

Facebook Use and Gratifications: A Study Directed to Determining the Facebook Usage of Generations X and Y in Turkey

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Abstract

According to the uses and gratification theory (UGT), Facebook usage motivations of generation X and generation Y in Turkey may differ. For this reason, the youth's and middle-aged people's gratifications obtained from Facebook usage, their similarities and differences have emerged a research problem. Though, Facebook is a very popular social network site (SNS) among generation Y, the motivations of generation X is still a topic of interest. Results of the antecedent research on Facebook usage have been evaluated: Similarities and differences have been detected in the studies of Joinson (2008); Gülnar et. al. (2010); Zhang et. al. (2011); Köseoğlu (2012). Motivations for Facebook use have been determined as: social surveillance, recognition, emotional support, social connect (network extension, network maintenance), entertainment, ease to use, narcissism and self expression. These dimensions have formed the basis of this study. Different from the antecedent research, this research carried out in Turkey has come up with the results that generation X has a motivation called "adapt to new challenges", and generation Y has a motivation called "freedom and courage" for Facebook usage.

Keywords: Facebook, SNS usage motivations, generations X and Y.

1. Introduction

Online communication tools, especially SNSs have become an important part of daily life. Social networking sites have started to take a central role in users' life with the increase in the usage of internet and also with the ability to reach these sites via smartphones. SNSs such as Friendster, CyWorld and MySpace allow individuals to present themselves, articulate their social networks, and establish or maintain connections with others. These sites can be oriented towards work-related contexts (e.g., LinkedIn.com), romantic relationship initiation (the original goal of Friendster.com), connecting those with shared interests such as music or politics (Ellison, Steinfield, Lampe, 2007, 1143).

According to Facebook's statistics, youth's usage intensity of Facebook is noteworthy. This may be related to youth's high tendency to use computer-based technologies. Also, the features of SNSs' own nature explain why Facebook is popular among the youth. Research on SNSs usage have revealed motivations as: social surveillance, recognition, social link, photo sharing, profile editing, creating personal impression, entertainment, creating and developing social network (Köseoğlu, 2012; Gülnar, Balcı, Çakır, 2010; et. al., 2011; Joinson, 2008; Kim, Kim, Nam, 2010). Though the motivations and intensity of youth's usage of SNSs are known, it is thought that research related to determining the motivations of generation X are not sufficient. Considering the traditional structure of generation X in Turkey, it is predicted that there will be different results of their Facebook usage. Discovering the reasons that lie behind Facebook usage of the youth and middle-aged in Turkey is a result aimed to reach with this research.

2. Literature Review

2.1 Web 2.0 According to the Uses and Gratification Theory

In the academic literature, uses and gratification theory (UGT) tries to explain how and why individuals use media. Research carried out following this approach clarify why people are gravitated to media. Main topics of research are as follows (Işık,2005:64): viewer motifs, obtained and wanted gratifications and their relations, psychological and sociological roots of mass communication tools' usage and the effects of mass communication tools.

In this approach, there is a two-sided interactive model which gives viewers an active role, rather than a one-way vertical action and reaction model (Yumlu, 1994). Viewer is no more a passive audience and becomes active. And the reasons of viewers' usage of mass communication tools become a more important issue than what mass communication tools do to viewers.

UGT mentions viewers choices. Viewers choose these tools by thinking of which ones are going to correspond their needs (Türkoğlu, 2007:118). Theorists believe that the UGT framework is suitable for internet studies because of the media-like characteristics and interactive nature of the internet. The most important characteristic and coherence of this approach to internet is that users are active and are using media for certain goals. (Zhang et. al., 2010).

UGT has received some critics due to that individuals do not have an active role in programme establishment, planning and creating content (Işık, 2005:65). However, web 2.0 technology is based on a model where the content of the web is created by the user (Nyland, Marvez & Beck 2007 as cited in Köseoğlu, 2012). Therefore, these critics may need to be examined again because the nature of internet enables user participation in content creation.

2.2 Facebook:

With its gradually increasing number of users, Facebook has become one of the world's most popular digital communication platfours. Facebook was created by Mark Zuckerberg in 2004 and initially served only to the usage of Ivy League University's students. Since 2006, its usage has spreaded all over the world. Like many other SNS's, Facebook enables users to enhance and develop their network and to join and become a member of different micro communities (Bosch, 2009, 185-186). Facebook has millions of active users. According to the statistics of Facebook, the intensive usage belongs to the youth. Currently, Facebook is not only used by personal users, also companies create and manage Facebook accounts as a part of their marketing communication strategies.

The young user profile of Facebook makes it an effective tool to reach high school and university students (Crymble, 2010). With its high number of young population and increasing number of computer users, Turkey is in the first place among European countries in Facebook usage. Also, Turkey is one of the most important countries in the world in Facebook usage. The age interval of Facebook users in Turkey are as follows: 43% =16-24, 29% = 25-34, 14% = 35-44 and 13% = older than 45 (<http://www.socialbakers.com/facebook-statistics/turkey>, Socialbakers April Turkish Report). Like in Turkey, the usage of Facebook by young users attracts attention also in the world and this issue becomes a subject for academic studies. Publications about this SNSs which has become a phenomenon in digital communication have increased in a conspicuous way especially since 2008.

2.3 Antecedent Research about Facebook:

Facebook has been analyzed within the topics such as: motivations and gratifications (Zhang et. al., 2011; Joinson, 2008; Kim, Kim, Nam, 2010), social outcomes (Park, Kee, Valenzuela, 2009), privacy, dissemination and control of knowledge (Christofides et. al., 2009), personality factors (Ross et. al. 2009; Gosling et. al., 2010), narcissism (Ryan&Xenos, 2011), self-confidence (Mehdizadeh, 2010), romantic jealousy (Elphinston vd., 2011), social searching and social browsing (Lampe, Elison&Steinfeld, 2006), social capital (Vital, Elison& Steinfeld, 2008; Yoder&Stutzman, 2011; Valenzuela, Park&Kee, 2009; Lin&Lu, 2011), creating interpersonal impression (Zwier, Araujo, 2010). Likewise, academic studies in Turkey have undertaken the youth, especially university students as Facebook users. These research include: Youth's Facebook usage habits and gratifications (Göker, Demir, Doğan, 2010), identity sharing and surveillance (Şener, 2013) and user motivations (Köseoğlu, 2012; Gülnar, Balcı, Çakır, 2010).

Youth's gratifications and motivations of Facebook usage has been a topic of interest for researchers in the world and in Turkey. Dimensions emerged from the existing studies are shown in Table 1 below:

Table I: Studies on Facebook Usage Motivations

Joinson (2008)	Gülner&Balcı& Çakır (2010)	Yin Zhang& Leo Shing-Tung Tang & Louis Leung (2011)	Köseoğlu (2012)
<ul style="list-style-type: none"> • Social connection • Shared identities • Photographs • Content • Social investigation • Social network surfing • Status updates 	<ul style="list-style-type: none"> • Narcissism and self expression* • Media drenching and performance • Spending time • Information seeking* • Personal status • Relationship maintenance • Entertainment 	<ul style="list-style-type: none"> • Social surveillance • Recognition • Emotional support* • Network extension • Entertainment • Network maintenance 	<ul style="list-style-type: none"> • Photo • Ease to use* • Paparazzi issues • Catching up with the agenda of the community • Usage choices • Social linkages

Zhang et. al. (2011) have done a research on people living in Hong Kong from different occupations. 72% of the participants were aged between 21-30. Research objective was to determine the gratifications of Facebook usage based on the UGT. Different from other research, emotional support has emerged as a gratification in this study. While photographs was considered as a different dimension in other studies, in this study it was undertaken within the social surveillance dimension as a behaviour of peeking other's photos.

Joinson (2008) has determined the gratifications of Facebook use with a research directed to a group of mainly of university students with an average age of 25.97.) In this study, Facebook applications and games have taken place within the title of content. This title is similar to the entertainment dimension in other studies. Different from other studies, status update emerged as a different dimension. Köseoğlu (2012), has developed a quantitative research scale based on university students' motivations for Facebook usage. The researcher came up with 6 dimensions after the results of the factor analysis. Among these dimensions, the dimension of ease to use has differences compared to other research. It is about technical features such as: simple usage, speed, simple access to people and being cost-free.

Gülner et. al. (2010) have come up with seven motivational dimensions in their research on university students' usage motivations for photo/video sharing sites. This research was focused on the usage of photo and video sharing motivations. The results of this study has similarities with the results of other researchers' studies. Though, it differentiates from other studies with the narcissism and self expression dimension which came up as the highest motivational factor.

3. Methodology

3.1 Participants:

With the objective of determining generation X's Facebook usage motivations, in-depth interviews have been made with five interviewees within an age interval of 45-67. (Participants have been coded as P1, P2, P3, P4, P5). To represent the generation Y, in-depth interviews have been made with six interviewees within an age interval of 20-24. (Participants have been coded as P6, P7, P8, P9, P10, P11). Choosing the participants were made according to the qualitative research tradition. Hence, criterion sampling method among purposive sampling methods has been chosen. Data reflecting the mean of the worldwide usage were determined as the criteria. Therefore, people who have a minimum of 130 friends and spend at least an average of 56 minutes everyday on Facebook were included in the research (<https://www.facebook.com/notes/promoqube/g%C3%BCncel-facebook-t%C3%BCrkiye-istatistikleri/230108337030128>).

3.2 Material:

In antecedent research on youth's gratifications and motivations of Facebook usage, data have been collected based on quantitative research methods via questionnaires and motivational dimensions have been determined with factor analysis. Considering the similarities and differences in the studies of Joinson (2008); Gülner et. al. (2010); Zhang et. al. (2011); Köseoğlu (2012), Facebook usage motivations may be listed as follows: social surveillance, recognition, emotional support, social connect (network extension, network maintenance), entertainment, ease to use, narcissism and self expression. These dimensions form the basis of this research. This study is trying to find answers to participants Facebook usage motivations by questions which reflect the dimensions determined in existent research. Therefore, it is

in continuance with existent research in Turkey and the world.

3.3 Procedure:

This research is based on qualitative research method and phenomenology design. This design focuses on issues which we are already aware of, but which we want to have a more in-depth and detailed view about (Yıldırım&Şimşek, 2011: 72). In phenomenology research, main data collection tool is interview. In accordance with the research design, in-depth interview has been chosen as the data collection tool. Also, to support the interviews, observation notes have been taken during the interviews. Data has been collected in a period of four months (March, April, May, June 2013). Interview questions were developed based on the Facebook usage motivations in the academic literature. A semi-structured interview form was developed by taking the views of an expert in social media. Before starting the interviews, the interview form was tested on a university student and a participant which represents generation X. It was seen that the interview questions were working.

3.4 Validity and Reliability:

Expert review and confirmation of the participants used to purvey internal validity (P1, P6). For external validity, researchers performed detailed description method. To enable internal reliability, strategies indicated by LeCompte and Goetz (1982) were considered. Internal reliability of the research is increased due to the facts that the research was carried out by two researchers and they reached an agreement throughout the process. Besides, Yıldırım and Şimşek (2011) indicate that internal reliability increases in a data analysis based on a conceptual framework which has been previously defined (Yıldırım & Şimşek, 2011:263). To purvey external reliability, findings recieved from data have been supported by referencing participants' views.

3.5 Data Analysis:

Content analysis and descriptive analysis techniques were used in the analysis of the data received from in-dept interviews. Before collecting the data, codes and themes were identified in accordance with the conceptual framework. Direct quotes were used in the descriptive analysis "to reflect the views of the people interviewed or observed in a striking way (Yıldırım&Şimşek,2011:224)".

3.6 Determination of the Themes

3.6.1 Social surveillance:

Social surveillance is trying to get information about people without their knowledge. Social surveillance takes place via Facebook by looking at people's photos, videos, wall writings and notes.

3.6.2 Recognition:

Recognition indicates feelings of social acceptance to create a state of belonging and approval of a group. Joining and quitting groups on Facebook is a part of this. Facebook users feeling of not wanting to be isolated from other users and friends, connoting their ideas and values in groups are explained with recognition.

3.6.3 Emotional Support:

Applications such as birthday reminder, sending or receiving cards, messages, virtual gifts to users on special days like birthdays are considered as emotional support applications. Facebook presents diverse alternatives for the celebration of special days (celebration messages, gifts, cards, icon applications like kisses and hugs, virtual gifts, etc.). At the same time, Facebook causes a change in the nature of celebrations.

3.6.4 Social Connection

Network extension: Enhancing the network is enabled by Facebook while it makes it easier to have friends. It is easy to have new friends by adding friends or having friends via participated groups (make new friends e.g., simply adding friends or meeting new friends via joining groups). It is much more easier to become friends with people in this media, while it is not possible to become friends with this people in real life because of reasons like being shy. Therefore, it is possible to become friends with people via Facebook, though it is impossible to become friends with these people in real life. In this way, people are increasing the number of their friends and enhancing their network.

Network Maintenance: Facebook enables to keep in touch with old friends. This is enabled by searching old friends, sending them friend requests, posting on old friends' walls, commenting on their photos and videos and inviting them to events.

3.6.5 Entertainment:

Entertainment is one of the gratifications reached by Facebook usage. It is known that Facebook is used for entertainment reasons such as: spending time, getting away from daily pressure of work or playing games.

3.6.6 Ease To Use:

Facebook's features of; being a fast, practical, time saving, cost-free communication media and Facebook enabling to reach more than one person at once stand out as motivations for Facebook usage.

3.6.7 Narcissism And Self Expression:

Adding and sharing photos, expecting to get likes, giving value to be easily recognized by others are related to narcissism and self expression.

4. Findings

4.1 Social Surveillance

Generation X: Participants from generation X enjoy looking at other's profiles and photos. They are not disturbed of other's seeing their own profile because they do not share very private information. It is notable that participants enjoy social surveillance to reach friends and relatives who they can not see due to long distances. P1, P2 and P5 have indicated that they do social surveillance to learn things about some old friends' lives. P3 and P4 are doing social surveillance to share and follow opinions. About this issue, P3 indicates: "You see the intensity of people who do or do not think like you. When you see people who share your ideas, it makes you feel stronger, otherwise, it makes you feel lonely". P3 and P4 also made evaluations and sharing and spreading information. P4 indicated that: "I find it direful that people share their privacy". Generation X has the fear of being followed by the authority.

Generation Y: The reasons for social surveillance are indicated as curiosity and getting rid of curiosity. All participants indicated that they do social surveillance to reach information about others and they are not disturbed when others reach information about them. P6, P8 and P11 have mentioned the check-in application about surveillance. About this application, P8 cited that: "I realized that I did not know many people in a right way. Looking at the places that they go, made me feel like, what are my friends from the dormitory are doing there, probably they are people like this!". P11 indicated that social surveillance enables to have ideas about a person's personality. "You may have an idea about your friends' personality by looking at their profile, photos, sharings and musics".

4.2 Recognition

Generation X: P1 and P2 indicated that they are not members to any groups and they do not like activities like creating groups or participating in group discussions. P5 mentioned the functional features of Facebook groups and indicated that he is a member to groups related to his occupation. P3 and P4 are joining groups to maintain their bonds with their past (being members to groups of their universities, hometowns) and not to be isolated from what is going on in daily life. P4

feels that: "I feel like a part of me is missing when I can not participate in group discussions". P3 indicated that he wants to become a more active computer user: "A part of me is missing when I can not participate, I am used to the sharings in social media".

Generation Y: Members of generation Y have a functional approach to Facebook groups. All participants are members of school and class groups. They have sharings about exams, course notes and projects. Participants find it alluring that many people can be reached within a short time via these groups. They think that it avoids data smog. In answer to the question: "Do you feel isolated when you do not join groups?", P7, P10, P11 indicated their views about participating and being active in groups as follows. P7: "Feeling the state of belonging directly decreases. I feel bad because I can not reach the information. I need to reach those information". P10: "I feel restless, in no time I go online and check". P11: "I wish I were there and feel like something is missing. I would like to support people who share my ideas or stand against the people who have opposite opinions".

4.3 Emotional Support

Generation X: Following special days for people and having reminders about these days are found functional. They find it as a good feature that Facebook makes it easier to remember these days. All participants indicated that they write on other's walls to celebrate their special days. Instead of sending virtual gifts, they prefer writing their own sentences. They expect other's to write on their walls and give importance to this. Though, they indicated that they are not sad when they are not celebrated. P5: "I would not think that he/she forgot me, it is not a criteria. It doesn't disturb me if he/she writes or not. But I also take a look at who writes. Last year in my birthday, I looked at who wrote on my wall and of course I was happy that people were writing on my wall".

Generation Y: Though they like it that special days are being remembered, they don't consider the celebrations via Facebook as special. P6: "I find it very silly that people who would not celebrate my birthday in real life are writing on my wall. It doesn't have a meaning when they write on my wall". P9: "I do not find it correct that people who are near you celebrate special days via social media. This creates fake relationships, therefore I do not find it right that people who are near me celebrate me via Facebook". P8 and P9 indicated that for this reason, they close their walls when their birthdays are coming. It is expected from good friends to call. Hence, they can identify who really give importance to them and who don't. P11 stated this feature of Facebook as functional and mentioned that celebrating special days and creating events make it easier to reach people.

4.4 Social Connect

Generation X: They react negatively when people who are not met in real life add them. P2: "I immediately decline if I see a random friend request". P3: "I do not trust and I do not approve that young people are doing this". P4: "He/she doesn't know me, why would we be friends?" P5: "If I have a certain friendship in real life, I would become friends, if he/she is just a friend of a friend, I wouldn't". Participants are using Facebook as a tool to search and find old friends and continue their relationships. P1 has reached a friend in USA who he hasn't been seeing for thirty years. "I got really emotional, it was very special for me, I saw his/her wedding pictures, I felt like I have actually seen him/her". P2 has evaluated this as keeping up with daily life and seeing who is doing what. P3: "If we have run into each other in real life, we would have passed by because we could not have recognized each other. But we can remember each other now because we see the pictures on Facebook". P4: "It gives me great joy when I find friends and relatives who I haven't seen in like forty years". P5: "I searched for my old friends, instead of writing on their walls, I sent them private messages".

Generation Y: Thinks that adding people who haven't been met has sexual connotations. P6: "Generally it is for sexual reasons, it is as silly as asking a woman to meet you on the street". P7: "Probably it is made for sexual reasons. 90% takes place for sexual reasons". P8: "By adding people they do not know, they may be wanting to increase the number of their friends. I think this is an ego. Sometimes I may add people to take part in different networks related to my occupation. P10 (female): "It bothers me more when women I don't know add me. I think that they are fake profiles. Why would that woman add me?" P11: "I have done it before, specially finding girlfriends and adding them. It is easier to find and add girlfriends than in real life". P6 has made a point about continuing old bonds: "Anyway, this is the reason why Facebook was established". P7: "You are not face to face, this is a limited communication". P8: "All of my old friends are on my list. Many likes and comments take place".

4.5 Entertainment

Generation X: Generation X sees the entertainment theme of Facebook as a lack of time, though they have been using it as well. Also, they have mentioned that, applications for entertainment sometimes may be put in place of real life, some things which you can not live in real life may also be lived there. Therefore, people need to be careful. P1: "Yes I used to play a lot and they used to call me 'wordy queen'. Also my son is playing games. I love games and entertainment. Actually, Facebook is like life. Everything happens. Friendship, entertainment, serious events take place. People share feelings like their losts and get supported. I see this as a reflection of life and definitely see it as necessary. But I haven't lost my bond with real life. Social life is in real life. I stand against young people who totally dedicate their lives there. They have to be both in virtual and real life, like I am (laughs). I consider it as a dangerous sickness if he/she can not communicate and find all friends on Facebook".

Generation Y: For generation Y, entertainment applications on Facebook are seen as tools to enhance social network. Generation Y also tries to have contact with the opposite sex via these applications. Generation Y thinks that many entertainment elements are all in one media and see Facebook as an important tool to spend time for their generation. P11: "I may say that Facebook is the only one right now. First, we started looking for fun things in other sites. But you can see all sharings in other sites just on one platform via Facebook. This is very important for me. You gradually get lazy. You think like why would I be busy with 4-5 sites when there is an easier one?" P8: "To tell the truth, I play games on Facebook for spending time. I play games when I am on the bus. It is totally for spending time and fun".

4.6 Narcissism And Self Expression

Generation X: Facebook is a tool to express yourself. Generation X thinks that generation Y uses Facebook as a status symbol. They indicate that generation Y is doing that to bring themselves to forefront and satisfy their egos. Also, it has been indicated by generation X that creating social network and friend pressure is an important factor for Facebook usage. About this, P4 has indicated: "I want people to look like how they really are. I can not accept when they show themselves as someone who they actually are not. They are trying to make this but I do not really support this behaviour. I do not understand how to create an image on social media".

Generation Y: Generation Y has indicated that abstract images are created via Facebook. This abstract image is coded as a status symbol for the generation Y. It has been detected that generation Y wants to show themselves in a different way on Facebook. Therefore, there are differences between their real personality and virtual personality. This is mainly made by choosing photos to be uploaded. Interviews have showed that generation Y expects their sharings to get likes from their friends. Especially, they attach emotional significance to getting likes from people who are special or close to them.

4.7 Ease to Use

Generation X: No findings have been reached that Facebook being cost-free, enabling to communicate in an easy and fast way have any significant meaning to generation X. Generation X's first Facebook usage includes feelings such as misunderstanding and surveillance. It is detected that, after a period of usage experience, Facebook's features of being cost-free, enabling to communicate in an easy and fast way create a sense of being able to control this network. While members of generation X first had a guarded approach to Facebook usage, they got rid of this after a while. It has been observed that generation X daily logs in to Facebook. P4: "I was scared of using something without knowing it. I got rid of this fear by taking courses. I could not quit it after I have started using it. My niece says that, I have made a fast entrance to Facebook and really created an effect on Facebook!".

Generation Y: Generation Y has indicated that Facebook is a social network which gets more user-friendly when you use it more. They stated that Facebook is highly preferred due to the facts that it is fast, cost-free and user-friendly. Also, it was detected that generation Y has a tendency to connect to Facebook via mobile tools, because of that Facebook is easy to use and fast. This results in generation Y's constant surveillance of Facebook. In addition to the existent usage motivations in the literature, new usage motivations were defined in this research which was carried out to define the Facebook usage motivations of generation X and generation Y in Turkey.

4.8 A New Usage Motivation for Generation X: Adapt to New Challenges

According to participants from the generation X, usage of Facebook is a way to adapt to new, current technology. Participants have stated that they create Facebook accounts in order to abide to the time and not to break away from life. 3 of the participants from the generation X are retired after an active worklife. Facebook usage creates their social bond with their network. They are using Facebook in an active way. They are keeping in touch with their children's, nephews', nieces', even grandchildren's lives. P2: "I hear news about people I know, look at the photos of my grandchildren who are far from me. I am using it as a source of information. You should not break away from daily life. I am always questioning: Who did what? Are there pictures of my grandchildren?" P5 also draws attention to not to break away from daily life. "One should not break away from daily life. There is a fact like this in our age, so I should know something about it". P4 stated that he is following his children and grandchildren and warning them. P3 said that his meeting with computer was quite late. Because of this, he can not type fast and follow his communication with his university friends. He indicates his will to adapt to technology with these words: "I feel sad when I can not participate by typing, I wish I could be a more active participant".

4.9 A New Usage Motivation for Generation Y: Freedom and Courage

Generation Y denotes the importance of being away from society's pressure especially when communicating with the opposite sex. They feel more free and brave while on Facebook. They can communicate easily with people with whom normally they are shy to communicate with. They feel a higher self-esteem and can act more bravely. On the other hand, while it is possible to be humiliated or degraded in the society, Facebook decreases these disadvantages. It has been noted young people have a fear of being degraded because of rejection. On Facebook, this emotion takes place only between two people. P6: "Things one can not do on the streets can be done on social media. People gain courage. Even if you get degraded on social media, you may close your account. But it is possible to be degraded among the society on the street. Actually, the emotion is the same but it affects people in a different way. On social media, you are far away from society's pressure and you are free. There is either pressure or the fear to get in communication. While rejection creates a serious depression in real life, it does not cause that much of an effect on Facebook. There is a line between these two". P11: "Internet creates an over self-esteem. People may talk to others who they would not be able to talk in real life. You become very relaxed and think like what would I loose on Facebook. Normally, eye contact is important and physical reactions are effective. Since you don't see or hear the negative comments physically on Facebook, it doesn't affect you. The best part is that, you are talking with someone and even if he/she says something negative, there is nobody to see or hear, so there is no risk of being humiliated".

Due to the fact that Facebook is based on written communication, it abrogates disadvantages for people who are not good in body language or verbal communication. P7: "You may have advantages if you are a shy person. Normally, you may not be able to create conversation, but you may reach a person on social media by writing". P9: "Courage may decrease on face to face communication. You may be excited or you may totally freeze up while talking. But on social media you are just writing and this does not necessitate a lot of courage".

The situation is considered to be fake if the communication via Facebook is not reflected to real life. K10: "There was a guy in our class who used to like me, I added him because we had many mutual friends. He suddenly started to like all my photos and write comments. But he did not even look at my face at school. We did not even say hi to each other. This situation really annoyed me and I removed him from my friends".

Participants from the generation Y have indicated that it is more free to communicate via Facebook and they especially underlined the fact that Facebook makes it easy to communicate with the opposite sex. This issue has been brought forward from generation Y and similar topics have been repeated. Therefore, a new category named "freedom and courage" has evolved. "Freedom and courage" is a new motivation for Facebook usage based on this research directed to generation Y in Turkey.

5. Discussion and Conclusion

This study was directed to investigating Facebook usage motivations of generation X and generation Y in Turkey. Results of this study support the results of antecedent research. Dimensions detected by antecedent quantitative studies were directed to detecting generation Y's Facebook usage motivations. However, this study defines how these motivations eventuate for generation X and Y. Content analysis and descriptive analysis were applied to the data

received from qualitative in-depth interviews. As a result of the analysis, two different usage motivations were determined for generation X and Y. "Adapt to new challenges" for generation X and "Freedom and courage" for generation Y. Below, the differentiation in Facebook usage motivations are mentioned within the case of each motivation.

Social surveillance: Social surveillance is enjoyed both by generation X and Y, but the reasons for social surveillance differs. Generation X conduct social surveillance in order to find their friend from childhood and teenage years, get information about their lives and to keep in touch with relatives who live far away. Generation Y is oriented to social surveillance because of curiosity. Social surveillance is more directed to newly met people in new networks. For example, social surveillance to friends in the dormitory takes place via following or checking on people from the opposite sex. By social surveillance, generation Y forms opinions about people's personalities in their daily lives.

Recognition: Concerning this motivation, interviewees participation to Facebook groups was questioned. Generation Y prefers joining these groups because of functionality. All participants have indicated that they are members to these groups because these groups enable to reach people related to a topic, to get news about the school and class and to share course notes. Three participants from generation Y have indicated their worries about missing the subjects and discussions in groups and about these they used expressions such as "having distress and feeling discomfort". Similarly, 2 participants from generation X have used the expression "feeling of deficiency". It is thought that, these individuals are trying to continue their bonds with the society via Facebook, due to the fact that they have been retired after a long work life. It is detected that generation X becomes members to groups for emotional benefits while generation Y is oriented to groups for more logical reasons. Asking questions just about group memberships would not be enough to explain recognition motivation. Infact, as well as becoming members to groups, becoming a member to Facebook explains recognition motivation.

Emotional support: Generation X finds it functional that Facebook reminds users about special days. They celebrate their friends via Facebook and they enjoy being celebrated as well. They give importance to receiving celebration messages on their walls but they do not reach any conclusions even if they do not receive celebrations. Generation Y clearly thinks that celebrations made via Facebook are not sincere. They consider having a lots of writings on their walls as "wall dirtiness" and they prefer to get celebrations only from people who are close to them. Users who do not like to have writings on their walls and close their walls while they have an upcoming birthday. This is a notable emotional reaction. It is thought that some behaviours are characterized as not being real, meaningless and insincere due to the fact that there is an intensity of Facebook usage among generation Y.

Social connect: Generation X has a negative reaction to people who do not know each other but add them on Facebook just to enhance their network. They are giving great importance to Facebook enabling to carry on the bond with their past and reach old friends. Both female and male participants of generation Y have indicated that, adding people who are not known in real life has sexual connotations. Male participants indicated that they do not add people that they do not know because of that it will create misunderstandings due to sexual connotations. Female participants have mentioned that it is important to get the friend request from people they know. Though participants from generation Y have indicated that they give importance to finding old friends and keeping up their relationships, they did not attribute that much importance to it as much as the participants from generation X.

Entertainment: Generation X is reactive against entertainment applications on Facebook. According to this generation, these applications are a lack of time. Although, they are also using these applications. Moreover, they sometimes have mentioned that these applications can take the place of real life and therefore people should be careful about these. Diverse from the generation X, generation Y enjoys this function of Facebook and infact sometimes finds it necessary. According to generation Y, these applications present opportunities to enhance social network and communicate with the opposite sex. Also, generation Y sees Facebook as an important tool to spend spare time due to the existence of these applications. According to generation Y, the entertainment factor of Facebook is important for users because Facebook presents its users many entertainment applications in just one media. Different from generation X, generation Y considers Facebook as an important entertainment tool, rather than a lack of time.

Narcissism and self expression: While generation X considers Facebook as a tool to express themselves, generation Y considers it as a tool of virtual reality and image establishment. According to generation X, generation Y codes Facebook as a status symbol and hence satisfies their egos. Therefore, compared to generation X, bringing self to forefront lies on the basis of Facebook usage of generation Y. Compared to generation X, generation Y is more narcissist in the usage of Facebook. Generation Y's will to creating abstract images, getting likes, trying out to bring themselves to front and sharing photos with this aim are examples of generation Y's narcissist behaviours. This behaviour of generation Y can not be understood by generation X but clearly it is not approved by them. While differences between virtual and real personalities are not huge for generation X, there is a huge gap between generation Y's virtual and real

personalities.

Ease to use: This theme has different meanings for generation X and Y and causes diverse behaviour. By courtesy of Facebook's ease to use, members of generation X have defeated their fears of being misunderstood and social surveillance. The most important reason for this is that they had a belief of having the control in using Facebook, because of that they could use it easily. These kind of risks did not emerge for generation Y, due to the low level of privacy feeling. The ease to use of Facebook and being fast and cost-free, has resulted for generation Y with the behaviour of carrying on their relationships and permanently being connected to this network. Because of its ease to use, generation Y also can use Facebook via mobile tools without being stuck to a certain environment. Thereby, they can do social surveillance and carry on their relationships.

Adapt to new challenges: This motivation of Facebook usage only has emerged for generation X. Using Facebook and communicating via Facebook is seen as a necessity of the current time. Their motivation for being aware of and following what is happening, has emerged significantly. It is seen that, they are also watching their children's, nephews', nieces', grandchildren's lives, even they control them and warn them via Facebook. According to the participants, there is a new era in communication and to catch up with it, it is necessary to be present on social media.

Freedom and courage: This motivation of Facebook usage only has emerged for generation Y. It is seen that generation Y feels society pressure while communicating with the opposite sex and Facebook is an important medium which abrogates this pressure. On the other hand, communication barriers like being shy while communicating face to face, do not occur on Facebook. Generation Y has stated that they feel a higher self-esteem and courage while communicating with the opposite sex via Facebook. Therefore, this has turned into an important motivation for Facebook usage.

Table II: Generation X and Y's Facebook Usage Motivations in Turkey

Themes	Generation X	Generation Y
Social surveillance	Emotional benefits -Social surveillance of old friends and relatives who are far away. -Finding friends from childhood and teenage years, collecting information about their lives. -Carrying on with their relationships with relatives who are far away.	Finding it functional -Social surveillance of newly met (partner) people. -Collecting information about others, reaching evaluations about their personalities. -Following opposite sex's relationship status.
Recognition	Emotional benefits -Being members to groups of their schools and hometown. -Seeing it as a tool to keep on with their relationship with the society.	Finding it functional -Being members to school and class groups to get benefit like course notes, comments on exam questions, etc.
Emotional support	Finding it functional -Finding it functional that Facebook reminds users of special days. -Celebrating other's special days, having expectations of being celebrated on special days and being sad when there are no celebrations.	Emotional reactions -Thinking that celebrations via Facebook are not special. Finding them fake, insincere. -Not celebrating everybody's special days. -Writing to the walls of the one's who they are close to.
Social connect Network extension Network maintenance	Feeling reactive -Feeling reactive to people who send friend requests though they do not know each other. Not approving this behaviour. Emotional benefits -Enjoying the continuance of their bonds with the past. -Feeling emotional about this and putting it in the place of physical contact.	Feeling shy/having worries -Having worries about adding people who they do not know because of the fact that it may have sexual connotations. -Thinking that increasing the number of friends is about ego. -Seeing it as a social capital. Emotional benefits -Giving importance to reaching old friends.
Entertainment	Feeling reactive -Seeing it as a lack of time, having a negative reaction but also using it.	Finding it functional -Enhancing social network. -Building relations with the opposite sex. -Way of spending spare time -Being able to reach many entertainment applications

		via only one media.
Narcissism and self expression	Presenting the existent reality -A tool to express self. -Having negative reactions to virtual reality and putting self to forefront. -Rejecting to use it as a status symbol.	Creating and presenting a virtual reality -Expectation of getting likes. -The will to create virtual reality. -The will to present self in a different way. -The difference between virtual reality and personality. Self-control in photo sharing.
Ease to use	Feeling shy/having worries -Fear of using it wrongly. Fear of being misunderstood.	Finding it functional -The need to stay connected all the time. -The will to connect via mobile tools. -The need to see social network.
Freedom and courage		Emotional benefits -Freedom in communication. / -Creating courage and self-esteem. -Getting rid of society's pressure. / -Decrease in the fear of being humiliated and degradation.
Adapt to new challenges	Adaptation and following the agenda -The need to adapt to the new era. / - Surveillance of friends and relatives lives. -The will to not not to break away from the agenda.	

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