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Determination of university students' reasons of using social networking sites in their daily life

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Abstract

The aim of this research is to find out undergraduate students' reasons of using social media in their daily life. In this research students were chosen from Near East University's various departments. 229 volunteer undergraduate students from the department of teaching the mentally disadvantaged, department of music teaching, department of pre-school teaching, department of psychological counseling and guidance, and department of computer education and instructional technology were chosen as a sample. This study was applied during the 2013-2014 spring term. The survey was developed by the author. This 5 type likert survey contains 16 positive statements. The collected data was analyzed with the SPSS package software. Results were shown through percentages and descriptions. According to the results, the most frequent reason for using social networking is for instant communication with their friends.

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Keywords: social networking, students, reason

1. Introduction

Rapid improvement in smart mobile devices means that most people use social networking sites day by day. The major impact of social networking sites can change people's life styles. With the smart phones and other mobile devices, social networking sites are a communication tool used by so many people. That function also changes users' habits (Gikas & Grant, 2013; Urea, 2013; Kaya, 2013; Severino & Craparob, 2013; Ruiz-Molina, Cuadrado-Garcia & Montoro-Pons, 2013). Thanks to social networking sites, users communicate with other users instantly and they are able to share their ideas (Kaplan & Haenlein, 2011). When introduced initially in 1997 with SixDegrees, social

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networking sites improved their functions day by day and users could communicate and share their interests (Gruzd, Staves, & Wilk, 2011; Tess, 2013). After the impact of social networking sites such as Twitter, Facebook, pinterest, linkedin and Academia etc. users have shown strong demand (Kimmons & Veletsianos, 2014). According to research social networking sites could inquire of users about their needs in order to improve their service (Bala & Arat, 2013; Towner & Muñoz, 2011). In that environment, not only the users' knowledge but also their ability to share files, share news, videos, audio, status, events etc. might be improved (Hamid, Waycott, Kurnia, & Chang, 2015). Moreover users in that environment could share their interests (Preece & Shneiderman, 2009). In this research the aim is to find out undergraduate students' reasons of using social media in their daily life.

2. The aim of the research

The aim of this research is to find out undergraduate students' reasons of using social media in their daily life.

2.1. Participants

In this research students were chosen from Near East University's various departments. 229 volunteer undergraduate students from the departments of teaching the mentally disadvantaged, music teaching, pre-school teaching, psychological counseling and guidance, and the department of computer education and instructional technology were chosen. This study was applied during the 2013-2014 spring term.

2.1.1 Gender

Table 1. Gender of student distribution

Gender	f	%
Male	155	67,7
Female	74	32,3
Total	229	100,0

Table 1 shows the students' gender distributions. Table 1 demonstrates that 67.7% (n=155) students were male and 32.3% (n=74) students were female.

2.1.2 Age

Table 2. Age of student distribution

Age	f	%
18	20	8,7
19	65	28,4
20	45	19,7
21	69	30,1
Total	229	100

Table 2 shows students' age distributions. According to distribution 8.7% of students are 18, 28.4% of students are 19, 19.7% of students are 20, and 30.1% of students are 21 years old.

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