Case Study of Tertiary Students News Taking Preference: Social Media or Online Newspaper

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ABSTRACT

In this study preferences, trend and usage of social media and online media for news taking from local and international students' perspective is examined. This study aims to find the most preferred way of news taking by local and foreign students. Twos concepts of online media and social media are the keywords of this study. In general, the integrated of community-based input, content-sharing, interaction and collaboration are called online communication or social media and on the other hand online media are the media that work as an online available machine for presenting different contents.

This study is a comparison study using nonrandom sampling method. 200 students are surveyed among 5000 students living in different dormitories. Half of the sample was Turkish language and the other half was not Turkish language and among each language category half of the students were male and the other half were female. Since this research is a quantitative research, SPSS software is applied for analysis of the data.

Findings of this study are already supported by secondary data such as different literatures and studies. However, the main questions of this study are answered after results were interpreted. The results of study showed that there is no significant effect of online news media on social media. Results of findings in this study showed that there is significant difference between Turkish and other languages, the results indicated that students with Turkish languages prefer to use online media to track news more than students with other languages. Related to effect of language on

social media, the findings of current study did not support the hypothesis and results showed that there is no significant difference between languages in social media.

It is recommended to further study to focus on a special type of social media such as social news media, to compare it with other types of media. It is also suggested to the further researcher to investigate effects of social media on improving productivity of students in university which will be an interesting topic.

Keywords: social media, online media, news taking, mother language, students.

ÖZ

Bu çalışma, yerel ve uluslararası öğrencilerin haber almada sosyal medya ve çevrimiçi medya eğilimlerini ve bu kanalları nasıl kullandıklarını incelemektedir. Bu çalışmanın amacı yerli ve uluslararası öğrencilerin yerel ve uluslarası ortamda haber almada kullandıkları ve en çok tercih ettikleri yolu bulmaktır. Çevrimiçi medya ve sosyal medya bu çalışmanın iki temel başlığını oluşturmaktadır. Genel olarak, toplumsal tabanlı veri girişi, içerik paylaşımı, etkileşim ve iş birliği öğeleri çevrimiçi iletişim veya sosyal medya olarak adlandırılırken, çevrimiçi medya, kullanılan makine ve gereçler olarak farklı içerik sunulmasına yardımcı olmaktadır.

Bu çalışma tesadüfi olmayan araştırma yöntemi kullanılarak hazırlanmıştır. Farklı yurtlarda ikamet etmekte olan 5000 öğrenci içerisinden seçilen 200 öğrenci bu çalışmada ölçme ve değerlendirmeye tabi tutulmuştur. Ölçme ve değerlendirmeye katılan 200 öğrencinin yarısını Türkçe bilen öğrenciler oluştururken diğer yarısını Türkçe bilmeyen uluslarası öğrenciler oluşturmaktadır. Ayrıca hem Türkçe bilen öğrencilerin hemde Türkçe bilmeyen öğrencilerin yarısı erkeklerden diğer yarısı ise kadınlardan oluşmaktadır. Araştırma nicel bir araştırma özelliği taşıdığı için veri analizinin yapılabilmesi için SPSS veri analiz programı kullanılmıştır.

Bu çalışma sonunda ortaya çıkan veriler aynı zamanda farklı yazınlar ve anket çalışmaları gibi ikincil veri analizini kapsayan araştırma yöntemleri ile desteklenmektedir. Ancak çalışmanın temelini oluşturan ana sorular, çalışma verileri ve cevapları ortaya çıktıktan ve incelendikten sonra net olarak değerlendirilecektir. Yapılan çalışma sonunda çevrimiçi haber medyasının, sosyal medya üzerinde çokta

belirgin bir etkisi olmadığı gözlenmiştir. Yine ortaya çıkan sonuçlara bakıldığında Türkçe bilen ve diğer dilleri konuşan uluslararası öğrenciler arasında kayda değer farklılıklar olduğu gözlenmiştir. Ortaya çıkan en önemli farklılığın Türkçe bilen öğrencilerin sosyal medyayı haber alma ve iletişim kurma açısından diğer yabancı dilleri bilen uluslarası öğrencilere göre daha çok tercih ettiği yönündedir. Sosyal medya kullanımında dilin etkisiyle ilgili olarak, yapılan mevcut çalışmanın sonuçları ise bu hipotezi desteklememektedir. Çalışma, dil farklılığının sosyal medya kullanımı üzerinde kayda değer bir farklılık olmadığını ortaya koymaktadır.

Bu bağlamda, çalışmanın vermiş olduğu sonuçlara bakarak sosyal medya haberlerinin diğer medya kanallarıyla da karşılaştırılması tavsiye edilmektedir. Ayrıca sosyal medyanın üniversite öğrencileri üzerindeki etkisinin ve bu öğrencilerin verimliliğinin arttırılmasında sosyal medyanın etkileriyle de ilgili çalışma yapılması ilgi çekici bir başlık olarak tavsiye edilmektedir.

Anahtar Kelimeler: sosyal medya, online medya, haber alma, ana diller, öğrenciler.

ACKNOWLEDGMENT

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Chapter 1

INTRODUCTION

Nowadays, in every school around the world students use social media and online media for different purpose such as taking news, checking grade, following their own schools' updates or finding friends. Social media and online media have significant role in students' life today; therefore there are large number of social networks and also online media news focusing on students as their own clients.

Sites such as Facebook and My Space are popular among students and, although not created for educational purposes, it is argued that they may encourage informal dialogue and knowledge sharing, mediated by the students themselves. With such technological advancements, students are likely to learn as much from social networking sites and blogs as they are from their assigned tasks and textbooks in the class. Most of the learning taking place in Facebook is the kind of learning that would happen, for instance, in the school corridors, canteens and phone conversation after class. This suggests an informal learning that rests in the hands of the students which is not classroom-based or structured, so it is clear that the goals of learning are not specified in advance but can develop as learning opportunities arise.

1.1 Motivation of this Study

Role of internet and social network is very deep and vital in students' life today. Especially when students are studying abroad they need internet for thousand reasons. Social media as a concept which is changing our life style, is in the center of

attention today. This study also is going to work on the different dimensions of using hand it is planned to find how interested people are to use online media for news tracking.

1.2 Importance of This Study

This study compared different ways of taking news among Eastern Mediterranean University for first time. There were no any similar study before, to examine same topic using EMU students as the sample. This study uses 200 students to realize the differences between online media and social media in terms of tracking news in Eastern Mediterranean University.

1.3 Assumptions

This study is structured based on three assumptions such as:

A1: EMU campus is well off with internet facility and in the campus dormitories are the exceptions.

A2: Students are interested in that news related to their home countries.

A3: Students have limited budget thus they prefer to use online newspaper or social media.

These assumptions will be clearly accepted or rejected by results of the findings.

1.4 Limitations

This study covered 200 students from Eastern Mediterranean University who live in different dormitories. Half of these students were male and the other half were women. Among each group of gender, half of sample were Turkish language and the other half were non-Turkish language. Current study was accomplished in fall 2015. The study also focused on a special purpose of social media and online which was news, despite to learn more about social media and online media we need to study all aspects of those media.

1.5 Definitions

Social media: social media are computer-mediated tools that allow people or companies to create, share, or exchange information, career interests, ideas, and pictures/videos in virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features (Obar, A.; Wildman, S. 2015).

Online media: online media is normally made, observed, dispersed, improved and conserved on personal computers. The contents of online media can be digital imagery, e-books, video games, web pages and websites, digital video, digital audio, databases and data like mp3s 3D and other types. Online media are often compared with print media or paper media, such as newspapers and magazines, printed books and other analog media or traditional, such as, film or audio tape and pictures (K, Sean. 2013).

1.6 Aim of the study

There are 5000 students with different nationality living in campus dormitories in EMU. These students, need to follow news, chat with friends and parent, check their grades and updates with EMU news. Now the question is what is their presence to do these online activities? This is the aim of this study to find news taking preference among EMU students. It is a comparison study between social media and online newspaper as main choices of students to track news. Current study is going to focus on the trend of tracking news by students, it actually is going to find out the different ways of using social media and online media; and to explain that what the new movements are in terms of online and social media. In fact the basic aim of this

research is to discover how the revolution of social media and social network is going on to change concept of tracking new.

1.7 Problem Statement

Since different people have different cultures and backgrounds, tracking news can be totally different in terms of culture and language. Different people use social media and online newspaper based on their own needs. This study will investigate whether there is any difference in using social media and online media among different culture.

1.8 Research Questions and Hypothesis

This study is structured based on following research questions and hypothesis:

Q1: What is the intensity of using social media for news taking?

Q2: What is the intensity of reading online newspaper for news taking?

H1: There is statistically significant difference among different ethnicity?

H2: There is statistically significant difference among different mother language?

Current study is going to answer abovementioned questions in following chapters by interpreting the results of the findings.

1.9 Research Structure

In writing the thesis we will follow the following outline: section 1 starts with the introduction which contains motivation of the study, importance of the study, assumption, limitation, background of the study, definitions, aim of the study, problem statement, research questions and finally research structure.

Section 2 which is named literature review will contain a shot history of traditional media, recent studies in social media's impacts, classification of social media, power

of social media and online media, and finally, will journalism survive in the age on social and online media.

In section 3 main focus is on data collection and methodology. This section will include different subsections such as methodology, research design, instrument development, population and sample, data collection procedure and at the end data analysis.

Section for will be labeled as data analysis, in this section there will be brought the analysis of the data and the results of the different tests.

Finally section 5 will conclude the study as a whole picture, there will be explained some subsections including summary of the study, conclusions, suggestion and recommendation.

Chapter 2

LITERATURE

2.1 History of Newspapers

The history of newspapers is an interesting topic for sociologist scientists. In the duration of Renaissance newsletters which was handwritten was used to share news confidentially among traders, the information in that newsletter were all about countries, economic conditions, war, local people, education and in a whole picture it was about human concern. But what was the first printed newsletter? It goes back to 1400's in Germany, when newspaper were out in the types of in the form of broadsides or news booklet, the contents of those newspapers were normally very overstated. As a famous example it can be mentioned that report the murders against Germans army in Transylvania committed by a heartless called Vlad Tsepes Drakul, who indeed became the Count Dracula.

The first forerunners of the newspaper in the English-medium world were corantos, it was a small newsletter with few pages only issued when some serious events were happened. The first newspaper with a known title which was actually successful in its job was nothing but Weekly News published in 1622. Overall in English-medium London Gazette was the first newspaper as a real true version of it, London Gazette was first issued in 1666. For many years it was the only newspaper available and survived in English-medium even though many newspapers came to public and the disappeared easily.

In the seventeenth century the term newspapers become normal. People were so happy to read and find the most recent events in newspapers. Then again, productions that today we call newspaper publications, were showing up as right on time as the sixteenth century. They were known as newspapers for some reasons: they were printed with dates, showed up at regular and frequent publication intervals, and incorporated a mixture of news elements (not similar to single element news said above). However, in the early seventeenth century, the very first newspaper was said to be the Strasbourg Relation. Newspaper of Germany, were sorted out by the location they came from and by date in the same way as Avisis. They draw a distinction from Avisis in the same behavior: they utilized a different and exceedingly outlined cover sheet, and they added a general date to each one issue [World Association of Newspapers: [http://www.wan-press.org/article6476.html "Newspapers: 400 Years Young!"]].

The German-language Relation "allerFürnemmen und gedenckwürdigenHistorien", which was known as the first newspaper, published since 1605 forward by Johann Carolus in Strasbourg. At the time when in the German Nation's Holy Roman Empire.

Duytslandt, & c. of 1618, was another early papers incorporate the Dutch Courante uytitalien, which wasn't shown up in quarto-size, instead, it was first to show up in sheet. Amsterdam which is a principal point of world exchange, rapidly developed as a center of newspapers in different languages, mostly even before publication in own country.

The range of the printing press from the press that publishes concludes it name must be related to a close association with the development of the new media branch in the seventeenth century.

Fundamentally Newspapers began issuing in the 17th century. The very first newspaper in England was printed in 1641. (But the term newspaper was not used until 1670). The first booming everyday newspaper in Britain was printed in 1702. In America first one issued in 1690, its name was Publick Occurrences Both Forreign and Domestick, in Canada was the Halifax Gazette in 1752. The first American newspaper started working in 1783. The first Sunday newspaper in Britain was the British Gazette and Sunday Monitor which issued in 1780. In 1785 the Daily Universal Register was first issued. In 1788 they changed the name of it to The Times. In 1848 The Times used a rotary printing press with the printing face wrapped around a cylinder for the first time. In the midway the Observer was established in 1791. The Daily Telegraph was come out in 1855. The Manchester Guardian was established in 1821. They changed its name to The Guardian in 1959. The Sunday Times was first issued in 1822. The Financial Times began in 1888. The News of The World was issued in 1843. Meanwhile the first Australian newspaper was issued in 1803. Its name was the Sydney Gazette and New South Wales Advertiser.

Newspapers became more and more ubiquitous in the late 19th century. In the 18th century and the early 19th century stamp duty was counted on newspapers, which made them costly. However in 1855 stamp duty on newspapers was eliminated and they became cheaper and more common. In the mid-19th century newspaper reporters began to use the telegraph to get news to their newspapers rapidly. Then in

1880 The New York Graphic became the first newspaper which printed a photograph. In Britain the first broadsheet newspaper was the Daily Graphic issued in 1890.

In the 20th century newspapers became still more useful. The Daily Mail was first issued in 1896, The Daily Express was first issued in 1900 and the Daily Mirror started issuing in 1903. In 1964 The Daily Herald became The Sun and The Daily Star was established in 1978. The Sunday Telegraph was established in 1961 and in 1962 The Sunday Times became the first newspaper to print a Sunday color supplement. The Mail on Sunday began in 1982. The Independent was first issued in 1986. Also in 1986 Today became the first British newspaper in color.

By the beginning of the 20th century Fleet Street was the focus point of the British newspaper industry. However in the 1980s newspaper owners got away from Fleet Street. At the time computers replaced the old labor techniques of printing. The Press Complaints Commission was founded in 1990. Metro, a free newspaper for commuters was first issued in Britain in 1999. Then in 2010 an abbreviated version of the Independent called "i" was introduced in 2011 The News of The World stopped publication.

The history of Middle Eastern newspapers goes back to the 19th century. Many editors were not only journalists but also writers, philosophers and politicians. With unofficial journals, these intellectuals encouraged public discourse on politics in the Ottoman and Persian Empires. Literary works of all genres were serialized and published in the press as well. The first newspapers in the Ottoman Empire were owned by foreigners living there who wanted to make propaganda about the Western

world. The earliest was printed in September 1795 by the Palais de France in Pera, during the embassy of Raymond de Verninac-Saint-Maur. It was issued fortnightly under the title "Bulletin de Nouvelles", until March 1796, it seems. Afterwards, it was published under the name "Gazette française de Constantinople" from September 1796 to May 1797, and "Mercure Oriental" from May to July 1797. Its main purpose was to convey information about the politics of Post-Revolutionary France to foreigners living in Istanbul; therefore, it had little impact on local population.

The first newspaper in Iran, Kaghaz-e Akhbar (The Newspaper), was created for the government by Mirza Saleh Shirazi in 1837. Shirazi had been sent to study in England by the crown prince Abbas Mirza in 1815. It was during his stay that Shirazi became interested in the printing press, which he imported to Iran. The first journals in the Arabian Peninsula appeared in Hijaz, once it had become independent of Ottoman rule, towards the end of World War I. When the region came under the rule of Saudi Arabia, one of these Hijazi journals, Umm al-Qura (Mother of the Towns), became the official gazette of Saudi Arabia. Two other daily newspapers appeared in the 1930s: Sawt al-Hijaz (Voice of the Hijaz) and Al Madina al-Munawara (al-Madinah the Radiant); their publication ceased during World War II but they both reappeared in Jidda in 1946 and 1947 respectively, the first having been renamed "al-Bilad al-Saudiya".

Newspapers published in Nigeria have a strong tradition of the principle of "publish and be dammed" that dates back to the colonial era when founding fathers of the Nigerian press such as Nnamdi Azikiwe, Ernest Ikoli, Obafemi Awolowo and Lateef Jakande used their papers to fight for independence. Until the 1990s most

publications were government-owned, but private papers such as the Nigerian Tribune, The Punch, Vanguard, and the Guardian continued to expose public and private scandals despite government attempts at suppression. Laws related to the media, including newspapers, are scattered across various pieces of legislature. There are few good sources of discussion and analysis of these laws.

The whole generation of public figures, talented Azerbaijani publicists and leading thinkers of their time were trained and formed in press. Hasan bey Zardabi was founder of publishing in Azerbaijan. He sought agreement for publication of "Akinchi" newspaper in native language in the period of Tsar's colonial system, after a prolonged struggle. Publishing of this newspaper drew a wide response in the Caucasus. At first editorial staff of the newspaper consisted of only one person. Zardabi was simultaneously the publisher, editor, corrector and typesetter of the newspaper. In 1875-1877, 56 issues of the newspaper were published. For the purpose of arousing interest of wide masses he ought to spread it gratuitously.

2.2 Internet, Social Media and Online Media

Social media innovations include many unique structures including: forums, wikis, magazines, microblogging, podcasts, internet weblogs, social bookmarking, social blogs, social networks, and pictures and videos rating. Innovations include music-sharing, wall posting, picture-sharing, voice over IP, blogging, crowdsourcing and vlogs, to name a couple more. Large portion of the platforms being used can be coordinated by the social network accumulation.

Kaplan and Haenlein (2010) classified social media in six categories. They applied a collection of hypotheses in the field of social courses of action and media

exploration; they created a grouping plan in their article, with six separate sorts of online networking:

1- blogs and microblogs like Twitter and Tumblr

2- collaborative projects like Wikipedia

3- content communities like Youtube and DailyMotion

4- virtual gaming-worlds like World of Warcraft

5- social networking sites like Facebook

6- virtual social worlds like Second Life

This study believes that above classification is one of the most appropriate classifications of social network in academic area.

A shift in media from traditional forms, such as newspapers and magazines, to advanced news sources, is often mentioned by the media industry publications and critics. As I have mentioned before, looking at before the increase of web, media associations have started to consider this question: how news associations use social media devices to keep their groups of onlookers and, above all, to continue making profits to help themselves. Many assumptions and plans on the subject exist on social media's area in the reporting scene; the volume of information can be massive. However, this study will try to identify the impacts that social media has on the print media, for example, newspapers, news coverage, and magazines.

Some researchers have assessed the online media and reached to the point that social media has not just profited industry of journalism, as an industry that works in print media basically, but it also enables people an approach to communicate to the world. Li and Bernoff (2008) in their book, state social media has consumed all of the

people's time and attention and it also has limited the assumed of "news media" somehow to change either the section of journalism has planned this revolution or it does not. Comm (2009) states a comparable case by expressing social media lets anybody to share thoughts at a moderately low cost. Although it has advantages, some researchers have discovered issues with journalists in the social media world. Skoler (2009) examines the media's imperfect plan of action and how possibly social media may support, whereas Overholser (2009) accepts that writers should speak most of the time about the concept of social media. In another study, Shel Holtz (2009) says how possibly bloggers' tendency of reporting what are the interests for those people as opposed to solid news which should be reported might really harm fact-finding journalism.

It's essential to clarify print media's aims and unavailability inside the media business in general before having the capacity to characterize the relationship between social media and print media. Woody Lewis (2009), in his blog offers the same feelings without paying attention to who the "social writer" is. He mentions social media is about connecting with others as well as listening to them. According to a report published in journal of American Journalism Review written by Kevin Klose (2009) "journalism by the deepest structure to be based on seeing an event and keeping it recorded for others to see and to read. Podger (2009) says journalism is related to an activity which involves listening to the individuals who have something to say. Lavrusik (2009), depicted the revolution from static (one-way) relation to a group communication issue and he states how the changes support the profession of journalism. Picard (2009), and Gordon (2009) also expressed social media have the ability to help journalists do their jobs in an efficient manner and without wasting.

Not only journalists profit from news associations' increased existence on social media.

The last subject to inspect is the way experts think social media will influence print media and thus future of journalism industry. Numerous studies, including those written by Lavrusik, Picard, Gordon Klose, Podger, Holtz and Greenhow talk about abovementioned theme. Some studies show strong fact that news associations exchange to more and more utilizing cell phones. They likewise suggest that the news organizations will get to be freer as opposed to being interfaced to a particular news companies (Lewis, 2009).Many authors additionally talk about how the classrooms that shapes the journalists of the future will develop with social networking. For, example in Chicago, a school called DePaul University, has made an effective course called "Digital Editing: From Breaking News to Tweets" that focuses on confirming the sources and information of the journalists of the citizens (C. Kanalley, 2009). Reviewing such information and documents will help one to understand the heading in which print media faces much more effectively — in order to expand the use of social media in everyday routine life.

Social media basically wouldn't exist without software applications like Twitter. Numerous media experts have testified that how presses would use such programs. In a study, Levy (2007) talks about how teenagers oriented, Twitter and Facebook are making changes in the section of news media, and thus print media. Farhi (2010) examines these viewpoints, relating them to those whose careers are into journalism and print media. Lowery (2008), and Betancourt (2009), examine how shall we employ social media devices such as Facebook and Twitter for the issues of journalistic. Lowery (2008) also examines more than the other author Betancourt

(2009) when she showed her own particular experience of newspapers with social media devices. Podger (2009) investigates the necessity of using social media besides journalism, however, she does not mean that press organization should force their employees to utilize these devices. On the other hand, a large number of American employees utilize them at any rate, maybe even more than email, as indicated by a Mash-able site passage collected by an author named Adam Ostrow (2010). Twitter and other social media like Facebook are getting to be practical compared with any other time, and a piece of the devices' popularity comes from the capacity to make personal applications without any effort, as Gordon's class did. Gordon's class made an application for Facebook called Newsmixer (Gordon, 2009). Additionally, Greenhow and Reifman (2009) by making and watching various Facebook applications, directed a study on Facebook group community. At long last, despite their importance and popularity, these tools are not the only tools available and important. Tools such as "www.digg.com" lets their users to dig for any journal or Web website that they like, and also lets them share it with others. Both Skoler and Li propose Digg.com is so helpful in light of the fact that clients trust what different clients recommend for reading carefully material instead of what parts of the standard media, for example, editors, may propose.

This section presents a short brief about famous and well-known social networks.

Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. The site, which is available in 37 different languages, includes public features such as marketplace, groups, events, pages and technology.

Twitter is a service for friends, family, and coworkers to communicate and stay connected through the exchange of quick, frequent messages. People post Tweets, which may contain photos, videos, links and up to 140 characters of text.

Instagram is a fun and quirky way to share your life with friends through a series of pictures. Snap a photo with your mobile phone, then choose a filter to transform the image into a memory to keep around forever.

And finally LinkedIn is the leading professional network on the web. Connect with classmates, faculty, and family professionally. Find new opportunities for internships and full time positions. Manage what potential employers learn about you from the Internet. Find key contacts at companies that interest you.

2.3 Social Media as Alternative Media

The power of social media basically has two parts. Firstly, it allows interactive, aggregate communication. It also encourages the development and starting of groups.

The close interaction between these two capacities gives individuals the ability to act in various circles. Accident at the Fukushima No. 1 nuclear power station, as an example, internet activists in this case were the tools to calculate radiation levels in Japan, with the results then viewed in the form of a map for everyone to see. When Hollywood tried to make copyright laws stronger in the U.S. the previous year, protest groups used social media to reject the proposed bill in a successful way.

In many respects, though, social media still has a lot of growing up to do. Online debates are frequently an activity in futility or bedlam, with overheated trades soon descending into pointless slanging matches. The medium can also support social

fragmentation, with clients surrounding themselves with individuals they like or others who share the same views.

The birth of social media can be compared to the printing revolution that occurred from the mid-15th century onward. Through printed materials, individuals were currently presented to an exhibit of new thoughts, views and information. This helped in realizing the Reformation and the Protestant part from the Catholic Church. It likewise prompted the scientific revolution, which saw the geocentric perspective of the universe replaced by the heliocentric model. All of this led to heated conflicts on Catholic dogma and scientific points of view. The new parliamentary system was mostly introduced as a path to give vent to these boiling passions.

A couple of decades ago TV had meaningful influence on people's life, now social media is playing this important role. As Pew Research Data [http:/ / state of the media.org/ print-chapter/print_id=5546] indicated in 2011 about 80% of American grown-ups are online and around 60% of them utilize social networking sites.

According to a report published by CNN, more Americans receive their news via the Internet rather than from newspapers or radio, also, three-fourths who say they get news from e-mail or social media sites updates[Survey: More Americans get news from Internet than newspapers or radio (http:/ / www.cnn. com/ 2010/ TECH/ 03/ 01/ social. network. news/ index. html)]. The study says Twitter and Facebook let news be a more contributory experience than before as individuals have the ability to share comments and articles on other individuals' posts. As per CNN, in 2010, around 75% of individuals got their news sent through social media posts or email, while 37% of individuals shared news items by means of Facebook or Twitter.

In the United States of America, around 80% of individuals say they search online for the news of weather before anything else. For national news around 73%, around 52% for the news of sports, and around 41% for celebrity and entertainment news. [http:/ / www. poynter.org/ latest-news/ media wire/ 189776/ one-third-of-adults-under-30-get-news-on-social-networks-now/].

In a study, accomplished for the Pew Center, 2/3 of the test's online news clients were more youthful than 50, and 30% were more youthful than 30. The survey included following the every-habits of 2,259 grown-ups, 18 or higher. 33% of youthful grown-ups receive news from the social networks. 34% sat in front of the TV news and 13% were reading either print or digital content. 19% of the American people received news from Facebook, LinkedIn or Google+. 36% of the individuals who receive news from a social network received it yesterday from a survey. Greater than 36% of Twitter clients create accounts in order to follow organizations of news or even journalists. 19% of clients reported that they received information from the news organizations of journalists. Television stays the most prevalent wellspring of news, however, its audience is maturing (just 34% of youngsters). [[http:/ / www. poynter.org/ latest-news/ media wire/ 189776/ one-third-of-adults-under-30-get-news-on-social-networks-now/]].

29% of the people more youthful than 25 reported that they got no news yesterday either the traditional platforms of news or digitally. Just 5% who are under 30 said that they follow the news in regards to political figures and occasions in DC. Just 14% of responders could answer all of the four inquiries regarding which party is currently controlling the White House, the current rate of unemployment, which country is led by Angela Merkel, and who is the presidential candidate that favors

taxing higher-income Americans. Either Twitter or Facebook now pathways to news, yet are not substitutions for the traditional pathways. 70% receive the social media news from loved ones on Facebook. [http:/ / www. poynter.org/ latest-news/ media wire/ 189819/ pew-tv-viewing-habit-grays-as-digital-news-consumption-tops-print-radio/].

For the children, utilizing the sites of social media can help push their creativity, connection, and learning. It can also help them with their classwork and homework. In addition, the social media empower them to stay in contact with their friends, and enable them to interact with one another. Some of them can get included with creating raising support political occasions and campaigns. Notwithstanding it can effect on their social abilities because of the nonappearance of the face-to-face contact. The social media can influence the mental strength of the teenagers. Teenagers that use Facebook habitually and who particularly are defenseless may get to become more antisocial, more narcissistic, and more aggressive. Teenagers get to be firmly impacted by the advertising, and it impacts purchasing propensities for future. Since Facebook was created in 2004, it has turned into a diversion and an approach for wasting time for some users. [http:/ / sites. ewu.edu/ cmst496-stafford/ 2012/ 06/ 06/ the-effects-of-social-media-on-children/].

The Americans spend time on Facebook more than on any other site in the United States. Taking into account a Nielsen study, the normal American has used a social media sire more than 17 minutes for every day.[http:/ / social media today.com/ node/ 568836].

In one recent study, secondary school students aged 18 and less, were inspected in an exertion to discover their acceptance for getting news. In view of meetings with 61 teens, led from December of 2007 till February of 2011, the majority of the teens reported perusing only newspapers "now and then" with less than 10% of them to read them every day. The teens reported looking into recent events from the social media sites instead, like Myspace, Facebook, Youtube and blogs. [http:/ / social media today.com/ node/ 568836].

As Bastos, M.T. (2014) shows the social media clients read a group of news that is not quite the same as what the editors of newspapers emphasize in any print press.

One example is utilizing the nanotechnology, Runge et al. (2013) examined some Twitter tweets to find out that around 41% of the talk about the nanotechnology concentrated on the negative effects behind it, proposing that a segment of general society might be concerned on how different manifestations of nanotechnology are going to be utilized in the near future. While the idealistic sounding and the impartial sounding tweets were just as liable to express sureness or vulnerability, the critical tweets were about twice as prone to seem sure of a result as unverifiable. These results suggest the likelihood of a preconceived negative impression of numerous news articles on the nanotechnology.

Then again, these results could likewise intimate that posts of a more cynical nature that are additionally composed certainly are more inclined to be shared or break through groups on Twitter. Analogous alignment have to be cerebrated when the usefulness of new media is tended to, as the potential of human point of view to over-verify any specific news story is more inspire of the general development in

tended to potential hesitancy and bias in the news articles rather that in the traditional media (Gerhards, Jürgen, and Mike Schäfer, 2010).

On the second of October, 2013, the most widely recognized Hashtag all through the nation was "#governmentshutdown," and also ones concentrating on the political parties, healthcare, and Obama. Most sources of news have Twitter, and pages on Facebook, in the same way as the New York Times and CNN, giving links to their articles on the web, getting an expanded readership. Furthermore, a few school news organizations and executives have pages on Twitter as an approach for sharing news and to stay connected with students. [http:/ / state of the media.org/ 2012/ mobile-devices-and-news-consumption-some-good-signs-for-journalism/what-Facebook-and-twitter-mean-for-news/].

According to 'Reuters Institute Digital News Report 2013', in the United States of America, among the individuals that utilize social media to discover news, 47% of them are under the age of 45, and 23% of them are over the age of 45. Anywise social media as a fundamental news entryway doesn't follow the same way crosswise over countries. Case in point, in this specific report, in Brazil, 60% of the of the people that responded said that social media was one of the five most paramount approaches to look up news online, in Spain 45% said the same, more than 21% in Denmark, 17% in the United Kingdom, around 15% in France, more than 21% in Denmark, 30% in the United States, around 37% in Italy, and more than 11% in Japan. Moreover, there are contrasts in the different countries about adding comments on the news in the social network, 38% of the people that responded in Brazil said that they comment on the news in the social media every week. These rates are 21% in the United States and 10% in the United Kingdom. The writers

contended that contrasts between different countries could be because of cultural differences instead of the levels of diverse of having an access to the technical tools. [https:/ / Reuters institute. politics.ox.ac.uk/ fileadmin/ documents/ Publications/ Working_Papers/ Digital_News_Report_2013.pdf].

2.4 Online Media and Social Media in EMU

Folasayo Florence Mesole (2014) in his thesis investigated use of social media as an alternative news sources among emu students. His study is based on the Uses and Gratification Theory and seeks to explore the extent to which university students uses the SNS, particularly Facebook and Twitter to gratify their news taking needs. The research is conducted at the Eastern Mediterranean University with approximately 16000 students and located in the Mediterranean region, 200 university students were selected from three different faculties to participate in the study. His Findings show both Facebook which is leading and Twitter the second to be increasing in popularity and preference as sources of local, national, regional and international news among university students, while use of the newspaper by the same group is in the decline, suggesting an inverse relationship between Twitter and Facebook on the one hand, and the daily newspaper on the other as a primary source of news among young adults. His study also concludes that even though the social networking sites have become prominent primary sources of news for the youth, the much publicized death of the newspaper may, however, not be as imminent as earlier thought.

In another thesis by Hamed Mousavinasab (2012) role of social networks on political activism: a case study of facebook usage during iranian presidential election in 2009 was investigated, he concluded that the most important feature of Facebook was its

sharing option that allowed individuals or citizen reporters to upload their material and share it, whether texts, photos or videos and also he found that social networking can foster the democratic roots of each society as well as assisting people to overcome media censorship and filtration.

Onyedikachi Uzozie Nmezi (2013) examined EMU students' response to social media advertisements, and he found that EMU students have been influenced by the social media advertisements.

Tolga Sevük (2013) worked on the influence of Facebook on interpersonal communication, his study showed that participants do not feel the need to engage in face to face communication when they use Facebook. Although this is the case, the results of the current study also suggest that face to face communication habits are still not vanished.

Finally in another thesis in same area, Oyekan Taiwo (2014) studied attitudes of tertiary students towards multitasking on Facebook: a comparative analysis, his findings indicated that all students in EMU are active users of Facebook. But students in faculty of Architecture and faculty of Engineering indicate that they use Facebook for academic purposes in addition to other reasons.

2.5 Uses and Gratification Theories

Assumed to be merely included within the more deterministic media models, uses and gratification consider that media embody some given upshots. That is, they distinguish or eventually prevail over the obstacles related to the assertions that ordinary media exposure incites to some behaviors, at times beyond a user's consciousness. U&G theory suggests that media customers or users choose actively

particular media constituents with respect to their desires. Any effects, if there are, are deliberately or at least actionably envisioned. Yet, U&G theory functions at two points of complexity and abstraction. On one side U&G theory is being portrayed as a huge mosaic, consisting of fragments the scholar can associate regarding his or her desires and creativity. On the other side it is depicted as a puzzle, where the parts' confusing intricacy, making the media use tableau, may be able in a certain manner to only adjust together. The first interpretation is more widespread, the second meanwhile is the more theoretically anchored.

Blumler and Katz (1974) articulated some of the U&G theory's original conceptualizations. They observe a non-predictive and non-prescriptive standpoint on effects of media, proposing that people match and combine uses with intentions, consistent with explicit situation, social backgrounds, desires and so on. Hence, people are then actively participating in the consumption procedure of media. For Derek Lane (2011) U&G theory proposes that media consumers have a bold function in the use and choice of the media, as they actively take part in the communication sequence and are target oriented in their use of media. A media user looks for a media basis which satisfies the best his or her needs. U&G also consider that the user has alternative varieties to content his or her desire.

These assertions even lessen the theory to its basic fundamentals. However, the more salient distinction presented in the theoretical discussion by Katz in some further theory stipulations, is that U&G are together associated to a group of human wishes, that are essentially restricted in number. These consist of Lasswell (1948) communication needs, dealing with understanding, orientation, or transfer of a community's accumulation of knowledge or belief. The theory descriptive power

arises merely on the postulate acceptance that provided given needs, some media will just be able to content needs. Fulfillment as a result may be foreseen with some confidence level, provided that we are aware of the needs being fulfilled by which particular media features. Thus, the relationship between needs attainment and media characteristics is equally instructive and to a certain degree essential. Nonetheless, not any medium can just satisfy all needs. Additionally, the media context of use moderates from time to time the effects sequence relationship *need* $\rightarrow$ *media* $\rightarrow$ *gratification*.

Chapter 3

DATA COLLECTION AND METHODOLOGY

This chapter contains methodology of the research. It has been continued by giving an explanation for the research design, context, population and sample of the study. This chapter also describes the data collection method and data collection procedure. Finally in this chapter data analysis procedure is explained.

3.1 Methodology

Quantitative methods underline the numerical, mathematical, or statistical analysis of the data which is collected by surveys, questionnaires. It also can be applied by manipulating any statistical data which is already existed using any numeric analysis techniques. Since the data of this study are collected through survey, and survey gives numeric answers, quantitative method is the method that we used in our study. In this method we are able to interpret and explain the final results of any applied analysis.

3.2 Research Design

Comparative research is a research methodology in the social sciences that objects to provide comparisons same subject across different types of samples. Comparative research design is useful when the aim is to compare two or more thing (eg, gender, cultures or countries) to observe or discover any difference in same question. The whole method of comparison is the same for all comparative researches such as some cases which are behaved alike, and different cases are behaved differently; the level of difference actually says how differently these cases are to be behaved.

Current study aims to find preference of territory students for news taking, across different gender and different nationality, therefore comparative research design suits for this study to investigate this question among different gender and different countries.

3.3 Context, Population and Sampling

There are different sampling methods for primary data collection, based on purpose of this study, nonrandom sampling method is used. Which means the samples of this study are selected based on some criteria such as gender, culture or country. Under nonrandom sampling method, we used systematic matching method, because ethnicity of students is supposed to be different.

There are 13,000 students with different nationality currently studying in different departments of EMU. Among these students, there are 5000 students living in dormitories in campus. Based on what we explained in previous paragraph, this study selected totally 200 students as participants among 5000 students who live in dormitories. Half of the participants use Turkish as their first language and the other half use different language except Turkish. There are also equal number of male and female in both parts, which means there are 50 male and 50 female as Turkish language participants and also there are 50 male and 50 female as other language participants in this study.

3.4 Data Collection Method

As it has been explained in previous section, the scale of this research is designed by researcher and proved by thesis supervisor. In this scale we got some ideas from similar studies to prepare the questionnaire. Questionnaire has three sections, accordingly demographic, use of social media and Likert questions. In first section

there are 6 questions measuring features of participants. Second part focuses on use of social media in taking news among EMU students; there are 10 questions in this section. Finally in third section there are 15 questions asking about different aspects of using social media or online media for news taking. In third section all 15 questions are prepared based on Likert method.

3.5 Data Collection Procedure

As it is explained in previous section the scale of this study is designed by researcher and proved by supervisor of this thesis. After the scale was designed and proved, the questionnaires were copied in 200 and got distributed among participants according to nonrandom sampling method. The participants were conducted in different dormitories in EMU campus. Before participants start to answer, they were explained about purpose of the study. Number of male and female and also number of Turkish participants and other language participants were two important criteria for sampling of this study that is respected in data collection procedure. After questionnaires were collected back, the researcher entered them into SPSS software. SPSS which is an abbreviation for statistical product and service solution, is applied to analysis of the collected data. In this study, SPSS vr20 which is recently applied by many researches is used.

3.6 Data Analysis Procedure

In this study there are two major analyses, one is demographic analysis and the second is t-test analysis. In demographic analysis, descriptive and frequency analysis are applied to describe the features of participants and also to check whether the sampling method was used correctly. T-test and ANOVA as the important tests are applied to measure any difference across different types of participants. As it has been mentioned before, this study aims to answer whether the social media influence

online media? What is the intensity of using social media and reading newspaper online? Is there any statistically significant difference among different ethnicity? And finally is there any statistically significant difference among different mother language? Interpretation of the numeric results lead to answer all above mentioned questions.

Chapter 4

DATA ANALYSIS

In this chapter results of the study are presented. It starts with analysis of participants which was first part of the questionnaire, then descriptive analysis is applied for second part of the questionnaire. Finally in this chapter statistical analysis including t-test and ANOVA is used for Likert questions. All given tests and results are discussed and explained relatively.

4.1 Analysis of Participants

The questionnaires were distributed among 200 students. Among all 200 students 100 were Turkish (turkey and Cyprus) and other 100 were from other countries include Iran, Nigeria, Russia, Tajikistan, Libya, Kazakhstan, Iraq, Ukraine, China, Pakistan, Uzbekistan, Azerbaijan, Italy, Poland, Norway, Kyrgyzstan, Afghanistan and Indian.

Table 4.1: Descriptive statistics of nationality

Nationality		Frequency	Percent	mean
Iran		24	12.0	2.77
Turkey		52	26.0	2.64
Nigeria		11	5.5	2.40
Russia		11	5.5	2.54
Tajikistan		15	7.5	2.72
Cyprus		23	11.5	2.64
Libya		1	.5	3.16
Kazakhstan		15	7.5	2.55
Iraq		2	1.0	2.25
Ukraine		9	4.5	2.49
China		1	.5	1.41
Pakistan		2	1.0	3.16
Uzbekistan		1	.5	1.75
Azerbaijan		25	12.5	2.53
Italy		1	.5	2.08
Poland		1	.5	1.75
Norway		2	1.0	1.79
Kyrgyzstan		2	1.0	2.45
Afghanistan		1	.5	1.58
Indian		1	.5	3.09
Total		200	100.0	2.59

Age of participants was between 17 and 25+. Among 200 participants, 50 of them aged between 17-19, 58 of them were 20-22 years old, 60 of participants aged 23-25 and 32 participants were higher than 25.

Table 4.2: Descriptive statistics of age

	Age	Frequency	Percent	Mean
valid	17-19	50	25.0	2.74
	20-22	58	29.0	2.49
	23-25	60	30.0	2.58
	25+	32	16.0	2.59
	Total	200	100.0	2.59

Participants were students in different levels, 96 of participants were in bachelor level, 74 of them were in master and 30 of them were PhD.

Table 4.3: Descriptive statistics of education level

	Education level	Frequency	Percent	Mean
Valid	Bachelor	96	48.0	2.62
	Master	74	37.0	2.56
	PhD	30	15.0	2.55
	Total	200	100.0	2.59

Participants were students in different faculties. First faculty was tourism faculty with 33 participants, second one engineering faculty with 32 participant and in third level was business and economics with 27 participants.

Table 4.4: Descriptive statistics of faculties

	Faculties	Frequency	Percent	Mean
Valid	Communication and media studies	14	7.0	2.59
	Tourism hospitality	33	16.5	2.50
	Architecture	26	13.0	2.65
	Engineering	32	16.0	2.59
	Business administration and economics	27	13.5	2.35
	Medicine	17	8.5	2.62
	Education	23	11.5	2.69
	Health science	4	2.0	2.70
	Law	9	4.5	2.89
	Pharmacy	10	5.0	2.78
	Other	5	2.5	2.50

	Total	200	100.0	2.59

Participants' mother tongue was Turkish or other languages. Among 200 participants 109 of them speak Turkish and others speak their own languages.

Table 4.5: Descriptive statistics of languages

Language		Frequency	Percent	Mean
Valid	Turkish	109	54.5	2.64
	English	21	10.5	2.38
	Other	68	34.0	2.54
	Total	200	100.0	2.91

All participants live in different dormitories of university. Among 9 dormitories which list in question and other dormitories.

Table 4.6: Descriptive statistics of dormitories

		Frequency	Percent	Mean
Valid	DAU 4	30	15.0	2.74
	DAU 3	63	31.5	2.57
	Akdeniz	37	18.5	2.69
	Longsong	3	1.5	2.38
	Hasan ozok	12	6.0	2.67
	Alfam	12	6.0	2.42
	Sabanci	4	2.0	2..16
	Home Dorm	19	9.5	2.61
	DAU 2	5	2.5	2.56
	Other	15	7.5	2.27
	Total	200	100.0	2.59

4.2 Descriptive

Q8. Which social network site you are using most?

Majority of participants which contains 62.5 % use Facebook, 21.5 % of participants

use Tweeter and 14 % of them use Instagram.

Table 4.7: Descriptive statistics of social network site

		Frequency	Percent
	Facebook	125	62.5
	Tweeter	43	21.5
valid	Instagram	28	14.0
	Other	4	1.5
	Total	200	100.0

Q9. Do you check online news?

The results showed that 73 % of participants check online news and 26.5 % do not

check online news.

Table 4.8: Descriptive statistics of checking online news

		Frequency	Percent
	Yes	146	73.0
Valid	No	53	26.5
	Total	199	99.5
Missing	System	1	.5
Total		200	100.0

Q10. Where do you often check news?

Related to this question results showed that 42.5 % of participants check news online

and 28 % of participants use social media to check news. In next level 17 % of

participants use newspaper and just 1.5% of participants use radio to check news.

Table 4.9: Descriptive statistics of Where to check news

		Frequency	Percent
Valid	Online	85	42.5
	Social media	56	28.0
	Newspaper	34	17.0
	TV	21	10.5
	Radio	3	1.5
	Total	199	99.5
Missing	System	1	.5
Total		200	100.0

Q11. Which media do you prefer to get EMU news?

Among all 200 participants 36 % of them use EMU website to get news about university, 31 % use their own student postal and 27 % use EMU social media sites and very small percent get news via word of mouth and other ways.

Table 4.10. Descriptive statistics of preferred media to get EMU news

		Frequency	Percent
Valid	EMU website	72	36.0
	EMU social media sites	54	27.0
	Student portal	62	31.0
	Word of mouth	10	5.0
	Other	2	1.0
	Total	200	100.0

Q12. While you share information on social media, which language do you most?

Findings show that 48 % of participants use English languages to share anything on social media, 41 % use Turkish language and 10 % of them use both English and Turkish languages to share information on social media.

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Table 4.11: Descriptive statistics of language of sharing information on social media

		Frequency	Percent
Valid	Turkish	82	41.0
	English	96	48.0
	Both	21	10.5
	Total	200	100.0

Q13. Which of the following is your impression about social media?

Results of findings showed that 27.5 % of participants think social media is necessary and they like it, 21 % say that I joined once, but I didn't enjoy it, 20 % of participants think that there is no privacy, 15 % of them say that social media is against their culture and 14 % of participants say that I am not interested in joining social networking.

Table 4.12: Descriptive statistics of impression about social media

		Frequency	Percent
Valid	It is necessary I like it	55	27.5
	I joined once, but I didn't enjoy it	42	21.0
	I am not interested in joining social networking	28	14.0
	It's against my culture	30	15.0
	No privacy	40	20.0
	Total	195	97.5
Missing	System	5	2.5
Total		200	100.0

Q14. Which of the following is your impression about online news?

Related to this question 37.5 % of participants said online news is necessary and they like it, also 37.5 % of participants said that they joined once, but they didn't enjoy. 10.5 % of participants were not interested in joining social networking.7.5 % of

participants said online news is against their culture and 7 % believed that there is no

privacy.

Table 4.13: Descriptive statistics of impression about online news

		Frequency	Percent
Valid	It is necessary I Iike it	75	37.5
	I joined once, but I didn't enjoy it	75	37.5
	I am not interested in joining social networking	21	10.5
	It's against my culture	15	7.5
	No privacy	14	7.0
	Total	200	100.0

Q15: How often do you check online news?

The responses of participants showed that 54 % of them every day check online

news, 29 % of them check online news once a week, 15 % of participants check once

a month and only 2 % answered never.

Table 4.14. Descriptive statistics of checking online news

		Frequency	Percent
Valid	Everyday	108	54.0
	Once a week	58	29.0
	Once a month	30	15.0
	Never	4	2.0
	Total	200	100.0

Q16. How often do you check your social media account?

Responses of participants showed that 46 % of them check their social media account

every day, 40 % check once a week, 10 % of them check once a month and 3 %

never check their social media account.

Table 4.15: Descriptive statistics of checking your social media account

		Frequency	Percent
Valid	Everyday	92	46.0
	Once a week	80	40.0
	Once a month	20	10.0
	Never	6	3.0
	Total	199	99.5
Missing	System	1	.5
Total		200	100.0

Q17. What are the main reasons you check online news?

Higher percent of participants' answers showed that entertainment is main reason for checking online news, 40 % of participants chose entertainment, 31 % of participants said that taking news is main reason, 20 % of participants use online news to keep in touch, 7 % of them check online news because of fun, and 2 % chose other reasons.

Table 4.16: Descriptive statistics of main reason to check online news

		Frequency	Percent
Valid	Taking news	62	31.0
	Entertainment	80	40.0
	Keep in touch	40	20.0
	Fun	14	7.0
	Other	4	2.0
	Total	200	100.0

Q18. What are the main reasons you check social media account?

According to participants' responses 33 % of them check social media account because they want to be visible to others, taking news was the main reason for 26.5 % of participants, also entertainment was main reason for 26 %, 10 % of participants chose keep in touch as main reason for checking social media and among 4 % of participants main reason to check social media was fun.

Table 4.17: Descriptive statistics of main reasons you check social media

		Frequency	Percent
	Taking news	53	26.5
	Being visible to others	66	33.0
	Entertainment	52	26.0
Valid	Keep in touch	20	10.0
	Fun	8	4.0
	Other	1	.5
	Total	200	100.0

Q19. News on social media is trustworthy.

Related to this question 45% of participants chose strongly disagree, 24 % disagree,

12 % said they do not have idea, 7.5 % were agree and 8.5 % strongly agree.

Table 4.18: News on social media is trutworthy

		Frequency	Percent	Statistic
Q19	Mean			2.0838
	Std. Deviation			1.31487
	Strongly disagree	90	45	
	Disagree	48	24	
	No idea	24	12	
	Agree	15	7.5	
	Strongly agree	17	8.5	

Q20. Sometimes political news is not trustable.

Related to this question 14 % of participants were strongly disagree, 40.5 % were

disagree, 30 % din not have idea, 8.5 were agree and 6 % were strongly agree.

Table 4.19: sometimes political news is not trustable

Q20	Mean			2.5251
	Std. Deviation			1.0403
	Strongly disagree	28	14	
	Disagree	81	40.5	
	No idea	60	30	
	Agree	17	8.5	
	Strongly agree	12	6	

Q21. Providing wifi zone everywhere in EMU will facilitate me to get update news.

Related to this question 23.5 % were strongly disagree, 33.5 % were disagree, 27.5 %

did not have idea, 11% were agree and 4 % were strongly agree.

Table 4.20: providing wifi zone everywhere in EMU will facilitate me to get update news

Q21	Mean			2.4078
	Std. Deviation			1.08935
	Strongly disagree	47	23.5	
	Disagree	67	33.5	
	No idea	55	27.5	
	Agree	22	11	
	Strongly agree	8	4	

Q22. Public opinion leaders share many news in social media, and I consider them as

reliable information.

Related to this question 16 % were strongly agree, 29 % were disagree, 37 % did not

have idea, 11.5 % were agree and 6 % were strongly agree.

Table 4.21: public opinion leaders share many news in social media, and I consider them as reliable information

Q22	Mean			2.6425
	Std. Deviation			1.09421
	Strongly disagree	32	16	
	Disagree	58	29	
	No idea	74	37	
	Agree	23	11.5	
	Strongly agree	12	6	

Q23. Politicians share many news in social media and I consider them as reliable

information.

Related to this question 20 % were strongly agree, 31.5 % were disagree, 29.5 % did

not have idea, 14 % were agree and 4.5 % were strongly agree.

Table 4.22: Politicians share many news in social media and I consider them as reliable information

Q23	Mean			2.486
	Std. Deviation			1.06717
	Strongly disagree	40	20	
	Disagree	63	31.5	
	No idea	59	29.5	
	Agree	28	14	
	Strongly agree	9	4.5	

Q24. Using online news allows me to be informed about my family.

Related to this question 19.5 % were strongly agree, 30.5 % were disagree, 24.5 %

did not have idea, 19 % were agree and 5 % were strongly agree.

Table 4.23: Using online news allows me to be informed about my family.

Q24	Mean			2.6257
	Std. Deviation			1.14637
	Strongly disagree	39	19.5	
	Disagree	61	30.5	
	No idea	49	24.5	
	Agree	38	19	
	Strongly agree	10	5	

Q25. Using online news allows me to be informed about my country.

Related to this question 21.5 % were strongly agree, 28.5 % were disagree, 29.5 %

did not have idea, 14.5 % were agree and .45 % were strongly agree.

Table 4.24: Using online news allows me to be informed about my country.

Q25	Mean			2.514
	Std. Deviation			1.11857
	Strongly disagree	43	21.5	
	Disagree	57	28.5	
	No idea	59	29.5	
	Agree	29	14.5	
	Strongly agree	9	4.5	

Q26. Using online news allows me to be informed about my country.

Related to this question 20.5 % were strongly agree, 36 % were disagree, 22.5 % did

not have idea, 14.5 % were agree and 6 % were strongly agree.

Table 4.25: Using online news allows me to be informed about my country.

Q26	Mean			2.514
	Std. Deviation			1.15806
	Strongly disagree	41	20.5	
	Disagree	72	36	
	No idea	45	22.5	

	Agree	29	14.5	
	Strongly agree	12	6	

Q27. Using online news allows me to be informed about my country.

Related to this question 19 % were strongly agree, 33 % were disagree, 28.5 % did

not have idea, 13 % were agree and 5.5 % were strongly agree.

Table 4.26: Using online news allows me to be informed about my country.

Q27	Mean			2.5251
	Std. Deviation			1.1032
	Strongly disagree	38	19	
	Disagree	66	33	
	No idea	57	28.5	
	Agree	26	13	
	Strongly agree	11	5.5	

Q28. Using online news allows me to be informed about business news.

Related to this question 19.5 % were strongly agree, 34 % were disagree, 25.5 % did

not have idea, 13.5 % were agree and 6 % were strongly agree.

Table 4.27: Using online news allows me to be informed about business news

Q28	Mean			2.5419
	Std. Deviation			1.11284
	Strongly disagree	39	19.5	
	Disagree	68	34	
	No idea	51	25.5	
	Agree	27	13.5	
	Strongly agree	12	6	

Q29. Using social media allows me to be informed about sport news.

Related to this question 23 % were strongly agree, 27 % were disagree, 30 % did not

have idea, 13.5 % were agree and 6 % were strongly agree.

Table 4.28: Using social media allows me to be informed about sport news

Q29	Mean			2.5475
	Std. Deviation			1.16201
	Strongly disagree	46	23	
	Disagree	54	27	
	No idea	60	30	
	Agree	27	13.5	
	Strongly agree	12	6	

Q30. Using social media allows me to be informed about my family.

Related to this question 15 % were strongly agree, 32.5 % were disagree, 25 % did

not have idea, 18 % were agree and 8 % were strongly agree.

Table 4.29: Using social media allows me to be informed about my family

Q30	Mean			2.6816
	Std. Deviation			1.17762
	Strongly disagree	30	15	
	Disagree	65	32.5	
	No idea	50	25	
	Agree	36	18	
	Strongly agree	16	8	

Q31. Using social media allows me to be informed about my country.

Related to this question 20 % were strongly agree, 25.5 % were disagree, 28 % did

not have idea, 18.5 % were agree and 7.5 % were strongly agree.

Table 4.30: Using social media allows me to be informed about my country

Q31	Mean			2.6927
	Std. Deviation			1.21346
	Strongly disagree	40	20	
	Disagree	51	25.5	
	No idea	56	28	
	Agree	37	18.5	
	Strongly agree	15	7.5	

Q32. Using social media allows me to be informed about political news.

Related to this question 12.5 % were strongly agree, 31.5 % were disagree, 32 % did

not have idea, 14.5 % were agree and 8.5 % were strongly agree.

Table 4.31: Using social media allows me to be informed about political news

Q32	Mean			2.7318
	Std. Deviation			1.10446
	Strongly disagree	25	12.5	
	Disagree	63	31.5	
	No idea	64	32	
	Agree	29	14.5	
	Strongly agree	17	8.5	

Q33. Using social media allows me to be informed about local events.

Related to this question 21.5 % were strongly agree, 25 % were disagree, 29.5 % did

not have idea, 19 % were agree and 4.5 % were strongly agree.

Table 4.32: Using social media allows me to be informed about local events

Q33	Mean			2.5922
	Std. Deviation			1.15445
	Strongly disagree	43	21.5	
	Disagree	50	25	
	No idea	59	29.5	
	Agree	38	19	
	Strongly agree	9	4.5	

Q34. Using social media allows me to be informed about business news.

Related to this question 17.5 % were strongly agree, 34.5 % were disagree, 28 % did

not have idea, 15 % were agree and 4 % were strongly agree.

Table 4.33: Using social media allows me to be informed about business news

Q34	Mean			2.5251
	Std. Deviation			1.0981
	Strongly disagree	35	17.5	
	Disagree	69	34.5	
	No idea	56	28	
	Agree	30	15	
	Strongly agree	8	4	

Q35. Using social media allows me to be informed about sport news.

Related to this question 17 % were strongly agree, 29.5 % were disagree, 29.5 % did

not have idea, 17.5 % were agree and 5 % were strongly agree.

Table 4.34: Using social media allows me to be informed about sport news

Q35	Mean			2.6425
	Std. Deviation			1.12958
	Strongly disagree	34	17	
	Disagree	59	29.5	
	No idea	59	29.5	
	Agree	35	17.5	
	Strongly agree	10	5	

Q36. Social media message does not take into account journalistic value.

Related to this question 13 % were strongly agree, 33 % were disagree, 30.5 % did

not have idea, 15.5 % were agree and 6.5 % were strongly agree.

Table 4.35: Social media message does not take into account journalistic value

Q36	Mean			2.676
	Std. Deviation			1.09956
	Strongly disagree	26	13	
	Disagree	66	33	
	No idea	61	30.5	
	Agree	31	15.5	
	Strongly agree	13	6.5	

Q37. Social media message does not take into account ethical consideration.

Related to this question 15.5 % were strongly agree, 26.5 % were disagree, 31.5 %

did not have idea, 17.5 % were agree and 8 % were strongly agree.

Table 4.36: Social media message does not take into account ethical consideration

Q37	Mean			2.7765
	Std. Deviation			1.15404
	Strongly disagree	31	15.5	
	Disagree	53	26.5	
	No idea	63	31.5	
	Agree	35	17.5	
	Strongly agree	16	8	

Q38. News in online media is trustworthy.

Related to this question 10.5 % were strongly agree, 26 % were disagree, 40.5 % did

not have idea, 15 % were agree and 7 % were strongly agree.

Table 4.37: News in online media is trustworthy

Q38	Mean			2.8436
	Std. Deviation			1.04295
	Strongly disagree	21	10.5	
	Disagree	52	26	
	No idea	81	40.5	
	Agree	30	15	
	Strongly agree	14	7	

Q39. Some political news in online media is not trustable.

Related to this question 20.5 % were strongly agree, 22 % were disagree, 24 % did

not have idea, 17.5 % were agree and 15.5 % were strongly agree.

Table 4.38: Some political news in online media is not trustable

Q39	Mean			2.8268
	Std. Deviation			1.34003
	Strongly disagree	41	20.5	
	Disagree	44	22	
	No idea	48	24	
	Agree	35	17.5	
	Strongly agree	31	15.5	

4.3 Statistical Analyses

Paired sample t-test was used to find effect of online news on social media. Results of this test showed that there is no significant effect of online news on social media, t (198) = .372, p = 710.

Table 4.39: T-test analysis

		Paired Differences							
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	social_media - online_media	.01196	.45379	.03217	-.05148	.07540	.372	198	.710

Independent t-test was used to find effect of language on online news. Results of finding showed that there is a significant difference between Turkish and other languages, t (128) = 2.657, p = .009 and this result indicated that Turkish language students prefer to use online media to track news (M = 2.633) More than other languages (M = 2.269).

Table 4.40: T-test analysis (effect of language on online news)

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
online_media	Equal variances assumed	.236	.628	2.657	128	.009	.36395	.13699	.09289	.63501
	Equal variances not assumed			2.413	26.129	.023	.36395	.15082	.05402	.67388

Independent t-test was used to find effect of languages on social media. Result of finding showed that there is no significant effect of languages on social media, t (128) = 1.939, p = .055.

Table 4.41: T-test analysis (effect of languages on social media)

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
social_media	Equal variances assumed	1.477	.226	1.939	128	.055	.25488	.13142	-.00516	.51493
	Equal variances not assumed			1.627	24.777	.116	.25488	.15670	-.06800	.57776

There are 20 different nationalities so one way ANOVA was used to find effect of ethnic on online news. Results of test showed that there is significant effect of different ethnic on online news F (179) = 1.272, p = .003. Iranian with 23 participants in this study used higher online media (M= 2.90, SD=.55).

Table 4.42: ANOVA analysis (effect of ethnic on online news)

ANOVA					
online_media					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.772	19	.777	2.272	.003
Within Groups	61.261	179	.342		
Total	76.033	198			

One way ANOVA test showed that there is no significant effect of ethnic on social media $F_{(179)} = 1.45$, $p = .11$.

Table 4.43: ANOVA analysis (effect of ethnic on social media)

ANOVA					
social_media					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.691	19	.457	1.448	.110
Within Groups	56.531	179	.316		
Total	65.223	198			

Chapter 5

CONCLUSION

Current study focused on the trend of tracking news by students, it actually is going to find out the different ways of using social media and online media; and explained that what the new movements are in terms of online and social media. The main aim of this research was to discover how the revolution of social media and social network is going on to change concept of tracking new.

In this chapter, conclusion and also implication of the findings of the study is given. Main questions of the study is answered and concluded in this chapter, and finally the study gives few practical suggestions for future studies with same topic.

Based on research questions, findings of this study are presented in pervious chapter and concluded in current chapter.

5.1 Summary of the Study

As a summary, this study mainly concentrated on preference of tertiary EMU students for news tracking: social media or online. In first chapter the topic is introduced by bringing some facts and definitions, in this chapter motivation of study, importance of study, assumptions, limitations, definitions, aim of study, problem statement, research question and hypothesis, and research structure are presented.

In second chapter the topic is largely explained and divided into different sections, background and history of the topic is also brought in second chapter different related literatures are submitted in second chapter to support the idea of the study. This chapter started with history of media in the world, then it presented history of media for countries that have majority of students in EMU such as Arab countries, Turkey, Iran, Azerbaijan, etc. Later it presented a deep definition for social media and online news media. The chapter ended with uses and gratification theory, which is an approach to understanding why and how people actively seek out specific media to satisfy specific needs, it is an audience-centered approach to understanding mass communication.

The methodology of study is introduced briefly in third chapter, participants of the study were selected by purposive sampling method half of participants were Turkish (Turkey and Cyprus) and rest half were from different countries that responded the questionnaires. In this chapter, non-random sampling method is introduced and applied, research design also in structured in this chapter. It is explained that how the data of this study is collected and who are the participants of this research and why we selected them.

In chapter four different tests were applied for analyses of the data. As it has been explained in previous chapter, the questionnaire of this study has 3 sections, therefore we presented analysis in three different sections. First section concentrate on demographic results of the study, second section give interpretation about descriptive questions and finally third part presents the T-test and Anova for Likert questions.

And finally in chapter five findings and results of the study are interpreted and also few suggestions are offered to further researches.

5.2 Conclusion drown from the study

Among all 200 participants, 100 were Turkish (turkey and Cyprus) and other 100 were from other countries. The study showed that Iran and Azerbaijan have most participants accordingly. Age of participants was between 17 and 25+. The most participants were aged between 23 and 25 years old and high number of them were bachelor students. The number of participants in engineering, tourism and business and economics were higher than other faculties.

Results of this study showed that most of the participants prefer to use Facebook among all social media and they argue that social media is strongly necessary in their life and they like it. High level of participants check news through online media. Participants also said that they check EMU news via EMU website and they check online news and social network every day. One of the important conclusion of this study is that results showed that main reasons of using social network and online media are entertainment and tracking news accordingly.

The results of study showed that there is no significant effect of online news media on social media. Results of findings in this study showed that there is significant difference between Turkish and other languages, the results indicated that students with Turkish languages prefer to use online media to track news more than students with other languages. Related to effect of language on social media, the findings of current study did not support the hypothesis and results showed that there is no significant difference between languages in social media.

Results of study showed that there is significant effect of different nationality on online news and Iranian participants use online news more than other nationalities and related to social media there is no significant effect of ethnic on social media. Turkish students also have chance to read news from print media more than non-Turkish students do, since there are Turkish and English print media in this island.

5.3 Suggestions and recommendations

This study only covered 200 students from Eastern Mediterranean University; it is expected from future study to conduct with large number of participants from different society and different community. This topic also can be investigated and examined not only for news but for radio, TV and other types of media.

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APPENDIX

Appendix A: Questionnaire

Section A) Demographic

1) Gender

	Male
	Female

2) Education level

	Bachelor
	Master
	PhD

3) What is your faculty?

   …………………………..

4) What is your language of speech (mother tong)?

   …………………………..

5) What is your nationality?

   …………………………..

6) What is your dormitory name?

   …………………………..

Section B) Use of social media

7) Which social network site you are using most?

	Facebook
	Tweeter

8) Do you check online news?

	Yes
	No

9) Where do you often check news?

	Online
	Social media
	Newspaper
	TV
	Radio

10) Which media do you prefer to get EMU news?

	EMU website
	EMU social media sites
	Student portal
	Word of mouth
	Other

11) While you share information on social media, which language do you use most?

	Turkish
	English
	Both

12) Which of the following is your impression about social media

	It is necessary and I like it
	I joined once, but I didn't enjoy it
	I am not interested in joining social networking
	It's against my culture
	No Privacy

13) Which of the following is your impression about online news

	It is necessary and I like it
	I joined once, but I didn't enjoy it
	I am not interested in joining social networking
	It's against my culture
	No Privacy

14) How often do you check online news

	Everyday
	Once a week
	Once a month
	Never

15) How often do you check your social media account

	Everyday
	Once a week
	Once a month
	Never

16) What are the main reasons you check online news

	Research
	Wikis
	GPS
	Personal use
	Breaking news
	Contacting
	Other reasons

17) What are the main reasons you check your social media account

	Research
	Wikis
	GPS
	Personal use
	Breaking news
	Contacting
	Other reasons

Section C) Likert scale

Strongly Agree	Agree	No Idea	Disagree	Strongly Disagree
1	2	3	4	5

		1	2	3	4	5
17	News on social media is trustworthy.					
18	Sometimes political news is not trustable.					
19	Providing wifi zone everywhere in EMU will facilitate me to get update news.					
20	Public opinion leaders share many news in social media, and I consider them as reliable information.					
21	Politicians share many news in social media and I consider them as reliable information.					
22	Using online news allows me to be informed about my family.					
23	Using online news allows me to be informed about my country.					
24	Using online news allows me to be informed about my country.					
25	Using online news allows me to be informed about my country.					
26	Using online news allows me to be informed about business news.					
27	Using social media allows me to be informed about sport news.					
28	Using social media allows me to be informed about my family.					
29	Using social media allows me to be informed about my country.					
30	Using social media allows me to be informed about political news.					
31	Using social media allows me to be informed about local events.					
32	Using social media allows me to be informed about business news.					
33	Using social media allows me to be informed about sport news.					
34	Social media message does not take into account journalistic value.					
35	Social media message does not take into account ethical consideration.					
36	News in online media is trustworthy.					
37	Some political news in online media is not trustable.					