

A STUDY ON THE REASONS OF SOCIAL NETWORK USE BY THE UNIVERSITY STUDENTS: THE CASE OF THE SAFRANBOLU VOCATIONAL SCHOOL

Zeynep Diker
Karabük Üniversitesi
Safranbolu Meslek Yüksekokulu
zeynepdiker@karabuk.edu.tr

Mehmet Uçar
Karabük Üniversitesi
Sosyal Bilimler Enstitüsü
mehmed_ucar47@hotmail.com

Abstract

With their important role in our daily lives, social networks may be evaluated as a new vehicle for communication. They have started to occupy a more important place as they bring the masses together and intensify the interaction between the people. Existing works show that people spend a significant proportion of time with the social networks in their daily lives. This work aims to reveal the purposes of social network use by the university students. The study was conducted in 2014-15 academic year in Karabük University Safranbolu Vocational School by using descriptive survey model. Randomly selected 118 female and 252 male university students participated in the survey. During the survey study, the 'Usage Purposes Scale of Social Networking Sites' developed by Usluel, Demir and Çınar (2014) was used. The findings shows meaningful differences between some of the variables and the purposes of social network use. The study ends with some suggestions about the research field.

Keywords: Social Network, University Students, Purpose of Use.