ISTANBUL TECHNICAL UNIVERSITY ★ GRADUATE SCHOOL OF SCIENCE ENGINEERING AND TECHNOLOGY

AN EMPRICAL STUDY ON FACTORS AFFECTING CONTINUANCE INTENTION OF USING FACEBOOK

M.Sc. THESIS

Ecem BAŞAK

Department of Industrial Engineering

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Thesis Advisor: Prof. Dr. Fethi ÇALIŞIR

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İSTANBUL TEKNİK ÜNİVERSİTESİ ★ FEN BİLİMLERİ ENSTİTÜSÜ

FACEBOOK KULLANIMINA DEVAM ETME NİYETİNİ ETKİLEYEN FAKTÖRLER ÜZERİNE AMPİRİK BİR ÇALIŞMA

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MAYIS 2014

Ecem Başak, a **M.Sc.** student of ITU **Graduate School of Science Engineering and Technology student** ID **507111105,** successfully defended the thesis entitled "**AN EMPRICAL STUDY ON FACTORS AFFECTING CONTINUANCE INTENTION OF USING FACEBOOK**", which she prepared after fullfilling the requirements specified in the associated legislations, before the jury whose signatures are below.

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Date of Defense :   **27 May 2014**

To parents,

FOREWORD

I would like to thank my advisor Prof. Dr. Fethi Çalışır for providing me guidance and sharing valuable knowledge through this study.

I wish to express my sincere thanks to my colleagues, friends, and office mates Res. Assist. Özge Sürer and Res. Assist. Levent Atahan who gave me continuous support and motivated me to stay focused on my study. I also wish to extend my thanks to all my beloved friends in the Industrial Engineering Department for the support and guidance they provided me during this period.

I would especially like to express my deepest thanks to Burcu Kaya who did not leave me alone during my endless study hours. She supported and encouraged me until the end of my study. I am thankful for having a friend like her.

I am also thankful to my friends Benan Özgürkan and Selen Demir whom I appreciate their belief in me. They always motivated and helped me through my hard times. I am grateful for their friendship.

Most importantly, I wish to express my sincere thanks to my mother Fehime Başak and my father Kasım Başak, to whom I dedicate this work. I am thankful for their patience, support and endless love during my life. Without them, I could not have been the person I am today.

May 2014

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ABBREVIATIONS

SNS   **:** Social Networking Site
IS   **:** Information System
EDT   **:** Expectancy Disconfirmation Theory
ECM   **:** Expectaion Confirmation Model
UGT   **:** Uses and Gratificaitons Theory
CON   **:** Continuance Intention
ATT   **:** Attitude
SAT   **:** Satisfaction
ENT   **:** Entertainment
ESC   **:** Escapism
PAS   **:** Passing Time
SLF   **:** Self-expression
INF   **:** Information-seeking
STA   **:** Status-seeking
SOC   **:** Social interaction
CMP   **:** Companionship
Std. Dev. **:** Standard Deviation
insig.   **:** Insignificant

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AN EMPRICAL STUDY ON FACTORS AFFECTING CONTINUANCE INTENTION OF USING FACEBOOK

SUMMARY

Social networking sites (SNSs) have become very popular in the last decade. SNSs enable individuals to create a personal profile in an online system, make connections, and interact with other users. They are mainly used for keeping in touch with friends or family, making a network, sharing information such as news, ideas, photos, events, and being informed about news, latest trends, and activities.

Facebook is one of the social networking sites that was founded on February 4, 2004 by Mark Zuckerberg and his friends from the University of Harvard. Individuals use Facebook to keep in touch with family and friends, to get the news about the things happening in the world, share the things that are important to them, and express themselves to the others and its mission is "to give people the power to share and make the world more open and connected". The question is to be asked that what motivational factors make individuals continue to use Facebook and what needs are fulfilled by Facebook. The main purpose of this study is to analyze the effects of the factors on continuance intention of using Facebook. These factors are entertainment, escapism, passing time, self-expression, information-seeking, status-seeking, social interaction, companionship, satisfaction and attitude.

A survey methodology was used in this study to gather data. Target population is the Facebook users. The questionnaire was formed by two main parts. The first part consisted of demographic questions designed to solicit information about age, gender, educational status, employment, Facebook membership, internet use in a day, social networking sites use in a day, Facebook use in a day, and ways to access Facebook. A total of 470 questionnaires were collected from Facebook users in Turkey between December 2013 and April 2014.

Stepwise Regression was used to analyze the relationships defined in the proposed research model. Furthermore, amongst eleven hypotheses, seven of them supported by the data collected from the Facebook users in Turkey.

The results contribute to the literature of IS continuance as showing that attitude and satisfaction are the important factors affecting the decision of continue to use Facebook. This study also contributes to the literature introducing external variables into the models. Status-seeking, entertainment, self-expression, and escapism are found to be the antecedents of satisfaction and satisfaction is found to be the antecedent of attitude in the context of Facebook usage.

Furthermore, status-seeking, entertainment, self-expression, and escapism have an indirect effect on continuance intention to use Facebook through satisfaction and attitude. Satisfied users will be more likely to continue using Facebook if they perceive a better experience when seeking status, entertaining, expressing themselves, and escaping from reality.

FACEBOOK KULLANIMINA DEVAM ETME NİYETİNİ ETKİLEYEN FAKTÖRLER ÜZERİNE AMPİRİK BİR ÇALIŞMA

ÖZET

Sosyal Ağ Siteleri son on yılda popülerliğini arttırmış ve kullanıcı sayıları her geçen gün artmaya devam etmektedir. Bu siteler bireylere çevrimiçi bir ortamda profil oluşturma imkanı verir. Oluşturulan bu profiler sayesinde kullanıcılar diğer kullanıcular ile bağlantıya geçer, onlar ile iletişimde kalır, bilgi paylaşımında bulunur, ilgilendikleri alanlardaki kişileri ya da organizasyonları takip eder ya da paylaşımlarda bulunarak diğer kullanıcıları dünyadaki gelişmelerden haberdar ederler. Bu belirttiğimiz kullanım özellikleri Sosyal Ağ Sitelerinin en genel kullanım amaçlarına hizmet etmektedir.

Facebook, kullanılan Sosyal Ağ Sitelerinin en başında gelmektedir ve dünyadaki en popüler Sosyal Ağ Sitesidir. Facebook, 2004 yılında Mark Zuckerbeg ve onun Harvard Üniversitesi'ndeki arkadaşları tarafından kurulmuştur. Dünya çapında günlük aktif olan 757 milyon ve aylık aktif olan 1.23 milyar kadar kullanıcısı vardır.

Bireyler Facebook'u aile ya da arkadaşlarıyla iletişim halinde olmak, dünydaki gelişmelerden haberdar olmak, onlar için önemli haberleri paylaşmak ya da kendileri için önemli şeyleri başkalarına ifade edebilmek için genelde kullanıyorlar. Facebook'un misyonu da zaten bu amaçlara yönelik tanımlanmıştır. Bireylere, paylaşmak ve dünyayı daha açık ve birbirine bağlantılı bir hale getirmek için güç verir.

Facebook'un bu kadar popüler olduğu bilinen bir gerçek ise sorulması gereken asıl soru bireylerin Facebook kullanmasına devam etmeyi etkileyen ne gibi motivasyonel faktörler vardır ve bireylerin hangi ihtiyaçları Facebook tarafından karşılanmaktadır. Bu yüzden, bu çalışmanın amacı bireylerin Facebook kullanımını devam etme niyetini etkileyen faktörleri analiz etmektir. Bu faktörler ise, eğlence, gerçeklerden kaçış, zaman geçirme, kendini ifade etme, bilgi arayışı, statü arayışı, sosyal etkileşim, arkadaşlık, tatmin ve tutumdur. Bu faktörleri kullanarak çalışmamızda 11 adet hipotez kurulmuştur.

Bu hipotezler;

- Tutumun Facebook kullanımını devam etme niyeti üzerinde pozitif bir etkisi vardır.
- Tatminin Facebook kullanımını devam etme niyeti üzerinde pozitif bir etkisi vardır.
- Tatminin tutum üzerinde pozitif bir etkisi vardır.
- Eğlencenin tatmin üzerinde pozitif bir etkisi vardır.
- Gerçekleden kaçışın tatmin üzerinde pozitif bir etkisi vardır.
- Zaman geçirmenin tatmin üzerinde pozitif bir etkisi vardır.
- Kendini ifade etmenin tatmin üzerinde pozitif bir etkisi vardır.
- Bilgi arayışının tatmin üzerinde pozitif bir etkisi vardır.

- Statü arayışının tatmin üzerinde pozitif bir etkisi vardır.
- Sosyal etkileşimin tatmin üzerinde pozitif bir etkisi vardır.
- Arkadaşlığın tatmin üzerinde pozitif bir etkisi vardır.

Bu hipotezleri test etmek için anket metodolojisi ile very toplanmıştır. Anketin hedef kitlesi Türk Facebook kullanıcılarıdır. Anketler Aralık 2013 – Mart 2014 tarihleri arasında hem yazılı baskı ile hem de internet üzerinden toplanmıştır. Anket iki aşamadan oluşmaktadır. İlk aşamada katılımcıların yaş, cinsiyet, öğrencilik durumu, çalışma durumu, internette ortalama geçirdiği süre, sosyal ağ sitelerinde ortalama gerçidiği süre ve Facebook'ta ortalama geçirdiği süreyi öğrenmek için demografik sorular sorulmuştur. İkinci kısım ise hipotezlerin doğruluğunu test etmek için değişkenlerle ilgili soruları içermektedir. Toplamda 470 adet anket elde edilmiştir. Ankete katılanların %50.42'si kadın olup katılımcıların yaş ortalaması 24.25'idir.

Anketleri analiz etmek için SPSS 18.0 paket programı kullanılmıştr. İlk olarak ankette sorulan soruların güvenirlirliğini test etmek için "Realibity Analysis" gerçekleştirilmiş ve Cronbach's Alpha değerlerine bakılmıştır. Bu analiz sonuçlarına göre çalışmada ilerleyebilmek için bazı sorular analizden çıkarılmıştır. Tatmin değişkenine ait bir, sosyal etkileşim değişkenine ait iki ve arkadaşlık değişkenine ait 1 soru çıkarılmak durumunda kalınmıştır.

Güvenirlik analizi yapıldıktan sonra hipotezlerin doğruluğunu test etmek için Adımsal Regresyon Analizi yapılmıştır. Kullanımı niyeti, tutum ve tatmin bağımlı değişken olarak ele alınıp 3 farklı Adımsal Regresyon Analizi yapılmıştır. Analiz sonuçlarına göre kullanım niyeti tutum ve tatmin tarafından, tutum tatmin tarafından ve tatmin ise statü arayışı, eğlence, kendini ifade etme ve gerçeklerden kaçış tarafından açıklanmaktadır. Analiz sonuçları gösterir ki önerilen 11 hipotezden sadece 7sini desteklenmektedir ve 4'ünü destekleyecek yeterli kanıt bulunamamıştır. Bu da demektir ki zaman geçirme, bilgi arayışı, sosyal etkileşim ve arkadaşlık faktörleri bu çalışmada kullanılan verileri baz alarak tatmin faktörünü açıklayacak yeterli kanıtı sunamamıştır. Bu durum da gösteriyor ki Facebook kullanım niyeti üzerine bu dört faktörün herhangi bir etkisi yoktur.

Çalışma sonuçları gösteriyor ki Facebook kullanım niyetini direct etkileyen en önemli faktör tutum olmuştur. Bu sonuç, Facebook kullanımıyla ilgili iyi düşüncelere sahip bireylerin Facebook kullanımına devam edecekleri anlamına gelmektedir. Diğer bir sonuç ise tatminin tutum üzerinde pozitif bir etkisi olduğudur. Bu da gösteriyor ki Facebook kullanım tecrübesi sonucunda tatmin olmuş kişiler Facebook'a karşı pozitif düşüncelere sahip olacaklardır ve kullanım tecrübesi sonucu tatmin olmuş kişiler Facebook kullanmaya devam etmek isteyeceklerdir. Sonuçlara tekrar baktığımızda ise statü arayışı, eğlence, kendini ifade etme ve gerçeklerden kaçış faktörlerinin tatmin üzerinde pozitif bir etkisi vardır. Du demek oluyor ki statü arayışı, eğlence, kendini ifade etme ve gerçeklerden kaçış ihtiyaçlarını Facebook aracılığıyla gideren bireyler Facebook kullanım tecrübesi sonucunda kendilerini tatmin olmuş hissedecekler ve Facebook'u kullanmaya devam etmek isteyeceklerdir.

Reddedilen hipotezler ise zaman geçirme, bilgi arayışı, sosyal etkileşim ve arkadaşlık faktörlerinin tatmin üzerinde bir etkisi olmadığını ve bu durumda Facebook kullanımına devam etme isteği oluşmasında herhangi bir rollleri olmadığını göstermektedir. Yani, bireyler Facebook'u bir alışkanlık ya da iş olarak görmekte ve sadece boş zamanlarını geçirme aktivitesi olarak görmemektedirler. Öte yandan, Facebook onlar için bir bilgi kaynağı değildir. Bu kişiler bilgiyi daha hızlı ve daha

doğru bir şekilde başka bir kaynaktan alacaklarına inanıyor olabilirler. Son olarak, Facebook, bireyler için sosyal ihtiyaçlarını karşılamak yeri değildir diye yorumlanabilir. Arkadaşları ve ailesi ile cevrimiçi bir ortamda irtibata geçmek yerine yüz yüze iletişimi tercih ettikleri söylenebilir.

1. INTRODUCTION

Social networking sites (SNSs) have become very popular in the last decade. SNSs enable individuals to create a personal profile in an online system, make connections, and interact with other users. They are mainly used for keeping in touch with friends or family, making a network, sharing information such as news, ideas, photos, events, and being informed about news, latest trends, and activities.

Facebook is one of the social networking sites that was founded on February 4, 2004 by Mark Zurckerberg and his friends from the University of Harvard. Individuals use Facebook to keep in touch with family and friends, to get the news about the things happening in the world, share the things that are important to them, and express themselves to the others and its mission is "to give people the power to share and make the world more open and connected" (Facebook Newsroom, 2014).

Facebook is currently the most popular social networking site in the world. Worldwide, the number of daily and montly active users of Facebook are 757 million and 1.23 billion, repectively, as of December, 2013 and the daily users of Facebook outside the U.S. and Canada are around 81% of the total users (Facebook Investor Relations, 2014). Therefore, the question is to be asked that what motivational factors make individuls continue to use Facebook and what needs are fulfilled by Facebook.

The main purpose of this study is to analyze the effects of the factors on continuance intention of using Facebook. This study makes a contribution to the existing literature in several ways. First, to our knowledge, since no study has been investigated the effects of motivational factors on the continuance intention of Facebook, this study provides an evidence to the influence of entertainment, escapism, passing time, self-expression, information-seeking, status-seeking, social interaction, and companionship on continuance intention to use Facebook through satisfaction and attitude towards the website. These motivational factors are selected because of their potential effect in explaining the motivation of using Facebook. In the literature, there are several studies that explore the above motives for using Facebook (Bumgarner,

2007; Dhaha & Igale, 2013; Joinson, 2008; Karnik, Oakley, Venkatanathan, Spiliotopoulos, & Nisi, 2013; Papacharissi & Mendelson, 2010; Park, Kee, & Valenzuela, 2009; Sheldon, 2008; Smock, Ellison, Lampe, & Wohn, 2011; Valentine, 2011) and according to the results of these studies, we perceive above motives as the core factors that may explain Facebook use. Second, satisfaction is chosen since it has been a critical factor in explaining continuance intention of an information system (IS) in the literature (Bhattacherjee, 2001; Oliver, 1980, 1981). There are several studies that investigate the effect of satisfaction on continuance intention in different tools such as e-learning (Chiu, Hsu, Sun, Lin, & Sun, 2005), online shopping (Lee & Kwon, 2011), world wide web (Lin, Wu, & Tsai, 2005), social networking sites (Chang & Zhu, 2012; Kim, 2011), web 2.0 (Chen, Yen, & Hwang, 2012), micro-blogging sites (Zhao & Lu, 2012), however, to our knowledge, user satisfaction of Facebook has not been taken into account, that's why we include satisfaction into our study as an important antecedent of continuance intention to use Facebook. Third, attitude is taken into account in this research because most of the studies investigates the direct relationship between satisfaction and a continuance intention of an information system, but does not consider the mediator effect of attitude. However, attitude is an important factor in the literature in explaining behavioral intention of individuals (Ajzen, 1991; Ajzen & Fishbein, 1977; Oliver, 1980, 1981), that's why we integrate this factor into our model. Fourth, another contribution of the current study is that this study is counducted with Turkish Facebook users. To our knowledge, there has been no study that investigates the factors affecting continuance intention to use Facebook in Turkey. The related studies mainly determine the uses and gratifacations of Turkish Facebook users (Alemdar & Köker, 2013; Gülnar, Balcı, & Çakır, 2010; Koc & Gulyagci, 2013; Tosun, 2012), but they are not intested in the effects of factor on continuance intention of using Facebook. So, this emprical study will fill the gaps in the literature owing to the contributions presented above.

The next section of this paper discusses the literature review of the related studies. This is followed by research model and the hypotheses and methodology. Then, the results of the analysis are presented in the fifth section and, this paper concludes with a discussion of the findings, its managerial implications and recommendations for further studies.

2. LITERATURE REVIEW

2.1 Information System Continuance

Information systems continuance has been taken into account in several studies in the last decades (Bhattacherjee, 2001; Chiu et al., 2005; Lee, 2010; Lee & Kwon, 2011; Liu, Cheung, & Lee, 2010; Oliver, 1980, 1981). In the concept of information systems continuance, satisfaction is a very crucial factor in explaining continuance intention of an IS usage behavior (Bhattacherjee, 2001; Oliver, 1980, 1981), whereas attitude is also another component that determines the behavior of continuance intention directly (Oliver, 1980). In the literature, there are two most important theories that explain the behavioral intention to continue using an IS. One of them is Expectancy Disconfirmation Theory (EDT) which is proposed by Oliver (1980, 1981) and the other one is Expectation Confirmation Model (ECM) which is developed by Bhattacherjee (2001).

2.1.1 Expectancy Disconfirmation Theory

The EDT explains the behavioral process of individuals' continuance intention to use IS and suggests that user satisfaction is the most important component in explaining the behavior of continued use (Oliver, 1980, 1981). The EDT suggests that satisfaction level of a system that is determined by users' pre-use expectation on the system and post-use disconfirmation determines the intention to continue using an IS (Liu et al., 2010). Oliver (1980) also theorizes that satisfaction effects continuance intention not only directly but also indirectly through attitude.

Chiu et al. (2005) propose a decomposed EDT model to analyze the factors affecting e-learning continuance intention. According to their research model, e-learning continuance decision is directly determined by satisfaction and other factors (perceived usability, usability disconfirmation, perceived quality, quality disconfirmation, perceived value, and value disconfirmation) influence continuance intention via satisfaction. The sample of their study is the students enrolling continuing education program of a university in Taiwan. A total of 189 surveys are gathered and

structural equation modelling (SEM) is used to analyze the data and test the hypotheses. The model testing results show that all hypotheses are supported and the effect of satisfaction on e-learning continuance intention is found highly strong.

Zhao and Lu (2012) explore the effects of factors on the continuance intention of the users of micro-blogging sites. They use the relationship identified in EDT as the basis of the proposed model. Sina micro-blogging service is selected as a tool to be examined in this study and SEM is applied for data analysis. According to the results of the analysis, as identified in the literature, satisfaction is found as a stronger antecedent of continuance intention.

Chen et al. (2012) study the continuance intention of users to use Web 2.0 applications and propose a research model that would explain the effects of subjective norms, image, critical mass, and e-word-of-mouth on satisfaction and continuance intention. The relationship between satisfaction and continuance intention is the base of the research model. The authors apply SEM in their study to assess the hypotheses and the findings of the study exert that that all the hypotheses are supported, but even if the core of the model is the relationship between satisfaction and continuance intention, the effect of satisfaction on continuance intention is found as the lowest effect compared to other factors' effects on continuance intention.

2.1.2 Expectation Confirmation Model

The ECM is used to explain users' continuance intention to use IS and this theory also suggests that satisfaction has a key role in determining intention to continue using an IS (Bhattacherjee, 2001). The ECM suggests that an individual's intention to continue using an IS depends on three variables: the user's level of satisfaction, the extent of user's confirmation of expectations, and perceived usefulness (Lee, 2010).

Lin et al. (2005) investigate the continued use of a web site in their study by adding playfulness factor into ECM. Target population of this study is the individuals who use the web portal in their free time. To assess the hypotheses, SEM technique is applied and the results support that satisfaction, perceived usefulness, and perceived playfulness have significant effects on continuance intention and it is found that satisfaction's effect on continuance intention of using web portal is the highest.

Lee and Kwon (2011) conduct a study that investigate users' continued intention to use web-based services. They extend the ECM (Bhattacherjee, 2001) by adding the

factors familiarity and intimacy. In their study, online shopping is chosen to be examined since it is one of the most representative web-based services. They apply a survey methodology to collect data and a total of 420 questionnaires are used in the data analysis. SEM approach is used to test the hypotheses and the findings of the study show that all of the factors play a role in continuance intention of using online shopping and all the hypotheses are supported. According to the results, satisfaction is found as an important factor that explains the decision of continue to use an online shopping, however, familiarity and intimacy are revealed as the most affective factors in predicting continuance intention of online shopping behavior.

Kim (2011) conduct a study to understand the antecedents of continuance intention of using SNSs. The core of their proposed research model is ECM, moreover perceived enjoyment, interpersonal influence, and media influence are included into their model. The participants of their study are university students in South Korea. Hypothesis testing is done with structural equation modelling using LISREL. Apart from other related studies, in this study, the effect of satisfaction on continuance intention is found insignificant. The reason of the insignificant effect may be the choice of SNSs of the users. In this study, a social networking site named Cyworl is chosen to test the research model, therefore, a choice of different SNS may generate different results.

Chang and Zhu (2012) analyze the factors affecting continuance intention of using SNSs. They combine two different theories, ECM ve Flow Theory, and propose a mixed model to explain the behavioral intention to continue using SNSs in their study. They gather the data from the SNSs users in China. In this study, a structural equation modelling technique, Partial Least Squares, is used to test the proposed hypotheses. The results of the analysis explore that satisfaction has the strongest effect in the prediction of continuance intention of using SNSs. However, the effect of perceived bonding social capital and flow experience on continuance intention are found none, whereas the effect of perceived bridging social capital on continuance intention is found significant.

2.2 Uses and Gratification Theory

Uses and Gratification Theory (UGT) is a mass communication research paradigm which explains the media usage behaviors of individuals. It differs from other perspectives as asking "What do people do with media?" instead of "What do the media do to people?" (Katz, 1959). Therefore, this theory is interested in how and why people utilize the media and it seeks an answer of what social and psychlogical needs of users are being met (Katz, Blumler, & Gurevitch, 1974; Katz, Gurevitch, & Haas, 1973). In Uses and Gratification approach, Katz, Blumler, and Gurevitch (1974) focused on "the social and psychological origins of needs, which generate expectations of the mass media or other sources, which lead to differential patterns of media exposure (or engagement in other activities), resulting in need gratifications and other consequences, perhaps mostly unintended ones".

UGT emphasizes the consumers' role in choosing a form of media that could be used to satisfy their social and psychlogical needs rather than the media's effects on them. Individuals are goal-oriented and play active role in choosing a particular media tool since they are aware of their needs that should be fulfilled (Rubin, 1993). It is the main assumption of the theory which assumes that consumers purposely and intentionally use mass media to satisfy specific needs (Eighmey & Mccord, 1998). Severin and Taknard (1997) have also point out that UGT is "a psychological communication perspective that focuses on individual use and choice by asserting that different people can use the same mass medium for very different purposes".

As the development of internet, individuals meet their specific needs through media consumption in internet rather than traditional media tools such as television or radio that were used in the past. In today's world, users have many alternatives to satisfy their needs (Ruggiero, 2000).

UGT helps researchers to enlighten the reasons behind consumers' interaction with media and provides a better understanding of goals and motives of using a particular media tool. There are several studies that have investigated the uses and gratifications of various types of media tools such as internet (Joorabchi, Hassan, & Hassan, 2011; Roy, 2009; Stafford, Stafford, & Schkade, 2004), facebook (Bumgarner, 2007; Joinson, 2008; Karnik et al., 2013; Papacharissi & Mendelson, 2010; Park et al., 2009;Sheldon, 2008; Smock et al., 2011), social networking sites (Kim, Sohn, &

Choi, 2011), twitter (Johnson & Yang, 2009; Liu et al., 2010), Yelp.com (Hicks et al., 2012).

2.2.1 UGT and Internet

Stafford et al. (2004) study the motives for using the Internet. They conduct an exploratory study adopting by the two-stage approach of Churchill (Churchill, 1979). In the first study, 45 items related to the uses and gratifications of Internet are obtained through open-ended questions and in the second study, a close-ended questionnaire is used to measure the importance degree of the items on a 7-point Likert scale. Then, exploratory factor analysis is performed and according to the results of the analysis, the following three factors are identified: process gratification, content gratification, and social gratification.

In the study of Roy (2009), the uses and gratifications of the Internet among Indian users are also investigated by appyling the exploratory factor analysis. At first, 26 items characterizing the uses and gratifications of the Internet are developed by focus group discussions; afterward, these items are rated by participants using a 5-point Likert scale. After applying exploratory factor analysis, six factors are determined: self development, wide exposure, user friendly, relaxation, career opportunities, and global exchange.

Joorabchi et al. (2011) conduct a study that investigated to understand Internet usage among female undergraduate students in Iran. The study show that the female sutedents are using Internet for information, services, entertainment, and communciation purposes and following gratifications derive from using the Internet: escape, affective, cognitive, social interaction, and personal integration. In this study, Pearson Correlation is used to identfy the relationship between purposes of Internet usage and gratifications derived from Internet usage. According to the findings of the study, it was conclude that all the purposes of Internet are significantly correlated with the gratifications.

2.2.2 UGT and Facebook

Bumgarner (2007) studies the uses and gratifications of Facebook by applying an exploratory factor analysis. After applying Principal Component Analysis, seven main uses of Facebook are determined: friend functions, personal information, practical information, regulatory functions, groups, events, and misc. features and six

motivation factors are extracted: social utility, directory, voyeurism, herd instincts, collection and connection, personal expression, and initiating relationships. In this study, social utility is found as the key motivation for using Facebook.

Sheldon (2008) investigates the students' motives for using the Facebook. Explorative factor analysis is conducted and the results reveal that relationship maintenance, passing time, virtual community, entertainment, coolness, and companionship are the motives for students to use Facebook. He also investigates what gratifications of Facebook use play a role in predicting attitudinal and behavioral outcomes such as the number of hours spent on Facebook, the number of logs into the account, months spent on Facebook, etc. Stepwise regression analysis is conducted for each dependent variable. For example, according to the results, the number of hours students spent on Facebook is predicted by relationship maintenance and passing time, the number of logs into the account is determined by relationship maintenance, passing time, and entertainment.

Joinson (2008) explores the uses and gratifications of Facebook. He applies Churcill's (1979) two-stage approach to determine the motivators related to the uses and gratifications of Facebook. According to the results of his study, seven motives for using Facebook are extracted: social connection, shared identities, photographs, content, social investigation, social network surfing, and status updates. Joinson (2008) also examines the effects of these factors, gender, age, and occupation on predicting Facebook use (the frequency of visits to the site and the time spent on the site during an average week) in his study. He conducts two different multiple regression analyses to predict the frequency of Facebook use and the amount of time spent on Facebook. The results of the multiple regression analyses show that gender, photographs, social investigation, and status updates have significant effect on predicting the frequency of visits to Facebook and age and content gratification are significantly associated with the actual number of hours spent online.

Park et al. (2009) conduct a study that examines the Facebook Groups users' gratifications and the relationship between uses and gratifications of Facebook Groups and civic and political engagement offline. A Principal Component Analysis is conducted and the results reveal four main factors related to the uses and gratifications of Facebook Groups: socializing, entertainment, self-status seeking, and information-seeking. To test the relationship between users' gratifications and their political and

civic participation offline, they run two different Hierarchical Regression Analysis. The findings of the first analysis imply that socializing, self-status seeking and information-seeking have a significant effect on participating in political activities and the results of the second analysis confirm that the need to obtain information is associated with participating in civic activities. Another result of the study is that entertaining is not a motive for engaging in civic and political activities offline through Facebook groups.

Papacharissi and Mendelson (2010) study the motives for participating in Facebook. They use the factors and their items to construct 11 a priori motive categories of Facebook motives: pass time, relaxation, entertainment, information sharing, relaxing entertainment, professional advancement, companionship, social interaction, cool and new technology, self-expression, habit, and escape. They conduct a Principal Component Analysis with Varimax Rotation. However, the findings of the analysis yield nine motivation factors for Facebook use named as expressive information sharing, habitual pass time, relaxing entertainment, cool and new trend, companionship, professional advancement, escape, social interaction, and new friendship.

Smock et al. (2011) explain the users' motivations for using Facebook and these motivations' effects on different features of Facebook. They investigate which motivations predict the use of certain features of Facebook (status updates, comments, wall posts, private messages, chat, groups) and the time spent on Facebook. They use nine motives that are identified in the literature to predict the use of Facebook. These motives are relaxing entertainment, expressive information sharing, escapism, cool and new trend, companionship, professional advancement, social interaction, habitual pass time, and to meet new people. These nine motives are taken into consideration for their possible significant effect on the use of status updates, comments, wall posts, private messages, chat, groups and the time spent on Facebook. Seven different Ordinary Least Squares regression analyses are conducted and the results of the analyses show that status updates has one significant predictor: expressive information sharing; comments has two significant predictors: relaxing entertainment and social interaction; wall posts and private messages have two significant predictors: professional advancement and social interaction; chat has one significant predictor: social interaction; groups has two significant predictors: expressive information

sharing and social interaction; and the time spent on Facebook have three significant predictors: relaxing entertainment, expressive information sharing, and social interaction.

Valentine (2011) investigates the use of Facebook among users whose age were 35 years old or more. For this, his approach is explorative, however, initially, he uses ten motives and their items selected from other studies that are conducted with college students and young adults. These motives are relationship maintenance, passing time, virtual community, entertainment, coolness, companionship, information-seeking, escape, habit and self-expression. To obtain gratifications related to use of Facebook among members who are 35 years old and older, an exploratory factor analysis is conducted with the items of these motives. The results of the Principal Axis Factoring with Promax rotation reveal five motives: interpersonal habitual entertainment, virtual companionship escape, information-seeking, self-expression, and passing time.

Sharifah Sofiah et al. (2011) conduct a study that questions the motives caused Facebook addiction among female university students in Malaysia. They use five factors (social interaction, passing time, entertainment, companionship, and communication were the main reasons) identified in the literature to understand the users' motives for Facebook and explore the addiction level among female students. In this study, regression analysis is run to test the relationship between variables. The results of the analysis exert that there is a significant relationship between each motive and Facebook addiction and passing time has the strongest influence on the addiction of Facebook.

Dhaha and Igale (2013) investigate the motives behind why Somali youth use Facebook. In this study, an exploratory factor analysis is conducted and six factors are yielded: virtual companionship escape, interpersonal habitual entertainment, self-description of own country, information-seeking, self-expression, and passing time. These six factors are also questioned if they have a significant effect on predicting the time spent on Facebook. For this, they run a regression analysis to predict the time spent on Facebook daily. According to the results of the analysis, virtual companionship escape, interpersonal habitual entertainment, and self-description of own country are found as the prevalent motives of using Facebook.

Karnik et al. (2013) reveal the uses and gratifications of a content community on Facebook – a music video sharing group by conducting Churchill's (1979) two-stage study. An exploratory factor analysis is used to obtain the factors related to the uses and gratifications of a music video sharing group. The findings introduce four components named as contribution, discovery, social interaction, and entertainment. These four motives are found as the major contributors to the use of media sharing groups on Facebook.

2.2.3 UGT and Other Media Tools

Johnson and Yang (2009) investigate the motives for using Twitter. Principal Component Analysis is conducted and the results revealed that social motives and information motives are the factors that influence using Twitter. Social motives include have fun; be entertained, relax, see what others are up to, pass the time, express myself freely, keep in touch with friends or family, communicate more easily; and communicate with many people at the same time whereas information motives include get information, give or receive advice, learn interesting things; meet new people; and share information with others. They also investigate what motives of using Twitter play a role in predicting Twitter use such as the number of hours spent on Twitter per week and the frequency per week and the results reveal that both motives have significant effects on Twitter usage.

Liu et al. (2010) conduct a study that analyzes the users' continued intention to use Twitter by combining EDT and UGT. In their study, a survey methodology is applied to collect data and SEM approach is used to test the hypotheses. The findings of the study show that content gratification (self-documentation and information sharing) and technology gratification (medium appeal and convenience) are salient antecedents of satisfaction, whereas process gratification (entertainment, passing time, and self-expression) and social gratification (social interaction) have no significant effects on satisfaction. The results also reveal that satisfaction is a powerful determinant of continuance intention.

Kim et al. (2011) study the motives for using SNSs among college students in the United States and Korea and investigate the cultural differences' effect on the motives of SNSs usage between two college groups. Five main motivational factors (seeking friends, seeking social support, seeking convenience, seeking information, and seeking

entertainment) are taken into account to explain the behavior of SNSs usage. The results show that all motivational factors are common between United States and Korea, however seeking social support and seeking information motives are found as the significant predictor of the amount of SNSs usage in the United States, whereas none is found in Korea. They also question the effect of these factors on the number of friends that the users have on SNSs and attitude toward these sites. According to the findings, seeking social support, seeking information, and seeking entertainment are the significant determinants of the number of friends in the SNSs in the United States while the number of friends is predicted only by seeking friends factor in Korea. Lastly, attitude toward SNSs is predicted by seeking convenience in both countries, but seeking entertainment and seeking friends are found as the significant predictors in the Untied States, whereas seeking social support is significant in Korea. These findings explain the effect of cultural differences on social networking usage behavior in the United States and Korea and the tendencies of the students towards using these sites in both countries.

Hicks et al. (2012) examine the uses and gratifications that played a role in using Yelp.com for restaurant reviews. They adapt Papacharissi and Rubin's (2000)'s Internet Motives Scale to explore the motives. Five motivational factors are used: interpersonal utility, pass time, information-seeking, convenience, and entertainment. Information-seeking is to be the dominant factor for the users of Yelp.com and it is followed by entertainment, convenience, interpersonal utility, and pass time. However, it is also found out behavior of seeking information is regardless of the frequency of visiting Yelp.com and passing time, interpersonal utility, entertainment and convenience is associated with the frequency of the website.

3. RESEARCH MODEL AND HYPOTHESES

3.1 Continuance Intention

Continuance intention refers to "the users' intention to continue using an IS after its initial acceptance" (Bhattacherjee, 2001). The success of an information system depends on its continued use rather than its acceptance because when individuals start using an information system, psychological motivations, which effect their continuance decisions, emerge (Bhattacherjee, 2001).

3.2 Attitude

Attitude is defined as "the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question" (Ajzen, 1991). Ajzen and Fishbein (Ajzen & Fishbein, 1977) has confirmed the positive effect of attitude on behavioral intention and then many studies examined its relationship with behavioral intention (Blanco, Blasco, & Azorín, 2010; Huang, 2008; Karaali, Gumussoy, & Calisir, 2011). However, it is the earlier study of Oliver (1980) that has investigated attitude's effect on continuance intention to use a IS. As he has asserted, attitude directly affects continuance intention. In the study of Ho (2010), it has been found that users' attitude toward e-learning platform influences positively continuance intention of using same platform. Since attitude is an evaluation of experience related to system, it is expected that users with positive attitude toward an information systems will be more likely to continue to use. Lee (2010) has also investigated the factors affecting continuance intention of e-learning systems. In his study, is also found that attitude is a predictor of continuance intention. Positive attitude towards e-learning systems make individuals have a stronger intention toward adopting it and they are more likely to continue to use it.

Therefore, we hypothesize as follows:

H1: Attitude has a positive effect on continuance intention.

3.3 Satisfaction

Satisfaction refers to "the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience" (Oliver, 1981). Satisfaction, which is a result of the prior experience of users in IS use, play a vital role in IS continuance intention and creates long-term consumers (Bhattacherjee, 2001). Oliver (1980) theorizes that satisfaction influence continuance intention positively in both a direct and an indirect (through attitude) ways. In the study of Shi et al. (2010), the role of satisfaction in continuance of using Facebook has been confirmed and it has been shown that user satisfaction with prior usage experience affect users' continuance intention to use Facebook. In the study of Ho (2010), the continuance intention of e-learning system has been analyzed. He also asserted and supported that satisfaction has effect on both attitude and continuance intention. In the study of Lee (Lee, 2010), satisfaction is found to be the strongest predictor of continuance intention of using e-learning system. He has exerted that the individuals' experiences with the IT lead them to be satisfied.

Therefore, we hypothesize as follows:

H2: Satisfaction has a positive effect on continuance intention.

H3: Satisfaction has a positive effect on attitude.

3.4 Entertainment

Entertainment can be defined as the extent to which the use of particular media is entertaining and exciting to the users (Eighmey & Mccord, 1998). People spend relaxed time and have fun while interacting with a media, thus media entertainment fulfills the needs for enjoyment, pleasure and fun through this interaction (Papacharissi & Rubin, 2000). Kim et al. (2011) have asserted that the exchange of information, music or video clips, or experience in the SNSs with online connections generate pleasure that is derived as an entertainment motive. According to the study of Sheldon (2008), individuals satisfy their entertainment needs by seeing other people's photographs, reading other people's profile, and etc. Special and Li-Barber (2012) have asserted that users can be entertained through Facebook in a various ways. For example, surfing on a friend's page, seeing photos, or learning what their friends are doing by reading through news-feed on Facebook. The more entertained users are

more likely to have a higher satisfaction level of usage because higher entertainment provides motivation for users to use the media more often. If the needs for pleasure and fun of the users are satisfied by Facebook, they will have favorable feelings for using it.

Therefore, we hypothesize as follows:

H4: Entertainment has a positive effect on satisfaction.

3.5 Escapism

Escapism refers to the extent to which the use of particular media makes users get away from problems and pressures in their lives (Hirschman, 1983). Users may willingly show escapism behavior to be relieved from the burdens of daily life toward using the media and they may expect that the media that is used takes them away from unpleasant things (Hirschman, 1983). "To leave the reality in which they live in a cognitive and emotional way" can be a influential motive for individuals to participate in virtual communities (Henning & Vorderer, 2001). Individuals perform several internet activities related to escapism behavior to forget responsibilities and concerns of a daily life for a while. Surfing the news, blogs, SNSs, and forums can be given as examples to these activities (Abrantes, Seabra, Lages, & Jayawardhena, 2013). Individuals who are engaged in behaviors related to escapism are expected to complete their tasks slowly and to feel less bored by the responsibilities of the life when using a particular media (Verhagen, Feldberg, van den Hooff, Meents, & Merikivi, 2012), As a result of decreasing the pressure of daily life, the users are expected to be more satisfied with the interaction with Facebook.

Therefore, we hypothesize as follows:

H5: Escapism has a positive effect on satisfaction.

3.6 Passing Time

Sheldon (2008) has exerted that students use Facebook to occupy their time when they are bored. In the study of (Special & Li-Barber, 2012), passing time has been found as the second strongest motivator for using Facebook. It has been concluded that users of Facebook derive most satisfaction from relationship maintenance, passing time, and entertainment. Papacharissi & Mendelson (2010) has also found that users spend time

on Facebook to pass time away when they have feeling of boredom. In the study of Dhaha and Igale (2013), it has been revealed that user perform behaviors on Facebook to pass the time by resting from the hassle of work or study. According to Sharifah Sofiah et al (2011), Facebook is a place for passing time for getting away from the feeling of boredom and this behavior is related to the idea of being socialized with friends online. Valentine (2011) has also pointed out that users spend time on Facebook when they have nothing better to do. In this way, users' gratification of passing time is more likely satisfied.

Therefore, we hypothesize as follows:

H5: Passing time has a positive effect on satisfaction.

3.7 Self-expression

Using Facebook is a way of creating an identity and expressing it (Bumgarner, 2007) because Facebook profiles are being served as the representation of the users themselves (Ellison, Steinfield, & Lampe, 2007). Members of Facebook spend too much time for their profiles that represent what kind of person they are, by this means Facebook provides an opportunity to tell others things about themselves (Bumgarner, 2007). Dhaha and Igala (2013) have asserted that individuals disclose about themselves on Facebook in order to create a self-image of themselves. According to Special & Li-Barber (2012), self-expression is related to users' desire to show an attractive self-image to other Facebook users and this motive is linked to users' satisfaction with Facebook. Valentine (2011) has also supported that the motive of self-expression is effective in using Facebook.

Therefore, we hypothesize as follows:

H6: Self-expression has a positive effect on satisfaction.

3.8 Information-seeking

Information-seeking refers to the extent which useful and helpful information can be obtained from the media. Users may surf on Facebook to gather information about the things that they are interested in. They can reach to vast amount of information in an inexpensive way by viewing the posts that are shared by the user with whom are befriended, groups that they join, or pages that they follow Previous studies showed

that the information obtained from Facebook was perceived as resourceful and helpful by users themselves (Dhaha & Igale, 2013; Park et al., 2009; Valentine, 2011) Kim et al. (2011) have pointed out that the members of SNSs perceive their social connections as useful information resource and acquire information that they share. Surfing on the SNSs is a way of learning new things, making a research, and collecting useful information from the interactions with friends (Kim et al., 2011). Owing to Facebook, users may find out more information about interesting things such as hot topics, new trends, interesting news via shared posts and discussions on Facebook (Shi et al., 2010). Individuals may also acquire information through joining groups in Facebook. Specific details and information related to products, services, or other areas of interests are presented in the groups (Park et al., 2009), Thus, the users can learn the things easily and quickly since they are the members of Facebook and once they figure out that they collect the information that they seek through Facebook, their satisfaction will be higher.

Therefore, we hypothesize as follows:

H7: Information-seeking has a positive effect on satisfaction.

3.9 Status-seeking

Status-seeking may be defined as "the degree to which sharing information through SN web sites is perceived to be effective in enhancing social status in one's social group" (Li, 2011). Marlow (2006) has asserted that status attainment is a powerful motivator for individuals to participate in online environments (Lee & Ma, 2012), because knowledge sharing in online environments is a way of gaining status and recognition, therefore individuals are highly motivated to share more information in order to increase their self-esteem and popularity (Hew & Hara, 2007). The need of improving self-confidence and self-esteem play a role in users' interactions with social media platforms through comments, discussions, or posts and this leads individuals to establish status within the community (Lee & Ma, 2012). Rafaeli and Ariel (2008) have also pointed out that the motive of building a prestige among peers makes users continue to share in and contribute to virtual communities, in this way individuals may fulfill the needs of recognition among their groups. In the study of Park et al. (2009), it has been stated that individuals who are seeking for status establishment are encouraged to use Facebook for social outcomes via activities in Facebook groups,

because they are feeling peer pressure and are willing to look stylish and cool. Therefore, since participation in social media helps individuals to enhance their self-esteem and establish a status among peers, the need of status attainment will be satisfied in this way.

Therefore, we hypothesize as follows:

H8: Status-seeking has a positive effect on satisfaction.

3.10 Social Interaction

SNSs enable individuals to perform interaction with each other by using communication tools such as texts, videos, or photos to maintain and sustain their relationships. The members of these virtual platforms are easily getting in touch and making social ties with other users and they express themlselves by sharing their own thoughts and opinions (Lin & Lu, 2011). Facebook is basically used to carry out a relationship between distant friends or family, to meet new people, or to learn what friends are doing by building communciation and network. Owing to the communication tools of Facebok, the social interaction gratification of users are more likely to be increased and this gratification leads to increased time spent on Facebook and increased frequency of use (Joinson, 2008). Commenting, private messaging, and chatting that provide direct and one-to-one communication are being used as basic communication tools for meeting social interaction needs of the users (Smock et al., 2011). The need for establishing relationship with other members of virtual communities is satisfied through consumption of the media and this leads a positive perception about that media (Chen, Yang, & Tang, 2013). In the study of Sheldon (2008), it has been revealed that students use Facebook to maintain relationships with people they know owing to the behaviors such as sending a message to a friend, posting a message on their friend's wall, staying in touch with a friend or getting in touch with someone who is difficult to reach. After meeting the needs of interaction with other users, it is expected that the level of satisfaction of using Facebook will increase.

Therefore, we hypothesize as follows:

H9: Social interaction has a positive effect on satisfaction.

3.11 Companionship

Companionship refers to "the behaviors related to avoiding feelings of loneliness" (Smock et al., 2011). Users who seek out for companionship consume media to connect with people and not to be alone. Facebook accompanies them when they do not have anyone to talk or be with. Hence, users' companionship needs are fulfilled by comment and chat features in Facebook. (Smock et al., 2011). In the study of Sheldon (2008), Facebook has been also found as the media tool that accompanies users and makes them feel like being with someone while interacting with Facebook. Special and Li-Barber (2012) have also pointed out that companionship is another factor that motives individuals to use Facebook. However, in this study, its importance level is found low compared to relationship maintenance, passing time, and entertainment, but users get still satisfaction from this motive.

Therefore, we hypothesize as follows:

H10: Companionship has a positive effect on satisfaction.
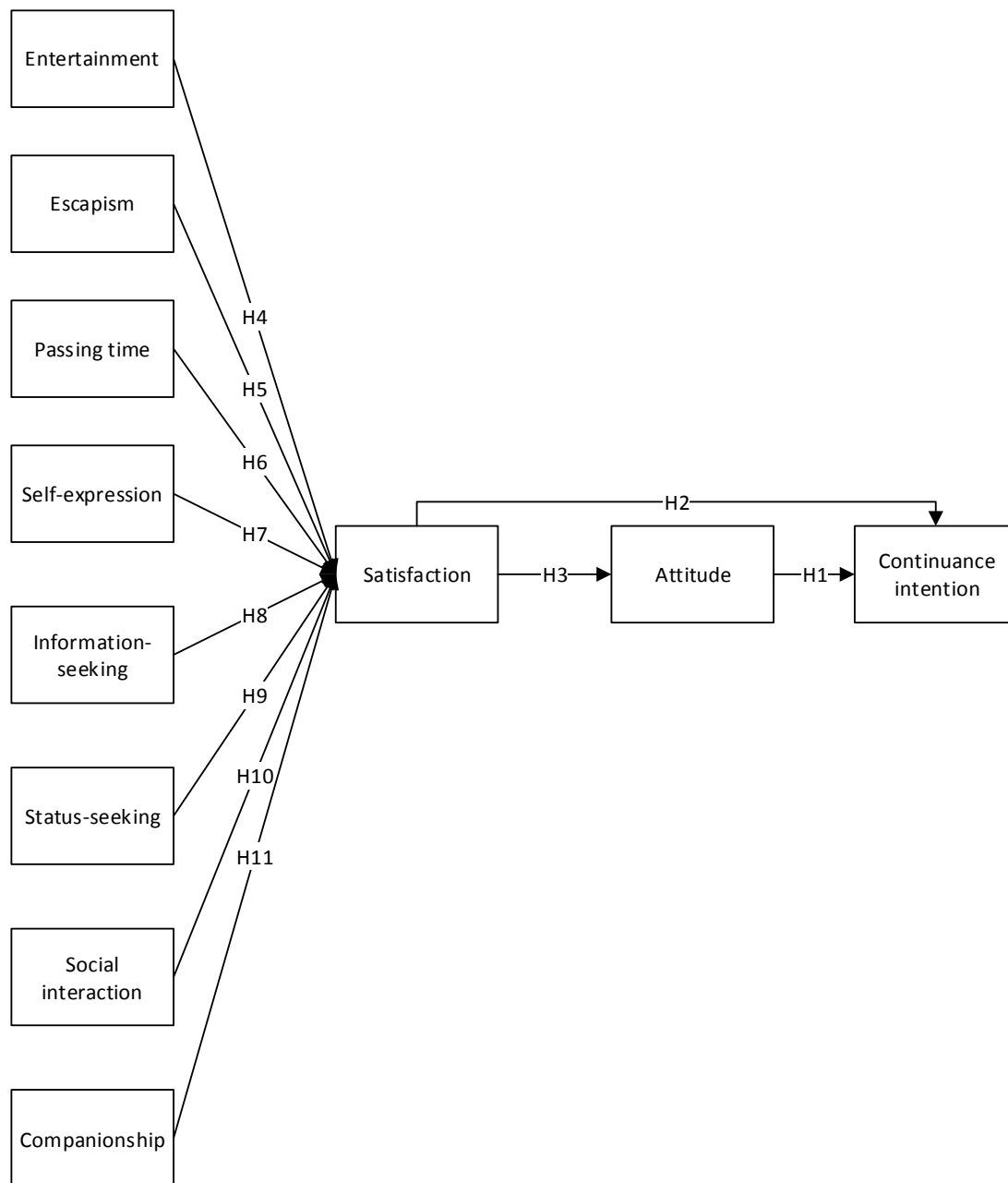
Figure 3.1: Proposed research model.

4. METHODOLOGY

A survey methodology was used in this study to gather data. Target population is the Facebook users.

The questionnaire was formed by two main parts. The first part consisted of demographic questions designed to solicit information about age, gender, educational status, employment, Facebook membership, internet use in a day, social networking sites use in a day, Facebook use in a day, and ways to access Facebook. A total of 470 questionnaires were collected between December 2013 and April 2014. The 50.42% of respondents were female, and the average age of respondents was 24.25 years. Of the respondents, 57.02% and 27.87% were students at undergraduate level and graduate level, respectively. The summary of demographic profiles of the participants is given in Table 4.1.

Table 4.1 : Demographic profiles of the respondents.

Age (years)		
Max: 65	Min: 18	Average: 24.25
Gender (%)		
Female: 50.42	Male: 49.58	
Educational Status (%)		
Undergraduate: 57.02	Graduate: 27.87	Non-student: 15.11
Employment (%)		
Employed: 40.00	Unemployed: 60.00	
Facebook membership (years)		
Max: 10	Min: 0,5	Average: 5.45
Internet use in a day (hour)		
Max: 15	Min: 0.5	Average: 4.28
SNSs use in a day (hour)		
Max: 10	Min: 0.1	Average: 1.81
Facebook use in a day (hour)		
Max: 8	Min: 0.1	Average: 1.18
Ways to access Facebook		
Via PC: 420	Via Smartphone: 123	Via: Tablet 343

Table 4.2 : Construct, code, and the items.

Construct	Code	Items
Continuance intention	CON01	I would use Facebook rather than other social network sites
	CON02	My intention would be to use Facebook rather than other social network sites
	CON03	If I could, I would like to continue my usage.
Satisfaction	SAT01	My overall experience of using Facebook is very satisfied
	SAT02	My overall experience of using Facebook is very pleased
	SAT03*	My overall experience of using Facebook is very frustrated
	SAT04	My overall experience of using Facebook is very delighted
Attitude	ATT01	Facebook makes it easy for me to build a relationship with other users
	ATT02	I may come to Facebook again in the future
	ATT03	I'm satisfied with the service provided by Facebook
	ATT04	I feel comfortable in surfing Facebook
	ATT05	I feel surfing Facebook is a good way to spend my time
	ATT06	Compared with other social network sites, I would rate this one as extremely
Entertainment	ENT01	I use Facebook because it is entertaining
	ENT02	I use Facebook because it is enjoyable
	ENT03	I use Facebook because it is pleasing
	ENT04	I use Facebook because it is fun to use
	ENT05	I use Facebook because it is exciting
Escapism	ESC01	I use Facebook so I can escape from reality
	ESC02	I use Facebook so I can get away from what I am doing
	ESC03	I use Facebook so I can forget about work/school
	ESC04	I use Facebook because it takes me into another world
Passing time	PAS01	I use Facebook because it passes time away when bored
	PAS02	I use Facebook when I have nothing better to do
	PAS03	I use Facebook to occupy my time
Self-expression	SLF01	I use Facebook to express myself freely
	SLF02	I use Facebook to give my input
	SLF03	I use Facebook to provide personal information about myself
	SLF04	I use Facebook to tell others a little bit about myself
Information-seeking	INF01	I use Facebook because it gives quick and easy access to large amount of
	INF02	I use Facebook because I learn a lot from using it
	INF03	I use Facebook so I can learn about things happening in the world.
	INF04	I use Facebook because information obtained from it is useful
	INF05	I use Facebook because it makes acquiring information inexpensive
Status-seeking	STA01	I feel important when I share things with others through Facebook
	STA02	I impress people when I share things with others through Facebook
	STA03	I use Facebook because I feel peer pressure to participate
	STA04	I use Facebook because it makes myself look cool
	STA05	Sharing things with others through Facebook makes me becoming a more
	STA06	Sharing things with others through Facebook increases my popularity among
Social interaction	SOC01*	I use Facebook to meet new people
	SOC02*	I use Facebook because I wonder what other people said
	SOC03	I use Facebook to communicate with distant friends
	SOC04	I use Facebook to keep in touch with friends and family
Companionship	CMP01	I use Facebook so I wont have to be alone
	CMP02	I use Facebook because it makes me less lonely
	CMP03	I use Facebook when there's no one else to talk to or be with
	CMP04*	I use Facebook because it shows me how to get along with others

The second part consisted of the items measuring continuance intention (Bhattacherjee, 2001; Mathieson, 1991), satisfaction (Bhattacherjee, 2001; Spreng & Olshavsky, 1993) attitude (Chen & Wells, 1999), entertainment (Ducoffe, 1996), passing time (Papacharissi, 2002), escapism (Korgaonkar & Wolin, 1999) , self-expression (Papacharissi, 2002; Papacharissi & Rubin, 2000), information-seeking (Korgaonkar & Wolin, 1999), status-seeking (Flanagin & Metzger, 2006; Li, 2011b; Park et al., 2009), social-interaction (Papacharissi, 2002; Papacharissi & Rubin, 2000), and companionship (Korgaonkar & Wolin, 1999; Smock et al., 2011). The items for the constructs can be seen in Table 4.2.

5. RESULTS

The data are analyzed in the Statistical Package for the Social Sciences (SPSS Version 18.0).

5.1 Descriptive Statistics

A total of 48 items related to Facebook use are used in the data analysis. Descriptive statistics of the items can be seen in Table 5.1.

5.2 Reliability Analysis

Cronbach's alpha statistic is used to measure internal consistency reliability in each factor. Robinson, Shaver, and Wrightsman (1991) suggest that 0.70 is accepted as a lower limit for the value of Cronbach's alpha and it is used to diagnose that a factor has a good internal consistency. However, literature points out that the minimum accepted limit of Cronbach's alpha can also decrease to 0.60.

Initial results of the reliability analysis show that all of the variables except SAT, ATT, PAS, SOC had Cronbach's alpha over 0.70. Since SAT, ATT, PAS, and SOC do not meet the minimum limit of Cronbach's alpha, it is essential to eliminate some items in these variables to have better internal consistency. According to the results of the reliability analysis, SAT03, SOC01, and SOC02, CMP04 are excluded one by one. By excluding these items, Cronbach's alpha of SAT, and SOC increase, however, Cronbach's alpha of ATT and SOC still do not exceed 0.70, but their Cronbach's alpha values differ between 0.60 and 0.70 and are close enough to value of 0.70. Since literature tells us that minimum accepted limit of Cronbach's alpha can also decrease to 0.60, we accept remaining items as reliable for further analysis. Cronbach's alpha values of the constructs can be seen in Table 5.2.

Table 5.1 : Descriptive statistics for items

Items	Mean	Std. Dev.	Skewness	Kurtosis
CON01	3.15	1.010	0.005	-0.623
CON02	2.86	1.062	0.208	-0.694
CON03	3.73	0.788	-0.686	0.877
SAT01	2.47	1.060	0.412	-0.521
SAT02	2.95	1.005	-0.028	-0.664
SAT03	2.74	1.072	0.176	-0.733
SAT04	2.99	1.039	-0.066	-0.704
ATT01	3.93	0.906	-0.933	0.822
ATT02	4.04	0.770	-1.101	2.785
ATT03	3.69	0.794	-0.806	1.008
ATT04	3.39	0.918	-0.555	-0.053
ATT05	3.11	1.061	-0.274	-0.546
ATT06	3.09	1.002	-0.235	-0.682
ENT01	3.52	0.941	-0.477	-0.313
ENT02	3.65	0.798	-0.712	0.535
ENT03	3.36	0.833	-0.345	-0.335
ENT04	3.53	0.927	-0.518	-0.370
ENT05	2.60	0.911	0.354	-0.382
ESC01	2.12	1.021	0.825	0.075
ESC02	3.05	1.117	-0.148	-0.959
ESC03	2.79	1.096	0.099	-1.017
ESC04	2.33	1.040	0.505	-0.531
PAS01	3.90	0.825	-1.050	1.586
PAS02	3.66	0.988	-0.736	0.067
PAS03	3.42	0.989	-0.631	-0.221
SLF01	2.60	1.016	0.332	-0.644
SLF02	2.84	1.068	0.142	-0.947
SLF03	2.70	1.062	0.187	-0.968
SLF04	2.59	1.058	0.425	-0.652
INF01	3.43	0.972	-0.459	-0.376
INF02	2.79	0.999	0.110	-0.655
INF03	3.51	1.030	-0.505	-0.608
INF04	3.02	0.909	0.026	-0.586
INF05	3.28	1.040	-0.256	-0.705
STA01	1.91	0.925	1.092	1.034
STA02	2.78	1.020	0.071	-0.743
STA03	1.88	0.927	1.119	0.992
STA04	1.77	0.909	1.583	2.893
STA05	2.09	0.988	0.977	0.687
STA06	2.11	0.996	0.969	0.605
SOC01	2.23	1.087	0.743	-0.188
SOC02	3.34	1.044	-0.468	-0.639
SOC03	4.13	0.898	-1.318	2.080
SOC04	3.75	1.033	-0.998	0.561
CMP01	2.19	1.029	0.718	-0.239
CMP02	2.27	1.107	0.666	-0.401
CMP03	2.78	1.147	0.066	-1.079
CMP04	1.77	0.838	1.134	1.267

Table 5.2 : Cronbach's alpha values of the variables

Variable	Cronbach's alpha of untrimmed constructs	Cronbach's alpha of the revised constructs
CON	0.763	-
SAT	0.661	0.734
ATT	0.671	0.671
ENT	0.838	-
ESC	0.765	-
PAS	0.721	-
SLF	0.865	-
INF	0.828	-
STA	0.812	-
SOC	0.310	0.673
CMP	0.567	0.734

5.3 Testing Hypotheses

Multiple Regression Analysis is conducted to test the proposed hypotheses in the research model.

In the first analysis, the effects of attitude and satisfaction on continuance intention are investigated. In our model, Hypothesis 1 and Hypothesis 2 suggest that both factors have positive effect on continuance intention. To test the relationship between these variables, a stepwise regression analysis is conducted. In this analysis, continuance intention is selected as dependent variable, whereas attitude and satisfaction are selected as independent variables. According to the results of the initial analysis, attitude and satisfaction are found to be significant predictors of continuance intention. The results of the initial analysis can be seen in Table 5.3.

The value of R^2 indicates that the percentage of total variance of the dependent variable explained by independent variables in the regression model. This implies that %30 of continuance intention is explained by attitude and satisfaction.

Table 5.3 : Regression analysis on continuance intention.

Independent Variable	Dependent Variable	R^2	Adjusted R^2	Standard Error of the Estimate	Significance Value
Attitude Satisfaction	Continuance Intention	0.300	0.297	0.663	0.000

The ANOVA analysis checks if the overall model is statistically significant in explaining independent variable. The results of the ANOVA analysis proves that the model is significant in explaining continuance intention with an F ratio of 99.979 and a significance value of 0.000. The results of the ANOVA analysis can be seen in Table 5.4.

Table 5.4 : ANOVA on continuance intention.

	Sum of Squares	Degree of Freedom	Mean Square	F	Significance Value
Regressio	87.936	2	43.96	99.978	0.000
Residual	205.374	467	0.439		
Total	293.310	469			

The t value ($p < 0.05$) shows the significance of independent variables in predicting dependent variable. It implies that the regression coefficient of independent variable is not equal to zero and related independent variable is a significant predictor of the dependent variable. In the analysis, t value of attitude and satisfaction is found to be 10.18 and 5.86, respectively, and this concludes that both factors are significant determinants of continuance intention.

The unstandardized coefficient, B, reflects the change in the dependent variable for each unit change in an independent variable and the standardized coefficient, β, gives the degree of importance of the independent variable in explaining dependent variable. The results shows that attitude is the most effective factor in predicting continuance intention with a β value of 0.418 and one unit increase in attitude will result in a 0.588 unit increase in continuance intention. It is found that satisfaction's effect on continuance intention is nearly half of the effect of attitude on continuance intention with a β value of 0.241 and one unit change in satisfaction will increase 0.222 unit in continuance intention. The coefficient results can be seen in Table 5.5.

Table 5.5 : Coefficients of continuance intention.

	B	Standard Error	β	t	Significance Value
(Constant)	0.542	0.199		2.72	0.007
Attitude	0.588	0.058	0.418	10.18	0.000
Satisfaction	0.222	0.038	0.241	5.86	0.000

Next analysis tests the relationship between satisfaction and attitude. Satisfaction is selected as the independent variable, while attitude is selected as the dependent variable. The results of the second analysis can be seen in Table 5.6, 5.7, and 5.8.

Table 5.6 : Regression analysis on attitude.

Independent Variable	Dependent Variable	R^2	Adjusted R^2	Standard Error of the Estimate	Significance Value
Satisfaction	Attitude	0.111	0.109	0.531	0.000

The results show that R^2 is found to be 0.111 implying that only %11.1 of total variance of attitude is explained by satisfaction.

Table 5.7 : ANOVA on attitude.

	Sum of Squares	Degree of Freedom	Mean Square	F	Significance Value
Regressio	16.435	1	16.435	58.350	0.000
Residual	131.822	468	0.282		
Total	148.257	469			

The results of the ANOVA analysis show that the model is significant in explaining continuance intention with an *F* ratio of 58.350 and a significance value of 0.000.

Table 5.8 : Coefficients of attitude.

	B	Standard Error	β	t	Significance Value
(Constant)	2.931	0.084		35.035	0.000
Satisfaction	0.218	0.029	0.333	7.639	0.000

The results also show that satisfaction with a t value of 7.639 ($p < 0.05$) is a significant estimator of attitude. One unit increase in satisfaction will result in a 0.218 unit increase in continuance intention.

The last analysis shows the effects of entertainment, escapism, passing time, self-expression, information-seeking, status-seeking, social interaction and companionship

on satisfaction. In the last analysis, entertainment, escapism, passing time, self-expression, information-seeking, status-seeking, social interaction and companionship are chosen as independent variables and satisfaction is chosen as dependent variable. According to the results, status-seeking, entertainment, self-expression, and escapism are the significant determinants of satisfaction. The results of the second analysis can be seen in Table 5.9, 5.10, and 5.11.

Table 5.9 : Regression analysis on satisfaction.

Independent Variable	Dependent Variable	R^2	Adjusted R^2	Standard Error of the Estimate	Significance Value
Status-seeking Entertainment Self-expression Escapism	Satisfaction	0.339	0.334	0.701	0.034

The results show that R^2 is found to be 0.339 implying that only %33.9 of total variance of satisfaction is explained by status-seeking, entertainment, self-expression, and escapism.

Table 5.10 : ANOVA on satisfaction.

	Sum of Squares	Degree of Freedom	Mean Square	F	Significance Value
Regressio	117.455	4	29.364	59.736	0.000
Residual	228.573	465	0.492		
Total	346.028	469			

The results of the ANOVA analysis show that the model is significant in explaining continuance intention with an *F* ratio of 59.736 and a significance value of 0.000.

Table 5.11 : Coefficients of satisfaction.

	B	Standard Error	β	t	Significance Value
(Constant)	0.233	0.182		1.279	0.202
Status-seeking	0.381	0.056	0.306	6.806	0.000
Entertainment	0.351	0.050	0.281	7.007	0.000
Self-expression	0.139	0.044	0.144	3.169	0.002
Escapism	0.091	0.043	0.087	2.125	0.034

The results show that status-seeking with a t value of 6.806 ($p < 0.05$), entertainment with a t value of 7.007 ($p < 0.05$), self-expression with a t value of 3.169 ($p < 0.05$), and escapism with a t value of 2.25 ($p < 0.05$) are significant predictors of satisfaction. One unit increase in status-seeking, entertainment, self-expression, and escapism will

result in a 0.381, 0.351, 0.139, and 0.09 unit increase in continuance intention, respectively. The results also show that the effects of passing time, information seeking, social interaction, and companionship on satisfaction are found to be insignificant.
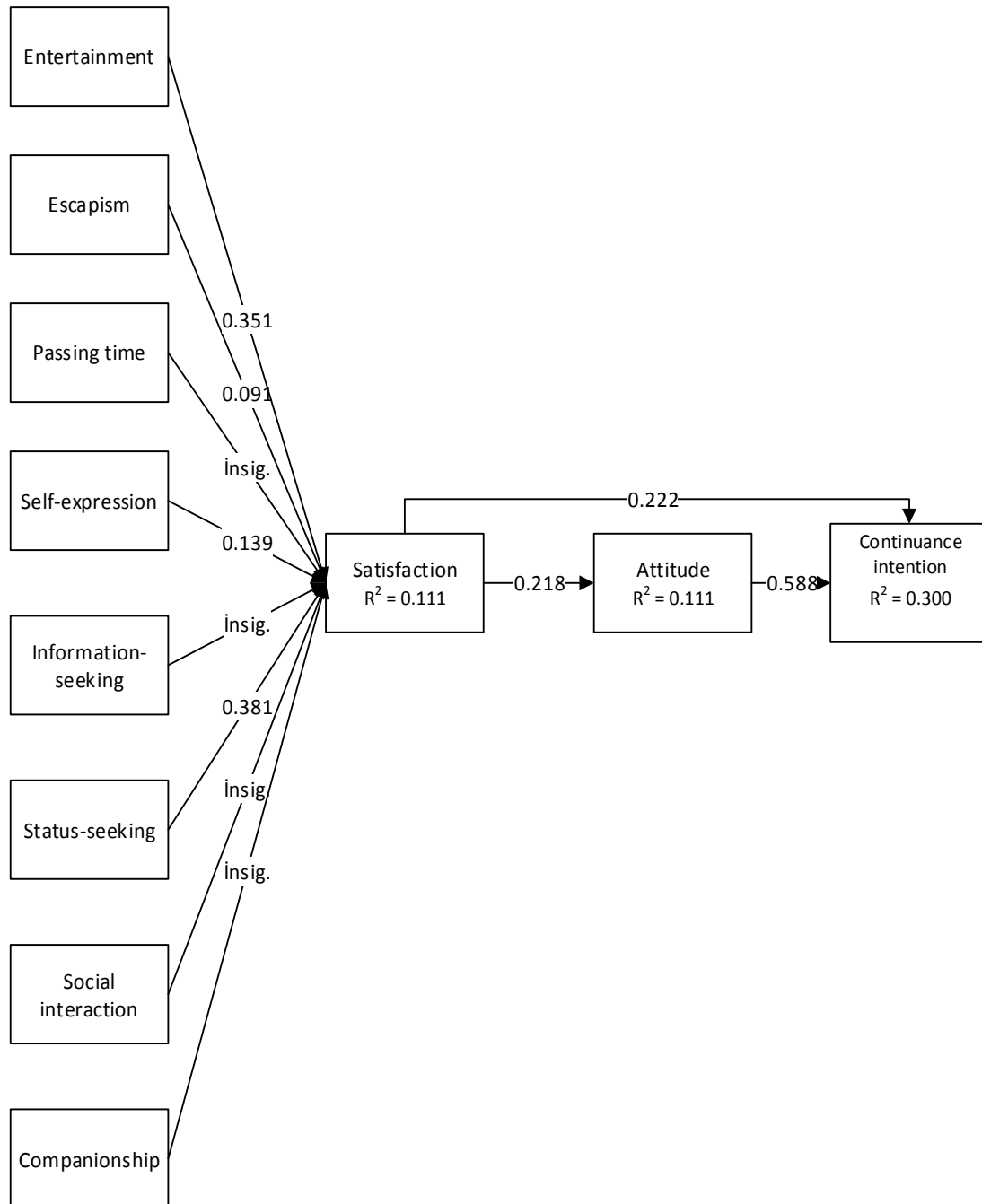

Figure 3.2 : Findings of proposed research model.

A graphical summary of the findings can be seen in Figure 5.1.

In the Figure 3.2, the direct effect between constructs can been seen however, in order to see the total effects of satisfaction, entertainment, escapism, self-expression, and

passing time on continuance intention, we need to calculate the indirect effects of above constructs on continuance intention. Direct, indirect and total effects on continuance intention of using Facebook can be seen in Table 5.9.

Table 5.12 : Direct, indirect and total effects.

Dependent Variable	Independent Variable	Direct Effects	Indirect Effects	Total Effects
Cont. Intention	Attitude	0.588	-	0.588
	Satisfaction	0.222	0.128	0.350
	Entertainment	-	0.123	0.123
	Escapism	-	0.032	0.032
	Passing time	-	-	-
	Self-expression	-	0.049	0.049
	Information-seeking			
	Status-seeking	-	0.133	0.133
	Social interaction	-	-	-
	Companionship	-	-	-

Based on the findings of total effects, the gratification of status-seeking is found as the most important motive among all other gratifications related to continuance intention of using Facebook.

In the Table 5.10, the summary of hypotheses can be seen in Table 5.10.

Table 5.13 : Summary of hypotheses.

	Hypotheses	Supported
H1	Attitude has a positive effect on continuance intention	Yes
H2	Satisftaction has a positive effect on continuance intention.	Yes
H3	Satisfaction has a positive effect on attitude	Yes
H4	Entertainment has a positive effect on satisfaction	Yes
H5	Escapism has a positive effect on satisfaction	Yes
H6	Passing time has a positive effect on satisfaction	No
H7	Self-expression has a positive effect on satisfaction	Yes
H8	Information-seeking has a positive effect on satisfaction	No
H9	Status-seeking has a positive effect on satisfaction	Yes
H10	Social interaction has a positive effect on satisfaction	No
H11	Companionship has a positive effect on satisfaction	No

6. CONCLUSIONS AND DISCUSSIONS

This study has examined the influence of attitude, satisfaction, entertainment, escapism, passing time, self-expression, information-seeking, status-seeking, social interaction, and companionship on continuance intention of using Facebook in Turkey. A total of 470 questionnaires were collected from Facebook users in Turkey between December 2013 and April 2014. Stepwise Regression was used to analyze the relationships defined in the proposed research model. Furthermore, amongst eleven hypotheses, seven of them supported by the data collected from the Facebook users in Turkey.

The results contribute to the literature of IS continuance as showing that attitude and satisfaction are the important factors affecting the decision of continue to use Facebook. This study also contributes to the literature introducing external variables into the models. Status-seeking, entertainment, self-expression, and escapism are found to be the antecedents of satisfaction and satisfaction is found to be the antecedent of attitude in the context of Facebook usage.

The explanation rate of continuance intention of Facebook, which is 0.30, is relatively low in this study compared to the other studies in the literature (Chen et al., 2012; Chiu et al., 2005; Kim, 2011; Zhao & Lu, 2012). The results also show that continuance intention to use Facebook is explained by attitude and satisfaction. Of the two, attitude has a higher direct influence on continuance intention to use Facebook. If users have favorable feelings toward Facebook, they will be motivated to continue use that web site.

Another result of this study is attitude is explained by satisfaction. Therefore, satisfaction about Facebook usage may enhance the perception about Facebook and accordingly individuals' continuance usage of Facebook is expected. The other result of this study is that satisfaction is explained by status-seeking, entertainment, self-expression, and escapism. Of the four, status-seeking has a higher direct impact on

satisfaction. If the gratification of status-seeking is met by Facebook, an individual will more likely to be satisfied.

Furthermore, status-seeking, entertainment, self-expression, and escapism have an indirect effect on continuance intention to use Facebook through satisfaction and attitude. Satisfied users will be more likely to continue using Facebook if they perceive a better experience when seeking status, entertaining, expressing themselves, and escaping from reality. Individuals may use Facebook to be recognized and have reputation among their peers by sharing posts, photos, or news. Their ultimate goal may be to enhance their own self-esteem by showing their lives. Similar to status-seeking, individuals represent what kind of person they are via Facebook profiles, because Facebook profiles provide personal information about users' themselves and users are able to tell other people about themselves. It may also be interpreted that users may be interested in having pleasurable time while using Facebook. Therefore, entertainment motivates individuals to continue to use Facebook for fun purposes. Moreover, escapism behaviour plays a role in continuance usage of Facebook. Users may surf on Facebook to forget their responsibilities in the real life and get away from what they are doing daily. That's why Facebook may become an escape point for them.

Finally, it is found that passing time, information-seeking, social interaction, and companionship have insignificant effects on continuance intention to use Facebook. It may be interpreted that users may not be interested in using Facebook only when they have nothing better to do. On the contrary, they perceive Facebook usage as a habit or a thing to do. Individual may also not concern the information obtained from Facebook, because they may have other information channels that provide more useful and true information. Therefore, information-seeking may not play a role in the continuance intention of using Facebook. Moreover, it may also be concluded that individuals may not be interested in the social gratifications of Facebook that is provided. They may not need any interaction with their friends or family in an online-environment, they may prefer face to face communication rather than the online communication.

The findings of this study provide a better understanding of the factors affecting the continuance intention to use Facebook, but we should also consider its several limitations. First, 30% of continuance intention to use, 11.1% of attitude, and 33.9% satisfaction are explained in the model. Thus, a considerable percentage of the

variables remain unexplained suggesting the need for future study to explain user behaviors. Therefore, some additional factors that are important in explaining the continuance intention to use Facebook, such as relationship maintenance (Sheldon, 2008; Valentine, 2011), virtual community (Sheldon, 2008; Valentine, 2011), and information sharing (Papacharissi & Mendelson, 2011; Smock et al., 2011) can be included in a model of further study.

Second, the effects on demographic attributes were not analyzed in this study. A similar study including demographic characteristics, such as the extent of computer and Internet use, experience, age, and gender of the respondents, may be a subject for future research.

Finally, by increasing the size of the data collected, group differences among students and non-students, employees and non-employees, and also different age groups may be analyzed as a further study.

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APPENDICES

APPENDIX A: Survey

APPENDIX A

İSTANBUL TEKNİK ÜNİVERSİTESİ

İŞLETME FAKÜLTESİ

ENDÜSTRİ MÜHENDİSLİĞİ BÖLÜMÜ

Sayın İlgili;

Bu anketimiz, Türkiye'de bireylerin Facebook kullanım gereksinimleri ve güdülerini araştıracağımız çalışmamızda değerlendirilecek temel veri kaynağımız olacaktır.

Anketin ve dolayısıyla çalışmanın başarısında, sizin katılımınız ve eksiksiz cevaplarınız çok büyük bir öneme sahiptir. Ankette vereceğiniz cevaplar, toplanacak tüm bilgiler kesinlikle gizli tutulacak, hiçbir veri paylaşıma açılmayacak ve çalışmamız dışında herhangi bir amaç için kullanılmayacaktır.

Çalışmamıza gösterdiğiniz ilgi için çok teşekkür ederiz.

Saygılarımızla,

Prof. Dr. Fethi ÇALIŞIR   Ar. Gör. Ecem BAŞAK

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1. Yaşınız: _____

2. Cinsiyetiniz: ☐Kadın ☐Erkek

3. Öğrenci misiniz (Cevabınız hayır ise 6. Soruya atlayın): ☐Evet ☐Hayır

4. Öğrencilik durumu: ☐Lise öğrencisi ☐Lisans öğrencisi
   ☐ Yüksek lisans öğrencisi ☐Doktora Öğrencisi

5. Çalışıyor musunuz: ☐Evet ☐Hayır

6. Kaç yıldan beri Facebook'a üyesiniz:_____

7. Facebook'a nasıl giriyorsunuz (Birden fazla işaretleyebilirsiniz):
   ☐ Bilgisayar ☐Tablet ☐ Cep telefonu

8. Günde ortalama kaç saat internette vakit geçiriyorsunuz:_____

9. Günde ortalama kaç saatinizi sosyal ağ sitelerinde geçiriyorsunuz: _____

10. Günde ortalama kaç saatinizi Facebook'ta geçiriyorsunuz:_____

11. Aşağıdaki sorulara katılım derecenizi belirtiniz:

Sorulara vereceğiniz cevaplarda "1: kesinlikle katılmıyorum" ve 5 "kesinlikle katılıyorum" anlamına gelmektedir.

SORULAR	1	2	3	4	5
1. Facebook diğer kullanıcılarla ilişki kurmamı kolaylaştırıyor.					
2. İleride Facebook'u yine ziyaret edebilirim.					
3. Facebook'un sağladığı hizmetten memnunum.					
4. Facebook'ta gezinirken kendimi rahat hissediyorum.					
5. Facebook'ta gezinmenin zaman geçirmek için iyi bir yol olduğunu düşünüyorum.					
6. Diğer sosyal ağ siteleriyle karşılaştırdığımda Facebook'u "son derece iyi" olarak değerlendiriyorum.					
7. Gerçeklikten kaçabilmek için Facebook'u kullanıyorum.					
8. Yaptığım işten uzaklaşabilmek için Facebook'u kullanıyorum.					
9. Okulu/işi unutabilmek için Facebook'u kullanıyorum.					
10. Beni başka bir dünyaya götürdüğü için Facebook'u kullanıyorum.					
11. Çok fazla miktarda bilgiye hızlı ve kolay erişim sağladığı için Facebook'u kullanıyorum.					
12. Çok fazla şey öğrenmemi sağladığı için Facebook'u kullanıyorum.					
13. Dünyada olup bitenlerden haberdar olmamı sağladığı için Facebook'u kullanıyorum.					
14. Facebook'tan edindiğim bilgiyi faydalı bulduğum için Facebook'u kullanıyorum.					
15. Bilgiyi masrafsız edinmemi sağladığı için Facebook'u kullanıyorum.					
16. Facebook'u eğlenceli olduğu için kullanıyorum.					
17. Facebook'u hoşuma gittiği için kullanıyorum.					
18. Facebook'u memnuniyet verici olduğu için kullanıyorum.					
19. Facebook'u kullanması eğlenceli olduğu için kullanıyorum.					
20. Facebook'u heyecan verici olduğu için kullanıyorum.					
21. Sıkıldığımda zaman geçirmek için Facebook'u kullanıyorum.					
22. Yapacak daha iyi işim yoksa Facebook'u kullanıyorum.					
23. Boş vakitlerimi doldurmak için Facebook'u kullanıyorum.					
24. Herkes Facebook kullandığı için ben de kullanıyorum.					

SORULAR	1	2	3	4	5
25. Facebook kullanmayı yapmam gereken bir iş olarak gördüğüm için Facebook'u kullanıyorum.					
26. Kendimi özgürce ifade etmek için Facebook'u kullanıyorum.					
27. Fikirlerimi sunmak için Facebook'u kullanıyorum.					
28. Kendim hakkında bir şeyler söylemek için Facebook'u kullanıyorum					
29. Kendimi başkalarına biraz da olsa anlatabilmek için Facebook'u kullanıyorum.					
30. Yeni insanlar ile tanışmak için Facebook'u kullanıyorum.					
31. İnsanların neler konuştuklarını merak ettiğim için Facebook'u kullanıyorum.					
32. Uzaktaki arkadaşlarımla haberleşmek için Facebook'u kullanıyorum.					
33. Arkadaşlarım ve ailem ile iletişimde olmak için Facebook'u kullanıyorum.					
34. Yalnız kalmamak için Facebook'u kullanıyorum.					
35. Kendimi daha az yalnız hissetmek için Facebook'u kullanıyorum.					
36. Etrafımda konuşacak ya da görüşecek kimse olmadığında Facebook'u kullanıyorum.					
37. Diğer insanlarla nasıl iyi geçineceğimi gösterdiği için Facebook'u kullanıyorum.					
38. Facebook'ta paylaşım yaptığımda kendimi önemli biri olarak görüyorum.					
39. Facebook'ta paylaşım yaptığımda insanları etkiliyorum.					
40. Akranlarımın baskısı sebebiyle Facebook'u kullanıyorum.					
41. Klas görünmemi sağladığı için Facebook'u kullanıyorum.					
42. Facebook'ta paylaşım yapmak arkadaş grubum içerisinde beni daha değerli kılıyor.					
43. Facebook'ta paylaşım yapmak arkadaş grubumdaki popülerliğimi arttırıyor.					
44. Facebook kullanım tecrübem sonucunda kendimi tatmin olmuş hissediyorum.					
45. Facebook kullanım tecrübem sonucunda kendimi memnun olmuş hissediyorum.					
46. Facebook kullanım tecrübem sonucunda kendimi hayal kırıklığına uğramış hissediyorum.					
47. Facebook kullanım tecrübem sonucunda kendimi hoşnut hissediyorum					
48. Diğer sosyal ağ siteleri yerine Facebook'u kullanacağım.					
49. Benim niyetim diğer sosyal ağ siteleri yerine Facebook'u kullanmak olacaktır.					
50. Eğer yapabilirsem, Facebook'u kullanmaya devam etmek isterim.					

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