

THE EXAMINATION OF THE STUDENTS' ATTITUDES TOWARDS SOCIAL MEDIA WITHIN THE CONTEXT OF HABITS

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Abstract

With this study, it was aimed to examine the students' attitudes towards social media within the context of habits and the descriptive survey model was used. The population of the research consists of the public secondary school and the high school students (8th, 9th, 10th, 11th and 12th grade students) that continued their education during 2012-2013 education year, in Çekmeköy. The sample of research consists of 735 students from 20 different public schools through in ordinate cluster sampling method. "Social Media Attitude Scale" for students that has been developed by Otrar and Argın (2013) was used as a data collection tool. The scale that has 23 items totally consists of 4 factors (sharing necessity, social competence, social isolation and relation with teachers) and the factors explain 52.650% of the total variance. In the analyses that were made for the internal consistency, Cronbach's alfa value was estimated as 85. In standardization study, item-total and item-remainder correlations ($p < .001$); the distinctiveness analyses for item, factor and total points ($p < .001$); test-retest correlation coefficient were found significant ($r = .83$; $p < .001$). As a result of this study, it was confirmed that the students' attitudes towards social media demonstrated a significant difference according to the variables of enrolling in social media websites, the period of using social media, the usage frequency, the average duration of being connected to the web site at every time they entered one of the social media websites and the most frequently used social media websites. At the end of the research, some suggestions were made for the researchers and the implementers.

Key Words: Social Media, Student, Attitude.