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SAYI / NUMBER **54** YAZ / SUMMER 2010

Motivations of Facebook, You Tube and Similar Web Sites Users

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Abstract: The ever increasing popularity -particularly among young users- of personal photo/video sharing websites like youtube and facebook deserves to be studied by many aspects. The aim of this study was to explore the motives of the users of this personal photo/video sharing websites. The data was obtained through a survey on a randomly selected sample of seven hundred and twenty eight (728) students of The Selcuk University. The results revealed 7 motives that have effects on the use of photo/video sharing websites like facebook, youtube etc. These motivations are, in order of importance: narcissism and self expression, media drenching and performance, passing time, information seeking, personal status, relationship maintenance, and entertainment. The weekly usage frequency of facebook and similar websites by the subjects has been found as the main variable determining the varied importance levels attached to these 7 motivators. In relation to gender, male subjects attached more importance to narcissism and self expression motivators while females preferred information seeking and relationship maintenance.

Key Words: Internet, Facebook, You Tube, Spectacle Performance Paradigm (SPP), Diffused Audience, Motivation.

Introduction

Video sharing web sites have increased their popularities among internet users particularly in the few last years. They are very popular even among noninternet users because many important political voices and videos have been broadcast (secretly) on these kinds of web sites. As a result of these sensational events all people are aware of video sharing web sites. On the other hand young users are very interested in these web sites for purposes of having fun, celebrity, and maintenance of their friends. They have recorded

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their videos and sent to these web sites and watched themselves. They have enjoyed these activities and wanted to be known by others. Motivations of web site users of this kind are different from general internet users. So, classic uses and gratification approach is not sufficient for describing motivations of photo album/video sharing web sites. Users of photo album/video sharing web sites turn out to be a diffused audience associated with the concept of spectacle performance paradigm (SPP) (Hsu 2007: 597).

In this study researchers examined audience motivations in relation to SPP based on a performance-oriented concept and diffused audience. The SPP has been reviewed in relation with performance-orientation, the performance of audiences within real social environments that come out from the social interactions among people and institutions, and social interactions with media. The concept which has arisen from these interactions have been studied and examined in past researchs (Atkinson & Dougherty 2006, Atkinson 2005a, Gamson & Modigliani 1989, Langellier 1983, Loxley 1983). The SPP is an important notion because it identifies the communicative function of audience members as active participants in media spactacle. This paradigm also demonstrates a performance-oriented vision of the audience that has been constructed within behavioral paradigm (Gerbner & Gross 1972), to the incorporation/resistance paradigm and, finally to the SPP (Atkinson & Dougherty 2006).

Past research has examined the role of alternative media in the construction of identity within social movements and activist groups based on the relationship between alternative media and audiences as producers (Huesca 2001, Owens & Palmer 2003, Caldwell 2003, and Atkinson 2005b). However these studies are not connected to audience performance neither is there any study about motivations of photo album/video web sites users based on spectacle and diffused audience. This study examined the motivations of photo album/video web sites users based on Spactacle Performance Paradigm and the concept of diffused audience.

2. Literature Review

Researchers have conducted various studies about uses and gratifications on the Internet. But these studies do not have any explanation about motivations of photo album/video web sites users which has led to failure in describing new gratifications about new communication technologies. Present research has not shed any light to the internet users actively forming their presentation in interacting and communicating with others in every-day life in order to perform themselves in this "performative society" (Hsu 2007: 597).

2.1. The Concept of Audience in Mass Communication Research

The concept of audience can refer to the term of "receivers" that is in the simple sequential model of the mass communication process (source, channel, message, receiver, effect). This sequential model was deployed by pioneers in the field of media research. According to widespread use, "audience" simply refers to the readers of, viewers of, listeners to one or different media channels (McQuail 1997: 1).

The audience studies are important research topics that have been studied by communication scholars for over a century. Many researchers have described the audience within theree groups which were (1) audience as mass (mass behavior and media events), (2) audience as outcome (effects and attitude change), and (3) audience as agent (uses and gratifications). These different kinds of audience are thought as problematic because they locate the audience on a continuum from passive to active. Also these views of audience are unsuccessful at considering the audience as collective as well as individuals at the same time, and can not connect the audience/consumers with the producers (Webster 1998: 193). Certain audience performance theories such as Abercrombie and Longhurst's (1998) SPP can solve these problems.

Performance theories like Spectacle Performance Paradigm (SPP) which have been developed by Abercrombie and Longhurst (1998) have deeply defined the nature of modern audiences. The authors explain a progression of three paradigms of audience analysis: (1) Behavioral Paradigm (BP), (2) Incorporation/Resistance Paradigm, (IRP), and (3) Spectacle/Performance Paradigm (SPP). The BP supposes that media messages are very powerful, with direct impacts on individuals. This paradigm describes the audience as a collection of individuals under the influence of the media (Atkinson 2005a: 143).

Media and communication scholars developed a second audience paradigm which is named the Incorporation/Resistance Paradigm (IRP). They have criticized the consideration of the audience in BP as too limited since the audience had no agency cause of themselves while they were faced with an overwhelmingly powerful media. Incorporation/Resistance Paradigm, (IRP) includes a debate between two positions about the nature of society and ideology. The debate focuses on "whether audience members are incorporated into the dominant ideology by their participation in media activity or, on the contrary, they are resistant to that incorporation" (Abercrombie & Longhurst 1998 quoted Atkinson 2005a: 144). According

to authors, IRP researchers are trying to explore how the audience is incorporated into the dominant ideology, or how they resist this ideology.

Although the audience explained by Incorporation/Resistance Paradigm, (IRP) could resist the ideology transmitted by media elites, many media and communication scholars have criticized IRP as too limited. These scholars have claimed that the audience was under pressure of overwhelming social forces. As a result of these discussions, the British cultural studies tradition and the feminist movements of the 1970s called for more agencies in research of media audiences. This call for greater audience agency provides a new view on audience to researchers. More recent research is mainly focused on audiences' ability to extract meaning from media texts and use those meanings in performances. Media and communication scholars who studied audience research revealed how audiences talk about media texts to generate meaning and construct reality (Atkinson 2005a: 144).

The Spectacle Performance Paradigm was revelaed for a concept of active audience without being under any social or media elite's pressures. This paradigm seemed to explain the new audience in modern society. According to this paradigm, the audience is not only reader or watcher, but it is also a performer in real society. According to the paradigm, audiences are readers/watchers as well as they are also performers at the same time. Motives of video sharing web site users will be explained based on Spectacle Performance Paradigm later in this study.

2.2. Spectacle Performance Paradigm and Diffused Audience

Abercrombie and Longhurst (1998 quoted by Atkinson 2005a: 144-145) indicated that Behavioral Paradigm (BP) and Incorporation/Resistance Paradigm (IRP) are both problematic in audience studies for two reasons. The first reason is that both of the two audience views do not allow agency of individuals, and they allow little agency at all. The second reason is the dependence of these paradigms on power. There are elites or a dominant ideology dictating behaviors or attempting to incorporate the audience in both audience views. In other words, these audience views recognize the audience as a passive position. According to these views audiences are under the pressure of social and media elites. Abercrombie and Longhurst (1998 quoted by Atkinson 2005a: 145) supposed a new view which was named Spectacle Performance Paradigm (SPP) to solve these problems related to BP and IRP. Spectacle Performance Paradigm (SPP) foregrounds the concept of identity. This paradigm indicates that being a member of an audience is closely connected with the construction of the personality. These problems are solved by the BP and IRP at the social construction of the audience through the concepts of "spectacle" and "narcissism". The most

important difference of SPP from BP and IRP is that this paradigm provides audiences with active agency, unlike the IRP and BP.

SPP divides the audience in three groups: (1) the simple, (2) mass, and (3) diffused audience. The simple audience is a structured audience with fixed roles for audience and performers. According to the simple audience, participating in a performance is a ceremony itself. This ceremony indicates an amount of physical and social distance between performers and audience members who observe that ceremony. Second audience type is mass audience which is removed from the performance via mass media. In this kind of audience type, the performance becomes part of the background for the audience. The Mass audience type claims that performances are everywhere because people live in a media-saturated society. The distance between the performers and audience makes the nature of the mass audience as one-way. Mass audience can not affect performances (Abercrombie & Longhurst 1998 quoted by Atkinson & Dougherty 2006: 66).

Diffused audience is a central concept for SPP. SPP focuses on performance to explain the diffused audience. The SPP claims that the diffused audience does not replace the simple or mass audience types. On the contrary, these three audiences' types are combined with each other. The diffused audience arises in a media-satured environment. The difference between audience and performer becomes unclear, because performance in society is so widespread that a difference is imperceptible. Performances do not exist as a part of the background; instead they hold the audiences in performances where audiences participate actively at performances. Performances are so widespread in everyday life that people are not fully aware whether they are audience or performer. If life is taken as a continuous performance, people are audience and performer at the same time. Performance can not be separated from the audience (Abercrombie & Longhurst 1998 quoted by Atkinson & Dougherty 2006: 66).

The SPP suggests that the audiences perceive themselves as performers as well as audiences. The notions of spectacle and narcissism are forming diffused audience and performances. The concept of spectacle claims that everything in the world is observed as a framed performance. Spectacle is a detailed display of surfaces for the audience which has very little substance. In another word, spectacle guides the audience how to perceive and perform within a modern society (Abercrombie & Longhurst 1998 quoted by Atkinson & Dougherty 2006: 67).

Abercrombie and Longhurst (1998 quoted Atkinson by 2005a: 147) give the example of football to explain the diffused audience. If a person attends a football game, actually he/she is named simple audience, because there is a

clear separation between the audience and the performers on the playground. After experiencing the game in the stadium, whenever he/she watches the same match on televison or listens on the radio, the person is labeled mass audience. After the audience buys jerseys or hats with the team logo to show they support the team – at this point the audience becomes diffused. The diffused audience shows their support or enthusiasm about a team by their performances. An audience member interested in stars or special media programs for fun, searches these stars and programs within newspapers, news programs, magazine programs etc. On the other hand an audience member may be seeking these stars and programs for establishing a cult, rather than just for fun.

An enthusiast audience member is interested in a particular activity like football, mountaineering or hunting. This audience group seeks special media related to their interested activity. Enthusiast audiences consist of two main groups that are (1) amateurs, and (2) professionals. The amateurs are very much interested in their special activity and they make it a part of their lives. On the other hand the professionals are the experts in their fields. They contribute to the media or literature content with their professional activities. In this manner professional enthusiasts are the primary producers in modern society. Consequently, there is an audience continuum which follows this sequence: (1) consumer, (2) fun-cultist, (3) Enthusiast, (4) Petty Producer. Most people suit in this sequence from "consumer" to "petty producer" in their everyday lives (Abercrombie & Longhurst 1998 quoted by Atkinson & Dougherty 2006: 67).

Another aspect of the diffused audience is narcissism. This aspect is the self-centered or self-oriented nature of the individual. Narcissism is characterized by celebrity worship, ignorance of the sense of the past or the future, and preoccupation with instant gratification. Narcissism suggests that the individual is self-centered and exists in a world in which everything may be possessed, the people and their performances included (Abercrombie & Longhurst 1998 quoted by Atkinson 2005a: 146).

2.3. Motivations for Using Photo/Video Sharing Web Sites

Studies directly dealing with motivations for photo/video sharing sites' usage are rare. Some researchers have studied personal home page motives based on self presentation (Papacharissi 2002, Papacharissi & Rubin 2000, Dominick 1999, Flaherty et al. 1998, Smith 1998, Morris & Ogan 1996). But only one study was found about this topic which was titled "*Staging on the internet: Research on online photo album users in Taiwan with the Spectacle/Performance Paradigm*" by Hsu (2007). She explored motivations of online photo album users in Taiwan based on SPP. The author

introduced ten factors explaining motivations of online photo album users. These dimensions were (1) information seeking, (2) media drenching, (3) diversion, (4) performance, (5) narcissism, (6) relationship maintenance, (7) aesthetic experience, (8) virtual community, (9) function, (10) reference. Hsu (2007) also suggested new gratifications for these motivations which were media drenching, performance, function, and reference. Hsu concluded that the current internet gratifications are not sufficient to account for album users' behaviors.

In this study, motivations of photo album/video web sites such as you tube and facebook will be examined as based on diffused audience and narcissism. As a diffused audience these users exhibit not only their enhusiasm about a team or activity but also they exhibit all their private lives with its secret and public dimensions. They can show their hobbies, friends, political views, level of education by their photos and videos related to these informations. Additionally they can broadcast their photo albums and videos on internet which they had downloaded for themselves. Because of these activities, these users can be named petty producers although most of them are amateurs. Video and photo showing is also explained with narcissism. These people can be self centered and they may want to show themselves. At the end of this activity they can enjoy exhibiting themselves.

At the end of the literaure review, five research questions have been written for this study:

RQ1: What is the ratio of student's use of video/photo sharing web sites like facebook?

RQ2: What are the names of the most frequently used web sites of this kind?

RQ3: What are the student's motivations for using this kind of web sites?

RQ4: Is there any relationship between motivations for using this kind of web sites and demographic variables?

RQ5: Is there any relationship between respondents' usage of internet practice and motivations of video/photo web sites using?

3. Methods

This study explored the motivations of video/photo web sites' users. For this purpose, a survey has been conducted among seven hundred and twenty eight (728) Selcuk University students. Different analysis such as descriptive statistics, factor analysis, and regression analysis have been performed on the responses to the research questions.

3.1. Procedure and Sample

Population of study includes eighty thousand (80.000) students of the Selcuk University. Because the study was aimed to represent the population, it was designed as a "parametric" research study. Because the study was designed parametric, "simple random sampling technique" grouped under "probability sampling techniques" was used for sampling. At first, the names of all students were listed on computer and one thousand (1.000) students randomly selected via a computer software. However, seven hundred and twenty eight (728) students reported, therefore researchs' turn rate was 72.8 %. Confidence interval of the research was 97 % so margin of error was plus or minus 3 %. And confidence level was 95 %. According to sampling, calculating table sample which consisted of seven hundred and twenty eight (728) students, has the power to represent the population (Erdoğan, 2003: 440).

The sample consisted of 728 (seven hundred and twenty eight) students who were attending to 16 (sixteen) different faculties. Study has been conducted from April 1 to 15, 2008. The sample consisted of 282 (56.4%) male respondents and 218 (43.6%) females. Participants' mean of ages is 21.49 and amount of spending 431.5 Turkish Liras. The sample included students who have been attending prep class (3.2%, N=16), first class (28.2 %, N=144), second class (31.6%, N=158), third class (21.8%, N=109), fourth class (14.0%, N=70), and fifth classes (1.2%, N=6).

3.2. Measurement

A questionnaire with fourty five items has been designed to examine motivations of users of web sites like facebook. To measure these motivations, a one-to-five point scale which ranged between "strongly disagree" and "strongly agree" was used. The questionnaire designed was examined and combined with the questionnaires' of the researchers Balcı & Tarhan (2007), Işık (2007), Balcı & Ayhan (2007), Grace-Farfaglia et al. (2006), Song et al. (2004), Park (2004), Stafford et al. (2004), Abdulla (2003), Cox-Otto (2003), Koçak & Özcan (2002), Kaye & Johnson (2002), Flanagin & Metzger (2001), Lin (2001), Choi (2001), Chou & Hsiao (2000), Parker & Plank (2000), Ferguson & Perse (2000), Papacharisssi & Rubin (2000), Perse & Ferguson (2000), Mitchell (1999), Korgaonkar & Wolin (1999), Armstrong (1999), Lin (1999), Kaye (1998), Young (1998) and Charney (1996).

To demonstrate the reliability of the questionnaire, cronbach alpha analysis was performed. The questionnaires' internal consistency reliability was quite high. The coefficient alphas ranged from .57.3 for the relationship maintenance dimension to .93.6 for the total instrument. Also

questionnaires' validity was counted thorough K.M.O Barletts. According to this analysis validity of the questionnaire was .91.4.

4. Analysis and Results

To find relations, descriptive statistics, factor analysis, and regression analysis were performed by using SPSS 15. Version on the answers to the research questions.

4.1. Percentage of Video/Photo Sharing Web Sites Users

Frequency analysis was performed in relation to the first research question. Results of the frequency analysis showed that 68 % of the participants have used video/photo sharing web sites. On the other hand 32 % of the paticipants did not use video/photo sharing web sites. Analysis revealed that the usage of video/photo sharing web sites were quitely widespread among Selcuk University students.

4.2. Most Popular Video/Photo Sharing Web Sites

Frequency analysis was performed again to find the most frequently used video/photo sharing web sites among participants. Analysis showed that most frequently video/photo sharing web site was facebook (50.7 %) among respondents. After this site you tube (44.9 %) and piknik tube (2.4 %) was the most frequently used video/photo sharing web sites.

4.3. Motivations of Video/Photo Sharing Web Sites Users

To find motivations of video/photo sharing web site users, principal factor analysis with varimax rotation was performed. The analysis explained 56.8 % of total variance. Factor analysis showed minimum factor loadings as .45. Results of the factor analysis revealed seven factors which defined these motivations. Table 1 includes factors, items' means and factor loadings.

As seen on Table 1, the first factor is narcissism and self expression (eigenvalue=8.86) which explained 11.2 percent of the variance after rotation (*M*=2.26, Cronbach's alpha=.89). This factor was produced from the concept of diffused audience.   The first factor has eight items which are "to increase my visual familiarity", "I am known more easily among people", "I want people to have more information about me", "to establish romantic relations", "to present others information about my special interests", "it provides self expression", "to create a nice impression about me in the minds of the people", "I can present my characteristics and hobbies".

In fact, this result is surprising. Because when you ask a student "why are you using facebook and similar web sites?" generally they answer "because I can find my old friends or I can maintain my contact with my friends and

family members". But results of factor analysis showed that video/photo sharing web sites' users' first motivation is narcissism and self expression. This result confirms the spectacle performance paradigm and diffused audience.

Second factor is media drenching and performance (eigenvalue=2.87) which explained 10.8 % of the variance after rotation (*M*=2.45, Cronbach's alpha=.80). Media drenching and performance factor has seven items. These items are "I expect from people I like to add new photos", "examining photo/video albums became part of my life", "I check if photos/video albums update regularly", "we discuss particular persons from albums in this kind of sites", "to find some special peoples' photo/video albums", "I find relative information of particular persons from albums", and "for feeling to belong to a group".

The media drenching and performance factor – like narcissism and self expression – is closely related to the SPP and the diffused audience concept. While media drenching refers to heavy usage of this kind of web sites, performance is directly related to diffused audience. The person becomes a performer by using this kind of web sites.

The other factor describing motivations of video/photo sharing web sites users is "passing time" (eigenvalue=2.03). According to factor analysis, the passing time motivation factor is third which explained 9.5 percent of the variance (*M*=3.37, Cronbach's alpha=.76). Passing time motivation factor has five items which are "it helps spending time in the daily routine", "it provides pastime", "when I do not have a better duty it helps passing time", "these kind of sites are very lively and colorful", and "I spend lots of time for checking photos/videos without being aware".

Table 1: *Factor loadings (Principal Components, Varimax Rotation) of 33 gratification items (N=500)*

Factors and Items	M	Load	Eig.	Var.	Alpha
Factor 1: Narcissism and Self Expression	**2.26**	**.608**	**8.86**	**11.2**	**.89**
To increase my visual familiarity	2.16	.715			
I am known more easily among people	1.98	.678			
I want people to have more information about me	2.20	.633			
To establish romantic relations	1.84	.622			
To present others information about my special interests	2.46	.593			
It provides self expression	2.45	.566			
To create a nice impression about me in people's mind	2.14	.549			
I can present my characteristics and hobbies	2.86	.499			
Factor 2: Media Drenching and Performance	**2.45**	**.599**	**2.87**	**10.8**	**.80**
I expect from people I like to add new photos	2.77	.702			
Examining photo/video albums becomes part of my life	2.25	.649			
I check if photo/video albums update regularly	2.29	.647			
We discuss particular persons from albums in this kind of sites	2.30	.601			
To find some special peoples' photo/video albums	2.75	.551			
I find information related to particular persons from albums	2.94	.539			
For feeling to belong to a group	1.90	.507			
Factor 3: Passing Time	**3.37**	**.670**	**2.03**	**9.5**	**.76**
It helps to spend time in daily routine	3.52	.788			
It provides pastime	3.38	.745			
When I do not have a better duty it helps spending time	3.42	.724			
These kinds of sites are very lively and colorful	3.32	.550			
I spend lots of time for checking photos/videos without being aware	3.21	.543			

Factor 4: Information Seeking	3.11	.637	1.38	8.7	.73
It gives me a lot of things which I want to see	3.45	.716			
It provides me with opinion about much subjects	3.34	.681			
To obtain information related to my culture	2.96	.643			
To follow new technology	3.20	.576			
To find new/cool photo/video albums	2.64	.569			
Factor 5: Personal Status	**2.31**	**.593**	**1.33**	**6.2**	**.65**
For being supported by others	2.47	.669			
For having better expectations about the future	2.17	.626			
To improve my status in the world	2.29	.484			
Factor 6: Relationship Maintenance	**3.65**	**.674**	**1.31**	**5.2**	**.57**
To provide connection with a person I had forgotten	3.92	.753			
Get in touch with people I know	3.80	.732			
It enables coming together with family members and friends	3.23	.538			
Factor 7: Entertainment	**3.56**	**.679**	**1.01**	**4.82**	**.77**
It entertains me	3.69	.727			
It makes me spend a nice time	3.44	.631			

Factor analysis indicated that the fourth factor is information seeking (eigenvalue=1.38). Information seeking explained 8.7 percent of the variance (*M*=3.11, Cronbach's alpha=.73). This factor has five items which are "it gives me a lot of things which I want to see", "it provides me with opinion about many subjects", "to obtain information related to my culture", "to follow new technology", "to find new/cool photo/video albums".

Results of factor analysis showed that the fifth motivation factor was "personal status" (eigenvalue=1.33). This factor explained 6.2 percent of the variance (*M*=2.31, Cronbach's alpha=.65). Personal status motivation factor has three items which are "for being supported by others", "for having better expectations about the future", and "to improve my status in the world".

Analysis indicated that the sixth motivation factor is "relationship maintenance" (eigenvalue=1.31). This factor explained 5.2 percent of the variance (*M*=3.65, Cronbach's alpha=.57). Relationship maintenance motivation factor has three items which are "providing connection to a

person that I had forgotten", "get in touch with people I know", and "it enables us come together with family members and friends".

Factor analysis revealed that the seventh factor was "entertainment" (eigenvalue=1.01). This motivation factor explained 4.82 percent of the variance (*M*=3.56, Cronbach's alpha=.77). Items of "it entertains me", and "it makes me spend a nice time" relalated to interpersonal utility factor.

4.4. Relations between Motivations of Video/Photo Sharing Web Sites Users and Respondents' Internet Usage Practice with Their Demographic Variables

To answer research question 4 and 5 multiple regression analysis was performed. Before regression analysis was performed, independent variables were assigned in two groups which were (1) respondents' internet usage practice and (2) respondents' demographic variables. The first group includes these variables: "how long have you been using facebook and similar web sites?", "how many times have you been visiting facebook and similar web sites in a week?" (These variables were transformed to dummy variables because they were ordinal), "how many minutes do you visit facebook and similar web sites in one session in general?", "what dou you think about reliability of the internet, could you give points through 1–10?", and "how many hours (and minutes) do you use the internet a day?" The second group includes these demographic variables: "gender of respondents'" (gender variable transformed to dummy variable), "age of respondents'", and "respondents' amount of spending".

As can be seen in Table 2, the combination of independent variables which include usage of internet practice and demographic variables, explained 13.6 % (F=9.084, p< .001) for variance of narcissism/self expression motivation. The results indicated that variables of "one day in a week" (β=-.259), and "internet usage time in one day" (β=-.101) negatively and significantly contributed to the model of narcissism/self expression motivation.

This means that respondents who have visited these sites four/five days a week attach more importance to narcissism/self expression motive than respondents who have visited these sites one day a week (because four/five days a week was referenced). This result showed that there was a positive correlation between frequency of visiting these sites and the narcissism/self expression motive (r=.25, p< .001). In other words, by increasing sites' usage frequency, attaching importance to narcissisim/self expression motive was increasing. Also analysis revealed that there was a negative correlation

between "internet usage time in one day" and attaching importance to narcissism/self expression motive.

On the other hand, "minutes of visiting facebook etc. sites in one session" ($\beta=.142$), "reliability level of internet" ($\beta=.141$), and gender ($\beta=.178$) positively and significantly contributed to the model of narcissism/self expression motivation. There was a positive correlation between "minutes of visiting facebook etc. sites in one session" and "attaching importance to narcissism/self expression" motive. Respondents who were "spending more time for visiting facebook etc. sites in one session", were attaching more importance to narcissism/self expression motivation. This result is parallel with the result of "visiting time of facebook etc. web sites in a week".

Table 2: *Regression Analysis about Motivations and Those Relations with Respondents' Usage of Internet Practice and Their Demographic Variables*

	Narciss. Self Exp.	Media Dre/Pe.	Pass Time	Inform.	Person. Status	Relation. Mainten.	Entert.
Usage of Internet Practice							
Less than one year	.017	.014	-.064	-.126[*]	-.094	.052	-.038
Three years and more	-.018	-.058	.039	.032	-.004	-.004	.032
One day a week	-.259[***]	-.285[***]	-.267[***]	-.141[*]	-.173[**]	-.213[***]	-.281[***]
Two/three day a week	-.041	-.039	-.084	-.034	-.010	-.081	-.092
Regularly on each day	-.066	.047	.082	.020	-.097	.025	.012
Minutes of visiting facebook and similar web sites in one session	.142[**]	.177[***]	.163[**]	.130[**]	.090	.044	.101[*]
Reliability level of internet	.141[**]	.092[*]	.051	.077	.111[*]	.035	.126[**]
Internet usage time in one day	-.101[*]	-.079	-.035	-.083	.000	-.014	-.044
Demographic Variables							
Amount of time spent monthly	-.075	.007	-.112[*]	-.064	-.046	.051	-.016
Gender	.178[***]	-.032	-.016	-.123[**]	-.062	-.101[*]	.016
Age	-.052	-.101[*]	-.078	-.109[*]	-.100[*]	.035	.002
Model Summary							
R Square	.152	.145	.155	.119	.086	.058	.122
Adjusted R Square	.136	.128	.138	.100	.068	.039	.107
F	9.08[***]	8.60[***]	9.26[***]	6.13[***]	4.77[***]	3.09[**]	7.95[***]
Df	464	464	464	464	464	464	464

Note 1: Table contains standart Beta (β) values.
Note 2: [***]= p< .001, [**]= p< .01, [*]= p< .05

Regression analysis showed that there was a positive correlation between reliability levels of internet and attaching importance to narcissism/self expression motivation. Respondents that think internet is a reliable mass communication medium, attach more importance to the narcissism/self expression motivation. This is very logical because this motive includes narcissism and self expression items, since people present their photos and videos to increase their visual familiarity. If they do not think that internet is not a reliable medium, they do not present their photos, special interests, hobbies and information and they do not establish romantic relationships.

Analysis indicated that male respondents attached more importance to the first factor than females. In fact this result should be quietly normal because generally male respondents are more bold and willing for self expression and establishing romantic relationships than females in Turkish society.

In model two, independent variables (usage of internet practice and demographic variables) significantly predicted media drenching and performance factor. As can be seen in Table 2, independent variables explained 12.8 % (F=8.602, p< .001) variance of media drenching and performance motivation. The results indicated that variables of "one day a week" (β=-.285), and "age" (β=-.101) negatively and significantly contributed to the model of media drenching and performance motivation.

According to regression analysis respondents who have visited these sites four/five days a week attach more importance to media drenching and performance motives than respondents who have visited these sites one day a week. In other words, frequency of "using these sites" was increasing with the increase of "attached importance of media drenching and performance motive" like on the first model. Also analysis revealed that there was a negative correlation between "respondents' ages" and "attaching importance to media drenching and performance motivation". In other words, younger respondents attach more importance to media drenching and performance motive. As a result of this finding we can say that, in a modern performer society, younger users are more performers than older users.

The other findings, about model 2, "minutes of visiting facebook etc. sites in one session" (β=.177), and "reliability level of internet" (β=.092), positively and significantly contributed to the model of media drenching and performance motivation. There was a positive correlation between minutes of visiting facebook etc. sites in one session and attaching importance to media drenching and performance motive. This result is parallel to the result of model one.

Regression analysis showed that there was a positive correlation between reliability levels of internet and attaching importance to media drenching and

performance motivation. Respondents who thought the internet was a reliable mass communication medium; attached more importance to media drenching and performance. This positive correlation is quietly normal because, if users do not think that internet is not a reliable medium, they do not seek special photos, informations, and they do not be a performer.

Independent variables (usage of internet practice and demographic variables) significantly predicted passing time factor in model three. As can be seen in Table 2, independent variables explained 13.8 % (F=9.264, p< .001) variance of pass time motivation. The results revealed that variables of "one day a week" (β=-.267), and "amount of monthly spending" (β=-.112) negatively and significantly contributed to the model of media drenching and performance motivation.

Results showed that respondents who have visited these site four/five days a week attach more importance to passing time motive than respondents who have visited these sites one day a week. In other words, with increasing usage frequency, "attaching importance to the passing time motive" was increasing as well, like in the first two models. Also analysis indicated that there was a negative correlation between "amount of monthly spending" and attaching importance to the passing time motivation. In another words respondents who spend more money, attach lesser importance to passing time motive. These respondents can do different activities for passing time instead of visiting facebook and similar web sites.

Only the variable "minutes of visiting facebook vs. sites in one session" (β=.163), positively and significantly predicted to the passing time motivation in model theree. There was a positive correlation between minutes of visiting facebook vs. sites in one session and attaching importance to the passing time motive. This result is parallel with the results of the first two models.

Linear regression analysis again was performed for model four where the dependent variable was the information factor and independent variables were internet usage practice and demographic variables like in the other models. As can be seen in Table 2 the combination of independent variables explained 10.0 % (F=6.138, p< .001) variance of information motivation. The results indicated that variables of "less than one year" (β=-.126), "one day a week" (β=-.141), "gender" (β=-.123), and "age" (β=-.109) negatively and significantly contributed to the model of information motivation. The only variable which positively and significantly contributed to the information motive was "minutes of visiting facebook and similar web sites in one session" (β=.130).

These results showed that respondents who have been using these sites for one/two years attach more importance to the information motive than respondents who have have been using these sites for less than one year (because one/two years was referenced). An explanation could be that older users have more experience; they might find information easier than new users. On the other hand older users can have more friends than new ones; therefore they are willing to find more information about their friends and groups.

Analysis revealed that – like in the other models - respondents who have visited these sites four/five days a week attach more importance to the information motive than respondents who have visited these sites one day a week. Also Analysis indicated that female respondents attached more importance to the information factor than males. The other result was related to respondents' age. Analysis revealed that there was a negative correlation between "respondents' ages" and attaching importance to the information motivation. In other words younger respondents attached more importance to the information motive.

There was only one significant positive predictor to the information factor: "minutes of visiting facebook and similar web sites in one session". There was a positive correlation between minutes of visiting facebook and similar web sites in one session and attaching importance to the information motive. As respondents were spending more time for visiting facebook and similar web sites in one session, they were attaching more importance to the information motivation like in the other three models.

The name of the dependent variable was "personal status" in model five. Independent variables in this model were the same as with the other models. As can be seen in Table 2, the independent variables explained 6.8 % (F=4.770, p< .001) variance of personal status motivation. Results of the analysis indicated that variables of "one day in week" (β=-.173), and "age" (β=-.100) negatively and significantly contributed to the model of personal status motivation. The only variable which positively and significantly contributed to the personal status motive was "reliability level of the internet" (β=.111).

Analysis revealed that – similar to the other models - respondents who visited these sites four/five days a week attach more importance to the personal status motive than respondents who visited these sites one day a week. Also analysis indicated that there was a negative correlation between "respondents' ages" and attaching importance to the personal status motivation. Therefore younger respondents attach more importance to the personal status motive. This result may indicate that younger respondents need more help from others. This result can also be related with younger respondents having more expectations about the future, and they may be

more willing to improve their status in the world. Also analysis showed that there was a positive correlation between the perceived reliability levels of the internet and the attached importance to the personal status motive.

Linear regression analysis again was performed for model six in which the dependent variable was the relationship maintenance factor and the independents were internet usage practice and demographic variables were the same as these of the other models. As can be seen in Table 2 the combination of independent variables explained 3.9 % (F=3.091, p< .01) variance of the relationship maintenance motive. The results indicated that variables of "one day a week" (β=-.213), and "gender" (β=-.101) negatively and significantly contributed to the model of relationship maintenance motivation.

Analysis revealed that – for model six - respondents who have visited these sites four/five days a week, attach more importance to the relationship maintenance motive than respondents who have visited these sites one day a week. Also analysis indicated that female respondents attach more importance to the relationship maintenance motivation factor than males.

For the last time, a linear regression analysis was performed where the dependent variable was seventh and the last motives. Independent variables which included the internet usage practice and respondents' demographic variables explained for 10.7 % (F=7.953, p< .001) of the variance of entertainment motivation. The results indicated that variables of "one day a week" (β=-.281) negatively and significantly contributed to the model of entertainment motivation. According to regression analysis, respondents who have visited these site four/five days a week attach more importance to the entertainment motive than respondents who have visited these sites one day a week.

The other findings about model seven - "minutes of visiting facebook and similar web sites in one session" (β=.101), and "reliability level of internet" (β=.126) - positively and significantly contributed to the model of entertainment motivation. There was a positive correlation between minutes of visiting facebook and similar web sites in one session and attaching importance to the entertainment motive. Likely there was a similar correlation between the perceived reliability level of the internet and the entertainment motive.

5. Conclusion

Perhaps the most important consequence of this explanatory study that explored motivations of video/photo sharing web sites users is the difference between the motivations of the users of this kind of sites and that of the

classic internet users. Factor analysis revelaed that facebook and similar web sites users' first two factors were: (1) narcissism and self expression (2) media drenching and performance. This result is very interesting because contrary to the widespread belief about motives of this kind of sites (it is generally reported that we use these sites to find old friends) the first two factors emerged as absolutely different from this belief. The factor which is related with this widespread belief emerged as the sixth factor called relationship maintenance.

This study also demonsrated that people create performances in modern society in accordance with the spectacle performance paradigm. Consistent with SPP, people are audience and performers at the same time. Young individuals exhibited theirselves by presenting their photos, videos, special interests and hobbies, containing very little substance. They want to create a nice impression in peoples' mind about themselves by using images. Users can manage their impressions by presenting their life style. In other words they can perform their individual public relations. Therefore respondents can be categorized as diffused audience. This kind of web site user can have a free online life field where he can present whatever he wants. They can feel themselves freer in this online life field. Sinece the usage of this kind of web sites is more widespread among young users, the online life field and the feeling of freedom is more meaningful. Particularly in countries like Turkey which are named developing countries, social change and social movements are observed more frequently. Thus, this kind of online life field is more important because people – especially younger users – feel freer and they can express their thoughts freely. But parents should give more attention to their children because they can join illegal youth communities through the usage of special web sites. On the other hand, because online video/photo sharing web site users frequently present themselves not in their real personality, thoughts and real beliefs, they can experience difficulties in their real life and friends.

According to these results, using of facebook and similar web sites includes two contrary notions. Firstly, people using these sites are a part of the global world. They want to be more known visually to wide crowds. Their desire can also be related to popular culture where young people want to get to fame easy and quick by participating in pop star and similar TV programs. In this manner, users can be considered as consumers of popular culture. Also these facebook and similar web site users can be named as "petty producer" based on diffused audience, because they showed information and visual materials about their special interests and hobbies on these sites. Contrary to

this situation, allowing people to express their identity with their radical and different thoughts can be considered as a rebellion against globalism. In this manner different people can express their difference from other people. Consequently, using these sites can be considered a rebellion against globalism in the global world. Nowadays a lot of protest groups have special web sites and they are using these sites actively. These sites can be associated with as a bond which holds members of protest groups together.

As a recommendation for future research, motivations of those who do not use facebook and similar web sites could be studied for comparison. While this study has been conducted only among Selcuk University students, other studies – about this subject- can be performed on larger samples like all university students or all Turkey. Finally, motivations of personal web site creators should be investigated for better understanding of motivations of facebook and similar web site users.

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Facebook, You Tube ve Benzeri Web Sitesi Kullanıcılarının Motivasyonları

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Özet: Son zamanlarda facebook ve you tube gibi fotoğraf ve video paylaşım sitelerinin kullanımı genç kullanıcılar arasında oldukça popüler olmaya başladı. Özellikle genç kullanıcılar bu tür siteleri ziyaret edenlerin başında geliyor. Bu çalışma fotoğraf ve video paylaşım site kullanıcılarının motivasyonlarının neler olduğunu belirlemeyi amaçlamıştır.

Çalışmanın verileri, Selçuk Üniversitesi'nden basit tesadüfî örneklem yoluyla seçilen 728 öğrenci üzerinde yapılan saha araştırmasıyla elde edilmiştir. Araştırma sonuçlarına göre; deneklerin facebook, you tube ve benzeri görüntü paylaşım sitelerini kullanmalarında etkili olan 7 motivasyon tespit edilmiştir. Söz konusu motivasyonlar önem sırasına göre; narsizm ve kişisel sunum, medya alışkanlığı ve performans, boş zamanları değerlendirme, bilgi arama, kişisel statü, ilişkiyi sürdürme ve eğlence. Deneklerin bir haftada facebook ve benzeri web sitelerini kullanma sıklıkları, ilgili yedi motivasyona verilen önemi farklı düzeylerde belirleyen en temel değişken konumundadır. Cinsiyet bakımından erkekler narsizm ve kişisel sunum motivasyonuna; bayanlar ise bilgi arama ve ilişkiyi sürdürme motivasyonuna daha çok önem vermektedirler.

Anahtar Kelimeler: Internet, Facebook, You Tube, Gösteri Performansı Yaklaşımı, Yaygın İzleyici, Motivasyon.

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Мотивации пользователей facebook, you tube и аналогичных сайтов

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Резюме: В последнее время все большую популярность, особенно среди молодых пользователей приобретают такие сайты обмена фото/видео как Facebook и YouTube. Целью настоящего исследования является изучение мотивации пользователей этих фото / видео сайтов.

Данные были получены путем опроса по случайной выборке 728 студентов университета Сельджук. Согласно результатам исследования, выявлено семь основных мотивов использования субъектами-пользователями таких фото / видео сайтов, как Facebook, YouTube и т. п. Эти мотивации в порядке важности выглядят так: самовлюбленность и самовыражение, медиа-привычки и производительность, досуг, поиск информации, личный статус, развитие отношений и развлечение. Еженедельная частота использования Facebook и аналогичных сайтов является основной переменной, зависящей от выбора уровней важности вышеуказанных семи мотиваторов. В зависимости от половой принадлежности, мужчины придают большее значение нарциссизму (самовлюбленности) и самовыражению, в то время как женщины предпочитают поиск информации и развитие отношений.

Ключевые слова: интернет, Facebook, You Tube, эффективность наглядности, общая аудитория, мотивация.

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