Determination of Social Media Usage and Desire to Be Liked Levels of Kastamonu University Tourism Faculty Students

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Abstract

This study aims to determine the social media usage and desire to be liked of Kastamonu University Faculty of Tourism students. For this purpose, a research was carried out for students studying at Kastamonu University Faculty of Tourism in the 2020-2021 academic year. The "Desire to Be Liked" scale was used to determine the students' desire to be liked levels. The internal consistency coefficient of the 9-item scale was calculated as 0.813. The population of the study consists of 792 students. The convenience sampling method, one of the non-probability sampling methods, was used as the sampling method. In this context, 268 students participated in the study and formed the sample. Explanatory factor analysis was applied to determine the validity and reliability of the scale with the data collected in 5-point Likert type with SPSS statistics program. To test the hypothesis, one-way ANOVA and Pearson correlation analysis were performed. In addition, frequency analysis was applied in order to obtain statistical data on demographic characteristics. As a result of the analysis, it was determined that the desire to be liked of the participants differed according to the social media networks used and the purpose of use. In addition, it was determined that there is a positive, significant and high relationship between the levels of desire to be liked and the participants' definition of social media use as addiction.

Keywords: Desire to be Liked, Social Media Usage, Tourism Students, Kastamonu University

Kastamonu Üniversitesi Turizm Fakültesi Öğrencilerinin Sosyal Medya Kullanım ve Beğenilme Arzusu Düzeylerinin Belirlenmesi

Özet

Bu çalışma Kastamonu Üniversitesi Turizm Fakültesi öğrencilerinin sosyal medya kullanım ve beğenilme arzusu düzeylerinin belirlenmesini amaçlamaktadır. 2020-2021 öğretim yılı içerisinde Kastamonu Üniversitesi Turizm Fakültesi'nde öğrenim gören öğrencilere yönelik bir araştırma gerçekleştirilmiştir. Beğenilme arzusu düzeylerini belirleyebilmek için "Beğenilme Arzusu" ölçeği kullanılmıştır. 9 maddelik ölçeğin iç tutarlılık katsayısı 0.813 olarak hesaplanmıştır. Çalışmanın evrenini 792 öğrenci oluşturmaktadır. Örneklem yöntemi olarak olasılık dışı örnekleme yöntemlerinden kolayda örnekleme yöntemi kullanılmıştır. Bu kapsamda 268 öğrenci araştırmaya katılarak örneklemi oluşturmuştur. 5'li likert tipinde toplanan veriler SPSS istatistik programı ile ölçeğin geçerlilik ve güvenirliğinin tespit edilmesi için, açıklayıcı faktör analizi uygulanmıştır. Hipotezlerin test edilmesi amacıyla, tek yönlü ANOVA ve Pearson korelasyon analizleri yapılmıştır. Ayrıca demografik özelliklere ilişkin istatistiksel verileri elde etmek amacıyla frekans analizi uygulanmıştır. Yapılan analizler sonucunda katılımcıların beğenilme arzusu düzeylerinin kullanılan sosyal medya ağlarına ve kullanım amacına göre farklılık gösterdiği tespit edilmiştir. Bununla birlikte beğenilme arzusu düzeyleri ile katılımcıların sosyal

medya kullanımını bağımlılık olarak tanımlamaları arasında pozitif, anlamlı ve yüksek bir ilişki olduğu belirlenmiştir.

Anahtar Kelimeler: Beğenilme Arzusu, Sosyal Medya Kullanımı, Turizm Öğrencileri, Kastamonu Üniversitesi

Introduction

The new communication phenomenon and process has emerged after the discovery of computer technology and named our age "information age" with the combination of communication satellites and developing technologies. The period we live in has caused a network called the Internet to enter our lives. Internet is an inter-network communication tool that enables millions of existing networks in the world to communicate within a common protocol and share resources with each other (Polat, 2017). As the Internet became an important participant in the development of communication and computer technology in the late 19th and 20th centuries, the number of users and the number of communication tools increased significantly (Ayan, 2016). Internet is a communication tool that is affected by various changes in society and technology, can adapt to such changes in a short time and offers important opportunities (Solmaz, Tekin, Herzem, & Demir, 2013).

Social network is an environment that helps individuals to form their own identity groups and to communicate with the circles they belong to (Tokgöz Bakıroğlu, 2015). It is possible to say that individuals who form their own identity groups act with social motives. People often achieve specific goals by considering needs. The main reason for activating organisms is motivation (Eroğlu, 2000). Motivation is divided into two categories as physiological and social (İşçi, 1999). Physical motivation can be classified as hunger, thirst, libido, excretion, breathing, rest, maintaining body temperature balance and arousal. On the other hand, social motivations are classified by Horzum Taylor (2015) as self-realization, desire to understand, need for attachment, desire for power, desire for solidarity, need for freedom and autonomy.

Looking beautiful and being liked by others is something that matters to many people. At the same time, "being liked" is expressed as the main driving force behind people's behaviour (Güney, 2015). When individuals are not liked by other people, they may feel pessimistic and feel worthless. However, individuals may behave excessively in speaking, dressing and adornment in order to make other people like themselves. This situation may cause some individuals to feel worthless. People in this kind of emotional state can choose to re-examine themselves or to judge themselves (Güney, 2015).

Since being liked is a strong need for people, being disliked by others adversely affects well-being, mental health, social cohesion, and academic success (Coie & Cillessen, 1993). For this reason, it is the purpose of this study to determine the socio-psychological status of the students of the Faculty of Tourism, their status of affecting their level of success, and the students' desire to be liked and the level of using social media networks in order to manage the social media accounts of the institution more properly. Because of social media networks have become a common area of communication, it is thought that levels of desire to be liked can also change when using these networks. Many people spend most of their time on these platforms. Accordingly the study is important examining the relationship between social media and the desire to be liked and determining the level of desire to be liked by the participants in relation to the communication of social media and the feedback of the posts made through these networks.

Social Media

Many of the posts made on social media networks are thought to reflect the beautiful moments in people's lives and create the perception that everything is perfect in their lives. Related to this, in the study conducted by Cliffton, Turkheimer, and Oltmanns (2009), a positive relationship was found between hysterical and narcissistic personality disorders and social network use.

Social media is simply defined as the communication environments where Web 2.0 technologies are used and online broadcasts are made (Gunelius, 2011). In addition to this, social media is expressed by Safko (2010) as a form of media people use to socialize. Gülsoy (2009), on the other hand, defined social media as online applications that enable consumers to share their own content with others and develop independently from each other.

Social media is a new media branch that improves itself day by day by adding new features, has an increasing number of users, and has some features such as participation, openness, communication, community and connectivity (Mayfield, 2010). Social network sites consist of social sharing, video sharing, blog, career communication, informational sites and similar sites with different content (Vural & Bat, 2010). According to Digital in 2018 worldwide research report made by We Are Social and Hootsuite organizations, the world population consists of 7 billion 393 million people and 3 billion 196 million of these people that is approximately 42% of the world population are active social media users. In addition, 39% of the world's population actively uses social media through mobile phone applications.

According to this report, active social media users increase by about 13% each year. The number of people who are mobile social media users is increasing by 14% every year. Social media usage statistics in Turkey in the same survey, 63% of the population of 81 million, is that there is active social media user. Also 44 million user or 54% of the population actively uses social media on mobile (Digital in 2018). The concept of "socializing " is defined by the number of friends and followers in social media networks, the number of tweets posted per day, keeping profile update, checking-in and the number of likes coming to photos or posts and the degree of sociality of people is determined in this way (Kara, 2013).

Desire to be Liked

The desire to be liked is one of the five basic needs that Maslow thought exist in human part of the need to belong and be loved. Desire to be liked that comes after physiological and safety needs, not being liked by others, may also have negative consequences for people in terms of mental health, social harmony, interpersonal relationships and performance of the person (Kaşıkara & Doğan, 2017). It is seen that people, as a social being, need feedback, appreciation, acceptance, love and respect from others in the process of socialization (Horzum-Taylor, 2015).

Being disliked can cause some people to feel worthless and therefore the person may judge himself negatively (Güney, 2015). People are aware of their physical structure and have perceptions on it. Despite this, some individuals worry about how their physical appearance is perceived by other people (Çınar & Keskin, 2015). People are beings who are affected by the environment in which they live and whose behavior can change to be approved by others. The social impact that affects this situation is a factor that affects and guides people's need to be liked and approved, as in all areas of our lives (Karaşar & Öğülmüş 2016).

Social networks are seen as an integral part of the internet (Karagülle & Çaycı, 2014). The contents prepared by the users themselves for publishing can be shared interactively through social networking sites. In this way, socio-psychological interaction also begins (Toma et al., 2008; Weisbuch et al., 2009). For this reason, it is important to determine the status of students who use the mentioned social networks regarding their desire to be liked.

Method

Joint relationship design, one of the quantitative design types, was used in this study. In a study conducted with a joint relationship design, data is collected from the participants in the sample regarding two or more variables in the research problem. As a result of analysing the collected data with statistical techniques, it is determined whether there is a relationship between the variables (Erdoğan, 2012). Questionnaire technique, one of the quantitative research methods, was used to collect data to be used for statistical analysis in the study. The questionnaire form prepared in line with the purpose of the research consists of two parts; The first part covers

questions about the demographic characteristics of the respondents. In the second part, there are questions prepared according to the 5-Likert type to measure the desire to be liked by the participants. The "Desire to Be Liked" scale developed by Kaşıkara and Doğan (2017) was used while preparing the expressions of the scale of desire to be liked in the questionnaire form.

Research Hypotheses

In the study, it was assumed that the sample would represent the research population and the data collection tool prepared based on the scale would be sufficient to measure the desire to be liked. It was assumed that the participants will participate in a representative number of the research population and will answer the questions posed to them in a sincere manner. It was assumed that there is a relationship between students' social media use and their desire to be liked and their level of desire to be liked will vary according to their social media usage purposes. In addition, It was assumed that there was a relationship between defining social media use as addiction and desire to be liked.

In line with the above assumptions, the relevant literature has been examined and the following hypotheses have been created in order to determine the level of desire of students studying at Kastamonu University Faculty of Tourism to use social media networks and to be liked.

H_1 There is a difference between the used social media networks and desire to be liked levels.

H_2 There is a difference between social media usage purposes and desire to be liked levels.

H_3 There is a relationship between defining social media use as addiction and desire to be liked levels.

Data Collection Tool

The "Personal Information Form" developed by the researchers was used to determine variables such as the type of social communication network used by the students who participate in the study, the frequency of internet use and gender. In order to measure the desire to be admired, the "Desire to be Liked" scale developed by Kaşıkara and Doğan (2017) was used. The scale is a one-dimensional scale that does not contain any inverse items and it has 5 ratings as "1-Absolutely Disagree", "2-Disagree", "3- Neither Agree Nor Disagree", "4-Agree" and "5-Strongly Agree". It is also a self-assessment scale consisting of 9 items.

Population and Sample

The population of the study consists of the students studying at Kastamonu University Tourism Faculty in the fall semester of the 2020-2021 academic year. The sample of the study on the other hand consists of students who have the opportunity to fill in an online questionnaire during the period when the questionnaire is applied, due to the difficulty in determining the school attendance status of all students during the pandemic period. According to the information obtained from the student affairs, the population of the study was determined as 792 students. Although the whole population was tried to be reached, 268 students participated in the study and formed the sample.

In cases where it is not possible to determine the population in statistical studies, the researcher may have to resort to non-random sampling methods (Gegez, 2010). Aaker et al. (2007) stated that non-random sampling methods can be used in cases where the main mass is homogeneous or random sampling method is not possible. Easy sampling is a non-random sampling method in which the sample to be selected from the main population is determined by the researcher's judgments. In easy sampling, data is collected from the main population in the easiest, fastest and most economical way (Aaker et al., 2007; Malhotra, 2004; Zikmund, 1997).

Research Analysis

Explanatory factor analysis was applied to determine the validity and reliability of the scale with the data collected in 5-point Likert type with SPSS statistics program. To test the hypotheses, one-way ANOVA and Pearson correlation analyses were performed. In addition, frequency analysis was applied to obtain statistical data on demographic characteristics. When the reliability analysis of the Desire to Be Liked Scale was performed, it was determined that Cronbach's Alpha coefficient was 81.3%. This finding was expressed by Kayış (2009) as the Cronbach's Alpha coefficient being between $0.80 \leq \alpha < 1.00$, the scale was highly reliable.

Findings

In this section, the findings obtained as a result of statistical processes regarding the level of desire to be liked and demographic information of the participants are discussed. The level of desire to be liked and the age, class, department of education, family monthly income and frequency of social media usage, purpose of use of social media, social media channel used of the sample group and their defining of social media as addiction were statistically analyzed. It was evaluated whether there was a meaningful differentiation and relationship between these variables.

Skewness and Kurtosis values were examined in order to determine whether the data collected in the study showed normal distribution. It was observed that the Skewness value ranged from -0.217 to +1.497 and the Kurtosis value varied between -0.242 and + 1.320. When Kurtosis and Skewness values are between -1.5 and +1.5, it is accepted that the data show a normal distribution (Tabachnick and Fidell, 2013).

The frequency and percentage distributions regarding the answers given for the demographic distributions by the students who participating in the study are given in Table 1.

Table 1. Demographic Characteristics of the Students Participating in the Study

Gender	f	%	Department	f	%
Female	172	64.2	Tourism Management	60	22.4
Male	96	35.8	Tourism Guidance	115	42.9
Age			Gastronomy and Culinary Arts	93	34.7
18 years and under	4	1.5	**Family Income (Monthly)**		
19 years	42	15.7	Less than 2500 TL	101	37.7
20 years	44	16.4	Between 2501 TL – 3500 TL	91	34.0
21 years	70	26.1	Between 3501 TL – 4500 TL	44	16.4
22 years	64	23.9	Between 4501 TL – 5500 TL	16	6.0
23 years and older	44	16.4	More than 5501 TL	16	6.0
Class			**Social Media Usage Time**		
1st Grade	34	12.7	Less than 1 hour	20	7.5
2nd Grade	98	36.6	Between 1-3 hours	122	45.5
3th Grade	92	34.3	Between 3-5 hours	80	29.9
4th Grade	44	16.4	More than 5 hours	46	17.2
Social Media Usage Purpose			**Social Media**		
Leisure Time	212	79.1	Twitter	16	6.0
Make Friends	12	4.5	Instagram	194	72.4
Phenomenon Follow	4	1.5	YouTube	58	21.6
Other	40	14.9			
N=268					

According to Table 1, 35.8% of the students are male and 64.2% are female students. 26.1% of the students participating in the study are 21 years old, 23.9% are 22 years old, and half of the total participating students. In addition, 12.7% of the participants are first year students, 36.6% are second year students, 34.3% are third class and the remaining 16.4% are 4th grade students. 22.4% of the participants study in Tourism Management, 42.9% in Tourism Guidance and 34.7% in Gastronomy and Culinary Arts. When the monthly family income of the students is examined, it is seen that 37.7% of them have an income of less than 2500 TL, while 34% of them constitute the majority with income between 2501 TL - 3500 TL. While 79.1% of the participants stated that they use social media for leisure time, it was seen that they use Instagram with 72.4% and none of the participants use Facebook.

Table 2. One-way ANOVA Analysis on Social Media Networks

Desire to be Liked Levels	Sum of Squares	Mean Square	F	Sig.
Between Groups	7,198	3,255	10,872	**,000**
Within Groups	101,657	,329		
Total	108,855			

Social Media Networks		Mean Difference	Sig.
Instagram	Twitter	-,04143	,726
	YouTube	,38637*	**,004**
Twitter	Instagram	,04143	,726
	YouTube	,34265*	**,000**
YouTube	Instagram	-,38637*	**,004**
	Twitter	-,34265*	**,000**

According to the ANOVA test result in Table 2, it was determined that there is a significant difference between the social media networks used and the desire to be liked (p = 0.000 <0.05). According to the Post Hoc Games-Howell test conducted in addition to the ANOVA test, the averages of students' desire to be liked differ according to the use of social media networks. Accordingly, H_1 hypothesis "There is a difference between the used social media networks and desire to be liked levels." was accepted. ANOVA and Post Hoc Tukey tests were conducted in order to test the difference between the participants' desire to be liked and their social media usage purposes, and the relevant findings are given in Table 3.

Table 3. One-way ANOVA Analysis of Social Media Usage Purposes

Desire to be Liked Levels	Sum of Squares	Mean Square	F	Sig.
Between Groups	14,103	3,587	8,842	**,000**
Within Groups	92,194	,401		
Total	106,297			

Social Media Usage Purposes		Mean Difference	Sig.
Leisure Time	Make Friends	,32176*	**,002**
	Phenomenon Follow	-,01486	,812
	Other	-,39729*	**,012**
Make Friends	Leisure Time	,32176*	**,002**
	Phenomenon Follow	-,38422	,083
	Other	-,37710*	**,022**
Phenomenon Follow	Make Friends	-,38422	,083
	Leisure Time	-,01486	,812
	Other	-,41194*	**,031**
Other	Leisure Time	-,39729*	**,012**
	Make Friends	-,37710*	**,022**
	Phenomenon Follow	-,41194*	**,031**

According to Table 3, it is seen that there is a significant difference between the social media usage purposes and the desire to be liked (p = 0.000 <0.05). According to the Tukey test, the averages of students' desire to be liked differ according to their social media usage purposes. Accordingly, H_2 hypothesis "There is a difference between social media usage purposes and desire to be liked levels." was accepted.

In order to test the relationship between the desire to be liked levels and the participants' definition of social media use as addiction, the Pearson correlation test was conducted and the relevant findings are given in Table 4.

Table 4. Correlation Analysis of Desire to be Liked Levels and Social Media Addiction

		Social Media Addiction	*Desire to be Liked Levels*
Social Media Addiction	Pearson Correlation	1	,780[*]
	Sig. (2-tailed)		,004
	N	268	268
Desire to be Liked Levels	Pearson Correlation	,780[*]	1
	Sig. (2-tailed)	,004	
	N	268	268

When Table 4 is examined, it is seen that there is a positive, significant and high relationship (r = 0.780, p <.05) between the levels of desire to be liked and the participants' definition of social media use as addiction. In line with this result, the H3 hypothesis "There is a relationship between defining social media use as addiction and desire to be liked levels." was accepted as the correlation values were found to be statistically significant.

Conclusion and Recommendations

In this study, the relationship between the social media networks used by Kastamonu University students, their purpose of using these networks and the desire to be liked according to their purpose of sharing on these networks and their definition of social media use as addiction was examined. When the purposes of students using social media, it was seen that they used it for leisure, making friends and following phenomenon. Apart from that, among the other answers given; to follow the interesting topics, agenda, historical places, different countries and to obtain information, education and business purposes. Baritci and Fidan (2016) stated that different from this result, people use social media networks to exhibit their lives, show their presence and spy on each other.

When the duration of social media networks usage was examined, it was determined that the majority use 1-3 hours and 3-5 hours a day. In addition, it was determined that the participant students mostly used Instagram as of the time of the study. It is followed by YouTube and Twitter, respectively. When looking at the relationship between the social media networks used by university students and the desire to be liked, differences were found in the levels of desire to be liked by the participants using Instagram, Twitter and YouTube networks. It was observed that none of the participants used Facebook and no difference or relationship was found between the desire to be liked levels. Horzum-Taylor (2015) stated that the opposite of this result, Facebook is so popular because it meets the need to be liked to some extent by offering the opportunity to make and receive likes.

It was tested whether there is a significant difference between the social media usage purposes of the participants and their desire to be liked, and it was determined that the average of their desire to be liked varies according to their social media usage purposes. According to the studies of Çakmak and Baş (2017), they found that one of the purposes of people using Instagram is to gain the appreciation of others by offering flawless lives as if they were always having good moments. In the same study, while there was no difference between the needs of the participants to look perfect and hide the flawed one, according to the social media networks used, the level of self-perfectionism was found to be lower in Twitter users.

When the relationship between the levels of desire to be liked and social media addiction of the participants was examined, it was determined that there was a positive, significant and high relationship. This result is consistent with Akın (2017) and Filiz et al (2014) researches on young people's social media addiction to social media users in Turkey. In this context, one of the social media users in Turkey, when Kastamonu University, Faculty of Tourism students are cared for in private, except for the need to socialize described with previous research, this study has been revealed a positive relationship leisure time, make friends and using for information purposes with social media addiction.

Social networks are used by millions of young people for different purposes. Researchers emphasize that the majority of users are young adults, especially between the ages of 18-24 (Boyd, 2010; Cheung et al., 2011; Glynn et al., 2012; Mason & Rennie, 2008). The majority of students at the university are also in this age range. It is thought that determining the purpose of social network use of students in the specified age range and their desire to be liked and examining them in terms of different variables and revealing their findings are important in terms of the students' socio-psychological status, their affecting their success levels, and a better management of institutional social media accounts. Accordingly, when the positive functions of social media are replaced by leisure time, messaging with friends and entertainment purposes, it is thought that personal and social problems and social media addiction will increase. At this point, it is especially important to inform university-level students about the right use of social media and the risks of spending too much time on social media. This process, also known as digital literacy, should be integrated into the education system before the university, thus limiting the use of social media for leisure and recreational purposes, and encouraging uses such as obtaining information, supporting education and sharing information with social benefits.

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