

An Investigation of Attitudes of Students Towards Privacy on Facebook

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Abstract

The social media studies have frequently investigated the changes occurring in the individual's behaviors within the social network, and the cause-and-effect relationship of these changes focuses on personality, but very little research has investigated the relationship between Facebook and privacy within the theoretical framework of individualism. In this study, it was aimed to determine whether there is a relationship between the tendency of students to hide their problems and their attitudes towards this tendency. This study is a descriptive one, and was evaluated by surveys. A Likert-type online questionnaire including 36 items was answered by 568 high school students from 26 classes (grades 9th, 10th, 11th, and 12th) in Ordu, Turkey (Male=279, 49.1%, Female=289, 50.9%) in March and April in 2016. Participants ranged from 14 to 18 years of age ($M = 16.15$, $SD = 1.00$). Mean and standard deviation values were calculated for the obtained data and those were indicated in findings by making interpretations of the tables. As to the results of t-test and One Way ANOVA test which was conducted to determine the reasons of usage of social media by the students in terms of gender, monthly income and family attitude, there was a significant difference among variables. Findings point to the complex ways of the problems of privacy of adolescents on Facebook. The study results will raise more questions for future studies in terms of social media usage and privacy management.

Keywords: Self-problems, Risky Behaviors, Privacy, Education, Social Media, Facebook.

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Öğrencilerin Facebook'taki Kişisel Gizlilik Tutumlarının İncelenmesi

Özet

Sosyal medya çalışmaları çoğunlukla, sosyal ağlardaki bireylerin davranışlarında ortaya çıkan değişimleri, bu değişimlerin kişilik üzerindeki etkilerini sebep-sonuç ilişkisine göre incelemesine rağmen çok az çalışmada Facebook ve mahremiyet arasındaki ilişki bireysellik kurasamsal çerçevesinde araştırılmıştır. Bu çalışmada öğrencilerin problemlerini gizleme eğilimleri ile tutumları arasında, anlamlı bir ilişki olup olmadığını belirlenmeye çalışılmıştır. Bu araştırma betimsel nitelikte bir çalışma olup anket yöntemi ile desenlenmiştir. Mart- Nisan 2016 döneminde Ordu ilindeki 26 farklı sınıfta (9., 10., 11., 12. sınıf) okuyan 568 lise öğrencisine (Erkek: 279, 49%1 Kadın: 289, 50,9%), 36 sorudan oluşan Likert tipi çevrim içi anket yaptırılmıştır. Katılımcılar 14-18 yaş (M = 16.15, SD = 1.00) aralığındadır. Elde edilen verilerin ortalama ve standart sapma değerlerinin analizi sonucunda oluşan bulgular, tablolarla bağlantılı olarak yorumlanmıştır. Öğrencilerin sosyal medya kullanım nedenleri ile cinsiyet, aylık gelir ve aile tutumuna göre ilişkileri belirlemek amacıyla yapılan t-testi ve One Way ANOVA testi sonuçları göre değişkenler arasında anlamlı bir ilişki bulunmuştur. Bulgular, ergenlerin Facebook'taki mahremiyet sorunlarının karmaşık bağlantılarını işaret etmektedir. Araştırma sonuçları, sosyal medya kullanımı ve mahremiyet yönetimi açısından gelecek araştırmaların artmasına zemin hazırlayacaktır.

Anahtar Kelimeler: Bireysel Problemler, Riskli Davranışlar, Mahremiyet, Eğitim, Sosyal Medya, Facebook.

Introduction

The internet, which is one of the most powerful mass communication resources of our age has become an integral part of our lives through information, communication, education, and entertainment functions. Especially, since launching the Web 2.0 technologies and applications, social networks have become hubs that transform nearly every aspect of modern life. Social media is a phenomenon that has transformed the interaction, communication, and collaboration between individuals or groups of different linguistic and cultural origins throughout the world. Social media, or social networks, offers an interactive world between users unlike traditional media even though the word 'media' is included in the name, beyond the submission of information.

Social media are interactive Web 2.0 Internet-based platforms the media that is created, published, and shared by individuals on the Internet such as blogs, post text, digital photos and digital videos that allow Internet users to collaborate on social networking sites host virtual communities of people who share interests and/or activities and provide ways for users to interact, including e-mail and online or offline within the chat services (Shin, 2010). However, social media is not considered to be a new phenomenon because the evolving of it has been on the scene since the dawn of human interaction as there have been several early forms of them since the 1990s such as Six Degrees, BlackPlanet, Asian Avenue, and MoveOn (Kaplan & Haenlein, 2009, p. 60). Boyd and Ellison (2007) provide a useful definition of social network sites as allowing individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. Social network sites, such as Facebook, Twitter, LinkedIn, and Google Plus have significantly changed the creation and the distribution of information and social relationships with the development of Web 2.0 technology.

Multipurpose dominant social networking services are Facebook, Twitter, Skype, Instagram, YouTube, Google+, and Pinterest. In social networking platforms, participation is fostered through collaborative services that are generally low-cost to maintain and free access for end users (Tapscott & Williams, 2006). The world's most popular social networking website Facebook was launched in February 2004, by Mark Zuckerberg. Facebook is a website and social networking service with over 2.13 billion monthly active users as of December 2017, making it one of the most popular sites on the Internet (Facebook, 2017).

On social networks, users can continue their social relationships with other users by joining a network and sharing any content with other members of the network (Mislove et al., 2007). These networks may be provided with a variety of information about the members of the network. Social network analysis is the mapping and measurement of the flow of information and relationships among nodes of individuals, groups, and organizations. These environments offer an individual and flexible world where people can edit items such as video, text, photos however they want to show live performances create stories, and use tags like hashtag to reach users by changing people's daily life. Therefore, social network analyzes review the positions and behaviors of individuals, frequently used in many different areas in our day; network structures have been

described and existing connections have been modeled visualizing the unobserved relationships. Many studies exist about information and knowledge sharing behaviors and practices of students on social media (Debatin et al., 2009; Van Den Hoven, 2009; Slors, 2000). In general, social network analysis analyzes behaviors that arise from personal and social variables by examining the relationship between people on the network on a personal and social scale.

1. Privacy and Social Media

Any technological tool or method can cause many hazards if not used properly for its intended purpose. However, the number of children and young people exposed to these losses is increasing day by day. Parents can be role models for young regarding the use of the internet. The Pew Research Center (2017) reported that 78% of adults, who received a college education, have a social networking profile. Children indirectly may be exposed to violence by various channels which movies and television channels, magazines, newspapers, books, video games, internet, etc. (Morgan, 1994; Bowen & Bowen, 1999). Various ads are widely used by people who want to inflate their influence on social media. Dangerous online communities that encourage self-harm behaviors and activities, such as anorexia, self-mutilation, alcoholism, drug addiction, etc. are also serious pitfalls of unsupervised social media usage among young people. In numerous studies including aggression, delinquency, violence have shown that there is a causal relationship between social media violence, and aggressive behavior (Recuero, 2015; Patton et al., 2013; O’Keeffe & Clarke-Pearson, 2011).

Today, the main reason for the increasing significance of the privacy concept is as follows; boundaries of the private area have been narrowed with especially the technological developments and intensified urbanization, such developments cause a frequent violation of the privacy of the individual as well (Berkup, 2015, p. 6). Many theories have been used to examine Online Social Networks (OSNs) issues including privacy and privacy behaviors (Mullen & Hamilton, 2016; Keijsers & Poulin, 2013; Ranzini & Hoek, 2017; Child, Pearson, and Petronio, 2009). In addition, it is referred to in many types of research related to privacy fact-concept in different terms such as “secrecy”, “silence” and “solitude” (Weiss, 1986). In the psychological studies, meanings of privacy, underline privacy as control over or regulation of, more narrowly, demarcation on or exemption from scrutiny, surveillance, or unwanted access (Margulis, 2003; Newell, 1998; Allen, 1988; Margulis, 1977).

Many discussions of privacy emphasize it as a positive in the sense that privacy “protects behavior which is either morally neutral or valued by society” (Warren & Laslett, 1977, p. 44). Privacy studies have been defined by Chan and Greenaway (2005) at three levels: individual, sectoral/national and organizational. The sectoral/national level of research addresses on policy-makers and regulators as protectors of users’ privacy, and on the benefits and threats of local, state and federal regulation include industry standards and best practices. The organizational-level privacy research focuses mainly on three themes: information privacy as the organizational liability, information privacy as an organizational decision outcome, and information privacy as an organizational ethical imperative.

The academic studies of social networks have generally been carried out through two

important dimensions. The studies in the first group, reviewing the changes occurring in the individual's behaviors within the social network, and the cause-and-effect relationship of these changes focus on personality (Almuhimedi et al., 2015). Lenhart et al., (2005) found that when young adults have one parent who does not use the Internet, there is a greater chance that a home computer connected to the Internet will be in a private instead of a public use for that young adult to use. Ahern et al., (2007) analyzed the issue and conducting studies on privacy patterns and considerations in online video and photo sharing services. They claim that most users are concerned about their privacy on social networks. Kayes and Lamnitchi (2017) have examined the security issues in social networks. This study was provided an overview of the privacy and security issues that emerged in Online Social Networks (OSN). They suggest a taxonomy for privacy and security attacks in OSNs. In a similar study, Pensa and Di Blasi (2017) introduced a formal framework for privacy self-assessment that a new privacy function leveraging more accurate in online social networks. Church et al., (2017) offer that the enjoyment derived from computer-mediated social network sites (CMSN) serves as an incentive for individuals to ignore privacy concerns. Results of this study help identify how people exchange their privacy concerns for hedonic benefits of CMSN use. However, in recent years increasing use of social media has also potential to rise about information serious privacy and security risks. However, in recent years users were exposed ever increasing fraud risks in the Facebook's third-party application programs that personal privacy has been lost. Kaplan (2017) conducted a semi-structured interview with 18 undergraduate and graduate students and examined the anxiety tendencies about privacy while using social media tools according to various variables. According to research results, female share their photographs on social media more than men.

Privacy is one of the biggest problems of Social Network Site (SNS) users. All social media platform have ways of reporting spam or malicious purposes. The security and privacy problem in social networks has caused some of the users to leave the platforms. Every social media platform has different privacy settings and different ways that private information can be protected. Social network users may not be able to edit these settings as when they need to, even if they try to set security and privacy settings in their profiles. Also, few privacy settings are available to determine who can or can't see pages on social media platforms.

At the basis of this study, it was examined whether the relationship between Facebook using and privacy of problems differences is effective on self-presentation or not examined, according to the relational screening model with reference to the Privacy Problem Scale.

2. Materials and Methods

This study was conducted using a criterion-referenced standard and a quasi-experimental approach. Quasi-experimental studies can use both pre-intervention and post-intervention measurements as well as nonrandomly selected control groups (Harris et al, 2006). The main purpose of this study is to investigate the relationship between Facebook and self-privacy within the theoretical framework of and individualism. This study is a descriptive one and it was figured with survey method. An online survey has the potential to reach people in various locations, potentially reaching hard to contact

people (Wright, 2006). In the relational screening model, statistical analysis techniques are used to determine the relationships between dependent and independent variables. Before data collection, a pilot study was conducted with small group students to obtain a feedback about the time requirement, wording, and item content of the measure. The first 10-15 minutes of the Counseling lesson were allowed for telling the meaning of test, explaining instructions and creating a peaceful environment for students. Firstly, participants were asked to imagine a serious relationship problem that would cause them distress and occupy their mind. Students were asked to what extent and with whom they share their problems on Facebook.

Then they were given multiple-choice questions about the privacy of individual problems and attitudes towards ONS's and asked to rate how well statement describes them. The test is to be taken within a 40-minute period. 568 students (Male=279, Female=289) answered an online questionnaire during the March-April 2016. Measures of central tendency are used to describe variables such as gender, age, income, and level of parental education.

2.1. Research Questions

In this study, it is tried to determine whether there is a relationship between the tendency of students to hide their problems and the attitudes towards Online Network Services (ONSs). The following research questions were addressed in the study:

RQ1: To what extent do students share their personal problems on ONS's?

RQ2: Is there a significant relationship between the tendency of students to hide their problems and attitudes towards ONS's?

RQ3: Are there significant correlations between students' Depression Self-Stigma Scale average scores and the students' demographic information?

2.2. Instruments

The followings three instruments were used in the study: a) Personal Information Form (12 items), b) Depression Self-Stigma Scale (13 items), and c) Measure of Attitudes towards ONSs Scale (11 items). The study measured privacy of individual problems (i.e., the degree to which a person keeps their relationship problems private) using an adapted version of the Depression Self-Stigma Scale (SSDS) developed by Barney et al. (2010). The 32-item scale encompasses five subscales: general self-stigma, secrecy, public stigma, treatment stigma, and stigmatizing experiences. This study was used a sub-scale measuring secrecy of problem that was related to hiding one's depression from others. Cronbach's alpha validity and reliability coefficients were .80 for measuring secrecy sub-scale. The English version of Depression Self-Stigma Scale (SSDS) was the original scale used for translation and adaptation. Translation, back translation, and cross-cultural adaptation of the SSDS scale into Turkish were done according to the standard procedure. The SSDS was translated from English to Turkish by two academics (Dr. Turgay Han, Dr. Cüneyt Özata) who received a Ph.D. degree in the field of language teaching. The scale's Turkish translation was then back-translated to English by three specialists who knew both English and Turkish. Depression Self-Stigma Scale (SSDS) form was arranged taking into account the opinions of the experts working at the school where the survey was conducted. Davis technique (1992) was

applied in evaluating expert opinions: 1) not relevant, 2) somewhat relevant, 3) quite relevant, 4) highly relevant. Then, for each item, the I-CVI (computing a content validity index) is computed as the number of experts giving a rating of either 3 or 4 (thus dichotomizing the ordinal scale into relevant and not relevant), divided by the total number of experts. The test form of the scale was applied to 40 students and 26 respondents were evaluated for reasons such as incompleteness and inconsistency. Internal consistency was analyzed using Cronbach's alpha analysis. The final Turkish version of the Depression Self-Stigma Scale (secrecy sub-scale, 13 item) showed an excellent internal consistency ($\alpha=.83$). Almost a perfect agreement was obtained with the final version of SSDS (Lynn, 1986). The privacy of problems was measured by 3-item scale measured by a 5-point Likert scale ranging from "1=Strongly Disagree" on one end to "5=Strongly Agree" (Kanter et al., 2008).

Scale for the measurement of attitudes towards ONSs was constructed using seven items adapted from the Measure of Online Communication Attitude Scale (Ledbetter, 2009; Krishnan & Atkin, 2014). It was rearranged for social networks taking into account the scale of Measure of Online Communication Attitude Scale (MOCA). MOCA underlines the cognitive elements that influence an individual's choice of media as multidimensional tools developed to measure the attitudes of individuals in the virtual environment. 31 items in the scale were prepared to measure five dimensions (self-disclosure, apprehension, miscommunication, social connection, ease of online communication). The reliability and validity coefficients of the Social Network Attitude Scale were $\alpha=0.83$ and $\alpha=0.90$, respectively. The level of anxiety and social connection of the MAONS scale were the focus of this study. Scale for the measurement of attitudes towards ONSs was constructed using seven items adapted from the Measure of Online Communication Attitude Scale (Ledbetter, 2009; Krishnan & Atkin, 2014). In this study, MAONS scale has used the total of 11 items including the anxiety, social connection, and convenience dimensions. The level of anxiety and social connection of the MAONS scale were the focus of this study. According to Cronbach's alpha results, the factors were found significant. Cronbach's alpha validity and reliability coefficients were for the confidence (4 items; $\alpha=.74$), ease of use (3 items; $\alpha=.83$), social connection (4 items; $\alpha=.85$) sub-scales in ONSs.

2.3. Participants

Participants were selected from high school students aged between 14 and 18 years in Ordu, Turkey. The students from 26 classes (grades 9, 10, 11, and 12) were invited to take part in the survey. The sample consisted of 568 students (Male=279, 49.1%, Female=289, 50.9%). Participants ranged from 14 to 18 years of age ($M = 16.15$, $SD = 1.00$). Most of the participants were 16-year-old students ($N=208$, 36.6%), 15-year-old students ($N=137$, 24.1%), 17-year-old students ($N=146$, 25.7%) and 18-year-old students ($N=58$, 10.2%). The students are grades 9th ($N=156$, 27.5%), 10th ($N=202$, 35.6%), 11th ($N=141$, 24.8%), and 12th ($N=69$, 12.1%) were attend to take part in the survey.

2.4. Results

The coded data were entered into a Microsoft Excel spreadsheet. For the analysis of the data collected IBM SPSS Statistics version 24 was used. Descriptive statistics

(number-percentage, mean, standard deviation, median, and minimum-maximum values) were used to define the study data. The statistical tests were evaluated at the significance level of .05. Analyzes of variance (ANOVA), was performed to determine whether differences existed between the groups of offenders with regard to their age, gender, income, family attitude, have his/her own room, and the reason for Facebook usage. The relation between demographic factors and social media use were examined in detail and results were discussed. In this study, ANOVA was applied to determine the relationship between age and factors. The statistical test was evaluated at the significance level of .05 and resulted in no statistically significant relationship with values. The findings are presented in direct relation to the research questions and are followed by a detailed analysis and discussion.

The reasons for Facebook usage was found that keeping up with news (N=146, 25,7 %), spending time (N=195, 34,3%), following my friends (N=42, 7,4%), playing games (N=39, 6,9%), editing my profile (N=8, 1,4%), uploading photos, videos and links (N=63, 11,1%), online chats with people (N=50, 8,8%), searching for potential contacts such as old friends, family members, ex-classmates etc. (N=25, 4,4%). When the reasons for social media use by gender were examined, it was found that male participants (N = 28, 10%) were playing games more than female (N = 11, 3.8%) and it was seen with similar results that male (N=19, 6.8%) were more likely to search for potential contacts such as old friends, family members, ex-classmates etc. compared to female (N=6, 2.1%). It was found that female participants (N=46, 15.9%) upload more photos, videos, and links compared to male (N=17, 6.1%). There was no significant difference between the male and female participants in other reasons for using Facebook (e.g. keeping up with news, spending time, following my friends, editing my profile, online chats with people). The sample group related to research stated that their family attitude was 'overly concerned, protective' (N=149, 26.2%), 'democratic and respect for decisions' (N=203, 35.7%), 'protector' (N=148, 26.1%), and 'authoritarian, repressive' (N=68, 12%). The distribution of the participants by the family average monthly income was < TL 1000 (N=70, 12.3%), TL1000 - 1500 (N=201, 35.4%), TL 1500 - 2500 (N=154, 27.1%), TL 2500 - 3500 (N=85, 15%), TL 3500 - 5000 (N=36, 6.3%), and TL 5000 TL > (N=22, 3.9%). According to the results of t-test and One Way ANOVA test which were conducted to determine the reasons of using social media by the students according to age, gender, monthly income and family structure, a significant difference in terms of gender ($F=,348$; $p=.555$), income ($F=,638$; $p=.671$) and family structure ($F=1,556$; $p=1.199$), however there was a significant difference with respect to age ($F=2,539$; $p=.039$).

The tendency of students to hide their problems in the social media was measured with Depression Self-Stigma Scale (Secrecy Sub-scale) within the scope of the research. A significant difference was found when the tendency of participants to hide the problems and distribution by gender were examined according to the Table 1 ($F=10,653$; $p=.001$). According to the DSSS (Secrecy Sub-scale) that female ($M=3.517$, $SD=.896$) share personal problems more than male ($M=3.346$, $SD=1.068$).

According to the results of Measure of Online Communication Attitude Scale (MAONS) through which the attitude of the participants in social media is measured, no significant difference has been found in the distribution of subscales by gender (Table 1). According to the results of ANOVA which is made to determine the relationship

between the MAONS (Confidence in ONSs, Ease of Use, and Social Connection) and DSSS (Secrecy Sub-scale) score averages of students and family structure of students, the difference was not deemed as significant. It was found that male participants ($M=3.000$, $SD=1.130$) were more effective in the dimension of Ease of Use than female ($M=2.809$, $SD=1.162$). Similarly, male ($M=2.595$, $SD=1.132$) was more effective in the dimension of Social Connection than female ($M=2.68$, $SD=.97$).

ANOVA analysis was carried out to determine the relationship between the education levels of the parents of the students participating in the study and the factors. According to the results, no relationship was found between the dimensions of the Confidence in ONS ($F = 1.587$; $p = 0.191$) in which social media attitudes were measured and the fathers' education level. The intergroup difference was found to be statistically significant in the Ease of Use dimension ($F=4.315$; $p = 0.05$). As a result of Tukey HSD performed to determine the difference, it was found that the students whose father was a high school graduate were more effective at this dimension than those whose father was a primary school graduate. According to the DSSS (Secrecy Sub-scale) that the students whose fathers were college/university graduates had a higher tendency to share personal problems than those whose fathers were primary school graduates. According to the ANOVA results, there was no significant relationship between the education levels of the mothers of the students and the factors.

When the relation between the monthly average incomes of the participants' families and MAONS and DSSS subscales were examined, the differences in DSSS (Secrecy) sub-dimension ($F=2.297$; $p=.044$) and MAONS (Ease of Use) sub-dimension ($F=2.729$; $p=.019$) have been found statistically significant. It was found that the ones who have a monthly income of more than 5000 TL ($\bar{X}=2,7500$) are less likely to share their problems in social media compared to other income groups. When the distribution of reasons of students for using social media according to MAONS and DSSS score averages was examined, a significant difference was seen only in MAONS (Confidence in ONSs) dimension. According to the result of Tukey HSD which was made to determine the source of the differences, the ones that follow the agenda through social media (that keeping up with news) find the social networks safer than the ones that search for potential contacts ($\bar{X}=3,0137$) (searching for potential contacts such as old friends, family members, ex-classmates etc.) ($\bar{X}=2.3400$). When participants were asked whether they had a room of their own, most of them answered Yes ($M = 479$, 84.3%) and a small group said No ($M=89$, 15.7%). There is no significant difference has been found according to the result of t-test which is made to determine the connection between MAONS and DSSS score averages and personal space ($F = 2.456$; $p = .118$). When the MAONS scale factors in Table 2 was reviewed, it was seen that the item with the highest ratio in the dimension of confidence in ONSs was 'I feel apprehensive about communicating through ONS'. The trust element ensures the development and dissemination of organizational knowledge by creating a collaborative environment for the people involved in an interaction. The 'When life gets busy ONS is a great way to communicate efficiently' item of the factor of ease of use on Facebook had the highest ratio. When this item was reviewed, it was determined that today Online Social Networks are effectively used in ONS communication. The network extension tendencies of the students using Facebook were investigated in the Social Connection factor. It is thought based on the findings of the based on the Social Connection factor analysis that the participants would be removed from their group of friends if they did not use their social network communications.

The participants' sharing tendencies of self-privacy issues, underlying the study, were measured by the DSSS (Secrecy Sub-scale). People now prefer virtual environment to physical environment for meeting and sharing their ideas. In a virtual environment, there is a virtual identity which gives a lot of information about a person's character, qualities, and experiences. In Table 3, it was found based on the findings of the study that the subscale of 'I am very careful about who I tell about this problem' had the highest ratio ($M=3.928$, $SD=1.348$), and that of 'I share this problem with my close friends. had the lowest ($M=2.671$, $SD=1.171$).

In Table 4, a correlation analysis was conducted to determine the relationship between MAONS and DSSS subscales. When the results of the analysis were examined, it was found that there was a significant relationship between the subscale scores. Correlation analysis is a statistical method used to test the relationship between two variables or the relationship of one variable with two or more variables and measure the degree of this relationship (if any). Facebook attitudes of the users were examined with MOANS (Confidence in ONSs, Ease of Use, and Social Connection) subscales and the degree of hiding the personal problems in the network was examined with DSSS (Secrecy) scale. As a result of the analysis which was made to determine the relations between the subscales, it was found that the individuals found the social networks as safe (Confidence in ONSs) hide their problems in the networks more than the other users who do not think social networks as safe ($r = 0.165$).

Discussion and Conclusions

Over the past few years, social networking has become rapidly popularized among students, teachers, and parents. Junior high and high school students have been actively connected to the Internet. It is a fact that the Internet has great benefits in the education of the students. Social networks aim to provide heterogeneity and versatility in the interests, debates, and specific headings, issues of the day identified by the individual, developing relationships on these issues, and the interests and motivations of the participants in these relationships. This study can be used to inform students, teachers, and parents about the negative impacts of Facebook usage.

Participation in social networks takes place spontaneously and independently of the individuals and the evaluation and sharing of information come on the basis of the idea of participation in these networks. This study contextualized the privacy problems caused by social networks according to the student's applications in the access networks of these networks. Similar to previous studies, This study was examined how students might perceive their privacy limits on social media.

Increasing the value of knowledge plays an important role when proceeding to the societal transformation process which is named as information society in which the technological opportunities increase. Social networks have either a positive or negative effect on the individual's behavior and personality characteristics being structures as homogeneous platforms. The external factors, directing individuals involved in the network to show individual and collective behaviors, were reviewed in the social influence, another dimension of social network analyzes. Many network theories have been established in connection with the number of people in social networks. In general, the number of people in the network is considered as a value. Especially

when the popularity of Facebook and other online social networks are considered, the populace in recent years with their billions of users, analysis interests of researchers with related social Networks and issues have increased. When the distribution of the factors was reviewed according to gender differences in the scope of the studies, it was seen that there was no significant difference in the dimension of Confidence in ONS, in which social media attitudes were measured. The concept of “confidence” has a key proposition in the definition of individual relations, collective behavior, communication quality, management and organizational strategies in organizational structures. Unlike social groups, social networks are shaped very rapidly and are in constant change because they do not have the obligation to share common values among their members. The most important element for these networks to form is confidential. The element of confidence often determines the level of sharing on social networks.

Research Question 1 was proposed to determine the attitudes of sharing students' personal problems on Facebook. The popularity of social networking sites has been revolutionized the way of communication especially among students including self-disclosure and social connection. Some of the information appeared in the social networks must remain private and not published at all. The Facebook profile includes birthday's, age, location, contact information and more intimate details such as interests, favorite books/films/music, hobbies, relationship status and sexual preference. It is extremely important that has been chosen a secure password to access personal social network accounts such as Facebook and Twitter. The biggest security problem on Facebook is that the account is seized by operating the password-forgetting mechanism in some way because the e-mail address linked to the profile account is known by others. Young adults today see no harm that social-media platforms be placed in private or intimate settings. The boundaries and differences of the area of privacy have been investigated in this study. Privacy education includes information such as children's awareness of their own and other people's personal/private boundaries, protection of their personal boundary in social life, respect for the privacy of others, and establishing good boundaries between themselves and those in their vicinity.

According to Research Question 2, an inverse connection was inspected between the trust dimension MAONS (Confidence in ONSs) and the tendency to hide problems DSS (Secrecy). A similarity was found between the network (network closure) definition of Coleman which has a closeness characteristic and the research results. Coleman, together with social closure theory, argues that social networks, unlike structural gaps, are closed; but in closed networks, co-operation and trust might be developed (Morgan & Sørensen, 1999). If the networks are closed, this will strengthen the presence of effective norms and increase reliability. As long as the networks are closed, sharing of information will be easier. Closed networks which are close and consist of tight links will reduce the risks that people will experience if they trust each other. First of all, being in constant contact with the same people, having a fixed and limited circle, prevents personal development. In this case, a person who interacts with a particular person or group takes on the characteristics of the other individual in the social environment and makes himself/ herself similar to the characteristics of that person over time and information and values possessed by the individuals are also included in the scope of such similar characteristics. At the second point, when you have more weak connections, your ability to move and communicate will increase.

In the search for a solution to a subject, to reach to another social environment, an individual will need the bonds that connect his/ her current environment to the other environment; at this point, the tool that connects two different social environments is the weak connections.

The relationship between Depression Self-Stigma Scale averages of students and their gender, age, income, family structure and social media use are investigated in the research question. According to the results of the research, any significant difference is not observed in other factors except the gender factor. The most important reason for this situation is that the fact of privacy still maintains its importance despite the changes in social and communal life. Although the fact of privacy has been encountered since ancient times, especially together with the widespread use of the internet, the borders of privacy have significantly changed and it has gained a new meaning. The distinction between public life and private life, which is the basis of this change, has become evident in modern life. Modern life means a time when public life expands by also covering private life. The increase and simplification of the possibilities of access to information have brought the expectation of a more liberal and secure environment with it. Whatever the point of view it is, the sense of embarrassment and privacy are taking place in every society. Degenerating of these senses leads to the transformation of the perception of privacy. Humans intrinsically need some areas that they can express their own thoughts and decide to what extent they can establish a relationship with others. Although social networks provide a free environment by their nature, it is expected information which may be private for individuals to be kept confidential in these networks.

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Tables and Figures

Table 1. Independent t-test Results with respect to Gender on the MAONS and the SSDS Scores

Source	Gender	N	Mean	SD	df	t	F	p
DSSS Secrecy	Male	279	3,3459	1,06763	566	-2,075	10,653	,001
	Female	289	3,5173	,89639	542,575	-2,069		
MAONS Confidence in ONSs	Male	279	2,7240	,96475	566	-2,453	,121	,728
	Female	289	2,9273	1,00946	565,943	-2,454		
MAONS Ease of Use	Male	279	3,0036	1,13082	566	2,014	2,467	,117
	Female	289	2,8097	1,16224	565,965	2,015		
MAONS Social Connection	Male	279	2,5950	1,13279	566	2,333	1,231	,268
	Female	289	2,3702	1,16202	565,946	2,334		

Table 2. Results of the Measure of Online Communication Attitude Scale (MAONS)

Items	M	SD
Sub-scale 1: Confidence in ONSs		
I feel awkward when communicating with an ONS	3,063	1,296
The lack of nonverbal cues (such as eye contact, facial expressions, etc.) in an ONS makes me uncomfortable	2,667	1,232
I am afraid to voice my opinions when interacting with others on an ONS	2,627	1,219
I feel apprehensive about communicating through an ONS	2,592	1,242
Sub-scale 2: Ease of Use		
One thing I like about ONSs is that I can still post a message when others aren't available to talk on the phone	2,956	1,313
I enjoy communicating through an ONS	3,097	1,298
When life gets busy, ONSs are a great way to communicate efficiently	2,843	1,243
Sub-scale 3: Social Connection		
If I stopped using SNSs, I think I would probably lose contact with many of my friends	2,414	1,300
Without SNSs, my social life would be drastically different	2,634	1,281
I would communicate less with my friends if I couldn't talk with them online	2,708	1,360
If I couldn't communicate through an SNS, I would feel "out of the loop" with my friends	2,548	1,296

Table 3. Results of the Depression Self-Stigma Scale (Secrecy Sub-scale)

Items	M	SD
I am very careful about who I tell about this problem	3,928	1,348
I work hard to keep this problem a secret	3,210	1,379
I share this problem with my co-workers	3,049	1,155
I share this problem with my close friends	2,671	1,171
I share this problem with my acquaintances	3,400	1,216
I share this problem with my family members	2,926	1,208
With people I don't know very well, I make a special effort to keep the problem to myself	3,734	1,265
Telling someone about this problem is risky	3,171	1,343
In many areas of my life, no one knows about this problem	2,947	1,307
I worry that people may judge me if they find out about this problem	2,778	1,232
There is no reason for me to hide the fact that I am dealing with this problem	2,879	1,271
It is easier for me to avoid new relationships than worry about telling someone that I am dealing with this problem	2,880	1,283

Table 4. Descriptive statistics: Mean, standard deviations, reliabilities, and correlations for study variables

Source	M	SD	DSSS Secrecy	MAONS Confidence in ONSs	MAONS Ease of Use
DSSS Secrecy	3,433	0,987			
MAONS Confidence in ONSs	2,828	0,992	,165**		
MAONS Ease of Use	2,905	1,150	,194**	,241**	
MAONS Social Connection	2,481	1,152	,145**	,197**	,408**

*p< .05. **p< .01. ***p< .001.