

**Facebook as a Platform for Announcing Social
Events; Case Study Eastern Mediterranean
University Students**

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ABSTRACT

Social events on Facebook have become one of the well-known activities carried out on Facebook because of the popularity in the world. Facebook serves as medium to announce events or invite people to an event. This study aims to investigate the effectiveness of announcement of social event made on Facebook and to know if people really feel invited if announcement is done on Facebook.

Quantitative methodology is used for this study in which the total number of 300 hundred students from Eastern Mediterranean University in fall semester 2018 participated. The total number of students as of the time is around 20,000. The questionnaire comprises of 35 questions and it is an in-house questionnaire. The questionnaire comprises three sections the demographic information, about Facebook and social events, statements organized according to five point Likert scale questions. The data obtained through the study is analyzed through descriptive statistics.

The findings indicate that a considerable number of Eastern Mediterranean University students use Facebook to announce their social events and is very effective due to the fact that they feel invited if social events are announced on Facebook among their friends and families.

Keywords; Facebook, Social network, Announcement, Social Event, Invitation

ÖZ

Facebook'un dünyada popüler olması nedeniyle Facebook'taki sosyal olaylar çok iyi bilinen aktiviteler olmuşlardır. Facebook olayları duyurmada ve insanları bir olaya davet etmekte kullanılmaktadır. Bu çalışma Facebook'ta sosyal olayları duyurmanın etkilerini ve insanların Facebook'ta yapılan anonslar sonucunda gerçekten de davet edildiklerini hissedip hissetmediklerini araştırmayı amaçlamaktadır.

2018 Güz döneminde, Doğu Akdeniz Üniversitesinde okuyan toplam 300 öğrenci, nicel yöntemin kullanıldığı bu çalışmada yer almıştır. Kurumda çalışma yapıldığı dönemde, toplam öğrenci sayısı 20,000 civarındadır. Hazırlanan ankette toplam 35 soru vardır.

Anket üç bölümden oluşmaktadır. Demografik bilgiler, Facebook ve sosyal olaylar ve 5li Likert ölçeğine göre hazırlanan sorular, Toplanan veriler, betimsel istatistik kullanılarak analiz edilmiştir.

Bulgular, çalışmaya katılan Doğu Akdeniz Üniversitesi öğrencilerinin önemli bir bölümünün kendi sosyal olaylarını duyurmada Facebook'u kullandıklarını ve kendileri Facebook'ta arkadaşları veya aileleri tarafında bir duyuru gördüklerinde davet edilmiş hissettiklerini göstermektedir. Buna bağlı olarak da bu yöntem etkili olduğunu ortaya konmaktadır.

Anahtar Kelimeler: Sosyal Ağlar, Facebook, Anons, Sosyal olay, Davet

DEDICATION

To my husband Mr. Femi Gyamera Ogunwale

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Just like a dream it came through. My appreciation goes to almighty God. I specially thank my supervisor Prof Dr. Bahire Efe Özad for all the corrections, encouragement, understanding and motherly advice showed to me especially when I lost my dear mum, your words heal my heart and give me hope. I sincerely appreciate all the knowledge I obtain during this study.

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TABLE OF CONTENTS

ABSTRACT	iii
ÖZ	iv
DEDICATION	v
ACKNOWLEDGMENT	vi
LIST OF TABLES	ix
LIST OF FIGURES	xii
1 INTRODUCTION	1
1.1 Background of the Study	2
1.2 Motivation for the Study	3
1.3 Aim and Objectives of the Study	4
1.4 Research Question	4
1.5 Significance of the Study	5
1.6 Limitations of the Study	5
1.7 Definition of Terms	6
2 LITERATURE REVIEW.....	7
2.1 Internet	7
2.1.1 Communication on the Internet.....	9
2.2 Social Networking Site	11
2.2.1 History of SNS	12
2.3 Facebook	14
2.3.1 Facebook Features	16
2.4 Uses and Gratification Theory	18
2.5 Social Media and Social Events	23

2.6 Social Events on Facebook.....	24
2.6.1 Announcements/Invitation on Facebook	24
2.6.2 Social Events Post on Facebook	25
3 METHODOLOGY.....	27
3.1 Research Methodology	27
3.2 Research Design.....	28
3.3 Research Context	28
3.4 Population and Sample.....	29
3.5 Instrument for Data Collection	29
3.6 Reliability and Validity.....	30
4 ANALYSIS AND FINDINGS.....	32
4.1 Analysis of Participants Demographic Information.....	32
4.2 Question related to the Use of SNS and Facebook	35
4.3 Analysis of 5 Point Likert Scale Questions	42
4.4 Analysis of the Mean and Attitude Scale Statement.....	51
4.5 Correlation Tables.....	53
5 CONCLUSION	55
5.1 Summary of the Study.....	55
5.2 Conclusions Drawn from the Study	56
5.3 Recommendations for Further Study	59
REFERENCES.....	60
APPENDIX.....	68
Appendix A: Research Questionnaire	69

LIST OF TABLES

Table 1.1: Reliability Statistics	31
Table 1.2: Cronbach Alpha	31
Table 2.1: Participants Gender	32
Table 2.2: Participants Marital Status	33
Table 2.3: Participants Age Group	33
Table 2.4: Participants Nationality	34
Table 2.5: Participant's Location	34
Table 2.6: Participant Faculties	35
Table 2.7: Which Social Media do You Use the Most?	35
Table 2.8: How Long Have Had Your Facebook Account?	36
Table 2.9: How often do You Post on Facebook?	36
Table 2.10: What is the Major Reason for Signing Up Facebook?	37
Table 2.11: Have you Done Any Social Event?	37
Table 2.12: Which Social Media do You Prefer to Use for Announcing Your Social Events?	38
Table 2.13: Why do You Use the Social Media for the Announcement and Invitation?	39
Table 2.14: Have You Ever Been Invited for a Social Event through Facebook?.....	39
Table 2.15: Do You Feel Invited When Announcement/Invitation is Done on Facebook?	40
Table 2.16: Do You Feel Invited When Announcement/Invitation is Done on Facebook?	40

Table 2.17: Do You Post Your Social Events on Facebook to Get More People to Attend?	40
Table 2.18: Do You Get Full Details of Social Events Post on Facebook?.....	41
Table 2.19: How Often Do You Develop Positive Views about Social Event Post on Facebook?	41
Table 2.20: How Often Do You Develop Negative Views about Social Event Post on Facebook?	42
Table 2.21: I Post More Announcements of Social Events on Facebook than Other Social Sites.....	43
Table 2.22: I Post Invitations/Announcements on Facebook Because I Have More Friends than Other Social Sites	43
Table 2.23: I Honor Facebook Invitations/Announcement on Social Event	44
Table 2.24: I Attend Every Invitation/Announcement of Social Event Made by Friends Family on Facebook.....	44
Table 2.25: Announcement/Invitation on Social Events on Facebook is More Effectives that Face to Face Announcement.....	45
Table 2.26: I Post Announcement/Invitation of My Social Events on Facebook Because It Is Cheaper.....	45
Table 2.27: I Don't Feel Invited on Facebook, If a Close Friend Did Not Invite Me Face to Face.....	46
Table 2.28: The Number of People I Want Determine the People I Tag on Facebook about Social Events	47
Table 2.29: Facebook Has Decreases the Number of Face to Face Announcement/ Invitation on Social Events	47
Table 2.30: I Prefer Announcing My Social Events on Facebook.....	48

Table 2.31: I Prefer Facebook Announcement/ Invitation than Face to Face Invitation	48
Table 2.32: I Mostly Remember Announcement/Invitation of Social Event on Facebook	49
Table 2.33: I Comment on Social Events Post on Facebook Made by My Friends/Family	49
Table 2.34: I Like Post on Social Events on Facebook.....	50
Table 2.35: I Share Post on Social Events on Facebook Made by Friends/Families.	51
Table 2.36: The Table Below Gives the Mean and Attitude of the Questions	51
Table 2.37: Correlations Table.....	53

LIST OF FIGURES

Figure 1: History of Internet and the End of ARPANET	8
Figure 2: Internet Users in the World by (Internet Users in the World by Geographic Regions, 2018)	9
Figure 3: Date social networking site are launched	13
Figure 4: Facebook Profile Appearance 2004.....	15
Figure 5: Facebook Users' Monthly Active in 2018 Worldwide First Quarter	16
Figure 6: Sample of Wedding Invitation of Facebook.....	26

TABLE OF CONTENTS

ABSTRACT	iii
ÖZ	iv
DEDICATION	v
ACKNOWLEDGMENT	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
1 INTRODUCTION	1
1.1 Background of the Study	2
1.2 Motivation for the Study	3
1.3 Aim and Objectives of the Study	4
1.4 Research Question	4
1.5 Significance of the Study	5
1.6 Limitations of the Study	5
1.7 Definition of Terms	6
2 LITERATURE REVIEW.....	7
2.1 Internet	7
2.1.1 Communication on the Internet.....	9
2.2 Social Networking Site	11
2.2.1 History of SNS	12
2.3 Facebook	14
2.3.1 Facebook Features	16
2.4 Uses and Gratification Theory	18
2.5 Social Media and Social Events	23

2.6 Social Events on Facebook.....	24
2.6.1 Announcements/Invitation on Facebook	24
2.6.2 Social Events Post on Facebook	25
3 METHODOLOGY.....	27
3.1 Research Methodology	27
3.2 Research Design.....	28
3.3 Research Context	28
3.4 Population and Sample.....	29
3.5 Instrument for Data Collection	29
3.6 Reliability and Validity.....	30
4 ANALYSIS AND FINDINGS.....	32
4.1 Analysis of Participants Demographic Information.....	32
4.2 Question related to the Use of SNS and Facebook	35
4.3 Analysis of 5 Point Likert Scale Questions	42
4.4 Analysis of the Mean and Attitude Scale Statement.....	51
4.5 Correlation Tables.....	53
5 CONCLUSION	55
5.1 Summary of the Study.....	55
5.2 Conclusions Drawn from the Study	56
5.3 Recommendations for Further Study	59
REFERENCES.....	60
APPENDIX.....	68
Appendix A: Research Questionnaire	69

LIST OF TABLES

Table 1.1: Reliability Statistics	31
Table 1.2: Cronbach Alpha	31
Table 2.1: Participants Gender	32
Table 2.2: Participants Marital Status	33
Table 2.3: Participants Age Group	33
Table 2.4: Participants Nationality	34
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Table 2.6: Participant Faculties	35
Table 2.7: Which Social Media do You Use the Most?	35
Table 2.8: How Long Have Had Your Facebook Account?	36
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Table 2.12: Which Social Media do You Prefer to Use for Announcing Your Social Events?	38
Table 2.13: Why do You Use the Social Media for the Announcement and Invitation?	39
Table 2.14: Have You Ever Been Invited for a Social Event through Facebook?.....	39
Table 2.15: Do You Feel Invited When Announcement/Invitation is Done on Facebook?	40
Table 2.16: Do You Feel Invited When Announcement/Invitation is Done on Facebook?	40

Table 2.17: Do You Post Your Social Events on Facebook to Get More People to Attend?	40
Table 2.18: Do You Get Full Details of Social Events Post on Facebook?.....	41
Table 2.19: How Often Do You Develop Positive Views about Social Event Post on Facebook?	41
Table 2.20: How Often Do You Develop Negative Views about Social Event Post on Facebook?	42
Table 2.21: I Post More Announcements of Social Events on Facebook than Other Social Sites.....	43
Table 2.22: I Post Invitations/Announcements on Facebook Because I Have More Friends than Other Social Sites	43
Table 2.23: I Honor Facebook Invitations/Announcement on Social Event	44
Table 2.24: I Attend Every Invitation/Announcement of Social Event Made by Friends Family on Facebook.....	44
Table 2.25: Announcement/Invitation on Social Events on Facebook is More Effectives that Face to Face Announcement.....	45
Table 2.26: I Post Announcement/Invitation of My Social Events on Facebook Because It Is Cheaper.....	45
Table 2.27: I Don't Feel Invited on Facebook, If a Close Friend Did Not Invite Me Face to Face.....	46
Table 2.28: The Number of People I Want Determine the People I Tag on Facebook about Social Events	47
Table 2.29: Facebook Has Decreases the Number of Face to Face Announcement/ Invitation on Social Events	47
Table 2.30: I Prefer Announcing My Social Events on Facebook.....	48

Table 2.31: I Prefer Facebook Announcement/ Invitation than Face to Face Invitation	48
Table 2.32: I Mostly Remember Announcement/Invitation of Social Event on Facebook	49
Table 2.33: I Comment on Social Events Post on Facebook Made by My Friends/Family	49
Table 2.34: I Like Post on Social Events on Facebook.....	50
Table 2.35: I Share Post on Social Events on Facebook Made by Friends/Families.	51
Table 2.36: The Table Below Gives the Mean and Attitude of the Questions	51
Table 2.37: Correlations Table.....	53

LIST OF FIGURES

Figure 1: History of Internet and the End of ARPANET	8
Figure 2: Internet Users in the World by (Internet Users in the World by Geographic Regions, 2018)	9
Figure 3: Date social networking site are launched	13
Figure 4: Facebook Profile Appearance 2004.....	15
Figure 5: Facebook Users' Monthly Active in 2018 Worldwide First Quarter	16
Figure 6: Sample of Wedding Invitation of Facebook.....	26

Chapter 1

INTRODUCTION

Facebook has become one of the major and widely used social media in the early 21st century compared to other SNS such as Snapchat, Instagram, Twitter or Myspace, Facebook has average of 1.47 billion active users daily for the month of June 2018 and 2.23 billion active users monthly as of June 30 2018 (Facebook.com).

Facebook was launched in 2004 with the aim to build community, connect people, bring people closer and to be informed of the happenings around the world. (Facebook.com). numerous activities can be done on Facebook by the users such share, profile photo, like, the use of emoji, privacy settings, etc. using social network like Facebook users has different motives these can be connecting with friends, information, entertainment, leisure time, sharing ideas, educating and so more.

Facebook is also used as a platform to announce social events. Facebook is deeply rooted into our contemporize society people rely on it for a lot of things include announcing of social activities and fulfilling of emotional needs (Kawaljeet Kaur Kapoor, 2017).

Facebook has enabled users to create common interest forum where they share ideas, comments and announce their events, which also enables them to create one profile for all the members (Lampe, 2007). Therefore, the current study examines Facebook

as platform for announcing social events and how effective it is honored. These events can be weddings, birthday parties, people tend to upload initiations on Facebook, in the recent years the number of invitations about social events on Facebook has increased people's announcing their parties without sending special invite to their friends and families. The study is conducted in the Eastern Mediterranean University in 2018 fall term.

1.1 Background of the Study

Social Network Site (SNS) constitute one of the major platforms for announcing events in the early 21st century. The use social media has helped in communicating with people, share ideas, information, etc. so easily with their friends and families in any part of the world, people communicate with known and unknown people these has help a lot to express their opinion in any aspect of life. The platform has improved advertising, sales and marketing. Entertainment, information, news people mostly depend on social media especially the youth. The invention of Social Networking Site (SNS) is one of the major contribution which enhance interaction, communication and gain information through different software and devices. People use these SNS for different reasons to satisfy their needs and wants. People are attracted to various SNS base on how they use it. The platforms that are available to them and their intentions for using them. These SNS have created great relationship between human beings and technology; humans can't spend a day without using technology. Since Facebook was founded in 2004 it is definitely one the Social Networking Sites that is very successful and has millions of users all over the world. Facebook has help to improve effective communication with people far and near. Facebook is one of the digital media used to announce social events such as weddings, birthday parties etc. People don't bother to invite friends face to face

anymore. Facebook is a site that involves getting to know about friends' events and their social activities. Users disclose their event as a means to invite their families and friends both far and near.

1.2 Motivation for the Study

There are multiple reasons that motivated me to go for this study. SNS can be seen as a part of the modern society. Most of the things we do both our personal and social lives revolves around it. There is no research on the area. This is one of the factors that encouraged me to conduct research on this topic. I observe that a lot of social media users announce their social events on SNS such as Facebook etc. going around giving out cards or face to face initiation is declining in this contemporize world. Facebook contributes to the awareness of an event for both corporate and social. Facebook has become the key portal through which users communicate with their friends, maintain or intensify existing relationships or begin new ones. University students use Facebook for various purposes because Internet is made easy and is cheap for them. Facebook has broken communication routine of people and families that make them create a new routine using Facebook. Social events are no longer things we go from door to door to invite friends and family members. Facebook users stay in their comfort zone to announce an event to their friends, in which they can indicate if they are attending or not. Facebook, indeed, have made invitation cheaper and easier than before. The main target of the research is related to the use of Facebook. This study is new and there has been no student at the Eastern Mediterranean University.

1.3 Aim and Objectives of the Study

Facebook has become part of our daily lives, and one of the successful SNS today. A lot of activities are done using Facebook. Facebook is now a platform used to communicate, entertain, inform, pass time, and also use for invitation for an events.

Therefore, the aim of the study is to explore the effectiveness of the announcements of social events on Facebook and also to examine if people really feel invited using Facebook platform as a means to send invitations. The digital media have changed everything including sending invitations and announcements people now involve on social media announcement regard then during it the traditional way of send card. It is used also to investigate if these announcements are welcome.

Based on the aims mentioned above, the following objectives are stated:

1. To identify the major social media EMU students, use for announcing social events.
2. To know why Eastern Mediterranean university students, choose the SNS they use for announcing social events.
3. To understand the effectiveness of announcing social events on Facebook.
4. To know if EMU students honor invites/ announcement done by friend/families on Facebook.
5. To explore the reasons for posting social events on Facebook.

1.4 Research Question

The following questions will help to explore Facebook as a platform for announcing social events. This study seeks to answer the question below with the respect to EMU student in fall 2018:

1. What are the various social media platforms used to announce social events?

2. Why is Facebook preferred to announce social events on Facebook?
3. Whether invitations post on Facebook are welcome?
4. Whether students feel invited when a friend/family posts an announcement/invitation on Facebook?
5. How effective these Facebook announcements / invitation are?
6. Whether they do you remember announcement/invitation of social event on Facebook?

1.5 Significance of the Study

Over the years SNS have been used as a medium to announce events, which is used to inform both close friends and far people it removes time and space barriers for people to be aware of a friend or family's events which allow the people to be engage with the events. For promoting events Facebook holds a great potential factor among other social networking sites and it one of the largest and most popular in the world. Facebook has also breaks into social events, such as wedding, birthdays, anniversary etc.

This study will allow the researcher acquire more knowledge on Facebook, announcements and social events. When successfully carry out, the findings will enable the researcher have the insight how effective announcing social events on Facebook and if people really welcome the invitations.

1.6 Limitations of the Study

One of the limitations is Time. There was a short period of time for this research to be conducted, and the research is only limited to the people in Turkish Republic of North Cyprus; mostly students, in 2018 fall semester among Eastern Mediterranean

University students and also to Facebook and social events, which result to small sample of size it meant be another limitation.

1.7 Definition of Terms

Facebook; is a Social Network website that permits users to create a profile, share photos, post comment, links, videos, send messages, chats etc. It was created in 2004 at Harvard University by Mark Zuckerberg.

Platform; in this context is refers as a medium or opportunity or a place for public discussion on the Internet.

Announcement/invitation; is a declaration of something to the public or giving information or notice about what will happen. In this study announcement and invitation will be use interchange. Example wedding announcement

Social event; refers to a social gathering that involve public performance, entertainment, function, that happens at a given place and time.

Chapter 2

LITERATURE REVIEW

This chapter contains the literature review and theory used for this study, Facebook has been one of the most popular Social Network Sites. It is used for different purposes. It is a platform for varieties of activities including invitation/announcement for social events. Facebook is a community that cove different people around the world. It is means for connecting people and make them feel closer to each other. Therefore, this chapter contains the following sections; Internet, Communication on Internet, Social Networking site, History of SNS, Facebook, Facebook Features, Uses and Gratification Theory, Social Media and Social Events, Social Events on Facebook, Announcements/Invitation on Facebook, Social Events Post on Facebook.

2.1 Internet

The Internet has revolutionized the world in all aspect. The Internet severs as a tool that connects people globally and enhances communication in a very low cost. The US government had a problem of maintaining communication during the cold war. A military agency in the US call Advanced Research Project Agency (ARPA) was assigned to resolved the issues as a communication web that will link the flow of information to its destination. ARPA connected research and university computers to aid in carrying out the research of information sharing. (Dynamic, 2008). The history of the Internet began with the early research on the ARPANET and packet switching. Social interaction that is first noted to enable networking was written in August 1962 by J.CR. Licklider of MIT in series of memos. Roberts created a connection from the

computer to the mass in California. (Barry M. Leiner, 2009). The Internet is indeed the most successful communication infrastructure in the world.

“The Internet is a broadcasting capability, a mechanism for information dissemination, and a medium for collaboration and interaction between individuals and their computer without regard for geographic location.” (Barry M. Leiner, 2009). Today, we have different software’s to help with web pages, which has help to create exchange of information easily. However, the main motivation for invention of Internet was for “resource sharing” to permit radio network to share time with ARPANET, because connecting the two save cost (Leiner, et al., 2009).



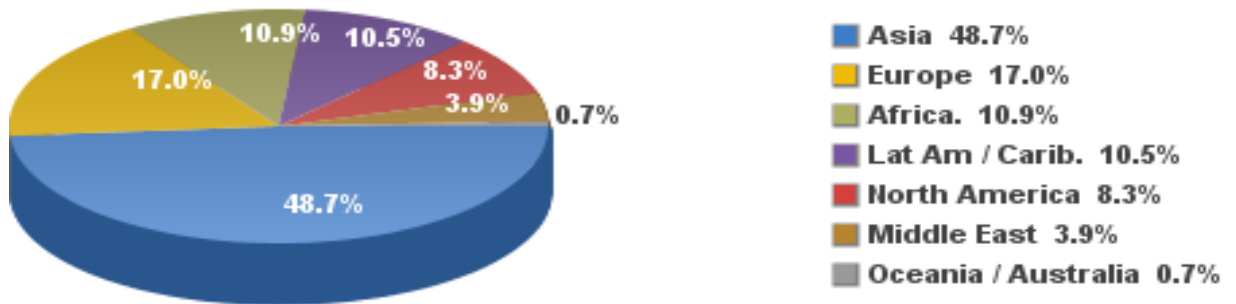
Figure 1: History of Internet and the End of ARPANET
Source: <http://www.myprerana.com/everything-history-Internet-world-wide-web/>

Currently, the Internet is the major crucial part in the new communication technology. It is the largest network; it uses packet switching and IP protocol and can be used in any communication substrate.

The Internet has been expanded to access to good jobs, better health care, education and social events; the citizenry has direct access to the government in all arms and even at a low cost. The invention of the Internet resolves the challenges as follows; electronic messages are now received in high speed, creation of digital networking (William F. Slater, 2002).

“Internet is now becoming an integrated system enabling accessing, distributing, processing, storing, and managing the content” (Rak, 2015 p.45). Figure 2 shows the Internet use in the world. It shows that Asia has the highest user number of Internet in the world.

Internet Users in the World by Regions - December 31, 2017



Source: Internet World Stats - www.internetworldstats.com/stats.htm
Basis: 4,156,932,140 Internet users in December 31, 2017
Copyright © 2018, Miniwatts Marketing Group

Figure 2: Internet Users in the World by (Internet Users in the World by Geographic Regions, 2018)

2.1.1 Communication on Internet

Internet is a communication platform that is combines both personal and mass medium for any form of communication. People can communication one-to-one privately, which is seen as personal. It a mass medium in which one person can

communication to the masses. The Internet has solved the issues of communication in any format both personal and mass media. The Internet has help to break the barrier of distance in communication; people can communicate no matter how far they are from each other. (Klotz, 2004) states that the Internet is flexible for dissemination of information of all types such as text, picture video, and audio. The cost of using the Internet to pass information is minimal even to unlimited audience.

Information and communication technologies have become essential in every part of work in our society such as events, school, government etc. These information technologies have enriched the mass intellectual about the happenings around the world.

Peattie, (2007) points out some characteristics of the Internet communication that makes it more effective than the traditional mass media:

- Empowerment;
- Online relationship marketing;
- Immediacy;
- Interconnectivity;
- Accessibility;
- Durability;
- Customizability (Peattie, 2007).

The age we live in is digital technology, computer and Internet where they believe that the newer things are the better, the old becomes out of date, and tag as old fashioned. Internet and computer aim is to make our life better, easier, this has a big improvement on communication creating global communication and purport in

making communication easy, faster and asynchronous. Physical and psychologically people now depend on the technology to communicate both with people far and near. Some of the impact of Internet communication is it create opportunity in business, job creation, and globalization. People have become physically and psychologically dependent on many behaviors and substances for centuries. This compulsive pattern does not reflect a casual interest, but rather consists of a driven pattern of use that can frequently escalate to negatively impact our lives. The key life-areas that seem to be impacted are marriages and relationships, employment, health, and legal/financial status.

2.2 Social Network Sites

Social Network Site (SNS) is defined as “web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system.” (boyd & Ellison, 2007). One thing that make social network site unique is that it enables users to make visible social network and articulate, not because it allows users to meet strangers. (boyd & Ellison, 2007). SNS as attract millions of people all over the world, such as Facebook, Instagram, Snapchat, WhatsApp, Twitter, etc. they have millions of users who see these social network site part of their daily routine. A lot of research has proven that young adult are the heavy users of SNS. According to Cohen, (2011) some of the characteristics of social media are as follows;

- Social media has different contents such as video, photographs, audio, text, PowerPoint and PDF;
- It gives room for more interaction between one or more platforms, which can be through email and feeds;

- Information are more fast and quick to disseminate with social media
- Users can involve in activities using it;
- It creates multidimensional communication in which communication can be done one on one, groups to groups, one to many;
- It can be asses through different device e.g. computers, mobile phones, iPads etc.;
- It enables real time communication (Cohen, 2011).

One of the back bones of SNS is ability for users to visibly see others profile who are there friends and also the same users. Profiles are special page on SNSs where users “type oneself into being” (Sundén, 2003).

2.2.1 History of SNS

The first social network that is recognized is SixDegrees.com was launched in 1997, “SixDegrees.com allowed users to create profiles, list their Friends and, beginning in 1998, surf the Friends lists. Each of these features existed in some form before SixDegrees, of course” (boyd & Ellison, 2007). In 1998 SixDegrees.com begins with allowing users to create profiles, get their friends and go through the friends list. SixDegrees was the first SNS that combine different features such as allowing people to associate with their high school, and college mate. Six degrees draw attention of millions of users by helping people send message and connect with other, but in 2000 the service failed and was shut down (Boyd & Ellison, 2007).

Ryze.com was the second wave in SNSs which began in 2001 to help people promote and influence their business network. it is a combine support from Tribe.net, Friendster and LinkedIn, Ryze’s was first introduced to his friends and members of

technology and business associations. (boyd & Ellison, 2007). Until 2004 when Facebook was found and it takes over all the SNSs and become more successful and popular by Mark Zuckerberg, the initial aims was to connect the high school people. He was a student of Harvard University; his purpose was to limit among the people of university. “SNS also provide rich sources of naturalistic behavioral data. Profile and linkage data from SNSs can be gathered either through the use of automated collection techniques or through datasets provided directly from the company, enabling network analysis researchers to explore large-scale patterns of friending, usage, and other visible indicators, and continuing an analysis trend that started with examinations of blogs and other websites” (Boyd & Ellison, 2007).

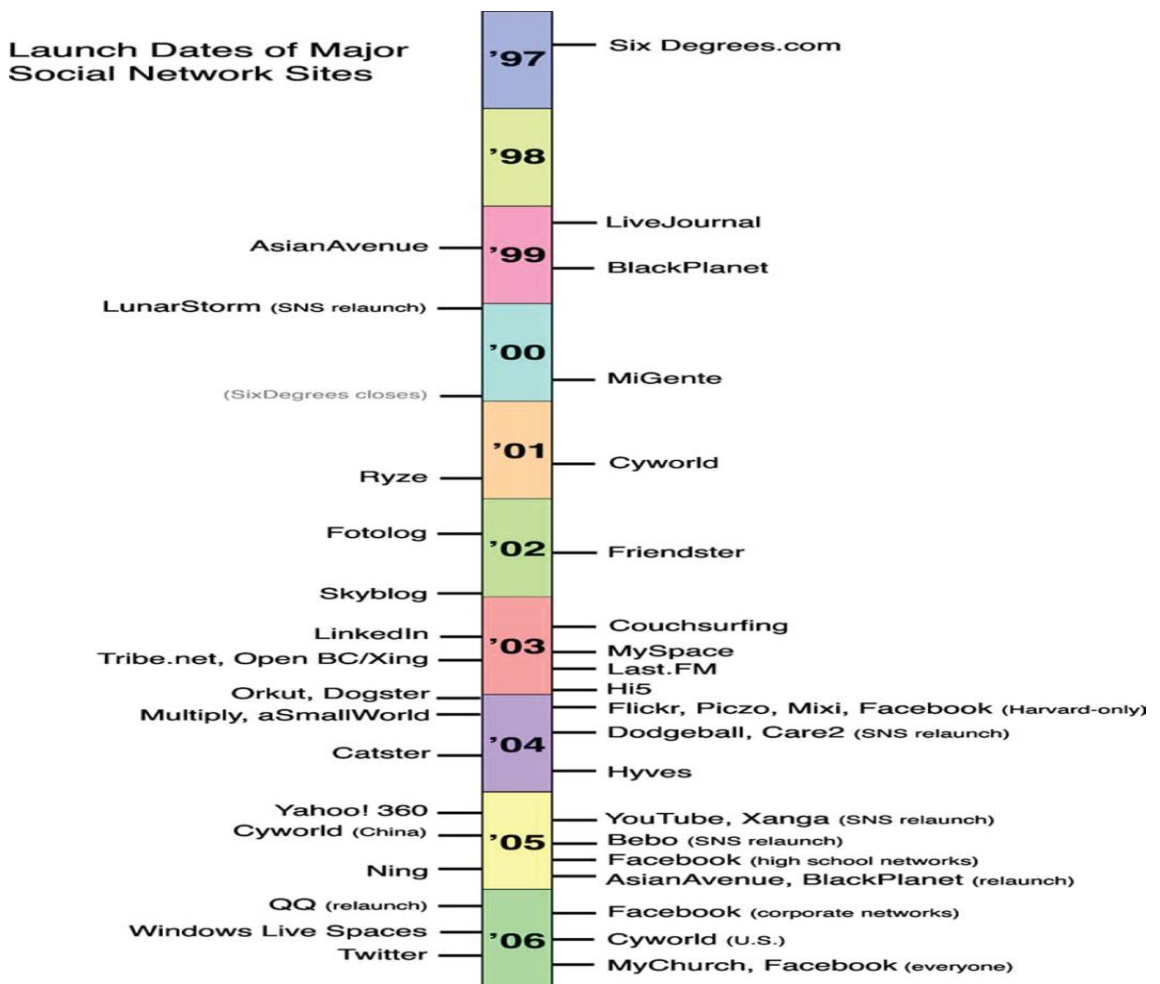


Figure 3: Date social networking site are launched

Brian Action and Jan Koum are the founded of WhatsApp in 2009. They were former yahoo employees. It was later purchase by Facebook in 2014. In 2010 October 6, Instagram was launched by Kevin Systrom and Mike Krieger. It focuses mainly on photos and video, which is one the unique attribute that make it stand out. Snapchat was launched in 2011 by Evan Spiegel and Booby Murphy.

2.3 Facebook

Facebook was established in 2004 by Mark Zuckerberg the “mission is to give the power to build community and bring world the closer together. people use Facebook to stay connected with friends and family and also to discover what is going on around them, to share and express what matters to them” (Facebooknewsroom, 2018). Facebook function in a way that allow users to pick one or more networks in which they belong, such as geographical location, university, organizations, company etc. Facebook create an avenue where you can accept or reject a friend request, it also have privacy setting where the individual have control of information about itself. Facebook enable users to create photo albums in which they can upload pictures into each album. This is one feature that make Facebook unique from other SNS. Facebook allows user to find person from Hotmail or yahoo that has Facebook account. “Facebook is quickly becoming one of the most popular tools for social communication. However, Facebook is somewhat different from other SNS as it demonstrates an offline-to-online trend; that is, the majority of Facebook Friends are met offline and then added later.” (Ross & Orr, 2009).

The original aim of Facebook was created and to maintain social ties with University students both far and near. (Ross C. et al, 2009). Facebook is rooted in acadmic community which makes it stronger and unique from other SNS (Downes, 2007).

The level of surveillance is high with Facebook, other users can track your profile, post and personal information. (Bosch, 2009). “Most students use Facebook for fun, to organize parties, and to find dates. They like the opportunity to find others with similar interests, students with whom they are in class, and in using Facebook, they feel a sense of community and connectedness” (Sheldon, 2008 p.41).



Figure 4: Facebook Profile Appearance 2004

Source: <https://www.flickr.com/photos/buzzard/4645564622>, 2010

The figure 4, shows the profile page of individuals in 2004, that is the first profile page, which has also indicated that Facebook has made a lot of changes in the past years. As of September 2018, over 2.27 billion active users monthly on Facebook;

- Daily active users on Facebook as of September 2018 is 1.49 billion people;
- 1.15 billion active users on mobile on monthly;
- The common demographic users are Age 25 to 34, at 29,7%;
- Every second 5 new profiles are created;
- Total uploaded picture per day is 300 million;
- Like and share buttons are used across 10 million websites on a daily basis;
- 83 fake profiles on Facebook;
- 20 minutes' average time is spent per Facebook visit;
- 1 to 3 pm mid-week is when the highest traffic occurs;

- Engagement on Facebook is higher by 18% on Thursday and Friday;
(Facebook.com)

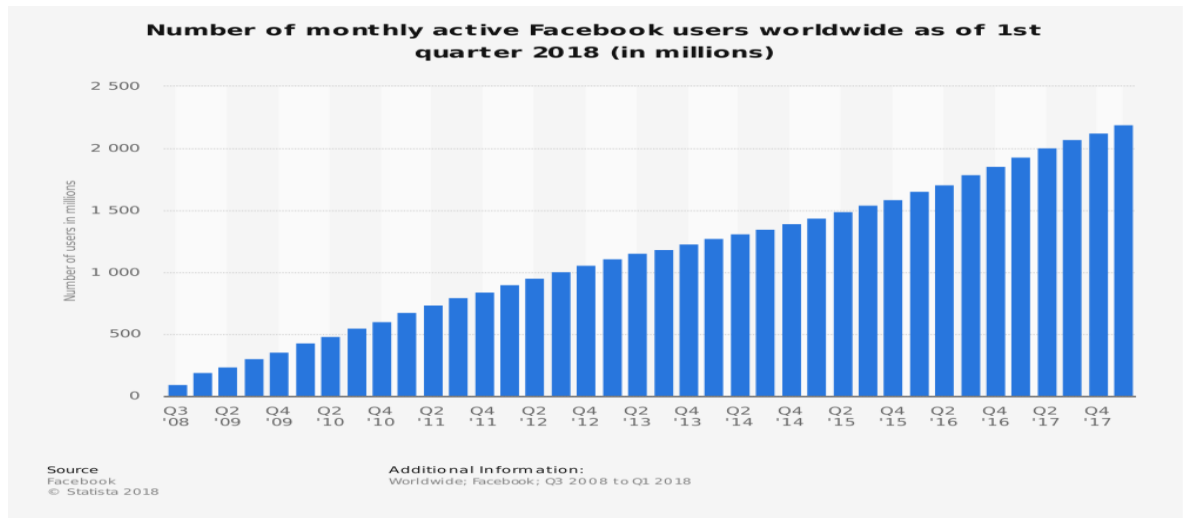


Figure 5: Facebook Users' Monthly Active in 2018 Worldwide First Quarter
Source: <https://www.statista.com/statistics/264810/number-of-monthly-active-Facebook-users-worldwide/>, (2018)

Figure 5 shows the numbers of active users on Facebook in quarterly in 2018

2.3.1 Facebook Features

Facebook has some features that make users gain gratification to satisfy their needs and wants. Some of these features are as follows;

Wall page: These permit users to post what they have in mind or what they want communicate to their friends; such as invitations, announcement, greeting, information, greeting, joke etc.

Video and photo: Users upload video and photo without limit; it doesn't limit the length of a video a user can upload like other social media like Instagram. And also users can do live video and status video and photo that disappear after twenty-four hours. All these features give Facebook users gratification to their needs.

Search: Search button on Facebook has make it easy to look for friends or anything on Facebook

Suggestion: This allows users to see people they may know which have help to connect friends and also display the friends the user has mutual with.

Like, comment, share and display emotion: Users can now express their feeling without writing a word with use of emoji which has different expression, and also express the view on a post by writing under the comment box, and share button help others friend to create more awareness about a post on Facebook, all these features contribute in making Facebook unique.

Tag option: these enable users to involve other users with their post which can be video, comment, photo etc. which will appear in their timeline for their friends to use it also. This has help in invitation and announcement to get to a lot of people at the time.

Messenger app: the app. Allow a private message from friends on Facebook which include chatting for the two or group of people. These features were added in 2008 on Facebook and in 2011 video call was added too and these have improved the communication on Facebook.

Games: one of the features of Facebook that is important that keep users engaging, permit users to play different games even with people from different place at the same time. Some of these games are Bubble shooter, free rider 3, 3D speed driver, mine blocks etc.

Notifications: Facebook permit to turn on or off notification on a friend when they post, and also when an attempt is made to login your account by unauthorized person, this has increase the privacy terms which two people can use the same account.

2.4 Uses and Gratification Theory (U&G)

In 1940s the U&G theory was initiated by Elihu Katz & Gurevitch, 1974 to test the relationship between the mass media and audience (Eun-Kyong (Cindy) Choi & Ben Goh & Jingxue (Jessica), 2016). The purpose of this theory is what people use media for and the satisfaction they get, and also how individuals use media in their everyday lives. Gratification study mainly focused on gratification gained after adoption, Foreseeing which social media platform and individual will decide to join next is a difficult task as a result of analyzing what motivates the adoption of such media at the first place. (Quan-Haase, 2012). In the media use audience is made up as active, motivated and discerning. U&G theory centered on what people do with media rather than how the media impact or influence the people (Alyson & Quan-Haase, 2010). According to (Alyson & Quan-Haase, 2010) they pick out 3 approaches that differentiate U&G from other journalism and mass communication theory:

1. Center on People Activities. The central idea is what people do with the media, and how it serves and become important in their day to day lives
2. Media Gratification Obtained. Those people using the media for a long time are more influenced by the range to which a particular media can fulfil the user's needs. Media gratification can be defined as individual requirement that a medium can fulfill.

3. Conceptualization of the Audience. The audience is seen as actively participating in the choices of the media they select or content they pick. Instead of seeing media audience as neutral and passive, U&G theory differentiates between media preferences by particular social groups. Such groups include youth, women, men, kids and seniors.

An analysis why users choose a particular social media tool can give more light on what feature, factors, and elements individuals consider important need whether social, psychological and information. It is very essential for scholars to identify which element or factor that motivates an individual to adopt to a new platform. To conduct a study in this field there are some measures an individual is supposed to be considered are;

The social and psychological origins of needs, which generate expectations of the mass media or other sources, which lead to differential patterns of media exposure (or engagement in other activities), resulting in need gratifications and other consequences, perhaps mostly unintended ones (Elihu Katz & Gurevitch, 1974)

According to (Kayahara & Wellman, 2007) gratification is grouped into two media gratifications which are 'process and content'. 'Process gratifications' are the type of gratification that an individual gets in participating in an activity. 'Content gratifications' these are gratification gain in getting information.

(Elihu Katz & Gurevitch, 1974) stated five elements in the U&G model as:

- a. Audience is viewed as active
- b. Mass communication believes media choice and gratification are in the hands of the audience. This has limited the effect of media to audience on behavior and attitude of receivers.

- c. Media contend with different sources for ratifications, the mass media provide need base on the audience needs and want.
- d. The media goals are derived from the individual audience themselves.
- e. “Value judgements about the cultural significance of mass communication should be suspended while audience orientations are explored on their own terms. It is from the perspective of this assumption that certain affinities and contrasts between the uses and gratifications approach and much speculative writing about popular culture may be considered.” (Elihu Katz & Gurevitch, 1974)

Social media is one of the relevant thing in the world today, so also uses and gratification important to social media because it root in literature and communication. Communicating to thousands of people and heterogeneous number at the same time is the help of social media that serve as the mechanism. The major theme in uses and gratification theory is an individual has the opportunity to pick out the media that satisfy their need and desire and also give them maximum gratification (Whiting & Williams, 2013). Uses and gratification theory has been use in many study including in social events to announce or send invitation to large number of people. Uses and gratification theory center on individual decision and use insisting that several people can use the same mass media for different reasons because uses and gratification is considered psychological (Severin & Tankard, 1997). “The main objective of uses and gratification theory is to explain the psychological needs that shape why people use the media and that motivate them to engage in certain media-use behaviors for gratifications that fulfill those intrinsic needs” (Lin, 1996). However, uses and gratification theory have touch virtually all

kind of medium of communication tool in traditional media such as magazines, newspapers, radio, television etc.

The Internet has a higher level of interactivity between its users compared to the traditional media. These help in the fast growth of Internet and also strengthened the effectiveness of uses and gratification theory (Ruggiero, 2000). (Rayburn, 1996) stated that audience take a purposive act using the Internet, that Internet is consumed “intentionally” they decide to use the Internet or not, which site to visit. A set of underlining dimensions has been taken by a lot of researcher that examined the behavioral and psychological aspect of the Internet motivations and usage. (Korgaonkar & Wolin, 1999) grouped 41 items of Internet motivations and concern into seven factors; which are “Social escapism, Transactional security and privacy, Information, Interactive control, Socialization.” Korgaonkar and Wolin in their study mention that people use Internet as escape and entertainment not only for seeking information. (Lin, 1996) examined the connection between the likelihood service adoption and the Internet usage motivations. she finds out that shopping site are affected by surveillance and entertainment motivations. “Internet usage motivations that consists of five primary motives for using the Internet: interpersonal utility, pastime, information seeking, convenience, and entertainment.” (Papacharissi & Rubin, 2000).

Uses and gratification theory explore the different behavior, information, entertainment and people attitude toward a particular site and Internet usage. It has effective on understanding the motivations and needs for using Internet, few uncertainties that has to do with the relationship between Internet users motivation for visiting web sites (Luo, 2002). When engaging in the media uses and

gratification approach permits media researcher and technology to clarify user's different goals when involving with the media, which give them better understanding of distinct outcomes perception and behavior. (Smock et al, 2011) "social and psychological origins of needs, which generate expectations of the mass media or other sources, which lead to differential patterns of media exposure, resulting in need gratifications and other consequences." They highlighted that uses and gratification approach has two definite ways: how gratification reshape their needs and how media make needs gratified.

SNS such as Facebook is use specially to examine the motivations of users to relate why individual use a features on the site, instead of using the whole site (Joinson, 2008). Facebook is one social networking site that create a platform of interacting with a stranger. It is possible that Facebook is more usefully conceived of as a collection of tools utilized in different ways to meet different needs. We define a "feature" as a technical tool on the site that enables activity on the part of the user. The features considered in this research include: status updates, comments, Wall posts, private messages, chat, and Groups. Status updates are short messages contributed by users that are visible to other users via the News Feed, a feature that aggregates the Facebook activity of one's friend network. Any piece of user-generated content on Facebook can be commented on, unless the owner of the content has used a privacy setting to restrict comments (Smock & et al, 2011). Applying uses and gratification theory helps understand the needs individuals obtain by using friend networking sites and also the importance of the individual. It helps to understand the needs of individual that uses different social media (Cheung, Chiu, & Lee, 2010).

2.5 Social Media and Social Events

The ability for individual to communicate to thousands or even millions of people about an event is being made possible by social media through the emergence of the Internet. Social media are made up of variety of online activities, it can be blog, discussion boards, chats room all these are under word of mouth forum (Mangold & Faulds 2009). Social media have been a major source to influence on social event. It serves as a tool for awareness and invitation. Social events have created a lot of activities which has been influence by social media. The number of attendee in a social event can be determined by how well the organizers use the social media. Social media has make it possible to predict the number of people in a social event. People involve in social event to celebrate or entertain.

Facebook, Twitter, Snapchat, WhatsApp, Instagram etc. and some of the SNS are use in announcing social events in 21st century. The use of social media as platform for invitation and announcing has reduced the use of cards which was traditional means of invitations. Social events organizers can use social media to talk to their events attendee through groups in Facebook, Instagram's or blogs etc. and also enable attendees to communicate with each other which is an another form of word of mouth communication. Social Event organizers are turning away from traditional means of invitation and announcement which are newspapers, magazines, televisions and radio. Here are examples of social events wedding, birthday parties, anniversary, baby showers, funeral, etc. all these event consist of social behavior and interaction with is one basic activity of humans. Interaction of one basic need of humans who according to Maslow hierarchy of needs is under physiological needs, belonging and

love. Everyone wants to be accepted in the society which one of the benefit of social event because it creates acceptance among others.

2.6 Social Events on Facebook

Social events have changed substantially in the recent years, with invention of Facebook and other social media. Facebook being one of the most popular SNS, has help to create more attention on social events. Facebook in particular have affected the ways users view social events, likes and comments made on a post about social event can determine how successful the event will be. An event profile is created where people can get information and also indicate interest about the event. Social events post on Facebook have made it easy to reach millions of people at the same time. Currently, Facebook serves as tool for announcement and invitation information about something that will happen is communicated without any form of payment unlike the traditional means of announcement where one has to pay before get the announcement pass across to the people.

2.6.1 Announcements/Invitation on Facebook

The reason behind the invention of Facebook is to share information and maintain contact with friends both close and far, but today Facebook has been use for variety of things such as for invitations, announcement, business, etc. users create a lot of activities on Facebook to suit their needs and want. People get to know what is happening with their friends on Facebook through their invitation and announcement.

Facebook announcements have gone to the length of getting your friends informed about your activities which can be both social and non-social events. Facebook also influence the number of attendee in your events, is seen as easy way to get your friends to attend your social events, Facebook users have posted invitations on their

profile page, where they can upload personal information, some user went as far as creating an event page getting people to comment, share and like the page these will show the number of people that have seen the invitation.

Social events can be defined as “a social event involving a public performance or entertainment affair, function, occasion, social function, social occasion. a vaguely specified social event competition, contest. An occasion on which a winner is selected from among two or more contestants” (Vocabulary.com, 2019). “Humans are inherently social creatures. We gather in groups the world over and form affectional pair bonds in every known human society” (Brewer & Caporael, 1995). Social events are planned activities which can involve large or small group of people and also meant to invite people to participate in the events. (Abbot, 1983) mention three sequence of social events; narrative order, interlocked contingences, sequential dependency. In Facebook there is also an event calendar that provides information for an individual to invite their friends for an event which can also be external event. “Users are to RSVP to the event and the calendar would remind the user when the event is coming up” (Hew, 2011).

We have two types of invitation on Facebook; private and public. Private invitation is done through messenger or sending through a direct message on Facebook. Public invitation is post on the wall for all the friends to see.

2.6.2 Social Events Post on Facebook

Birthday parties- Facebook has a reminder of any user's birthday in the friends of the individual is also alert about the birth date, this has help a lot of friends/families to know about a friend's big day. Users create an event using Facebook if he /she is going to celebrate it or even friends can create an event page for an individual.

Facebook has made invitation easier and faster whereby the user doesn't need to send private messages to friends, just posting on this profile wall/ timeline the friends.

Wedding- Facebook in our today lives is used as a medium for announcement/invitation, this has limited the era of card sharing, whereby people go door to door to give out invitation cards about and upcoming events. Social media has made it simple for announcements/imitations.



Figure 6: Sample of Wedding Invitation of Facebook

Source: <http://coolweddinginvitationblog.blogspot.com/2016/04/sample-wedding-invitations-for-Facebook.html>, 2016

Reunions and anniversaries – Facebook has created contact with people such as high school people or university student, a lot of users create a page on Facebook where they still get in touch with each and create a reunion part to meet again and know how everyone is doing.

Funeral ceremony – Facebook user use the platform to announce the death of their love ones, in which they invite their friends for the funeral ceremony, which serve as an invitation tool and also informing their friend of the loss of that individual

Chapter 3

METHODOLOGY

This chapter is set to breakdown how the research is carried out. The research methodology preferred for the study is quantitative methodology. This chapter will focus on the research methodology, research design, research context, population and sample, instrument for data collection, reliability and validity of the study. All these steps above will give the insight how this research is carried out and all the instrument use for the study.

3.1 Research Methodology

For this study, quantitative research methodology is used. Data has been collected through an in- house questionnaire, and the finding are analyzed, and laid down quantitatively. “Quantitative research requires the reduction of phenomena to numerical values in order to carry out statistical analysis” (Gelo, Braakmann, & Benetka, 2008). According to Antonius (2003) the data collection method in quantitative research is presented in systematical, numerical and empirical. The questionnaire is distributed to the Eastern Mediterranean University students to find out the effectiveness of announcement/invitation on Facebook. The findings will be presented in numerical form. Data are information that are collected systematically, interpreted, assembled and imputed according to Antonius (2003). Quantitative research methodology gives more

chance for logical approach. Research that is based on this, provide measurement on the participants' attitude and opinion.

3.2 Research Design

This study is a case study of the students who study at the Eastern Mediterranean University in Famagusta, Turkish Republic of Northern Cyprus in fall 2018.

Corcoran, Walker, & Wals, (2004) mention that a case study is defined by its distinctive characteristics and these characteristics 'are not mutually exclusive' a case study approach allow the researcher concentrated on some particular participants which will give the researcher a focus on a about the study. Case study research has different purpose of study, the size, the people depending on what the researcher want to find out. Case study is classified into three groups: descriptive, exploratory, and explanatory (Yin, 1993). In research the importance of a case study cannot be over looked as it is the main point, and will be descriptive method. The questionnaire is administered to three hundred Eastern Mediterranean University students and the in-house questionnaire consisting of thirty-five questions was administered to both male and female students randomly selected not regarding of their Departments or Faculty. The research is conducted in fall semester 2018-2019.

3.3 Research Context

The present study has been carried out in the EMU located in Famagusta TRNC in fall 2018.

The study took place in the Eastern Mediterranean University is located in the North side of the island, it is an institution which welcome different nationality and religion in which we can say is an international university. The university is a member of European Union University Association EUUA, United Nations Educational Scientific and Cultural Organizations (UNESCO), International Education Associations (IEA). In 1979 Eastern Mediterranean University was established, and it celebrated it 40years anniversary 2019. It is the oldest University in the Island, it has 12 faculties.

3.4 Population and Sample

The population of this study is Eastern Mediterranean University(EMU) students from the population a sample is chosen with a simple random sampling strategy. The sample of 300 people of Eastern Mediterranean University students, each student is given equal chance and are chosen by chance. Every student has equal chance of selection. These students can be picked from any of the 12 faculties and 6 schools in EMU. In this selection departments or level of the students were not taken into consideration. The total number of students in EMU as of fall 2017-2018 is around 20,000, from 106 different countries, with 100 undergraduate courses and 81 postgraduate and doctoral degree programs.

3.5 Instrument for Data Collection

For present study, an-in house questionnaire is prepared. The questionnaire is used as the data collection instrument of the study. A questionnaire can be defined as an instrument consisting of different questions aim for gathering information from the participants. The questionnaire is made up of 35 question; the first 6 questions consist of demographic information about the participants. Question 7-20 consist of Facebook and

social event. Question 21-35 consist of Likert question, 300 students were given questionnaire to fill without any kind of supervision, the participants responded to the questionnaire at their own time.

This study is to seek to find out how effective Facebook announcement among the Eastern Mediterranean University students, and to know if friends on Facebook feel invited when Facebook is use as medium for invitation.

3.6 Reliability and Validity of Research

The administering of the questionnaire take place after taking consent from the dean and receive permission letter from ethical committee to conduct the questionnaire among the Eastern Mediterranean University students. Reliability in this study refers to consistency and quality of the research measure.

And validity of this study is based authenticity, the actual result and truthfulness of the result obtained from the respondents. Both are very essential in research because it measure the credibility and dependability of the research. The survey questions were check by the supervisor and make the necessary corrections. The survey was given out to 50 students for piloting, to check the validity and strength of the research and also see how the survey is understood by students. the data will analyze through the use of SPSS which will be the result. In the questionnaire is divided into three parts the demographic, group questions, and Likert scale question.

For a sustainable research, the reliability should have at least .70 to ascertain that the instrument used for the research is reliable which will help individual to make decision

basis on the test scores (Nunnally, 1978). The reliability statistics of the study is .777 the Likert scale questions. This indicate acceptable reliability.

Table 1.1: Reliability Statistics

Case Processing Summary			
		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Table 1.2: Cronbach Alpha

Cronbach's Alpha	N of Items
.777	15

Chapter 4

ANALYSIS AND FINDINGS

In this chapter the focus is on analysis of the questionnaires administered to the Eastern Mediterranean University students in North Cyprus in fall semester 2018. It comprises of students from different faculties, departments and program's in the university. The collection of the data is done through statistical software package of social science know as (SPSS). Descriptive statistics was use to analyze the information's in the questionnaire such as demographic, Facebook usage, and effectiveness of announcement on Facebook on social events. in this study the Likert scale are presented from 1-5, that is 1- strongly agree, 2-agree, 3-undecided 4-disagree, 5- strongly disagree.

4.1 Analysis of Participants Demographic Information

300 participants responded to this study, the majority of the respondents are male with the total number of 169 students with 56.3% and 131 respondents are female with 43.7% with the total of 100%.

Table 2.1: Participants Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	169	56.3	56.3	56.3
Female	131	43.7	43.7	100.0
Total	300	100.0	100.0	

The table below shows the marital status of the respondents, 300 students participated in this study. From these study 43 are married students with (14.3%). 211 are single students (70.3%) 16 students are divorced (5.3%), separated are 11 students (3.7%) and 19 respondents are engaged (6.3%) with the total of 100%.

Table 2.2: Participants Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	43	14.3	14.3	14.3
	Single	211	70.3	70.3	84.7
	Divorced	16	5.3	5.3	90.0
	Separated	11	3.7	3.7	93.7
	Engaged	19	6.3	6.3	100.0
	Total	300	100.0	100.0	

The descriptive table below shows, that the majority of the students age fall between 21-30 years which 196 students with (65.3%), 70 participants are between 16-20 (23.3%), 22 respondents are between the age of 31-49 (7.3%) and 12 are between 50 and above is (4.0%) with total of 100%. This shows that majority of EMU students are between the age 21-30 in fall semester 2018.

Table 2.3: Participants Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-20	70	23.3	23.3	23.3
	21-30	196	65.3	65.3	88.7
	31-49	22	7.3	7.3	96.0
	50 and above	12	4.0	4.0	100.0
	Total	300	100.0	100.0	

From the data collected it is found out that 29 participants are from Turkish students (9.7%), 38 respondents are Iranian with (12.7%), 42 respondents are Nigerians with

(14.0%), 27 respondents are Zimbabwe with (9.0%), Turkish Republic of Northern Cyprus (TRNC) 13 respondents with (4.3%) and others which consist of nationalists that are not mention in the questionnaire are 151 respondents with (50.3%) which is the majority.

Table 2.4: Participants Nationality

	Frequency	Percent	Valid Percent	Cumulative Percent
Turkey	29	9.7	9.7	9.7
Iran	38	12.7	12.7	22.3
Nigeria	42	14.0	14.0	36.3
Valid Zimbabwe	27	9.0	9.0	45.3
TRNC	13	4.3	4.3	49.7
Others please specify	151	50.3	50.3	100.0
Total	300	100.0	100.0	

The table below shows the collected data from the location of the respondents, 168 participants live in Famagusta (56.0%), 84 participants live in lefkosia (28.0%), 37 respondents reside in Girne with (12.3%), 6 respondents with 2.0% and others 5 respondents with (1.7%). These has shown that most of the EMU students reside in Famagusta.

Table 2.5: Participant's Location

	Frequency	Percent	Valid Percent	Cumulative Percent
Famagusta	168	56.0	56.0	56.0
Lefkosia	84	28.0	28.0	84.0
Girne	37	12.3	12.3	96.3
Valid Iskele	6	2.0	2.0	98.3
Others please specify	5	1.7	1.7	100.0
Total	300	100.0	100.0	

The result below indicates the faculties of the respondents, 58 participants are from communication and media studies (19.3%), 49 respondents in art and science (16.3%), business and economics 70 respondents (23.3%), engineering has 27 respondents (9.0%) and other which comprises other faculties in University is 96 respondents (32.0%) which is a total of 100%.

Table 2.6: Participant Faculties

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Com. and Media studies	58	19.3	19.3	19.3
Arts and Science	49	16.3	16.3	35.7
Business and Economics	70	23.3	23.3	59.0
Engineering	27	9.0	9.0	68.0
others please specify	96	32.0	32.0	100.0
Total	300	100.0	100.0	

4.2 Question related to the use of SNS and Facebook

The data below shows the social media used most by EMU students, 99 respondents tick Facebook (33.0%), 51 respondents tick snapchat (17.0%), 73 respondents WhatsApp (24.3%), 66 respondents tick Instagram (22.0%) and others 11 (3.7%). This result has shown that EMU student's use Facebook than other social networking sit.

Table 2.7: Which Social Media Do You Use the Most?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Facebook	99	33.0	33.0	33.0
Snapchat	51	17.0	17.0	50.0
WhatsApp	73	24.3	24.3	74.3
Instagram	66	22.0	22.0	96.3
Others please specify	11	3.7	3.7	100.0
Total	300	100.0	100.0	

The table below is the result of the data collected from the participants that indicates the number of years they have been using Facebook, 90 respondents 1-2 years (30.0%), 3-5 years 118 respondents with (39.3%), 6-10 years 77 respondents with (25.7%) and 11 years and above 15 respondents with (5.0%).

Table 2.8: How Long Have Had Your Facebook Account?

	Frequency	Percent	Valid Percent	Cumulative
3-5years	118	39.3	39.3	69.3
6-10years	77	25.7	25.7	95.0
11years and above	15	5.0	5.0	100.0
Total	300	100.0	100.0	

The collected data below is result of how frequently user post on Facebook, 74 respondents post daily (24.7%), weekly post 66 respondents with (22.0%), monthly post 51 respondents (17.0%), post on special occasion 101 respondents (33.7%), never post 8 respondents (2.7%).

Table 2.9: How Often Do You Post on Facebook?

	Frequency	Percent	Valid Percent	Cumulative Percent
Daily	74	24.7	24.7	24.7
Weekly	66	22.0	22.0	46.7
Monthly	51	17.0	17.0	63.7
On special occasion	101	33.7	33.7	97.3
Never	8	2.7	2.7	100.0
Total	300	100.0	100.0	

The data in the table below shows major reason EMU students sign up Facebook, 116 tick to gain information (38.7%), 79 respondents to for current affairs 26.3%), 39 respondents for passing time with 13.0%, 23 respondents to entertainment 7.7%). 39

respondents to communicate (13.0%) and others with 4 respondents (1.3%). The study has indicated that EMU students use Facebook mostly to get information.

Table 2.10: What is the Major Reason for Signing Up Facebook?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid to gain information	116	38.7	38.7	38.7
to know current affairs.	79	26.3	26.3	65.0
For passing time	39	13.0	13.0	78.0
for entertainment	23	7.7	7.7	85.7
to communication	39	13.0	13.0	98.7
Others please specify	4	1.3	1.3	100.0
Total	300	100.0	100.0	

The result below in the table indicates the number of EMU students that done social events 177 respondents indicates yes (59.0%), 123 respondents tick no (41.0%). The result indicates that many EMU students have done social events.

Table 2.11: Have You Done Any Social Event?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	177	59.0	59.0	59.0
No	123	41.0	41.0	100.0
Total	300	100.0	100.0	

The table below show the social media EMU students prefer use to announce their social events, 129 respondents go with Facebook (43.0%), 56 respondents Instagram (18.7%), 83 respondents pick WhatsApp (27.7%), 17 respondents for snapchat (5.7%) and others 15 respondents (5.0%) . The data below indicate that EMU students prefer to post their social event on Facebook.

Table 2.12: Which Social Media Do You Prefer to Use for Announcing Your Social Events?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Facebook	129	43.0	43.0	43.0
Instagram	56	18.7	18.7	61.7
WhatsApp	83	27.7	27.7	89.3
Snapchat	17	5.7	5.7	95.0
Others Please specify	15	5.0	5.0	100.0
Total	300	100.0	100.0	

Majority of the respondents use social media for announcement/invitation because it cheaper with 142 respondents (47.3%), 80 respondents because they have lot of friends (26.7%), 66 respondents because is faster (22.0%), and 12 respondents (4.0%). This result has shown that students use these platforms for economic benefit, and students are very careful in term of expenses

Table 2.13: Why Do You Use the Social Media for the Announcement and Invitation?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Cheaper	142	47.3	47.3	47.3
a lot of friends	80	26.7	26.7	74.0
Faster	66	22.0	22.0	96.0
Others please specify	12	4.0	4.0	100.0
Total	300	100.0	100.0	

The descriptive table below the number of respondents that have been invited to a social event through Facebook, 215 respondents tick YES (71.7%) that they have been invited to a social event through Facebook, 85 respondents tick NO (28.3%). This study has shown that a lot of Facebook users have been invited through the platform.

Table 2.14: Have You Ever Been Invited for a Social Event Through Facebook?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	215	71.7	71.7	71.7
	No	85	28.3	28.3	100.0
	Total	300	100.0	100.0	

The table below indicates if these users feel invited. 178 respondent indicate that they feel invited (59.3%), while 122 respondents indicate they don't feel invited (40.7%) which gives a total of 100%. The result indicate that EMU students feel invited when invitations are done through Facebook

Table 2.15: Do You Feel Invited when Announcement/Invitation is Done on Facebook?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	178	59.3	59.3	59.3
	No	122	40.7	40.7	100.0
	Total	300	100.0	100.0	

The table below indicate the number of students in EMU that honor the announcement/invitation on Facebook, 82 respondents indicate that they have never honor any announcement/invitation on social event (27.3%), 157 respondents indicate they sometimes honor the announcement/invitation (52.3%), 61 respondents indicate they always honor their friends and family announcements (20.3%), this study has shown that friends a lot of on Facebook don't always honor invitations of friends on Facebook.

Table 2.16: Do You Feel Invited When Announcement/Invitation is Done on Facebook?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	82	27.3	27.3	27.3
	Sometimes	157	52.3	52.3	79.7
	Always	61	20.3	20.3	100.0
	Total	300	100.0	100.0	

The table below shows the result from the respondents on the reason they post social events on Facebook if it is to get more people to attend. 197 respondents indicate by ticking yes (65.7%), and 103 respondents tick no (34.3%), this have indicated people post social events on Facebook to get more friends and families to attend.

Table 2.17: Do You Post Your Social Events on Facebook To Get More People to Attend?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	197	65.7	65.7	65.7
	No	103	34.3	34.3	100.0
	Total	300	100.0	100.0	

In the table below is the result that show how friends/families get information on Facebook about social event, 83 respondents indicate always they get full details of social events on Facebook (27.7%), 158 respondents indicate sometime that they don't always get the full details of social events post on Facebook (52.7%) which the highest, 43 respondents show never (14.3%), and 16 respondents tick rarely (5.3%)

Table 2.18: Do You Get Full Details of Social Events Post on Facebook?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	83	27.7	27.7	27.7
	Sometimes	158	52.7	52.7	80.3
	Never	43	14.3	14.3	94.7
	Rarely	16	5.3	5.3	100.0
	Total	300	100.0	100.0	

The descriptive table below is the result the show the positive views on social events post on Facebook, 43 respondents ticks never (14.3%) which means they always get negative views on social events post on Facebook, 41 respondents tick rarely (13.7%), 129 respondents tick sometimes (43.0%), 21 respondents tick often (7.0%), and 66 respondents pick always (22.0%). The result shows that the invitations made on Facebook don't always develop positive views.

Table 2.19: How Often Do You Develop Positive Views About Social Event Post on Facebook?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	43	14.3	14.3	14.3
	Rarely	41	13.7	13.7	28.0
	Sometimes	129	43.0	43.0	71.0
	Often	21	7.0	7.0	78.0
	Always	66	22.0	22.0	100.0
	Total	300	100.0	100.0	

In table below show the result of negative views of friends/family on social events post on Facebook. 100 respondents indicate by ticking never that they always have positives on social evets post Facebook with (3.3%), 69 respondents indicate by ticking rarely (23.0%), 87 respondents tick sometimes with (29.0%), 13 respondents tick often (4.3%) and 31 respondents tick always (10.3%). This have shown that Facebook friends mostly have positive views on post Facebook about social events.

Table 2.20: How Often Do You Develop Negative Views About Social Event Post on Facebook?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	100	33.3	33.3
	Rarely	69	23.0	56.3
	Sometimes	87	29.0	85.3
	Often	13	4.3	89.7
	Always	31	10.3	100.0
	Total	300	100.0	100.0

4.3 Analysis of 5 point Likert Scale Questions

From the data collected (32.7%) strongly agree that they post more of social events of Facebook than other social networking site, (25.7%) agree that post more on Facebook about their social events, 2.3% are undecided about it. (24.0%) disagree which indicate they don't post more on Facebook about their social event, (15.3%) strongly disagree about posting more of social events on Facebook than other social networking site. Strongly agree is the highest percentage this show that Facebook users post more of their social event on Facebook than any other social site.

Table 2.21: I Post More Announcements of Social Events on Facebook than Other Social Sites

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	98	32.7	32.7
	Agree	77	25.7	58.3
	Undecided	7	2.3	60.7
	Disagree	72	24.0	84.7
	Strongly disagree	46	15.3	100.0
	Total	300	100.0	100.0

The result in the table below is collected from the questionnaire administer it indicate if Facebook users post announcement/invitation of Facebook because they have a lot

of friend there than other social sites, (24.0%) of the total number of the participants indicate they strongly agree, (41.0%) of the participants agree, (.7%) of the participants are undecided to the study, (14.7%) of the participant disagree of the study, (19.7%) of the participants are strongly disagree of the study, this study have shown that Facebook user post social event on Facebook because they have a lots of friends which is indicate by highest number in the agree result.

Table 2.22: I Post Invitations/Announcements on Facebook Because I Have More Friends than Other Social Sites.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	72	24.0	24.0	24.0
Agree	123	41.0	41.0	65.0
Valid Undecided	2	.7	.7	65.7
Disagree	44	14.7	14.7	80.3
Strongly disagree	59	19.7	19.7	100.0
Total	300	100.0	100.0	

The table below shows the result of how Facebook users honor the invitation made by their friends on Facebook, 86 respondents strongly agree that they honor their friend's invitation on Facebook with (28.7%). (35.3%) of the total respondents agree, (2.6%) of the respondents are on undecided. (23.0%)of the total respondents disagree that they honor their Facebook friends' invitation made on Facebook, (11,0%) of the respondents strongly disagree of honor in their Facebook friends' invitation, this has indicated that Emu students honor Facebook invitations of their friends and families.

Table 2.23: I Honor Facebook Invitations/Announcement on Social Event

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	86	28.7	28.7	28.7
Agree	106	35.3	35.3	64.0
Undecided	6	2.0	2.0	66.0
Disagree	69	23.0	23.0	89.0
Strongly disagree	33	11.0	11.0	100.0
Total	300	100.0	100.0	

From the table below, it shows how frequent Facebook users attend invitation/announcement made by their friends on Facebook, (15.0%) of the respondents strongly agree that they attend every invitation made by friends on Facebook, (21.7%) of the respondents Agree, (1.7%) respondents are undecided, (29.0%) of the total respondents disagree with the study, (32.7%) of the total respondents strongly disagree and that the highest number of the respondent's which indicate that EMU students don't attend every invitation made by their friends on Facebook.

Table 2.24: I Attend Every Invitation/Announcement of Social Event Made by Friends Family on Facebook

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	45	15.0	15.0	15.0
Agree	65	21.7	21.7	36.7
Undecided	5	1.7	1.7	38.3
Disagree	87	29.0	29.0	67.3
Strongly disagree	98	32.7	32.7	100.0
Total	300	100.0	100.0	

From the table below (17.3%) of the total respondents strongly agree with the statement, (23.6%) of the respondent agree with the statement, (6.0%) of the respondents are undecided, (38.3%) of the total respondents disagree with statement,

(14.7%) of the respondents strongly disagree of the statement. with the result below it indicate that face to face invitation is more effective among EMU students compare to Facebook invitation.

Table 2.25: Announcement/Invitation on Social Events on Facebook is More Effectives that Face to Face Announcement

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	52	17.3	17.3	17.3
Agree	71	23.7	23.7	41.0
Undecided	18	6.0	6.0	47.0
Disagree	115	38.3	38.3	85.3
Strongly disagree	44	14.7	14.7	100.0
Total	300	100.0	100.0	

From the result below in the table, 27.3% of the total respondents strongly agree with the statement, that they post social events on Facebook because is cheaper, 33.7% of the respondents agree with the statement, 2.7% respondents are undecided,17.0% of the total respondents disagree, and 19.3% respondents strongly agree. This indicates that EMU students post social events on Facebook because it is cheap

Table 2.26: I Post Announcement/Invitation of My Social Events on Facebook Because It Is Cheaper.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	82	27.3	27.3	27.3
Agree	101	33.7	33.7	61.0
Undecided	8	2.7	2.7	63.7
Disagree	51	17.0	17.0	80.7
Strongly disagree	58	19.3	19.3	100.0
Total	300	100.0	100.0	

From the table below (27.3%) of the respondents strongly agree with the statement that they don't feel invited if a close didn't invite them face to face, (41.0%) agree

with the statement, (4.7%) respondents are undecided about the statement, 20.0% of the respondents disagree with the statement, (7.0%) respondents strongly disagree with the statement. The result of the statement indicate that EMU students don't feel invited if a close friend didn't invite them face to face agree show the highest percentage.

Table 2.27: I Don't Feel Invited on Facebook, If a Close Friend Did Not Invite Me Face to Face

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	82	27.3	27.3	27.3
Agree	123	41.0	41.0	68.3
Valid Undecided	14	4.7	4.7	73.0
Disagree	60	20.0	20.0	93.0
Strongly disagree	21	7.0	7.0	100.0
Total	300	100.0	100.0	

From the table below 77 respondents (25.7%) strongly agree that the number of people they tag on Facebook about their social event determine the number of people they want to attend, 130 participant agree with the statement (43.3%), 9 respondents are undecided with 3.0%, 33 respondents of the total number of the participants disagree (11.0%), 51 respondents with (17.0%) strongly disagree with the statement. This result has indicated that majority of EMU student tag people friends on Facebook because they want to get more people to attend their social event.

Table 2.28: The Number of People I Want Determine the People I Tag on Facebook About Social Events.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	77	25.7	25.7	25.7
Agree	130	43.3	43.3	69.0
Undecided	9	3.0	3.0	72.0
Disagree	33	11.0	11.0	83.0
Strongly disagree	51	17.0	17.0	100.0
Total	300	100.0	100.0	

Result below shows that 102 respondents with 34.0% strongly agree that Facebook has decrease the number of face to face invitation on social event, 136 respondents with 45.3% agree with the statement, 14 respondents with 4.7% are undecided with the statement, 30 respondent with 10.0% disagree with the statement and 18 respondents strongly disagree with the statement with 6.0%, with the result is has shown that Facebook has decreases the number of face to face invitation among EMU students.

Table 2.29: Facebook Has Decreases the Number of Face to Face Announcement/ Invitation on Social Events

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	102	34.0	34.0	34.0
Agree	136	45.3	45.3	79.3
Undecided	14	4.7	4.7	84.0
Disagree	30	10.0	10.0	94.0
Strongly disagree	18	6.0	6.0	100.0
Total	300	100.0	100.0	

From the result below 102 respondents representing (34.0%) strongly agree that the prefer announcing their social event on Facebook, 109 respondents from total number of the participants (36.3%), 6 respondents are undecided with the statement (2.0%), 53 respondents disagree with the statement representing (17.7%), 30

respondents from total participants strongly disagree (10.0%). the data has shown that Emu students will prefer to announce their social events on Facebook.

Table 2.30: I Prefer Announcing My Social Events on Facebook

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	102	34.0	34.0
	Agree	109	36.3	70.3
	Undecided	6	2.0	72.3
	Disagree	53	17.7	90.0
	Strongly disagree	30	10.0	100.0
	Total	300	100.0	100.0

From the table below 38 respondents strongly agree they prefer Facebook invitation than face to face invitation (12.7%). 52 respondents of the total participants agree with the statement (17.3%). 8 participants are undecided (2.7%), 140 respondents from the total participants disagree with the statement (46.7%), 62 respondents (20.7%) strongly disagree with the statement, this has indicated that EMU students will prefer to be invited face to face than Facebook on social events.

Table 2.31: I Prefer Facebook Announcement/ Invitation than Face to Face Invitation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	38	12.7	12.7
	Agree	52	17.3	30.0
	Undecided	8	2.7	32.7
	Disagree	140	46.7	79.3
	Strongly disagree	62	20.7	100.0
	Total	300	100.0	100.0

Result below shows 115 respondents representing (38.3%) mostly remember announce/invitation made on Facebook by their friends on social events, 99 respondents agree with the statement (33.0%), 7 respondents were undecided (2.3%),

34 respondents from the total participants disagree that they remember announcement/invitation of social events made on Facebook (11.3%), 45 respondents representing (15.0%) strongly disagree with the statement. From these data EMU students strongly agree they remember social event post made on Facebook.

Table 2.32: I mostly Remember Announcement/Invitation of Social Event on Facebook.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	115	38.3	38.3	38.3
Agree	99	33.0	33.0	71.3
Undecided	7	2.3	2.3	73.7
Disagree	34	11.3	11.3	85.0
Strongly disagree	45	15.0	15.0	100.0
Total	300	100.0	100.0	

Data below is the result of people who comment of social event post on Facebook made by their family and friends, 107 respondents (35.7%) strongly agree that they comment on social event post on Facebook, 125 respondents representing (41.7%) agree with the statement, (1.0%) participants were undecided, 32 respondents (10.7%) disagree with the statement, 33 respondents strongly disagree with the statement (11.0%), from these data it indicate that EMU students comment on post made by friends on Facebook on social events.

Table 2.33: I Comment on Social Events Post on Facebook Made By My Friends/Family

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	107	35.7	35.7	35.7
Agree	125	41.7	41.7	77.3
Undecided	3	1.0	1.0	78.3
Disagree	32	10.7	10.7	89.0
Strongly disagree	33	11.0	11.0	100.0
Total	300	100.0	100.0	

Result below is data of the participants that like post on social event on Facebook made by their friends and family, 98 respondents (32.7%) strongly agree that they like post on social events on Facebook made by friends/family. 110 respondents representing (36.7%) agree with the statement, 8 respondents (2.7%) were undecided, 43 respondents from the total participants (14.3%) disagree with the statement. 41 respondents representing (13.7%) strongly disagree with the statement. From these data EMU students mostly like social event post made on Facebook.

Table 2.34: I Like Post on Social Events on Facebook

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	98	32.7	32.7	32.7
Agree	110	36.7	36.7	69.3
Undecided	8	2.7	2.7	72.0
Disagree	43	14.3	14.3	86.3
Strongly disagree	41	13.7	13.7	100.0
Total	300	100.0	100.0	

The table below is the data gathered from the question, I share post on social event on Facebook made by my friend/families, 61 respondent strongly agree with the statement (20.3%), 82 respondents representing (27.3%) agree with statement that they share the post, 7 respondents with (2.3%) were undecided, 97 respondents (32.3%) disagree with the statement, that is the don't share post on social event made by their friends/families, 53 participants representing (17.7%) strongly disagree with the statement, with these data that EMU students mostly do not share post of social event mad by their friends/families.

Table 2.35: I Share Post on Social Events on Facebook Made by Friends/Families

\		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	61	20.3	20.3	20.3
	Agree	82	27.3	27.3	47.7
	Undecided	7	2.3	2.3	50.0
	Disagree	97	32.3	32.3	82.3
	Strongly disagree	53	17.7	17.7	100.0
	Total	300	100.0	100.0	

4.4. Analysis of the Mean and Attitude Scale Statement

The study used the five point Likert scale to ensure the result of the finding in the use of Facebook to announce social events, to determine how effective, and their intention for using the platform. Attached are the choice of the scale questions for the participants in the five point Likert scale, 1=strongly agree, 2 =Agree, 3= Undecided, 4 =Disagree, 5 = strongly disagree. According to (Balci, 2004) stated that five point Likert scale is measured with the numbers; strongly Agree = (1-1.79), Agree = (1.80 -2.59) Undecided = (2.60- 3.39) Disagree (3.40 -4.19), Strongly Disagree = (4.20- 5.00).

Table 2.36: The Table Below Gives the Mean and Attitude of the Questions.

S/N	Statements	Mean	Attitude
1.	I post more announcements of social events on Facebook than other social sites.	2.64	U
2.	I post invitations/announcements on Facebook because I have more friends than other social sites.	2.65	U
3.	I honor Facebook invitations/announcement on social event.	2.52	A
4.	I attend every invitation/announcement of social event made by friends and family on Facebook.	3.43	D
5.	Announcement/invitation on social events on Facebook is more effectives that face to face announcement.	3.10	U
6.	I post announcement/ invitation of my social events on Facebook because it is cheaper	2.70	U
7.	I don't feel invited on Facebook, if a close friend	2.40	A

	didn't invite me face to face		
8.	The number of people I want determine the people I tag on Facebook about my social events	2.50	A
9.	Facebook has degrees the number of face to face invitation on social events	2.10	A
10.	I prefer announcing my social events on Facebook	2.33	A
11.	I prefer Facebook invitation than face to face invitations	3.44	D
12.	I mostly remember announcement/invitation of social event on Facebook	2.32	A
13.	I comment on post on social event post on Facebook by my friends/family	2.20	A
14	I like post on social events on Facebook	2.40	A
15.	I share post on social events on Facebook	3.01	U

With respect to question 1 from the above table of five point Likert scale question from the questionnaire of the study, it has indicated that the attitude of the question is Undecided, with 2.64 mean. Question 2 which indicate the reason for posting social event on Facebook the attitude is Undecided. Question 3 talk about honoring social event on Facebook shows that the attitude is Agree. Question 4 the attitude indicates that it is Disagree, which means Eastern Mediterranean University don't attend every social events made by their friends and family on Facebook. In question 5 from the table above shown that the attitude for the question is Undecided. Number 6 attitude is Undecided which indicates another reason for posting social event on Facebook. Question 7 stated how they feeling about if they are not invited face to face and the attitude is Agree. Question 8 indicates that the attitude to the question is agreed with a mean of 2.50.

Question 9 indicates that the decreased Facebook has done to face to face invitation with 2.10 mean and the attitude is Agree. Question 10 the mean is 2.33 with the attitude of Agree, this shown EMU student like Facebook announcement. The 11

question indicate that the respondents with the attitude Disagree. Question 12 the attitude toward the question is Agree they accept the statement. Question 13 the attitude in this question is Agree, they comment on social event post made on Facebook. Question 14 they Agree according to the attitude, and question 15 they disagree about sharing of the post on Facebook.

4.5 Correlation table

Table 2. 37 Correlations Table

		Demographic	Background Information	Platform for Announcement	Preference Platform
Demographic	Pearson Correlation	1	.132*	.036	.026
	Sig. (2-tailed)		.023	.536	.649
	N	300	300	300	300
Background Information	Pearson Correlation	.132*	1	.150**	.143*
	Sig. (2-tailed)	.023		.009	.013
	N	300	300	300	300
Platform for Announcement	Pearson Correlation	.036	.150**	1	.112
	Sig. (2-tailed)	.536	.009		.053
	N	300	300	300	300
Preference Platform	Pearson Correlation	.026	.143*	.112	1
	Sig. (2-tailed)	.649	.013	.053	
	N	300	300	300	300
*. Correlation is significant at the 0.05 level (2-tailed).					
**. Correlation is significant at the 0.01 level (2-tailed).					

Demographic is correlated with background information at the significant level of 0.05 percent. Or the correlation between Demo and Back info is .132 and significant at 0.05 percent level. The correlation between Demographic and platform for announcement is .036 and significant at 0.05 percent. the correction between

demographic and preference perform is 0.26 and significant at 0.05 percent level. Background information is corrected with demographic .132 and significant at 0.05 percent level. The correction with background information and platform for announcement is .150 and significant at 0.01 percent level. the correction with background information and preference platform is .143 and significant at 0.05 percent level. Platform for announcement is corrected with demographic is .036 and significant at 0.05 percent level. The correlation between Platform for announcement and background information is .150 and significant at 0.01 percent level. the correlation platform for announcement and preference for platform is .112 and significant at 0.05 percent level. Preference platform is correlated with demographic at .026 significant at 0.05 percent level. the correlation between preference platform and background information is .143 significant at 0.05 percent level. the correlation between the preference platform and platform for announcement is .112 and significant at 0.05 percent level.

Chapter 5

CONCLUSION

This chapter present the summary of the study in more in-depth and conclusive approach, the interpretation result and conclusion drawn from this research will be widely discussed in this section. This chapter will revisit the research questions and aims and give the answers to the findings of the question, the topic the researcher evaluate is Facebook as a platform for announcing social events; case study Eastern Mediterranean University Students, uses and gratification theory is used in the study. Recommendation for further study will be included in this section and assumptions concerning the study will be review to know if it were wrong or right based on the findings.

5.1 Summary of the Study

This study is to investigate the effectiveness of social events announcement made on Facebook and to understand if the people feel invited with the announcement on Facebook by their friends and families. Eastern Mediterranean university students are used as the case study for this research, while during so, the research also pick interest in getting to which of the SNS EMU students mostly used to announce their social events and why they use the SNS. Social events are part of human's life we get involve directly or indirectly with these events. Most social events aim is to bring people together.

The study force on Facebook, announcement/invitation and social events. Facebook is used among the university students to satisfy their need and wants, they invent a lot of activities on the platform which invitation and announcement are part of it. Social events are part of universities activities in most schools. Facebook users have posted a lot of social events on their profile page with trend among their friends/families.

The total population use for this study is 300 Eastern Mediterranean university students as the time this research was carried out the total population of EMU students are 20,000 and 12 faculties with foreign languages and English preparatory school and 5 schools (Eastern Mediterranean University, 2018). The sampling used for this research is simple random sampling where each student is given equal right to participant. The questionnaire was arranged in three categories which are the demographic, social media usage and Facebook and five point Likert scale statement. The questionnaires were administered to the students after permission was taken from the authorities, the respondents are not supervised during the fill of the questionnaire they are responded in there convince time.

5.2 Conclusion Draw from the Study

The present study is conducted to understand the effectiveness of Facebook announcement/invitation on social events, secondly, to understand if EMU student feel invited with it. Thirdly, to know which of the social media is mostly use to announce these social events. The research predicts how effectives these social media are when using for announcement and also why student of EMU prefers one social media to other in terms of social events. Facebook is one the SNS that has entangled with daily lives, it serves a lot purpose in our present generation. Facebook

is now believed to be part of our needs, which can be social and psychological. User get gratification using. University students involve in social activities or the other which major use social media to create awareness and inform their friends about it. Here are the questions that were explore during the research and their findings.

RQ 1 What are the various social media platforms you use to announce your social events?

The result from survey shows that majority of EMU students use Facebook, WhatsApp, and Instagram, to announce their social events, which indicated according to the frequency and percent that Facebook is the highest social media used by EMU students to announce/invite for social activities with 43.0%, then by WhatsApp with 27.7% and Instagram with 18.7% snapchat is the lowest among the listed of social media the used for social events. This study has predicted that Facebook is mostly used for announcement and invitation among EMU students.

RQ2. Why do you prefer to announce your social events on Facebook?

According to the finding from the research, it shows that EMU students post their social event on Facebook because they have more friends on Facebook than any other SNS, with this percentage, 24.0% strongly agree, 41.0% agree, which is the highest percentage. And the reason they prefer to announce their social events according to the second research question is because it is cheap, 27.3% strongly agree, 33.7% agree with the statement with is the number.

RQ3. Do you honor people invitations post on Facebook about social events?

Result of the study indicates that EMU students sometimes honor social events post on Facebook; the respondents are 157 with the 52.3% which is the highest number. This finding has shown that majority of EMU students do not always honor invitation made by friends or family.

RQ4. Do you feel invited when a friend/family post announcement/invitation on Facebook?

The majority of the respondents in this research question say yes with 59.3% which indicate that they feel invited about announce /invitation made by their family/friends on Facebook about social event. And 40.7% of the respondents don't feel invited when they invited through Facebook.

RQ5. How welcome do you think these Facebook announcements / invitation are?|

The result in the study shows that Facebook announcement is not full welcomed, majority of the respondents disagree that Facebook announcement is effective, 115 respondents among the 300 students disagree with 38.3%, 17.3% strongly agree, 23.7% agree that Facebook announcement is still effective. According the finding of this study it has shown that Facebook user really don't pay attention to some post on Facebook. University Students are among the higher users of Facebook is a platform to communicate with their peers and even instructors.

RQ6. Do remember announcement/invitation of social event on Facebook?

Result from the survey shows that 115 respondents with 38.3% remember social event invitation/ announcement made on Facebook which the majority of the respondents. The result has indicated that EMU students are mostly online using face book which serves as reminder for them. Internet is one of the easiest thing to get EMU because there is free Wi-Fi for the students, they tend not to spend much more to be connected. So these has make Facebook accessibility easy and cheap. 33.0% agree that they remember too, 7 were undecided, 11.3% disagree and 15.0 strongly disagree. Generally, Facebook announcements/invitation have taken over the traditional means of announcements and even face to face invitation, the study indicate that EMU students have involve in different social events, and also use more of Facebook and WhatsApp for announcement.

5.3 Recommendation for Further Study

The present study was conducted in fall semester 2018 among Eastern Mediterranean University students in North Cyprus. Further studies should be carried out in the different universities in north Cyprus. Facebook have become part of life of university students. Presently, student's life engulfs around social media, it has become instrument use for different purpose. Facebook has not only brought people together but also has contributed to a lifestyle.

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APPENDIX

Appendix A: Research Questionnaire

Dear Participant.

I am carrying out a research title “*Facebook as a platform for announcing social events; case study Eastern Mediterranean University students*”. I request your participation by responding to the questions below in the questionnaire, be certain that your opinion will be kept confidential and only be use for this research purpose. Please, kindly read the questions and tick the answers that most apply to you.

1. Gender: (a) Male (b) Female
2. Marital status: (a) Married (b) Single (c) Divorced (d) Separated (e) Engaged
3. Age. (a) 16 -20 (b) 21-30 (c) 31 -49 (d) 50 above
4. Nationality (a) Turkey (b) Iran (c) Nigeria (d) Zimbabwe (e) TRNC (f) Others
(please specify)

5. Location (a) Famagusta (b) Lefkosia (c) Girne (d) Iskele (e) Others (please
specify) _____
6. Faculty: (a) Comm. & media studies (b) Arts and Science (c) Business &
Economics (d)
Engineering (e) Other (please specify) _____
7. Which Social Media do you use most? (a) Facebook (b) snapchat (c) WhatsApp
(d) Instagram
(e) Other (please specify) _____
8. How long have had your Facebook account? (a) 1-2 years (b) 3 – 5 years (c) 6-10
years (d)11 years above

9. How often do you post on Facebook? (a) daily (b) weekly (c) monthly (d) on special occasion
(e) Never
10. What is the major reason for signing up Facebook? a. to gain information b. to know current affairs (c) for passing time (d) for entertainment e. to communication (e) Other (please specify) _____
11. Have you done any social events? (a) yes (b) No
12. Which social media do you prefer to use for announcing your social events? a) Facebook
(b) Instagram (c) WhatsApp (d) snapchat (e) Other (please specify) _____
13. Why do you use the social media for the announcement/invitation? Because (a) cheaper (b) a lot of friends (c) faster (d) Other (please specify) _____
14. Have you ever been invited for a social event through Facebook? (a) Yes (b) No
15. Do you feel invited when announcements/invitations are done on Facebook? (a) Yes (b) No
16. Do you honor a friend/family invitation/announcement on Facebook about social events? (a) Never (b) Sometimes (c) Always
17. Do you post your social events on Facebook to get more people to attend? (a) yes (b) No
18. Do you get the full details of social events post on Facebook? (a) Always (b) Sometimes (c) Never (d) Rarely
19. How often do you develop positive view(s) about social events post on Facebook? (a) Never b. Rarely c. Sometimes d. Often e. Always

20. How often do you develop negative views about social events post on Facebook?

(a) Never b. Rarely c. Sometimes d. Often e. Always

Please Tick the applicable response Note: SA (strongly agree) A (agree) U

(undecided) D (disagree) SD (strongly disagree)

S/N	Statement	SA	A	U	D	SD
21	I post more announcement of social events on Facebook than other social sites					
22	I post invitations/ announcements on Facebook because I have more friends than other social sites					
23	I honor Facebook invitations/announcements on social events					
24	I attend every invitation/ announcement of social event made by friends /family on Facebook					
25	Announcement/ invitation on social events on Facebook is more effectives than face to face announcements					
26	I post announcement/ invitation of my social events on Facebook because it is cheaper					
27	I don't feel invited on Facebook, if a close friend didn't invite me face to face					
28	The number of people I want determine the people I tag on Facebook about my social events					
29	Facebook has decreases the number of face to face announcement/invitation on social events					
30	I prefer announcing my social events on Facebook					
31	I prefer Facebook announcement/invitation than face to					

	face invitations					
32	I mostly remember announcement/invitation of social event on Facebook					
33	I comment on post on social event post on Facebook by my friends/family					
34	I like post on social events on Facebook					
35	I share post on social events on Facebook					