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SOCIAL MEDIA AS A COMMUNICATION MEDIUM: A STUDY FOR THE FACULTY OF COMMUNICATION OF USAK UNIVERSITY

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ABSTRACT

Computer/internet has made it easier for the individuals to communicate with each other and to obtain information. As a matter of fact, people now can get the information directly from the source without any intermediary persons and taking into consideration the suitable options for their own situation. The man who has been trying to prove himself in the world that has become the domain of a small village can reach the most remote areas without being gatekeeper and time limitation by minimizing the cost of information from computer/internet.

Besides being user-based, virtual media, which is also called social media, is of vital importance in terms of bringing people together and enhancing their interaction. In this virtual reality, people have been living their lives by spending much time, trying to meet their requirements, and also building a new world in this environment. Sometimes the fine line between the virtual world and the real world can not be recognized. The virtual media is rapidly rising, especially among young people in terms of value in use. On the other hand, today, the social media is rival to the traditional media, even threatens it.

The fact that users in social media can communicate without threshold watchers and the possibility to communicate with different identities/roles has increased the popularity of this medium. The relationship between social media and marketing has revealed a new marketing phenomenon based on the interactive participation of the consumer in the new media. The information and images presented in social media tools shape and diversify consumer behavior and social media marketing. The use of social media tools is increasing rapidly,

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especially in marketing-oriented activities. How and how a phenomenon is spoken in social media becomes important for organizations.

This study consists of two parts. In the first part, new communication technologies, the definition of social media, its features, and its importance in communication will be discussed. In the second part, a questionnaire consisting of closed and open ended questions was applied to the sample of Uşak University Faculty of Communication students and their thoughts about social media which is a new communication environment were analyzed by using frequency analysis and Chi Square analysis method.

STRUCTURED ABSTRACT

Aim Of Research:

The aim of this study is to establish social media usage habits of information communication technologies of students who read in Uşak University Communication Faculty and to put forward evaluation results in this direction.

The Importance Of Research:

Via this work, firstly, the demographic properties of students in Uşak University Communication Faculty are established generally. Moreover, with the questions related to social network information and usage habits that are projected to students, the awareness level and usage habits of students about social media are tried to be established. Vural and Bat (2010) were inspired by the creation of this study and the creation of questionnaire questions and the survey questions were revised. The result of this study, which is done in the same way as skeleton, will be evaluated together with Izmir Ege University study and will shed light on new studies. Further, the same study can be done in the faculties of communication in different regions and a general picture can be taken and the students' perspectives on social media can be photographed

Assumptions And Hypotheses Of Research

Survey attendants are sufficient in number in order to establish the social media usage habits of students of Uşak University Communication Faculty.

Hypotheses

1. There occurs a meaningful correlation between familiarity to social media and usage of social networks.
2. There is a meaningful correlation between frequency of internet usage and social media usage.
3. There is a meaningful correlation between frequency of internet usage and awareness with the social media.
4. There is a meaningful correlation between time spent in internet and awareness of social media.

Research Method

Scan model is taken as basis in this study which is related to the internet usage of students in Uşak University Communication Faculty. Via the survey applied to the students, data are collected and frequency analysis and Chi-Square Analysis are used in evaluation of these data.

Usage Of Data Collection Tool

In survey form, as first questions, your name, your gender, your department, your class questions are asked as open – ended. In addition to that, with ‘other’ option only at last item of three closed—ended questions, open end is located for answerer to write in detail. In questions which are coded open—ended and have answers with ‘other’ option, other whole options are closed—ended. 14 of totally 26 questions are composed of yes or no answers as closed ended, and 3 of them are composed of yes, no or sometimes answers.

Research Result:

This research study is based on questioning and hypotheses for determining how much do university students know about one of the new communication media that is social media, and finding out students’ social media habits.

The survey carried out on students of Uşak University; Faculty of Communications consist of a total of 26 questions. The questions are based on students’ general internet usage habits, whether they are aware of the social media concept, if they are, studying their social media habits. In this sense, 250 questionnaires are distributed in hard copy and 232 marked survey data was obtained. Then, the data was evaluated by using the SPSS program, using frequency and Chi-Square Tests method analysis options. The results of the findings of these analysis on Uşak University Faculty of Communication students are as follows;

- 98.7% of the respondents use the internet (100%)
- Internet, among students, are mostly used for social networking (45.7%)
- 91.8% of the students go on the internet every day
- Almost all the students know about social media (98.3%)
- 95.3% of the students make use of social networks
- 86.6% of the students use social networks every day
- Almost half of the students don’t follow a blog
- 83.2% of the students don’t have profiles on business networks
- 25.4% of the students don’t meet face to face with people they meet online
- 93.5% of the students don’t use social bookmarking sites
- 94% of the students follow video sharing sites
- 86.6% of the students follow photo sharing sites

- 80.2% of the students use one of the instant messaging tools
- 21.6% of the students report that they are not affected by brand-related content or reviews

The hypothesis of this research are as follows:

1. There is a meaningful correlation between social media awareness and the use of social networks networks.
2. There is a meaningful correlation between frequency of internet usage and social media usage.
3. There is a meaninful correlatin between frequency of internet usage and awareness with the social media.
4. There is a meaningful correlation between time spent in internet and awareness of social media.

All hypotheses were accepted.

Conclusion

In the telecommunications sector, advancing computer capacities, faster development in data storage with respect to past, increasing resources in terms of internet service providers, decreasing electronics prices in parallel with digital transformation have introduced new communication technologies.

Internet, in terms of communicating information, has possessed an irreplaceable importance for every sector and came to be a great revolution itself. Both enabling information to travel fast and being a medium that allows intervention to the information it carries, Internet, has the property of being a medium that its importance and usage increases every day. Also, in the beginning of technological revolution, internet is becoming a universal tool in interactive interaction. With information determining production capacity and economical competition, the new world being global and this global environment being linked confirms this power.

People have been using internet network for their personal information hunting, as well as sending short messages, surfing the web, etc... Today, because of the information communication technologies are accessible to all, internet offers a technological democracy. In addition, continuous progress and information transparence represents a global meaning to internet users.

In our country and in the world, day by day increase of computer and internet users, from news following to shopping, entertainment and communication, embedment of internet in every aspect of our daily lives is the greatest indicator of the importance of new communication technologies.

Designated as social media, applications having mixed formations involving photo, video, text and media not only drew user attention, it has added a new dimension to virtual communication.

These web applications have been spreading as a result of users making others aware of their own satisfaction or people signing up on their own accord. Mobile-based social media enables sharing of visuals

and audio files without time and space limitations. In this respect, it is possible to say that shared material and dialogues between the users make up the social media. As a new type of online media, social media, encourages its users to communicate and pay attention to their feedback. In addition, being based not only on broadcasting but allowing two-way communication add a great deal to its importance. Social media enables quick and effective mass communication and allows to share easily, thus making a linked communication.

According to the survey results in Uşak University Faculty of Communication, it was determined that all students use the Internet. The majority of college students are using the Internet almost every day.

Besides, as what is meant by social media is known, there is great interest in the social networks. Many students spend most of their time spent on internet on social networks. This is a situation that must be considered by public relations and marketing sector. On the other hand, also for institutions, it is as such to give a new direction to corporate communications. People's using their own names on social networks are important in terms of realism of these communications mediums.

Collage students' not being aware of social branding shows that an awareness campaign on the Turkish youth must be undertaken by related brands. Following being too high on video sharing sites, but video sharing not being so high as following on such sites, can mean that most of the users are passive followers, refrain from sharing videos of others or are on these sites for personal satisfaction.

The situation is somewhat different for the photo sites. Almost all the followers also share their own photos. This point is a bit more advanced compared to video sharing sites. The reason for this may be taking and sharing photos requires less effort than videos.

People saying that they comment on around 70% of the content on social media, say they do not hesitate to write reviews or comments even though they avoid video sharing. These comments may influence the opinion of the majority of brand related social media followers. In this case, it is shown that brands need to be careful on internet environment, crisis can be experienced in virtual environment by viral spread, and they need to follow social media, taking it seriously. In addition, the study of Vural and Bat is a good way to reach wider conclusions by evaluating this study together

Keywords: Social Media, Communication Technologies, Communication Medium, Communication

İLETİŞİM ORTAMI OLARAK SOSYAL MEDYA: UŞAK ÜNİVERSİTESİ İLETİŞİM FAKÜLTESİNE YÖNELİK BİR ARAŞTIRMA

ÖZ

Bilgisayar/internet bireylerin birbirleriyle iletişim kurmasını ve bilgi edinmesini daha kolay hale getirmiştir. Hatta insanlar artık bilgiyi herhangi bir aracı kişi olmadan doğrudan kaynağından ve kendi

durumlarına uygun şekilde alma seçeneklerini de göz önünde tutarak öğrenebilmektedir. Hızla küçük bir köy halini alan dünyada kendini ispatlamaya çalışan insan, bilgisayar/internetle bilgiye ulaşmanın maliyetini en aza indirerek en uzak yerlere zaman sınırlaması ve eşik bekçisi olmadan ulaşabilmektedir.

Sosyal medya olarak adlandırılan sanal ortam, kullanıcı tabanlı olmasının yanında kitleleri ve insanları bir araya getirmesi ve aralarındaki etkileşimi artırması bakımından önem taşımaktadır. Bu sanal gerçeklik içinde insanlar fazla vakit harcamakta ve yaşam ihtiyaçlarının karşılamaya çalışmakta ve de bu ortamda kendilerine yeni bir dünya kurarak yaşamlarını sürdürmektedir. Bazen sanal dünya ile gerçek dünya arasındaki ince çizgi fark edilememektedir. Özellikle gençler arasında kullanım değeri bakımından hızla bir yükseliş gösteren sosyal medya diğer yandan da günümüzün geleneksel medyaya rakip olmakta hatta kimi zaman tehdit eder duruma gelmektedir.

Sosyal medyada kullanıcılarının eşik bekçisi olmadan iletişim içinde olması ve farklı kimliklerle/rollerle iletişime geçme imkânının olması bu mecranın popüleritesini artırmıştır. Sosyal medya ve pazarlama arasındaki ilişki yeni medyada tüketicinin interaktif katılımına dayalı olan yeni bir pazarlama olgusunu ortaya çıkarmıştır. Sosyal medya araçlarında sunulan bilgi ve görüntüler tüketici davranışını ve sosyal medya pazarlamasını şekillendirmekte ve çeşitlendirmektedir. Özellikle pazarlama odaklı çalışmalarda sosyal medya araçlarının kullanım oranı hızla artmaktadır Sosyal medyada bir olgunun ne kadar ve nasıl konuşulduğu örgütler için önemli hale gelmektedir.

Bu çalışma iki bölümden oluşmaktadır. Birinci bölümde yeni iletişim teknolojileri, sosyal medyanın tanımı yapılarak özellikleri ve iletişimdeki önemi ele alınacaktır. İkinci bölümde ise kapalı ve açık uçlu sorulardan oluşan bir anket çalışmasıyla Uşak Üniversitesi İletişim Fakültesi öğrencileri örnekleminde uygulanarak yeni bir iletişim ortamı olan sosyal medyaya yönelik düşünceleri frekans analiz ve Ki Kare yöntemi kullanılarak analiz edilmiştir.

Anahtar Kelimeler: Sosyal Medya, İletişim Teknolojileri, İletişim Ortamı, İletişim

Introduction

At these days which we define as information age, the technology, which we talk about frequently, makes our life easy in many ways. In human's life which has been changed as a result of invention of fire, the opening of era via discovery of vapor and vapor driven machines, while triggering other scientific discoveries, has caused fight between classes and revision of social rights.

Like the vapor machine which has made revolution in industry, internet/computer has caused revolution in communication. Computer/internet has made easy the communication between individuals and gathering information. Even, individuals can learn information directly from source without intermediary person considering their options to get information depending on their situations. Human, who try to prove himself in a world which turns into a villagerapidly, reaches to the far places without time limitation and gate watchers while lowering the cost of reaching to the information via computer/internet.

Since the existence of humanbeing, communication and data transfer has always been important. Within the frame of that, the significance of communication has risen. The information and communication technologies, which changes, expands and spreads rapidly in these days, set the stage for daily life, business world applications and communication systems.

People who meet in shared points, come together via new communication technologies regardless of time and space, construct countable communities, thus socialization process comes into life effectively and widely, helps Mc Luhan's 'Global Village' actualize.

Along history, technology has been the driving force for the revolution in societies. A detail shouldn't be forgotten in the revolution through historical course, in the period up to the invention of printery, the effect of the emerging technologies on life, generally speaking, is limited with the surplus of human's physical capabilities and work capacity.

In the new communication media, which supports the excellent public relations understanding, internet has improved the interactivity. In other words, 'Let us speak and listen' speech has been replaced with 'Let's speak together' (Kazancı, 2007:368). Secondly internet supplies rapid and low-cost way of communication. The internet, which provides the possibility to actualize lots of activities which are audial, visual, written synchronously, being a tool of public relations, not only by trading corporations, but also in political communication, institutions of government, in civil associations, and in all associations of non-profit, is used to provide effective communication with targeted mass, and to increase the communicational efficiency. In addition to that, user's targeted mass limits are widened rapidly via internet. Not only provides to reach to targeted mass the effective communication provided by internet, but also provides the means to be connected directly.

Recently, a new trend has appeared with internet-based applications called social media. These internet applications, provides interaction which grows gradually via users and people who are acknowledged by users who are satisfied. This content shows a variety containing complex formations such as photograph, video, text and media (Komito and Bates 2009:233). Social media is a humanistic communication type in which argue and sharing are basis without time and space constraint. Generally, individual's dialogues and sharings compose the social media (<http://www.kurumsalhaberler.com>, 2010). In social media, social networks and collective groups exist. Social media, which a high degree of sharing occurs and which presents opportunities as a new type of online media, is one of newest ideas and contains the following properties (Mayfield, 2010:6):

Social media encourages the participant and gets feedback from everyone who is interested.

Mostly social media services are open to feedback and participants. These services vaccinate encouragement in voting, comment and sharing information. These hinder transportation rarely. While traditional media is related to the broadcast (transferring the content or transport of information to the listener), social media is better in respect to that it provides two-sided communication.

Society: Social media give permission to societies for immediate and effective formation. By this way, societies share their related things such as loved photographs, political values, favorite TV shows.

Most types of social media realize related works, and make it possible to be given a link about researches, other sites and any topic which people are interested on.

The difference of social media from traditional media in that frame may be lined up as following;

Both social media and traditional media technologies make it possible that everyone can reach to a general mass.

To do production for traditional media is in the monopoly of private companies and government, however, social media tools can be used by everyone with little cost or zero cost.

Traditional media production, mostly needs specialized abilities and education. For most social media, this is not necessary, in other words, everybody can make production.

Time delay which occurs in traditional media communications (days, weeks, even months), may be long compared with the social media of immediate impact and response. (Participants manage the time delay of responses). Traditional media also adapts to the social media.

Traditional media can not be changed after being created. (A change can not be done on a transaction after it is printed and distributed), however, comments on social media can be changed via rearranging instantly.

Social media is important especially in the sense that it effects society's behavior (Kirschenbaum, 2004:99). In addition to that, social media has some advantages in effecting other people's behaviours. Especially for users, very fast feedbacks may be an example (Gilbert and Karahalios, 2009:2). But it is very hard to define these advantages openly. This situation occurs because of the effect and evolution of social media (Kirschenbaum, 2004:102). On the other hand, very fast spreading of social media makes its pursuit and control harder.

In the year 2007, Control Swift authorities, made a research in order to define the usage band of social media and they have reached these results (www.newbase.com, 2008:1):

- 83% percent of American employees use office tools in order to reach social media
- 30% percent of American office employees and 42% percent of United Kingdom office employees have confessed that they have been talking about business staff via social media applications.

In addition to that, when a world wide digital evaluation is made regarding social media, a table as following is seen (Kahraman, 2009):

- 1-The social media outstrips pornography on internet.
- 2-The growing rate of twitter for past year is: 1500%.
- 3-2 People of three visits social networks around the world.
- 4-On Youtube, 100 million videos have been watched per day and 20 hours long video has been loaded per minute.
- 5-Every day, 8 billion minutes have been spent on Facebook and 285 million contents have been shared.
- 6-If Facebook had been a country with its 350 million users, it would have been the third most crowded country of the world after China and India.
- 7-With its 307 million members, Youtube would have been the third most crowded country after China and India.
- 8-Only 63.1% percent of internet users has been using e-mail services, the percent of social media users is 68%.
- 9-Turkey is the most active third country in the world.
- 10-Friendfeed is most popular in Turkey within other countries in the world.
- 11-Turkey is in a position that it is the most time spending country of Europe on internet.

Although social media seems in a complicated structure in respect to usage, it has a simple communication symmetry. For example, while a student communicates with a teacher and a specialist, at the same time, different people may communicate with that student on social media. This situation explains the easy usage of social media.

A New Power Web 2.0

WEB 2.0 term is firstly used in the spring of 2004 as a name for a series of trading conferences, by technologic trading exhibit and conference producers. For this new wave, efficient market is adapted to name and idea (Levy, 2009: 121). This word, which is started to use in 2004 by O'Reilly Media, defines second generation internet services, social communication sites, wikies, communication tools, in other words, the system which internet users has created jointly and sharing. The exact meaning of the word is open to debate (Erkul, 2009:2).

WEB 2.0 is a result of following items (Levy, 2009: 121):

- The evolution of internet reaches to very fast degrees in last ten years,
- One billion people over world uses internet,
- Software sectors started to compose a new positive comprehension after dot com (.com) in the spring of 2001.

On the other hand, in the composition of WEB 2.0, technology, second generation network-based tools and services, online platforms used collectively have effect (Franklin, Harmelen, 2007:4, Geser, 2007, Downes, 2005),

WEB 2.0, presents a new comprehensional frame via using network technologies in a different way. WEB 2.0 makes attendants' applications possible (Eijkman, 2009:250). A classical example of WEB 2.0 are social networks on which users are interactive, create the content, and online ansyclopedia such as Wikipedia as powerful collaboration. Different examples for WEB 2.0 on which some of other technologies occur are written as following (Gross and Leslie, 2008:791):

- ❖ Blog (Network log)- A web site on which texts are written in same arrangement and their places are interchanged regarding chronicle and are exhibited collectively.
- ❖ Wiki – Is anoher application of WEB 2.0. Wiki is defined as network sites on which one person can write directly and collaboration occurs (Harinarayana and Raju, 2010:77).
- ❖ Wikipedia, which is the best example of wikis provide people opportunity of collaboration for the content and produce information, and update compared with the local, static ansyclopedias whose certainty is apparent (Paroutis and Saleh, 2009).
- ❖ RSS (Really Simple Syndication) – Generally used by news suppliers and helps new content to be easily followed via updating the content frequently. RSS makes it possible for people to keep their favorite network site automatically (Wusteman, 2004: 404).
- ❖ Podcast (Player broadcat membership): Defined as digital record which transform a radio broadcast or similar program to a form which can be downloaded from internet and be listened via personal audio equipments (Barnes, 2007: 221).

The success of WEB 2.0 comes from its creative applications which keep users continuously. In addition, it can create a collective attractive field supplying opportunity for entertainment to users and makes personal guidance possible (Kesselman, 2008: 5).

Social Media and Social Networks

Social networks have great importance in attraction of social media. The networks, which have different contents and usages, have different types of contents which make people stay in virtual medium for hours.

Social Network Theory

Social network theory depends on the works of group dynamics and construction of sociometry held on 1930s (Moreno, 1934: 35). Sociometry, which focuses on interpersonal applications in human relations, especially measures how people behave different in different missions and situations while making a choice (Blumberg and Hare, 1999: 17). In addition to that, sociometry, while encouraging researches for continuous observation and measurement, improves the approach for observation of group dynamics. However, the thing which is overset for is that changing dynamics between groups are not elaborated much.

Social network theory, in interdisciplinary and theoretic frame, defines relations between users of networks. In this theory, it is claimed that network structure is more important than the user (Scott, 1991:11). A social network theory is named as social network analysis and examines how the structure of network affects users (Kenan, Shiri, 2009: 439). Regarding social network theory, has improved the techniques, which includes social network works, sociology, anthropology, psychology and organizational works and which are recognized useful in many areas, and has made the following of these techniques easy. Social network theory defines the structures and deductions while explaining within the frame of special behavior principles (Jones, 2009:594).

Social Networks

Humanity, today, lives in a network society which accepts organizational information, personal creation, and capability to learn as value sources and rejects capital and labour (Taatala vd., 2006:312). This network society has been composed via new communication technologies, and also it is possible to say that humanity shows a communication effort in this virtual medium. This effort is seen in social networks very clearly. Social networks can be defined as network-based services which makes it possible to share personal profile that exist in the system necessarily to connect masses, and provides addition of other users' list with the ones who share a link and at the same time, helps people in the system see each other. According to Downes (2005), social network is called for the union of personal relations which are brought together by relations' set. (Downes, 2005:411). A social network can be defined as interactions that a group of people or institutions participate for sharing proficiency, source and information regarding friendship, exchange of information and collaboration with other groups, and in order to success desired results (O'Murchu vd., 2004:9). Social network sites as web based services, give permission for personal works in order to compose a general profile via obligatory system, compose a list of other users, make it possible for connected people to share with each other, moreover, with the aid of the system, can provide options to limit actions done via others and other peoples' seeing each other. The content of these connections may differ depending on site (Boyd and Ellison, 2007: 222). Social networks define a group which includes relevant or different informations, different effects are discussed in. Social network provides that information is shared between network members and is diffused between members (Phillips and Phillips, 1998: 330).

Social networks generally includes the following (Dawley, 2009: 111):

Social sites: Myspace, Facebook, Twitter.

Photography sharing sites: Flickr, PhotoBucket.

Video sharing: YouTube.

Professional Network Sites: LinkedIn, Ning.

Blogs: Blogger.com, WordPress.

Wikies: Wetpaint, PBWiki.

Content Labeling: MERLOT, SLoog.

Virtual word: SL, Active Worlds, There, Whyville, Club Penguin, HiPiHi.

Generally, the members in social network sites, have personal profile page with their photographs, biographies, and some other personal informations. In addition to that other site members who can comment on have a text space for their names and pictures. For example, Flickr supports posting, labeling, commenting on of photographs, also YouTube supports these properties at the same time. More special sites such as "ConnectViaBooks" which connect people of similar reading choice, "LinkedIn" which aims to create helpful business relations and connections exist (The1Wall, 2008: 728). Social network, normally, provides its participants with finding social support, opportunities to utilize social and business possibilities, (Hogg and Adamic, 2007: 236), financial sources which include social capital, and option to change goods and services (Laure vd., 1997: 44). Social network sites connect people together via data in the stored user profiles. These user profiles compose a definition for other users. The most important distinguishing factor is the data ratio and arrangement in profile information (Neumann and Hogan, 2005: 473).

Online social networks construct the heart of some popular web sites. As technology improves, more applications have been dependant on each other much. This situation, at the same time, shows that social networks play an important role in personal and trading online interactions in addition to local and collective information (Mislove., 2007:31).

Social networks show variety regarding magnitude and heterogeneity (Laure, 1997:12). These are small homogenous networks, traditional work groups, and the networks which are formed in places like villages. They are good at keeping their reason for existence. Large social groups are more complicated show more heterogenic property depending on properties of network members (Lea., 2006:122). On the other hand, three types of bonds may be mentioned in social networks. First, user's action triggers the future behavior of his friends. For example, when his friend buys a product, he also buys the same product. Second, individuals like same things, which means that they behave friendly to people like them, and thus they show similar behaviors. Third one is the environment. External factors compose both the basic bond for two friends and their actions. For example, two friends like to live in the same city and hence send photos of similar things to online sharing sites (Anagnostopoulos, 2008:7).

In last five years, ten millions of internet users have showed demand and thus social networks have increased their values with both adult and teenage users. At this point, looking at numerical data regarding social networks, numbers of high significance have been comed across (Lenhart and Madden, 2007:2).

- 82% percent of University Students and 55% of people under 19 use social network.
- 28% percent of people between 13 --- 19 have blogs.
- 28% percent of internet users are labeled or classified depending on online contents such as photos, blog posts or new stories.
- 48% percent of internet users use video sharing sites as YouTube.

Social networks rise the quality of our daily life. Professional and social life have been more being reported, researched, shared, learned (Eijkman, 2008:93). This situation also has brought the interrogation of the privacy line to the agenda.

Social Media Usage Analysis Regarding Uşak University Communication Faculty Students

Aim Of Research:

The aim of this study is to establish social media usage habits of information communication technologies of students who read in Uşak University Communication Faculty and to put forward evaluation results in this direction.

The Importance Of Research:

Via this work, firstly, the demographic properties of students in Uşak University Communication Faculty are established generally. Moreover, with the questions related to social network information and usage habits that are projected to students, the awareness level and usage habits of students about social media are tried to be established. Vural and Bat (2010) were inspired by the creation of this study and the creation of questionnaire questions and the survey questions were revised. The result of this study, which is done in the same way as skeleton, will be evaluated together with Izmir Ege University study and will shed light on new studies. Further, the same study can be done in the faculties of communication in different regions and a general picture can be taken and the students' perspectives on social media can be photographed.

Assumptions and Hypotheses Of Research

The proposals which are placed in the survey which is related to the social media usage habits of Uşak University Communication Faculty students are sufficient to manifest the social media usage habits of students in question.

The chosen research method is appropriate for the aim of research, its topic, and solution to problems. Survey attendants are sufficient in number in order to establish the social media usage habits of students of Uşak University Communication Faculty.

Hypotheses

1. There is a meaningful correlation between social media awareness and the use of social networks networks.
2. There is a meaningful correlation between frequency of internet usage and social media usage.
3. There is a meaningful correlation between frequency of internet usage and awareness with the social media.
4. There is a meaningful correlation between time spent in internet and awareness of social media.

Limitations Of Research

Findings of the survey reflects ideas of students in the faculty, in which survey is conducted, about their perception of social media at time when survey is conducted.

Reliability and validity of the data which is collected via survey is limited by the properties of this method used to collect data. Another constraint of the study is that data is collected only via survey method, techniques such as interview and observation are not used.

Research Method

Scan model is taken as basis in this study which is related to the internet usage of students in Uşak University Communication Faculty. Vural and Bat (2010) scale was used in the study. Via the

survey applied to the students, data are collected and frequency analysis and Chi-square are used in evaluation of these data. (In the first hypothesis, the answer to the questions of social media awareness and the use of social networks, the second hypothesis is the use of the internet and the response to the use of social networks, In the third hypothesis, the answers to the question of social media awareness with the frequency of internet use, In the fourth hypothesis, the answers of social media awareness over time spent on the internet were used in the analysis.)

Study Space and Sample

Uşak University Communication Faculty Students are chosen as main mass in the research. In Uşak University Communication Faculty, 250 out of 361 students from all departments, which are composed of 1 class in Journalism, undergraduate 1. and 2. , which are both normal education and evening education, Public Relations and Presentation, Radio, Television and Cinema, considering that they follow lectures, are chosen as sample. 232 out of 250 students have signed all or most of the surveys, also 18 surveys are turned over blank or in a state which can not be evaluated. Thus, 232 surveys are evaluated.

Improving Data Collection Tool

Survey method is used in order to gather data which are necessary for research. In the first stage of research, internet usage data of students are tried to be reached. In the second part, it is aimed to establish whether students are aware of social media and their social media usage habits are tried to be established if they are aware of that. In the third part, which social networks they use and their social network usage habits are tried to be established while detailing social media usage habits.

Usage Of Data Collection Tool

In survey form, as first questions, your name, your gender, your department, your class questions are asked as open – ended. In addition to that, with ‘other’ option only at last item of three closed—ended questions, open end is located for answerer to write in detail. In questions which are coded open—ended and have answers with ‘other’ option, other whole options are closed—ended. 14 of totally 26 questions are composed of yes or no answers as closed ended, and 3 of them are composed of yes, no or sometimes answers.

Analysis Of Data

The data gathered in this work is evaluated using SPSS 17 package program in PC medium. Depending on answers, using frequency analysis, a structure is tried to be constructed related to the present state of internet usage of students. Next stage is to establish the social media usage. In this direction, the correlation between internet usage and social media usage is investigated and internet and social media usage habits are related.

Findings Of Research And Their Evaluation

Following data related to the results of survey cover answers of 232 people gathered from survey questions applied to 250 people. 60,8% percent of attendants are male while 39,2% percent of attendants are female. 3,4% percent are at the age of 18, 10,3% are at the age of 19, 34,9% are at the age of 20, 31% are at 21, 9,5% are 22, 7,3% are 17, 1,3% are at the age of 24, and there occurs attendants at the age of 24,25,26,27,30,38 respectively.

Looking at the departments of attendants, 58,2% of them is composed of Public Relations and Presentation Department, 34,5% of them is composed of Radio Television Cinema department, and remaining 7,3% is composed of Journalism department. Survey attendants are composed of undergraduates of which 53,4% are in first class, and 46,6% are in second class.

Survey Questions and their Answers

1. Do you use internet?

229 out of whole survey attendants use internet, 3 of them don't use. This situation establishes a clear view about the degree of internet and interest on internet between university students.

2. In what frequency do you enter internet?

Table 1: Frequency of Internet use

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid , unanswered	1	,4	,4	,4
Everday	213	91,8	91,8	92,2
3-4 day per week	15	6,5	6,5	98,7
1-2 day a month	2	,9	,9	99,6
once in 3-4 months	1	,4	,4	100,0
Total	232	100,0	100,0	

Looking at the frequency of entering to the internet of Uşak University Communication Faculty students, it is seen that 91,8% of them enter always, while 6,5% of them enter 3-4 times a week. This situation shows clearly the place of internet in life of university students.

3. For which purpose do you use internet? (please enumerate from 1 to 8 regarding priority)

In this question where priority is tried to be established and enumeration is done depending on the most frequently signed choices, 45,7% people are at first row in order to use social networks, 26,7% people are second row in order to do information exchange, 29,7% people are at third row in order to watch video, 32% people are at fourth row for entertainment, 28,4% people are at fifth row for download, 25,9% people are at sixth row for formal Works, 22,7% people are at seventh row for banking Works, and 21% signed other option. In this situation, it is possible to say that internet is mostly used for information exchange, spending time in social networks, and for entertainment.

4. How much time do you spend when you enter to the internet on average?

Table 2: Time spent on the Internet

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid , unanswered	1	,4	,4	,4
Less than 1 hour	35	15,1	15,1	15,5
1-3 hours	98	42,2	42,2	57,8
3-5 hours	51	22,0	22,0	79,7
5-7 hours	28	12,1	12,1	91,8
7 hours and above	19	8,2	8,2	100,0
Total	232	100,0	100,0	

While 42,2% percent of Uşak University Students are spending 1-3 hours a day in internet, 22% are spending 3-5 hours a day in internet. Moreover, 20,3% are spending over 5 hours a day. University students are related to the internet every day.

5. Do you know what social media means?

98,3% of students say that they know what social media means, while 0,42% say that they don't know social media. 0,9% say that they only hear about it.

Table 3: Social Media Means

	Frequency	Percent	Valid Percent	Cumulative Percent
unanswered	1	,4	,4	,4
Yes	228	98,3	98,3	98,7
No	1	,4	,4	99,1
I just heard	2	,9	,9	100,0
Total	232	100,0	100,0	

6. Do you use any of social networks (Facebook, Netlog, Myspace, Orkut, Yonja .)

95,7% of students use any of social networks (Facebook, Netlog, Myspace, Orkut, Yonja vb.), while 3,9% don't use them.

Table 4: Use Any Of Social Networks

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid unanswered	1	,4	,4	,4
Yes	222	95,7	95,7	96,1
No	9	3,9	3,9	100,0
Total	232	100,0	100,0	

7. If you have profile on more than one social network, in which do you spend time most?

76,3% of Uşak University Communication Faculty students spend time in Facebook, 19% spend time in Twitter, 15,5% spend time in instagram, 10,3% spend time in Myspace, 9,1% on Orkut, and 9,5% spend time in Yonja.

8. In what frequency do you use social networks?

Table 5: Frequency Use Social Networks

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid unanswered	4	1,7	1,7	1,7
Everday	201	86,6	86,6	88,4
3-4 day per week	22	9,5	9,5	97,8
1-2 day a month	4	1,7	1,7	99,6
once in 3-4 months	1	,4	,4	100,0
Total	232	100,0	100,0	

86,6% use social networks every day, 9,5% use 3-4 days a week. These numbers show the percentage of social network users clearly.

9. How many hours do you spend in social networks on average?

22,4% of students spend time lower than 1 hour, while 43,5% of students spend 1-3 hours. Also, 4,7% of students spend 7 hours or higher.

Table 6: Spend In Social Networks On Average

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid , unanswered	4	1,7	1,7	1,7
Less than 1 hour	52	22,4	22,4	24,1
1-3 hours	101	43,5	43,5	67,7
3-5 hours	41	17,7	17,7	85,3
5-7 hours	23	9,9	9,9	95,3
7 hours and above	11	4,7	4,7	100,0
Total	232	100,0	100,0	

10. For which purpose do you use social networks?

46,6% use for spending time, 19,8% use for chat, 8,6% use for checking what friends do, 8,2% use to find new friend. 3.9% use for play interactive games, 3%, use for update your profile 7.8% use for to read news on the blog for communication and other purposes, he has to answer

11. Do you use your name in your social media accounts?**Table 7: Use Your Name In Your Social Media Accounts**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid unanswered	1	,4	,4	,4
Yes	217	93,5	93,5	94,0
No	4	1,7	1,7	95,7
in some	10	4,3	4,3	100,0
Total	232	100,0	100,0	

93,5% people use their own name in social network accounts, 4,3% people sometimes use their own name and sometimes use different names. Depending on these numbers, people prefer to communicate with their own names rather than hiding their identification. This situation shows trustability regarding profile information of social networks.

12. Do you have at least one blog you follow continuously**Table 8: Blog**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid unanswered	1	,4	,4	,4
Yes	134	57,8	57,8	58,2
No	97	41,8	41,8	100,0
Total	232	100,0	100,0	

While 57,8% have a blog they follow continuously, 41,8% don't have a blog they follow continuously. A clear standing of students doesn't appear. This shows that students are confused little.

13. Do you have profile on any of business networks (LinkedIn, Bizebiz.com, Pronected,)?

Table 9: Profile On Any Of Business Networks

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid , unanswered	1	,4	,4	,4
Yes	38	16,4	16,4	16,8
No	193	83,2	83,2	100,0
Total	232	100,0	100,0	

16,4% people have profile in business networks, 83,2% doesn't have profile in these networks. This situation shows that the interest to business networks is lower than blogs mentioned above.

14. Have you ever met face to face with people you have met on social networks?

Table 10: Met On Social Networks

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ,unanswered	1	,4	,4	,4
Yes	155	66,8	66,8	67,2
No	59	25,4	25,4	92,7
Not yet	17	7,3	7,3	100,0
Total	232	100,0	100,0	

66,8% have met face to face with the people they have met on social networks, 25,4% have not met. 7,3% say that this situation is not clear for now.

15. Do you use social bookmark sites like Delicious, Digg, Oyyla, Linkibol, vb. social tagging (social bookmark) sites?

Table 11: Use Social Bookmark Sites

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ,unanswered	1	,4	,4	,4
Yes	14	6,0	6,0	6,5
No	217	93,5	93,5	100,0
Total	232	100,0	100,0	

Not using social tagging sites of 93,5% people shows irrelevance to this topic or not being acknowledged about this topic.

16. Do you watch video following video sharing sites?

Table 12: Video Sites

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid , unanswered	1	,4	,4	,4
Yes	218	94,0	94,0	94,4
No	13	5,6	5,6	100,0
Total	232	100,0	100,0	

94% say that they follow video sites. This situation shows the importance of video sharing sites in respect to users.

17. Do you share video on video sharing sites?**Table 13: Video Sharing Sites**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid , unanswered	1	,4	,4	,4
Yes	109	47,0	47,0	47,4
No	122	52,6	52,6	100,0
Total	232	100,0	100,0	

Although 94% people say that they follow video sharing sites, 47% percent say that they don't share videos. This percentage shows that video sharing sites are mostly used for watching purpose.

18. Do you follow photograph sharing sites?**Table 14: Photograph Sites**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid , unanswered	1	,4	,4	,4
Yes	201	86,6	86,6	87,1
No	30	12,9	12,9	100,0
Total	232	100,0	100,0	

86,6% people follow photograph sharing sites, 12,9% doesn't follow photograph sharing sites. A percentage over 80% is a ratio which must be considered as serious regarding following photos.

19. Do you share photograph in photograph sharing sites?**Table 15: Photograph Sharing Sites**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid , unanswered	1	,4	,4	,4
Yes	182	78,4	78,4	78,9
No	49	21,1	21,1	100,0
Total	232	100,0	100,0	

78,4% people share photograph in photo sharing sites, however, 21,1% people say that they don't share photograph. This situation shows that sharing on sites comes into prominence.

20. Do you use instant messaging tools like MSN, GTalk, Yahoo Messenger?**Table 16: Use Instant Messaging Tools**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid , unanswered	1	,4	,4	,4
Yes	186	80,2	80,2	80,6
No	45	19,4	19,4	100,0
Total	232	100,0	100,0	

80,2% use one of instant messaging services. This situation shows students' interest on communication tools and media in this field.

21. Do you write comment on the contents located in social media?**Table 17: Use Located In Social Media**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid , Unanswered	1	,4	,4	,4
Yes	163	70,3	70,3	70,7
No	68	29,3	29,3	100,0
Total	232	100,0	100,0	

70% has said that they write comment on the contents in social media. This situation shows that users be on page not only for watching purpose but also for being a part of that page via making study.

22. Does contents and comments about brands in social media make a change in your vision of that brand?

36,2% denote that they are effected by contents and comments about brands, 30,4% denote that they are not, and 41,8% denote that sometimes they are effected and sometimes they are not. People who are effected with people who are sometimes effected are considered as a whole of 78%, it is understood how important social media for brand is.

Table 18: Use In Social Media

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid , unanswered	1	,4	,4	,4
Yes	84	36,2	36,2	36,6
No	50	21,6	21,6	58,2
Total	232	100,0	100,0	

Electronics book via internet habit concept has not been placed well or there occurs some problems in its usage.

Research Findings

SPSS software is used for data analysis and Chi-Square analysis was performed.

*Below is the assessment using Chi-Square Tests method on the first independent argument in the hypotheses that is social media awareness.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	256,947 ^a	6	,000
Likelihood Ratio	19,633	6	,003
Linear-by-Linear Association	8,294	1	,004
N of Valid Cases	232		

a. 10 cells (83,3%) have expected count less than 5. The minimum expected count is ,00.

- In the study, when social media awareness and social networking are assessed with Chi-Square Tests, the results are; value: 256,94 and sig: 0.000 . Because of Sig < 0.05, it is determined that there is a significant relationship between them and the first hypothesis that is “there is a significant relationship between social media awareness and social networking” is confirmed.

*Below is the assessment using Chi-Square analysis method on the second independent argument in the hypotheses that is internet usage frequency and social media awareness

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	244,065 ^a	8	,000
Likelihood Ratio	17,969	8	,021
Linear-by-Linear Association	3,956	1	,047
N of Valid Cases	232		

a. 12 cells (80,0%) have expected count less than 5. The minimum expected count is ,00.

- In the study, when internet usage frequency and social networking are assessed with Chi-Square Tests, the results are; f value: 244,065 and sig: 0.000. Because of $\text{Sig} < 0.05$, it is determined that there is a significant relationship between them and the second hypothesis that is “there is a significant relationship between internet usage frequency and social networking” is confirmed.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	76,682 ^a	3	,000
Likelihood Ratio	9,123	3	,028
Linear-by-Linear Association	8,689	1	,003
N of Valid Cases	232		

a. 7 cells (87,5%) have expected count less than 5. The minimum expected count is ,01.

- In the study, when internet usage frequency and social media awareness are assessed with chi-square test, the results are; value: 76,682 and sig: 0.000. Because of $\text{Sig} < 0.05$, it is determined that there is a significant relationship between them and the third hypothesis that is “there is a significant relationship between internet usage frequency and social media awareness” is confirmed.

*Below is the assessment using Chi-Square Tests method on the third independent argument in the hypotheses that is time spent on internet.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	240,978 ^a	15	,000
Likelihood Ratio	19,862	15	,177
Linear-by-Linear Association	,605	1	,437
N of Valid Cases	232		

a. 19 cells (79,2%) have expected count less than 5. The minimum expected count is ,00.

- In the study, when time spent on internet and social media awareness are assessed with Chi-Square Analysis, the results are; f value: 240,978 and sig: 0.000. Because of $\text{Sig} < 0.05$, it is determined that there isn't a significant relationship between them and the forth hypothesis that is “there is a significant relationship between time spent on internet and social media awareness” is confirmed.

Research Result:

This research study is based on questioning and hypotheses for determining how much do university students know about one of the new communication media that is social media, and finding out students' social media habits.

The survey carried out on students of Uşak University, Faculty of Communications consist of a total of 26 questions. The questions are based on students' general internet usage habits, whether they are aware of the social media concept, if they are, studying their social media habits. In this sense, 250 questionnaires are distributed in hard copy and 232 marked survey data was obtained. Then, the data was evaluated by using the SPSS program, using frequency and Chi-Square analysis options. The results of the findings of these analysis on Uşak University Faculty of Communication students are as follows;

- 98.7% of the respondents use the internet (100%)
- Internet, among students, are mostly used for social networking (45.7%)
- 91.8% of the students go on the internet every day
- Almost all the students know about social media (98.3%)
- 95.3% of the students make use of social networks
- The students use Facebook at most among social networks (76.3%)
- 86.6% of the students use social networks every day
- The time the students spend on social media averages about 1 to 3 hours (43.5%)
- Social networks are used at most in order to pass time (43.5%)
- 93.5% of the social network participant use their own names on their accounts
- Almost half of the students don't follow a blog
- 83.2% of the students don't have profiles on business networks
- 25.4% of the students don't meet face to face with people they meet online
- 93.5% of the students don't use social bookmarking sites
- 94% of the students follow video sharing sites
- Almost half of the students don't share on video sharing sites (53.6%)
- 86.6% of the students follow photo sharing sites
- Almost three quarter of the students share photos on photo sharing sites (78.4%)
- 80.2% of the students use one of the instant messaging tools
- Almost three quarter of the students comment on social media contents (70.3%)
- 21.6% of the students report that they are not affected by brand-related content or reviews

The hypothesis of this research are as follows:

1. There is a meaningful correlation between social media awareness and the use of social networks networks.

2. There is a meaningful correlation between frequency of internet usage and social media usage.

3. There is a meaningful correlation between frequency of internet usage and awareness with the social media.

4. There is a meaningful correlation between time spent in internet and awareness of social media.

All hypotheses were accepted.

Conclusion

In the telecommunications sector, advancing computer capacities, faster development in data storage with respect to past, increasing resources in terms of internet service providers, decreasing electronics prices in parallel with digital transformation have introduced new communication technologies.

Internet, in terms of communicating information, has possessed an irreplaceable importance for every sector and came to be a great revolution itself. Both enabling information to travel fast and being a medium that allows intervention to the information it carries, Internet, has the property of being a medium that its importance and usage increases every day. Also, in the beginning of technological revolution, internet is becoming a universal tool in interactive interaction. With information determining production capacity and economical competition, the new world being global and this global environment being linked confirms this power.

People have been using internet network for their personal information hunting, as well as sending short messages, surfing the web, etc... Today, because of the information communication technologies are accessible to all, internet offers a technological democracy. In addition, continuous progress and information transparency represents a global meaning to internet users. In our country and in the world, day by day increase of computer and internet users, from news following to shopping, entertainment and communication, embedment of internet in every aspect of our daily lives is the greatest indicator of the importance of new communication technologies. After the 2000s, via the internet, a new web based medium has expanded its usage.

Designated as social media, applications having mixed formations involving photo, video, text and media not only drew user attention, it has added a new dimension to virtual communication.

These web applications have been spreading as a result of users making others aware of their own satisfaction or people signing up on their own accord. Mobile-based social media enables sharing of visuals and audio files without time and space limitations. In this respect, it is possible to say that shared material and dialogues between the users make up the social media. As a new type of online media, social media, encourages its users to communicate and pay attention to their feedback. In addition, being based not only on broadcasting but allowing two-way communication add a great deal to its importance. Social media enables quick and effective mass communication and allows to share easily, thus making a linked communication.

Unlike traditional media, social media is used at zero cost, has easier access, is simple in terms of usage and stability is out of question because it is easy to make changes on it. Social media's rapid feedback is important for the user. On the other hand, social media has also some disadvantages. One of them is being too difficult to monitor and control due to its fast spread. Web 2.0 is one of the first concepts to encounter when social media is discussed. Began to be used in 2004, this term is used for social networking sites, wikis, communication tools, in short, for system created jointly by internet users. Another concept, when social media is discussed, is social networks. Social networks are seen as web based services in which users are required to share their own profiles with the masses,

thus enabling them to add each other's profiles and every other person on the system. On the other hand, social networks, refers to a group in web environment that can accommodate related individual groups. Social networks include social sites like Facebook, photo sharing sites, video sharing sites, professional business sites, blogs, wikis, etc... Although improving the quality of everyday life, social networks are subject to criticism because of exposing people's private lives. However, this does not diminish the interest in social networks. Because young people are spending most of their time on social media instead of school environment. These digital tools are also becoming routine of daily life. In this sense, young people are in a position as a transducer and carrier of mobile nation. On the other hand, research shows that in reality young people are connected to digital environment without much choice. The younger generation are now defined by the expression "My Media Generation". These young people are unique and have the urge, motive and opportunity to create their own world and have the daily experience that previous generation did not possess. Technology offers new free media tools to communicate, so that young people communicate, find a chance to explain their own experiences and constitute their personalities. Also, young people are in a hurry and flexible to put these tools into their lives. Especially university youth, in terms of having the opportunity to have many of the social opportunities and are able to use this opportunity in the direction they want.

According to the survey results in Uşak University Faculty of Communication, it was determined that all students use the Internet. The majority of college students are using the Internet almost every day.

Besides, as what is meant by social media is known, there is great interest in the social networks. Many students spend most of their time spent on internet on social networks. This is a situation that must be considered by public relations and marketing sector. On the other hand, also for institutions, it is as such to give a new direction to corporate communications. People's using their own names on social networks are important in terms of realism of these communications mediums.

Collage students' not being aware of social branding shows that an awareness campaign on the Turkish youth must be undertaken by related brands.

Following being too high on video sharing sites, but video sharing not being so high as following on such sites, can mean that most of the users are passive followers, refrain from sharing videos of others or are on the these sites for personal satisfaction.

The situation is somewhat different for the photo sites. Almost all the followers also share their own photos. This point is a bit more advanced compared to video sharing sites. The reason for this may be taking and sharing photos requires less effort than videos.

People saying that they comment on around 70% of the content on social media, say they do not hesitate to write reviews or comments even though they avoid video sharing. These comments may influence the opinion of the majority of brand related social media followers. In this case, it is shown that brands need to be careful on internet environment, crisis can be experienced in virtual environment by viral spread, and they need to follow social media, taking it seriously. In addition, the study of Vural and Bat is a good way to reach wider conclusions by evaluating this study together.

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