

A SCALE DEVELOPMENT STUDY TO DETERMINE THE ATTITUDE OF STUDENTS' TOWARDS SOCIAL MEDIA

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Abstract

The aim of this study is to develop a scale that determines the attitude of students towards social media. In the development process of the scale, 95 items were created and presented to the evaluation of specialists. After the scope validity processes held via Lawshe analysis, 20 items were taken out of the scale. 302 secondary school and high school students between 13-18 ages in Çekmeköy, İstanbul were subjected to the draft scale, which was comprised of 75 items, in 2012-2013 education year. In order to detect the structural validity of the scale, principle components analysis and factor analysis were conducted and varimax vertical rotation process was held. As a result of these analyses, a 4 factored (sharing necessity, social competence, social isolation and relation with teachers) scale that explains 52.650% of the total variance and that was comprised of 23 items was obtained. For reliability, four sub-scales that were detected as a result of varimax rotation and Cronbach's α (.85) coefficients for the totality of the scale were calculated. In addition, item-total and item-remainder correlations calculated via Pearson analysis were determined as significant ($p < .001$), items and factors determined with regards to the analyses held via t test (bottom-top 27%) were determined as distinguishing. Moreover, correlations among factors were determined as significant with regards to Pearson analysis ($p < .001$). In order to determine the continuity coefficient, the scale was applied to the same group every other 3 weeks and correlation coefficient was pointed as significant ($r = .83$; $p < .001$). The obtained results prove that the scale is valid and reliable.

Key Words: Social media, student, attitude, attitude scale.