

SOCIAL MEDIA ADOPTION IN THE STATE UNIVERSITY

Öğr. Gör. Kudret Armađan
Dumlupınar Üniversitesi Simav MYO Simav/Kütahya
kudret.armagan@dpu.edu.tr

Öğr. Gör. Mustafa Baysal
Dumlupınar Üniversitesi Simav MYO, Simav/Kütahya
mustafa.baysal@dpu.edu.tr

Öğr.Gör.Canan Armađan
Dumlupınar Üniversitesi Şaphane MYO, Şaphane/Kütahya
canan.armagan@dpu.edu.tr

Abstract

Communication, which has been existed throughout the history of mankind, has gained a new dimension in recent years. This new dimension of the internet. The social media which is in our daily lives in company with internet has been more noticeable with every passing day. In addition to being a user-based environment, social media is also an important tool since it brings people together and increase interaction between them. Institutions and organizations are trying to reach their target audiences and transmit their messages through social media.

Consequently, social media, which is associated with mass media plays a major role in socializing people. Thanks to internet and social networks, people have discovered and begun to use new communication opportunities. Social networks create opportunities for people to share their thoughts and works, and offer a media, which is based on sharing and discussion. Social networks, Social media, , blogs and microblogs target the audience and are used to establish communication based on web applications electronic media television, radio broadcasts are stimulation applicators that makes the individual reel the creation of virtual world stimulation, create strong interpersonal communication environments.

This study has been conducted in order to examine the attitudes of university students towards social media. The study was conducted upon 304 students in Turkey. The SMAS (Social Media Attitude Scale) total points obtained from the sample group and points gathered from subscales were compared with regards to demographic variables. The results show that perceived ease of use has significant impact on perceived usefulness. Perceived ease of use, perceived usefulness and subjektif norm have significant impact on attitude. Attitude has significant impact on intention of use.

Keywords: Social media, Communication, IT Adaption, Tecnology Adaption.