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An Examination of the Social Benefit on Facebook among 50-year-old and Older Turkish Adults

Türkiye’de 50 Yaş ve Üzerindeki Yetişkinlerin Facebook Üzerinden Elde Ettikleri Sosyal Fayda Düzeyinin İncelenmesi

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Abstract: The purpose of this study was to examine the levels of social benefit that the 50-year-old and older adults gained from Facebook. For this aim, two studies were carried out in this research. 233 people participated in Study 1 and Facebook Social Benefit Scale (FSBS) was developed for the 50-year-old and older adults. In Study 2, which included another group of 259 people, Facebook social benefit levels were investigated in terms of gender, age, education level, retirement status, time spent on Facebook and number of Facebook friends. Data were collected via Facebook Social Benefit Scale (FSBS) and demographic information form. In the data analysis of the study, the LISREL program was used for the confirmatory factor analysis of the FSBS, while the SPSS program was used for the other analysis. The findings of this research indicated that the FSBS was a valid and reliable measuring tool. Moreover, the 50-year-old and older adults obtained social benefit from Facebook. The Facebook social benefit levels of these individuals did not vary according to gender and education level whereas they varied depending on age, retirement status, time spent on Facebook and number of Facebook friends. Depending on the results it can be said that Facebook is a useful and a common socialization tool for 50-year old and older adults in Turkey. In recent years, there has been an increasing interest in examining the internet use by old-age adults but this interest has heavily focused on ageing and learning computer use, while their experiences on the internet have been ignored. Considering this situation, it can be stated that this research will contribute to the literature about old-age adults’ socialization patterns on the internet.

Structured Abstract: In today’s internet based world, social media is being used as one of the main communication tools. In the beginning, social media usage has been popular among children, adolescents and young adults. However, after the smart phone usage has become prevalent among all age group around the world, middle and old adults started to show interest in social media as well. Currently, there are a lot of social media users among middle and old adult population in Turkey. They mostly have a Facebook account because Facebook give an opportunity to find old friends, relatives, classmates and other contacts.

Facebook is easy to use for middle and old age groups. The individuals of this age group may socially interact even by using the Like button on Facebook. They mostly used the Like button on Facebook because they could instantly reply to others’ posts and others liked their posts by means of the Like button (Jung & Sundar, 2016). However, by receiving help from youth, they engage more complex activities on Facebook such

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as messaging, sharing photos, pictures and videos, following others' posts and posting comments (Jung, Walden, Johnson & Sundar, 2017).

Researchers put forward the fact that 50-year-old and older adults use Facebook facilitates that they sustain their relationships with family members, relatives and friends (Jung et al., 2017), enables them to obtain recent information about these people and increases their social interactions (Leist, 2013). The individuals of this age group become members of new and various social groups as well as family, relative and friend groups on Facebook (Jung & Sundar, 2016). Such Facebook groups provide retired individuals with an essential environment for spending time (Jung et al., 2017). These individuals develop new relationships, receive social support from others, give social support to others, acquire new information and benefit from functional contents within these groups (Leist, 2013).

As emphasized in the previous research, Facebook enables 50-year-old and older individuals to have positive psychological outcomes by giving them the chance of participating in social life, gaining social benefit and having a sense of belonging (Sinclair & Grieve, 2017). However, there is limited research that investigates the social benefit that old-age adults gain from online social network sites. Besides, the existing research analyses the social media experiences of old-age adults mostly based on interviews and indicates that there is a need for studies on the instruments of measuring social benefit they gain.

In this study, it is aiming to investigate the levels of social benefit that the 50-year-old and older adults gained from Facebook. For this aim, two studies were carried out in this research. In study 1, five items were created based on the research that investigated the social benefit the old-age adults gained from Facebook. These items were included in a form on Google Drive. Then, this form was shared with 15 adults who were 50 years old and older, and they were asked to share this form with the graduate and the retired groups of which they were members on Facebook. In this way, 233 voluntary participants were reached and 35 participants were excluded from the study because their forms were incomplete. Thus the analysis was made with 198 participants. In Study 1, SPSS program was used, an exploratory factor analysis was made and internal consistency coefficient was calculated.

In study 2, a data collection form was created on Google Drive and this form consisted of Facebook Social Benefit Scale and questions about demographic information such as gender, age, education level, retirement status, time spent on Facebook and number of Facebook friends. The link to the form was shared in the retired and the graduate groups different from the ones in Study 1. In addition, data were collected by means of face-to-face interviews made with 100 voluntarily people at coffee houses, associations and meetings at which older adults spent time. Following the data collection process, 259 voluntary participants were reached. Within the Study 2, a confirmatory factor analysis of FSBS was made and the test-retest reliability coefficient was calculated. Furthermore, a correlation analysis, the t-test and variance analysis were used to examine Facebook social benefit levels of the participants in terms of gender, age, education level, retirement status, time spent on Facebook and number of Facebook friends. In the data analysis of the study, the LISREL program was used for the confirmatory factor analysis while the SPSS program was used for the other analysis.

As a result, a Facebook Social Benefit Scale (FSBS) was developed for 50-year-old and older individuals in this study. Consequently, FSBS was found to be a valid and reliable instrument measuring the Facebook social benefit levels of the 50-year-old and older adults. Sinclair and Grieve (2017) ascertained in their scale development study that the social connectedness which older adults derived from Facebook was a distinct construct from the offline social connectedness. Not only the findings of current research but also the findings of the research made by Sinclair and Grieve (2017) pointed out that Facebook was a new tool for social benefit in the life of old-age adults.

In this study Facebook Social Benefit level didn't differ according to gender and education level. It is considered that the number of females and males who gain social benefit from Facebook increases due to the fact that Facebook use becomes widespread among old-age adults. This might cause the gender-based difference in gaining social benefit from Facebook to decrease or be eliminated. Similarly, it can be mentioned that old-age adults with high education levels have easier access to internet, however education level does not have a significant role in gaining social benefit from Facebook.

On the other hand, social benefit on Facebook varied depending on age, retirement status, time spent on Facebook and number of Facebook friends. It can be suggested that the old-age adults who are retired or do not work have limited social interaction opportunities because they have limited social environments, and thus

they can meet their socialization needs more through Facebook. This finding is consistent with Jung et al.'s (2017) finding that the old-age adults who do not work see Facebook as an environment for socialization. As old-age adults have smaller social environments in time, they experience a loss and try to cope with this loss by socializing on Facebook (Borel & Alescio-Lautier, 2014). Therefore, it can be said that gaining social benefit from Facebook is a coping method discovered by old-age adults. Finally, the higher the number of Facebook friends is, the higher the number of social relations is and the higher the possibility of gaining social benefit is.

It is remarkable that there is some research that investigates 50-year-old and older individuals' Facebook use patterns. In recent years, there has been an increasing interest in examining the internet use by old-age adults but this interest has heavily focused on ageing and learning computer use while their experiences on the internet have been ignored (Xie, 2003). Considering this situation, it can be stated that this research will contribute to the literature about old-age adults' socialization patterns on the internet.

Facebook use patterns of the participants had cultural dimensions that were unique to Turkey. Turkey has a traditional and collectivist social structure. In such societies, authority figures affect the lifestyle of adults. The internet started to expand among citizens in 2000s in Turkey. During this period, some bureaucrats and politicians showed internet as an instrument that destroyed the morality of the society (Yeşil, 2003; Aktaş, 2012). In this period, the internet was perceived as a harmful habit rather than an instrument that contributed to the information society. This perception of the internet caused the generation of that period, including the participants of this research, to remain distant from the internet and try to protect their children from the internet. In this respect, it is very ironic that the individuals who saw "internet as a harmful instrument" for years turned out to be Facebook users in later ages in Turkey. It is possible to explain this situation with the changes in social relations in Turkey. In the past, 50-year-old and older individuals lived together with their married or single adult children in the same house or lived in houses close to the houses of their children. However, the new generation youth shows patterns such as leaving home in earlier ages, living away from parents in other cities, migrating to other countries or not allocating time to parents due to factors like heavy schedule and stress because they grow up with more individualistic and liberal values. This change caused 50-year-old and older individuals to live and feel alone. Facebook became an instrument that fulfilled old individuals' need for social relations, filled a gap in their lives and enabled them to have a good time. Therefore, it can be said that 50-year-old and older individuals gain social benefit on Facebook in Turkey.

The participants of this research were born in 1965 and earlier. Some unique values of this generation make it difficult for them to adapt to the digital world. For example, some of these individuals still think that Facebook is a fictional world (Jung et al., 2017); they do not like privacy violation on Facebook (Xie et al., 2012) and indefinite boundaries in communication. Hence, it took time for them to join Facebook (Leist, 2013). Nevertheless, today old-age adults learn to communicate through Facebook despite all drawbacks and the number of old-age adults who use Facebook is increasing. The findings of this research also show that Facebook has a significant place in the modern socialization practices of old-age adults. Accordingly, it is considered that Facebook Social Benefit Scale developed in this study will contribute to future studies.

Keywords: Social sciences, developmental psychology, adulthood, middle and old adults, online social benefit, Facebook use, social needs

Öz: Bu araştırmanın amacı 50 yaş ve üzerindeki bireylerin Facebook üzerinden elde ettikleri sosyal fayda düzeyini incelemektir. Bu amaçla bu araştırma kapsamında iki çalışma gerçekleştirilmiştir. Çalışma 1'de 233 katılımcıya ulaşılmış ve bu katılımcılar üzerinde 50 yaş ve üzerindeki bireyler için Facebook Sosyal Fayda Ölçeği (FSFÖ) geliştirilmiştir. Çalışma 2'de ise 259 kişiden oluşan başka bir katılımcı grubu üzerinde Facebook'tan elde edilen sosyal fayda düzeyi cinsiyet, yaş, eğitim düzeyi, emeklilik durumu, Facebook'ta geçirilen süre ve Facebook arkadaş sayısı değişkenlerine göre incelenmiştir. Verilerin toplanmasında bu araştırmada geliştirilen Facebook Sosyal Fayda Ölçeği (FSFÖ) ve demografik bilgi formu kullanılmıştır. Verilerin analizinde ise FSFÖ'nün doğrulayıcı faktör analizi için Lisrel programından, diğer analizler için SPSS programından yararlanılmıştır. Bu araştırmanın sonuçları FSFÖ'nin geçerli ve güvenilir bir ölçme aracı olduğunu ortaya koymaktadır. Ayrıca sonuçlar 50 yaş ve üzerindeki bireylerin Facebook'tan sosyal fayda elde ettiğini, bu bireylerin elde ettiği sosyal fayda düzeyinin cinsiyet ve eğitim düzeyine göre değişmediğini; yaş, emeklilik durumu, Facebook'ta geçirilen süre ve Facebook arkadaş sayısına göre değiştiğini göstermektedir.

Bu sonuçlara bağlı olarak Facebook'un Türkiye'de 50 yaş ve üzerindeki yetişkinler için faydalı ve yaygın kullanılan bir sosyalleşme aracı olduğunu söylemek mümkündür. Son yıllarda ileri yetişkinlik dönemindeki bireylerin internet kullanımı ile ilgili araştırmalarda bir artış olduğu, ancak bu araştırmaların daha çok yaşlanma ve bilgisayar kullanımını öğrenme ile ilişkili oldukları, ileri yetişkinlerin internet deneyimlerini ise göz ardı ettikleri görülmektedir. Bu çerçevede, bu araştırmanın ileri yetişkinlerin internette sosyalleşme örüntüleri ile ilişkili literature katkıda bulunacağı söylenebilir.

Anahtar Kelimeler: Sosyal bilimler, gelişim psikolojisi, yetişkinlik, orta ve ileri yetişkinlik, online sosyal fayda, Facebook kullanımı, sosyal gereksinimler

Introduction

Technological developments increase the quality of life by making life easier in many aspects such as health, education, income and access to information (Starr, 1969). For example, today individuals may shop at home thanks to the internet technology and thus they may save time. Similarly, the opportunity of playing games on the internet causes individuals to easily meet their needs of having fun and making use of spare time. Individuals gain social benefit from such online activities which facilitate them to meet their social needs (Li & Ferraro, 2005). "Social benefit" is defined as the fact that individuals use technology to carry out activities which increase the quality of life (Starr, 1969).

In the research that investigated internet use by 50-year-old and older adults, it was found that the participants gained social benefits such as easy and fast communication, social interaction and positive feelings by using internet services (Shapira, Barak & Gal, 2007). Similarly, internet users may interact with others, maintain relations with relatives or family members from a distance and join an online social environment by creating a unique e-profile on social media sites. Thus, a social media site is seen as a communication tool by which individuals gain social benefit (Ellison, Steinfield & Lampe 2007; Johnson et al., 2013; Orosz, Toth-Kiraly & Böte 2016; Sinclair & Grieve, 2017).

Social media is defined as a communication tool that provides individuals with the opportunity of socially interacting with people they want in the internet environment. Today, the most frequently used social media site is Facebook. On Facebook, individuals create online profiles that may be seen by everybody they connect with, share visual and written posts in their profiles, surf the profiles of others and see their posts (Leist, 2013). Facebook enables individuals to create contents and to access the contents created by others. On Facebook, individuals may comment each other's posts, express opinions and likes (Jung & Sundar, 2016). Due to these features of Facebook, users share their photos, places and activities on their profiles and expect other users to like what they share. In this respect, Facebook allows individuals to meet their social needs such as socialization, being noticeable and being accepted (Marissa, 2106).

50-year-old and older individuals have difficulties in participating to social life because of the age-related developmental changes. For example, some 50-year-old and older individuals lose their roles, statuses and relationships in work-life depending on being retired. Many individuals of these ages experience other changes such as loss of physical power, the emergence of illnesses and loss of the loved ones. Depending on these changes, the social environments of 50-year-old and older individuals get smaller. In recent years, researchers have revealed that social media sites like Facebook contributed to socialization of individuals against the challenges resulting from getting older (Ancu, 2012; Hutto et al., 2015; Jung & Sundar, 2016; Jung et al., 2017; Sinclair & Grieve, 2017; Xie, 2003; Xie et al., 2012). Accordingly, it is considered that Facebook and similar social media sites eliminate the social isolation of old adults in time (Leist, 2013).

Social isolation is defined as to have a limited social environment, have fewer opportunities of social interaction, lack social support, be alone in social life and not to participate in social

activities (Mick, Kawachi & Lin, 2014). 50-year-old and older individuals take less part in social life or disengage from social life completely because of living away or apart from family members, physical disorders such as visual, hearing and mobility impairment and economic problems. In other words, they face the risk of social isolation (Gomes et al., 2014). Social isolation is closely related to poor health outcomes such as depression and cardiovascular diseases (Courtin & Knapp, 2017). Therefore, 50-year-old and older individuals should be supported to continue to participate in social life.

Facebook and other social media sites are established to encourage individuals to establish social bonds with others (Gomes et al., 2014). In recent years, 50-year-old and older individuals have become aware that Facebook provided the opportunity for socialisation and was user-friendly so that Facebook use has expanded among them (Jung & Sundar, 2016; Sinclair & Grieve, 2017). The individuals of this age group may socially interact even by using the Like button on Facebook. They mostly used the Like button on Facebook because they could instantly reply to others' posts and others liked their posts by means of the Like button (Jung & Sundar, 2016). However, by receiving help from youth, the individuals of this age group engage more complex activities on Facebook such as messaging, sharing photos, pictures and videos, following others' posts and posting comments (Jung, Walden, Johnson & Sundar, 2017). According to previous research, old-age adults share written or visual posts about themselves and their ideas and like the posts of their Facebook friends. They message with friends, comment, update status and share links. Furthermore, some old-age adults play games, join political party groups and become members of the groups related to their hobbies and the products or organizations they like on Facebook (Ancu, 2012; Hutto et al., 2015).

50-year-old and older adults are mostly interested in and interact with Facebook friends who are the members of their families (Hutto et al., 2015; Young, 2011). In fact, most of the individuals of this age group start using Facebook upon the request of the family members (Jung & Sundar, 2016) because Facebook enables them to see what the family members do and look at and comment the photos of the family members. Following family members, these individuals are mostly interested in old friends (Ancu, 2012). Researchers revealed that 50-year-old and older individuals found their old friends through Facebook and regularly messaged or met with them (Quan-Haase, Mo & Wellman, 2017). Moreover, these individuals stated that they informed their families and friends about themselves by means of shares on Facebook profiles or received information about their families and friends by checking the shares on their Facebook profiles. To state it another way, these individuals saw Facebook as a significant way of interacting with family and friends (Jung et al., 2017).

Researchers put forward the fact that 50-year-old and older adults use Facebook facilitates that they sustain their relationships with family members, relatives and friends (Jung et al., 2017), enables them to obtain recent information about these people and increases their social interactions (Leist, 2013). The individuals of this age group become members of new and various social groups as well as family, relative and friend groups on Facebook (Jung & Sundar, 2016). Such Facebook groups provide retired individuals with an essential environment for spending time (Jung et al., 2017). These individuals develop new relationships, receive social support from others, give social support to others, acquire new information and benefit from functional contents within these groups (Leist, 2013).

As emphasized in the previous research, Facebook enables 50-year-old and older individuals to have positive psychological outcomes by giving them the chance of participating in social life, gaining social benefit and having a sense of belonging (Sinclair & Grieve, 2017). However, there is limited research that investigates the social benefit that old-age adults gain from online social network sites. Besides, the existing research analyses the social media experiences of old-age adults

mostly based on interviews and indicates that there is a need for studies on the instruments of measuring social benefit they gain.

In recent research (Sinclair & Grieve, 2017), a Facebook Social Connectedness Scale was developed to measure the levels of social connection derived from Facebook by the individuals older than 55 years old. This scale showed that Facebook online social connectedness and offline social connectedness of the old adults had two separate dimensions. This study was the first research that examined the online social connectedness gained from Facebook by old adults. In addition to this scale, two more scales related to Facebook experiences of individuals were found out when the previous studies were reviewed. One of these scales was the "Facebook Intensity Scale" (Ellison, Steinfield & Lampe, 2007) that measured the frequency of Facebook use by university students. The other scale was the Multidimensional Facebook Intensity Scale (Orosz, Toth-Kiraly & Böte, 2016) that measured the emotional connectedness to Facebook and the frequency of Facebook use in a group of participants with an average age of 24 years. Since both measuring tools were developed for young adults, these tools did not exactly reflect the specific developmental characteristics of old adults. Hence, considering the developmental characteristics of the old adults, this research aimed to introduce to the literature a valid and reliable instrument that measured Facebook social benefit level and examined the Facebook social benefit levels of old adults with respect to demographic variables (gender, age, education level, retirement status, time spent on Facebook and number of Facebook friends).

Method

Two studies were carried out in this research. In Study 1, Facebook Social Benefit Scale (FSBS) was developed for the 50-year-old and older Turkish adults. In Study 2, Facebook Social Benefit levels of 50-year-old and older individuals were examined with regard to gender, age, education level, retirement status, time spent on Facebook and number of Facebook friends. Both studies were descriptive because they revealed the current situation. Quantitative analysis methods were used to analyze the data of these studies and informed consent form used for both studies. The data of the Study 1 and Study 2 were collected in 2016-2017 academic year.

Study 1

Participants

Participants were 233 Turkish Facebook users who were 50 years old and older individuals. 118 participants (50.6%) were females while 115 participants were males (49.4). 74 participants (31.8) were between the ages of 50 and 55; 56 participants (24%) were between the ages of 56 and 60; 56 participants (24%) were between the ages of 61 and 65; 35 participants (15%) were between the ages of 66 and 70 and 12 participants (5.2%) were older than 70 years. The participants' ages ranged from 50 to 81 years. Moreover, 15 participants (6.4%) were primary school graduates; 15 participants (6.4%) were secondary school graduates; 49 participants (21%) were high school graduates; 62 participants (26.6%) were college graduates and 92 participants (39.5%) were university graduates.

Data collection and analysis

In this study, five items were created based on the literature that investigates the social benefit the old-age adults gained from Facebook. These items were included in a form on Google Drive. Then, this form was shared with 15 adults who were 50 years old and older, and they were asked to share this form with the graduate and the retired groups of which they were members on Facebook. In this way, 233 voluntary participants were reached and 35 participants were excluded from the study because their forms were incomplete. Thus the analysis was made with 198 participants. In Study 1, SPSS program was used, an exploratory factor analysis was made and internal consistency coefficient was calculated.

Findings

Findings related to exploratory factor analysis

In this study, it was investigated whether the data had a normal distribution, and a structure was revealed with a KMO value of .85 and a significant Barlett's Globality test result [$\chi^2 = 444,652$, $sd = 10$, $p = .000$]. These findings indicated that the data was normally distributed and appropriate for factor analysis. Accordingly, an exploratory factor analysis of the five items was made and a principal component analysis was used. The results of the analysis are shown in Table 1.

Table 1: Exploratory factor analysis results of Facebook Social Benefit Scale (FSBS)

Items*	Common Factor Variance
1. I feel like I lose contact with others when I do not log in Facebook for a while.	.58
2. I would be sorry if Facebook shut down.	.64
3. Facebook filled a gap in my life.	.75
4. If I could visit only one site on the Internet, it would be Facebook.	.61
5. I feel I have a bond with the people I interact with on Facebook.	.67

*FSBS was developed in Turkish and analysis was conducted with Turkish items.

As can be seen in Table 1, it was determined that the scale had a structure with one factor, the eigenvalue of which was more than one, and this structure explained 65.25% of the total variance in Facebook Social Benefit Scale. The factor loads for the items of this scale ranged from .58 to .75.

Findings related to internal consistency coefficient

The internal consistency coefficient of the scale was calculated for reliability studies and internal consistency coefficient was found as .86. This value pointed out that the internal consistency of the scale was high.

Study 2

Participants

Participants were 259 Turkish Facebook users who were 50 years old and older. 127 participants (49%) were females whereas 132 participants (51%) were males. 125 participants (48%) were between the ages of 50 and 55; 79 participants (30%) were between the ages of 56 and 60; 30 participants (20%) were between the ages of 61 and 65; 20 participants (7.7%) were between the ages of 66 and 70 and 5 participants (1.9%) were older than 70 years. The participants' ages ranged from 50 to 81 years. 30 participants (11.6%) were primary school graduates; 23 participants (8.9%) were secondary school graduates; 63 participants (24.3%) were high school graduates; 50 participants (19.3%) were college graduates and 93 participants (35.9%) were university graduates.

Data collection tools

Information Form: The information form used in this research included questions about the participants' gender, age, education level, retirement status, time spent on Facebook and number of Facebook friends.

Facebook Social Benefit Scale (FSBS): FSBS was a 5-item Likert-type scale. The items of the scale were formed based on the Facebook Social Connectedness Scale (FSCS) developed by Sinclair and Grieve (2017), the Facebook Intensity Scale (FIS) developed by Steinfield and Lampe (2007), and the Multidimensional Facebook Intensity Scale (MFIS) developed by Orosz, Toth-Kiraly and Bőte (2016). There were very similar items in these three scales and researchers found out that these items included online social connectedness. The fact that individuals have social connection indicates that they gain social benefit. For this reason, the Facebook Social Benefit Scale consisted of items that were similar to the items of the said three scales. Nonetheless, the items related to

compensation of losses in old adulthood by means of Facebook were also added to the FSBS. The studies on the validity and reliability of the scale were conducted with Turkish old adults in this research. Exploratory and confirmatory factor analysis was carried out for the validity of the scale. Internal consistency coefficient and test-retest reliability coefficient were calculated for the reliability of the scale. It was found out that the scale was a valid and reliable instrument in the sample of Turkish old-age adults.

Data collection and analysis

In the data collection process, a data collection form was created on Google Drive and this form consisted of Facebook Social Benefit Scale and questions about demographic information such as gender, age, education level, retirement status, time spent on Facebook and number of Facebook friends. The link to the form was shared in the retired and the graduate groups different from the ones in Study 1. 159 voluntarily people were reached. In addition, data were collected by means of face-to-face interviews made with 100 voluntarily people at coffee houses, associations and meetings at which older adults spent time. Following the data collection process, 259 voluntary participants were reached. Within the Study 2, a confirmatory factor analysis of FSBS was made and the test-retest reliability coefficient was calculated. Furthermore, a correlation analysis, the t-test and variance analysis were used to examine Facebook social benefit levels of the participants in terms of gender, age, education level, retirement status, time spent on Facebook and number of Facebook friends. In the data analysis of the study, the LISREL program was used for the confirmatory factor analysis while the SPSS program was used for the other analysis.

Findings

Findings related to confirmatory factor analysis

In this research, confirmatory factor analysis was carried out to check the fit indices of *Facebook Social Benefit Scale*.

Figure 1. Confirmatory Factor analysis result of FSBS

As seen in figure 1, it was revealed that the 5-item structure of FSBS was highly in accordance with the data set and verified ($\chi^2/df=1.85$, RMSEA=0.058, SRMR=0.025, CFI=0.99, GFI=0.98, AGFI=0.95, NFI=0.98, NNFI=0.98, IFI=0.99).

Findings related to test-retest reliability

In Study 2, FSBS was conducted with 34 Turkish participants who were 50-year-old and older for two times with a one-month interval and the correlation between the two measures was analyzed. The results of this analysis showed that FSBS was reliable with a reliability value of .86.

Findings related to the investigation of Facebook Social Benefit level in terms of demographic variables

The Facebook social benefit levels of the participants were examined with regard to gender and the results are presented in Table 2. According to Table 2, there was no meaningful difference between the participants' FSBS scores in terms of gender.

Table 2: FSB level in terms of gender

Gender	N	Ort.	S	Sd	t	P
Female	127	15.00	5.38	257	.26	.941*
Male	132	15.17	5.33			

* $p \leq .05$

According to Table 2, the average FSBS score of the female and male participants was 15.00. The lowest possible score on the FSBS was 5 while the highest possible score on the FSBS was 25 so that it could be stated that the participants obtained moderate social benefit from Facebook.

In this research, Facebook social benefit levels of the participants were investigated in terms of age. The findings are presented in Table 3.

Table 3: FSB Level in terms of Age

Source of variance	Sum of squares	sd	Mean squares	F	p	Source of difference
Between-group	203.64	2	101.82	3.62	.028*	Older than 60 > 50-55
Within-group	7185.30	256	28.06			
Total	7388.95	258				

* $p \leq .05$

According to Table 3, no meaningful difference was found between the participants between the ages of 50 and 55 ($\bar{x} = 14.20$, $df = 5.20$) and the participants between the ages of 56 and 60 ($\bar{x} = 15.62$, $df = 5.78$) with regard to Facebook social benefit levels. Nevertheless, a meaningful difference was found between the participants older than 60 years ($\bar{x} = 16.32$, $df = 4.75$) and the participants between the ages of 50 and 55 in terms of Facebook social benefit levels. These findings indicated that the participants older than 60 years gained more social benefit from Facebook.

It was examined whether the participants' Facebook social benefit levels changed depending on the education level or not. The findings are presented in Table 4.

Table 4: FSB Level in terms of Education Level

Source of variance	Sum of squares	sd	Mean squares	F	P
Between-group	147.64	2	73.82	2.61	.076*
Within-group	7241.31	256	28.28		
Total	7388.95	258			

* $p \leq .05$

According to Table 4, it was determined that there was no meaningful difference between the primary school graduates ($\bar{x}$ = 15.79, df = 5.90), high school graduates ($\bar{x}$ = 16.03, df = 5.57) and university graduates ($\bar{x}$ = 14.41, df = 4.96) with respect to Facebook social benefit levels. Facebook social benefit levels of the participants were examined also in terms of retirement status. The findings are shown in Table 5.

Table 5: FSB Level in terms of Retirement Status

Retirement status	N	X	S	sd	T	p
Retired or not working	161	15.64	5.24	257	2.16	.03*
Working	98	14.17	5.43			

* $p \leq .05$

According to Table 5, Facebook social benefit levels of the participants meaningfully differentiated based on the retirement status. Facebook social benefit levels of the participants who were retired or did not work were significantly higher than that of the participants who worked. This finding pointed out that the participants who did not work obtained more social benefit from Facebook.

The participants' Facebook social benefit levels were investigated in relation to the total daily time spent on Facebook. The results are given in Table 6.

Table 6: FSB level in terms of time spent on Facebook

Source of variance	Sum of squares	sd	Mean squares	F	P	Source of difference
Between-group	1319.10	3	439.701	18.47	.000*	More than 2 hours > 0-30 minutes, 30-60 minutes, 1-2 hours
Within-group	6069.85	255	23.80			
Total	7388.95	258				

* $p \leq .05$

According to Table 6, FSB levels of the participants who spent 2 hours and more per day on Facebook ($\bar{x}$ = 19.12, df = 4.00) were meaningfully higher than that of those who spent 0-30 minutes ($\bar{x}$ = 12.77, df = 4.92), those who spent 30-60 minutes ($\bar{x}$ = 14.20, df = 4.89) and those who spent 1-2 hours ($\bar{x}$ = 14.68, df = 5.40) per day on Facebook. On the other hand, there was no meaningful difference between the participants who spent 0-30 minutes, those who spent 30-60 minutes and those who spent 1-2 hours per day on Facebook with regard to FSB level. This finding indicated that Facebook social benefit levels of older adults who used Facebook for more than two hours per day were also high.

Facebook social benefit levels of the participants were investigated in terms of the number of Facebook friends. The results are presented in Table 7.

Table 7: FSB level in terms of number of Facebook friends

Source of variance	Sum of squares	sd	Mean squares	F	P	Source of difference
Between-group	284.51	2	142.25	5.12	.007*	More than 300, 101-300 > 0-100
Within-group	7104.44	256	27.75			
Total	7388.95	258				

* $p \leq .05$

According to Table 7, no meaningful difference was found between the participants with more than 300 Facebook friends ($\bar{x}$ = 15.92, df = 5.29) and the participants with 101-300 Facebook friends ($\bar{x}$ = 15.67, S = 5.54) with respect to FSB levels. However, FSB levels of the participants with more than 300 Facebook friends ($\bar{x}$ = 15.92, df = 5.29) and the participants with 101-300 Facebook friends ($\bar{x}$ = 15.67, df = 5.54) were meaningfully higher than that of the participants with 0-100 Facebook friends ($\bar{x}$ = 13.54, df = 4.89). Thus the higher the number of Facebook friends of the participants was, the higher the Facebook social benefit levels of the participants were.

Discussion

In this research, initially, a Facebook Social Benefit Scale (FSBS) was developed for 50-year-old and older individuals. Exploratory and confirmatory factor analysis was conducted for the validity of FSBS. Furthermore, the internal consistency coefficient was calculated and test-retest reliability analysis was made for the reliability of the scale. Consequently, FSBS was found to be a valid and reliable instrument measuring the Facebook social benefit levels of the 50-year-old and older adults. Sinclair and Grieve (2017) ascertained in their scale development study that the social connectedness which older adults derived from Facebook was a distinct construct from the offline social connectedness. Not only the findings of current research but also the findings of the research made by Sinclair and Grieve (2017) pointed out that Facebook was a new tool for social benefit in the life of old-age adults.

In this research, the Facebook Social Connectedness Scale (FSCS) developed by Sinclair and Grieve (2017) was also taken into account while forming the items of the FSBS. FSCS consisted of items such as "I feel understood by the people I know when I'm on Facebook", "I am able to relate to my Facebook friends" and "My Facebook friends feel like family". This scale was the first scale developed to measure the online social connectedness level of old adults. The items of this scale measured the sense of belonging that individuals developed depending on the relations they had on Facebook. The Online Social Connectedness was a dimension of Facebook social benefit for old adults. For this reason, the items of "I feel like I lose contact with others when I do not log in Facebook for a while" and "I feel I have a bond with the people I interact with on Facebook" in the Facebook Social Benefit Scale showed similarity to the Online Social Connectedness Scale. Nevertheless, old-age adults made other gains such as self-expression, compensation of losses in life and information acquisition by means of Facebook. Considering this, the Facebook Social Benefit Scale included the items such as "Facebook filled a gap in my life" and "If I could visit only one site on Internet, it would be Facebook". Just like the scale developed by Sinclair and Grieve (2017), the Facebook Intensity Scale (FIS) developed by Ellison, Steinfield and Lampe (2007) and the Multidimensional Facebook Intensity Scale (MFIS) developed by Orosz, Toth-Kiraly and Böte (2016) investigated Facebook use patterns of individuals and contributed to the literature. The FSBS was formed by taking into account these two scales as well. But these scales were regarded to partially reflect the old-age adults because they were developed among young adults. Accordingly, the two scales consisted of items which were similar to and different from the items of the FSBS. The FSBS was designed in a way to include a few numbers of items and be fulfilled easily due to the characteristics of the target group of the FSBS (sight disability, reading disability, slowness in response etc.).

In this research, Facebook social benefit levels of the participants were interrogated in relation to gender, education level, age, retirement status, time spent on Facebook and number of Facebook friends. As a result, it was determined that Facebook social benefit level of the participants did not vary depending on gender and education status whereas it varied depending on age, retirement status, time spent on Facebook and number of Facebook friends. It is remarkable that there is some research that investigates 50-year-old and older individuals' Facebook use patterns. In recent years, there has been an increasing interest in examining the internet use by old-age adults but this interest

has heavily focused on ageing and learning computer use while their experiences on the internet have been ignored (Xie, 2003). Considering this situation, it can be stated that this research will contribute to the literature about old-age adults' socialization patterns on the internet.

It was revealed in this research that Facebook social benefit levels did not vary according to gender. Yet Ancu (2012) found that old-age females visited Facebook pages more often than old-age males and also old-age females had more Facebook friends than old-age males. This finding indicates that old-age females use Facebook more than old-age males. Nevertheless, there has been an increase in Facebook use by old-age adults in recent years. Researchers put forward that old-age adults are more interested in Facebook use because of the fact that they have friends who use Facebook (Xie, Watkins, Golbeck & Huang, 2012) and that the easy-to-use characteristics of Facebook such as like button are increasing in number (Leist, 2013; Jung & Sundar, 2016). It is considered that the number of females and males who gain social benefit from Facebook increases due to the fact that Facebook use becomes widespread among old-age adults. This might cause the gender-based difference in gaining social benefit from Facebook to decrease or be eliminated.

It was examined whether the participants' Facebook social benefit levels varied depending on education level because education level was a variable to be taken into account in social media use patterns of old-age adults (Ji et al., 2010). In a study, it was ascertained that old-age adults who used social media mostly had high education levels (Hutto et al., 2015). Similarly, it was determined in this research that the majority of the old-age adults who used Facebook (55.2%) were college or university graduates and yet Facebook social benefit levels did not vary in terms of education level. Based on these findings, it can be mentioned that old-age adults with high education levels have easier access to internet, however education level does not have a significant role in gaining social benefit from Facebook.

It was found that the Facebook social benefit levels of the participants who were retired or did not work were meaningfully higher than that of the participants who worked. This finding indicates that the old-age adults who do not work obtain more social benefit from Facebook. It can be suggested that the old-age adults who are retired or do not work have limited social interaction opportunities because they have limited social environments, and thus they can meet their socialization needs more through Facebook. This finding is consistent with Jung et al.'s (2017) finding that the old-age adults who do not work see Facebook as an environment for socialization.

It was determined that the participants who frequently used Facebook had high Facebook social benefit levels in this research. This finding is consistent with the research which revealed that social benefit levels increased as old-age adults spent more time on social media (Xie et al., 2012; Ancu, 2012). Facebook provides old-age adults with opportunities such as entering new social environments, receiving and giving social support and increasing the sense of control (Xie, 2003; Leist, 2013). When old-age adults are trained on how to take advantage of these opportunities, they spend a lot of time on Facebook (Xie et al., 2012). As old-age adults have smaller social environments in time, they experience a loss and try to cope with this loss by socializing on Facebook (Borel & Alescio-Lautier, 2014). Therefore, it can be said that gaining social benefit from Facebook is a coping method discovered by old-age adults.

Finally, it was found that the participants with a high number of friends had high Facebook social benefit levels as well. This finding can be claimed to be consistent with the findings of the research stating that old-age adults' main goal of Facebook use is to have social relations with others (Ancu, 2012; Xie et al., 2012; Leist, 2013; Jung & Sundar, 2016). This is because the higher the number of Facebook friends is, the higher the number of social relations is and the higher the possibility of gaining social benefit is.

Facebook use patterns of the participants had cultural dimensions that were unique to Turkey. Turkey has a traditional and collectivist social structure. In such societies, authority figures affect the

lifestyle of adults. The internet started to expand among citizens in 2000s in Turkey. During this period, some bureaucrats and politicians showed internet as an instrument that destroyed the morality of the society (Yeşil, 2003; Aktaş, 2012). In this period, the internet was perceived as a harmful habit rather than an instrument that contributed to the information society. This perception of the internet caused the generation of that period, including the participants of this research, to remain distant from the internet and try to protect their children from the internet. This situation caused the individuals who met internet in adulthood to delay focusing on positive functions of the internet. In this respect, it is very ironic that the individuals who saw “internet as a harmful instrument” for years turned out to be Facebook users in later ages in Turkey. It is possible to explain this situation with the changes in social relations in Turkey. In the past, 50-year-old and older individuals lived together with their married or single adult children in the same house or lived in houses close to the houses of their children. However, the new generation youth shows patterns such as leaving home in earlier ages, living away from parents in other cities, migrating to other countries or not allocating time to parents due to factors like heavy schedule and stress because they grow up with more individualistic and liberal values. This change caused 50-year-old and older individuals to live and feel alone. Facebook became an instrument that fulfilled old individuals’ need for social relations, filled a gap in their lives and enabled them to have a good time. Therefore, it can be said that 50-year-old and older individuals gain social benefit on Facebook in Turkey.

The participants of this research were born in 1965 and earlier. Some unique values of this generation make it difficult for them to adapt to the digital world. For example, some of these individuals still think that Facebook is a fictional world (Jung et al., 2017); they do not like privacy violation on Facebook (Xie et al., 2012) and indefinite boundaries in communication. Hence, it took time for them to join Facebook (Leist, 2013). Nevertheless, today old-age adults learn to communicate through Facebook despite all drawbacks and the number of old-age adults who use Facebook is increasing. The findings of this research also show that Facebook has a significant place in the modern socialization practices of old-age adults. Accordingly, it is considered that Facebook Social Benefit Scale developed in this study will contribute to future studies.

Conflict of interest

Topic	
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