PERCEPTION OF SOCIAL MEDIA IN THE GENERATIONS

X, Y AND BABY BOOMERS¹

(X, Y ve Savaş Sonrası Kuşaklarında Sosyal Medya Algısı)

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ABSTRACT

The Internet and the Web are evolving to a platform for collaboration, sharing, innovation and user-created content—the so-called Web 2.0 environment. This environment includes social and business networks, and it is influencing what people do on the Web and intranets, individually and in groups. Web 2.0 is the popular term for advanced Internet technology and applications including blogs, wikis, RSS, podcasting, and social networks. One of the most significant differences between Web 2.0 and the traditional Web is that content is user generated, and there is greater collaboration among internet users.

Internet users have showed some differences according to their demographic and psychographic characteristics. Generations X and Y are the ‘younger’ generations compared to the Baby Boomer generation and much has been written about their technological preferences and usage. Generations X is people born between 1965 and 1981, and Generation Y between 1982 and 2000. Baby Boomers are persons born between 1946 and 1964. This paper contributes to web 2.0 literature by providing qualitative research web 2.0 usage behavior and perceptions of Generations X, Y and baby boomers in Turkey. Qualitative research design has been configured as 3 focus group discussion in generations separately. Each group is consisting of 10 generation representatives.

Keywords: X, Y and Baby Boomers, Social Media

ÖZET


Anahtar Kelimeler: X, Y Ve Savaş Sonrası Kuşakları, Sosyal Medya

¹ This study had been presented in “Indonesia International Conference on Communication (IICC)” in Jakarta, Endonesia, 22-23 November 2010.

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1. Introduction

In Web 2.0 revolution in which participating culture has been mentioned much often, it is often mentioned about transition into the Internet platform and about what should be done in determining the rules to make this platform a successful one. What is meant with participating culture is that users undertake the roles of creator and contributor, thanks to Web 2.0. Although the invention of Web has always aimed to gather people and create a participating setting, the Web 1.0 technology was limited to getting information from the web built by producers. In fact, the exchange of ideas in Web 2.0 is a concept which has existed since the emerge of Web (Kosela, 2008: 10).

In Web 1.0, the content used to limit communication in one way. Users used to get information from a static web page, and they could not be sure of the objectivity of the received information. The creation and sharing of information has passed on users with the help of Web 2.0 (Thackeray and et. al, 2008: 339).

1.1. Socializing

Socialization is a lifelong learning process. Human has been a part of this process since they were born. Each community wants to leave its culture as a legacy to the next generations. However, in this process, people not only learn about the cultural values of their community but also expose to the cultures of other societies which are passed on through various canals. Human being’s being an active member of a living community cannot happen in a natural way. It happens when human envy the culture of the society in which they live in order to gain social, psychological and physical skills necessary for leading a good life. In this respect, Bayraktar and Özkan (2002) define socializing as inclusion of individuals in social culture and internalization of culture by individuals. If there were not such a process, even individuals cannot become persons. These statements reveal the fact that socializing process has functions for both community and individuals. On the other hand, Yavuzer (2000) defines socializing as individuals’ learning to stick to the rules and values of a certain group, and as internalization of these values. This learning plays a significant role in individuals’ interactions with their environments and the other environmental factors.

1.2. Social Media

Social media can also be defined as online media which contains variety of channels, in which users prepare contents cooperatively (Prentice & Huffman, 2008: 1). Social media, which is also defined as the tools which help users to be in interaction can be exemplified as forums, blogs, wikis, share sites, social network, micro-blog sites and online cyber world (Nash, 2009: 7).

The widespread use of the Internet by millions of diverse users for socializing is a new phenomenon that raises new interest for researchers and developers. Just designing for use is not enough. We need to understand how technology can support social interaction and how can it be designed to promote sociability? Sociability is related to developing software, policies and practices to support social interaction online. Three key components contribute to good sociability (Preece, 2001):

- **Purpose**: A community’s shared focus on an interest, need, information, service, or support, that provide reasons for individual members to belong to certain communities.
• People: The people who interact with each other in the community have individual, social and organization needs. Some of these people may take different roles in the community, such as leaders, protagonists, comedians, moderators, etc.

• Policies: The language and protocols that guide people's interactions and contribute to the development of folklore and rituals that bring a sense of history and accepted social norms. More formal policies may also be needed, such as registration policies, and codes of behavior for moderators. Informal and formal policies provide community governance.

Social data processing can be defined as “an interaction of a network structure among individuals, their social behaviors and the interactions in computer technologies”. If social data processing should be defined in a unique way, the formation of social network needs to be clarified. The formation of social network can be defined as the activities through which friends or establishments interact with one another via web journals, e-chats, e-mails, messages and video conferences. Social networks contain public cyber communities or individual’s personal web sites (Sağsan, 2007, 140).

Boyd and Ellison (2008) define social network sites as follows;

We define social network sites as web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site.

1.3. Baby Boomer, X and Y Generations

There are no definite dates for the starting and ending of Baby Boomer, X and Y generations. The date range that we will use in this study will be the same as that of Heaney (2007). The life experiences, developments and the other differentiating socio-economical and psychological factors of these generations, which are handled periodically, differ depending on various factors. The most important of these is the use of technology as Heaney (2007) suggested. According to Heaney (2007) generation X and Y are the ‘younger’ generations compared to the Baby Boomer generation and much has been written about their technological preferences and usage.

Table 1: Generational characteristics

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2. Method

The purpose of the paper is to reveal the perceptions of Baby boom, X and Y generations toward social media and to investigate if there is any perceptual difference between generations. To be able to reach that purpose, the research questions addressed to this study are as follows;

1- Is there any difference between generations with regards to their Internet use?
2- Is there any difference between the generations with regards to their perceptions of socializing and social Networks?
3- Is there any significant difference between generations with regards to the perception towards social media?

2.1. Research Method

This study was carried out with the use of qualitative research methods, focus group and depth interview. For baby boomer, 6 people were conducted in-depth interview and for X and Y generations, two different focus groups were used and each of these groups consisted of 8 people.

The in-depth interviews and focus groups consist of the people who have homogenous social and educational statues. 3 female and 3 male participants participated in the in-depth interviews, 5 female and 3 male participants joined the X generation focus group, 4 male and 4 female participants participated in Y generation focus group.

The reason for conducting in-depth interviews with baby boom generations is that the participants could not attend the same meeting as they have time limitations.

This study, which was carried out between 7 and 8 October 2010 at the Faculty of Communication Sciences, Anadolu University, is limited to the academicians teaching at that faculty. The results obtained from this study, has not been generalize to whole baby boom, X and Y generations members. In this research, the nick names of the participants were used instead of their real names.

3. Findings

3.1. Baby Boom Generations:

3.1.1. Internet Use

In the depth interviews carried out with the representatives of Baby boom generation, they were primarily asked how often and what purpose they use the Internet for. The Internet is most often used for performing various job related tasks (making research, literature review and etc), reading e-mails, spreading thoughts, shopping. The shortest duration for the Internet use is 3 hours and maximum 8-10 hours.

Majority of them suggest that they have no contribution to the data-base on the Internet. When they were asked why they think so, one of the answers is that they do not contribute as they have reliability problem, that if you put one’s name into a search machine, you learn a lot of personal information about him or her, that there are some critical
comments at the bottom of the news on papers. Another person suggested that he did not contribute to the Internet as he did not have anything to share on the net.

Those who suggest that they contribute to the content of the data-base state that they contribute to the net by sharing all of their researches to the digital setting on the net, by posting messages on the discussion groups, blogs, Facebook and Tweeter.

**3.1.2. Socializing and the Perception Towards Social Networks**

Socializing is defined as the adaptation to the society, considering the environment, an learning process which starts with the birth and continues with some other social institutions in the society, following the agenda in the world, following the media, events and the environment, being aware of yourself and the environment and as sharing the ideas with the people with social differences in certain settings.

C who suggests that people of this age wish to protect themselves as they expand, when they have to socialize, states that social websites, like Facebook function as a boxing ring and continues suggesting: “Facebook is very dangerous, I never visit it. Like a boxing ring. Hit but also protect yourself”

One of the others to have been interviewed is B who suggests that people consider that they socialize joining new groups, making a lot of new friends, having place on more than 4000 people’s web page, participating in every kind of activities, chatting with everybody, posting messages everywhere.

On the other hand, D claims that people consider they socialize through mass communication tools. Families, friends, job settings are considered to be the other socializing tools. The general opinion is for that young people socialize using the Internet more often.

Social Networks can also be suggested to be various communities which have come together for specific purposes as well as Facebook and Tweeter, both of which emerged with the invention of computer and then continued with the Internet. In brief, social Networks can mean sharing things on the Internet and in real life. Half of the Baby boom generation having been interviewed stated that they had had no relationship with social Networks anymore. The reason is to lack of enough time and personal rivalry. Those who state that they have social network are ranked as graduates, neighborhood, childhood friends, relatives, friends at cyber social Networks, hobby groups.

The reply to the question “if there is any difference between generations in socializing process is that there is difference. One of these differences is that new generations socialize more quickly and densely through mass media and the Internet, that they have more free time, that they spend most of their life on wasting time in front of TV and checking the time. Another difference is the difference in the growth of generations. B suggests the following in this respect;

*In the past, my generation was taught not to put you forward and to listen to older ones. Now kids are brought up with the logic to stand out and socialize. My mother used to send us to courses so that we could socialize, but now kids are more social.*

5 YIL:1 SAYI:1
There seems to be a significant difference between Baby bloom generations and younger generations in “putting yourself forward and not doing it”. X generation is a consequence of an understanding that suggests “if you are not on Facebook, you do not exist!” which are counted among the reasons to join Facebook. That is also another understanding based on putting yourself forward.

### 3.1.3. Social Media Perception and Using Social Media

One of those interviewed stated that he did not hear about the concept of social media, the other suggested that they heard about social network sites, like Facebook, Tweeter, the sites which are for those interested in some certain hobbies (those who are interested in aquarium look for the people expert in that field), a realm of humor which cannot be suggested to be reliable but an effective way of self expression, masked ball. When they were asked if they consider social media as an essential thing, two of those interviewed suggested that it was not necessity for themselves, but they consider it may be essential for young people, and they justified that suggesting: C “it may be essential for young people to introduce themselves, but I am an adult. I have to use my time effectively and efficiently. It is not essential for me”.

B: I like every novelty and I encourage for novelties although I cannot adopt myself to them easily. Social media is inessential, but never mind!

D suggests that it is essential and justifies that suggesting; “it is essential no more, social media is a definite need, if I cannot have access to Facebook, I feel depressed. We would write letters in the past to communicate. Now Facebook helps us communicate”

The other views suggesting that social media is essential are those; it reminds people and the society of that they are members; it is seen as one of the means for people to self express. Visibility (if you are not visible on the internet, you don’t exist), it is an opportunity offered to people.

Most of the baby boomer generations who replied the question if they have made new friends on a social network suggested that they could find their old friends rather than making new ones. Those who suggest that they have made new friends claim that it is very limited. Only one person stated that he could meet the friends of his friends on the web. Thus, the number of his friends snowballed. He went on suggesting; “there are my friends on Tweeter who follow me from the Holland, England, and Germany. It is an unusual environment and strange friendship. They only have nicknames indeed. For example, they tell me that they are engineers. Is it true?"

The responses given to the question “What do other people use social media for are as follows; to introduce yourself, finding new friends and a job, keeping a record of people in the society, hearing about everything, being informed, announcing one’s existence to the society as well as himself, playing games. There is also an understanding that if you are not part of a group, you will lack many things. This response matches with that of X group. For both generations, the reason for the others to use social media is almost the same.

The people who were interviewed were also asked what they have used the social media for. When we examine the responses of those using social media, they are as follows;
getting to know people, satisfying people’s curiosity, learning about what other people do and
discuss, feeling the sense of belonging to various groups and being informed.

Those who use social media were asked what they have gained from social media.
When we examined the responses received, they are as follows; social media satisfy their
curiosity, it helps them to feel as a significant part of a social world, it helps them feel
nostalgic, it promotes their subject knowledge, it also make easier the communication and
building relationship among people.

Another question addressed to them was if social media has its unique ethics or not.
There is no agreement on this issue among those interviewed. One interviewee, who
suggested that there are some ethics of the Internet, stated that everybody drives their cars
considering their etiquettes. He went on suggesting that, as there is ethics everywhere, there is
Hippocratic Oath in medicine. As the Internet is very essential, there are some ethics on it too.
They all agree on that there is an etiquette related to the respect to personal rights. Another
interviewee who suggests that there are bans on the net more than “do’s and don’ts”, state that
everything should be done depending on the etiquettes, there must be rules on the net rather
than bans. The interviewee who suggested that there is no ethic on the web stated that Internet
users use nicknames on the web rather than sharing their real identity, that ethics need
clarifying more as there are still those who post negative or positive attachments on the web.
He considers how to stop the hacking of some sites, and there no such rule about that issue.

The perceptions related to the advantages and disadvantages of social media are that;
the advantages are that instant information share is possible, interaction is high, it contributes
the society and people positively as every novelty does, connection to every part of the world,
it is cheap, it leaves trace and it gives people whatever they like (sex, information, message)

The Disadvantages: it is open to misuse, it is time consuming, the violation of privacy
and sincerity, considering socialists as truth, it hinders further reading, it breaks off people
from traditional media, the fear related to the collapse of web sites.

The final question was if social media has made human relations electronic or not. The
perceptions related to the issue is that social media has made human relations into electronic
based, however, it is suggested this is an unavoidable case and it is not something bad. It is
suggested that civilization is a two-faced issue, one half is good, and the next half is bad,
goodness and badness are up to those using the technology. For example, hand writing. It is
claimed that IPAD will replace hand writing in the future, the consequence of which will be
less face to face interaction among people. E states this issue as follows; “every age creates a
new way of self-expression. If the way of this age is this, I cannot object to it, it cannot be
objected indeed.” B suggests that “in the past life conditions were different that today’s.
Nowadays, conditions are different; there is no issue as good or bad. This is a way of
communication indeed. Human used to socialize with smoke, now people cannot avoid
communicating with the help of social media. There is no other way of communicating”.
3.2. Generation X

3.2.1. Using the Internet

Those who participated in focus group are Internet users. They use the net for checking e-mails, reading newspaper, posting comments on blogs, reading blogs, making academic research, and coming together with the friends. F, one of the participants, states that he not only uses the Internet for coming together with his friends, but also meeting with the people who he does not know. The length of the Internet use of the participants varies between at least 1 hour and more than one hour.

All the participants suggested positive responses to the question if they contribute to the database on the Internet (uploading videos, posting notes) or not. They suggested that their contribution to the Internet took place through their comments posted on the news texts, comments posted on personal blogs, sending messages through Facebook, sending messages through Tweeter. One of the participants, G, suggested the following as his contribution to the Internet; “I contribute to the database on the Internet. I have blogs. I post comments on this blog and upload visuals”. The participants agree on that even they do not share or upload anything on the Internet; some other people do it on behalf of you. H suggests her view on this issue as follows; “even you do not share anything on your Facebook account, some of your friends upload some photos of yours with other people and people post comments to these photos. Therefore, even you do not upload anything; your personal information can be shared by some other people. You cannot stand against that reality.” Whereas the participants were a little bit late to meet with computer technology and the Internet, compared to the new generations, they are at a good position with regards to the Internet use and their contribution to the Internet. Although some of them have some reservations in uploading (photos, texts, comments and etc.), they are aware of the fact that some other people can share their personal information on the net.

3.2.2. Perceptions Towards the Social Networks and Socializing

Participants divide socializing into two. The first one is to socialize traditionally. Chatting with friends, saying hello to each others, being member of sport clubs and sharing can be given as examples of traditional socializing. Socializing through the Internet is related to being members of Facebook and Yahoo. The number of the friends in Facebook account is considered as a significant sign of socializing. The question of what the social Network are, is replied suggesting; Facebook, MSN, vocational associations, friend groups and etc. One of the participants, F, suggests that “socializing through the Internet does not mean to chat with the known people. We can participate in some groups which consist of unknown people.”

People’s views related to how people socialize are that socializing without the Internet takes place through friend groups, socializing on the Internet takes place through web pages and Facebook. When they were asked why everybody gives the name of Facebook as a place where people socialize, the replies received is as follows; K : “if you have no Facebook account, you do not exist!” V: “I resisted for a long time, but one of my students is studying on social media, So I have to be involved in it” L: “I have no Facebook account and I do not want to have that”. When L was requested to clarify why he does not have a Facebook account, the response received is that it is closely related to the sense of safety”
L: “people often forget about things, but the Internet never forgets. Personal information can be changed; the changed information may appear in an unexpected way and in an unexpected place in the future. What you upload there is kept as record somewhere and I am worried about that it may be changed, transformed and can be misused”. One of the participants, W, suggests that that is a matter of risk, and there may be those who take this risk and who do not. In general, to be a member of Facebook can be suggested to be a matter of public visibility, and a band wagon effect, which mean “everybody does, so you also do it” which is used in communication very often. The X generation participants at early phases seem to be hesitant against the Internet tools, like Facebook, the late period X generation participants suggest that they are aware of such a risk, but they are brave enough to take such a risk.

3.2.3. The Perceptions Against Social Media

The question addressed to the participants to reveal the perceptions related to the social media is “ Is social media essential?” and the response received from the participants suggest that they agree on that social media is essential. L replies this question suggesting; “For example, I listen to California rock. I want to gather with the other listeners of this type. I have the opportunity to meet with those listening to this music all over the world. If there were not social media, it would not be possible to reach such people” As social media removes the physical borders, it makes the access in ever field quicker and easier. And that characteristic makes it an essential communication tool.

The participants suggested positive replies to the question, “Have you ever made new friends through social media?” G speaks as follows; “there are groups who have met with the help of social media and who get together at the weekends. Those people gather with those people who they have newly met through social media”

There is an immediate disagreement among the participants on the question, “is there ethics in social media?” The participants of early phase consider that there are not such ethics. It is suggested that there are not any ethic rules in social media. Everybody can have access to personal information on the Facebook, and people do not like their photos to be seen by everybody. The X participants at the late period consider that there is no difference between the photos in the album that they share with friends in their informal visits at home and the album that they share on Facebook. They also suggest that there are web sites where swear and insults are not approved; however, there are also some sites which were constructed for the purpose of swearing freely. It is also stated that it is essential to know about details as well as using social media, thanks to these details, information is shared with those you allow, and those you do not want to share is banned. The X participants at late period suggest that the fact that Youtube is prohibited reveals the need for ethic rules in media.

The biggest advantage of using social media is that it provides a network for users. The newly graduated students benefit from it as a “network for job opportunities”. New graduates add everybody who they consider to be helpful in finding job into their friend list, and thus they use it as “network for job opportunities”. Another advantage is that it provides people with the freedom to build communication with those they wish to be friend considering their common interests. Another freedom that it offers is that you have the chance not to communicate with those you do not want, and thus you can reject them.
Everybody agrees on that the disadvantage of using social media is very time consuming. The participant, W, states her views about this question as follows: “the biggest disadvantage of social media is that it requires too much time to spend. Replying the received messages and posting comments are time consuming activities.”

Finally, the participants were asked if social media has made human relations very electronic or not, or the purpose here was to reveal the perceptions related to social media. The participants mostly agree on that human relations have not been made electronic with social media. K suggests her view as follows; “people can express themselves more freely and in a much more relaxed way in social media. In the course in which I teach through the Internet, my communication is much better than face to face instruction. Students can express themselves and their feelings in a much better way. They use capital letter and smiles in their communication to show their anger against somebody. Human relations are not bad in respect to communication.”

3.3. Generation Y

3.3.1. Using the Internet

The participants’ replies were generally communication driven ones. There are also some other minor communication attempts in national and international communication groups. One of the Internet habits which have differentiated in this respect is shopping. However, there are also those who associate using the Internet with social media. M; I am online on Facebook all the time at home. I often visit my site. A; I have a twitter account. It makes communication livelier and more instant. When I post where I will go, my friends can see it on my page, and they can come there. The group members seem to be generally passive users in uploading into cyber net. There are also those among them who consider themselves as dense Internet users, but they are passive users indeed. N; I spend 5-6 hour on the net a day. Information, shopping, chatting, education, research… I am a little bit passive in uploading. I am at a viewer position. However, whereas those who have such habits are majority, there are also those who are active in this respect.

O: I am a photographer. I upload the photos that I take to some photography magazines. I consider the critics received there as significant. I also write articles for virtual magazines. I contribute to the sites where I am taken into serious. P; There are sites which I contribute, but they are limited in number. The shares in Friend Fed site and friendship there are serious and sincere

3.3.2. Perceptions Related to Socializing and Social Networks

It was found that the participants could not come up with revealing and descriptive statements. They could not come up with statements which reveal under what conditions individuals socialize on both the Internet and in real world. Whereas this is closely related to the completion of communication processes, even the minor ones, some other people presuppose “contribution” as a condition in socializing. However, the debate on the definition of socializing has continued on social media. In other words, the participants tend to give the definition of socializing on the Internet.
M: Do I socialize when I say that I am ill on twitter? J: I examine if it contributes or not. P: according to me, there must be a difference between saying “get well soon” and discussing about an ideological issue

It would not be wrong to suggest that participants had difficulty in coming up with suggestions related to exemplifying, expressing and clarifying. The richness of socializing is exemplified with only Internet based approaches. O: a new formation has been established under the name of “women photographer” by 5-6 women and 1000 people signed in this formation through the Internet. This group can gather on both web and real world actively. A: some members of some web sites hold meetings on some issues and the members of that page attend these meetings with their nicknames

The replies received from the participants for what are the social networks, the diversity of social networks, what their personal social networks, seem to be quite insufficient. One of the most significant outcomes of the study is that the participants are different from Y generation’s profiles, life styles and socializing types. The participants claim that the members of this generation are someone else indeed. (5-6 years younger). However, they all agree on that there are differences between generations. “They claim that the others handle social media and socializing differently.

A: I know women who are jealous of their friends as they have more friends than they do in their friend lists. How can they have more friends than I do? M: I saw those who requested friends to post comments on the sharing on the phone. R: we can reveal that looking at how many words they use in daily life. They speak so little that they think that they express themselves better on the web. They lose their skill of abstraction.

3.3.3. The Perceptions Related to Social Media

The issue on which participants primarily agreed on was the necessity to investigate the responses given to the question “what is it used for?” the content of the responses are grouped as a means and as a purpose.

R: it is not essential to me. I consider I socialize. It may change according to others. Perhaps this is a deficiency, but I have never needed it. N; it is a necessity proportionate to the joy we have from social media. S: If it opens up my horizon, if it interests me, it must continue from where it stayed. Do you think social media has emerged as a consequence of a necessity? Let’s imagine the times when there was no social media. However, what one of the participants suggested started a new topic which is significant sociologically and psychologically with regards to the purposes of using social media. A: we see existence. This is the last argument for those who consider the Internet as the only way to provide this

The participants suggest that the start of social media took place when people wanted to find their past friends. However, the new friends that they made following the end of this process stayed in social media again. Those who see that the friendships made on the web go on in the real world are hesitant on this issue.

N: I saw and heard the people who met on the net and visited one another and overnighter. I can never do that. A; my friends socialized in real life with the help of their friends they made on the web. This is normal to me. But staying overnight someone else’s house seems to be very scary to me.
Although we cannot suggest that there are some ethic rules and codes of the social networks, what the participants suggested as an ethic rule is the respect to personal rights. On the other hand, they could list some ethic rules that they heard or experienced. The ethic rules could not be investigated adequately by the participants. O; it is hardly possible to upload a photo to a photography site which I have signed up for. It is hard to upload without any permission from the model. N; I am an admin of the e-mail portal of my department. I could think about not sharing the libelous messages only when I received libelous mails.

The most eye catching topic out of the advantages and disadvantages suggested by the participants is that your personal information never gets lost in social media. This is considered to be a disadvantage. O; any personal information never gets lost. This is not something good at all. What you have written, what you mean to say. May be regretful, maybe I have written things which may be misunderstood.

On the other hand, the question is subjected to its contribution to socializing dimension. General opinion is that social media is considered to be as a big opportunity for those who cannot socialize. This is considered as a significant advantage for antisocial. However, what divides the group into two is that those who socialize in social media are in the risk of being antisocial. M; it may be a big mistake to think that the rate of socializing in the social media is a signal of getting antisocial. One of my close friends is very active in both of the settings. It would be a mistake to relate antisocialism with social media.

The attitude of social media against getting electronic reveals that this is an unavoidable process. Even mailing someone or looking for blood on the Facebook. T; even the state has taken a big step in becoming an “e” state. You can access to everything private to you on the web. N; Our department is carrying out the MA program in Communication Sciences through the Internet. It is impossible not to become electronic here. When we consider from social aspect, there are also some optimistic views. O; we Turks cannot become electronic even we want it. It is in our blood to drink tea as we are chatting. P; I don’t think that the Internet will replace the real life.

4. Conclusion

In this research, it’s revealed that there are no differences between the three generations on the usage of internet. Baby boomers use internet more than 3 hours, X generation use it more than one hours and Y generation use it more than 5 hours. The only difference between the generations is adding content to internet. Baby boomer do not add a content to internet but X the members of the X and Y generations have been adding to content such as adding videos, writing comments and writing blogs. The reason behind not to add a content to internet is the sense of safety. Generation X and Y know the risks of the internet but they are ready to take a risk. The X generation participants at early phases seem to be hesitant against the Internet tools, like Facebook, the late period X generation participants suggest that they are aware of such a risk, but they are brave enough to take such a risk. X generations mostly agree on that human relations have not been made electronic with social media. Baby boomers believe that social media has made human relations into electronic based, however, it is suggested this is an unavoidable case and it is not something bad. The members of the X generations mostly agree on that human relations have not been made electronic with social media. On the other hand, according to the members of generation Y the attitude of social media against getting electronic reveals that this is an unavoidable process.
References


