Full Length Research Paper

The evaluation of Facebook using ınformation, Facebook using attitudes and behaviors according to gender variable (Kars City Example)

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Abstract

This study was about the evaluation of facebook using information, Facebook using attitutes and bevior according to the gender variable. It is known from the social life activities well about how the common social influence of social sharing web sites are effective and widespread. It has been followed from some news published in written and visual media that it causes very important psychological and traumatic damages for individuals. It is not possible for people to limit using time and necessity of Facebook but it forces their borders and capacity. The limitlesness of social deterioration were supported by the social sharing web sites. But on the other hand it mustn't be thought that the social sharing web sites have only negative influences but also it may have some positive influences too. For example, these sites encourages for everybody to develop the conscious of democracy and humanrights and to have more freedom. One of the most important influences of social sharing sites for people to serve not only their expectations but also their nonexpectations. The basic influence is not related to the accepted expectations it depends on non accepted and non waited expectations. The data of this study were collected by a questionnaire and interview forms. The data collected by the questionnaire and interview forms were evaluated and commended by eligible statistical methods such as mean ranks, significant levels and content analysis. In the first chapter of the study, the area of the study was done and given some conceptual and theorical information by means of scanning model. In the second chapter, the aim of the study, problem position, the importance of study, limitations, conjectures, problem question, research method, research world and sampling group were explained and given information about. In the third chapter, the data handed were analyzed by looking at mean ranks, sum of ranks ans significant levels. In the last chapter, some important comments and suggestions such as females' fears not to use Facebook were given and presented depending on the data of the research.

Keywords: Psycho-social influence of Facebook, Facebookk and personal harms, Habitual activity of using Facebook.

INTRODUCTİON

Beginning to take place of information technologies in our social daily life having a gradually developing speed, directs individuals to have new living areas and develop new relation ships. For that reason, this new social changing brings a kind of necessity for everybody to learn new behavior patterns and add them into the behaving and learning repertoire. All of these inovations and the differences began to be lived, reasoned some o positive and negative changings (Dağ 2001: 24; Doğan 2006). According to Doğan (2006); All the technolojic developments either change the form of human relations or offer new possibilities for using new communication chanals and for the usage of new forms of communication.

According to the questionnaire applied to some studedents from psychology department of Goteborg University by a researcher group, the internet users following others lives through internet begin to get crisis after making a comparison with their own lives. Lenf Dent, to be one of the researcher team, said that "people on facebook share the best parts and pictures of their lives. These shares reason all of the other sharers' misapprehension. Because it is not possible to see the reel lives of the sharer or his or her unhappy positions on internet. The grudge of others virtual lives, begin to take place among other problems" (Sabah, 06 March 2012).

It is thought that the usage of social nets and technologies for a long time and continuously cause anxiety, depression and some other psycho – pathologies.

According to a research done by some researchers at Oxford University, twitter and Facebook activate the youth identity crisis. It was found that the people who shared their photographs or wrote therir own ideas, always wanted to attract others' attentions by saying; "look I'm here". Professor Dr. Barones greenfield the president of the research said that, "while the friendships widened/grew up rapidly, our brains were upholstered with electrical wires. Greenfield; "the banalith on twitter became a trend" said. Experts explained that always spending time on these websites causes lack of attention, periodic need of happiness and non-werbal communication (www.nnet.gen.tr).

As well as being understood from above paragraphs, the facebook become a social mass media on which many scientists are busy with studying and about which alot of date are collected/produced, and studied on. The Facebook users on internet create very wide groups and crowds and also these crowds get together in the reel social life to carry out some social activities and actions (The main Actor of Revolutions Internet. Haberturk, 22 February 2011 Monday).

The Aim of This Study (Problem Status)

The aim of this study; is to have information about spending time on Facebook, taken important place in many of our lives and to be one of the social nets, the influence on the manner and behaviors, the importance in social relationships, the positive or negative psycho-social effections of it on people and provide the sharing all of these data with teachers. When it is looked through these perspectives this study is very important and meaningful to have a standart of contribution level fort he problems derived from internet.

A.The Psychological Effects of Facebook
In here, here are some questions to be answered by the participants about the negative effections of using Facebook on them. It was tried to find out the negative effects of using Facebook on the people and individuals.

B.The Social Effects of Facebook
In this part some questions were asked to the participants about learning the attitudes, what kind of things they faced formerly when they met someone while they were trawelling on internet/facebook, if they had frendly dialoques with someone whom they didn't know well about themselves or not.

The Psycho-Social Effects of Facebook

In the last years, while the social communication nets were changing people to have some psychological problems such as obsession, caused to grow up some kind of aimless, self sentered jenerations without needing reel social relations. So the youth began to change their relation status at their profiles to leave their love partners by using Facebook. According to the data and explanations of Facebook; 43.869.800 users changed their relation status from being married or busy to be single in 2010. 3.025.791 persons changed and explained their relation positions by using the word of "mixed"(www.nnet.gen.tr).

The Relation Between Facebook Using and Self-Reliance

Sociologs and psychologs began to make some important and serious researches because of over 560 million people were being busy with spending more of their times on websites such as Facebook. At the end of many scientific researches done in recent years about the using of Facebook which was at the target of many scientific claims such as from causing health problems to be the reason of loosing many job opportunities and possibilities in the future, from converting the users to monsters by deepening the feelig of jealousy to have a narsist character reached very interesting results.

According to the researches done by some experts at Canada University, the more of the people who changed their pages on internet very often had either narsist behaviors or they were living some problems about the failure of self-reliance. The research done by Georgia University psychologists in 2008 found out that the people updating their websites very often had narsist trends. The psychologists taking attention that the narsism is not only the wishing of being loved and taken attention but also it may cause and feed the failure of long-termed health relations.

According to the York University research on this problem, despite the fact that girls/the female participants put their more attractive pictures on their websites, but also the boys/male participants concentrated to prise themselves in "about me section". Updating Facebook for someone having a great number of friends, is also causing either increasing the popularity more and more or loosing yours among many updatings of others. Social

studies show that people prefer to live, work or have fun at the same places with the people having resemblances to themselves.

On the other hands, Cornell University experts found out that; the Facebook users had a thinking trend that their friends had the same ideas like them. During the research the Facebook users were wanted to define their preferences about clasifying politic subjects. After that, they were also wanted to define and gess what heir friends in their lists think about the same subjects. But the results were not like their thoughts. The data of the research showed that the Facebook users had wrong ideas that their friends had the same ideas looking alike theirs.

"The Facebook users may be influencing from their friends' happy pictures"

Hui Tzu Grace Chou and Nicholas Edge, the teaching stuffs of Sociology Department of Utah Valley University in the United States of America, used some scientific methods related to this subject and they reached an efective result. The Facebook can make us unhappy. The photographs/videos Facebook users added are generally belonging to happy, smiling persons and someone having pleasure from the owning and present status and positions. These kinds of photographs cause the perception of someone looking at them to be shaped arround the intertainment, happiness and fun. But the reality is the same? People always smile at someone infront of the camera, they always try to make these sweet memories and experiences deadless and take photographs of intertainments and funs. It is not very easy and possible for you to see an unhappy photograh. This situation will consolidate the unhapiness of the people looking at the photographs and feeling themselves unhappy at just time. According to these people the persons opposite them are happy ones but they are unhappy. And also one of the same unhappy people will stumble that the other Facebook users opposite him or her are happier than him or her because of seeing only happy, pleasant and funny photographs on the social net (www.candanblog.com).

One of the other results of the researches is that: There is a correct proportion between spending time on Facebook and believing that the friends on Facebook are happier. In other words, someone who believes more that his or her friends on Facebook are more happy and pleasant, the world is not fair (www.candanblog.com). Facebook may cause some psychological disorders on the youth. While the Facebook dominance are continuing, especially the youngsters and the society are beginning to recognize the effection of it. Dr. Larry Rosen, California State University, Doinguez Hills, Psychology professor, made a research about how the technology influenced the youth (www.zdnet.com).

According to Rosen, the three negative effects of Facebook are that:

* While defining that the young adults who are addicted to Facebook using extremely have antisocial behaviors, including mani and the trends of aggressive tendencies, they may have the other psycological disorders more, Facebook using can create narsistic tendencies.
* In the social life media and technology make the individuals more prone to anxiety, depression and the other psychological disorders.
* Facebook can disorientate your mind and the wrong learnings can influence you.

According to Rosen, the three positive effects of Facebook are that:

* The young adults spending more time on Facebook, show beter virtual empathy to their online friends.
* The social nets can provide learning & teaching materials which the young students are interested in.
* To be online on social nets can help the introverted adults' socializations.

"The students who spend much time on Facebook, their course points/marks decrease at the same rate".
Psychologist Paul Kirschner from Holland, found out that if the students controlled/followed their websites continually while the they were studying their course subjects, they would bacome unsuccessful. Kirschner organized a psychological study on 219 American University students explined that despite the Facebook users' success points' mean was 3.06 over 5, the other students who didn't use Facebook had the mean of 3.82. The study done by Oxygen media and Lightspeed reseach centers on the 18-34 years old social media users girls reached very interesting results. While the 34% of them were explaining that soon afte getting up they entered Facebook before going to the toilet, 39% of them defined themselves such as being internet addicts. 49% of them thought that it was a normal behavior to hack their male friends' internet accounts to control (Milliyet, 17 March 2011).

Facebook takes its name from "Paper Facebooks" Facebook has over 800 million users. Facebook is a a social sharing website aiming for people to have communication with their friends and make information Exchange. Facebook founded on the 4th of March 2004, as a priority it was founded for Harvard University students. On the 11th of December 2006 it opened for all e-mail addresses (tr.wikipedia.org, 2012).

According to (tr.wikipedia.org 2012) and Alexa statistics, Facebook is the second web site to be visited mostly in the world on the 31st of October 2010. Beyond this; it is the mostly visited web site of Canada, South Africa, and Norway; it is the 2nd mostly visited web site of England and Sweden, it is the 3rd mostly visited web site of Egypt and Australia and in Turkey it is the 5th mostly visited web site. That position or statue shows that it has been becoming a platform for people to be influenced and to spend their times.

Tech Crunch's study found out that 85% of University students in USA had a Facebook account and 60% of

which became online everyday, 85% were online everyweek and 93% were online every month. The Facebook spokesman Chris huges said that the Facebook users normally spend a 19 minute-time on facebook. From September 2011 there are more than 30.5 million Facebook users (tr.wikipwdia.org 2012). In Turkey, the male Facebook users' rate is 63% and females' is 37% and the distribution of Facebook users' ages are like this; 18-24 years of age are 34%, 25-34 years of age are 29%, 35-44 years of age are 13%, 45-54 years of age are 5%, 55-64 years of age are 1% and 65-0 years of age are 1% (www.socialbakers.com).

METHODOLOGY

In this study, some information were given about the research universe, research semple, the data collecting instrument, the information of credibility and reliability of the data collecting instrument and the other statistical procedurs.

Research Model

In this study, the psychological and social influences of Facebook-using on individuals were tried to be found out by using quantitative and qualitative descriptive mixed model. Because, conceptual and theorical information were collected by quantitative scanning model to create the research's theorical dimension. And also in the application size, the data collecting questionnaire prepared by the researcher were used by being passed through a certain process to collect quantitavive data such as personal information, Facebook using knowledge and Facebook using attitudes and behaviors about the research. On the other hands structured review forms including some questions were used to collect some qualitative data about the male and female participants' answers to support the other data collected with applying the questionnaire. So the study is a kind of mixed model study.

Data Collecting Istrumant

In this study, a questionaire was prepared to collect personal information, Facebook using knowledge and facebook using attitutes and behaviors according to the participants' gender by applying to the sampling group to find out if there is a significant difference between the male and female Facebook users. The questionnaire was prepared by studying on some similar data collecting instrumants such as some other Facebook questionnaires used for some researches. The questionnaire had five options beginning from positive alternatives to negative alternatives. Because it was thought to be different from the other studies. Forexample; 1- Every time, 2- Often, 3- Sometimes, 4-

Rarely, 5- Never. The second and supportive data collecting instrumant was a kind of "stuructured interview form" having some paralel questions to be answered and made content analysis. According to the questionnaire the high total points/scores mean negative meaning and low scores mean positive opinion. So the negative alternatives must have higher csores. After finishing and defining the questions and articles of the questionnaire, they were put together according to their functions to achive the goals. After that they were presented to the educational scientists at Education Sciences Department of Education Faculty of Kafkas University in Turkey. So some wrong questions and inconsistent ones were selected and the correct ones put together to be applied to the participants.

Sampling Group

In this study, the sampling group was defined among the Facebook users university and high school students over 15 years of age who were selected such as random sampling. Because after they were defined randomly the questionnaire were applied to them and some of them were conducted structured interview to collect qualitative data, too.

Research World

The research world of this study symbolizes the Facebook users at the ages of 15 and over 15. Because the data collecting instrumants were applied to the same ages participants having the similar features.

Limitations

Nowadays the age of Facebook users has fallen down under 5 years of age. Taking no account of this age is one of the limitations. On the other hand the research is limited by the answers of the participant sample group and the answers' evaluations of statistical methods.

APPLICATION

The Evaluation of Data
The Relation Ships Betweet Facebook Using Information and Gender

According to the Table-1 data, the answers given by male and female participants about "using the facebook for knowing new and different persons or not" are meaningful at ,0.05 (P<0,05). The difference' significance level between male and female participants' preferences is ,003. As a result the difference is in favour of females. Because females' score points are related to the negative alternatives. (1-Everytime, 2- Often, **3-Sometimes, 4-Rarely, 5-Never**), So the scores of females are higher than males'. It may be said that this difference derives

Table-1: use facebook to know new and different persons.

Gender		N	Mean Rank	Sum of Ranks	Sig.
Fbk1	Male	36	27,74	998,50	,003
	Female	31	41,27	1279,50	
	Total	67			

Table-2: I use facebook for intertainment and spare time activity

Gender		N	Mean Rank	Sum of Ranks	Sig.
Fbk2	Male	36	33,82	1217,50	,932
	Female	31	34,21	1060,50	
	Total	67			

Table-3: I use the Facebook to have more friends

Gender		N	Mean Rank	Sum of Ranks	Sig.
Fbk3	Male	36	28,64	1031,00	,00
	female	31	40,23	1247,00	
	Total	67			

Table-4: I use Facebook for the aim of playing games

Gender		N	Mean Rank	Sum of Ranks	Sig.
Fbk4	Male	36	28,64	1031,00	,009
	Female	31	40,23	1247,00	
	Total	67			

Table 5: I use Facebook for communication and chat

Gender		N	Mean Rank	Sum of Ranks	Sig.
Fbk5	Male	36	32,12	1156,50	,379
	Female	31	36,18	1121,50	
	Total	67			

from the females' culturally and socially behaving freedom status. And also this result supports some research results done in Turkey. According to the data of these researches; female Facebook users' facebook using rate is **63%** and males' is **37%** (www.socialbakers.com).

According to the data of Table-2; there isn't a meaningful significance level because of the answer given by all the participants about; "I use facebook for entertainment and spare time activity" (P>0,05). It may be said that all participants use Facebook for the similar aims such as having entertainment and leisure.

When it is looked at the questionnaire guestion/substance of "I use the Facebook to have friends", it is clear that there is a meaningful difference between the males' and females' responses such as the significance level ",00". For that reason, at 0,05 sicnificance level (p=,00<0,05), it can be thught that the male and female participants' friends making ideas are different. The difference here is in favor of female participants. Because male participants' responses collected and focused on positive choices/alternatives having lower scores. The female participants' responses focused on the negative alternatives having higher scores. These reasons support Table-1's reasons. It may be said that the male participants are more courageous than female participants and the female participants are more shy than male ones about using Facebook to have more friends (Questionnaire alternatives;1-Everytime, 2-Often, 3-Sometimes, 4-Rarely, 5-Never).

According to the Table-4 and the poll question/sentence there is a meaningful difference between males' and females' preferences about "using Facebook for the aim of playing games or not". When it is looked at the table data at 0.05 it may be said that the significance level is smaller than 0,05 (009<0,05). So, the difference is in favor of female participants. Because they preffered higher scored negative alternatives. Males' preferences are related to positive alternatives and females' preferences focuse on the negative alternatives.

Table -6: Is it necessary to be friends with unknown persons on Facebook?

Gender		N	Mean Rank	Sum of Ranks	Sig.
FbG1	Male	36	28,32	1019,50	,003
	Female	31	40,60	1258,50	
	Total	67			

Table-7: Is it necessary to make friends with some known persons on Facebook?

Gender		N	Mean Rank	Sum of Ranks	Sig.
FbG2	Male	36	31,42	1131,00	,018
	Female	31	37,00	1147,00	
	Total	67			

Table-8: Is it necessary to meet someone face to face you know on Facebook for the first time?

Gender		N	Mean Rank	Sum of Ranks	Sig.
FbG3	Male	36	25,39	914,00	,00
	Female	31	44,00	1364,00	
	Total	67			

Negative alternatives' total scores are higher than the other alternatives total scores. The negative preferences' points are higher than positive ones such as; 1-Everytime, 2- Often, 3-Sometimes, 4-Rarely, 5-Never. It may be thought that female participants use Facebook to play games more than male participants.

According to Table-5, there isn't a meningful difference between the male and female participatnts' choices. Because, the significance level is; p=,379>0,05. So it may be said thad the they use the facebook for the same or similar reasons.

The Relations of Facebook using attitutes and Behaviors With Gender

According to the Table-6 data, it is clear that there is a meaningful difference. The significance level between male and female participants' preferences is related to the relations between Facebook using attitutes, behaviors and gender variable. The difference is in favor of female participants. Because their answers focused on the negative alternatives and these alternatives' score points are higher (p<0,05), (,003<0,05). This result is clearly supporting the table datas explained before. In the male paricipants' mind there is no problem to be friends of someone who are unknown persons on Facebook. But the female participants are more anxious and timid to make friends with unknown persons on Facebook.

The data of Table-7 show that there is a meaningful signigicance level; ,018 between the answers given by male and female participants and it it can't be ignored. At p:0,05 significance level, the difference is important (P:0,05>,018). The difference is in favor of female participants. The female participants' preferences' score points have a negative direction and higher than male participants'. It is understood that the female participants are not very eager to think that it is necessary to make friends with some known persons on Facebook. Male participants think that it is a normal behavior to make friends with known persons on Facebook. As a result it can be said that female participants are a little more shy to make friends with known persons on Facebok.

The male and female participants answered the question; "Is it necessary to meet someone face to face you know on Facebook for the first time?" and the difference between the male and female participants' is meaningful. Because ,00<0,05 (p=,00<0,05). The difference is in favour of female participants. Their answers are collected and focused on negative alternatives. So their scor points are higher than the other male participants. The questionnaire alternative answers are 1-Always, 2-Often, 3-Sometimes, 4-Rarely, 5-Never. Because of that the negative alternatives' score points are higher than positive alternatives' score points. The male participants' ansvers are commanly related to, 1-Always, 2-Often, 3-Sometimes. But these alternatives are positive alternatives and their score points are lower than the other female participants'. As a result it can be said that female participants are less eager to meet someone face to face they know on Facebook for the first time.

According to the Table-9 data, there is a meaningful difference between the male and female participants' answers about Facebook using information, attitutes and behaviors. Because; p=,034<0,05. The difference is in favour of female participans. Their prefenceres are in a direction of negative alternatives. So, it may be said that female participans are more eager not to accept some unknown ones' wish to make friend on Facebook. But

Table-9: Should the making friend wish of someone that you don't know be considered by you on Facebook?

Gender		N	Mean Rank	Sum of Ranks	Sig.
FbG4	Male	36	29,72	1070,00	,034
	Female	31	38,97	1208,00	
	Total	67			

Table-10: Must you have very friendly chats with someone you know on Facebook but you don't know in reality about yourself?

Gender		N	Mean Rank	Sum of Ranks	Sig.
FbG5	Male	36	30,26	1089,50	,034
	Female	31	38,34	1188,50	
	Total	67			

Table-11: Must the relations on Facebook be accepted as important as the relations in real life?

Gender		N	Mean Rank	Sum of Ranks	Sig.
FbG6	Male	36	35,28	1270,00	,522
	Female	31	32,52	1008,00	
	Total	67			

Table-12: Does the sharing of images such as special pictures or videos published on Facebook make you feel yourself well?

Gender		N	Mean Rank	Sum of Ranks	Sig.
FbG7	Male	36	30,28	1090,00	,081
	Female	31	38,32	1188,00	
	Total	67			

Table-13: Do you feel about yourself bad when your updates (sharings) on Facebook are not seen/paid attention by your friends?

Gender		N	Mean Rank	Sum of Ranks	Sig.
FbG8	**Male**	**36**	**31,19**	**1123,0**	**,183**
	Female	**31**	**37,26**	**1155,00**	
	Total	**67**			

males' preferences are about accepting this kind of wishes on Facebook. (p=0,034<0,05>,034).

There is a meningful difference between the males' and females' preferences about the questionnaire question of; "Must you have very friendly chats with someone you know on Facebook but you don't know in reality about yourself?" This difference is in favor of female participants. Because they preffered negative choices and these alternatives' total scores are higher than positive ones. The order of the alternatives are from positives to negatives (1-Everytime, 2- Often, 3-Sometimes, 4-Rarely, 5-Never). So, p=,034<0,05. The difference is meaningful.

There isn't an important and meaningful difference between the male and female participants' preferences about facebook using information, attitudes and behaviors. This result is also clear at p:0,05. 0,05<,522 so it can be said that male and female participants' perceptions about accepting the relations on Facebook are as important as the real life relations.

According to the data of this table's data, there isn't also a meaningful difference between male and female participants' answers for the questionnaire. Because, p=,081>0,05. It may be said that all of the participants have the same ideas about the question of "Does the sharing of images such as special picture or video published on Facebook make you feel yourself well?"

According to the data in Table-13, there is no meaningful difference between the idea and perceptions of male and female participants. Because the significace level is higher than 0,05. It may be said that male and female candidates have the same feelings if their updates

Table-14: Do you feel yourself happy when many of your friends are online on Facebook?

Gender		N	Mean Rank	Sum of Ranks	Sig.
FbG9	Male	36	30,31	1091,00	,083
	Female	31	38,29	1187,00	
	Total	67			

Table-15: Does the highly appreciation of your sharings on Facebook make you feel respect?

Gender		N	Mean Rank	Sum of Ranks	Sig.
FbG10	Male	36	33,31	1199,00	,746
	Female	31	34,81	1079,00	
	Total	67			

Table-16: Must a special time be allowed for Facebook using?

Gender		N	Mean Rank	Sum of Ranks	Sig.
FbG11	Male	36	36,17	1302,00	,316
	Female	31	31,48	976,00	
	Total	67			

Table-17: Do you think that the Facebook steals the time you shared for the daily activities?

Gender		N	Mean Rank	Sum of Ranks	Sig.
FbG12	Male	36	38,56	1388,00	,029
	Female	31	28,71	890,00	
	Total	67			

and sharing are not paid attention by their friends on Facebook (p=,183<0,05).

"Do you feel yourself happy when many of your friends are online on Facebook?" questionnaire questin's answers given by the male and female participants are not very different. Because their alternatives' score points are also very similar and have nearly the same significance level p=,083>0,05. It can be said that all of the participants have the same or similar ideas about the questionnaire question.

According to the data in Table-15, the preferences of male and female participants are nearly the same. There is a meaningless difference between tha male and female participants'choices at p:0,05. Because, 0,746>0,05. It may be said thad more of the participants have similar ideas about the answer of the question; "Does the highly appreciation of your sharings on Facebook make you feel respect?".

The answer of all participants are nearly very similar. Because there isn't a meaningful difference between the male and female participants' answers for the questionnaire question of; "Must a special time be allowed for Facebook using?" So it can be said that male and female participants are in very similar contidion to think if a special time must be allowed for Facebook using or not (p=,316>0,05).

When it is looked from the answers of the question: "Do you think that the Facebook steals the time you shared for the daily activities?" It is understood that there is a meaningful difference between the male and female

participants' preferences. The significance level is important and can't be ignored. Because the sinnificance level ,029<0,05. The difference is in favor of male ones. But their answers are related to the negative alternatives and the scores of negative alternnatives are higher than the positive ones. So it can be said that male participants think that it is necessary to have more time to be online on Face book. So the Facebook steals the limited time planned for daily activities. But the male ones think that the Facebook doesn't steal the time to be left for the other daily activities.

According to Table-18, it can be said that there is no meaningful difference between the male and female participants' answers for the queston of; **"**Must the friends on Facebook be choosen according to their gender/sex?" Because the significance level is higher than 0,05. ,394>0,05. Male and female participants have similar ideas that if it is necessary to choose friends on Facebook according to their sex or not.

The alternative answers and ideas of male and female participants for: "The friends on Facebook must be choosen according to the common interests" are not very different. Because the significance level is ,735 and ,735>0,05. So the difference is not meaningful. And also it can be said that, common interests are more or less important for all of the participants. Their ideas are also the same or similar.

The data of this Table 20 show that, the difference of male and female participants' alternative answers is non

Table-18: Must the friends on Facebook be choosen according to their gender/sex?

Gender	N	Mean Rank	Sum of Ranks	Sig.
FbG13Male	36	35,81	1289,00	,394
Female	31	31,90	989,00	
Total	67			

Table-19: The friends on Facebook must be choosen according to the common interests

Gender	N	Mean Rank	Sum of Ranks	Sig.
FbG14 Male	36	33,28	1198,00	,735
Female	31	34,84	1080,00	
Total	67			

Table-20: I choose my friends on Facebook according to their jobs

Gender	N	Mean Rank	Sum of Ranks	Sig.
FbG15Male	36	32,56	1172,00	,479
Female	31	35,68	1106,00	
Total	67			

Table-21: I choose my friends on Facebook according to their favourite teams

Gender	N	Mean Rank	Sum of Ranks	Sig.
FbG16 Male	36	34,12	1228,50	,942
Female	31	33,85	1049,50	
Total	67			

Table-22: I choose my friends on Facebook according to the places they live in

Gender	N	Mean Rank	Sum of Ranks	Sig.
FbG17Male	36	34,01	1224,50	,994
Female	31	33,98	1053,50	
Total	67			

important and meaningful. Because the significabce level is ,479 and ,479>0,05. The difference is meaningless at, 0,05. It may be said that male and female participants have the same or similar point of views to coose friends on Facebook (at p:0,05, 0,479>0,05).

The male and female participants' preferences about the poll question/seentence; "I choose my friends on Facebook according to their favourite teams" are the same or similar. Because the significance is higher than p:0,05. In other words; p:0,05<,942. According to the two groups' alternative preferences, all of the participants have similar ideas about choosing their friends on Facebook.

The data from the Table-22 show that there is no meaningful difference between male and female participants about the poll question/sentence of "I choose my friends on Facebook according to the places they live in". Because; ,994>0,05. It may be said that male and female participants have nearly the same or similar ideas to choose friends on Facebook according to their living places or not.

The male and female participants' preferences about the poll question/seentence; "I choose my friends on Facebook according to the etnicitiesof them" are the same or similar. Because the significance is higher than p:0,05. In other words; p:0,05<,968. According to the two groups' alternative preferences, all of the participants have similar ideas about choosing their friends on Facebook in accordance with their etnicities or not. If there is some criteria in Turkish families, I think they are impotant for male and female ones.

It can be said that male and female participants have the same or similar point of views while choosing friends on Facebook. When male and female participant ones want define their friends on Facebook, also they pay attention to the education of them. There is no meaningful difference between their preferences. Because; 0,398>0,05.

The male and female participants' preferences about the poll question/seentence; "I choose my friends on Facebook according to the gender they look for" are the same or similar. Because the significance level is higher

Table-23: I choose my friends on Facebook according to the ethnicities of them

Gender		N	Mean Rank	Sum of Ranks	Sig.
FbG18	Male	36	34,07	1226,50	,968
	Female	31	33,92	1051,50	
	Total	67			

Table-24: I choose my friends on Facebook according to the education levels of them

Gender		N	Mean Rank	Sum of Ranks	Sig.
FbG19	Male	36	35,60	1281,00	,398
	Female	31	32,15	996,50	
	Total	67			

Table-25: I choose my friends on Facebook according to the sex they look for

Cinsiyt		N	Mean Rank	Sum of Ranks	Sig.
FbG20	Erkek	36	32,78	1180,00	,486
	Bayan	31	35,42	1098,00	
	Toplam	67			

Table-26: I choose my friends on Facebook by looking at their photographs

Gender		N	Mean Rank	Sum of Ranks	Sig.
FbG21	Male	36	33,81	1217,00	,920
	Female	31	34,23	1061,00	
	Total	67			

Table-27: I choose my friends on Facebook according to the music they liten to

Gender		N	Mean Rank	Sum of Ranks	Sig.
FbG22	Male	36	33,61	1210,00	,821
	Female	31	34,45	1068,00	
	Total	67			

Table-28: I choose my friends on Facebook according to their political thought

Gender		N	Mean Rank	Sum of Ranks	Sig.
FbG23	Male	36	36,81	1325,00	,142
	Female	31	30,74	953,00	
	Total	67			

than p:0,05. In other words; p:0,05<,,486. According to the two groups' alternative preferences, all of the participants have similar ideas about choosing their friends on Facebook in accordance with their sex position or not. If there is some criteria in Turkish families, I think they are impotant for male and female ones.

The data from the Table-26 show that there is no meaningful difference between male and female participants preferences about the poll question/sentence of "I choose my friends on Facebook by looking at their photographs". Because; ,920>0,05. It may be said that male and female participants have nearly the same or similar ideas to choose friends on Facebook by looking at their photographs or not.

It can be said that male and female participants have the same or similar point of views while choosing friends on Facebook. Because when male and female participant ones want to choose their friends on Facebook, they also pay attention to the music they listen to or not. There is no meaningful difference between their preferences. Because; 0,821>0,05. There is no meaningful difference about their ideas to choose their friends according to the music they listen to on Facebook.

According to the Table- 28, the male and female participants' preferences about the poll question/seentence; "I choose my friends on Facebook according to their political thought" are the same or similar. Because the significance is higher than p:0,05. In

Table-29: I choose my friends on Facebook according to the positions of their social relation

Gender	N	Mean Rank	Sum of Ranks	Sig.
FbG24Male	36	32,57	1172,50	,415
Female	31	35,66	1105,50	
Total	67			

other words; p:0,05<,142. According to the two groups' alternative preferences, all of the participants have similar ideas about choosing their friends on Facebook according to their political thought.

The male and female participants' preferences about the poll question/seentence; "I choose my friends on Facebook according to the positions of relation" are very similar. Because the significance level is higher than p:0,05. That is to say; p:0,05<,415. According to the two participant groups' alternative preferences, all of the participants have the same or similar ideas about choosing their friends on Facebook according to the positions of their social relation or not. If there is some criteria in Turkish families, I think they are impotant for male and female ones.

The ınterview forms' content analysıs

Interview Questions to collect qualitative data to compare with the questionnaire data

1-Do you have and use nickname to use facebook?

GENDER	N	YES	%	NO	%
Male	36	25	% 69.4	9	% 30.6
Female	31	10	%32.3	21	% 67.7

2- Do you have more than one Facebook account ?

GENDER	N	YES	%	NO	%
Male	36	20	% 55.6	16	% 44.4
Female	31	3	% 9.7	28	% 90.3

3- Is it necessary for you to spend much time on Facebook?

GENDER	N	YES	%	NO	%
Male	36	30	% 83.3	6	% 16.7
Female	31	6	% 19.4	25	% 80.6

4-Does it make you more happy to have many friends on facebook?

GENDER	N	YES	%	NO	%
Male	36	36	%100	0	% 0
Female	31	5	% 16.2	26	% 83.8

5- Is the communication form important for you on facebook?

GENDER	N	YES	%	NO	%
Male	36	30	%83.3	6	% 16.7
Female	31	10	%32.3	21	% 67.7

These qualitative data are very important. They support the meaningful differences baetween male and female participants' preferences for the questionnaire questions about the Facebook using information, attitutes and behaviors. Because in here the male participants are more brave and have no fear to have more friends, more facebook accounts, spend much time, use nicknames and so on. But on the other hand female ones are not so brave as males and they have some more fear to use facebook.

CONCLUSİONS AND RECOMMENDATİONS

The beginning to take place of information technologies in our daily lives in a way that can not be prevented more and more, force the people/individuals to develop new living areas, new relations and communication forms. This situation carries a necessity to learn some new behavior pattern and add them into his or her own behavioral repertoire. All of these new things and differences began to be lived cause some positive or negative changes (Dağ, 2001:24; Doğan, 2006). It was thought that the use of social networkings and technology for a long time cause anxiety, depression and some other psycho-patologies. Nowadays at the beginning of social problems derived from not continuing to use Facebook in reasonable limits that carries various education and teaching problems together there is individual's virtual world and reality perceptions. And also because of these prceptions, the individuals especilly the young ones continue their social, cultural and maybe the economcal relations in this virtuality. Virtuality is not reality but also virtual reality. In the end and as aresult the concrete and direct participative cognitive and effective behaviors can't be internalized. As a result of being an instrment of this kind of virtual world, the individuals built some virtual windows and doors opening thorugh virtuality without reality. So the individuals begin to have a sense of not belonging to the real world and real environment. That means a lot of social, psychological, moral and health problems. Because this virtual world erception is not the same or similar to the real world and also it is not the opposite of the concrete reality. Because there are some concete and common unique rules of healthy comunication. It is known that especially the body language and singing style are more important than oral expressions. As it is said, it is not looked at what you said but how you said.

At the end of this study ıt was found out that; there were some meaningful diferences about the use of Facebook between male and female users in the dimension of personal attitutes and behaviors. On the

other hand it was understood that there were not meaninful differences between the male and female Facebook users' attitudes and behaviors.

According to the "using the facebook for knowing new and different persons or not" Questionnaire sentence/question he difference between the male and female participants' preferences is meaningful at ,0.05 (P<0,05). The difference' significance level is ,003. The difference is in favour of females. Because females' score points are related to the negative alternatives. (1-Everytime, 2- Often, **3-Sometimes, 4-Rarely, 5-Never**), So the scores of females are higher than males'. It may be said that this difference derives from the females' culturally and socially behaving freedom status. As it is known that in Turkey male Facebook users are nearly two times more than female users.

When it is looked at the questionnaire question/substance of "I use the Facebook to have friends", There is a meaningful difference in faor of female particiants. The significanca level is ,00. It may be said that male participants are less eager to have friends on Facebook than female ones. Thee male articiants agree with the questionnaire question. Because they prefer positive alternatves havin lower scores.

The Table-4 show an important and meaningful difference between males' and females' preferences about "using Facebook for the aim of playing games or not". So it may be said that the significance level is smaller than 0,05 (009<0,05). The difference is in favor of female participants too. Because they preffered higher scored negative alternatives. Males' preferences are related to positive alternatives having lower points. Males accept it their natural right to be online on Facebook to play games but females don't think that they have the same rights.

According to the data of Table-6, it is clear that there is a meaningful difference in accordance with sex. The significance level between male and female participants' preferences is related to the social relations relations between Facebook using attitudes, behaviors and gender variable. The difference is in favor of female participants. Because their answers focused on the negative alternatives and these alternatives' score points are higher (p<0,05), (,003<0,05). It may be said that this result is clearly supporting the table datas explained before. Maybe in the male pariciants' mind there is no problem to be friends of someone who are unknown persons on Facebook. But the female participants are more anxious and timid to make friends with unknown persons on Facebook. The social and cultural values are effective for female participants.

The alternative answers of male and female participants for the questionnaire question; "Is it necessary to make friends with some known persons on Facebook?" show that there is a meaningful siggigicance level; ,018<0,05. It it can't be ignored. The difference is in favor of female participants. Because their preferences'

score points have a negative direction and higher than male participants'. It can be said that the female participants are not very eager to think that it is necessary to make friends with some known persons on Facebook. Male participants' idea is that; it is a normal behavior to make friends with known persons on Facebook. As a resultit, it can be said that female participants are a little more shy to make friends with known persons on Facebok.

According to the question/sentence of survey; "Is it necessary to meet someone face to face you know on Facebook for the first time?" the difference between the male and female participants' answers is meaningful. Because ,00<0,05 (p=,00<0,05). The difference is in favour of female participants. As in all table data, their answers collected and focused on negative alternatives. So their scor points are higher then the other male participants. The questionnaire alternative answers are 1-Always, 2-Often, 3-Sometimes, 4-Rarely, 5-Never. Because of that the negative alternatives' score points are higher than positive alternatives'. The male participants' answers are commanly related to, 1-Always, 2-Often, 3-Sometimes. But these alternatives are positive alternatives and their score points are lower than the other female participants'. As a result it can be said that female participants are less eager to meet someone face to face they know on Facebook for the first time. This attitude and behavior may depend on some cultural and traditional values.

According to the questionnaire question; "Should the making friend wish of someone that you don't know be considered by you on Facebook?" there is a meaningful difference between the male and female participants' answers about Facebook using information, attitudes and behaviors. Because; p=,034<0,05. The difference is in favour of female participans too. Their prefenceres are are negative alternatives. So, it may be said that female participans are more eager not to accept some unknown ones' wishes to make friend on Facebook. But males' preferences are about accepting this kind of wishes on Facebook. (p=0,034<0,05>,034).

When it is looked from the questionnaire, "Must you have very friendly chats with someone you know on Facebook but you don't know in reality about yourself?" There is also a meaningful difference between the male and female ones preferences about Facebook using information, attitude and behaviors. It is in favor of female participants. Because they preffered negative choices and these alternatives' total scores are higher than positive ones. The order of the alternatives are from positives to negatives (1-Everytime, 2- Often, 3-Sometimes, 4-Rarely, 5-Never). So, p=,034<0,05. The difference is meaningful and must be put into account.

There is a sinificant difference p:,029<0,05 between the male and female participants' answer for this poll question; "Do you think that the Facebook steals the time you shared for the daily activities?" The significance level

is important and can't be ignored. The difference is in favor of male ones. So it can be said that male participants think that it is necessary to have more time to be online on Face book. So the Facebook steals the limited time planned for daily activities. But the male ones think that the Facebook doesn't steal the time to be left for the other daily activities.

In this study all meaningful differences between the male and female participants about Facebook using information, attitutes and behaviors are in favor of males positively without thinking the psycological and social problems or they are in favor of females negatively with thinking and puttin into accout the social and psychological problems derived from using it.

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