A Quantitative Research on the Level of Social Media Addiction among Young People in Turkey

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Abstract

Internet technology today shows a quick progress, and social networks increase their number of users on each day. Social networking, which is one of the main indicators of the technology era, attracts people of all ages while the virtual world goes beyond the real life via the applications it offers. Especially young people show an intense interest in social media which is an extension of the Internet technology. Social media addiction is increasing both in Turkey and all around the world. This study aims to determine the level of social media addiction in young people in Turkey, and to make suggestions on the prevention of the addiction while stating the current work carried out on the subject in Turkey. Survey type research model is used in the study, and social media addiction is examined in depth to determine causes of the addiction among young people. In this study, the addiction factor of the Social Networking Status Scale is used as a data collection tool to measure social media addiction among young people. The scale has three factors including addiction, ethics and convergence, and it is a reliable and valid scale, as the reliability and validity of the scale had been tested. The study is conducted on 271 students between the ages of 13-19. It has been found that gender (t=0.406; P>0.05) makes no significant difference in social media addiction while the factors of age (F=6.256; P<0.05), daily time spent on the Internet (F=44.036; P<0.05) and daily frequency of visiting social media profiles (F=53.56; P<0.05) make significant differences in addiction level. The results have showed that low addiction level of 14-year group increases with age up to 17 years, and the level decreases in 18-year group. Social media addiction level shows a dramatic increase also in the case of daily time spent on the Internet increases. More frequent daily visits to social media profiles increase the addiction as well. The study also provides suggestions on possible actions to prevent addiction.

Keywords: Social Media, Addiction, Young, Turkey, New Media, Internet

Türkiye'deki Gençlerin Sosyal Medya Bağımlılık Düzeylerine Yönelik Nicel Bir Araştırma

Öz

İnternet teknolojisi günümüzde hızlı bir şekilde gelişim göstermekte ve sosyal paylaşım ağları her geçen gün kullanıcı sayısını arttırmaktadır. Teknoloji çağının en temel göstergelerinden biri olan sosyal paylaşım ağları her yaştan her kesimin ilgisini çekmekte; sunulan uygulamalar aracılığıyla sanal dünya reel hayatın önüne geçmektedir. İnternet teknolojisinin bir uzantısı olarak adlandırılan sosyal medyaya özellikle gençler yoğun bir şekilde ilgi göstermekte; gerek Türkiye'de gerekse de dünyada sosyal medya bağımlılığı giderek artmaktadır. Bu çalışmanın amacı gençlerin sosyal medya bağımlılık düzeylerini tespit etmek ve Türkiye'de bağımlılığın önlenmesine yönelik gerçekleştirilen çalışmalara yer verilerek konuya dair öneriler sunmaktır. Genel tarama modeli kullanılan bu çalışmada sosyal medya bağımlılığı konusu derinlemesine irdelenmiş ve gençlerin sosyal medya bağımlılığının nedenleri tespit edilmeye çalışılmıştır. Bu çalışmada gençlerin sosyal medya bağımlılığını ölçmek üzere kullanılan veri toplama aracı geçerlilik ve güvenirlilik çalışması yapılmış bağımlılık, etik ve yakınsama olmak üzere üç boyutu olan "Sosyal Paylaşım Ağlarında Konum Belirleme Ölçeği" isimli ölçeğin bağımlılık boyutu maddelerini içermektedir. Araştırmanın çalışma grubunu 13-19 yaş arasındaki 271 öğrenci oluşturmaktadır. Araştırmada sonucunda sosyal medya bağımlılığının cinsiyet değişkenine (t=0,406; P>0,05) göre anlamlı bir fark bulunmamasına karşın, yaş (F=6.256; P<0,05), internette geçirilen günlük zaman (F=44,036; P<0,05) ve günlük sosyal paylaşım ağlarındaki profilleri ziyaret sıklığı (F=53,56; P<0,05) değişkenlerine göre anlamlı fark bulunmuştur. Sonuçlar 14 yaş grubunda düşük olan sosyal medya bağımlılığının 17 yaşına kadar yaş arttıkça arttığını ancak 18 yaşında düştüğünü, internette geçirilen günlük süre arttıkça sosyal medya bağımlılığın da anlamlı bir şekilde arttığını ve sosyal paylaşım ağlarındaki profilerin ziyaret sıklıkları arttıkça sosyal medya bağımlılığın da anlamlı bir şekilde arttığını göstermektedir. Çalışmada ayrıca, bağımlılığın önlenmesi amacıyla yapılması gerekenlere ilişkin öneriler sunulmuştur.

Anahtar Kelimeler: Sosyal Medya, Bağımlılık, Gençlik, Türkiye, Yeni Medya, İnternet

Introduction

In the century we live in, which is called the Digital age, computer and internet have gained an absolutely central importance in human life, and social media had a prominent role in this picture. Besides easy, cheap and fast access to information through computers and the Internet, the expansion of the communication network is one of the factors that lead individuals to use social media.

The statistics provided by Tayfun Acarer, who is the Chairman of the Information Technologies and Communication Authority in Turkey, reveal the recent level of social media addiction in Turkey. According to Acarer, monthly Internet usage has increased to 32-33 hours, which is the highest after Britain in Europe, and Turkey is among the countries that use the Internet most in the world, and it also takes the 4th range in social networking site usage hours and 6th range in the user number of social networking sites (www.yesilay.org.tr / Retrieved 18.03.2015). According to statistics, Facebook seems to be the most heavily used social networking site all over the world. Through Facebook, users are able to express themselves freely, establish new friendships and relationships, and follow and engage in dialogues with people or groups they are interested in. Social media has become an indispensable part of the communication age (Aygül, 2010: 95).

Social networking sites like Facebook, Twitter, Instagram, Youtube and Periscope attract individuals of all ages and all classes, where users interact by sharing photos, text, voice and data. Social media has functions such as creating public awareness and mobilizing the masses. For example, people in Van Earthquake in 2011, have shared location via social media, and numerous outreach campaigns have been launched by thousands of tweets sent. Other campaigns carried out through the social networks such as Facebook and Twitter has also been effective in the initiation of the public movements called Arab Spring. It is obvious that the importance of social media in our lives is increasing day by day, and social media is even able to lead global movements. Not surprisingly, its effect on individuals, especially young people is inevitable. In this study, students in a high school, affiliated with the Ministry of Education in Istanbul province, Gaziosmanpaşa district in Turkey, are given a questionnaire to determine the level of social media addiction amoung the young.

Social Media in a Broad View

Social media is a very comprehensive new concept. Bruns and Bahnisch defines social media as web sites that are based on web 2.0 technologies, and enable deeper social interaction, community formation, and preparation of and success in cooperation projects (Akar, 2010: 17). Through these web-based sites, worldwide computer networks and corporate computer systems are interconnected, as a result an electronic communications network is installed, which enable individuals come together in a virtual environment (Binark et al., 2009: 28-29). Nowadays, Internet users, reaching millions in number, use these websites in order to find old friends, to make new friends, to be able to share photos, videos and content (Kim et al.: as cited in Hacıefendioğlu, 2010: 57). The originality of social media separating it from traditional media is that anyone can create content in social media, can make comments, and can contribute to social media through text, audio, video and pictures (Yağmurlu, 2011: 6).

It is possible to classify social media in seven different categories. The first of these categories are blogs that are known as social media applications, and named as "online

diaries". The second are wikis, where users can add or edit the information content provided. The third are podcasts, where members can download music and video files. The next category consists of forums. Forum is the strongest and the popular part of the social media. It is a discussion medium on specific issues. The fifth category is the "content communities" like Flickr and YouTube. They manage certain content and enable sharing. In the sixth one, users create their own content to build their profile pages, and share their content with the friends and other people. These pages are called social networking sites, and Facebook and Myspace are typical examples. The last one is the microblogs, which are blogs with much smaller and frequent posts. Twitter is the most popular example of a microblog today (Durmuş et al. 2010: 12). Everett Rogers, on the other hand, mentions three characteristics of social media. These are interaction, individualization and asynchronous property. Interaction is a real phenomenon in social media. Social media individuates the people in an extent that one can send message to each individual in a large user group separately (Geray, 2003: 18-19).

According to Kristine Lerman (2007: 16-28), among common features of social media, users can create content in various media types and can contribute, label, vote on and assess these contents, can form communities with common interests through participation and feedback, and can create networks. Social networks today have become one of the complementary components in socializing of individuals. They not only allow individuals to present themselves in the community, but also provide them the oppourtunity to be active, creative and to create a new image. Social media has changing effects depending on the personality, time, issue on hand, and many other factors.

Today, Facebook takes the first place amoung the social media platforms used intensively by young people in Turkey. Facebook is a social network that allows users to connect and exchange information with both their friends and with people they meet in social media. It is established by Mark Zuckerberg, a student in Harvard University in USA, in February, 2004. Twitter is another important social networking site which is developed after Facebook, and established by Jack Dorsey in USA in March, 2006. Twitter, which is a social networking site with increasing popularity in recent years, differs from other social sites in that it allows users to express their ideas, experiences and feelings in 140 characters. This feature causes Twitter to be called as SMS (short message service) service of the Internet (Altunay, Retrieved 01.08.2015).

Social Media Addiction and Its Features

It would be appropriate first to mention Internet addiction before elaborating on social media addiction. Internet addiction is a psychological disorder Ivan Goldberg developed in 1995. This diagnosis of the disorder is inspired by the first pathological gambling diagnosis given by the American Psychiatric Association. The association defines sub-categories of this addiction. Pornography, enthusiastic and unreasonable passion for games, excessive consumption of time on social networking sites or web sites, and online shopping craze are among these sub-categories. Internet is not an addiction source by its own. Addiction is defined as the excessive use of Internet that it begins to ruin daily, social and working life. Addiction lies in an idea or an action that is previously tried, has led to a certain satisfaction, and anticipated to provide new fulfillment. Hazar defines three main factors in social media

addiction: cognitive content addiction, emotional addiction and behavioral addiction (Hazar, 2011: 161-163).

Many of the social activities are performed in virtual spaces that are created through social media. This virtuality caused a move-away from the face-to-face social interaction in real-life and real places. All kinds of content presented in virtual environment, that has appeal for people's imagination, attracts them over time, and people begin to spend more time on the content, making them get addicted to the Internet (Sucu, 2012: 82-83). One of the reasons for the tendency of young people towards social media is the effort to express their personality in order to make sense of their existence, to exude self-confidence and to earn approval of their social circle. Thus, young people generally behave so as to create a positive impact on people around them. They can announce their personalities through social media in order to leave a good impression (Karaduman, 2010: 2886-2899). The young who have to explain their existence wants to raise awareness via the feeling of loneliness. They feel the need to tell their close circle and friends their emotions, thoughts and every experience they have. Young people are seeking to interact with groups of people who share their feelings in order to talk and share whatever they want (Atabek, 1993: 67).

Young people, who are turning to social media inordinately, are not aware of the increased time they spent on these sites, and begin to ignore the responsibilities of real life over time. Minds which begin to interpret the real life and relationships from the virtual perspective are broken out of real life after a point. A young person who has difficulty in making friends in his real life may have a great deal of friends in social media. Another young person who has difficulty in maintaining communication with his family and friends may establish a good communication with an individual he met in social media. They try to satisfy their need to establish dominance by taking control of everything behind a mask of virtual identity and away of the true identity through these platforms.

If we examine the reasons of young people turning to social networks addictively, we observe that the mood state is one of the main reasons. Namely, depression, timidity, weaknesses in communication skills, fear and social phobia, pessimism, worry about the future of their own or the world may be the reason for turning to social media (Günüç, 2009: 27). The fear of young people not gaining acceptance by social life, suppression of emotions and the need to reveal them, excitement of setting up a group by proving themselves, an effort to create individual identity and the tendency to gather around a single goal, escape from emotional distress and the desire of diversion makes young people spend a lot of time in virtual environments, and widen their circle of friends.

The individual, who, with his desire to grow up, is constantly unsatisfied, has an insatiable demand, and seeking personal fulfillment, begins to search for peace and happiness in cyberspace, leading him to the Internet and social media. However, this quest often results in the exact opposite, and individuals fail to find the peace they are searching for, and they have great problems with both their working environment, friends and family as well (Bulaç, 2012: 265). Particularly during adolescence, young people's demand to break out of family, and enjoy freedom, their desire to achieve dominance, to fulfill their fantasies, and to prevent emotional breakdown through social media are among the causes of social media addiction. Young people who have problems in communicating with their family and relatives, and are overwhelmed by the pressure exerted and the penalties given by the family are trying to find the cure in social media. Lack of guidance for young people in such a mood may be a reason for social media addiction.

When we examine the symptoms of social media addiction in young people, degradation of functionality becomes to be the most defining characteristic. Namely, decrease in academic success, reduced work performance, inability to fulfill responsibilities towards family, and disruption in psychosocial functions are the most important symptoms of addiction. Also, thinking of and desire for the Internet, virtual environments, and social media platforms throughout the day, unable to be free of them, and the feeling of loneliness and restlessness evoked by lack of social media are among other symptoms. Some indicators of addiction in young people include considering social media as a way of escape from personal problems, being unable to adapt to social life and withdrawal into themselves when away from social media, insomnia, weight gain due to decreased activity level, disorders like irregular eating habits, and being unable to prevent themselves from entering social media sites although they know all these undesirable effects (Young et al., 2000: 475-479).

Works on Social Media and Internet Addiction in Turkey

The works in Turkey for the treatment of social media and internet addiction in young people are coordinated by four different authorities. These are MEB (Ministry of National Education), RTUK (The Radio and Television Supreme Council), BTK (Information and Communication Technologies Authority) and Health Services.

a) Works by Ministry of National Education (MEB)

"Media Literacy" is offered as an elective course in elementary schools as a part of MEB regulations. However, the course is not taught in all elementary schools in our country. Especially schools in the west of the country offer the course, and it consists of eight units covering communication, media, television, radio, newspapers, magazines, and finally the Internet during the year. The first achievement of the last unit is to learn about the Internet, and discover the innovation it promotes in communication. The second achievement is to perform activities like accessing to information on the Internet, reading news, chatting, e-mailing, distance education and games. The third and final achievement of the eighth unit is to be informed about negative aspects and effects of the Internet besides its desirable features (MEB, 2006: 93). This third achievement serves to prevent internet abuse rather than preventing social media addiction.

b) Works by The Radio and Television Supreme Council (RTUK)

Radio and Television Supreme Council focuses on cautious and safe use of the Internet without mentioning addiction issues. It informs children and individuals separately about all kinds of risks that may be encountered due to the increased internet use in recent days. On the web site of RTUK, 21 suggestions are provided for children, with the title of "It is in your hands to be more conscious and safe internet users" (www.rtuk.gov.tr, Retrieved 15.05.2014). Most of the suggestions are about proper and safe use of the Internet. An example of a suggestion given on the website on how to prevent addiction is the following one: "First of all, do not spend too much time on the Internet and the computer. Leave time for games, books, sports and the arts. Decide the time you will spend on the Internet and the computer by speaking with your family and teachers." On the other hand, 25 suggestions are provided for parents on the web site, with the title of "It is in your hands to raise more conscious and safe internet users." Most of the suggestions are about proper and safe use of the Internet. Some of

the suggestions from the website, which can be considered to be on the prevention of addiction, are as follows:

> *"Do not let the computer your child uses to access to the Internet, to be present in his own room, keep it in a room in common use. Put some limitations on the time your child uses computer and spends on the Internet. Determine the time length appropriate for the age of your child. Do not forget that long-lasting use of the computer or the Internet can have adverse effects on the socialization of your child, and may cause inactivity and some other physical disorders as well. Make your child leave time for games, books, sports and the arts."*

c) Works by Information and Communication Technologies Authority (BTK)

The system launched by BTK lead to a period of "secure internet" in Turkey since November 22, 2011. Although the system is met with negative reaction because of the perception that it restricts freedom, it is an important step in proper and safe internet use. It is implemented since 2011 in Turkey, while it has been applied for years in many countries in Europe. 22 thousand of 11.5 milllion active internet users in Turkey still use the secure internet system.

Secure Internet Service is an alternative internet access service that is provided to individual subscribers by their internet service provider free of charge to prevent them from harmful internet content. The service consists of two profiles: Child profile and parent profile. Since Secure Internet Service is an infrastructure-level service, it is easy to use, fast and free of charge, and doesn't require program set up and configuration (www.guvenlinet.org.tr, Retrieved 15.05.2015).

d) Works by Health Services

In Turkey, internet and social media addiction treatment is administered in Psychiatry, Child Psychiatry and Mental Health and Diseases departments of the hospitals. In addition, some private hospitals, psychologists and counseling centers provide treatment processes for internet and social medial addiction. Treatment methods of both hospitals and counseling centers are similar. Firstly, level of addiction and state of the illness is determined by the tests applied in hospitals and counseling centers. Generally, the treatment process is carried out as a one-to-one counseling activity. The internet and social media addiction treatment is completed through weekly or monthly treatment regimes, where parental participation is also allowed when necessary.

Methodology

In this section of the study, firstly the research model will be presented. The space and sample, data collection tools, the method, analysis of the data, findings and discussion will be presented later.

i. Research Model

In this study, social media addiction state of the target group, which consists of young people aged 13-19 years, is examined. The study can be named as "Social Media Addiction Level of Young Population". Survey type research model and quantitative data which is obtained through a reliable and valid scale are used in the study.

ii. Target Group

Target group of the study is consisted of teenagers aged 13-19 years. 271 students who are enrolled in a state high school in Gaziosmanpaşa district of İstanbul province in Turkey for the 2014-2015 second term are used in the study.

Statistics of gender, age, daily time spent on the Internet, and daily frequency of visiting social media profiles of the target group are given in Table 1. **f** indicates the number of people while **%** shows the percentage having the indicated property.

Table 1. Properties of the Target Group

		f	%
Gender	Female	162	59.8
	Male	109	40.2
	Total	271	100.0
Age	13	2	0.7
	14	36	13.3
	15	57	21.0
	16	61	22.5
	17	69	25.5
	18	42	15.5
	19	4	1.5
	Toplam	271	100.0
Daily time spent on the Internet	None	26	9.6
	Less than 1 hour	86	31.7
	1-3 hours	124	45.8
	4-6 hours	26	9.6
	7 hours and more	9	3.3
	Total	271	100.0
Daily frequency of visiting social media profiles	None	39	14.4
	3-5 times	121	44.6
	6-10 times	48	17.7
	11-20 times	24	8.9
	Always	39	14.4
	Total	271	100.0

As it can be observed from Table 1, 162 (59.8%) of the participants who filled out the questionnaire are female, while 109 (40.2%) are male participants. Age distribution is as follows: there are 2 participants in age 13, 36 in age 14, 57 in age 15, 61 in age 16, 69 in age 17, 42 in age 18, and 4 in age 19. 26 (9.6%) of the participants state that they spend no time on the Internet in a day, while 86 (31.7%) of them spend less than one hour, 124 (45.8%) spend 1-3 hours, 26 (9.6%) spend 4-6 hours, and 9 (3.3%) of them spend 7 and more hours on the Internet on a daily basis. 39 (14.4%) of the participants say that they spend no time visiting social media profiles, while 121 (44.6%) of them visit 3-5 times, 48 (17.7%) visit 6-10 times, 24 (8.9%) visit 11-20 times, and 39 (14.4%) of the participants visit always in a day.

The answers of the target group for the social media addiction scale are collected, and Independent-Samples T-Test and One-way Analysis of Variance are used. During variance analysis, groups which have less than 30 observations are combined. These combinations are as follows: for the age variable; 2 participants in age 13 are combined with 14-age group, and 4 participants in age 19 are combined with 18-age group, for the daily time spent on the Internet variable; 26 participants who don't spend time on the Internet are combined with those who spend less than 1 hour, and 9 participants who spend 7 and more hours on the Internet are combined with those who spend 4-6 hours on the Internet, for the daily frequency of visiting social media profiles variable; 24 participants who visit 11-20 times are combined with those who visit 6-10 times.

iii. Data Collection Tool

In this study, the addiction factor of "Social Networking Status Scale", developed by Arslan and Kırık (2013: 223-231), is used as the data collection tool to measure social media addiction of the young people. The reliability and validity tests of the scale had been conducted. Besides addiction factor, it has also ethics and convergence factors. Addiction factor of the scale consists of 25 items which are used as the data collection tool in this study. Exploratory factor analysis and confirmatory factor analysis are conducted, and item-total correlations, item-remainder correlations and item-distinctiveness values are calculated separately.

Findings

In this section of the paper, the findings of the survey type research model are presented. Findings include social media addiction scores with respect to gender, age, daily time spent on the Internet and daily frequency of visiting social media profiles, and also include detailed frequency and percentage data of each item.

Table 2. T-Test Results for Social Media Addiction Scores with respect to Gender Variable

Gender	N	X	SD	Sd	T	p
Female	162	78.92	21.38	269	.406	0.685
Male	109	79.99	20.96			

Table 2 shows the results of the t-test conducted to compare social media addiction scores in different genders. It can be observed that there is no significant difference in social media addiction level of female and male participants (X_{Female} =78.92; X_{Male} =79.99; t=0.406; P>0.05). The result reveals that male and females do not differ in their social media addiction behavior, they tend to be close to each other.

Table 3 includes One Way ANOVA test results to compare social media addiction scores of different age groups.

Table 3. One Way ANOVA test Results for Social Media Addiction Scores with respect to Age Variable

Age	N	X	SD	Sd	F	p
14 Years	38	66.66	21.68			
15 Years	57	77.99	20.56			
16 Years	61	80.03	23.08			
17 Years	69	87.11	18.56	266	6.256	0.000
18 Years	46	79.00	17.81			
Total	271	79.35	21.18			

One Way ANOVA test is conducted to compare social media addiction scores in different age groups. As it can be seen from the results given in Table 3, there is a significant difference in social media addiction level for different age groups (F=6.256; P<0.05). LSD multiple comparison method is used to determine specifically which age groups are significantly different. It is found that 14-years group is significantly different from all other age groups,also there is a significant difference between 15-years group and 14 and 17-years groups, 16 years group and 14 and 17-years groups, 17-years group and all other groups, and lastly between 18-years group and 14 and 17-years groups. This result has showed that low addiction level of 14-year group increases with age up to 17 years, and the level decreases in 18-year group.

Before conducting the One Way Anova test with age as the dependent variable, in order to prevent groups with less than 30 members, 2 participants of age 13 are combined with 14-years group, and 4 participants of age 19 are combined with 18-years group as it can be observed in the table which gives the demographic data (Table 1).

Table 4 gives the results for One Way ANOVA test conducted to compare social media addiction scores with respect to dependent variable of "daily time spent on the Internet".

Table 4. One Way ANOVA test Results for Social Media Addiction Scores with respect to Daily Time Spent on the Internet

Daily Time Spent	N	X	SD	Sd	F	p
Less than 1 hour	112	67.62	20.95			
1-3 Hours	124	85.07	15.70	268	44.036	0.000
4 Hours and more	35	96.65	18.88			
Total	271	79.35	21.18			

As Table 4 reveals, there is a significant difference between social media addiction levels of people who spend different amounts of time on the Internet (F=44.036; P<0.05). Through LSD multiple comparison method which is used to determine specifically which time periods are significantly different, it is observed that all groups have significant differences among each other. The result shows that social media addiction level increases dramatically as daily time spent on the Internet increases.

Before conducting the One Way Anova test with daily time spent on the Internet as the dependent variable, 26 participants who don't spend any time on the Internet are combined with those who spend less than 1 hour, and 9 participants who spend 7 and more hours are combined with those who spend 4-6 hours, in order to prevent groups with less than 30 members.

Table 5 gives the results for One Way ANOVA test conducted to compare social media addiction scores with respect to dependent variable of "daily frequency of visiting social media profiles".

Table 5. One Way ANOVA test Results for Social Media Addiction Scores with respect to Daily Frequency of Visiting Social Media Profiles

Frequency of Visit	N	X	SD	Sd	F	p
3-5 Times	121	78.67	14.99			
6-20 Times	72	87.83	16.16			
Always	39	94.29	17.35	267	53.56	0.000
Never	39	50.89	22.15			
Total	271	79.35	21.18			

One Way ANOVA test results demonstrate that there is a significant difference in social media addiction levels of people who differ in daily frequency of visiting social media profiles (F=53.56; P<0.05). LSD multiple comparison method, which is used to determine specifically which frequency intervals are significantly different, shows that all visit

frequencies have significant differences among each other. The result indicates that social media addiction level increases dramatically as daily frequency of visiting social media profiles increases.

Before conducting the One Way Anova test with daily frequency of visiting social media profiles as the dependent variable, 24 participants who visit 11-20 times are combined with those who visit 6-10 times in order to prevent groups with less than 30 members. Relevant numbers can be read from Table 1 which gives the demographic data.

Social media addiction scale is given in Table 6. It includes detailed data about the frequencies and percentages of each item, average and standard deviation of social media addiction scores of each item, missing data and total scale average.

Table 6. Social Media Addiction Scale

Items	Strongly Disagree		Disagree		Neither agree nor disagree		Agree		Strongly Agree		N	Avg.	S.D.	M. Data
	f	%	f	%	f	%	f	%	f	%				
1. I connect with my friends using Facebook and Twitter.	32	11.8	9	3.3	22	8.1	101	37.3	106	39.1	270	3.89	1.29	1
2. I look at the photos shared on social network profiles.	33	12.2	22	8.1	43	15.9	108	39.9	65	24.0	271	3.55	1.28	0
3. I search for my friends using social networking sites.	38	14.0	26	9.6	65	24.0	84	31.0	57	21.0	270	3.36	1.30	1
4. I enjoy spending time in social networking sites.	35	12.9	23	8.5	57	21.0	75	27.7	78	28.8	268	3.51	1.34	3
5. I want to view social networking sites starting at early hours of a day.	84	31.0	55	20.3	49	18.1	42	15.5	40	14.8	270	2.63	1.44	1
6. I wonder whether my friends read my posts.	42	15.5	37	13.7	49	18.1	71	26.2	72	26.6	271	3.35	1.40	0
7. I wonder who visits my personal profile.	51	18.8	34	12.5	44	16.2	71	26.2	70	25.8	270	3.28	1.45	1
8. I don't be aware of the time I spend navigating Facebook.	57	21.0	40	14.8	48	17.7	60	25.1	65	24.0	270	3.13	1.47	1
9. I follow the content I am interested in from social media.	28	10.3	22	8.1	50	18.5	78	28.8	91	33.6	269	3.68	1.30	2
10. I follow latest news and events from social networking sites.	34	12.5	28	10.3	48	17.7	87	32.1	71	26.2	268	3.50	1.33	3
11. Social networking sites cement my friendships.	53	19.6	43	15.9	60	22.1	64	23.6	49	18.1	269	3.05	1.39	2
12. I comment on the photos my friends share.	48	17.7	40	14.8	73	26.9	70	25.8	38	14.0	269	3.04	1.30	2
13. I prefer social media over television.	71	26.	40	14.	82	30.	47	17.	30	11.	270	2.7	1.3	1

	2		8		3		3		1		2	2	
14. I feel that I have a poor communication with my friends when I don't access Facebook.	103	38.0	56	20.7	48	17.7	32	11.8	31	11.4	270	2.38	1.39	1
15. I believe that social media has a connective power.	65	24.0	59	21.8	65	24.0	47	17.3	32	11.8	268	2.71	1.33	3
16. I believe that new media has changed learning habits.	26	9.6	43	15.9	80	29.5	65	24.0	49	18.1	263	3.26	1.22	8
17. I spend my free time surfing the Internet.	47	17.3	51	18.8	80	29.5	54	19.9	36	13.3	268	2.93	1.28	3
18. I believe that social networking sites are instructive.	45	16.6	36	13.3	86	31.7	69	25.5	30	11.1	266	3.01	1.24	5
19. I participate in events on social networking sites.	66	24.4	49	18.1	67	24.7	58	21.4	28	10.3	268	2.75	1.32	3
20. I wonder who visits my personal profile.	62	22.9	31	11.4	41	15.1	67	24.7	65	24.0	266	3.16	1.50	5
21. I find new friends through Facebook and Twitter.	57	21.0	34	12.5	45	16.6	79	29.2	54	19.9	269	3.14	1.43	2
22. I think that I am being followed by someone in social media.	68	25.1	43	15.9	60	22.1	50	18.5	47	17.3	268	2.87	1.43	3
23. I believe that new media technologies change human life.	15	5.5	32	11.8	52	19.2	85	31.4	85	31.4	269	3.72	1.19	2
24. I read personal blog posts, and search content.	36	13.3	26	9.6	59	21.8	93	34.3	56	20.7	270	3.40	1.29	1
25. I freely share my ideas on social networking sites.	50	18.5	27	10.0	52	19.2	61	22.5	81	29.9	271	3.35	1.46	0
Total Scale											271	79.6	21.2	0

As it can be observed from Table 6, scale items with the highest average scores are 1, 23, 9, 2 and 4, respectively. 1st item stating that "I connect with my friends using Facebook and Twitter" has an average of 3.89; 23rd item stating that "I believe that new media technologies change human life" has an average of 3.72; 9th item stating that "I follow the content I am interested in from social media" has an average of 3.68; 2nd item stating that "I look at the photos shared on social network profiles" has an average of 3.55; and 4th item stating that "I enjoy spending time in social networking sites" has an average of 3.51.

Again it can be observed from Table 6 that scale items with the lowest average scores are 14, 5, 15, 13 and 19, respectively. 14th item stating that "I feel that I have a poor communication with my friends when I don't access Facebook" has an average of 2.38; 5th item stating that "I want to view social networking sites starting at early hours of a day" has an average of 2.63; 15th item stating that "I believe that social media has a connective power" has an average of 2.71; 13rd item stating that "I prefer social media over television" has an average of 2.72; and 19th item stating that "I participate in events on social networking sites" has an average of 2.75.

Conclusion

Social media has had a strong position along with the developments in internet technology, and it has opened up new horizons in the field of communication with its comprehensive and interactive structure. Computer systems and following developments in internet technology are the two major elements caused social media formation. Once the internet technology is advanced and social media is emerged, mass communication has begun to have new dimensions, and a new interaction field called the virtual world has begun to form.

Today, internet users show a great interest in social networking sites like Facebook, Twitter, Instagram, YouTube and Google+, and they create their own profiles on these sites. These profiles make it more difficult for an individual to stay away from the Internet. Mobile devices also support internet access and social networking applications, which triggers social media addiction.

Social media has caused human relationships to change. Virtual gifts, messages and games have brought an end to face-to-face (direct) communication. Individuals have begun to turn to social media once they have been able to communicate from wherever they are without facing any difficulty. Growing interest in social networking sites causes social media addiction.

In general, it is the young people who become addicted to social media. Economic problems, psychological disorders and physical inabilities cause individuals to escape real world, and seek solace in virtual world. This situation, however, gives rise to poor social relationships and isolated individuals. Lack of knowledge and failure of parents to guide their children on proper use of social media are among the main reasons triggering social media addiction. Although social media addiction is defined as spending excessive time on social networking sites, and inability to control oneself to access these sites, there is no definite diagnosis of the disease. Therefore, it is highly difficult to diagnose a social media addiction in a person. For a social media addict the distinction between real and virtual life is blurred, and he/she nearly breaks the real life.

The findings of this study show that social media has a significant influence on young people, which causes addiction level of the young to increase, and the time they spend on these networks to go up. It is important to develop consciousness on social media at the very beginning of the childhood in order to prevent addiction. At this point, media, education and health authorities should take action together to increase public awareness. It is also possible to mention that educational seminar and programs organized by local governments would make an important contribution towards preventing social media addiction.

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