

# **Use of Social Media as an Alternative News Sources Among University Students**

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# ABSTRACT

Recently for young adults, Social Network Sites, such as Facebook and Twitter are supplementing and to some extent replacing the traditional media, particularly the newspaper as far as news taking is concern.

The study is based on the Uses and Gratification Theory and seeks to explore the extent to which university students uses the SNS, particularly Facebook and Twitter to gratify their news taking needs.

The research is conducted at the Eastern Mediterranean University with approximately 16000 students and located in the Mediterranean region, 200 university students were selected from three different faculties to participate in the study. Findings show both Facebook which is leading and Twitter the second to be increasing in popularity and preference as sources of local, national, regional and international news among university students, while use of the newspaper by the same group is in the decline, suggesting an inverse relationship between Twitter and Facebook on the one hand, and the daily newspaper on the other as a primary source of news among young adults.

The study concludes that even though the social networking sites have become prominent primary sources of news for the youth, the much publicized death of the newspaper may, however, not be as imminent as earlier thought.

**Keywords:** Social media, Social network sites, Newspaper, and Uses and Gratification Theory.

## ÖZ

Son zamanlarda gençler için Facebook ve Twitter gibi Sosyal Paylaşım siteleri haber alma konusunda geleneksel medyaya, özellikle de gazeteye ek olarak ele alınmakta; hatta bazı durumlarda yerini almaktadır.

Çalışma, Kullanımlar ve Doyumlar kuramına dayanarak üniversite öğrencilerinin ne ölçüde Sosyal Paylaşım Sitelerini, özellikle de Facebook ve Twitteri haber alma ile ilgili gereksinimlerini tatmin etmede kullandıklarını araştırmayı amaçlamaktadır.

Araştırma, yaklaşık 16000 öğrencisi ile uluslararası bir üniversite olan ve Doğu Akdeniz bölgesinde yer alan Doğu Akdeniz Üniversitesi'nde yapılmıştır. Doğu Akdeniz Üniversitesi'nin üç farklı fakültesinde eğitim gören 200 öğrenci çalışmaya katılmıştır. Bulgular üniversite öğrencileri için yerel, ulusal, bölgesel ve uluslararası haber alma konusunda başı çeken Facebook ve ikinci sırada Twitter'in ününün arttığını; bu arada bu grup için gazete kullanımının düştüğünü göstermektedir. Bulgular bir tarafta Facebook ve Twitter diğer tarafta gazete olduğunda gençler için haber alma konusunda ters yönde bir ilişki olduğunu akla getirmektedir.

Çalışmanın sonuçları, Sosyal Paylaşım sitelerinin gençler için başat birincil haber kaynağı olmasına karşın, gazetelerin daha önce öngörülen ölümünün daha önce düşünüldüğü kadar yakın olmadığını ortaya koymaktadır.

**Anahtar Kelimeler:** sosyal medya, Sosyal Ağ Siteleri (SNS), Gazetesi, Kullanımlar ve Doyumlar.

## **DEDICATION**

To my mother, Ajibike Margaret. Without her support I wouldn't have been able to finish my Masters degree, I love you Mum. To Assist. Prof. Dr. Baruch Opiyo for believing in me when I had my doubts thanks.

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# Chapter 1

## INTRODUCTION

The use of Social Network Sites (SNS) as alternative or supplementary sources of the news has recently started to receive attention from new media scholars around the globe. Newman (2009) looks at how the rise of social media have impacted mainstream journalism, Kim, Yoo- Lee, & Joanna Sin (2011) focus was on how social media is used for information purpose among undergraduate students while Özd & Gümüş (2013) looks at the use of SNS as a tool for obtaining the news.

These sites are emerging as a new trend and change in the traditional or mainstream source/s of acquiring information, especially the use of the daily newspapers as a news source. There have been a change witnessed around the globe in the last decade in relation to media technology use as the change includes various diversity in usage, sophistication, and social consequences for using such media technologies in the society. As this has happened, the use of mainstream or traditional media like newspapers, radio and television have been on the decline over the corresponding period of time, even as the use of SNS has flourished with an increasingly large number of users resorting to these sites to access news and other information of interest to them.

SNS have particularly become popular among the youth in every society around the globe, with many university students now know to use them for a whole variety of social communication needs, possibly including using social media as alternative or

supplementary news sources using hand-held devices when newspapers are not readily available. There are many social networking sites available to the public including Facebook, Google plus, Twitter, Instagram, LinkedIn and MySpace. University students have more options available to them when it comes to obtaining the news online as against the traditional mainstream media such as newspapers.

This study seeks to explore from The Uses and Gratifications theoretical perspective both the extent and frequency of usage of two SNS outlets - Facebook and Twitter – by university students as alternative or supplementary news sources as opposed to the traditional media whose uses are lately on the decline.

### **1.1 Background of the Study**

Currently, it cannot be doubted that news consumption patterns and the way many people access and use information have changed. This is due to the development of the use of the Internet and technology, various online news websites, new smart phones and also the use of the SNS. Traditional news outlets like the newspaper now need to rival free bloggers and social networking sites. In the global village age, people would like to be well informed about the happenings in their various countries and beyond.

According to Pew Research Project for Excellence in Journalism (2013) the use of social media are playing a growing role, especially among young people. The survey reports that 15% acquire news from family and friends through SNS and it increases to about a quarter among 18-to-25 years old.

The new media technology have really made life easy when it comes to news consumption and offers of various choices in selection of news information, Pew

Research Project for Excellence in Journalism (2013) in their survey shows the news audience growth in 2012 and the growth is as a result of digital platforms, and the proliferation of digital devices in peoples' lives.

## **1.2 Motivation for the Study**

There seems to be relatively little research done on social media as alternative news source among university students. Variety of studies have focused on the use of social media for mobilizing people for protest like many cases of the occupy movement and Arab Spring. The research topic is of importance to study here particularly in North Cyprus as there are constraints causing people to result to alternate news source especially when it comes to the use of newspapers as a traditional means of obtaining information, all but 2 newspapers are written in English language and both are published weekly. Apart from the language being a constraint, news information is also limited hence the need to obtain news information from an alternative source like online newspapers, blogs and use of social media.

## **1.3 Aims of the Study**

This study is built on the arguments that the emergence of social media technology and their use has prompted changes in the ways in which young adults especially university students use SNS as the source for the news. The dominant main stream media especially newspaper is declining in usage as the alternative media rises in significance and popularity among youths. The use of online sources like SNS is evolving and requires that our understanding of literature in this field be updated to incorporate the new phenomena. This research is conducted in Eastern Mediterranean University North Cyprus; in 2014 spring thus the aims of this study are limited to this time and therefore seek to:

- Document the extent to which social media is used as a source of news including the frequency and device among university students at the Eastern Mediterranean University.
- To establish social media use as news source among university students and to what significant variation uses social media for news and information purpose within the chosen group of participant i.e. gender, age or discipline of study.

#### **1.4 Research Questions**

The present study is based in Eastern Mediterranean University Famagusta North Cyprus and is conducted in spring 2014. As such, it seeks to find answers to the following research questions:

- What is the leading source of news and information of university students?
- What is the primary source of news on international affairs among university students?
- What is the source of news and information among university about their home country?
- What is the source of news and information among university student about North Cyprus?
- To what extent do university students rely on the use of Facebook as major or leading source of news about Turkey, North Cyprus and home countries?

- To what extent do university students rely on the use of Twitter as major or leading source of news about Turkey, North Cyprus and home countries?
- What is the preferred device used in accessing SNS among university students?
- What percentage of student rely on the use of newspaper as major or leading source of news about international affair, North Cyprus and home countries?

### **1.5 Significance of the Study**

Traditional news outlets like newspapers are declining in audience patronage as they have to compete with several alternate media like the social media websites, and bloggers around the globe. Recent research have provided awareness on the rise and usage of SNS and addictive nature, also recent studies has shown how social media are been used for mobilization of people for revolution purpose i.e. the occupy movement. However, not enough literature has been done on social media as news and information source. This study also will pave way for further researchers in the field of new media communication.

### **1.6 Limitation of Study**

This study is conducted in The Turkish Republic of North Cyprus in 2014 spring semester at Eastern Mediterranean University, Famagusta. The study will be limited to 200 young adult studying in the university and it is based on a stratified random sampling method. 200 students will take part in the filling of questioner which will take place in form of hard copy questioner. The criterion for the targeted participants is enrollment and registered student of Eastern Mediterranean University.

## **Chapter 2**

### **LITERATURE REVIEW**

An expanding number of studies are starting to inspect and record the nature and sorts of effect and impacts new communication innovations and new media utilization are having on human lives and conduct today. The Internet, mobile device and SNS usage have all gotten to be regular antiquities in day by day lives of generally individuals, resulting in a general trend of decline in the use and readership of the traditional newspaper. The decline in newspaper readership has been most discernible among the young adults, a demographic category in which most university students fall. One of the core arguments in this thesis is that, the advent of the new media has had a profound effect on how young adults source and use their news.

The mainstream media like newspapers have to compete with independent bloggers and social media websites in order not to go into total extinction, it is no wonder that newspaper outlets are also going digital so as to keep their circulations, sales, and business prospects alive. Recent studies have provided insights on the rise and usage of social media, eliciting their 'addictive' nature (Teke, 2011) and also (Goessel, 2012) a survey which found young Germans would rather do without sex than social media / facebook); also, some recent studies have shown how social media are being used for mobilization of people for social movements as was the case of some of the Arab spring efforts, especially in Tunisia and Egypt, and also the globally successful

‘Occupy’ movement. However, not sufficient literature appears to exist on social media’s use as ‘alternative’ or ‘supplementary’ news or information source.

This chapter reviews some of the existing literature review on the subject in order to build a case for the present study. To achieve this aim, first, news definition was given; second, Social Networking Sites (SNS), their origins, significance and usage trends is discussed; third, the theoretical framework of Uses and Gratifications Theory is examined, and lastly discussion of studies that have investigated SNS from Uses and Gratification Theory are discussed, paying particular attention to their findings, interpretations and implications for future research.

## **2.1 Definition of The News**

Presently, not only is the news reported often from various sources, it can be accessed and reported through the traditional media such as television, radio and newspaper; and it can also be accessed from computers, mobile hand held devices such as smart phones, tablets and ipads.

In defining what really is news? Oxford Dictionary (2014) defined news as ‘newly received or noteworthy information, especially about recent events’. News according to Print Media, (2004) is a “development that has happened in the past 24 hours which was not known outside and which is of wide interest to the people and that which generates curiosity among listeners”(p.67).

## **2.2 Social Network Sites (SNS)**

According to boyd & Ellison, (2008) SNS refer to “Web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a 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” (p. 211).

The emergence and social media technology usage have gradually altered communication and consumption of news around the globe as it has made it possible for news to disseminate fast and taken the traditional *onus* of disseminating news from journalists to a larger group of ‘new media users who often only need cell phone or laptop with internet connection to ‘practice’ journalism. Examples of formal social networking sites with millions of users around the world include Facebook, Twitter, Instagram, and LinkedIn and Google plus.

In 2009, Heidi Cohen posted in her column of ‘Actionable Marketing Guide’ 30 Social Media Definitions and according to her, the term social media identifies with the technology that empowers interactive networks, content creation exchanged by user members and the general public (Cohen, 2011). Also in her article, Cohen stated 7 Social media characteristics that include:

- A variety of format including text, video, photographs, audio, PDF and power point.
- Social media give room for interaction across one platform to another through social sharing, e-mail and “news” feeds.
- It involves participants to be involved as they create comments and are available on social media networks.
- It enhanced speed and spread of information dissemination quickly.
- Provides for multidimensional communication as it can be one-one, one-many and many-many communications.

- It makes possible for communication to take place in real time or after.
- Social media sites can be accessed from different device, it can be accessed from a computer, (laptops and notebooks), tablets which includes ipads, and others, especially (smart) mobile phones.
- social media can make ongoing life occasions, broaden online interaction while disconnected from the net or screen live occasions online (Cohen, 2011).

Gini Dietrich of Arment Dietrich Inc, in her definition of what social media are said that, it “is a shift in how we get our information”, a change from waiting on the paper boy for news at ones’ door step every morning as information is now available 24/7 and on the fly, from anywhere (in Cohen, 2011).

### **2.2.1 Facebook**

Facebook is among the top leading and most popular SNS around the globe. It was initially created to be used and restricted to only people with .edu email address but now open to and used by everyone who wishes to, and with any email address that is verified by Facebook (Phillips, 2007). Facebook was created by Mark Zuckerberg at the age of 23 years in February 2004 while still a student at Harvard University. Within 24 hours of launching, population of 1200 signed up by students in Harvard and with more than half the population as undergraduate students (Phillips, 2007).

Facebook as one of the most popular SNS today have the highest population of users with more than 1 billion users and ranked the largest SNS around the world (Mashable, 2014). According to Facebook newsroom, Facebook mission and aim is to empower individualsto have the ability to impart,share and make the world

more connected and open (Facebook, 2014). Facebook newsroom further maintained that people who use Facebook, use it as a source that helps to connect with family and friends, to know what is happening around the globe and also to express the happening around them (Facebook, 2014).

Statistics from Facebook shows that as of March 2014, the daily average users of Facebook is 802 million, daily average mobile active users of Facebook is 609 million while it has 1.28 billion monthly active users as of March 31, 2014 and 1.01 billion mobile monthly active users as of March 31, 2014 (Facebook, 2014). Majority of daily active Facebook users are outside the United States and Canada with about 81.2% population (Facebook, 2014). It is on this note that the researcher opted to use Facebook as a preferred SNS for study as it is trendy among university students.

### **2.2.2 Twitter**

It is without a doubt that SNS is changing the way people consume news information, interact and share ideas. Twitter is among the newest SNS' that has quickly and enjoys widespread usage around the globe, as it is an SNS that has micro blogging capability. Twitter is a "real time information network that connects users to the latest stories, ideas, opinions and news about what they find interesting" (Twitter, 2013).

The use of SNS Twitter enables users with account to receive or get instant information on its network with a limitation of text known as "Tweets," consisting of a maximum 140 characters (Moody, 2010). Twitter was co-founded in 2006 by Jack Dorsey Biz Stone and Evan Williams, and according to the global web index rank of Twitter in year 2013, it is ranked as "the fastest growing social platform on the planet" (Tom, 2013).

Twitter as one of leading SNS around the globe enables users to share and create information to public without barriers (Twitter, 2014). Statistics from Twitter show that it has 225 million monthly active users, 500 million tweets are sent out every day, 78% of active users of Twitter are on mobile device and like Facebook the majority of Twitter active users which on the average and an estimated 77% of all of Twitter's 225 million users are not residents in the United States. Twitter in addition supports more than 35 languages around the world which makes it easier for non-English speaking countries to use (Twitter, 2014).

Research has also shown that the use of Twitter is gaining popularity among college and university students and it is ranked second in preference to the use of Facebook. According to Pew Research, Twitter use of 2012 has shown great increase among 18-24 years old from May 2011 to February 2012. 16% of this age group use twitter as of late 2010, 18% is reported to use it as of may 2011, and as of 2012 there have been a big increase to 26% (Smith & Brenner, 2012). The age range of 18- 24 yearshappens to be the age range of young adults which similarly are college and university students.

A study done by Ezumah, (2013) on 'The Use of SNS by College Students' which explores from a Uses and Gratifications Theory perspective, result showsthat 67% of participants answered in the affirmative when asked whether or not they had a Twitter account and it is ranked second in preference to Facebook.

### **2.3 Related Theories of Mass Communication**

In relation to this research work, I will be looking at two mass communication theories which include Diffusion of Innovation Theory and Uses and Gratification

Theory. Although the two theories are related, the present study focuses on Uses and Gratification Theory.

### **2.3.1 Diffusion of Innovation Theory (DOI)**

Diffusion of Innovation Theory (DOI) is a mass communication theory that looks at why, how and at what rate new technologies and ideas and products spread and adopted in the society. The social science theory was developed in 1962 by E.M. Rogers.

Diffusion is defined by Roger (1995) as a process in which innovation is communicated through certain channels over time among the members of a social system. Innovation according to Robinson (2009) is an idea, behavior, or object that is perceived as new by its audience.

Diffusion of Innovation process is in five stages as individuals in the social system makes decision to make use of innovation perceived new i.e new media technologies, the five stages includes (162):

- Awareness- Knowledge: individual gets to be mindful of an innovation and seeks information of how it is used.
- Persuasion: individual develops an ideal or unfavorable attitude towards the use of an innovation.
- Decision: individuals participate in activities that prompt a decision to embrace or reject an innovation.
- Implementation :Individuals make use of an innovation.
- Confirmation: individuals evaluate the outcome of the decision of using an innovation.

Rogers (2003) proposed four main elements in the Diffusion of Innovation which includes; the innovation, communication channels, time and social system.

- Innovations – This is an idea, practice, or item seen as new by a individual. It can additionally be a drive to do something new or bring some social change. Rogers further stated under innovations the characteristics that determines the innovation rate of adoption which includes, Relative advantage, compatibility, complexity, trialability and observability.
- Communication Channel – It takes messages from one person to another . Innovations spreads to people through the channel of communication. It can take any structure like verbal, SMS, any kind of abstract structure.
- Time – It alludes to the time frame which takes individuals to adapt to the new plans and innovation in a society i.e, it took a while for the use of mobile phones to spread among individuals when it was introduced newly.
- Social system – interrelated system units joint together to tackle problems for a common objective. Social system alludes to various types of units in the society which includes organizations, group of individuals, institutions or individuals.

The process of diffusion involves both mass media and interpersonal communication channels Rogers, Singhal, & Quinlan, (2014). And according to Morri & Ogan (1996), new technology such as the internet, SNS, and mobile phones which combine aspects of mass media are formidable tools of diffusion.

The use of SNS has become an integral part of our daily live and routines especially young adults, and SNS is a new technology for communication, news information and other social engagements as compared to the old or traditional media. The acceptance of use of social media is considered according to Koçak, Kaya & Erol (2013) to be a result of a decision-making process like all new technology-based applications, and possibly associate the decision, approval and expansion of usage of newer technology like SNS a process of diffusion of innovation theory.

The use of social media can be said to be is one of the recent innovations of today as its usage have gone viral and as descibed by Koçak, Kaya, & Erol (2013) to be ‘extremely fast and efficient in diffusion power with its various platforms and millions of users all around the world’. The use of social media according to Koçak, Kaya, & Erol (2013) aids diffusion as it is dynamic, interactive, user-centered, user-friendly nature and with its advantages that provides individuals access to control contents and that enables users to become producers as well.

### **2.3.2Uses and Gratifications Theory**

This research made use of The Uses and Gratifications Theorywhich explains our need and motives in using media. In discussing Uses and Gratification Theoretical persperctive as applied by to media use,Bryant & Oliver, (2008)stated that Uses and Gratification ;

“Include our psychological and social environment, our needs and motives to communicate, the media, our attitudes and expectations about the media, functional alternatives to using the media, our communication behavior, and the outcomes or consequences of our behavior” (pg. 527).

The Uses and Gratification Theory of mass communication is a communication approach that has been used by various researchers and has been applied to various studies of media choice (Ruggiero, 2000; Diddi & LaRose, 2006 and Vincent & Basil, 1997, Park, Kee, & Valenzuela, 2009). Originally the Uses and Gratification approach was designed for television viewers before being expanded to incorporate all other stages types of media users as advances in technology prompted and enabled new types and styles of media usage.

The theory stipulates that the audience are active and seek and choose the type of media and content that best satisfy their needs. The origin of this theory dates back to the 1940's. The theory originates from a functionalist paradigm in the social sciences. It presents the utilization of media in relation to the gratification or psychological needs of individual users.

The Uses and Gratifications Theory is based on a user-oriented perspective, it is of the assumptions that an individual's sociological and psychological makeup influences the way individual uses media (Katz, Blumler, & Gurevitch, 1973-1974). This theory focuses on the interaction between people and media. Uses and Gratification Theory asks questions about why people use certain media and reasons behind usage of the chosen or preferred media. It also postulates that media users are active and not passive as individual needs and wants vary when it comes to seeking gratification from media content and that if the wants or needs are not met by certain media, then an alternative means or medium will be sought to fill such needs.

In the Uses and Gratification Theory Katz, Blumler, & Gurevitch, (1973-1974) state five important elements of the theory *viz*;

1. The audience is active and its media use is goal oriented.
2. The media competes with different sources of need fulfillment. People have various uses (needs) they seek to satisfy through media consumption.
3. The active audience takes initiative in linking need gratification and media choice.
4. The media rival with different sources for need fulfillment as individuals are sufficiently mindful to have the capacity to report their interest and thought in particular cases, or in any event to remember them when confronted with them in a clear and natural verbal formulation hence the need for the media to contend with different sources for need fulfillment.
5. Value judgments about the cultural significance of mass communication should be suspended while audience orientations are explored on their own terms.

The emergence of the new communication media has changed the way and pattern in which is consumed from, as it is not a one way flow any longer, the new media technology being embraced by the newspaper has made news consumption interactive. This has given credence to the Uses and Gratification Theory of audience being active and not passive as users of new media technology especially that of social network sites get to send feedback from any news information obtained both in print and online.

In explaining the uses and gratification model of communication,(Communication Theory, 2010)categorized the gratification and needs of people into five categories namely:

- Cognitive needs: This has to do with the way people use media for acquisition of knowledge and information. In order for the

audience to acquire information and knowledge, they have to watch the news to satisfy that need and some search using Internet and these allow them they to acquire more knowledge. Particularly as search engine with the aid of internet can access any topic without respect to time and location.

- Affective needs: This has to do with how people use media to satisfy the emotional need of people which includes, pleasure and other emotional mood of individuals.
- Personal Integrative needs: People use media to boost their self esteem, as media is used to reassure their status, gain credibility and stability.
- Social Integrative needs: The need to socialize and interact with family and relations. In the present era, there seems to be a shift from how family and friend interact as social gatherings are not just limited during weekend any longer as people now make use of the Sns like my space, Facebook, Twitter, Orkut, Skype, etc to satisfy their social intergrative need.
- Tension free needs: People use the media sometimes as a means of escape from everyday problems of life, the use of media helps those people as a form of relief from tension, retrieved from (<http://communicationtheory.org/uses-and-gratification-theory/>).

In general, the Uses and Gratifications Theory has three basic tenets. The first is to know what people do with the media. For instance, if people make use of facebook or twitter for news purpose, it would be important to find out why they use this social medium. The second is to find out what motivates them to use the medium –

and their motives in doing so; Third is to identify the benefits of the usage (Joseph, Natalie, Jack, Christine, & Pacheco, 2001).

## **2.4 Research into Uses and Gratifications and Social Network Sites**

Uses and Gratifications Theory in mass communication has extended beyond the application of just the traditional media as it has been used in the understanding and analysis of the new social media. Uses and Gratifications Theory is relevant to social media because of its origins in the communications literature (Whiting & Williams, 2013).

The interactive nature of the use of social networking sites according to Park, Kee, & Valenzuela (2009) requires active participation and active audience to choose the mass media they want as well as to decide how well the medium suits and fulfills their needs. The research results found out that the Uses and Gratification factors of SNS users to be “socializing, entertainment, self-status seeking, and information” (Park, Kee, & Valenzuela, 2009; p.731). Numerous users of SNS users seek and find gratification in the amount of information gotten from the use of SNS (Park, Kee, & Valenzuela, 2009; p.731).

Users of SNS have various motives for using the medium as an alternative, especially for news consumption as one source may not be enough to satisfy individual needs, especially that of university students as their needs vary from information, entertainment, and communication purposes. Using Uses and Gratifications Theory to understand the use and functions of the media and needs of individuals by using such media, Papacharissi & Rubin, (2010) used factors in their research work to determine the motives and gratification derived from using the

Internet which includes “Interpersonal Utility”, “Pass Time”, “Information Seeking”, “Convenience” and “Entertainment.

In another study on the use of SNS, Debatin, Lovejoy, Horn, & Hughes(2009) maintain that the use of Facebook as a tool is of great significance to the every day existence and routine of student activities. The gratifications drawn from using the social medium is that of convenience and that of connecting to a large group of people (p. 96).

The gratification obtained from the use of social media network varies, especially with the use of facebook and twitter. An article by Articolo,(2008) in an interview with Adam N. Joinson identified four gratification purposes of the use of Facebook. The results stated four different gratification of the use of Facebook

- The use of facebook to interact within people in their network;
- The use of the medium is used to keep tabs on friends of friends and used to inquire more about their activities;
- people join facebook to express their identity through social experiences;
- people use the site to inform contacts for news purpose, and stay aware of daily lives of other friends or contacts .

A similar study still on the gratification of the use of social media by Urista, Dong, & Day (2009) reveals five gratifying factors of why young adults use MySpace and Facebook to satisfy their need which includes:

- Efficient communication,
- Convenient communication
- Curiosity about others
- Popularity
- Relationship formation and reinforcement. Efficient communication  
(Urista, Dong, & Day, 2009 p. 221).

In applying the Uses and Gratification Theory, Ancu & Cozma, (2009) in their survey focused on information, entertainment, and social interaction (p.574) and the results show that in seeking out political information on MySpace; 67% of MySpace users use the SNS so that they can socially interact with their selected presidential candidates and other political followers(Ancu & Cozma, 2009: 574-576).

In their research, Charney and Greenberg (2001) established eight gratification factors for the Internet which includes ‘keep informed, diversion and entertainment, peer identity, good feelings, communication, sights and sounds, career, and coolness’(as cited in Larose, Mastro, & Eastin, 2001).

The re-emergence and popularity and significance of the Uses and Gratification Theory in media effects research is as a result of the emergence of computer-mediated communication and the widespread usage of new media; as a result of which new research from the uses and gratification perspective is re-emerging (Ruggiero, 2000).

The gratification sought on SNS varies from traditional media as it requires that the audience be active and instead of just reading the newspaper, listening to radio or

watch the news, a social media user can connect and interact on the social medium, whereby making it a social experience and also the user can choose from various options available in terms of how well the medium serves him or her.

This thesis research focused on the use of Facebook and Twitter as an alternative news source among university students, and argues that this theory might help shed new or more light on why university students opt for social media usage in news acquisition instead of the older or traditional media such as printed or online newspaper.

The consumption of news previously according to Stassen (2010) was limited to reading of newspaper, listening to a news bulletin on radio, or viewing the news segment on television. Today, however, there has been a shift in the trend in consumption of the news as audiences according to Picard (2009) can now get instant latest news on the Internet, or receive updates on their mobile phones, in their email inbox or on their social network pages.

SNS like Twitter and Facebook, have become the most visited websites in the world, with Facebook topping the list (Tham & Ahmed, 2011). In the United States University and colleges, Facebook boasts an 85% Market share of over 90 million active users in 2009 (Hendrix, Chiarella, Hasman, Murphy, & Zafron, 2009).

There is no doubt that traditional news media like newspaper; radio and Television have witnessed a decline in subscription due to the emergence of the new media especially the use of social media networking sites and internet for live viewing for information purpose. Advanced technologies such as internet and digital innovation

have made it possible to have many more options when it comes to accessing news information around the globe. The use of internet offers the combination of video, audio, and text-based news all on one single website (Taneja, Webster, Malthouse, & Ksiazek, 2012).

There is an integral shift in the way news is accessed as we now have varieties of social websites that offer varieties of news content in different dimensions to satisfy broad range of interest for news seeking audiences. Also with the advent, increasing sophistication and use of smart phones, news content is readily available for access with disregard to time and place as most users can log into their social network accounts at any given period of the day. The use of smart phones and mobile devices has expanded people's options as media content and news is readily available and accessible through such technology (Taneja, Webster, Malthouse, & Ksiazek, 2012).

The mainstream media like newspapers have to compete with independent bloggers and social media websites in order not to go into total extinction. It is no wonder that newspaper outlets are also going digital in order not to face a total possible shutdown in their business. Recent studies have provided insights on the rise and usage of social media and their 'addictive' nature. Results from Riza Teke's MA thesis done two years ago compares facebook addiction between two faculties in the Faculty of Communication & Media Studies, shows that both Social and Hard sciences students in the Eastern Mediterranean University are not addicted to using Facebook. The results also show that the use of Facebook is used as a means to satisfy students' needs for communication and maintaining communication (Teke, 2011).

Also, a recent soon-to- be released study on SNS such as “Facebook and Twitter is more addictive than Cigarettes or alcohol” was reported by Leigh Goessel of the Digital Journal. The study was conducted in Germany and co-authored by Asst. Prof. Wilhelm Hofmann of the University of Chicago Booth school of Business, Roy Baumeister of Florida State University and Kathleen Vohs of the University of Minnesota. The study comprised of 250 adults between the age range of 18 and 85, each of the participant wore a device that record their daily desires. As reported by Goessel the researchers found out according to the University of Chicago New that individuals are more compulsive when checking emails and social media accounts, and as showed in the result of the study that food, sleep and sex is the most strongly desired but in the resistance of desires, result demonstrates that the utilization of SNS is the weakest link as the "self-control failure rates" were recorded with media (Goessel, 2012). Also in Goessel report, a statement by Hofmann to Guardian stated that:

"Desires for media may be comparatively harder to resist because of their high availability and also because it feels like it does not 'cost much' to engage in these activities, even though one wants to resist." Hofmann noted that alcohol and cigarettes are more costly and opportunity may not be as accessible as social media and email. "So, even though giving in to media desires is certainly less consequential, the frequent use may still 'steal' a lot of people's time."

SNS are being used for mobilization of people for revolution purpose i.e. the occupy movement in various countries as SNS have served as an alternative media source to getting breaking news around the globe as it happens and in cases where the traditional news media like television and newspapers and radio channels don't report all information as it may be restricted.

## **2.5 The use of Social Network Sites for the News**

The use and introduction of new media technologies like SNS have revolutionized how university students (many of whom fall in the demographic group of young adults) engage in communication. Integral shifts in how young adults acquire information and the decision-making processes reflect this fundamental change, and demonstrate entirely new manners of democratic engagement (Jenkins, 2006). People are using new media technologies, such as podcasts, wikis, and blogs to interact in large-scale, online communities organized around media content (Jenkins, 2006). Popularly, this new media configuration has been termed *social media*, and it has significantly changed how users encounter and engage their world.

Channels for dissemination of the news have become ever more readily available with the developments in technology, with the public having a wide range of media options to choose from while accessing information that is not only through the traditional, printed sources, but also sources in various formats via the Internet (Kim, Yoo- Lee, & Joanna Sin 2011). This is more especially so with the use of social media which according to Ludtke (2009) “transform how people receive and share news and information” (p1).

The use of SNS is not only beneficial in the creation and maintenance of personal relationships as they grow in popularity, the tool has also become a major source for alternative news source to the traditional medium.

According to the Pew Research Center, (Understanding the participatory news consumer) news consumption and dissemination have become omnipresent as it has become readily available to audience and the days of loyalty to one medium of

source of information appears to be in its sunset days or is gone - as people can now access affordable new tools of technology for accessing news (Purcell, Rainie, Mitchel, Rosenstiel, & Olmstead, 2010). As a group of authors recently put it, news has become portable, personalized and participatory, making it a social experience where people exchange news stories on their social networks (Purcell, Rainie, Mitchel, Rosenstiel, & Olmstead, 2010).

Additionally, the use of social media network has made news interactive and participatory, single individuals can comment and post news online relating their own experiences and commenting on social media sites like Facebook and Twitter (Purcell, Rainie, Mitchel, Rosenstiel, & Olmstead, 2010).

The use of internet tools like social media network is used and relied upon for news and information purpose (Rainie, Cornfield, & Horrigan, 2005) and many young adults prefer to exchange news information with peers through the aid of social media (Stelter, 2008). Similarly a research conducted among young adults by Özd & Gümüş, (2013) on “Social Network Sites as a Tool For Obtaining The News”, the study focused on the use Facebook for news purpose and result shows that SNS Facebook is used as a medium for obtaining the news.

In the past the use of newspaper, radio and television for news communication occurred through mass media, and it is done through interpersonal channels, but in today's era of advanced technology, the news and information we get is produced and distributed through mass collaboration and peer production (Tapscott & Williams (2006), cited by Fuchs (2008)). As an example, digital media technologies, such as personal digital video cameras and the Internet, enable the relatively easy

distribution of user-generated video content through YouTube, Twitter and other sites (Kushin, 2009).

Result from a recent study by the Pew Internet & American Life Project shows that many young adults use SNS, such as Facebook and YouTube, for information purpose. (Kohut, Keeter, Doherty, & Dimock, 2008). The research shows that young adults uses the Internet for political news and information, and that one quarter reported getting news information about the campaign from a social network site (Kohut, Keeter, Doherty, & Dimock, 2008). This method of news and information acquisition is predominantly significant among young adults (Kohut, Keeter, Doherty, & Dimock, 2008) and might represent key finding in understanding the way in which the new generation, among them many university students acquire and use news.

In a similar study conducted in the United States by Pew Research Centre, the Internet was found to have overtaken newspaper as a primary news source among the adult population; the use of internet emerged as a leading source for campaign news and surpassed other forms of media outlet for international and national news except for television (Kohut & Remez, 2008). The survey was conducted among 1489 adults.

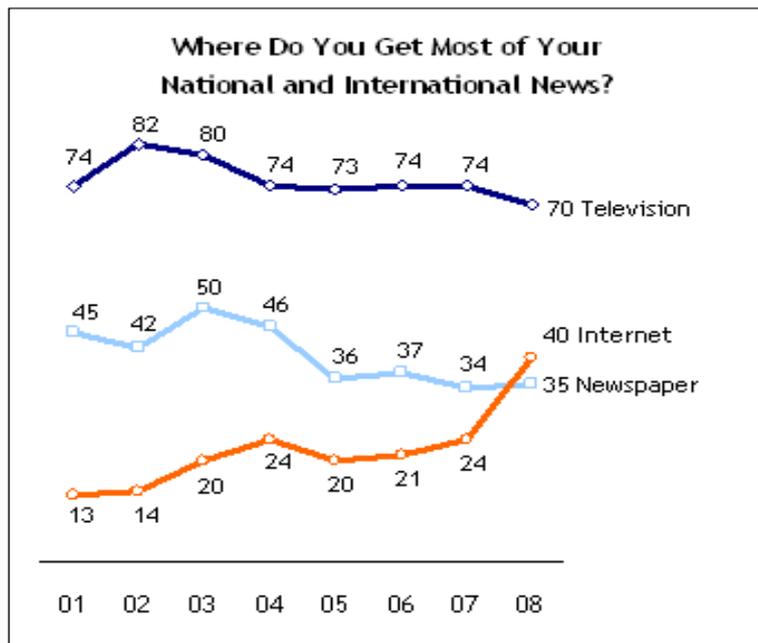


Figure 2: Retrived from(<http://www.peoplepress.org/2008/12/23/internet-overtakes-newspapers-as-news-outlet/>)

The survey showed that 40% of Americans get most of their news about national and international issues from the internet. The survey by Pew was the first study that showed more people relying on the internet for news than newspapers with just 35% reporting newspapers as their primary news source (Kohut & Remez, 2008). The result also showed that for younger individuals the internet now competes with television as a major source of national and universal news as 59% (about six-in-ten Americans) under age 30 get the vast majority of their national and global news online (Kohut & Remez, 2008).

Social media usage is becoming a common place for everyone and as a result it is gradually becoming a leading source for breaking news. A research report in 2011 by pew Research Center reported the growth and expansion of the use and adoption of SNS and the increase in usage for news purpose in the span of three years. The report also shows that the use of newspaper Newspapers witnessed a decline in 2010

“Weekday circulation of the newspaper in the United States fell 5% and Sunday fell 4.5% year-to-year for the six-month period ending September 30”(Rosenstiel & Mitchell, 2011). The result demonstrates that the entire audience that read daily papers, both in print and online no less than three times each week has dropped with by six percent throughout the most recent two years (Rosenstiel & Mitchell, 2011). Furthermore the report Pew Research Center shows that 40% of Americans who makes use of any form of newspaper as a source of news came down from 46% in 2006 and 52% in 2008(Rosenstiel & Mitchell, 2011).

As social media and internet use dominate all spheres of our lives, these applications have transformed the society we live in today: they change the way we develop friendships, communicate with each other, work, procure goods and services, obtain information and spend our free time. Recent developments in the Middle East and North Africa showcased the power of social media to incite political and social change.

The challenges associated by the use of social media for news is only beginning to be understood, and include, without being limited to, mobilization of citizens for activism in various kinds of causes, including national politics. Indeed, initiators and key actors of what is now commonly referred to as the Arab Spring that began in Tunisia and later expanded into Egypt – leading to change of supposedly ‘dictatorial’ regimes of President Ben Ali in Tunisia and Hosni Mubarak in Egypt – have been attributed to social media, a term commonly used to refer to internet-based micro blogging sites such as Twitter, or social networking sites like Facebook. In Turkey, within the first one week of the Gezi Park protests in Turkey that started on May 31, 2013; more than 15 million tweets about the event had been sent within just a week

by June 6 - and 80% of the tweets in Turkish language (Kömürçüler, 2013). Little wonder that Turkish PM Erdogan felt constrained to denounce the social network site Twitter as a “menace” following heavy traffic that was witnessed in twitter the week-long, and ongoing countrywide protests. As of June 7, 2013, 33 people had been detained in the Aegean city of Izmir for “inciting riots and conducting propaganda” on social media networks. These events help to show that there seem to be no doubt about the widespread availability, usage and subsequent effects and effectiveness of social media and new media technology on younger generations.

A report made on Hurriyet daily news by Emrah Guler pointed out that “One of the thousands of photos circulating on social media in May 2013 in Turkey shows a young man in a hoodie against the backdrop of blinding smoke, wearing a gas mask and checking his Twitter account on his smart phone. It is one powerful image about what has been going on in Turkey during the Gezi park protest.” The report went further to explain that a study conducted by New York University revealed that at least 2 million tweets with protest hashtags were sent in just eight hours on May 31, 2013. Some of these tweets along with thousands of Facebook posts were sent in English, German, French and Spanish, cries from the protestors, and those following their ordeal with the police on social media, to make their voices heard when the traditional media opted for silence. (Retrieved from Hurriyet Daily News Turkey, Jan 30 2014).

The growth and popularity of the use of Facebook and Twitter by all age groups are perhaps the reason why (Facebook) is among the leading and most common social media used to obtain and share news. The utilization of Facebook and, to a lesser degree, Twitter, lead this intersection of social media and news (Mitchell, Rosenstiel,

& Christian, 2012). Twitter describes itself as a place “the world turns when news breaks”, “embed Tweets and live-tweet as the story unfolds”(Twitter, 2013).

The use of Facebook and Twitter and other social media application is on the increase daily as they are used to learn about news around the globe as traditional news medium is becoming less relevant to the digital generation(Laird, 2010). Also as suggested by Hermida(2010)that social networking sites empower a great many individuals to engage in instant communication, permitting them to share and deliberate on issues that he declares leads to an expression of collective intelligence.

Twitter can be used as a breaking news tool to deliver news as it happens. Major leading news stories like the death of Osama Bin Laden and the death of the popular music icon Whitney Houston and the Hudson River plane landing was shared on twitter by ordinary citizens before professional journalists took over (Laird, 2010). Meanwhile professional journalist use Twitter and Facebook as a tool for sharing breaking news quickly before writing or giving details in full articles (Laird, 2010).

Today the utilization Facebook and Twitter have turned into an essential part of many individual daily lives, particularly among university students as they are used as a means of information sharing, news acquisition and communication among family and friends. Since the use of SNS for news purpose is a relatively new phenomenon, the body of literature on how young adults use Facebook and Twitter to keep tab of developments around them and elsewhere in the world is only beginning to emerge. (Diddi & LaRose(2006), Articolo(2008),Kushin(2009) andÖzad & Gümüş(2013).

The use of SNS for news is a channel with broad reach and instantaneous broadcast (Aders, 2013). The use of SNS has brought about “the ability to react, converse, share, and participate in the news rather than simply consuming it” (Aders, 2013). There have also been a constant increase and rise of SNS usage as a tool for news consumption purpose and accessing news information. The info graphic below from Aders (2013) shows findings and also reveals how the use of social media has evolved for daily news purpose.

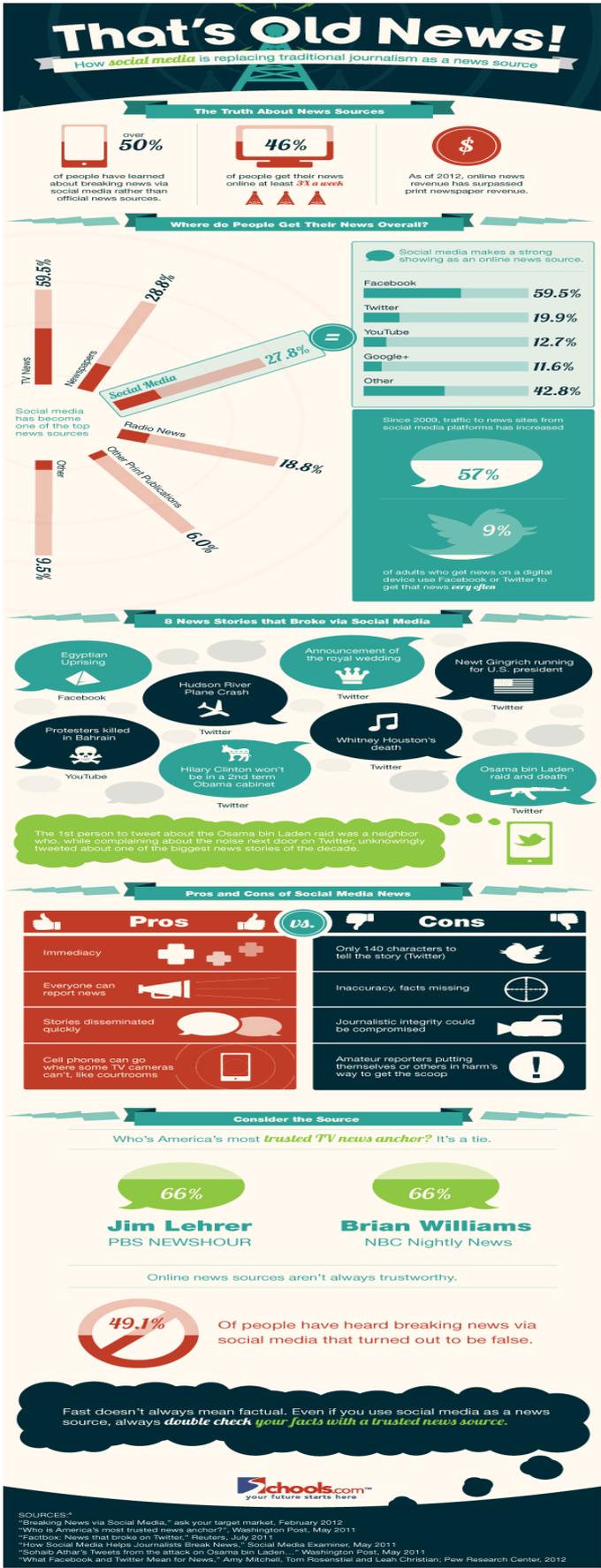


Figure 2: below is retrieved from <http://socialmediatoday.com/tatiana-aders/1385056/infographic-news-social-media-ready-prime-time>

Although there has been some research into SNS usage especially the use of Facebook in the Eastern Mediterranean University North Cyprus. The present study compliment existing literature and aim to fill the gap in literature by focusing on both Facebook and Twitter as an alternative source for news.

## Chapter 3

### RESEARCH METHODOLOGY

The literature review in Chapter Two highlighted related studies and background in the field of social media and what motivate people in using social media for news consumption. This study used quantitative methodology and this chapter lays down the detailed methodology on how the study is carried out. This chapter consists of six sections which includes; research method, research design, data collection instrument, population and sample, data collection and analysis procedures and validity & reliability of data collection of instrument.

#### 3.1 Research Methodology

The research was conducted using a quantitative method. Quantitative study uses numerical data analysis, it collects data using a mathematical based method and all data collected and analyze must be in numerical form Muijs(2010). The use of quantitative research has been favored in this present study. According to Creswell(2003) quantitative analysis in research uses postpositive claims for knowledge i.e. cause and effect thinking, theory reduction to specific variables and hypotheses. Also Creswell(2003) states that quantitative research makes use of investigative techniques which includes surveys and experiments and data collection is used using measurement instruments that provide statistical data.

The quantitative research which was carried out for the present study among students in three different faculties in Eastern Mediterranean University. The survey research

was aimed to find out how social media is used as alternative news sources among university students.

A detailed questionnaire is used in order to get information from 200 respondents. The questionnaire was prepared and administered during the spring semester, April 2014.

### **3.2 Research Design**

The use of quantitative methodology was used for the present research. A questionnaire was used for the data collection and distributed among 200 university students of the Eastern Mediterranean University from three Faculties which include Communication and Media Studies, Faculty of Engineering and Faculty of Business. The was done in the spring semester of 2013-2014 academic year.

The research is a case study research and according to (Cassell & Symon, 2004) a case study research involves a comprehensive survey with a gathered data over a duration of time and aim to analyze the context being studied. Also, as further stated by Shields (2009, p.3) a case study research gives an in depth examination of events, phenomenal observation within a given context for investigation purpose, developments and theory testing. Case study research can be quantitative, qualitative or a mix of both quantitative and qualitative methodology Shields (2009, p.3).

The use of case study enables the researcher to examine data within a given context (Zainal, 2007) and in many cases, case study research often choose from a small geographical area and methodology is limited to a limited number of individual using them as subject of the study (Zainal, 2007).

### **3.3 Data Collection Instrument**

The study sought to examine how social media is used as an alternative source for news information among university students. The data collection instrument used for the research is an in-house questionnaire which consists of 4 sections.

The researcher in the first section collected demographical data which includes the sex, age, nationality and other general information about the respondents.

In the second subsection, the researcher collected information about media habit usage which also includes some open ended questions. Also the researcher in this section tried to identify the social network in which the participant uses most frequently, the researcher also collected information related to the duration of time spent on the utilization of SNS for news and information purpose.

The third section of the questionnaire incorporated the five-point Likert Scale based questions which is used to measure their response and attitude towards the ongoing research. Likert scales questions are used in a situation where the researcher wants to measure the feeling of an individual or know how individuals think about something (Neuman, 2006). Respondents were required to respond their reliance of the use of social media or traditional media for news consumption. And also choose from the gadget used to source for news information.

The fourth section consists of cross-sectional question on the respondent's media habit usage, which serves as a check to the previous answered questions of the respondents.

The data obtained from the self administered questionnaire was inputed in the SPSS (Statistical Package for Social Sciences) for detailed analysis.

### **3.4 Population and Sample**

The researcher targeted 200 participants for the study. Participants in the study were strategically chosen randomly from 3 faculties in the Eastern Mediterranean University which includes Communication and Media studies with 67 participants, Engineering with 68 participants and Business and Economics faculty with 65 participants. The sampling strategy was unproportional stratified random sampling and the three faculties were chosen because these 3 faculties are among the largest faculties in the university with lots of international students which makes distribution of questionnaire easy to fill as it was drafted in English language. Also, these three faculties were selected in order to include students who study hard and social sciences.

### **3.5 Data Collection and Analysis Procedures**

The survey was conducted in the spring semester of the year 2014. Collection of data was done with the use of a questionnaire, The survey question was prepared and piloted first among 10 students from the chosen faculties as this was done to aid the researcher in getting a feedback from both the respondents and supervisor for the clarity, reliability and understanding of the last corrected version of the questionnaire which was distributed among 200 university student of Eastern Mediterranean University. The data's collected were entered in SPSS (Statistical Package for Social Sciences) program for analysis.

### 3.6 Validity and Reliability of Data Collection Instrument

The validity of a research suggests its truthfulness, authenticity, and refers to how ideas suit with actual reality (Neuman, 2006). Also the validity of a research work question and addresses how the social reality that is been measured through the survey matches with the construct in which the researcher use to understand it (Neuman, 2006).

A pilot study was done among 10 students who were selected outside the three chosen faculties and were mostly international students including students from north Cyprus and Turkey, this was done to boost the content validity of the survey.

According to (Neuman, 2006) the reliability of a research work refers to the dependability or consistency of the work. The reliability of the survey is tested with cronbach alpha. Cronbach alpha 0.79 indicates the reliability of the measuring device; the result shows that it is meaningful and reliable as it is above (.70) which is usually accepted.

Table 3.1: Reliability Statistics

Cronbach's Alpha	N of Items
,795	20

Correction and adjustment were made on the questionnaire by the supervisor before administering the main questionnaire which was later distributed to the selected respondent in the chosen faculties.

The collected data through the aid of the questionnaire were analyzed, the first part consisting of demographical questions, the second part consists of the media habit usage and the third section measured the attitude of the student through a Likert Scale type questions all has this was analyzed through the use of SPSS. The use of Chi – square is utilized to figure out if there is any significant contrast in the response among the respondents of the three faculties chosen.

## Chapter 4

### ANALYSIS AND FINDINGS

This section contains the data analysis of the distributed questionnaire among three faculties (Communication & Media studies, Engineering and Business) in Eastern Mediterranean University. The final data collated was analyzed through SPSS and computations and analysis were made possible. The present chapter lays down the analysis of demographic characteristic, media usage habits and attitudes of participants.

#### 4.1 Demographic Analysis of Participants

The total numbers of participants for the study were 200. Male participants were 106 (53%) while females were 94 (47%).

Table 4.1: Participants Sex

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	94	47.0	47.0	47.0
Valid Male	106	53.0	53.0	100.0
Valid Total	200	100.0	100.0	

From the data collected from the 200 participant in the study, the majority of the participants belong to the age group of 18 to 24 years with a total of 135 students, which give a cumulative of (67.5%). Age 25- 30 years were 49 participants with

(24.5%), while under 18 were 10, with 5.0%, followed closely by age 31 – 35 with 6 participants which represents 3% of the overall participants.

Table 4.2:Participants Age Group

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 under	10	5,0	5,0	5,0
18 to 24	135	67,5	67,5	72,5
25 to 30	49	24,5	24,5	97,0
31 to 35	6	3,0	3,0	100,0
Total	200	100,0	100,0	

The research was carried out among 3 faculties in the Eastern Mediterranean University, out of the 200 participants, 33.5% students were from Faculty of Communication and Media Studies, which comprises of 27 female and 40 males. Faculty of Engineering comprised of 34% students among which 28 were females and 40 males. Business Faculty sums up to a total of 32.5% students with 39 females and 26 males.

Table 4.3:Participant Faculties

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Comm. & Media Studies	67	33,5	33,5	33,5
Engineering	68	34,0	34,0	67,5
Business	65	32,5	32,5	100,0
Total	200	100,0	100,0	

The majority of the participants for the study were 161 undergraduate students which represent 80.5 % of the total participants. Graduate students represented in the study

are 13.5% with a total number of 27, while only 6% were post-graduate students with a total number of 12 participants.

Table 4.4: Participants Level of Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undergraduate	161	80,5	80,5	80,5
Graduate	27	13,5	13,5	94,0
Post Graduate	12	6,0	6,0	100,0
Total	200	100,0	100,0	

Majority of the participant nationality of the study are from Nigeria which represent 49.5% this was so because majority of the respondents in communication and Business faculties who filled the survey are Nigerians, Iran represents with 11.5%, North Cyprus represent with 10%, Turkey with 6.5%, Cameroon also with 6.5%, Palestine with 1.5% and the option of others with 14.5% which represents participants countries who are from Jordan, Azerbaijan, Mali, Guinea, Kenya, Senegal, Morocco and Iraq.

Table 4.5: Participants Nationality

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Turkey	13	6,5	6,5	6,5
North Cyprus	20	10,0	10,0	16,5
Nigeria	99	49,5	49,5	66,0
Iran	23	11,5	11,5	77,5
Cameroon	13	6,5	6,5	84,0
Palestine	3	1,5	1,5	85,5
Others	29	14,5	14,5	100,0
Total	200	100,0	100,0	

## 4.2 Descriptive Analysis of Media Habit Reliance for News Purpose

The researcher also investigated based on the research questions the media usage habit of participants to ascertain which was most used frequently for news and information purpose. 42.5% of participants never use television to source for news, 33.5% of participants occasionally use the television medium, 13.5% of participants use it frequently and the least which amounts to 10.5% of the participant rarely ever use the medium for new information about North Cyprus.

Table 4.6: I Rely on Television to Learn About Developments in North Cyprus

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Frequently	27	13.5	13.5	13.5
Occasionally	67	33.5	33.5	47.0
Rarely	21	10.5	10.5	57.5
Never	85	42.5	42.5	100.0
Total	200	100.0	100.0	

The result below shows that 44.5% of the participants never use television for the news and information about Turkey, 26.5% participants occasionally use television, 16.5% rarely use it and 12.5% frequently use television for the news information about Turkey.

Table 4.7: I Rely on Television to Learn of Developments in Turkey

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Frequently	25	12,5	12,5	12,5
Occasionally	53	26,5	26,5	39,0
Rarely	33	16,5	16,5	55,5
Never	89	44,5	44,5	100,0
Total	200	100,0	100,0	

The usage and reliance of television for the participants in sourcing for news about home country was on the low side as 44% out of the participant never use it for news information about home country, 21.5% occasionally use it, 20.5% rarely use it and just 14% of the participant make use of television for news development about home country.

Table 4.8: I Rely on Television to Learn of Developments in My Country

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Frequently	28	14,0	14,0	14,0
Occasionally	43	21,5	21,5	35,5
Rarely	41	20,5	20,5	56,0
Never	88	44,0	44,0	100,0
Total	200	100,0	100,0	

Majority of the participants which constitute 52% of participants never use television for the news development about the university or student life in North Cyprus, 22% occasionally make use of television, 17.6% rarely use it and just 8% of the participants makes use of television for obtaining the news about the university and student lives in North Cyprus.

Table 4.9: I Rely on Television to Learn about University and Student Life in North Cyprus

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Frequently	16	8,0	8,0	8,0
Occasionally	44	22,0	22,1	30,2
Rarely	35	17,5	17,6	47,7
Never	104	52,0	52,3	100,0
Total	199	99,5	100,0	
Missing System	1	,5		
Total	200	100,0		

The response of the participants on the usage of social media for news purpose about North Cyprus is with a slight difference as 34.5% participants occasionally make use of social media. 34% participants frequently use it, 18% never use it and the remaining 13.5% participants rarely use social media to learn about developments in North Cyprus.

Table 4.10: I Rely on Social Media to Learn About Developments in North Cyprus

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Frequently	68	34.0	34.0	34.0
Occasionally	69	34.5	34.5	68.5
Rarely	27	13.5	13.5	82.0
Never	36	18.0	18.0	100.0
Total	200	100.0	100.0	

Table 4.11 below shows that 38.5% of the participants occasionally make use of social media to learn about developments in Turkey, 25% frequently use it, 20.5% never use it and 16% rarely use social media.

Table 4.11: I Rely on Social Media to Learn of Developments in Turkey

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Frequently	50	25,0	25,0	25,0
Occasionally	77	38,5	38,5	63,5
Rarely	32	16,0	16,0	79,5
Never	41	20,5	20,5	100,0
Total	200	100,0	100,0	

In responding to the usage of social media usage in learning about developments in home country, 56.5% participants who constitute the majority make use of the social media, 28.5% occasionally uses it, 9.5% never use it and 5.5% rarely use the medium.

Table 4.12: I Rely on Social Media to Learn of Developments in My Country

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Frequently	113	56.5	56.5	56.5
Occasionally	57	28.5	28.5	85.0
Rarely	11	5.5	5.5	90.5
Never	19	9.5	9.5	100.0
Total	200	100.0	100.0	

In the usage of social media to learning about university academics and student lives in north Cyprus, 44.5% occasionally makes use of the medium while 32.5% frequently use it, 12.5% rarely use it and 10.5% never use the medium.

Table 4.13: I Rely on Social Media to Learn about University and Student Life in North Cyprus

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Frequently	65	32.5	32.5	32.5
Occasionally	89	44.5	44.5	77.0
Rarely	25	12.5	12.5	89.5
Never	21	10.5	10.5	100.0
Total	200	100.0	100.0	

In responding to the reliance of newspaper usage about news development in North Cyprus, 53% of the participants never use the newspaper as information source, 22% rarely use it, 18.5% occasionally use the medium while only 6.5% of the remaining participant frequently use the newspaper medium.

Table 4.14: I Rely on Newspaper to Learn about Developments in North Cyprus

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Frequently	13	6.5	6.5	6.5
Occasionally	37	18.5	18.5	25.0
Rarely	44	22.0	22.0	47.0
Never	106	53.0	53.0	100.0
Total	200	100.0	100.0	

Majority of the participants which constitute 55% never use the medium newspaper to learn about developments in Turkey while 20% of participants rarely use newspaper, 18% of the participants occasionally makes use of it and just 7% of the participants frequently use the medium for news development about Turkey.

Table 4.15: I Rely on Newspaper to Learn of Developments in Turkey

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Frequently	14	7.0	7.0	7.0
Occasionally	36	18.0	18.0	25.0
Rarely	40	20.0	20.0	45.0
Never	110	55.0	55.0	100.0
Total	200	100.0	100.0	

The majority of the participants which constitute 59.5% never use the medium newspaper to learn about developments in their home country, while there is a tie between occasionally and rarely as both constitute 16.5% each while only 7.5% of the participant use the newspaper medium frequently.

Table 4.16: I rely on Newspaper to Learn of Developments in My Country

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Frequently	15	7.5	7.5	7.5
Occasionally	33	16.5	16.5	24.0
Rarely	33	16.5	16.5	40.5
Never	119	59.5	59.5	100.0
Total	200	100.0	100.0	

In the response to the usage of newspaper news source about university and student life in North Cyprus, 55.5% participant never use the newspaper medium, 21.5% rarely use it, while 15.5% occasionally use newspaper and 7.5% frequently use the medium.

Table 4.17: I Rely on Newspaper to Learn About University and Student Life in North Cyprus

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Frequently	15	7.5	7.5	7.5
Occasionally	31	15.5	15.5	23.0
Rarely	43	21.5	21.5	44.5
Never	111	55.5	55.5	100.0
Total	200	100.0	100.0	

In the usage of radio as a medium for news source, 57% of the participant never use the medium in learning about the developments in North Cyprus, 22.5% of the participants occasionally make use of it, 14% rarely does and 6.5% frequently make use of radio.

Table 4.18: I Rely on Radio to Learn about Developments in North Cyprus

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Frequently	13	6.5	6.5	6.5
Occasionally	45	22.5	22.5	29.0
Rarely	28	14.0	14.0	43.0
Never	114	57.0	57.0	100.0
Total	200	100.0	100.0	

In the usage of radio in learning about developments in Turkey majority of the participants which constitute 58.5% never use the medium radio, 17% of the participant use it occasionally, 16.5% rarely use it and just 8% of the participant use radio frequently.

Table 4.19: I Rely on Radio to Learn of Developments in Turkey

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Frequently	16	8.0	8.0	8.0
Occasionally	34	17.0	17.0	25.0
Rarely	33	16.5	16.5	41.5
Never	117	58.5	58.5	100.0
Total	200	100.0	100.0	

In responding to the use of radio as a medium for learning about developments in home countries, 59% of the participants never use radio as the medium,

17.5% participants occasionally use it, 12% of the participants frequently use radio and 11.5% participants rarely use radio.

Table 4.20: I Rely on Radio to Learn of Developments in My Country

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Frequently	24	12.0	12.0	12.0
Occasionally	35	17.5	17.5	29.5
Rarely	23	11.5	11.5	41.0
Never	118	59.0	59.0	100.0
Total	200	100.0	100.0	

In using radio to learn about the university and student life in North Cyprus in Table 4.21, the major of the participant which constitute 60% never use the medium radio for these purpose, 16.5% use it occasionally, 14.6% rarely use it and just 8.5% participant use it frequently.

Table 4.21: I Rely on Radio to Learn about University and Student Life in North Cyprus

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Frequently	17	8.5	8.5	8.5
Occasionally	33	16.5	16.6	25.1
Rarely	29	14.5	14.6	39.7
Never	120	60.0	60.3	100.0
Total	199	99.5	100.0	
Missing System	1	.5		
Total	200	100.0		

In responding to the usage of word of mouth in learning about developments in North Cyprus, 33.5% of participants occasionally learn about developments in north

Cyprus through word of mouth, 22.5% of participants use word of mouth frequently, 21% of participant rarely use the medium and 20.5% never use word of mouth.

Table 4.22: I Rely on Word of Mouth to Learn about Developments in North Cyprus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	45	22.5	22.6	22.6
	Occasionally	71	35.5	35.7	58.3
	Rarely	42	21.0	21.1	79.4
	Never	41	20.5	20.6	100.0
	Total	199	99.5	100.0	
Missing	System	1	.5		
Total		200	100.0		

Using word of mouth to learn about developments in Turkey, 31.5% of the participants occasionally make use of the medium, 28.5% participants never rely on word of mouth, 21% of participant use word of mouth frequently while the rest of the participants 18.5% rarely use the medium.

Table 4.23: I Rely on Word of Mouth to Learn of Developments in Turkey

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	42	21.0	21.1	21.1
	Occasionally	63	31.5	31.7	52.8
	Rarely	37	18.5	18.6	71.4
	Never	57	28.5	28.6	100.0
	Total	199	99.5	100.0	
Missing	System	1	.5		
Total		200	100.0		

In the usage of word of mouth in learning about developments in participants' home countries, 47.5% of participants occasionally learn through the word of mouth about

developments in home country, 32% of participants frequently use the medium, 10.5% participants never use it while 9.5% rarely learn through the word of mouth, from these result we can assume and say that majority of the participants learn through the word of mouth about developments in home countries.

Table 4.24:I Rely on Word of Mouth to Learn of Developments in My Country

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	64	32.0	32.2	32.2
	Occasionally	95	47.5	47.7	79.9
	Rarely	19	9.5	9.5	89.4
	Never	21	10.5	10.6	100.0
	Total	199	99.5	100.0	
Missing	System	1	.5		
Total		200	100.0		

Also from the result below, (Table 4.25) shows that the participants of the study favors the usage of word of mouth in learning about the university and student life in North Cyprus. 39% of participants occasionally use word of mouth, 38% use it frequently. 12.5% of participants never use word of mouth while 10% of the remaining participants rarely use word of mouth.

Table 4.25: I Rely on Word of Mouth to Learn about University and Student Life in North Cyprus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	76	38.0	38.2	38.2
	Occasionally	78	39.0	39.2	77.4
	Rarely	20	10.0	10.1	87.4
	Never	25	12.5	12.6	100.0
	Total	199	99.5	100.0	
Missing	System	1	.5		
Total		200	100.0		

In the study, the researcher investigated the Social Networking Sites that are used by the participants. The tables below shows the results as asked; when asked if participants have a Facebook account 97% responded that they have a Facebook account. Also in Table 4.37, 73.1% of participants responded to having a Twitter account. 82.2% of the participant also responded to having a Goggle+ account in (Table 4.38).

The researcher went further by investigating the preferred SNS by participant by asking them to choose 2 – 3 SNS used frequently and also creating space for specification if the preferred SNS is not listed. The result shows that majority of the participant which results to 83.7% use Facebook frequently by that we can say it is most preferred in usage, 7% use Twitter frequently, 4.5% frequently use goggle+, 4% frequently use instagram while the remaining .5% of participant gave a choice of others.

Table 4.26: Do You Use Social Media Such as Facebook for the News

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	194	97,0	97,0	97,0
	No	6	3,0	3,0	100,0
	Total	200	100,0	100,0	

Table 4.27: Do You Use Social Media Such as Twitter for the News

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	144	72.0	73.1	73.1
	No	53	26.5	26.9	100.0
	Total	197	98.5	100.0	
Missing	System	1.5			
Total		200	100.0		

Table 4.28: Do You Use Social Media Such as Goggle+ for the News

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	152	76.0	82.2	82.2
	No	33	16.5	17.8	100.0
	Total	185	92.5	100.0	
Missing	System	15	7.5		
Total		200	100.0		

Table 4.29: If “Yes” Please Tick Two or Three Social Media that You Use Most Frequently

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	164	82.0	83.7	83.7
	Twitter	14	7.0	7.1	90.8
	Instagram	8	4.0	4.1	94.9
	Google+	9	4.5	4.6	99.5
	Others	1	.5	.5	100.0
	Total	196	98.0	100.0	
Missing	System	4	2.0		
Total		200	100.0		

The researcher also investigated the average time spent online on daily for obtaining the news purpose by the participants as was established in the aim of study. The result established that 43.5% participants on the average spend 3-5 hours on SNS every day for news purpose. Also, 26.5% of participants spend between 5-7 hours every day, 21% participant spend 2 hours below, 6% of participants spend between 8-10 hours every day while the remaining two percent spend more than 10 hours per day.

Table 4.30:Duration of Hours Spent on Social Network Sites Everyday for News Purpose

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-2hrs	42	21.0	21.2	21.2
	3-5hrs	87	43.5	43.9	65.2
	5-7hrs	53	26.5	26.8	91.9
	8 -10hrs	12	6.0	6.1	98.0
	more than 10 hours	4	2.0	2.0	100.0
	Total	198	99.0	100.0	
Missing	System	2	1.0		
	Total	200	100.0		

The researcher also investigated the use of newspaper as a news source. The results established from the data collected that majority of participants do not make use of newspaper. 60.5% of the total participants answered to NO while the remaining 39% responded to YES.

Table 4.31: Do You Use Newspaper As a Source of News Information?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	78	39,0	39,2	39,2
	No	121	60,5	60,8	100,0
	Total	199	99,5	100,0	
Missing	System	1	,5		
	Total	200	100,0		

The result from Table 4.32 below established that the average hour spent on the use of newspaper for news purpose is 2 hours below with 34% of participants. 20.5% of participants also spend between 3 – 5 hours per day, 9% spend between 5 – 7 hours every day, 1% spends between 8 – 10 hours every day and the remaining .5% spends more than 10 hours.

Table 4.32: If Yes, How Many Hours Do You Spend on Newspaper Everyday for News Purpose

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-2hrs	68	34,0	52,3	52,3
	3-5hrs	41	20,5	31,5	83,8
	5-7hrs	18	9,0	13,8	97,7
	8-10hrs	2	1,0	1,5	99,2
	more than 10 hours	1	,5	,8	100,0
	Total	130	65,0	100,0	
Missing	System	70	35,0		
	Total	200	100,0		

### 4.3 Analysis of the Attitude Scale Statements

The study also made use of a five-point Likert Scale to reaffirm the media habit usage of participant and to determine which media device is used as a tool in accessing news information. The choice of values attached to measure the attitude of scaled questions for participants include a choice of 1= Strongly Disagree, 2 =

Disagree, 3= Undecided, 4= Agree, 5= Strongly Agree. This is in accordance with the recommendation of Balçı (2004) as stated that division of the five point likert scale is measured in Strongly Disagree = (1-1.79), Disagree = (1.80- 2.59), Undecided = (2.60- 3.39), Agree = (3.40- 4.19) , Strongly Agree = (4.20- 5.0).

Table 4.33: Means and Attitudes of Respondents on Media Usage Habit

Statements	Means	Attitudes
I use the newspaper for obtaining the news about my country.	2.60	U
I use the newspaper for obtaining news about North Cyprus.	2.69	U
I use the newspaper for obtaining the news about international affairs.	2.92	U
I use social media network for obtaining the news about my country.	3.89	A
I use social media network for obtaining news about student life in TRNC.	3.62	A
I use social media for obtaining the news about North Cyprus.	3.49	A
I use social media for obtaining the news about international affairs.	3.88	A
I access social media network from the computer.	3.86	A
I access social media network from ipad/tablet.	3.52	A
I access social media network from mobile phones.	4.14	A

Table 4.33 above shows that the means and attitudes of the media usage and habits of participants. All the Participants agreed to use SNS for obtaining the news about home countries, North Cyprus and International affairs. Participants also agreed to use computer to access SNS, agreed to accessing social media from Ipad/Tablet and also a higher majority of participants agreed to accessing SNS on mobile phone. All the participants of the study were undecided in the use of newspaper; attitude of

participants were undecided as they were undecided toward the use of newspaper in obtaining news about home country, North Cyprus and international affairs.

Participants in Table 4.34 below were asked if they use newspaper in obtaining news about home country, 34.5% of participant disagreed in the usage of the medium for obtaining news, 21% of participant were undecided in there usage, 20.5% agreed in the usage of newspaper, 18.5% strongly disagreed, while the remaining 5.5% of participant choose strongly agreed in usage of newspaper for news purpose about home country.

Table 4.34: I Use The Newspaper For Obtaining The News About My Country

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	37	18.5	18.5	18.5
Disagree	69	34.5	34.5	53.0
Undecided	42	21.0	21.0	74.0
Agree	41	20.5	20.5	94.5
Strongly Agree	11	5.5	5.5	100.0
Total	200	100.0	100.0	

In the usage of newspaper for obtaining news about North Cyprus, 30% of participants disagreed about using news paper for news purpose about North Cyprus, 27% agreed in using newspaper, 19% strongly disagreed in using newspaper another 19% were undecided in their usage while the remaining 5% strongly agreed to using newspaper for obtaining news about North Cyprus.

Table 4.35: I Use The Newspaper For Obtaining the News About North Cyprus

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	38	19.0	19.0	19.0
Disagree	60	30.0	30.0	49.0
Undecided	38	19.0	19.0	68.0
Agree	54	27.0	27.0	95.0
Strongly Agree	10	5.0	5.0	100.0
Total	200	100.0	100.0	

In responding to the newspaper usage of obtaining news about international affair, 34% of participants agreed to using newspaper as information source, 28% of participant disagreed, 16% were undecided, 14% strongly disagreed while the remaining participant of 7.5% strongly agree in the usage of the medium.

Table 4.36: I Use The Newspaper For Obtaining The News About International Affairs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	28	14.0	14.1	14.1
Disagree	56	28.0	28.1	42.2
Undecided	32	16.0	16.1	58.3
Agree	68	34.0	34.2	92.5
Strongly Agree	15	7.5	7.5	100.0
Total	199	99.5	100.0	
Missing System	1	.5		
Total	200	100.0		

In response to the usage of social media network usage for news, 41.5% of participants agreed to the use of SNS for obtaining news about home country, 32.5% strongly agreed in using the medium, 13% were undecided, 9% disagreed to the usage of SNS while the remaining 4% of the participant strongly disagreed to the usage of SNS for news purpose about home country.

Table 4.37: I Use Social Media Network For Obtaining the News About Home Country

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	8	4,0	4,0	4,0
Disagree	18	9,0	9,0	13,0
Undecided	26	13,0	13,0	26,0
Agree	83	41,5	41,5	67,5
Strongly Agree	65	32,5	32,5	100,0
Total	200	100,0	100,0	

In the usage of SNS for obtaining news about student life in TRNC, majority of the participant were in agreement to d usage of the medium as 48% of participant agreed to using SNS, 23.5% were undecided about the use, 15.5% strongly agreed to using SNS while the remaining participants which constitute 9.5% disagreed and 3.5% strongly disagreed respectively.

Table 4.38: I Use Social Media Network For Obtaining the News About Student Life in TRNC

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	7	3,5	3,5	3,5
Disagree	19	9,5	9,5	13,0
Undecided	47	23,5	23,5	36,5
Agree	96	48,0	48,0	84,5
Strongly Agree	31	15,5	15,5	100,0
Total	200	100,0	100,0	

In response to the researcher's question of the use of SNS for news purpose about North Cyprus, 44.5% of participants agreed to the use SNS, 24.5% were undecided, 15% disagreed in using SNS, 13% strongly agreed to use the medium and the remainig 3% strongly disagreed in using SNS for news purpose about North Cyprus.

Table 4.39: I Use Social Media For Obtaining the News About North Cyprus

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	6	3,0	3,0	3,0
Disagree	30	15,0	15,0	18,0
Undecided	49	24,5	24,5	42,5
Agree	89	44,5	44,5	87,0
Strongly Agree	26	13,0	13,0	100,0
Total	200	100,0	100,0	

In using SNS for obtaining news about international affairs (table 4.32), the majority of the participants were in agreement in using the medium as 52.5% of participant agreed to using SNS as a news source, 25.5% also strongly agreed to the usage of SNS, 11.5% is undecided while the remaining participant of 5.5% disagreed and 5% strongly disagreed to using the medium for obtaining news.

Table 4.40: I Use Social Media For Obtaining the News About International Affairs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	10	5,0	5,0	5,0
Disagree	11	5,5	5,5	10,5
Undecided	23	11,5	11,5	22,0
Agree	105	52,5	52,5	74,5
Strongly Agree	51	25,5	25,5	100,0
Total	200	100,0	100,0	

As the thesis seeks to establish the nature of SNS usage, for example, Facebook and Twitter among selected university students which includes the frequency and devices used, the researcher asked if participants access SNS from computer. 49.5% of participant agreed to use of computer in accessing SNS, 26% also were in strong

agreement with the use of computer, 11% is in disagreement, 8% undecided while the remaining 3% strongly disagreed to using computer in accessing SNS.

Table 4.41: I Access Social Media Network from the Computer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	3.0	3.1	3.1
	Disagree	22	11.0	11.3	14.4
	Undecided	16	8.0	8.2	22.6
	Agree	99	49.5	50.8	73.3
	Strongly Agree	52	26.0	26.7	100.0
	Total	195	97.5	100.0	
Missing	System	5	2.5		
Total		200	100.0		

In Table 4.42 below, majority of the participant is in agreement as to using ipad and tablets in accessing social media. 34.5% of participant agreed. 21% is strongly in agreement, 14% undecided, 14% also disagreed while the remaining 7.5% strongly disagreed to the usage of the device in accessing SNS.

Table 4.42: I Access Social Media Network from Ipads/Tablet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	15	7,5	8,2	8,2
	Disagree	28	14,0	15,4	23,6
	Undecided	28	14,0	15,4	39,0
	Agree	69	34,5	37,9	76,9
	Strongly Agree	42	21,0	23,1	100,0
	Total	182	91,0	100,0	
Missing	System	18	9,0		
Total		200	100,0		

Majority of participants in Table 4.43 mostly agreed to using mobile phones in accessing social media. 54.5% of participant agreed to using mobile device in accessing SNS. 34.5% strongly agreed to using the device, 4% were undecided, 3.5% strongly disagreed to using the device while the remaining 3% disagreed in the usage of mobile phone in accessing SNS.

Table 4.43:I Access Social Media Networks from Mobile Phones

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	7	3,5	3,6	3,6
Disagree	6	3,0	3,0	6,6
Undecided	8	4,0	4,1	10,7
Agree	107	53,5	54,3	65,0
Strongly Agree	69	34,5	35,0	100,0
Total	197	98,5	100,0	
Missing System	3	1,5		
Total	200	100,0		

#### **4.4 Descriptive Analysis of Participants SNS Utilization VS Newspaper and Television Usage for the News**

The thesis also seek to know the preferred SNS use by the participant, thus in order of importance, it was established that the most important and preferred SNS by the participants is the use of Facebook with 65.5%. The use of Twitter as a news source came 2<sup>nd</sup> with 12.5% participants in favor; Goggle came 3<sup>rd</sup> with 10% participants, the use of Instagram is 4<sup>th</sup> with 4.5% of participants, 2.5% of participant preferred yahoo with 5<sup>th</sup> position while the remaining 1% choose other SNS also.

Table 4.44: In Order of Importance and Preference, List the Three Social Networking Sites in the Order of their Perceived Importance and Importance to You as News Source

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	131	65.5	68.2	68.2
	Twitter	25	12.5	13.0	81.3
	Instagram	9	4.5	4.7	85.9
	Yahoo	5	2.5	2.6	88.5
	Goggle	20	10.0	10.4	99.0
	Others	2	1.0	1.0	100.0
	Total	192	96.0	100.0	
Missing	System	8	4.0		
	Total	200	100.0		

The researcher investigated the attitude of Participants towards SNS utilization, newspaper and also included the television medium. The researcher asked participants to rate between on the increase, remained about the same and on the decrease. When asked to rate the use of SNS for news purpose since participants joined the university, majority of participants in Table 4.45 which results to 52.5% agreed that the usage of SNS is have been On the increase, 42.5% said it has remained about the same and 4.5% of participant said it has been on the decrease.

Table 4.45: On the Average Would You Say That Your Use of Social Media for News since You joined the University has been

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	On the increase	105	52,5	52,8	52,8
	Remained about the same	85	42,5	42,7	95,5
	On the decrease	9	4,5	4,5	100,0
	Total	199	99,5	100,0	
Missing	System	1	,5		
	Total	200	100,0		

When asked to rate the use of newspaper as a medium for news information since becoming a student at the university, 53% of the participant which constitute the majority said that the usage has remained about the same, 28.5% said it has been on the increase while the remaining 17.5% said the usage is on the decrease.

Table 4.46: On the Average Would You say that Your Reading of Online Newspapers for purpose of acquiring News since You joined University has been

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	On the increase	57	28.5	28.8	28.8
	Remained about the same	106	53.0	53.5	82.3
	On the decrease	35	17.5	17.7	100.0
	Total	198	99.0	100.0	
Missing	System	2	1.0		
	Total	200	100.0		

In Table 4.47 below; the researcher limited the time frame of usage to two year to determine how accurate and consistence is the media habit usage of participants. Thus the researcher asked for the frequency of usage of SNS for news purpose for the past two years, 64% of participants which constitute the majority said that it has definitively been on the increase, 30.5% of participant said, it has just remained about the same, while 5.5% of participants responded saying that it has definitely been on the decrease.

Table 4.47: Your Usage of Social Media for the News in the Past Two Years

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely on the increase	128	64.0	64.0	64.0
	Just remained about the same	61	30.5	30.5	94.5
	Definitely on the decrease	11	5.5	5.5	100.0
	Total	200	100.0	100.0	

In responding to the use of newspaper as a news source for the past 2 years, 48% of participants responded to just remained about the same, 29% responded to definitely on the increase while 22.5% responded to it been definitely on the decrease.

Table 4.48: Your Usage of Online Newspapers for News Purposein the Past Two Years

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely on the increase	58	29,0	29,1	29,1
	Just remained about the same	96	48,0	48,2	77,4
	Definitely on the decrease	45	22,5	22,6	100,0
	Total	199	99,5	100,0	
Missing	System	1	,5		
	Total	200	100,0		

The result from Table 4.49 shows that participant are not also keen on the usage of television as a news source as 49.5% of participants responded to just remained about the same, 25.5% definitely on the decrease and 25% definitely on the increase.

Table 4.49: Your Usage of Television For Purpose of Obtaining the News

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Definitely on the increase	50	25,0	25,0	25,0
Just remained about the same	99	49,5	49,5	74,5
Definitely on the decrease	51	25,5	25,5	100,0
Total	200	100,0	100,0	

#### 4.5 Chi-Square Tests Results

A Chi-square test was conducted for the 55 question in the study; this was done in order to determine if there are marked significant differences in participants' attitude towards media usage habits. The result shows that there is a statistically significant difference found in media habit of participant's faculty and media habit usage and duration of year in North Cyprus.

Chi test for faculty usage: (Value = 97,376<sup>a</sup>, DF = 76, Sig. = .050). The result shows that it is meaningful. Result from survey question 35 to 44 which shows the media habit of participants in relation to year is very meaningful as result shows (Pearson Chi-Square : Value = 173,256<sup>a</sup>, DF = 96. Sig. = .000).

Table 4.50: Chi-Square Tests on Media Usage Habit of Duration of Years Spent in North Cyprus

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	224,464 <sup>a</sup>	152	,000
Likelihood Ratio	169,854	152	,153
Linear-by-Linear Association	14,541	1	,000
N of Valid Cases	195		

Table 4.51: Chi-Square Tests on Media Usage Habits by Faculties

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	97,376 <sup>a</sup>	76	,050
Likelihood Ratio	113,180	76	,004
Linear-by-Linear Association	,092	1	,762
N of Valid Cases	197		

## **Chapter 5**

### **CONCLUSION**

This chapter gives a summary, interpretation and possible implications of the issues raised and discussed in the entire study. Subsequently, this section revisits research aims and questions, and discusses possible conclusions that can be drawn from the study. It also gives suggestions for areas for future or further research. The researcher evaluated the use of Social Networking Sites as an alternative source of the news information from a Uses and Gratification perspective as variously outlined by Katz, Blumler, & Gurevitch(1973-1974); Park, Kee, & Valenzuela(2009); Yoo- Lee, & Joanna Sin(2011); Ezumah (2013); Kim and Whiting & Williams(2013).

#### **5.1 Summary of the Study**

This research work was undertaken to investigate whether and the extent to which young adults (University / College students) may be using Social Networking sites as an alternative to or complimentary source of news to daily newspapers. While doing so, the research was equally interested in understanding the role of new communication technologies – especially hand held mobile devices facilitating these processes.

The study's central argument revolves around the idea that, the emergence of Social Network Sites and their use has prompted changes in the ways in which young adults especially university students source for news information. Consequently, it was argued, the dominant mainstream media especially the morning newspaper is

declining in usage as the alternative media such as Facebook and Twitter rise in significance and popularity among the youth.

The sampling strategy for this research was stratified random sampling and participants (N=200) of the study were chosen from three different faculties (including natural and social sciences) in a fairly large University with student population of 16,000 students. The survey was carried out by administering a questionnaire which focused on SNS media usage as alternative for consumption of the news and participants' were selected the faculty of Communication and Media Studies, Engineering, and Business & Economics. The research was guided by eight research questions which revolved around the participants' use and behavior of SNS for purposes of both local, national and international news, the types of mobile devices used, frequency of use, and comparative reliance on Twitter, Facebook and online or hard copy newspaper for news of the day.

## **5.2 Conclusions Drawn from the Study**

The survey aimed to determine first, the extent which SNS is used as a news source among Eastern Mediterranean University students. Second, to establish the type of SNS used such as Facebook and Twitter which includes the frequency of usage and devices used. Third, what significant variation uses SNS for the news and information purpose within the selected chosen group of participants' i.e. gender, age, or discipline of study using Uses and gratification theoretical framework.

**RQ1.** What is the leading source of news and information of university students?

The result from the survey reported SNS as their leading source of the news and information, and Facebook emerged as the preferred source with a percentage of 65.5% identifying it as their main source for news about the University.

**RQ2.**What is the primary source of news on international affairs among university students?

Out of the total respondent, 105 (52.5%) said YES to the usage of SNS and another 51(25.5%) participant strongly agreed in using the medium to source for news. The result shows that SNS is the main source of the news on international affairs.

**RQ3.**What is the source of news and information among university about their home country?

The result of the study shows that majority of the respondentssaid YES to the usage of SNS and not newspaper. The use of SNS is frequently used and relied on by 113 (56.5%) respondents. Also, 83 (41.5%) of participants agreed to using SNS, while 65 (33.5%) participant strongly agreed to using SNS as a medium of sourcing for news and information about home country.

**RQ4.**What is the source of news and information among university student about North Cyprus?

Most respondents (45.5%) reportedlyagreedto the use of SNS, and with 13% also “strongly agreeing” on their use and reliance on SNS for news about North Cyprus.

**RQ5.**To what extent do university students rely on the use of Facebook as major or leading source of news about Turkey, North Cyprus and home countries?

The results shows that that Facebook SNS is widely used among the available SNS'.When asked if they use social media such as Facebook for news and information purposes, 194 respondents (97%)answered in the affirmative. Having responded to having a Facebook account, 164 (82%) of participant also said YES to using Facebook frequently, and when asked to list 3 SNS in order of importance when used to source for news, the majority of participants 131 (65.5%) affirmed that the use of Facebook is the most important news medium which participants use for news and information purpose.

**RQ6.** To what extent do university students rely on the use of Twitter as major or leading source of news about Turkey, North Cyprus and home countries?

Results shows that 144 participants which is 72% use Twitter as a news source. When asked to choose which SNS is most used frequently result shows that Twitter is favored second following Facebook with the average of 7% of participants. Also when asked to list 2 – 3 SNS that is preferred in usage in order of importance, the use of Twitter also is in second place after Facebook as 25 (12.5%) of respondents choose twitter.

**RQ7.**What is the preferred device used in accessing SNS among university students?

The use of the hand held device, (mobile phone) is used often, as more than half of respondents (53.5%) agreed and (34.5%) strongly agreed in using mobile phones as the primary device through which they access the news.

**RQ8.**What percentage of student rely on the use of newspaper as major or leading source of news about international affair, North Cyprus and home countries?

The results showed that the majority of participants donot use the medium with 121 (60.5%) of the 200 respondents reporting they did not use newspapers as a leading source of local, national, or international news; however, 78 respondents (39%) reported relying on newspapers as main source of local, regional and international news. Resultsfrom the scale questions also show that newspaper is not a preferred source for news and informationonly a total number of 52 participants use newspaper for the newpurpose. 41 (20.5%) agreed and 11 (5.5%) strongly agreed in using the medium as information source about home country. In using newspaper as a leading source for news in North Cyprus, 54 (27%) of participant agreed while 10 (5%) strongly agreed to using the medium as a leading source for use. When asked about usage of newspaper as a source of news about international affair, the response is slightly better than the previous answers as the cumulative total of respondent is a yes, as 68 (34%) of participants agreed and 15 (7.5%) strongly agreed to using news paper as a medium for news and information purpose. The result clearly shows that the use of SNS is more in use.

This study established the nature of social media used among the selected university students, including frequency and devices used and also to establish trends of social media use as an alternative news source among university students.

Findings from this study as stated in the Uses and Gratification Theory shows that participant are active users of the media choice used for news purpose as the majority

of the participants favor use SNS and Facebook coming as the leading and preferred source of News among University students.

The results show that 82% of participants reported having a Facebook account while 65% affirmed that Facebook is the most important and preferred source of news. Twitter came second in usage and importance as 72% of participants said yes to having a Twitter account and 12.5% of participants identified it as their most frequently used and preferred mode of accessing news.

The study also found participants most frequently access SNS through the use of mobile phone as majority of those interviewed 107 (53.5%, N=200) agreed that they primarily use mobile phones to access news on SNS while 69 (34.5%, N=200) strongly agreed to using mobile phones.

The present study also reveals that there is no statistically significant difference in gender usage in terms of media habits but there is statistically significant difference in media habits in relation to year and faculty usage.

The major conclusions that can be reached from this research are threefold:

One, it does seem that young adults are increasingly going through a habit shift in their media usage, especially news acquisition sources and at the centre of this shift are new communication technologies and mobile communication devices which appear to have literally brought information to most people's fingertips.

Two, Uses and Gratifications Theory appears to explain many of the emerging phenomena in news acquisition among the youth as findings from this study shows

that participants are active users of the media choice used for news purpose as the majority of the participants favor use SNS and Facebook coming as the leading and preferred source of News among University students.

Three, the upward trend in popularity and usage of SNS appears poised to soar even further in the coming years; while one SNS may decline, another SNS would likely rise and take its place. What is certain is the unlikely reverse in the declining trend in newspaper readership, although its death may not be imminent as the emergence of Online newspapers has helped keep newspapers relevant to a small but committed constituency of users, many of whom use hand held devices to access and read them.

### **5.3 Recommendations for Further Research**

The present study was conducted in Spring 2014 semester among students of only three of the University's 11 Faculties at Eastern Mediterranean University. Further research should be conducted to include students from more faculties, but with a larger number of participants as sample and not just focusing on the type of alternative media used for the news but on what type of news they are reading. Further research can also focus on the reliance of the alternative media used in sourcing for news as news on social media are sometimes mis-reported differently from the newspaper medium. These should be investigated further in future studies.

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## APPENDIX

Survey on Usage Of Social Media Among University Students

Dear respondent,

I am an M.A student of Communication and Media Studies conducting a research on social media network as alternative news source to the use of Newspaper. This questionnaire is meant to gather information for the research. I kindly request your cooperation in filling out the questioner, and greatly appreciate the time you spent. All the information given will be treated as confidential; and will only be used for academic purpose. Your anonymity is guaranteed. .

Thank you.

**Instructions:** Kindly circle or tick the choice that most accurately reflects your view.

1. Sex: (A) Female (B) Male

2. Age: (A) 18 under (B) 18 to 24 (C) 25 to 30 (D) 31 to 35 (E) 36 to 40 (F) 41 to 45  
(G) 45 to 50.

3. Nationality: (A) Turkey (B) North Cyprus (C) Nigeria (D) Iran (E)

Cameroon

(F) Palestine (G) Others (Please specify) .....

4. What is your Faculty at EMU?

(A) Comm. & Media Studies (B) Engineering (C) Business

5. Please state your program of study at EMU? .....

6. How long have you been in North Cyprus?

(A) Less than 1 year (B) 1-2 yrs (C) 3-4 yrs (D) 5-6 yrs (E) 7-8 yrs

7. Please specify your level of education: (A) Undergraduate (B) Graduate (C) Post Graduate.

Media Habits

In order of importance, please tick between 1- 4 the following sources in terms of how frequently you rely on them for news source. ( 1) Frequently (2)Occasionally (3) Rarely (4) Never					
	Television	Social Media	Newspaper	Radio	Word of Mouth
I rely on these news sources to learn about developments in North Cyprus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I rely on these news sources to learn of developments in Turkey?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I rely on these news sources to learn of developments in my country?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I rely on these news sources to learn about University and student life in North Cyprus?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Do you use Social media such as Facebook? **Yes** \_\_\_\_\_ **No** \_\_\_\_\_

13. Do you use Social media such as Twitter? **Yes** \_\_\_\_\_ **No** \_\_\_\_\_

14. Do you use Social media such as Google+? **Yes** \_\_\_\_\_ **No** \_\_\_\_\_

15. If “Yes” please tick the two or three social media that you use most frequent.

(A) Facebook (B) Twitter (C) Instagram (D) Google+ (E)

Others(Specify).....

16. How many hours do you spend on social network sites everyday for news and purpose?

(A) 0-2hrs (B) 3-5hrs (C) 5-7hrs (D) 8 -10hrs (E) more than 10 hours.

17. Do you use news paper as a source of news information? **Yes**..... **No**

.....

18. If yes, how many hours do spend on news paper everyday for news purpose?

(A) 0-2hrs (B) 3-5hrs (C) 5-7hrs (D) 7-0hrs (E) more than 10 hours.

	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
I use the Newspaper for obtaining the news about my country	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I use the Newspaper for obtaining news about North Cyprus.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I use the Newspaper for obtaining the news about International affairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I use social media network for obtaining the news about my country	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I use social media network for obtaining news about student life in TRNC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I use social media for obtaining the news about North Cyprus.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I use social media for obtaining the news about International affairs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I access social media network from the Computer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I access social media network from Ipads/Tablet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I access social media network from Mobile phones	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

29. In order of importance and preference, list the three social networking sites in the order of their perceived importance and importance to you as news source?

(A). \_\_\_\_\_ (B). \_\_\_\_\_ (C). \_\_\_\_\_

\_\_\_\_\_

30. On the average would you say that your use of social media for news since you joined the University has been

(A) On the increase (B) Remained about the same (C) On the decrease

31. On the average would you say that your reading of online newspapers for purpose of acquiring news since you joined University has been on:

(a) On the increase (b) Remained about the same (c) On the decrease

**On The Average, Rank The Following Sentences In Terms Of How Accurately**

**They Apply To You:**

32. Your usage of Social media for news purposes in the past two years

(A) Definitely on the increase (B) Just remained about the same (C) Definitely on the decrease

33. Your usage of online newspapers for purposes of news in the past two years

(A) Definitely on the increase (B) Just remained about the same (C) Definitely on the decrease

34. Your usage of television for purposes of getting news

(A) Definitely on the increase (B) Just remained about the same (C) Definitely on the decrease

35. Your reliance on television as a source of news

(A) Definitely on the increase (B) Just remained about the same (C) Definitely on the decrease.