A Study on Social Media Usage Habits of University Students

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Abstract: *Social media is widely used as a virtual tool by university students in the fields of communication and education. In this study, based on the intensified relationship between technology and the individual, it is tried to determine the habits of young people using social media. The general aim of the study is to determine the internet and the social media usage aims and social media usage habits of the students of the Engineering and Architecture Faculty in Kastamonu University, Kastamonu. In order to determine social media usage habits, students' attitudes towards social networks and usage habits were questioned. The main material of the research consists of data obtained from face to face questionnaire with 180 students (118 Female & 62 Male). Descriptive statistics and some tests were used in the analysis of the data. According to the research findings, WhatsApp is the social networking tool they prefer to use most. As a result of performing analysis, it was found that both male and female students were more likely to use social media for entertainment purposes. There was no significant difference between the aims of using social media by gender. The outcomes of this study will be useful for the awareness of those who have assignment in engineering education and will also be educatory in engineering communications and publications in the future.*

Keywords: Social media, student, internet, social media usage habits.

1. Introduction

Social media is one of the most popular applications of the internet which is advancing rapidly to become one of the most important communication tools. While the frequency of using the internet increases, the rate of entering social media increases within this frequency. Social media is an online network that allows users to share, create digital content through personal or corporate pages, and convey your ideas, insights, thoughts, daily life, where you are, photos, advertisements or an important event to people around you [1, 2]. In every aspect of our lives, social media presents itself as the ideal applications for continuous updating, multi-use and sharing. Thanks to these opportunities, it has strengthened and become more effective in a short time against traditional media. Social media is relatively inexpensive than traditional media and means of access are open to everyone.

The content of social media applications is completely determined by individuals and individuals are constantly interacting with each other through these applications. In short, it is a form of communication in which sharing, interaction and discussion are essential without the limitations of time and space.

The widespread use of social media in daily life practices, becoming an important part of social life and even playing a transformative role on social life bring cultural, social and psychological effects. Being so intertwined with daily life requires social media to be questioned as a new communication tool [3]. Therefore, the relationship between technology and the individual is important in both the individual and social dimensions. In particular, the time spent by the young population on social networking sites and the increasing number of memberships in these sites indicate that a new form of communication has been established.

The use of social media in education provides students with the ability to gain more useful information about connecting with learning groups and other educational systems that make education easier. Social networking tools provide financial support to students and institutions with a variety of opportunities to improve the learning method [4].

Therefore, this study is very important in order to determine the habit of using social media among young and learning population. The aim of this study is to measure the rate of social media usage, the most commonly used social media tool, the frequency of social media usage and the purpose of social media usage. In line with this general purpose, it is aimed to measure the purpose and how the students of Engineering and Architecture Faculty in Kastamonu University use social media.

2. The Research Methodology

This section presents the research methodology used in the study. In order to collect the data required for the research, face-to-face questionnaire method was applied to the participants. The questionnaire was formed after research on social media usage habits and social media usage aims. The questionnaire was made ready by making necessary corrections in accordance with the opinions of the experts. The questionnaire was applied to 180 students (118 Female & 62 Male). The questionnaire was divided into two sections. The first section concerns with the personal data of the respondents such as age and gender and internet usage information of the students. The second section consists the different questions that are related with the social media usage habits. During the questionnaire, participants were face-to-face interviews and questions that were not understood were explained.

Statistical analysis of the data was performed using SPSS statistical package program. In the statistical evaluation of

the survey results, frequency distribution was used in the Likert scale questions, significant differences between the instruments were analyzed by independent samples t-tests, chi-square tests and One-way ANOVA tests.

2.1 The Population of the Study

The target population for this study defined to include the students of the Engineering and Architecture Faculty in Kastamonu University, Kastamonu. It was conducted during the spring semester of academic year 2018-2019. The sample of the study constitutes Computer Engineering Department students from Faculty of Engineering and Architecture at Kastamonu University by random sampling method. The questionnaire was applied to hundred and eighty (180) students in the Computer Engineering Department of Faculty of Engineering and Architecture at Kastamonu University.

In addition, the students were considered eligible as the population of the study area, because they were the technical students who mostly used the internet and computers. During the course of their education, there has been internet and computer use, so students are in the best position to provide the information needed to answer study questions.

2.2 Data Collection Methods and Tools

For this purpose, domain research management was applied in the study and questionnaire technique was used to collect the data. The data were collected by applying face to face interview technique. The questionnaire was applied to 180 participants consisting of Computer Engineering Department students from Faculty of Engineering and Architecture at Kastamonu University by random sampling method.

Some of the questions in the questionnaire form are social demographic questions such as gender, age, class, marital status, level of income, income level, while other questions aim to use internet and social media, frequency of use of social networks, social media sharing contents, news of social media are reliable as the source.

The questionnaires were applied by asking the participants one to one. The answers were recorded on the questionnaire. It was suggested that respondents should not write their names on the questionnaire forms in order to respond more accurately and without hesitation.

3. Findings and Interpretation

The answers given by students in Faculty of Engineering and Architecture in Kastamonu University under this title are quoted in the tables below.

Table 1 shows the demographic characteristics of the participants who formed the sample population. Among total 180 participants 34.4% were male and 65.6% were female. When the age ranges of the participants were examined, it was seen that 93.9% of them were "18-25", 5.6% were "26-39, 0.6% were "40-55". As for the marital status of the participants, it was found that 96.1% were single and 3.9%

were married. When the data was analyzed in terms of level of foreign language, it was seen that 7.8% of the participants were very good, 18.3% were good, 46.7% were middle, 22.2% were bad, 5% were very bad. The analysis of the data regarding the income level showed that, 72.2% earned "1000 and below", 16.7% earned "1001-2000"₺, 3.9% earned "2001-3000"₺, 7.2% earned "3000 and above". When the data was analyzed having internet on mobile phone, it was found that 93.9% of the participants were yes, 6.1% were no.

Table 1: Demographic characteristics of the participants

Demographic Characteristics		Number	Percentage
Gender	Female	118	65.6
	Male	62	34.4
Age	18-25	169	93.9
	26-39	10	5.6
	40-55	1	0.6
Marital Status	Married	7	3.9
	Single	173	96.1
Level of Foreign Language	Very Good	14	7.8
	Good	33	18.3
	Middle	84	46.7
	Bad	40	22.2
	Very Bad	9	5
Income Level	Below 1000	130	72.2
	1001-2000	30	16.7
	2001-3000	7	3.9
	Above 3000	13	7.2
Internet on Mobile Phone	Yes	169	93.9
	No	11	6.1

Gurpınar and Yılan (2019) stated that those living alone at home were more dependent on social media. Possible causes of such individuals (if not personality) are; lack of social environment, personality traits, inability to adapt to peer groups, lack of communication skills. Because if there is a shortage in individuals these days, they can eliminate it with social media. Social media creates a virtual and artificial relationship environment. With this artificial relationship, individuals can experience social communication that they cannot experience face-to-face with virtual communication [5].

In this questionnaire, six (6) aims were questioned about the social media and internet usage of the students. The most important aim of the students in using internet and social media is to start social communication (3.3), maintain social communication (3.5), make a research (3.7), plan social activity (2.9), entertainment (3.9) and find a joint working group (2.7). The results are shown in Table 2.

Table 2: Purpose of internet and social media usage

	Min	Max	Average	Std. Deflection
Start Social communication	1	5	3.3	1.1
Maintaining social communication	1	5	3.5	1.1
Research	1	5	3.7	1.1
Plan a social event	1	5	2.9	1.2
Entertainment	1	5	3.9	1.2
Find a joint working group	1	5	2.7	1.2

In order to determine the frequency of use of social media tools, the frequency of use of social media types in Table 3 was showed. Among the participants, the most common are as follows: WhatsApp (4.5), YouTube (4.2), Instagram (3.8), Twitter (2.6), Blog Sites (2.6), Google Hangouts (2.3), Facebook (2.2), Snapchat (2.0) and Foursquare (1.9). In the light of these data, it was observed that the participants were using WhatsApp at a very high rate. The results are shown in Table 3.

Table 3: Frequency of social media usage

	Min	Max	Average	Std. Deflection
Facebook	1	5	2.2	1.3
Instagram	1	5	3.8	1.4
Twitter	1	5	2.6	1.6
Youtube	1	5	4.2	1.0
Foursquare	1	5	1.9	1.3
Snapchat	1	5	2.0	1.3
Google hangouts	1	5	2.3	1.4
WhatsApp	1	5	4.5	1.0
Blog sites	1	5	2.6	1.4

In this part of the study, seven (7) questions were asked by using 5-point Likert scale and the purpose of social media usage was measured.

Table 4: Using social media for sharing

	Frequency	Percent
Strongly disagree	21	11.7
Do not agree	24	13.3
Undecided	44	24.4
Agree	59	32.8
Absolutely agree	32	17.8
Total	180	100

While 25% of the participants stated that they did not use social media for sharing, 50.6% stated that they used social media for sharing. 24.4% of the participants were undecided. The results are shown in Table 4.

Saha and Guha (2019) examined that social media is considered an entertainment task by students and they prefer to update their status using social media sites [6].

While 15.6% of the participants stated that they did not use social media for entertainment, 63.4% stated that they used social media for entertainment. 41.7% of the participants are undecided. The results are shown in Table 5.

Table 5: Using social media for entertainment

	Frequency	Percent
Strongly disagree	12	6.7
Do not agree	16	8.9
Undecided	38	21.1
Agree	75	41.7
Absolutely agree	39	21.7
Total	180	100

While 26.7% of the participants stated that they did not use social media to exchange ideas, 41.1% stated that they used social media to exchange ideas. 30.2% of the participants are undecided. The results are shown in Table 6.

Table 6: Using social media to exchange ideas

	Frequency	Percent
Strongly disagree	19	10.6
Do not agree	29	16.1
Undecided	58	32.2
Agree	54	30
Absolutely agree	20	11.1
Total	180	100

While 24.4% of the participants stated that they did not use social media to have information, 48.3% stated that they used social media to have information. 27.2% of the participants were undecided. The results are shown in Table 7.

Table 7: Use of social media for access to information

	Frequency	Percent
Strongly disagree	18	10
Do not agree	26	14.4
Undecided	49	27.2
Agree	58	32.2
Absolutely agree	29	16.1
Total	180	100

While 36.1% of the participants stated that they did not use social media for shopping purposes, 40.6% stated that they used social media for sharing. 23.3% of participants are undecided. The results are shown in Table 8.

Table 8: Using social media for shopping

	Frequency	Percent
Strongly disagree	29	16.1
Do not agree	36	20
Undecided	42	23.3
Agree	42	25
Absolutely agree	25	15.6
Total	180	100

While 13.3% of the participants stated that they did not use current events to follow up, 73.3% stated that they used social media for sharing. 13.3% of the participants were undecided. The results are shown in Table 9.

Table 9: Use of social media for tracking current events

	Frequency	Percent
Strongly disagree	11	6.1
Do not agree	13	7.2
Undecided	24	13.3
Agree	87	48.3
Absolutely agree	45	25
Total	180	100

Hills and Argyle (2003) analyzed the participants' use of the Internet for business, social, daily needs and leisure [7]. Lockyer and Patterson (2008) stated that university students mostly use social networks to maintain social relations, share personal information, share similar interests, thoughts and needs with others, and maintain their existing friendships [8].

While 22.7% of the participants stated that they did not use social media to share personal experiences, 45.6% stated that they used social media to share. 31.7% of the participants are undecided. The results are shown in Table 10.

Table 10: Use of social media to share personal experiences

	Frequency	Percent
Strongly disagree	15	8.3
Do not agree	26	14.4
Undecided	57	31.7
Agree	55	30.6
Absolutely agree	27	15
Total	180	100

In Table 11, one (1) question was asked using the 5-point Likert scale and the aim of assessing the reliability of social media was measured. While 45.5% of the participants stated that they did not find social media reliable, 26.6% stated that they found social media reliable. 27.8% of the participants were undecided. The results are shown in Table 11.

Table 11: Assessing the reliability of social media

	Frequency	Percent
Strongly disagree	56	31.1
Do not agree	26	14.4
Undecided	50	27.8
Agree	22	12.2
Absolutely agree	26	14.4
Total	180	100

Table 12: T-test results of social media usage satisfaction level according to gender variable

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Satisfaction level	Equal variances assumed	7.531	.007	-.073	178	.942	-.00681	.09393	-.19217	.17855
	Equal variances not assumed			-.066	94.756	.948	-.00681	.10391	-.21311	.19949

Another research question is whether the social media satisfaction of the participants makes a significant difference in terms of gender. According to the results of the t-test, the satisfaction of the participants shows that there is no significant difference according to the gender variable. Table 12 shows that there is no significant difference between the groups because the Sig. (2-tailed) value is greater than 0.05 for both men and women.

Table 13: ANOVA test to determine whether there is a relationship between age and satisfaction of social media usage

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.614	2	.807	2.296	.104
Within Groups	62.2221	177	.352		
Total	63.835	179			

ANOVA was performed to test whether there was a significant difference between age and satisfaction of social media usage. Table 13 shows that there is no significant difference between the groups according to the p> 0.005 value obtained by analysis of variance.

4. Conclusions

The findings of social media were used for purposes such as sharing, entertainment, exchange of ideas, information, shopping, being aware of current events and sharing experiences. According to the results of the study, approximately (73.3) percent of the participants use social media to follow current events. Afterwards, the participants stated that they used for entertainment, sharing, knowledge, experience sharing, exchange of ideas and shopping purposes. The findings show that WhatsApp was the most used social network among the participants.

Another assessment was whether the use of social networking tools made a significant difference in terms of gender. There was no significant relationship between the aims of using social media by gender.

The age range of the participants and the fact that they are university students may be one of the reasons that they are used extensively to acquire new information and conduct research. According to 2019 statistics of Turkish Statistical Institute (TURKSTAT), in Turkey country with a population of 82.4 million; 72% of the population is internet user, 63% of the population is social media user and 53% is mobile social media user.
As a result, it is seen that students spend most of their time on social media networks and make them an integral part of their lives.

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