

**NEAR EAST UNIVERSITY**  
**GRADUATE SCHOOL OF SOCIAL SCIENCES**  
**CLINICAL PSYCHOLOGY**  
**MASTER'S PROGRAMME**

**MASTER'S THESIS**

**THE INVESTIGATION OF ADULTS WHO USE SOCIAL MEDIA IN  
TERMS OF NEED FOR APPROVAL, LONELINESS AND PERSONALITY  
TRAITS IN TURKISH REPUBLIC OF NORTHERN CYPRUS**

**Deniz ÖZMATYATLI ZORBA**

**NICOSIA**

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TURKISH REPUBLIC OF NORTHERN CYPRUS**

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## DECLARATION

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“The Investigation of Adults who Use Social Media in terms  
of Need for Approval, Loneliness and Personality Traits”

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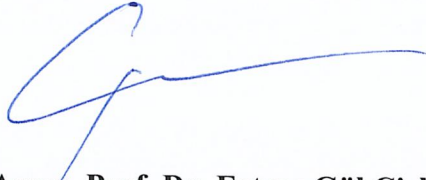
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TURKISH REPUBLIC OF NORTHERN CYPRUS**

**We certify the thesis is satisfactory for the award of degree of  
Master of CLINICAL PSYCHOLOGY**

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## **ABSTRACT**

### **THE INVESTIGATION OF ADULTS WHO USE SOCIAL MEDIA IN TERMS OF NEED FOR APPROVAL, LONELINESS AND PERSONALITY TRAITS IN TURKISH REPUBLIC OF NORTHERN CYPRUS**

**Prepared by: Deniz ÖZMATYATLI ZORBA**

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Social media is an application area which gives opportunity people to share their information, ideas, perspectives and experiences. Need for approval, level of loneliness and personal traits, which are thought to be effective on the frequency of the usage of social media, were investigated. Research held with 150 participants who live in Turkish Republic of North Cyprus, over the age of 18 and are users of social media. First part of the survey form consisted of the questions about sociodemographic information of, which social media sites are used by and how frequently they are used by participants. This part was prepared by the researcher. Second part of the survey form consisted Five Factor Personality Inventory (FFPI) in order to evaluate the personality traits. Third part included Dysfunctional Attitude Scale's (DAS) subscale which is Need for Approval in order to measure the level of need for approval. Finally, in the fourth part UCLA Loneliness Scale (UCLA-LS) took place to investigate the level of loneliness. In research, it was found that need for approval and loneliness levels of people have not effects on social media usage. Conscientiousness, which is one of the personality traits, was founded as negatively correlated with usage. People who had high scores on conscientiousness used social media less. It was also identified that age had negative and marital status had positive effects on the frequency of social media usage.

**Keywords: social media, need for approval, loneliness, personality traits**

## ÖZ

### KUZEY KIBRIS TÜRK CUMHURİYETİ'NDE SOSYAL MEDYA KULLANAN YETİŞKİNLERDE ONAYLANMA İHTİYACI, YALNIZLIK VE KİŞİLİK ÖZELLİKLERİ BAKIMINDAN İNCELENMESİ

**Hazırlayan: Deniz Özmatyatlı Zorba**

**Ocak, 2017, 62 sayfa**

Sosyal medya kişilerin bilgi, düşünce, bakış açısı ve deneyimlerini web siteleri aracılığıyla paylaşmasına olanak sağlayan bir uygulama alanıdır. Bu araştırmada kullanım sıklığı üzerinde etkili olduğu düşünülen, bireylerin onaylanma ihtiyacı, yalnızlık düzeyleri ve kişilik özellikleri incelenmiştir. Araştırmaya Kuzey Kıbrıs Türk Cumhuriyeti'nde yaşayan, 18 yaş üzeri 150 sosyal medya kullanıcısı katılmıştır. Katılımcılara verilmiş olan anket formunun ilk kısmında sosyodemografik bilgiler, hangi sosyal medya sitelerinin kullanıldığı ve kullanım sıklığı sorulmuştur. Anketin bu bölümü araştırmacı tarafından hazırlanmıştır. Formun ikinci kısmında kişilik özelliklerini ölçmek amacı ile Beş Faktör Kişilik Envanteri (BFKE), üçüncü kısmında onaylanma ihtiyacını ölçmek için Fonksiyonel Olmayan Tutumlar Ölçeği'nin (FOTÖ) Onaylanma İhtiyacı alt ölçeği kullanılmıştır. Son olarak dördüncü bölümde ise yalnızlık durumunu değerlendirmek amacı ile UCLA Yalnızlık Ölçeği yer almıştır. Çalışmada kişilerin onaylanma ihtiyacı ve yalnızlık düzeylerinin sosyal medya kullanım sıklıkları üzerinde bir etkisi olmadığı bulunmuştur. Kişilik özelliklerinden öz bilinç ile sosyal medya kullanım sıklığı arasında negatif yönde ilişki bulunmuştur. Öz bilinci yüksek olan kişilerin sosyal medya kullanımı daha azdır. Çalışmada ayrıca kullanım sıklığı üzerinde yaşın negatif ve medeni durumun pozitif yönde etkili olduğu bulunmuştur.

**Anahtar Kelimeler:** sosyal medya, onaylanma ihtiyacı, yalnızlık, kişilik özellikleri

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**LIST OF ABBREVIATIONS**

<b>ATQ:</b>	Automatic Thoughts Questionnaire
<b>BDI:</b>	Beck Depression Inventory
<b>DAS:</b>	Dysfunctional Attitudes Scale
<b>FFPI:</b>	Five Factor Personality Inventory
<b>TÜİK:</b>	Türkiye İstatistik Kurumu
<b>UCLA-LS:</b>	University of California Los Angeles Loneliness Scale



## 1. Introduction

Today, social media has great place in human's lives. People constitute new relationships, socialize, and communicate with each other by means of social media. Most of the time it can be observed that people waste most of their spare time on social media. Social media is often used by adolescents and adults through chatting, playing games, sharing pictures, music etc.

Social media sites are one of the most interesting technological phenomena that attracts people's attention. Different social media sites are visited by people from all around the world. These kind of sites are semi-structured and they give opportunity to individuals to publish their personal information (Tektaş, 2014, p. 854).

According to the data gathered from TÜİK 2013, 73% of individuals who have internet access use internet in order to participate social networks (Özdemir, 2015).

### 1.1 Social Media

Social media is an application area which gives possibility people to share information, their ideas, perspectives and experiences (Sarı, 2010, p. 11). There isn't any limitation of time and space. Sharings and discussions are the basis. Social media is composed of social networks and collective groups. Thus, people have opportunities like presenting institutions or forming new friendships (Vural & Bat, 2010, p. 3351).

Social media has especially appeared after the concept of web 2.0 of internet. Internet was in form of web 1.0 before. In that case, people could not be active on internet, they just could benefit from the internet as passive users. When web 2.0 has appeared, people have had the opportunity to update the internet. So, internet places has occurred like Facebook, Youtube, and Google (Sarı, 2010, p. 11).

New places, which give people chance to socialize, has arisen with fast information sharing. So, the popularity of social networks has increased and people have started to communicate in every way by means of these networks. These changes deeply affect interpersonal relations, communication among people, the continuum of socialization, the way people live and people's interactions with environment (Karagülle & Çaycı, 2014, p. 2).

Social media sites can also be defined as artificial environments that people can share their profiles. Social network sites like Facebook and MySpace, data sharing sites like Youtube and Instagram, users blogs such as Webblog and Blogger, and information sites like Wikipedia can be given as examples (Özgüven & Mucan, 2013, p. 520).

The first example which is appropriate for social media's definition is the SixDegrees.com. The site was founded in 1997 and had properties like creating profiles and constituting friend lists. By 1998, people had opportunity to see each other's friend lists. The site was closed in 2000. In 2001, Ryze was founded which was related with business. In 2002 Friendster, in 2003 LinkedIn, MySpace and Last.FM, in 2004 Flickr and Facebook (for only Harvard students), in 2006 Twitter and Facebook (all around the world) has come into use (Özdemir, 2015, pp. 116-117).

The purpose of the usage of social media differs from person to person. Social media is a place in which everybody have different expectations, usages and satisfactions. For example, on one hand social media is a place that some people escape from socializing, stand alone, and stay as an audience. On the other hand, it is a place for some people that gives opportunity them to socialize, get approval from and followed by others (Tektaş, 2014, p. 853).

It was found that people use social media in order to socialize instead of professional or educational aims (Power, 2014, p. 896)

When an individual joins a social network, the first thing that he or she is going to do is to create a profile. Then, the person contacts with his or her acquaintances via commenting, poking or sending friendship requests. It is also possible to request for friendship to unacquainted people (Taylor, 2015, p. 1474).

After sharing a content, people wonder about likes and comments. A user looks at his or her messages and notifications firstly when he or she accesses his or her facebook account. In notifications, there is information about who liked or commented on a sharing (Taylor, 2015, p. 1479).

According to the research which was made by Marketing Türkiye in 2002, nine out of ten young people are member of social media forms and spend their half of spare times (4-6 hours a day) at social media sites. In this research, it was specified that adolescents have more relationships on social media when it is compared to the real life (Özgüven & Mucan, 2013, p. 520).

Social networks decreased the need for face to face interactions. They give chance people to come together via cyber environments (Karagülle & Çaycı, 2014, p. 2).

## **1.2 Need for Approval**

Need for approval is a desire for being approved and favored by others.

It is an emotion that takes place in humanbeings' nature. Most of the behaviors of people are related with approval. For instance, actions like passing an exam or trying to get a degree on a competition are done for getting approval and feeling precious (Sayar, n.d).

It is the desire of being loved and accepted by others that makes people to adjust to social norms or typical behaviors of a particular group (Taylor, 2015, p. 1475). Being a part of a group, carrying on a relationship and avoiding from rejections are people's needs. It means that, all people have a fear of disapproval (Sayar, n.d).

According to the motivation theories, the personal differences in behavior is organized by two systems. These systems are the approach system and the avoidance system. In approach system, people are susceptible to award or success. In avoidance system, people are susceptible to punishment or unsucces (Rudolph & Bohn, 2014, pp. 376-377).

The personal differences in need for approval were formulated according to approach and avoidance systems. Need for approval which is approach focused defines revealing the social rewards that are formed as positive thoughts and are enhance the self-worth. Avoidance focused need for approval defines avoiding from social punishments which are formed as negative thoughts and are decrease the self-worth (Rudolph & Bohn, 2014, p. 377).

Social approach motives in adult people are related with being satisfied in social relations whereas social avoidance motives are related with being lonely and process the social information in a negative way. It demonstrate that the need for approval causes important outcomes in interpersonal relations (Rudolph & Bohn, 2014, p. 377). People who has high need for approval perceive that their close relations progress more difficult and slight (Cramer, 2003).

Belonging and need for love are also mentioned in Maslow's Hierarchy. They are related with socialization. After satisfying physiological and safety needs, people steer for fulfilling their social needs. One of them is the need for belonging and to be loved which is characterized by forming close relations, being accepted and belonged. The other social need is the need for value that is characterized by gaining, competing, to be approved and accepted (Taylor, 2015, s. 1475).

It is more easier for people who has been grew up with the emotion of love to deal with disapproval. Yet, for people who has deficiencies about love, it is more difficult to handle disapproval (Sayar, n.d).

### 1.2.1 Social media and need for approval

According to Plotnik's comment on the third phase of Maslow's hierarchy, it is so significant for adolescents and young adults to contact with others and to be accepted by them. Because these people are interested in gratifying their needs about love and belonging. Likewise, in early and middle adulthood, people have expectations about seeing respect, in other words appreciation of success, approval and social acceptance (Taylor, 2015, p. 1476).

Demand for reputation, appreciation, respect and value are satisfied by being liked by others for adults (Taylor, 2015, p. 1481).

Approval is an extension of people's selves. Individuals may create new selves by means of social media. It is important for people to announce themselves and their existences to as many people as possible, liked by others and feel that they are valuable and special. These are the demonstrations of people's selves. Because everyone wants to be awared by others (Yıldız, 2015).

People present themselves by concealing or changing their psychological and physical displeasures on social media. In this period of time, social media carries out the function which is creating flawless individuals (Yıldız, 2015).

People do not always submit real information about themselves. They exhibit their favorable properties whereas they prone to conceal their unfavorable features. Thus, there is always a question mark about what real and unreal is on social media. The desire for approval and favor is an obstacle for people about submitting their real identities. Because an individual knows that the missing points about himself or herself will deteriorate the identity that the user wants to create (Özdemir, 2015, p. 127).

Individuals share contents that may attract other people's attention. They also tries to share nice photos which are favorable (Özdemir, 2015, p. 114).

Gangadharbatla (2008) has found that people's need to belong to others has positive effects on social media usage.

Beyens and colleagues (2016) conducted a research among adolescents about their Facebook usage. Results indicated that individuals who would like to belong to a group and/or to be popular use more Facebook.

### **1.3 Loneliness**

Loneliness is a person's feeling of being socially isolated. The person also perceives that social relations are below the desired number of or quality of the relations. Perception is the key word in there. It means that, people may also live a lonely life and feel lonely even if they have many social relations (Coyle & Dugan, 2015, p. 1347).

Being lonely and being alone are not the same. Loneliness is not related with outer conditions, it is a psychological state (Mahajan, 2013, p. 135).

Loneliness is also explained as the deficiency of social relations (Durak & Durak, 2010, p. 988).

It is found that loneliness is slightly related with familial relations, social activities, life time satisfaction, self esteem, social skills and positive mood. In spite of this, loneliness is found as highly related with negative mood, anxiety, anger and depression (Durak & Durak, 2010, pp. 988-989).

Researchers has found average to high correlation among loneliness, depression, cognitive problems and suicide (Aarts, M, & M, 2015, p. 942).

Demographic variables are also found to be effective on loneliness. For instance, women who has lower income and are less educated, had higher points on loneliness scale when they were compared with their peers. In another study, it is illustrated that marital status affects

loneliness in old people. But age and gender found as not effective on loneliness (Durak & Durak, 2010, p. 989).

### **1.3.1 Social media and loneliness**

Individuals have an opportunity to reach every type of information, so the communication among people has achieved to the global level. This circumstance leads people to become addict to screens, to get lonelier and to start to grow away from their environment (Karagülle & Çaycı, 2014, p. 3).

The progress of information and communication technologies enhances the level of loneliness. It can be seen that this circumstance is related with location. People, who spend almost all of their spare time in front of screens by surfing on internet, leave entertainment places and prefer new socialization places like social sharing networks (Karagülle & Çaycı, 2014, p. 3).

People go internet cafes and though they share the same place, they do not speak to each other. They only have interaction with computer and this enhances the level of loneliness (Karagülle & Çaycı, 2014, p. 4).

Social networking sites are criticized by people who do research. Because researchers think that social media usage makes people to less communicate with each other and to be more lonelier (Rai & Gill, 2016, p. 518). There are significant decreases people's dual or familial relationships because of the usage of social media (Karagülle & Çaycı, 2014, p. 4).

According to Sheldon, worried and stressed people more prone to use Facebook in order to fight with loneliness. Because diffident and fraught people feel more uncomfortable in face to face relations when it is compared with social relations in cyber net (Ryan & Xenos, 2011, p. 1659).



Turkle argues that the more people spend time on social media the more they get lonelier. Furthermore, she claims that using social media sites make people to become more emotionally detached, mentally tired and lonely (Rai & Gill, 2016, p. 518).

Savcı and Aysan (2016) conducted a research in order to analyze the relation among impulsivity, using social media sites and loneliness. The findings revealed that loneliness level of people rises as their social media usage raises.

According to research conducted by Kross at University of Michigan, using social media makes people to feel lonesome and declines happiness in large amounts (Rai & Gill, 2016, p. 518).

Rai and Gill (2016) also found that there is positive correlation between social media usage and feeling lonely. Research results indicated that social media users feel lonely. Because they start to be away from face to face relations with their relatives and so they feel lonely.

#### **1.4 Personality Traits**

Personality traits are defined as personal propensities that leads particular behavior patterns in circumstances (Osatuyi, 2015, p. 12). Personality traits are features which causes people to be different from each other. To illustrate, saying someone that he or she is shy means that the person is different from outgoing people. Personality traits also define people who are similar. For instance, shy people get nervous in social circumstances (Larsen & Buss, 2008).

Until early 1980's, when Big Five model has emerged, many traits in personality psychology were examined but the results were inconsistent (Osatuyi, 2015, p. 12).

The Big Five model has been developed in order to intensify important characteristics which are trustworthy among fields. It consists of extraversion, agreeableness, conscientiousness, neuroticism and openness to experience (Osatuyi, 2015, p. 12).

Extraversion is a term used to define sociable, energetic, dominant people (Osatuyi, 2015, p. 12). Extrovert people perceive their environments more positive than introvert people (Başer, 2014, p. 54). These people tend to be more social and pay attention to their friends' well-being (Osatuyi, 2015, p. 12).

Agreeableness is defined as being trustworthy, sympathetic, honest and unselfish. In another words, it is the person's tendency to show effort to be more agreeable and less collision in interpersonal relations (Osatuyi, 2015, p. 12). It is thought that people, who has high points on agreeableness are more likely to be trustworthy, cooperated, and liked by others. Yet, people who has low points on agreeableness, are more likely to be tended to debate, not interested in others, selfish and jealous (Başer, 2014, p. 55).

Conscientiousness defines rational, fair-minded, and skilled people. These people are neat, attentive and show importance to details. They think and analyze before they make up their mind or form an opinion (Osatuyi, 2015, p. 12). They keep away from demolition and are goal-oriented. This trait indicates the degree of a person of being success focused, realiable, tidy, responsible. People who has high levels of responsibility more loyal to their task's requirements, prone to take responsibility in case of negative circumstances and consistent in obeying the rules than people who has low levels of responsibility (Başer, 2014, p. 55).

Neuroticism is defined as being anxious and angry (Osatuyi, 2015, p. 13). In the basis, there are negative emotions like anxiety, depression and anger. The people who get high points on neuroticism are more likely to experience these kinds of negative emotions. It is thought that people who get lower points on this trait are more calm, self-confident and more stable emotionally (Ulusoy & Durmuş, 2011, p. 8).

Openness to experience is being more prone to learn, find out new things, and being curious (Osatuyi, 2015, p. 13). This trait distinguishes creative and imaginative people from others. It shows the degree of a person's demands regarding being idiosyncratic, alteration and

variation. Individuals with high levels of this trait are open to experience new and interesting things, have intellectual and creative tendencies, have innovative ideas and have high levels of imagination (Başer, 2014, p. 56). People who has low tendency to experience new things are more realistic, more insensitive and have traditional approach (Ulusoy & Durmuş, 2011, p. 8).

#### **1.4.1 Social media and personality traits**

Facebook is a desirable platform since it gives opportunity to individuals to form new relations, to conceal unpleasant things, deficiencies and weaknesses and to develop brandnew, preferable identity (Taylor, 2015, p. 1478).

In research, it is found that personality traits have important role on various communication and amusement aimed online activities. For instance, extraversion has found that it is positively related with using internet as an instrument, using social media in an active way and playing online games. It is also found that individuals with high points on openness to experience use social media sites frequently, give advices on forms, open blogs and play online games (Kalmus, Realo, & Siibak, 2011, p. 387).

Research pointed out that people who are withdrawn and have high levels of anxiety in social environments feel more relax on social networks when it is compared with face to face interactions (Taylor, 2015, p. 1478).

According the research conducted by Ryan and Xenos, students who are Facebook users are more extrovert and narcissistic. It is thought that Facebook users most probably develop loneliness in themselves. Also, it is indicated that people who do not use Facebook more likely to be choosy, timid, and asocial (Yeşil, 2014, p. 77). In another study with students and non-students have shown that students who took high grades on extraversion and neuroticism have a tendency having more friends when they were correlated with students who took low grades in neuroticism and high grades on extraversion. Non-student people who got low points in conscientiousness and high points in neuroticisim made less friends than the others who got low points in neuroticism.

Agreeableness is the most powerful agent among personality traits for log ins of students per day (Sala, Skues, & Grant, 2014, p. 217).

The research made by Özgüven and Mucan (2013) indicates that people who are conscientious, open to experience, and more satisfied from their lives more prone to to use social media. Despite this, agreeableness and neuroticism were not found to be related with the social media useage. Yet, according to Taylor (2015), it can be resulted out that introvert people who cannot satisfy their need for belonging in real life try to fulfill it within cybernet.

Extrovert people have more friends and subscriptions to groups more than introverts. But, introvert people spend more time on social networks (Taylor, 2015, p. 1478).

People who have narcissistic personality characteristics use Facebook more since it gives possibility to share photos, update status and advertise themselves (Taylor, 2015, p. 1478).

According to Correa and colleagues, people who are extrovert and open to experiences more likely to use social media rather than neurotic people. Vice versa, Landers and Lounsbury pointed out that people who has the characteristic properties such as agreeableness, conscientiousness and extraversion do not like using social media so much (Kuo & Tang, 2014, p. 13).

### **1.5 Social Media and Gender**

Social media sites are used by both female and male users. But there may be differences in usage in terms of gender.

Anderson (2015) conducted a research to learn about which gender uses social media more. Results revealed that women use social media sites more than men. It is also found that gender differs on particular sites. For instance, women use Facebook, Instagram and Pinterest more than men whereas men use discussion forms such as Reddit, Digg, and Slashdot.

In another study, it is also found that women use social media sites more like Facebook, Pinterest and Instagram. On the other hand, LinkedIn and Twitter are used by men mostly. But there is not much difference between the ratio of male users and the ratio of female users (Duggan, 2015).

According to the results of another study conducted by Thompson and Loughheed, females are more active on social media sites than males. Conversely, Manjunatha found that males use more social media than females (Rai & Gill, 2016, p. 519).

## 1.6 Social Media and Age

Social media usage may vary according to the ages of users. Most of the time, young adults use more social media sites than older adults.

According to the research conducted by Siyaset, Ekonomi ve Toplum Araştırmaları Vakfı (2012) social media usage decreases as the age increases.

The research handled by Duggan (2015) illustrated that people who are with the age range of 18-29 use more social media. It can be seen that as people get older, they start to use less social media.

Educause Center for Applied Research reported that the usage of social media changes in terms of age. It is found that young individuals with the ages of 18 and 19 use more social media than the participants with the age of 30. Thus, it can be explained as young adults are more likely to use social media (Rai & Gill, 2016, p. 519).

According to Tektaş (2014), 82% of university students and 55% of people who are under the age of 19 use social networks.

Young adults whom aged from 18 to 31 more prone to use social media. Users who are under the age of 25 have at least one social media profile (Özgüven & Mucan, 2013, p. 518).

## **2. Methodology**

### **2.1 The Aim of the Study**

The aim of the study was to investigate the effects of need for approval, loneliness, and personality traits on the frequency of social media usage. The other purpose was to predict social media usage from participants' age, gender, marital status, education, loneliness, need for approval and personality traits. According to these, these hypotheses were developed:

- It is expected that people who has high need for approval use social media more.
- It is expected that people who has higher points on loneliness use social media more.
- It is expected that personality traits have effects on social media use.

### **3.2 Participants**

The data gathered from 150 people. The participants were the individuals who use social media. The minimum age limit was 18. Purposive sampling technique was used which means that people who are the most convenient for the solution of the research problem are selected.

Purposive sampling technique is also called as judgmental, selective or subjective sampling (Purposive Sampling, 2012).

The objective of this technique is to address specific features of a community which will give the best response to the research questions (Purposive Sampling, 2012).

In this technique, the sample is not exemplify the whole society but can illustrate other similar groups (Purposive Sampling, 2012).

### **3.3 Instruments**

The instruments that were used in the research are the sociodemographic information form which was prepared by the researcher, Five Factor Personality Inventory in order to evaluate personality traits, UCLA Loneliness Scale to evaluate the level of loneliness and Dysfunctional Attitude Scale's subscale which is need for approval.

#### **2.3.1 Sociodemographic Information Form**

The form prepared by the researcher. It consisted of sociodemographic information such as age, gender, marital status, education and occupation. It also included which social media sites and how much time they are used by the participants.

#### **2.3.2 Five Factor Personality Inventory (FFPI)**

FFPI has been developed by Benet-Martinez and John in 1998 in order to evaluate personality traits. It consists 44 items and it is 5-point likert scale. In the scale, answers range from strongly disagree to strongly agree. 1 means "strongly disagree" and 5 means "strongly agree". It is made up of five factors. These factors are extraversion, neuroticism, agreeableness, conscientiousness, and openness to experience. The inventory has been translated into Turkish by Sümer and Sümer in 2005. Reliability coefficients of subscales were indicated between .64 and .77 (Doğan, 2013, p. 59).

#### **2.3.3 UCLA Loneliness Scale (UCLA-LS)**

The scale has been developed by Russell, Peplau and Ferguson in 1978 in order to measure the level of loneliness. It has been translated into Turkish by Ayhan Demir in 1989. The scale consists of 20 items and it is 4-points likert scale. Participants are asked to mention how frequent they experience the circumstances that are mentioned in items (Yüksel, 2002, pp. 47-48). The items are comprised of the circumstances that indicate the emotions or ideas



about interpersonal relationships (Ünlü, 2015, p. 29). Ten of these items are positive and the other ten are negative statements. Positive items means that the individual is satisfied with his/her relations; reversely negative items indicate that the individual dissatisfied with his/her relations. Answers range from “never” to “often” (Demirli, 2007, p. 35). The possible maximum and minimum points are 80 and 20. The higher the point, the higher the level of the loneliness (Yüksel, 2002, pp. 47-48).

The validity and the reliability of the scale were tested by Demir at 1989. The correlation coefficient between Multiscore Depression Inventory's subscale which is Social Introversion and UCLA-LS was found as .82; and the correlation was found as .77 between Beck Depression Inventory and UCLA-LS. Internal consistency coefficient was found as .96 and test-retest reliability coefficient was .94 (Ünlü, 2015, p. 29).

#### **2.3.4 Dysfunctional Attitudes Scale (DAS)**

It has been developed by Wiesmann and Beck in 1978. The aim was to evaluate the frequency of arising of dysfunctional attitudes. The scale has been translated into Turkish by Şahin and Şahin in 1992. It consists 40 items and it is 7-point likert type (Hamarta & Demirbaş, 2009, p. 243). Internal consistency reliability coefficient was found to be .79 and the average of total item score was .34 (Öner, 2012, p. 554). Test-retest reliability of the scale was found between .54 and .84 (Kılıç, 2010, p. 407). Beck Depression Inventory (BDI) and Automatic Thoughts Questionnaire (ATQ) were used to test the validity of the scale. The correlation between BDI and DAS was found as .19 and the correlation between ATQ and DAS was found as .29. The total score obtained from the scale indicates the excess of dysfunctional attitudes. Besides the total score, the score obtained from subscales can also be used (Gökdağ, 2014, pp. 65-66). The scale has 4 subscales. These are perfectionist attitude ( $\alpha$ : .81), need for approval ( $\alpha$ : .74), independent attitude ( $\alpha$ : .26), changeable attitude ( $\alpha$ : .10)

(Öner, 2012, p. 554). The subscale that was used in the research is the need for approval. This subscale has 11 items and it is 7-points likert scale.

## **2.4 Procedure**

Social media users who are at the age of 18 and over were asked if they want to take part of the research. Participants who accepted to attend completed the questionnaire.

### **3. Results**

The goal of the study was to investigate whether there are relations between social media usage and need for approval, loneliness and personality traits. The other purpose of the study was to predict social media usage from age, gender, marital status, education, personality traits, loneliness and need for approval.

Statistical analyses were conducted in regard to the research questions that were mentioned above and the results were assembled in 3 sections.

First section included descriptive statistics consisted of means and standard deviations of age, gender, marital status, education, duration of social media usage and the points obtained from the scales of personality traits, loneliness and need for approval.

In the second section, the relations among age, gender, marital status, education, personality traits, loneliness and need for approval were investigated.

Third section included the summarization of analyses and results regard to predictions of social media usage from age, gender, marital status, education, personality traits, loneliness and need for approval.

### 3.1 Descriptive Statistics

Tables were established in order to indicate the results of descriptive statistics and analysis.

**Table 1a**

#### **Demographic Properties of Participants**

<b>Demographic Properties</b>	<b>n</b>	<b>%</b>
<b>Gender</b>		
Female	83	55.3
Male	67	44.7
Total	150	100
<b>Age</b>		
18-28	72	48.0
29-38	53	35.3
39-48	16	10.7
49-60	9	6.0
Total	150	100
<b>Marital Status</b>		
Married	57	38.3
Single	92	61.7
Total	149	100
Missing	1	

**Table 1b****Demographic Properties of Participants**

<b>Demographic Properties</b>	<b>n</b>	<b>%</b>
<b>Education</b>		
Post-Graduate	26	17.3
University	93	62.0
High School	26	17.3
Secondary School	3	2.0
Primary School	2	1.3
Total	150	100
<b>Occupation</b>		
Student	39	26.0
Clerk	36	24.0
Self-Employed	18	12.0
Teacher	10	6.7
Other	50	31.3
Total	150	100

The demographic properties of participants were in in tables 1a and 1b.

It can be seen that 55.3% of participants were women and 44.7% of participants were men. Most of the participants (48%) were in 18-28 age range. 35% of participants were in 29-38 age range, 10.7% of them were in 39-48 age range and 6% of them were in 49-60 age range.

Single participants constituted 61.7% of total sample. And the other 38.3% were married.

Participants differ among education levels. Most of them (62%) were at university level. Post-graduate and high school levels had percentage of 17.3. 2% of participants were at secondary school level and 1.3% of them were at primary school level.

Student participants constituted 26% of total sample. 24% of participants were clerk, 12% of them were self-employed, 6.7% of them were teacher and the remaining 31.3% participants had other occupation groups.

**Table 2**

**The Means and Standard Deviations of Age and FFPI, UCLA-LS, DAS Scores of the Participants**

<b>Variables</b>	<b>Mean</b>	<b>Standard Deviation</b>
Age	31.13	9.27
Extraversion	29.92	4.92
Agreeableness	34.60	5.35
Conscientiousness	34.87	5.40
Neuroticism	21.51	5.22
Openness	37.37	6.04
Need for Approval	39.05	10.99
Loneliness	33.31	9.30

Averages and standard deviations of 150 participants among variables were shown in Table 2. The variables were age, education, subscales of FFPI that are extraversion, agreeableness, conscientiousness, neuroticism, openness, the subscale of DAS which is need for approval and loneliness.

**Table 3****Participants' Daily Social Media Usage**

<b>Frequency of Usage</b>	<b><i>n</i></b>	<b>%</b>
Less than 10 min	13	8.7
10-30 min	25	16.7
31-60 min	26	17.3
1-2 hours	34	22.7
3-4 hours	22	14.7
4-5 hours	11	7.3
5-6 hours	10	6.7
6-7 hours	2	1.3
More than 7 hours	7	4.7
Total	150	100

Table 3 contained daily social media usage amount of participants. According to the data, 8.7% of participants use social media less than 10 minutes within a day, 16.7% of them use 10-30 minutes, 22.7% of them use 1-2 hours, 14.7% of them use 3-4 hours, 7.3% of them use 4-5 hours, 6.7% of them use 5-6 hours, 1.3% of them use 6-7 hours and the rest 4.7% of them use social media more than 7 hours within a day.



**Table 4****Social Media Usage of Women and Men**

<b>Frequency</b>	<b>Women</b>	<b>Men</b>	<b>Total</b>
	<b>n (%)</b>	<b>n (%)</b>	<b>n (%)</b>
Less than 10 min	7 (4.7)	6 (4.0)	13 (8.7)
10-30 min	15 (10)	10 (6.7)	25 (16.7)
31-60 min	12 (8)	14 (9.3)	26 (17.3)
1-2 hours	19 (12.7)	15 (10)	34 (22.7)
3-4 hours	14 (9.3)	8 (5.3)	22 (14.7)
4-5 hours	5 (3.3)	6 (4.0)	11 (7.3)
5-6 hours	8 (5.3)	2 (1.3)	10 (6.7)
6-7 hours	1 (0.7)	1 (0.7)	2 (1.3)
More than 7 hours	2 (1.3)	5 (3.3)	7 (4.7)
Total	83 (55.3)	67 (44.7)	150 (100)

$\chi^2=6.684$   $df=8$   $p=.571$

Daily social media usage amounts of women and men were given in Table 4. According to the data, most of women (12.7%) and most of men (10%) use social media 1-2 hours a day. When the frequencies of social media usage of men and women were compared with Chi-Square analysis, it was found that there was not significant differences between men and women users.

**Table 5****Social Media Usage Among Age Groups**

<b>Frequency</b>	<b>18-28</b>	<b>29-38</b>	<b>39-48</b>	<b>49-60</b>	<b>Total</b>
	<b>n (%)</b>	<b>n (%)</b>	<b>n (%)</b>	<b>n (%)</b>	<b>n (%)</b>
Less than 10 min	4 (2.7)	4 (2.7)	3 (2.0)	2 (1.3)	13 (8.7)
10-30 min	8 (5.3)	8 (5.3)	4 (2.7)	5 (3.3)	25 (16.7)
31-60 min	10 (6.7)	13 (8.7)	3 (2.0)	0 (0.0)	26 (17.3)
1-2 hours	14 (9.3)	14 (9.3)	6 (4.0)	0 (0.0)	34 (22.7)
3-4 hours	14 (9.3)	6 (4.0)	0 (0.0)	2 (1.3)	22 (14.7)
4-5 hours	7 (4.7)	4 (2.7)	0 (0.0)	0 (0.0)	11 (7.3)
5-6 hours	8 (5.3)	2 (1.3)	0 (0.0)	0 (0.0)	10 (6.7)
6-7 hours	1 (0.7)	1 (0.7)	0 (0.0)	0 (0.0)	2 (1.3)
More than 7 hours	6 (4.0)	1 (0.7)	0 (0.0)	0 (0.0)	7 (4.7)
Total	72 (48)	53 (35.3)	16 (10.7)	9 (6.0)	150 (100)

$\chi^2=38.477$   $df=24$   $p=.031$

Age groups were compared in terms of daily social media usage and the results were in Table 5. There was significant difference among age groups with Chi-Square Analysis. According to table, 9.3% of participants who are in the age range of 18-28 use social media 1-2 hours a day and the other 9.3% of participants of this age group use social media 3-4 hours daily. Most of the participants (9.3%) who are at 29-38 age group use social media 1-2 hours a day. Also, 4% of participants who belong to 39-48 age range have daily usage that is 1-2 hours. 3.3% of participants who are at range of 49-60 use social media 10-30 minutes within a day.

**Table 6****Social Media Usage of Married and Single Participants**

<b>Frequency</b>	<b>Married</b>	<b>Single</b>	<b>Total</b>
	<b>n (%)</b>	<b>n (%)</b>	<b>n (%)</b>
Less than 10 min	4 (2.7)	9 (6.0)	13 (8.7)
10-30 min	14 (9.4)	11 (7.4)	25 (16.8)
31-60 min	14 (9.4)	12 (8.1)	26 (17.4)
1-2 hours	12 (8.1)	21 (14.1)	33 (22.1)
3-4 hours	7 (4.7)	15 (10.1)	22 (14.8)
4-5 hours	4 (2.7)	7 (4.7)	11 (7.4)
5-6 hours	1 (0.7)	9 (6.0)	10 (6.7)
6-7 hours	1 (0.7)	1 (0.7)	2 (1.3)
More than 7 hours	0 (0.0)	7 (4.7)	7 (4.7)
Total	57 (38.3)	92 (61.7)	149 (100.0)

$\chi^2=14.603$   $df=8$   $p=.067$

Married and single participants were compared with Chi-Square analysis in terms of social media usage and the results were shown in Table 6. There was not significant difference between married and single participants. According to table, 14 married participants use social media 10-30 minutes and 14 of them have 31-60 minutes of usage. 21 single participants use 1-2 hours daily and 15 of them use social media 3-4 hours within a day.

**Table 7****Social Media Usage according to Education Level**

<b>Frequency of Usage</b>	<b>Post-Graduate</b>	<b>University</b>	<b>High School</b>	<b>Secondary School</b>	<b>Primary School</b>
	<b>n (%)</b>	<b>n (%)</b>	<b>n (%)</b>	<b>n (%)</b>	<b>n (%)</b>
Less than 10 min	2 (1.3)	6 (4.0)	5 (3.3)	0 (0.0)	0 (0.0)
10-30 min	5 (3.3)	15 (10)	4 (2.7)	1 (0.7)	0 (0.0)
31-60 min	5 (3.3)	18 (12)	3 (2.0)	0 (0.0)	0 (0.0)
1-2 hours	9 (6.0)	17 (11.3)	6 (4.0)	0 (0.0)	2 (1.3)
3-4 hours	3 (2.0)	14 (9.3)	5 (3.3)	0 (0.0)	0 (0.0)
4-5 hours	1 (0.7)	8 (5.3)	1 (0.7)	1 (0.7)	0 (0.0)
5-6 hours	1 (0.7)	8 (5.3)	1 (0.7)	0 (0.0)	0 (0.0)
6-7 hours	0 (0.0)	1 (0.7)	1 (0.7)	0 (0.0)	0 (0.0)
More than 7 hours	0 (0.0)	6 (4.0)	0 (0.0)	1 (0.7)	0 (0.0)
Total	26 (17.3)	93 (62)	26 (17.3)	3 (2.0)	2 (1.3)

$$\chi^2=32.213 \text{ df}=32 \text{ p}=.456$$

Social media usage in terms of education levels were computed via Chi-Square analysis and the results were shown in Table 7. There was not significant difference among education levels of participants regarding daily usage. According to table most of post-graduate people used social media 1-2 hours within a day. Most of the university graduates used social media 31-60 minutes daily. Most of the high school graduates had 1-2 hours of usage within a day. One of the secondary school graduate used social media 10-30 minutes, one of them used 4-5 hours and the other one used more than 7 hours daily. Two primary school graduates used social media 1-2 hours.

### 3.2 Relations Among Age, Gender, Marital Status, Extraversion, Agreeableness, Conscientiousness, Neuroticism, Openness, Need for Approval, Loneliness, and Daily Social Media Usage

Table 8

Relations Among Age, Gender, Marital Status, Extraversion, Agreeableness, Conscientiousness, Neuroticism, Openness, Need for Approval, Loneliness, and Daily Social Media Usage

	1	2	3	4	5	6	7	8	9	10	11	12
1.Age	-	-.149	-.452**	-.283**	-.386**	.020	.141	.302**	-.013	-.112	.132	-.105
2.Gender		-	.184*	-.085	.014	-.104	-.072	.068	-.201*	.011	.149	.064
3.Marital Status			-	.109	.224**	-.140	-.195*	-.208*	.017	-.065	-.125	.082
4.Education				-	-.049	.043	.087	-.014	-.054	.221**	-.225**	-.144
5.Daily Social Media Usage					-	.138	-.074	-.245**	.117	-.035	-.017	.108
6.Extraversion						-	.149	.142	-.160	.310**	-.148	-.296**
7.Agreeableness							-	.406**	-.352**	.184*	.043	-.350**
8.Conscientiousness								-	-.167*	.160	.090	-.238**
9.Neuroticism									-	-.248**	.136	.311**
10.Openness										-	-.198*	-.213**
11.Need for Approval											-	.227**
12.Loneliness												-

\* p<.05 \*\* p<.01

Correlation analysis was performed in order to determine the relations among age, gender, marital status, extraversion, agreeableness, conscientiousness, neuroticism, openness, need for approval, loneliness and daily social media usage. The results obtained from the analysis were mentioned in Table 8.

According to data gathered from Pearson correlation analysis, there was negative correlation between age and marital status, between age and education, between age and daily social media usage. Low level of age showed high level of education. Elderly people had low level of education. When age increased, daily social media use of people decreased. Young people were more prone to use social media in large amounts. There was positive correlation between age and conscientiousness which indicated that when age increases the conscientiousness level of people also increases.

Gender and marital status had positive correlation within Pearson correlation analysis. Most of women were married than men. Gender had negative correlation with neuroticism which means that women were more neurotic than men.

In Pearson correlation analysis, marital status had positive correlation with daily social media use. Single participants use more social media within a day. Marital status had negative correlation with agreeableness and conscientiousness. Single people were less agreeable and conscientious than married people.

There was positive correlation between education and openness in Pearson correlation analysis. High level of education indicated high level of openness. Education had negative correlation with need for approval. More educated people had low level of need for approval.

Daily social media usage had negative correlation with conscientiousness according to Pearson correlation analysis. When daily social media usage increased, conscientiousness of people decreased.

Extraversion had positive correlation with openness according to data gathered from Spearman correlation analysis. More extraverted people have more openness level. There was negative correlation between extraversion and loneliness. People who had higher points on extraversion had lower points on loneliness.

In Spearman correlation analysis, agreeableness had positive correlation with conscientiousness and openness. People who were agreeable were also conscientious and open. There was negative correlation between neuroticism and agreeableness, between loneliness and agreeableness. When agreeableness increased, the neuroticism level decreased. Also, loneliness decreased when agreeableness increased.

Conscientiousness had negative correlations with neuroticism and loneliness when they were investigated with Spearman correlation analysis. When the conscientiousness level of people increased neuroticism and loneliness level of people decreased.

Neuroticism had negative correlation with openness and positive correlation with loneliness in Spearman correlation analysis. People who had higher points on neuroticism had low points on openness. When neuroticism increased the level of loneliness also increased.

Openness had negative correlations with need for approval and loneliness within Spearman correlation analysis. When openness level of people increased, the level of need for approval and loneliness decreased.

When the Spearman correlation analysis was conducted, it was found that there was positive correlation between need for approval and loneliness. The more need for approval meant the more loneliness of people.

### 3.3 Findings about Prediction of Social Media Usage

Table 9

#### Hierarchical Multiple Regression Analysis about Prediction of Social Media Usage

Variables	R	R <sup>2</sup>	R <sup>2</sup> Change	F Change	Sig. F Change	B	$\beta$	t	p
<b>Stage 1</b>	.430	.185	.185	8.159	.000				
Age						-.091	-.418	-4.747	.000**
Gender						-.317	-.078	-1.008	.315
Marital S.						.289	.070	.817	.415
Education						-.503	-.183	-2.309	.022*
<b>Stage 2</b>	.497	.247	.063	2.314	.047				
Age						-.081	-.371	-4.104	.000**
Gender						-.025	-.006	-.077	.939
Marital S.						.354	.085	1.003	.317
Education						-.452	-.164	-2.065	.041*
Extraversion						.086	.211	2.662	.009*
Agreeableness						.036	.094	1.084	.280
Conscientiousness						-.057	-.153	-1.771	.079
Neuroticism						.051	.129	1.562	.121
Openness						-.020	-.060	-.724	.470
<b>Stage 3</b>	.501	.251	.003	.585	.446				
Age						-.080	-.365	-4.003	.000**
Gender						-.050	-.012	-.151	.880
Marital S.						.373	.090	1.044	.298
Education						-.430	-.156	-1.924	.056
Extraversion						.092	.225	2.752	.007*
Agreeableness						.040	.105	1.168	.245
Conscientiousness						-.055	-.147	-1.690	.093
Neuroticism						.046	.117	1.375	.171
Openness						-.018	-.055	-.658	.511
Loneliness						.014	.064	.765	.446
<b>Stage 4</b>	.501	.251	.000	.014	.905				
Age						-.080	-.365	-4.003	.000**
Gender						-.050	-.012	-.151	.880
Marital S.						.373	.090	1.004	.298
Education						-.430	-.156	-1.924	.056
Extraversion						.092	.225	2.752	.007*
Agreeableness						.040	.105	1.168	.245
Conscientiousness						-.055	-.147	-1.690	.093
Neuroticism						.046	.117	1.375	.171
Openness						-.018	-.055	-.658	.511
Loneliness						.014	.062	.725	.470
Need for Approval						.002	.010	.120	.905

\* p&lt;.05 \*\* p&lt;.01



Hierarchical multiple regression analysis was performed in order to determine the predictors of daily social media usage and the results are indicated in Table 9.

At first stage, it can be seen that age, education, gender and marital status predicted 18.5% of the total variance of daily social media usage ( $F$  value (8.159) = 8.159,  $p < .01$ ). Age ( $\beta = -.418$ ,  $p < .01$ ) negatively predicted daily social media use. This shows that increased age predicts low level of daily usage. The variable also negatively predicted daily usage second ( $\beta = -.371$ ,  $p < .01$ ) and third stages ( $\beta = -.365$ ,  $p < .01$ ). Education ( $\beta = -.503$ ,  $p < .05$ ) also negatively predicted daily usage of social media which means that high level of education predicts low level of usage. The variable has negative prediction on daily usage at second stage ( $\beta = -.164$ ,  $p < .05$ ), but it lost its influence at third stage ( $\beta = -.430$ ,  $p > .05$ ). However, gender and marital status had no prediction on daily social media usage at first stage.

At second stage, newly added variable extraversion predicted 6.3% of total variance of daily social media usage ( $F$  value (5.077) = 2.314,  $p < .05$ ). Extraversion ( $\beta = .211$ ,  $p < .01$ ) positively predicted daily usage. It explains that high level of extraversion predicts more daily social media usage. The variable ( $\beta = .225$ ,  $p < .01$ ) also positively predicted daily usage at stage 3. Nevertheless, other added variables that are openness, neuroticism and consciousness did not predict daily usage at second stage.

At third stage, loneliness, which is added later, had no meaningful effect on prediction of daily social media usage ( $F$  value (4.614) = .585,  $p > .05$ ).

At fourth stage, the newly added variable need for approval also didn't predict daily social media usage meaningfully ( $F$  value (4.166) = .014,  $p > .05$ ).

The correlations between daily social media usage and predictor variables indicated that there is negative correlation between daily usage and age ( $r = -.386$ ), negative correlation

between education and daily usage ( $r=-.049$ ) and positive correlation between extraversion and daily usage ( $r=.138$ ).

Findings that were resulted from analysis with four stages in order to predict daily usage of social media indicated that age and education that took part in all stages and extraversion which is added at the second stage and also took part in third and fourth stages had prediction on daily social media usage.

#### 4. Discussion

Social media usage is widespread around the world. People from various countries use social media in order to express themselves via writings, pictures, comments and so on. They have opportunity to reach each other from all around the world by means of social media.

Social media usage may vary depending on users' gender, age groups, marital status and education levels.

There may be differences in usage of social networking sites in terms of gender. Manjunatha argued that males use social media rather than females (Rai & Gill, 2016, p. 519). Adversely, according to Anderson (2015), women use social media more than men. Additively, Thompson and Loughheed also found that females' frequency of usage of social networks more than males (Rai & Gill, 2016, p. 519). Andrew Perrin (2015) was reported that men and women go online at close paces.

In our research results, there was no significant correlation between gender and daily social media usage. Gender also had not predicted social media usage in hierarchical multiple regression analysis. This may be because of almost all participants were working people or students, therefore they may had nearly same opportunities to go online while working or studying.

Social media usage differs in terms of age of individuals. It is found that when age increases, social media usage decreases (Gür, Dalmış, Kırmızıdağ, Çelik, & Boz, 2012). In addition to this, Educause Center for Applied Research reported that age is a factor on social media usage. According to this report, young adults with the ages of 18 and 19 use social networking sites more than the older adults with the age of 30 (Rai & Gill, 2016, p. 519). According to Özgüven and Mucan (2013), people with the age range of 18-31 are more likely to use social networks.

In our study, it is also found that young participants were more prone to use social media than older participants. There was negative correlation between age and daily social media usage which means that as the age increases the frequency of usage decreases. In hierarchical multiple regression analysis, age was an important predictor of social media usage. Young people need more socialization, to present and express themselves and more sharing whereas elderly people start to be far away from socializing and presenting themselves. People also get new responsibilities as their age increases. For instance, a woman with a baby has less opportunity to use social media than a woman without a baby.

Siyaset, Ekonomi ve Toplum Araştırmaları Vakfı (2012) reported that married people are the group who uses social media at least. Similarly, in this research, it was found that marital status has positive correlation with daily media usage which means that single people use social media more than married people. This may be because of single people has less responsibilities within their families when they are compared with married couples. Also, single individuals may use social media more in order to find partner or romantic relations.

According to the report of Pew Research Center (2015), people with high education levels are more likely to use social media and the people with low level of education less likely to go online. In our research, education was found as a predictor of daily social media usage in hierarchical multiple regression analysis. The direction was negative that means that high level of education leads low level of social media usage. This may be because of people with high level of education have less time to go online and have more responsibilities to fulfill rather than being online in large amounts of time.

In literature, it has been found that need for approval and belonging to a group have positive effects on social media usage of individuals. According to the data, it has been found that individuals' need for belong to other people affect their social media usage positively

(Gangadharbatla, 2008, p.12). In addition to these results, Beyens and colleagues (2016) have also found that adolescents who want to be a part of a group or to be popular among their environment used Facebook more than others.

In this research, it was found that there is not any important relationship between need for approval and the frequency of social media usage. It also did not predicted daily social media usage in hierarchical multiple regression analysis. These results may be due to the ages of participants and their status on the society. Most of them were within the age range of 18-38 which their need for approval may be lower than adolescent individuals. They were also students and working people which means they already have social relations in their schools and workplaces.

Loneliness is also found as an effective factor on social media usage by other researchers. The research was conducted by Kross at the University of Michigan and the results have revealed that social media makes people to feel lonelier and less happier (Rai & Gill, 2016, p. 158). Also, according to the results of the research conducted by Savcı and Aysan (2016), when the frequency of social media usage increases, the loneliness level of people also increases. Sheldon argues that people with high levels of worry and stress are more likely to use Facebook to struggle against loneliness (Ryan & Xenos, 2011, p. 1659).

In this study, loneliness was found not to be related with social media usage. There was no correlation between loneliness and daily social media usage. Loneliness did not predicted social media usage in hierarchical multiple regression analysis. Most of the participants were students and working people. They have already social environment around them. Thus, they have relations and sharing with others which may lead them to have less loneliness level.

When the literature reviewed, it can be seen that personality traits are effective on the usage of social media sites.

It was found that extraversion and openness have positive effects on social media usage and online activities (Kalmus, Realo & Siibak, 2011, p. 387). According to Özgüven and Mucan (2013), people who are conscientious, open to new experiences and more satisfied from their lives are more likely to use social media. Correa and colleagues were also found that extraversion and openness are more effective on usage of social media rather than neuroticism. Conversely, Landers and Loundsbury stated that agreeableness, conscientiousness, and extraversion have no positive effects on social media usage (Kuo & Tang, 2014, p. 13). Additionally, according to Taylor (2015), introvert people are more likely to spend their time on social networks rather than extrovert individuals.

In this research, it was found that there was strong negative correlation between conscientiousness and daily social media. It means that as the conscientiousness level of a person increases, the frequency of usage of social media decreases. Because people with high levels of conscientiousness are more goal oriented and responsible. They focus on their success and aims in life, so they may prefer to spend their time on these instead of using social media. They also know their responsibilities in real life and try to fulfill these responsibilities by spending effort for them. Furthermore, extraversion was found as a significant predictor of daily social media usage in hierarchical multiple regression analysis. There was positive correlation between extraversion and daily usage that means that as the extraversion level of a person increases, the frequency of social media usage also increases. Because extrovert people have more social life than introvert people. They socialize with other people in real life rather than cyber life. They go out more and spend their time with other people within outer environments such as cafes, pubs, bars, and restaurants. Their face-to-face relations better than introvert people. Therefore, they have more to share on social

media and they may use social media in order to be informed about social activities and to arrange activities.

There were no significant correlation between daily social media usage and the other personality traits that are agreeableness, extraversion, neuroticism and openness. In hierarchical multiple regression analysis, the personality traits agreeableness, conscientiousness, openness and neuroticism had not predicted daily social media usage. The only predictor was extraversion among personality traits.

## 5. Conclusion

The research was conducted in order to investigate whether loneliness, need for approval and personality characteristics of individuals influence the frequency of their usage of social media. The other purpose of the research was to predict usage of social media from variables such as age, gender, marital status, education, personality traits, loneliness and need for approval.

When the research results are examined, it can be seen that there wasn't any relationship between loneliness and social media usage and between need for approval and social media usage. There was a negative correlation between social media usage and conscientiousness among personality traits which means that as conscientiousness increases, the frequency of usage decreases. Age and marital status were also found as related with daily social media usage. Age had negative correlation with usage which means that as the age increases, the usage decreases. Marital status had positive correlation with usage that means single participants used social media more.

In hierarchical multiple regression analysis, the variables that predicted daily social media usage were age, education and extraversion. There were negative correlations between age and daily usage and between education and daily usage. It can be understood that as the age and education level increases, the frequency of usage decreases. There was positive correlation between extraversion and daily usage which means as the extraversion increases the frequency of usage also increases.



## **6. Limitations**

The research was conducted with adult participants who were over the age of 18. There may be differences at level of loneliness and level of need for approval of adolescents.

There was not any control to compare the results. The research was conducted only with participants who use social media.

The social media usage frequency was noted regarding with the declaration of participants. There was not any electronic record about social media usage times.

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### AYDINLATILMIŞ ONAM

Bu çalışma, Yakın Doğu Üniversitesi Sosyal Bilimler Enstitüsü Uygulamalı (Klinik) Psikoloji yüksek lisans öğrencisi Deniz Özmatyatlı Zorba tarafından gerçekleştirilen bir çalışmadır.

Bu çalışmanın amacı sosyal medya kullanan yetişkinlerde onaylanma ihtiyacı, yalnızlık düzeyleri ve kişilik özelliklerini araştırmaktır. Çalışma sonucunda elde edilen veriler doğrultusunda yüksek lisans tezinin yazılması amaçlanmaktadır.

Anket tamamen bilimsel amaçlarla düzenlenmiştir. Anket formunda kimlik bilgileriniz yer almayacaktır. Size ait bilgiler kesinlikle gizli tutulacaktır. Çalışmadan elde edilen veriler yalnızca istatistik veri olarak kullanılacaktır. Yanıtlarınızı içten ve doğru olarak vermeniz bu anket sonuçlarının toplum için yararlı bir bilgi olarak kullanılmasını sağlayacaktır.

Telefon numaranız anketörün denetlemesi ve anketin uygulandığının belirlenmesi amacıyla istenmektedir.

Yardıminız için çok teşekkür ederim.

Psikolog

Deniz Özmatyatlı Zorba

Yukardaki bilgileri ayrıntılı biçimde tümünü okudum ve anketin uygulanmasını onayladım.

İsim:

İmza:

Telefon:

## BİLGİLENDİRME FORMU

### KUZEY KIBRIS TÜRK CUMHURİYETİ'NDE SOSYAL MEDYA KULLANAN YETİŞKİNLERDE ONAYLANMA İHTİYACI, YALNIZLIK VE KİŞİLİK ÖZELLİKLERİ BAKIMINDAN İNCELENMESİ

Bu çalışmanın amacı sosyal medya kullanan yetişkinlerde onaylanma ihtiyacı, yalnızlık düzeyleri ve kişilik özelliklerini araştırmaktır. Çalışma sonucunda elde edilen veriler doğrultusunda yüksek lisans tezinin yazılması amaçlanmaktadır.

Bu çalışmada size bir demografik bilgi formu ve bir dizi ölçek sunduk. Demografik bilgi formu sizin yaş cinsiyet gibi demografik özellikleriniz hakkındaki soruları içermektedir. Ölçekler ise onaylanma ihtiyacını, yalnızlık düzeyini ve kişilik özelliklerini ölçmektedir.

Daha önce de belirtildiği gibi, ölçeklerde ve görüşmelerde verdiğiniz cevaplar kesinlikle gizli kalacaktır. Eğer çalışmayla ilgili herhangi bir şikayet, görüş veya sorunuz varsa bu çalışmanın araştırmacısı olan Deniz Özmatyatlı Zorba ile iletişime geçmekten lütfen çekinmeyiniz ([denizozmatyatli89@gmail.com](mailto:denizozmatyatli89@gmail.com), 0392 223 64 64).

Eğer bu çalışmaya katılmak sizde belirli düzeyde stres yaratmışsa ve bir danışmanla konuşmak istiyorsanız, ülkemizde ücretsiz hizmet veren şu kuruluşlar bulunmaktadır:

Eğer üniversite öğrencisiyseniz, devam ettiğiniz üniversitede Psikolojik Danışmanlık, Rehberlik ve Araştırma Merkezine (PDRAM) başvurabilirsiniz.

Eğer öğrenci değilseniz, Barış Sinir ve Ruh Hastalıkları Hastanesine başvurabilirsiniz.

Eğer araştırmanın sonuçlarıyla ilgileniyorsanız, araştırmacıyla iletişime geçebilirsiniz.

Katıldığınız için tekrar teşekkür ederim.

Psikolog,

Deniz Özmatyatlı Zorba,

Uygulamalı (Klinik) Psikoloji,

Yakın Doğu Üniversitesi,

Lefkoşa.

**SOSYODEMOGRAFİK BİLGİ FORMU****Yaş:****Cinsiyet:****Medeni Durum:****Eğitim Seviyesi:****Meslek:****Kullandığınız sosyal medya sitelerini işaretleyiniz.**

- ☐ Facebook
- ☐ Twitter
- ☐ Instagram
- ☐ Youtube
- ☐ Diğer (belirtiniz):

**Bir hafta içerisinde sosyal medya kullanımınız hangi sıklıktadır?**

- ☐ Her gün
- ☐ 2 günde bir
- ☐ Haftada 2 ya da 3 kez
- ☐ Haftada 4 veya 5 kez
- ☐ Diğer (belirtiniz):

**Gün içerisinde sosyal medyada ne kadar vakit geçiriyorsunuz?**

- ☐ 10 dk.dan az
- ☐ 10-30 dk.
- ☐ 31-60 dk.
- ☐ 1-2 saat
- ☐ 3-4 saat
- ☐ 4 -5 saat
- ☐ 5-6 saat
- ☐ 6-7 saat
- ☐ 7 saatten fazla (belirtiniz):



## BEŞ FAKTÖR KİŞİLİK ENVANTERİ

Aşağıda sizi kısmen tanımlayan (ya da pek tanımlayamayan) bir takım özellikler sunulmaktadır. Örneğin, başkaları ile zaman geçirmekten hoşlanan birisi olduğunuzu düşünüyor musunuz? Lütfen aşağıda verilen özelliklerin sizi ne oranda yansıttığını ya da yansıtmadığını belirtmek için sizi en iyi tanımlayan rakamı her bir özelliğin yanına yazınız.

- 1 = Hiç katılmıyorum  
 2 = Biraz katılmıyorum  
 3 = Ne katılıyorum ne de katılmıyorum (kararsızım)  
 4 = Biraz katılıyorum  
 5 = Tamamen katılıyorum

Kendimi .....biri olarak görüyorum

- |  |  |
|--|--|
| <p>___ 1. Konuşkan</p> <p>___ 2. Başkalarında hata arayan</p> <p>___ 3. İşini tam yapan</p> <p>___ 4. Bunalımlı, melankolik</p> <p>___ 5. Orijinal, yeni görüşler ortaya koyan</p> <p>___ 6. Ketum/vakur</p> <p>___ 7. Yardımsever ve çıkarıcı olmayan</p> <p>___ 8. Biraz umursamaz</p> <p>___ 9. Rahat, stresle kolay baş eden</p> <p>___ 10. Çok değişik konuları merak eden</p> <p>___ 11. Enerji dolu</p> <p>___ 12. Başkalarıyla sürekli didişen</p> <p>___ 13. Güvenilir bir çalışan</p> <p>___ 14. Gergin olabilen</p> <p>___ 15. Maharetli, derin düşünen</p> <p>___ 16. Heyecan yaratabilen</p> <p>___ 17. Affedici bir yapıya sahip</p> <p>___ 18. Dağınık olma eğiliminde</p> <p>___ 19. Çok endişelenen</p> <p>___ 20. Hayal gücü yüksek</p> <p>___ 21. Sessiz bir yapıda</p> <p>___ 22. Genellikle başkalarına güvenen</p> | <p>___ 23. Tembel olma eğiliminde olan</p> <p>___ 24. Duygusal olarak dengeli, kolayca keyfi kaçmayan</p> <p>___ 25. Keşfeden, icat eden</p> <p>___ 26. Atılgan bir kişiliğe sahip</p> <p>___ 27. Soğuk ve mesafeli olabilen</p> <p>___ 28. Görevi tamamlanıncaya kadar sebat edebilen</p> <p>___ 29. Dakikası dakikasına uymayan</p> <p>___ 30. Sanata ve estetik değerlere önem veren</p> <p>___ 31. Bazen utangaç, çekingen olan</p> <p>___ 32. Hemen hemen herkese karşı saygılı ve nazik olan</p> <p>___ 33. İşleri verimli yapan</p> <p>___ 34. Gergin ortamlarda sakin kalabilen</p> <p>___ 35. Rutin işleri yapmayı tercih eden</p> <p>___ 36. Sosyal, girişken</p> <p>___ 37. Bazen başkalarına kaba davranabilen</p> <p>___ 38. Planlar yapan ve bunları takip eden</p> <p>___ 39. Kolayca sinirlenen</p> <p>___ 40. Düşünmeyi seven, fikirler geliştirebilen</p> <p>___ 41. Sanata ilgisi çok az olan</p> <p>___ 42. Başkalarıyla işbirliği yapmayı seven</p> <p>___ 43. Kolaylıkla dikkati dağılan</p> <p>___ 44. Sanat, müzik ve edebiyatta çok bilgili</p> |
|--|--|

**Lütfen kontrol ediniz: Bütün ifadelerin önüne bir rakam yazdınız mı?**

## FONKSİYONEL OLMAYAN TUTUMLAR ÖLÇEĞİ – ONAYLANMA İHTİYACI ALT ÖLÇEĞİ

*Lütfen HER CÜMLEYİ ayrı ayrı dikkatle okuyup, bunlara ne kadar katıldığınızı belirleyin. İfadelere kendi katılma derecenizi, cevap bölümündeki sayılardan birinin üzerine (X) işareti koyarak belirleyiniz. Her tutum için sadece BİR işaret koymaya özen gösterin. İnsanların hepsinin kendine özgü düşünceleri olduğundan, burada doğru ya da yanlış diye bir yanıt söz konusu değildir. Lütfen seçimlerinizin SİZİN GENEL OLARAK nasıl düşündüğünüz yansıtmasına özen gösterin.*

1. Başkalarının benim hakkımdaki düşünceleri bir insan olarak değerimi büyük ölçüde belirler.
 

① Hiç katılmıyorum	④ Biraz katılıyorum
② Çok az katılıyorum	⑤ Oldukça katılıyorum
③ Ender olarak katılıyorum	⑥ Genellikle katılıyorum
	⑦ Tümüyle katılıyorum
2. En azından bir yönümle başarılı değilsem, değerli bir insan sayılmam.
 

① Hiç katılmıyorum	④ Biraz katılıyorum
② Çok az katılıyorum	⑤ Oldukça katılıyorum
③ Ender olarak katılıyorum	⑥ Genellikle katılıyorum
	⑦ Tümüyle katılıyorum
3. İnsanın değerli biri sayılması için iyi fikirleri olması gerekir.
 

① Hiç katılmıyorum	④ Biraz katılıyorum
② Çok az katılıyorum	⑤ Oldukça katılıyorum
③ Ender olarak katılıyorum	⑥ Genellikle katılıyorum
	⑦ Tümüyle katılıyorum
4. Bir hata yaptığım zaman bundan rahatsızlık duymam gerekir.
 

① Hiç katılmıyorum	④ Biraz katılıyorum
② Çok az katılıyorum	⑤ Oldukça katılıyorum
③ Ender olarak katılıyorum	⑥ Genellikle katılıyorum
	⑦ Tümüyle katılıyorum
5. İnsanın kendisi için önemli olan kişiler tarafından onaylanmaması çok kötüdür.
 

① Hiç katılmıyorum	④ Biraz katılıyorum
② Çok az katılıyorum	⑤ Oldukça katılıyorum
③ Ender olarak katılıyorum	⑥ Genellikle katılıyorum
	⑦ Tümüyle katılıyorum
6. İnsanın mutlu olabilmesi için dayanabileceği, güvенеbileceği başka insanların olması gerekir.
 

① Hiç katılmıyorum	④ Biraz katılıyorum
② Çok az katılıyorum	⑤ Oldukça katılıyorum
③ Ender olarak katılıyorum	⑥ Genellikle katılıyorum
	⑦ Tümüyle katılıyorum

**7. Diğer insanlar tarafından sevilmedikçe mutlu olamazsın.**

- |                            |                          |
|----------------------------|--------------------------|
| ① Hiç katılmıyorum         | ④ Biraz katılıyorum      |
| ② Çok az katılıyorum       | ⑤ Oldukça katılıyorum    |
| ③ Ender olarak katılıyorum | ⑥ Genellikle katılıyorum |
|                            | ⑦ Tümüyle katılıyorum    |

**8. Mutluluğum kendimden çok diğer insanlara bağlıdır.**

- |                            |                          |
|----------------------------|--------------------------|
| ① Hiç katılmıyorum         | ④ Biraz katılıyorum      |
| ② Çok az katılıyorum       | ⑤ Oldukça katılıyorum    |
| ③ Ender olarak katılıyorum | ⑥ Genellikle katılıyorum |
|                            | ⑦ Tümüyle katılıyorum    |

**9. Başka insanların benim hakkımda ne düşündükleri benim için önemlidir.**

- |                            |                          |
|----------------------------|--------------------------|
| ① Hiç katılmıyorum         | ④ Biraz katılıyorum      |
| ② Çok az katılıyorum       | ⑤ Oldukça katılıyorum    |
| ③ Ender olarak katılıyorum | ⑥ Genellikle katılıyorum |
|                            | ⑦ Tümüyle katılıyorum    |

**10. Başkalarından ayrı olmak eninde sonunda mutsuzluğa yol açar.**

- |                            |                          |
|----------------------------|--------------------------|
| ① Hiç katılmıyorum         | ④ Biraz katılıyorum      |
| ② Çok az katılıyorum       | ⑤ Oldukça katılıyorum    |
| ③ Ender olarak katılıyorum | ⑥ Genellikle katılıyorum |
|                            | ⑦ Tümüyle katılıyorum    |

**11. Bir başka insan tarafından sevilmesem de mutlu olabilirim.**

- |                            |                          |
|----------------------------|--------------------------|
| ① Hiç katılmıyorum         | ④ Biraz katılıyorum      |
| ② Çok az katılıyorum       | ⑤ Oldukça katılıyorum    |
| ③ Ender olarak katılıyorum | ⑥ Genellikle katılıyorum |
|                            | ⑦ Tümüyle katılıyorum    |

### UCLA YALNIZLIK ÖLÇEĞİ

Aşağıda çeşitli duygu ve düşünceleri içeren ifadeler verilmektedir. Sizden istenilen her ifade de tanımlanan duygu ve düşüncüyü ne sıklıkta hissettiğinizi ve düşündüğünüzü her biri için tek bir rakamı daire içine alarak belirtmenizdir.

	Ben bu durumu HİÇ yaşamam	Ben bu durumu NADİREN Yaşarım	Ben bu durumu BAZEN Yaşarım	Ben bu durumu SIK SIK Yaşarım
Kendimi çevremdeki insanlarla uyum içinde hissediyorum	1	2	3	4
Arkadaşım yok	1	2	3	4
Başvurabileceğim hiç kimsem yok	1	2	3	4
Kendimi tek başıyaymışım gibi hissetmiyorum	1	2	3	4
Kendimi bir arkadaş grubunun bir parçası olarak hissediyorum	1	2	3	4
Çevremdeki insanlarla bir çok ortak yönüm var	1	2	3	4
Artık hiç kimseyle samimi değilim	1	2	3	4
İlgilerim ve fikirlerim paylaşılmıyor	1	2	3	4
Dışa dönük bir insanım	1	2	3	4
Kendimi yakın hissettiğim insanlar var	1	2	3	4
Kendimi grubun dışına itilmiş hissediyorum	1	2	3	4
Sosyal ilişkilerim yüzeyseldir	1	2	3	4
Hiç kimse gerçekten beni iyi tanımıyor	1	2	3	4
Kendimi diğer insanlardan soyutlanmış hissediyorum	1	2	3	4
İstediğim zaman arkadaş bulabilirim	1	2	3	4
Beni gerçekten anlayan insanlar var	1	2	3	4
Bu derece içime kapanmış olmaktan dolayı mutsuzum	1	2	3	4
Çevremde insanlar var ama benimle değiller	1	2	3	4
Konuşabileceğim insanlar var	1	2	3	4
Derdimi anlatabileceğim insanlar var	1	2	3	4

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Meslek etiklerine ve çalıştığım şirket/kurum etiklerine bağlı kalarak, insanların problemlerini çözmelerinde yardımcı olmak, onlara psikolojik destek sağlamak ve görevimi en iyi şekilde yerine getirerek hem kariyerimi hem de çalıştığım şirketi/kurumu en iyi seviyeye taşımak

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**2007-2011: Doğu Akdeniz Üniversitesi, Mağusa**

Yüksek Şeref ve Bölüm Birinciliği Statüsüyle Mezun (BSc.)

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**2003-2007: Bülent Ecevit Anadolu Lisesi, Lefkoşa**

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**Eylül 2008-Şubat 2010:** Doğu Akdeniz Üniversitesi Psikolojik Danışmanlık ve Rehberlik Araştırma Merkezi'nde öğrenci asistan olarak görev aldım.

**Aralık 2011-Kasım 2012:** Lazer Göz Merkezi'nde sekreter olarak görev aldım

**Ocak 2016 – Haziran 2016:** Yakın Doğu Eğitim ve Araştırma Hastanesi'nde stajyer psikolog olarak görev aldım.

## Kongreler/Seminerler

- XIV. Ulusal Psikoloji Öğrencileri Kongresi – İstanbul (Temmuz 2009)
- XV. Ulusal Psikoloji Öğrencileri Kongresi – Ankara (Temmuz 2010)
- Özel Eğitim Merkezi Semineri
- DAÜ- Psikoloji Günleri Seminerleri (2007-2011)

## Eğitimler

- Peri Masalları Testi Eğitimi (2014-2016)

## Bilgisayar Bilgisi

- Microsoft Word
- Microsoft Powerpoint
- SPSS

## Yabancı Dil

- İngilizce (İyi)

## İlgi Alanları

- Kitap okumak
- Sinema ve tiyatroya gitmek
- Psikolojik seminerlere katılmak
- Müzik dinlemek
- Tarihi yerleri ve doğayı gezmek

***Yaratıcı***

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***Saygılı***

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