level
Studies the use of media as a part of everyday social interaction	
Provides useful insights into adoption of new media	

Source: (Baran & Davis 2006)

1.2. Social Media Usage and Satisfaction

Communication means the transfer of feelings, thoughts or information to others in any way that might come to mind (TDK, 2016). According to global web indices, 46% of the world's population-7.395 billion people- are internet users. 2.307 billion people (31%) are active social media users. There are 3.790 billion mobile phone users in the world and there are 1.968 billion (27%) mobile social media users in the world. In Turkey where there are 42 million (%53) active social media users (%53), 36 million people follow social media on mobile phone. People follow social media on mobile phone (wearesocial, 2016). Today, all three people in the world use social media (Wearesocial 2016).

Today's communication tends to move toward virtual presence. The main reason for this tendency is social media. Social media can be thought of as a virtual environment that provides communication between people through internet based tools and instantly. In this environment, all kinds of sharing from idea sharing to picture sharing and video sharing can be done mutually and instantly. The individual can be a cameraman, a news speaker, a publisher or an organization that measures its own rating. They can even do this without taking ads between the sharings. Social media can make individual into media giant with a simple internet connection. Social media differs from traditional mass media with this and other similar features and is becoming demanded one increasingly (Büyükdoğan 2016: 97-98).

Social media is sometimes used to follow discussions, take part in discussion groups in the virtual world without going down the street. There is a need for debate in the democratic system. Because the discussions made within the boundaries of the right borders have a qualification that reinforces the system (Chomsky 2012). According to McLuhan, when social

media is used improperly, it weakens the person socially (ENM 2003: 305) it can also be more talkative and aggressive at the same time. We are thinking what we have established a cleaner and more organized world by limiting who we talk, who we will send messages to and who we can communicate with us (Turow 2011: 17).

2. LITERATURE ANALYSIS

Florental (2015) conducted a survey to measure the motivation of university students to use LinkedIn. According to the results of research conducted on 30 students by online and face to face interview; while 30% of the students do not have a LinkedIn account, 43% of students use at times, 26% of who use LinkedIn frequently. In fact, 67-80% of the 30 students have Facebook and Twitter accounts. Students use Facebook more than four years. While the majority of students use Facebook everyday, only 20% of them use Twitter everyday. It is stated that reasons for students to use LinkedIn are respectively to create interpersonal communication, online identity, get information and develop career. Khan (2017) conducted a study to measure the motivation for using social media of 1143 Youtube users. According to it, the findings are as follows: to use it to get information from YouTube 3.03 (agree), to give information 2.03 (Neutral) to research their own situation 1.43 (don't fully participate), social interaction 1.46 (totally disagree) and relaxation 3.49 (agree). While Youtube is mostly used for relaxation and getting information, it is used for getting information and social interaction at the very least. Correa et all (2010) conducted a study to measure people's social media use. 72% (74% female and 67.7% male) of the participants stated that they use social media. While there is a meaningful difference in the use of social media by race and age among men, there is a meaningful difference in the use of social media in women only by age.

This study aims to examine the use of social media of the students who are educated in Konya State and Foundation Universities in the context of usage and satisfaction theory. By means of the information gathered by the study, both social network facilities that universities can use for publicity and information purposes will be determined and it will also be a spotlight for electronic commerce.

3. DESIGN AND METHOD

3.1. Research Type and Hypothesis

This study, measuring the student's use of social media is an applied research which is based on empirical approach and has used the technique of collecting data via questionnaire. The study is designed as cross sectional research out of descriptive search types. The question of the study is how the university students use social media to obtain satisfaction. For this purpose, following hypothesis will be tested:

> H1: Social media use differs significantly in terms of state and foundation universities.
> H2: Social media use differs significantly in terms of gender of participants
> H3: Social media use differs significantly in terms of occupation.
> H4: Social media use differs significantly in terms of daily frequency of use.
> H5: Social media use differs significantly in terms of daily use time.
> H6: Social media use differs significantly in terms of internet connected place.
> H7: Social media use differs significantly in terms of monthly allowance.

Mevlana University who was in Konya at the time of the study, Selcuk, Karatay and Necmettin Erbakan Universities's students constitute the universe of research. The sample of the study consists of 488 university students who were selected by chance from four universities. The study was made by using the questionnaire technique on all the students in sample between 1st-31st May 2015. The scale is based on the information which is obtained from the literature.

Questionnaire form consists of 38 questions and two chapters. First chapter comprises of the questions showing the demographical state of the students such as gender, university, branch, class, occupation, frequency of use of social media, duration of social media usage, internet connected place, most used social network and allowance. Second chapter is a Likert type (Likert 5) scale and comprises of four sub scales and 29 questions. 29 items in the scale were scored between 1-5 (The 5-Likert-type scale extends from questions 1 to 5 absolutely disagree to strongly agree).

3.2. Data Analysis

In the analysis of the data which is obtained from the research, the 29 questions on social media is tested for reliability firstly. As a result of the analysis, 5 items of 29-item scale are removed from the questionnaire because of lack of reliability. The research continued with the remaining 24 items. Reliability coefficient of the research (Cronbach's alpha) was found as 0.847. Research has a high degree of reliability. Secondly, it is analyzed whether the study was parametric or nonparametric. Normality and homogeneity tests of the new data were made. It is understood that the data are normal distribution because the normality test result is $p = 0.20$ ($p > 0,05$). It is understood that data are homogeneous because the homogeneity test result is $p=0,055$ ($p>0,05$). From the above results, factor analysis, variance analysis, and t-test analysis are performed on the parametric tests. Explicit factor analysis is used to determine the validity of the scale used in the research. In addition, the Cronbach Alpha values of the scales are calculated separately. The use of social media in the research is measured in four sub-scales. Sub scales consist of dimensions of the evaluations of social environment acquisition/socialization (10 items), entertainment/spending leisure time (6 items), relaxation and get rid of stress (4 items), information acquisition/life recognition factors (4 items).

Table 2: Reliability Statistics

	mean	Cronbach's Alpha	n of items
Uses of Social Media	3.384	0.847	24
social environment	2.67	0.843	10
entertainment/spending	4.116	0.78	6
relaxation and get rid of	3.448	0.817	4
information acquisition/life	4.005	0.767	4

4. FINDINGS AND DISCUSSION

Study was made on 488 students. 45% of the students are men and 55% of them are women, 27.2% of the students are from Selcuk University, 29.2% are from Necmettin Erbakan University, 17.8% are from KTO Karatay University and 25.8% are from Mevlana University.

50.4% of the students use social media everyday more than once, 31.6% of them use everyday, 10.4% of them use in the majority of the week, 5.6% of them use twice or three times a week and 2% of them use once or twice a month.

As a link to social media 53% is university, 24% is home, 11.6% is student hostel, 4.4% is mobile phone, 3.6% are wireless places, 2.4% is work place. As the most used social network 44% is Facebook, 20.4 is Whatsapp, 16.2% is Twitter, 4.6% is Youtube, 1.4% is others.

The rate of allowance of the students 42% is 250-499 TL., 32% is 500-999 TL., 13.2% is 1000-1999 TL., 6.4% is 0-249 TL. and 6.2% is 2000 TL. and over.

42% of the students use social media at 18:00-22:00 hours, 27.2% use 22:00-24:00, 18.8% use 10:00-18:00, 9.4% use 24:00-06:00, 2.4% use 06:00-10:00 hours.

46,1% of students in state universities use social media everyday more than once, 36,2% everyday, 11,2% majority of the week, 5.3% a few times a week, and 1,1% a few times a

month. 56% of the students in foundation universities use social media everyday more than once, 25.7% everyday, 9.2% majority of the week, 6% a few times a week and 3.2% a few times a month. There is no difference between state and foundation universities in terms of frequency of using social media.

4.1.Factor Analysis

Kaiser-Meyer-Olkin (KMO) test applied to the findings of variables gave 0.829 result. This result from the KMO test suggests that factor analysis can be applied safely to the study data.

Table 3: Factor Analysis Results Regarding Social Media Use and Satisfaction Obtained

I use social media because….	X	SS	social environment acquisition/socialization	entertainment/spending lesure time	relaxation and get rid of stress	information acquisition/life recognition
social environment acquisition/socialization	**2,67**					
I can make new friends	4,26	0,877	0,717			
I want to be recognized more easily in society	2,40	1,310	0,716			
I can communicate with people who I do not	4,16	0,969	0,681			
I can communicate more easily with the	3,00	1,388	0,642			
I want to satisfy the feel of belonging to a group	2,55	1,274	0,633			
It makes me feel less lonely	3,18	1,239	0,625			
I want to develop romantic relationships	2,36	1,193	0,613			
I want people to know more about me	2,83	1,338	0,611			
I am expanding the circle with the friends I have	2,63	1,372	0,597			
I can express myself more easily	3,14	1,347	0,548			
entertainment/spending leisure time	**4,11**					
I can send a private message to friends	2,26	1,329		0,740		
I can communicate with my friends	2,33	1,241		0,691		
I can listen to music and watch videos	4,25	0,919		0,662		
I can share pictures, videos and music with my	4,13	0,981		0,635		
I offer an alternative to assessing my free time	3,95	1,039		0,592		
I enjoy doing various activities	3,92	1,056		0,513		
relaxation and get rid of stress	**3,44**					
It helps me get away from my troubles	3,28	1,222			0,811	
It allows me to get away from the struggling	3,37	1,199			0,791	
It allows me to relax in the daily hustle and	3,46	1,167			0,721	
I can use my free time	3,67	1,107			0,587	
information acquisition/life recognition	**4,00**					
I can follow the world and the country agenda	4,09	0,931				0,788
I follow the comments on daily events	3,88	1,021				0,722
I am getting information that enhances	4,02	0,956				0,714
I can learn the events I do not know	4,01	0,990				0,653
SOCIAL MEDIA USAGE AVERAGE	**3,38**					
Explained Variance 52,331			22,6	15,8	8,3	5,6
Cronbach Alpha 0,847			0,843	0,780	0,817	0,767

At the same time, the Barlett test (4378,089 and significance 0.000), which was conducted to test reliability of this study, also showed that the result of factor analysis is important.

According to the results of factor analysis, four factors were obtained for social media use and satisfaction. These factors explain 52.33% of the variance. As a result of the factor analysis, social environment acquisition and socialization factor is the most important factor to use social media. This factor, which accounts for 22, 60% of the total variance, has a very high level of reliability of 0.843. The second factor which is entertainment and spending leisure time factor explaining 15,80% of the total variance has a reliability of 0.78. The third factor which is the relaxation and get rid of stress factor, explaining 8.30% of the total variance, has a reliability of 0.817. The fourth factor which is the information acquisition and life

recognition, explaining 5.60% of the total variance, has a reliability of 0.767. According to these results, social media is less used than other factors for information acquisition and life recognition factor.

4.2. The Comparison of Factors With Variables

T-test and one-way analysis of variance (ANOVA) were used to examine whether the factors differed significantly in terms of demographic characteristics. The findings and comments are given the table below.

The state of variables according to table 1 is as follows. The t value is 1.878 and p value is 0.061 of the variable of the state and foundation universities where students are educated. P> 0.05, social media use doesn't differ significantly in terms of state and foundation university. Therefore H1 hypothesis has been rejected.

The t value is 0.537 and p value is 0.592 of variable of the gender of students. P> 0.05, social media use doesn't differ significantly in terms of gender of the students. Therefore, H2 hypothesis has been rejected.

The f value is 1.062 and p value is 0.375 of variable of the occupation of the students. P> 0.05, social media use doesn't differ significantly in terms of occupation of the students. Therefore, H3 hypothesis has been rejected.

The f value is 3.167 and p value is 0.014 of variable of the daily frequencies of the internet. P< 0.05, social media use differs significantly in terms of daily frequencies of the internet.. The Tukey test was conducted to determine where the significant difference originated. According to this result, there is a significant difference between everyday/everyday more than once use and the others. Therefore, H4 hypothesis has been accepted.

Table 4: The Difference Between Social Media Usage and Variables

University	n	Mean	Std. Deviation	t	Sig. (2-tailed)
State	274	3,4252	,58139	1,878	,061
Foundation	214	3,3324	,48632		
Gender					
Men	217	3,401	0,5817	,537	,592
Women	269	3,374	0,51191		

Occupation	n	Mean	Std. Deviation	F	Sig.
With family	176	3,3847	,52041	1,062	,375
Student hostel	170	3,4145	,52239		
In a rental house	128	3,3665	,59616		
Rest house	8	3,0208	,45752		
Others	6	3,3958	,68148		
Total	488	3,3845	,54319		
Frequency of Use					
Once or twice a month	10	3,0792	,88202	3,167	,014
Once or twice a week	26	3,2083	,54135		
In the majority of week	50	3,2575	,52284		
Everyday	156	3,3691	,53530		
Everyday more than once	246	3,4511	,52637		
Total	488	3,3845	,54319		
Time					
0-30 dk	271	3,3602	,56757	,993	,411
31-60	113	3,4657	,48043		
61-120	45	3,4046	,57719		
121-180	23	3,3569	,53681		
181 ve üsti	36	3,3044	,49839		
Total	488	3,3845	,54319		
Internet Connected Place					
University	263	3,4580	,51233	2,086	,054

Workplace	12	3,1319	,47535		
Student hostel	56	3,2693	,51068		
Home	119	3,3326	,59913		
Internet cafe	6	3,3542	,64159		
Wireless place	11	3,2879	,32514		
Mobil phone	21	3,2679	,66986		
Total	488	3,3845	,54319		
Allowance					
0-249 TL.	30	3,3500	,58738	,264	,901
250-499 TL.	206	3,3809	,48604		
500-999 TL.	158	3,4151	,60877		
1000-1999 TL.	65	3,3635	,57157		
2000 TL. and over	29	3,3261	,45712		
Total	488	3,3845	,54319		

The f value is 0.993 and p value is 0.411 of variable of the daily use time of the internet. P> 0.05, social media use doesn't differ significantly in terms of daily us time of the internet. Therefore, H5 hypothesis has been rejected.

The f value is 2.086 and p value is 0.054 of variable of the internet connected place. P< 0.05, social media use differs significantly in terms of internet connected place. The Tukey test was conducted to determine where the significant difference originated. According to this result, there is a significant difference between people who connect to the web at workplace and the others. Therefore, H6 hypothesis has been accepted

The f value is 0.264 and p value is 0.901 of variable of the allowance of the students. P> 0.05, social media use doesn't differ significantly in terms of the allowance of the students. Therefore, H7 hypothesis has been rejected.

5. DISCUSSION

This study was compared with previous similar studies. According to study of Akcay (2011), most of the participants are connected to the internet form student hostel and internet cafe. But according to this study most of the participants are connected to the internet from the universities and their home. This can be a sign that universities' internet facilities have improved compared to the old ones.

Satisfaction obtained from social media in Akcay study is counted as social environment acquisition/socialization, entertainment/spending leisure time, relaxation/get rid of stress and information acquisition/life recognition. The same ranking have emerged in this study. Information acquisition/life recognition has been the least satisfying factor in social media in both studies.

According to this study, the most used social Networks are Facebook, Whatsapp, Twitter and Youtube. Florental (2015) has also found that the most preferred social network for students is Facebook. Khan (2017) found that Youtube was most used to relaxation and getting information. In this study, it is found out that students who use Facebook most frequently use social media for social environment acquisition and socialization. This result shows that preference of social networks changes according to the purpose of network use.

Correa et all (2010) found that social media usage changed according to gender. It is estimated that there is no difference according to gender in this study, because the sample selected in this study is homogeneous.

6. CONCLUSION AND SUGGESTION

In this study, social media usage habits of university students are examined in the context of "Uses and Satisfaction Approach". There are four sub scales in the use of social media. Sub scales consist of dimensions of the evaluations of social environment

acquisition/socialization, entertainment/spending leisure time, relaxation and get rid of stress, information acquisition/life recognition factors.

According to result of the study, the most important factor explaining the satisfaction obtained from using social media is "social environment acquisition / socialization". Interpersonal relationships are more intense in social Networks. Young people who spend most of the day on the internet, prefer social networks for socialization and social environment.

The second factor explaining satisfaction from using social media is the "entertainment/spending leisure time" factor. Students can share pictures, videos and music, evaluate their free time, play online games and comment on their friends' shares on social Networks.

The third factor explaining satisfaction from using social media is the "relaxation/get rid of stress " factor. According to this factor, students can relax in daily rush, get away from their troubles, and evaluate their leisure time.

The fourth factor explaining satisfaction from using social media is the "information acquisition/life recognition. According to this factor, students can learn what they are not aware of, obtain information that enhances their culture, follows the world and country agenda, follow comments on daily events, and learn how to deal with any difficulties.

The majority of the students in state and foundation universities use social media more than once every day, connect to internet in their universities, the most preferred network is Facebook, and their allowance are between 250-500 TL, the times they spent in social media are similar.

The use of social media and the satisfaction achieved are not significantly different in terms of the state and foundation universities of the students, the gender of the students, the place of residence, the time spent on the internet, and the monthly allowance. However, the use of social media and the satisfaction achieved are significantly different from the frequency of use of social media and the Internet connected place. Those who enter to internet on workplace and use social media more than once everyday get more satisfaction from social media than the others.

This study assessed the use of social media in a common way for all social networks. In future studies, it would be more useful to evaluate each social network separately.

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