

KADİR HAS UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES



NEWS CONSUMPTION BEHAVIOURS OF YOUNG GENERATION
IN TURKEY WITH A FOCUS ON SOCIAL MEDIA USAGE

GRADUATE THESIS

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Submitted to the Graduate School of Social Sciences
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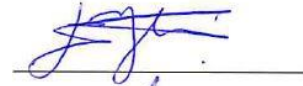
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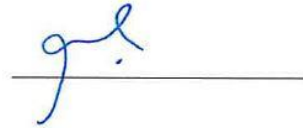
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“I, Ayberk Göktepe, confirm that the work presented in this thesis is my own. Where information has been derived from other sources, I confirm that this has been indicated in the thesis.”



AYBERK GÖKTEPE

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ABSTRACT

NEWS CONSUMPTION BEHAVIOURS OF YOUNG GENERATION IN TURKEY WITH A FOCUS ON SOCIAL MEDIA USAGE

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Master of Arts in New Media

Advisor: Assoc. Prof. Eylem Yanardağođlu

January, 2017

The aim of this research is to demonstrate an ongoing pattern about young generation's news consumption through social media in Turkey. The purpose is to emphasize recent studies' key findings about the role of social media as a news source among young generation. To that end, an online survey was conducted which is followed by interviews with six respondents selected by purposive sampling method. By this way the researcher got more insight about users' (aged between 16 and 34) own perceptions that helped to achieve a more detailed analysis and stimulate further questions in the field. The findings of the research enabled the researcher to test young generation's social media usage in news consumption in the lights of detailed information about in what ways they use these channels. The datas were limited to in depth online interviews and online survey the researcher had designed. The results obtained in this context are of exemplary support that this research intends to test the pattern through the commonalities between participants on social media and news consumption.

Keywords: news consumption, new media, social media

ÖZET

TÜRKİYE’DE GENÇLERİN SOSYAL MEDYA KULLANIMI BAĞLAMINDA HABER TÜKETİM DAVRANIŞLARI

Ayberk Göktepe

Yeni Medya, Yüksek Lisans

Danışman: Assoc. Prof. Eylem Yanardağoğlu

Ocak, 2017

Bu araştırmanın amacı, Türkiye’de gençlerin haber tüketim davranışlarını sosyal medya bağlamında değerlendirerek sosyal medyanın bir haber kaynağı olarak kullanıldığı sonucunu ortaya koyan araştırmalar tarafından da desteklenen örüntünün önemini vurgulamaktır. Bu amaçla çevrimiçi anket çalışması yapılmış; ankete katılanlar arasından amaçlı örnekleme yoluyla seçilmiş altı kişi ile e-posta yoluyla görüşmeler gerçekleştirilmiştir. Bu sayede 16-34 yaş aralığındaki hedef kitlesinin haber tüketim davranışlarına dair daha ayrıntılı bilgiler edinilmiş; gençlerin sosyal medyayı haber tüketiminde kullandığı sonucu bu kanalları ne şekilde kullandıklarına dair sağlanan bilgiler ışığında test edilmiştir. Veriler, araştırmacının hazırlamış olduğu anket ile odak grup görüşmeleriyle sınırlı tutulmuştur. Bu bağlamda elde edilen sonuçlar, araştırmanın, katılımcıların sosyal medya ve haber tüketimi açısından ortaklaştığı noktalar üzerinden test etmeyi amaçladığı örüntüyü destekler niteliktedir.

Anahtar Kelimeler: haber tüketimi, yeni medya, sosyal medya

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1. Introduction

The role of internet in daily communication activities has shaped the relationship between audience and communication tools in terms of news consumption. The increase in the number of internet users in latest years raised further attention to the way people engage with the internet, what they seek or provide online; the rise of online platforms as information sources stimulated news consumption researches to focus on the internet and its impact on news consumption behaviours among various users. Latest researches do not only show the rapid rise of internet as a news provider, they also indicate a pattern in different audience groups' news consumption behaviours. Among them, young adults as early adapters to internet appear as a distinctive group with a high level of internet penetration and social media usage rate worldwide since the reports also show that social media has been increasingly used as a news source among young population.

Pew Research Center for the People and the Press' 2016 report states that 72% of Turkish adults use the internet as of 2015 while this percentage is 93 for the individuals aged between 18 and 34 (Poushter, 2016). This high level of internet usage is not limited to the latest data about the number of internet users in developing economies like Turkey; almost all the researches in the field indicate a comprehensive and definitive picture about new media usage. Nearly 44% of world population are active internet users today while this number was about 6,77 only six years ago (World Bank, 2016) and the rate of social media usage has been significantly increasing especially among young generation. In the US, 62% of young adults get news on social media (Gottfried and Shearer, 2016). In Turkey,

73% of news consumers use social media as a news source (Reuters Institute for the Study of Journalism, 2016). One of the most essential findings of these reports is the fact that in almost every country, those aged between 18 and 34 are much more likely to be active internet users compare to the ones aged 35 and older (Poushter, 2016).

The informational use of this medium is particularly significant for those interested in examining the audience aspect of journalism and the findings of recent studies indicate patterns in terms of social media usage and news consumption. Academic researches which pursue to analyse online audience behaviours focus on various topics in this sense: Some are concerned with how audience interest and the content is interrelated, trying to figure out the characteristics of the contents which are consumed the most (Flaounas et al., cited in Ofcom Report 2014), while some others look at the effects of internet on audiences' attitude towards media choice in terms of news consumption through traditional or new media. (Dutta-Bergman, 2004). There are also other studies exploring the role of sources like new aggregators as a driving force in internet news consumption (Lee and Chyi, 2015). Such studies incorporate individuals from various demographics, encouraging for examining their role in the research as well as in further studies. The key findings of the researches include important data about young population's news consumption behaviour and social media in various countries including Turkey. When it is considered that today's young generation will become the elders, it should be noted that researches on their current news consumption behaviours are also important for their choice of media and its relationship with news consumption in the future. The focus of recent studies (as will be discussed later) emphasized the importance of this subject.

Thereby, it is meaningful and important to research news consumption behaviours of youngs, as this thesis attempts to contribute to the existing researches and aims to demonstrate a pattern about the role of social media as a news source among young generation in Turkey in the lights of previous researches in the field.

With this research, it is aimed to test these findings with a limited research to underscore an ongoing pattern about the increasing role of social media in their news consumption which is escalated by the high level of internet penetration among youngs living in Turkey. By focusing on the role of social media as a news source, the study addresses young generation's news consumption behaviors and aims to discuss current studies' key findings in this regard. Further to this approach, as a research question of the study, it has been asked, in what ways do the young generation consume news and what is the role of social media in that? Following these questions, an online survey was conducted and online interviews were performed with participants by purposive sampling. The survey was designed in a way to test and highlight the key findings of recent studies. Thus, the study aims to contribute to the existing results of the latest researches by focusing on a limited group of young generation from Turkey as a target group. Exploratory questions are also included in interviews with an aim to stimulate further discussions in this topic.

2. Literature Review

2.1 The Medium

In the lights of latest statistics about internet use, the concern of gradual displacement of traditional mediums like television and newspaper has been interpreted in different ways by scholars. Kayany and Yelsma (2000, p. 218) consider medium as something being "consumed" like a type of food fulfilling a certain kind of need. Thus, it represents itself in society by its functionality. The audience judge every medium in terms of its own functionality and evaluate their relationship with the medium based on how profitable it is, generally in terms of time, effort and money they spend. The shift in the interest in different mediums can be understood as a result of the competition between the old and newer ones in terms of their functions (Kayany and Yelsma, 2000).

However, the change of medium should be understood as a broader incident which is more than just a consequence of a progressive phase but comprising different levels of determinants instead. Given the fact that various factors including age, income level, education affecting the rate of internet penetration and social media usage worldwide, referring Dutta-Bergman would provide a complementary background for a better understanding. By citing McLuhan, he (2004) claims that this approach which is based on mediums' functionality is much under influence of techno-deterministic model which puts the medium at the center of the argument. Besides, by underestimating the role of audience, the explanations of homogenous processes leaves little room for alternative discussions about traditional-new media

relationship since the most part of the argument rely heavily on the functionality of the medium in comparison to its alternatives. For instance, Kayany and Yelsma (2000) argue that the time spent on online media reduces the time on spending on the other, the traditional in this case. Thus, leading to a transition towards the most functional one -new media- naturally. Instead, Dutta-Bergman's suggestion (2004) calls attention to content and audience in contrast to the idea that different mediums are in competition for resources. According to his argument (2004, p. 55), "the use of news content in traditional and new media reflect complementarity in media consumption". Thus, it supports the idea that news consumption via different mediums are more complex behaviours and attributes more importance to audience and its choices which may be due to the act of seeking the same content on any kind of medium; or involve habitual patterns (Diddi and LaRose, 2006) rather than being a deliberate choice based on a pragmatic attitude like saving time.

This kind of explanations of medium and audience relationship supports the demographical aspect of researches and allows even further discourse analysis. Recent studies about news consumption and social media usage target audience groups with a certain background or age and try to explain the reasons of their media choice through audience perspective. Following this point of view, one of the recent studies tries explore the subject from the perspective of generational identity by attempting to explain individuals' media choice based on generational impact. The term generation has been defined as "a social category consists of people who identify themselves as a social group of people of similar ages (in the cohort sense) whose members have undergone a noteworthy moments in history within a set period of time." (Opermann, 2014, p. 19) By taking Mannheim's definition (2014, p. 20)

this conceptualisation was adapted to a more cultural meaning by underlying the fact that not everyone with a close date of birth forms a generation necessarily. The study involves a in depth online interview discussion to better analyse the process in which a common generational view on media use was developed (2014, p. 31) and contributes to the studies which discuss the media use issue from an audience-centered perspective especially in a demographical sense including different age groups.

In order to understand what the internet users engage once they are online, one should look at the social media usage statistics which escalated in parallel with the internet penetration worldwide. 76% of internet users across 40 countries surveyed in 2015 use social networking media (Pew Research Center, 2016). 76% of adult internet users in the US use a social networking site which rose up from 8% in 2005 (2016). The increase in social media usage imply that these platforms would likely to be used as an information and news source. There are researches covering Turkey's news consumption behaviour that show the increasing role of social media as a news resource (Reuters Institute for the Study of Journalism, 2016; Republic of Turkey The Ministry of Youth and Sports, 2013). These datas support the importance of social media as a medium in terms of news consumption whether it is used as intentional or accidental. Studies focusing on social media as a news resource and young generation's social media usage can be addressed in this context. A recent study tries to explore the reasons why unversity students use social media in the context of uses and gratifications approach, concluding that the social media usage is significantly high among univertsity students who participated in the in depth online interview discussions and they use Twitter moslty to get news (Üçer, 2016). Uses

and gratifications paradigm (as will be addressed in the next section) appears as a common theoretical background in these researches for it supports the idea that the high level of interaction provided by social media networks gives an active role to the audience. Thus, it encourages to explore the reasons of their choice.

2.2 The Audience

The figures are promising as a rich resource for data that encourages for further analysis and questions in the field while they are also revealing major challenges as well. Given the nature of this increase, “time” stands as the major element in terms of this complexity. The data analysis leaves little room for structuring comprehensive statements in the near future. Geert Lovink (2011, p. 77) describes this dilemma as one of the three major obstacles for new media studies claiming that far from developing a critical theory which would engage with the current state of the situation, new media research has the tendency to write history instead. He argues (2013, p. 12) that “before we have gone through the literature, theorized the field and developed specific critical concepts, written down methodological considerations, and compiled datasets, the object of study has already changed dramatically or even vanished.”

Arvind Diddi and Robert LaRose (2006) argue that this rapid change pose a challenge to the news consumption theories as well and elaborate this challenging factor by referring to an audience-centered communication theory which could be compatible with what this new media environment has to offer in terms of wide range of selections among news sources. Diddi and LaRose state (2006, p. 194) that this quite interactive and variable new media environment “stimulate active selection of news sources more than ever.” However, they suggest (2006, p. 195) that the

audience follow habitual patterns in choosing between different sources and constitute a “media habit” in the long run. Diddi and LaRose apply (2006) uses and gratifications paradigm to understand and analyse new media usage for news consumption among college students bringing an audience-centered approach to the analysis. Stemming from Lasswell’s functionalist approach introduced in the late 1940s and applied to various studies in following years by scholars including MCQuail, Katz and Blumler, the theory suggests that the audience –as an active part of communication process- choose between various kinds of media sources according to their needs and desires in order to meet a certain gratification (2006, p. 194).

Diddi and LaRose (2006) used the uses and gratifications paradigm in their news habit formation study about new media usage for news consumption among college students. One of the results of this research is that college students, as the first "internet generation", consult mostly internet for news sources.

A 2000 study conducted among US college students highlights a growing importance of internet as a source of information, indicating an ever increasing pattern for young adults (Parker and Plank, 2000). Same study also concludes that traditional media tools like television and newspaper were not being abandoned despite the significant percentage of internet as an information source compare to other mediums (2000). In a similar research, Metzger, Flanagin and Zwarun (2003, p. 276) stated that the use of internet as an information source by young generation will likely to increase in the near future.

Researches about young population's living in Turkey in this field illustrate the same point while also revealing the social media usage rate among this group. Digital natives, those born on the year 1980 and after and grown up in a period when computers, the internet, mobile phones spreaded worldwide are especially arouse interests. So-called generation Y will be the elders of near future which will say much about the change in the patterns of consumption behaviours for comparison since they are more likely to rely on online sources for news consumption (Lee and Carpini, 2010).

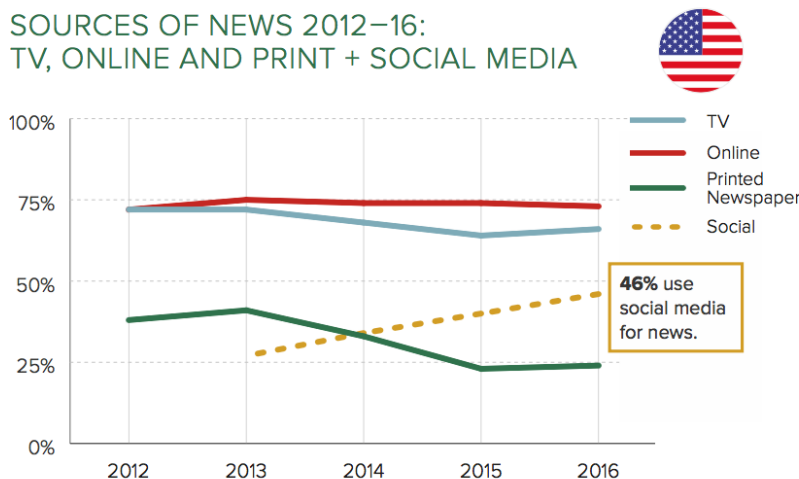
2.3 Previous Researches on News Consumption Behaviour

2.3.1 Results from Europe and United States

A recent research study published by Reuters Institute for the Study of Journalism (2016) unveils the details of news consumption behaviors of internet users in the chosen countries. The report (2016) is based on a survey of more than 50.000 people in 26 countries which includes Turkey. The study (2016) provides very insightful results to be furtherly studied on academic environment. The scope of results varies from news source preferences of internet users to the level of trusteeship for news. One of the most significant result of the study -which points a fundamental structure of this thesis- is how social media has transformed itself as a new news source in recent years. 51% of survey participants say they use social media as a source of news each week. Furthermore, around one in ten (12% of participants) say social media is their main source for news and Facebook is the main source among other social media platforms for finding, reading/watching and sharing news (2016).

Compared to previous years of news consumption behaviors of users, television and online news are still the most frequently accessed source of news which means there are no significant change for last 5 years in accordance with digital news reports of Reuters. However, the most significant change is that social media is getting more attention to be used as a new source, year after year. For instance, in United States it is observed that the number of users who use social media as a news source have doubled in 2016 compared to 2013.

Table 1: Sources of News 2012-16: TV, Online, Print and Social Media (Among American Citizens)



Source: Digital News Report 2016

This argument is also supported by Pew Research Center's study on American society which states that there is an increase in Facebook and Twitter users (in all demographic patterns) who get news from those platforms (Gottfried and Shearer, 2016). It is also observed that Twitter is used more than Facebook for breaking news that makes sense since Twitter is considered as a more convenient platform for sharing and gathering instant information (2016).

Table 2: Across Demographics, Increase in Facebook and Twitter Users Who Get News

Across Demographics, Increase in Facebook and Twitter Users Who Get News

% of each service's users who get news there

	Twitter			Facebook		
	2013	2015	Change	2013	2015	Change
	%	%		%	%	
Total	52	63	+11*	47	63	+16*
Male	51	61	+10	44	61	+17*
Female	52	65	+13*	49	65	+16*
White non-Hispanic	49	63	+14*	44	62	+18*
Total non-white	56	63	+7	52	64	+12*
18-34	55	67	+12*	60	74	+14*
35+	47	59	+12*	39	57	+18*
College graduate+	58	65	+7	45	64	+19*
Some college or less	48	62	+14*	48	63	+15*

Source: Pew Research Center “News Use Across Social Media Platform 2016”

Pew Research Center’s study also reveals that, 70% of US adults follow national and local news that means following news is still an important part of public life. 65% of those news followers also follow international news and 81% of Americans get at least some of this news through websites, apps or social networking sites. And mobile is preferably the first selection for them. Accordingly, among those who get news both on desktop computers and mobile devices, more than half prefer mobile (2016).

When it comes to young generation, it’s been concluded that it is the first time the young generation who are aged between 18 and 24 are using social media as main source of news more than television compare to previous research studies (28%

of 18-24 year-old adults say social media is the main source of news while 24% of them say prefer television) (Reuters Institute for the Study of Journalism, 2016).

Another nationwide research study on American society has been prepared by Deloitte (consultancy company) under the name of Digital Democracy Survey (2015) reveals that social media has transcended the television as a source of news among the millennials who are aged from 14 to 32.

Table 3: Generations' choice of news tools among American citizens

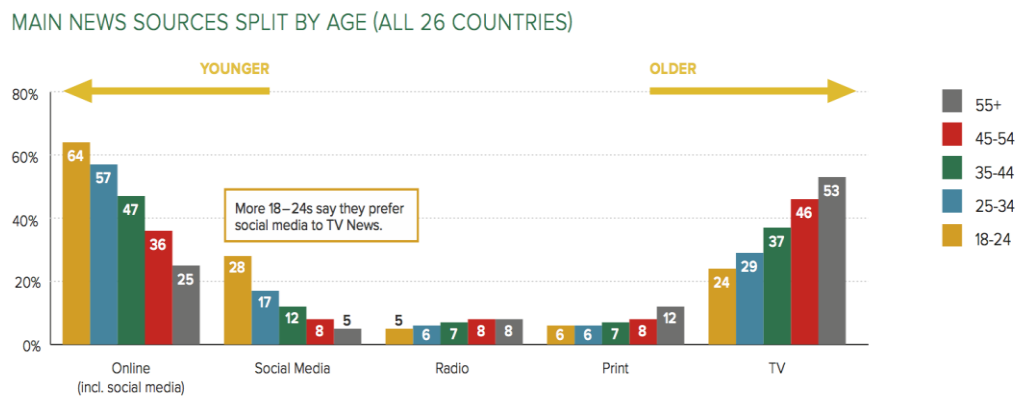
(%)	Millennials			X Generation	Baby Boomers	Matures
	14-18	19-25	26-32	33-49	50-68	69+
Television	27	16	21	44	60	69
Social media sites	34	37	29	17	4	-
Online news sites not associated with a newspaper	11	12	14	13	9	9
Online version of newspapers	3	8	8	7	8	8
Radio	2	4	5	5	7	4
Print newspapers	2	1	6	3	7	15

Source: Deloitte's "Digital Democracy Survey 2015" (<https://goo.gl/XbFiMb>)

As can be expected since they are more engaged with digital tools, online platforms (including social media) are mostly used by young adults aged between 18-24 compare to remaining age groups with decreasing trend for other sources. 64% of young adults aged between 18 and 24 and 57% of the ones aged between 25 and 34 use online platforms as a main source of news. Television is the second source for

young generation in contrast with old people. The older people mostly use television as a main source of news.

Table 4: Main news sources split by age (all 26 countries)



Source: Digital News Report 2016

Like Reuters' results, Pew Research Center's study (2016) also unveils that young adults follow the news less closely, and use more online platforms compare to their elders. Those aged between 18 and 29 are less likely to get news from traditional news platforms (TV, newspapers). 32% of young adults get news from social media platforms (social networking sites), which is higher than among any other ages who get news from social networking sites.

In Digital News Report (2016), it should be noted that Turkey and Brazil are analyzed in a different way that the results of about these countries only represent the urban area while there are not such criteria for the rest of participant countries in the research study. As listed by World Bank, 73% of Turkey's population lives in urban area by the year of 2016. World Bank's data are collected by United Nations Population Division (World Bank, 2015). Accordingly, urban population refers to people living in urban areas as defined by national statistical offices. Per information

given on UN's "Population density and urbanization" statistics web page, urban areas are mostly defined in accordance with the size of locality and the smallest administrative division of countries (United Nations Statistics Division, 2016). In addition to this explanation, Turkish Statistical Institute, national statistical office of Turkey, states that the urban area represents the settlements with a population of 20.001 and over (2016).

2.3.2 Results from Turkey

In Turkey section of Reuters' digital news report (2016), it is stated that 88% of research participants claimed that they got news in less than a week before they participated into the survey. The average rate of all participant countries for this question is 80% which makes Turkish urban populated internet users are at above the average. In the same study, it is also concluded that 73% of Turkish news consumers use social media as a source of news which is also one of the highest rate among the countries in the mentioned report.

As per Turkish Statistical Institute's results (2016), 61,2% of people aged between 16-74 are using internet in Turkey which shows us there is an increasing trend compared to 2015's ratio 55,9%. Further to usage numbers, 8 out of 10 households (76,3 %) have internet access, as well.

As of 30 June 2016, Internet World Stats published that there are 46.196.720 internet users in Turkey. This fascinating number of users are more than 50% of Turkey's total population. The most interesting data from the same publishing is that there is almost the same number of Facebook users with internet users in Turkey

with 46 millions (2016). Even though the number of Facebook users does not point out it includes unique users, however still it is remarkable when it is compared to the most European countries Facebook users number proportioned to the number of their internet users. The table given below is prepared based on the information gathered from web page of Internet World Stats (2016) and the countries are randomly chosen from the list.

Table 5: Number of Internet and Facebook users in different countries

Country	Latest Publish Year	Total Population	Internet Users	Facebook Users	FU/IU
Turkey	June 2016	80.274.604	46.196.720	46.000.000	0,9957
Germany	December 2015	80.722.792	71.727.551	31.000.000	0,4322
Greece	June 2016	10.773.253	7.072.534	5.000.000	0,7070
France	June 2016	66.836.154	55.860.330	33.000.000	0,5908
Hungary	June 2016	9.874.784	7.874.733	5.300.000	0,6730
Poland	June 2016	38.523.261	27.922.152	14.000.000	0,5014
Portugal	June 2016	10.833.816	6.930.762	5.800.000	0,8368
Italy	June 2016	62.007540	39.211.518	30.000.000	0,7651

Source: Internet World Stats

It is understood from the above table that in Turkey, no matter what is the reason behind their usage of Facebook, the number of Facebook users is almost the same with internet users which appears as a strong indication that those consume news online would likely to get exposed or prefer to get news on this platform.

Today, it is obvious that internet became accessible for most of the population in Turkey. This would be also stipulated thanks to the highest percentage of young generation in Europe since Turkish Statistical Institute furtherly states (2016) that the highest number of internet users are young people compare to elders. Moreover,

Turkey has the youngest population who ages between 16-24 in Europe with 16,6% (Turkish Statistical Institute, 2014, cited in Dođramacı and Radcliffe, 2015).

Table 6: Individuals using Internet in the last 3 months by AGE groups (2016)

Individuals using Internet in the last 3 months by AGE groups (2016)	
Age	(%)
16-24	84,3
25-34	78,8
35-44	65,4
45-54	41,3
55-64	21,0
65-74	8,8

Source: Turkish Statistical Institute

Besides the age difference correlation among internet users, there is also education level correlation on internet usage in Turkey. According to Turkish Statistical Institute (2016), people who have university or higher level of education are using internet more than lower educated people. In a broad sense, this can be interpreted that one of the main reason for using internet is to get useful information which makes sense intentional news consumption rather than coincident consumption is much prevalent among educated people.

Table 7: Individuals using Internet in the last 3 months by education level (2016)

Individuals using Internet in the last 3 months by EDUCATION level (2016)	
Education Level	(%)
Literate without a diploma	7,4
Primary school	34,7
Secondary and vocational secondary school	75,8
High and vocational high school	86,4
Higher education (University, Master, PhD)	95,6

Source: Turkish Statistical Institute

In order to understand Turkish young generation's relationship with social media in Turkey, there is one another and "the most comprehensive research study" (Gevenoğlu, 2014) which is held by research company IPSOS for the Ministry of Youth and Sports (The Ministry of Youth and Sports, 2013).

Survey which is applied to ages between 15-29 (2013) unveils that social media is mainly used by young generation to have fun (60%) and to get information (59%). Social media means to young as it is the place for having free time (53%) and to be up to date with daily agenda (51%).

The most commented subjects on social media platforms by Turkish young generation are daily happenings (60%); music, film and TV series (55%) and social events (43%).

While the most interesting subjects for men are sports (47%) and technology (46%); it's fashion and shopping (51%) for women. Sports is the most prevailing

subject among the ages between 15 and 17. On the other hand, in the same study it has been concluded that growing ages are more interested with other subjects such as social events and happenings, politics, daily happenings, culture and arts events, food and beverage places, dietary habits, fashion and shopping. Social subjects and events along with food and beverage places are more likely to be discussed among young generation who settled in Istanbul compared to the average of total numbers. Similarly, but in a different result, spiritual subjects are more likely to be discussed among young generation who settled in East and South-Eastern region of Anatolia.

In the same study, regarding the questions asked for understanding Turkish young generation's perception of social media, it has been concluded that half of them (56%) have the opinion that social media has power to activate/mobilize masses. Also with the same percentage among young generation, they state that social media is an alternative channel against traditional media. In addition to that, they state in the survey that social media enables them to reach the news which are not covered on traditional media. Almost the half of young generation (45% of survey participants) would like to have an access ability to login their social media account anytime of a day which means they are not happy with short term shut downs of social media platforms.

As can be seen from the all above tables and research results, it has been observed that the young and educated people are the most significant amount of internet users in Turkey. While all the research results (including global results) show that the digital sources along with social media becomes the top choice of news consumption platform for increasing number of users mostly the young generation

(including young adults) ages between 16-34. Since the countries have different level of evolving process to integrate themselves into the digital information age because of technological infrastructure and also demographic differences among them with socio-economical aspects, the results would be different for each country. At least it is known that the most of the research studies –which are also mentioned in this study- show social media is a trending source to consume news in many countries. However, although social media is trending platform for many, the platforms would have different level of usage in each different country. For instance, although Facebook and Twitter (except WhatsApp) are the most used social media platforms in Turkey, contrary to this trend VK and ODNOKLASSNIKI (similar platforms to Facebook and Twitter) are the most used platforms in Russia (We Are Social, 2016).

Especially the last 5 years of Turkish Statistical Institute's reports (2016) help us to understand that the significant amount of internet users are young people in Turkey. When it is considered that today's young generation will become elders of the next decades, their news consumption behaviors become not only important for they are the dominant population who consume digital news but also important to have predictable insight about how the news consumption behaviors will evolve in the future. Therefore, this research stands as an indicator to this ongoing pattern presented by the previous studies and can be considered as a contribution to further studies with its limited resources.

3. Research Design

3.1 Method

In the lights of recent studies of various kinds which indicate large number of internet users worldwide and in Turkey, and young adults' growing interest in informational use of social media, the researcher sought to test this trend among young people aged between 16 and 34 living in Turkey with a focus on their news consumption behaviour through these channels. In this research, mixed method is used by applying an online survey and making interviews. It allowed to collect data about the target group and has given the chance to analyse and compare it while also elaborate and deepen certain aspects by conducting online interviews with some of participants.

Qualitative research method is used to clarify the major aspects of the study as it offers the opportunity to interact with the respondents who could express his/her perspective. It allowed to see a pattern which would help to test previous researches in that field as well. On the other hand, quantitative method provided the framework and background information which helped the researcher to put the findings into context. In depth online interviewees were specified by purposive sampling method which will be explained in the sampling section.

3.2 Survey Design

An online survey comprised of 17 questions was designed. It involved mostly close-ended questions as well as questions with rating and multiple choice. Open-ended questions were not included in the survey except the fact that in one question,

respondents were allowed to provide their own answers so that they would have the chance to express themselves. In this way, they wouldn't be conditioned to fit to the limitations of the already-given choices of the question.

The survey was designed by using Google's survey tool, Google Forms, then the link was shared on university groups' Facebook pages and Ekşi Sözlük's announcement page Ekşi Duyuru where the link was pinned at the top of the page for one week by the help of page admins. As previous researches suggest a high percentage of social media usage among young adults, these platforms were intentionally chosen to reach the target group and contributed to the distribution of the link.

3.3 Sampling

In order to get a deeper understanding of the results and conduct quality check, it is planned to make online interviews with a some of 6 people chosen among the survey respondents whom were asked for providing personal e-mail addresses if they would be interested in an interview in the survey. This way a list of 15 e-mail addresses is provided. For the sake of the study, purposive sampling method is used to determine these 6 interviewees and made sure all of them meet the criteria of being at the ages of between 16 and 34 and using social media as a news source. This method helped to obtained efficient information from limited source. (Patton, 2002, cited in Duan, et al, 2013). Although it may be open to selection bias (Tongco, 2007, p. 153), purposive sampling allowed to choose randomly among the ones who meets the criteria of being a young adult as well as a social media user for news consumption, thus, contributed to representativeness of the study at the end of the day. The

interviews were made online via e-mail addresses the respondents provided on the survey. The researcher promised to donate a sapling to TEMA for each person of the target group with an aim to motivate interviewees to participate.



4. Research Findings and Discussion

4.1 Survey

Since the main target of the study is young people who are engaged with online platforms, the researcher chose to publish the survey in similar platforms to reach reliable audience rather than traditional methods like printed survey etc. In order to do that, an online survey was prepared with the help of Google's survey tool which is named Google Forms First a new Gmail account was created and named the account 'khas.socialmediastudies' in order to provide formal impression and confidence on survey participants. Survey link which was provided by Google Forms has been distributed on two different platforms Facebook and Eksi Sozluk's announcement page Eksi Duyuru. The link has been shared via Facebook and the audience has been called to action to distribute the link on their own Facebook profile pages. The link also has been pinned to the top of the list for one week on Eksi Duyuru by the help of page admins. Since Eksisozluk is used as one of the platform for sharing the survey with audience, it can lead misinterpretation that some of survey participants would be already engaged with Eksisozluk. However, it should be noted that the survey has been shared via Eksiduyuru, not Eksisozluk. Eksiduyuru is the sub-platform of Eksisozluk where the members use this platform for announcements not including news. Eksiduyuru is also open to guest members who are not writer in Eksisozluk.

As a result of the survey, it has been reached to 135 participants in total. 91,8% (124) of total participants are aged between 16 and 34 which means the participants are mainly representing our target audience. 45 of the participants (43 of them are

aged between 16-34) are male and 89 of them (80 of them are aged between 16-34) are female; 1 participant stated its gender as “other”. Another major outcome of this study has been education level of the participants. Among total number of participant; 4,4% of them have post-doctoral degree, 8,1% of them have master’s degree; 23,7% of them currently studying on master’s program; 31,9% of them have university degree; 26,7% of them are university student. There are also lower educated participants where 3,7% of them have high school degree and only one of the participant has primary school degree who is aged between 45 and 54.

It has been asked to participants to describe themselves whether they are more likely to follow daily (going-on) news or not. 28,9% of them describe themselves as they are definitely following the daily going-on news, 37% of them also described themselves that they are following the news but not as much as the former group. In addition to that 24,4% of them also described themselves in medium of the scale. Finally, there are only 9,6% of them who states that they are following the news less than the medium scale. As can be seen from the table given below, 90% of all participants described themselves they are following daily news not least than the medium which means they are engaged with news.

Table 8: The figures of survey question 5 (Survey questions are also appended)

# of participants	I never follow news 1	2	Medium 3	4	Definitely, I describe myself who follows news 5
Q: Do you describe yourself as a person who follows daily (going-on) news? (Please give a rate from 1 to 5)	1	12	33	50	39

Total number of respondents to the question: 135

In order to get an insight about respondents' preferences for which they use the platforms for news consumption, there have been 4 options which are presented including television, radio, printed version newspapers and online platforms. In the same question, it also has been tested the frequency level of their usage of those platforms scaled between the statements "never" and "more than once in a day". The outstanding number of participants -corresponding to 79,25% of total participants (107 out of 135)- stated that they are using online platforms more than once in a day as a news consumption tool. 90,65% of all participants (97 out of 107) who stated they use online platforms more than once in a day are aged between 16 and 34. Not surprisingly, the least chosen platform is radio where the most of the participants (77 respondent) stated that they never use radio as a news platform OR they use it once in a week (14 respondents). There is only 1 participant who stated that he/she never use online platforms. On the other hand, the option "Never" is the highest rate for all platforms (except online) among the participants. For instance, 97,8% of participants (132 out of 135) have shared their frequency level of usage of television and 33% of them (44 out of 135) stated that they never use television as a news consumption

tool. Furthermore, only 36% of them (48 out of 135) stated that they rarely use television as a medium for getting news (two-three times a week OR once a week).

Table 9: The figures of survey question 7 (Survey questions are also appended)

Q: Which of the below mediums you have used for news consumption in the last week? (You can choose multiple options)	# of all participants	Every day, more than once	Every day, just once	Two-three times a week	Once a week	I never use this platform as a news source
Television		17	23	28	20	44
Radio		10	4	17	14	77
Printed magazine/newspaper		16	12	26	26	43
Online platforms		107	15	10	1	1

All survey respondents who are clearly engaged with internet as their daily activities, they also described themselves they are “freedom supporters”. Participants are asked to describe themselves with the most adequate description for their political characterization and they are allowed to make a multiple choice among 13 options. The characterizations Bilgiç and Kafkaslı used in their online survey about Gezi protests helped to construct these different descriptions in this study (2013). By a long way, major number of participants (68,7% of all participants; 92 out of 134) described themselves they are freedom supporters. Here the bottom line of the response, it should be noted that freedom supporters cannot be categorized ideologically to only one side (whether they are left or right wing supporters). This outcome has been reached thanks to the multiple answers including both nationalists, conservatives, religious, socialists and Kemalists etc. Therefore, this can be interpreted that one’s self-expression of being a freedom supporter is rather a

characterization related to his/her social media perception. This outcome is also in accordance with the results of Ministry of Youth and Sport's report which states (2013) that the most important subject for young generation is freedom on social media.

Table 10: The figures of survey question 14 (Survey questions are also appended)

Q: Which of the below qualifications describe yourself? (You can choose multiple options)	(# of all participants)
Freedom supporter	92
Democrat	48
Feminist	35
Religious	13
Conservative	5
Socialist	39
Atatürkçü	50
Kemalist	19
Anarchist	17
Minority	15
LGBT	5
Nationalist	15
Apolitic	21

Total number of respondents to the question: 134

Survey participants were also asked about their preferences on which type of news categories they are looking for, no matter the type of medium. In order to do that, the scaled question has been asked to participants which is scaled between “rarely” and “very often” (from lowest rate 1 to highest rate 5). As an outcome of this question, it has been observed that “politics” is the most preferred news category to be consumed “very often”. 29,63% of all survey respondents (40 out of 135) stated that they seek very often the news about politics. Further to this outcome, it has been

also observed that “political news” is the most preferred news category among participants with the highest rate of chosen category above medium scale. Accordingly, 77,03% of total participants (104 out of 135) stated that they are seeking the news for politics above the medium scale which means they are interested with politics as a news category as a sum of outcome. Although not much as politics with the preference of very often, “arts and culture” is the second most preferred news category among survey participants who stated that they seek for the arts and culture news above medium scale (75,55% of all participants; 102 out of 135). Another closest rate also belongs to the preference of “science” where 71,85% of all respondents (97 out of 135) stated that they seek for that type of news. The outcome of this question in the survey can be interpreted that the most of the participants are interested with “politics”, “arts and culture” and “science” as they seek for these categories as a subject of news.

Table 11: The figures of survey question 6 (Survey questions are also appended)

Q: How often do you seek for below written news categories? (You can leave empty options which are not fit you)	# of all participants	Rarely 1	2	3	4	Very often 5
Politics		9	21	32	32	40
Sport		68	25	12	13	5
Science		8	28	48	34	15
Art and culture		7	25	44	38	20
Magazine		70	30	16	5	4
Crime news		36	42	29	16	3

Survey participants were asked about their preferences on which they are using news institutions as a news source. In order to do that, the scaled question has been asked to participants which is scaled between “rarely” and “very often” (from lowest rate 1 to highest rate 5). Here it has not been stick to only traditional news platforms

like Hurriyet, Sabah, Cumhuriyet, Birgün, Yeni Akit, NTV, TRT, CNN Turk but also another sources like digital born news sources like 140 Journos, Diken.com.tr, Bianet, Sendika.org, Dokuz8 and Zete.com were included. Furthermore, Eksisozluk and Onedio was also included as a platform which involve user generated content. In addition to that, respondents were also asked to type their own choice of news source.

As an outcome of this question, it has been observed that Eksisozluk is the most preferred platform along with other digital born news platforms among the survey participants who are aged between 16 and 34. Accordingly, 81,45% of participants (101 out of 124) who are aged between 16 and 34 stated that they are using Eksisozluk as a platform for getting news with the frequency start from “rarely” to “very often”. Compare to other options, Eksisozluk has been also chosen as the most used news platforms where the survey young and young adult participants stated that they are using Eksisozluk “very often” (39,52% of all survey participants who are aged between 16-34; 49 out of 124)). Here the table given below summarizes the number and percentage of survey participants who stated they use the below written platforms very often and they are aged between 16 and 34.

Table 12: The figures of survey question 8 (Survey questions are also appended)

	Name of the platform	# of young participants who stated "VERY OFTEN"	% of among all young survey participants
How often do you use the below written platforms as a news source? (You can choose multiple options.)	Eksisozluk	49	39,52%
	Diken.com.tr	19	15,32%
	Onedio	17	13,71%
	CNN Turk	14	11,29%
	Cumhuriyet	14	11,29%
	Birgün	13	10,48%
	Hurriyet	13	10,48%
	Sendika.org	10	8,06%
	140journos	9	7,26%
	Bianet	9	7,26%
	Sözcü	8	6,45%
	Haberturk	7	5,65%
	NTV	5	4,03%
	TRT	4	3,23%
	Milliyet	3	2,42%
	Dokuz8	3	2,42%
	Agos	2	1,61%
	Zete.com	2	1,61%
Sabah	1	0,81%	
Posta	1	0,81%	

As can be seen from the table, Diken.com.tr and Onedio follows Eksisozluk among survey participants who stated they use those platforms very often. By way of this outcome, it has been observed that traditional news providers are not at the top of the list for young generation in Turkey. In addition to that, in the section of the survey where the respondents were allowed to type their own choice, T24.com.tr has been written by 9 survey respondents without sharing the information of frequency level of usage.

As an outcome of the question which asks the opinion of survey respondents about their preferences on the form/style of news, the highest number of survey respondents stated that they prefer “written news” compare to other forms like “short articles includes more images”, “video” and “listening”. 64,7% of all participants stated that they would like to get news in written form. 21,1% of the same number of respondents stated that they would like to get news in the form of short articles which includes more images.

One of the most important survey question which was asked to be used as a source to determine the survey respondents’ preferences of social media, this has been asked specifically targeting their choice of social media platforms for news consumption. By a wide margin, it has been observed that Facebook and Twitter are the most preferred social media platforms to get news where 63,2% and 59,4% of all participants use those platforms respectively. The closest rate to these platforms belongs to Instagram which is only preferred by 16,30% of all survey participants. On the other hand, 14,3% of all participants stated that they do not use social media to gather news from the internet.

Table 13: The figures of survey question 12 (Survey questions are also appended)

Q: Which of the below social media platforms do you use when you get news? (You can choose multiple options)	The name of social media platform	# of participants	% of all survey participants
	Facebook	84	63,2
	Twitter	79	59,4
	Instagram	22	16,5
	I do not follow news from social media platforms	19	14,3
	Other	13	9,8
	Periscope	7	5,3
	Snapchat	5	3,8

Total number of respondents to the question: 133

When the elders are excluded from the results of the survey (11 of 133), it has been observed that the difference between Facebook and Twitter get closer among young aged respondents. Accordingly, while 59,68% of all young participants (74 out of 124) stated that they use Facebook and 58,87% of them (73 out of 124) stated that they use Twitter to get news from social media platforms.

As another outcome of the survey, it has been observed that the highest number of respondents stated that they are following social media accounts of independent or funded news agencies to get news from social media platforms. Social media accounts of national news agencies -like Hurriyet, Birgun, CNN Turk and A Haber- were chosen less compare to independent or funded news agencies. Accordingly, 43,1% of all participants who responded to this question (56 of 130) stated that they follow social media accounts of independent or funded news agencies like Bianet,

Dokuz8 and 140 Journos. On the other hand, 21,5% of all respondents stated that they get news from national news agencies' social media accounts. Further to this competition between national and independent news agencies, 16,9% of all respondents stated that they get news from their relatives' shares and posts on social media platforms.

89,55% of all young survey participants responded to above mentioned question and 43,33% of them stated that they follow social media accounts of independent or funded news agencies.

Table 14: The figures of survey question 13 (Survey questions are also appended)

Q: If you think you provide the news from social media platforms, which of the below statement suits you most?	# out of young aged respondents
I follow social media accounts of news agencies which I respectively believe they are independent or institutionally funded. (Like Bianet, Dokuz8, 140 Journos etc.)	52
I pay attention to the shares of national news agencies. (Like social media accounts of Hurriyet, Milliyet, Birgün, CNN Turk, A Haber etc.)	26
I follow the news via either my family or my friends' shares on social media platforms	21
No Answer	18
Other	3

Total number of young respondents to the question: 120

In the survey, it also has been asked survey participants' opinions about freedom of press. The outcome of this question can be furtherly discussed in another academic research but also can be very significant determinant for understanding the behaviors of news consumers on internet. Accordingly, with a drastic number of responses, 96,3% of all participants stated that they don't think there is a freedom of

press in Turkey. As already mentioned at the beginning of this section, it has been observed that 90% of survey participants described themselves they are following news not less than the average. These controversial two outcomes present that although survey participants are interested with news, they don't trust it. Here this outcome also presents why the importance of social media is increasing due to the absence of freedom of press and especially while the young generation see social media platforms corresponding their political characterization as a platform of freedom.

4.2. In Depth Online Interview

In addition to the online survey, it has been performed a further interview with 6 survey participants who are chosen among the volunteers who shared their e-mails personally. Accordingly, respondents only who stated they use social media as a news source were chosen as a target interviewees in order to get more insight about their approaches and perceptions towards social media usage in news consumption. Due to anonymity of survey participants, only their first names are shared in this research.

Table 15: The list of in-depth online interviewees (It is also appended)

Name	Education Level	Gender	Age	Q: Which of the below social media platforms do you use when you get news? (You can choose multiple options)	Q: If you think you provide the news from social media platforms, which of the below statement suits you most?
Görkem	University Degree	Male	25-34	Facebook	Answer (a)*
Burcu	University Student	Female	25-34	Facebook, Twitter, Periscope	Answer (b)**
Sevcan	Master's Student	Female	25-34	Twitter	Answer (b)**
Müge	Master's Student	Female	25-34	Twitter	Answer (b)**
Selen	University Student	Female	16-24	Facebook, Twitter, Instagram, Snapchat	Answer (a)*
Selin	University Degree	Female	16-24	Facebook	Answer (a)*

*Answer (a): I follow the news via either my family or my friends' shares on social media platforms

**Answer (b): I follow social media accounts of news agencies which I respectively believe they are independent or institutionally funded. (Like Bianet, Dokuz8, 140 Journos etc.)

As already mentioned in the online survey section, it has been reached to 135 participants via online survey. 91,8% (124) of total participants are aged between 16 and 34 which means the participants are mainly representing the target audience. At the end of the survey, it has been asked survey respondents' e-mail addresses if they

would like to get further questions regarding the same survey topic. 15 of them shared their e-mail addresses, however only 11 of them were suitable to ask further questions because they stated that they use social media as a news source.

Interview questions were asked via e-mail and the responses were accepted through the same way. It has been received 7 reply and only 6 out of the participants responded with their answers. In accordance with their answers given in the online survey, here the general details of respondents which were used to determine the target interviewees are as follows:

Based on the participant information gathered from online survey, there have been additional questions which were asked to those abovementioned participants. As an initial question, in order to make a comparison between respondents' time they spent on social media and news consumption, it has been asked how much they spend time for these activities, separately. As a result of this question, it has been observed that all participants stated that they spent more than one hour up to 5-6 hours a day on social media. The most interesting answer has been given by Selen who says:

Q1: How much time do you spend on social media platforms in average within 1 day?

Selen: Social media platforms are not only reachable via computers anymore, they are always with me whenever I carry my mobile phone on me. I can reach them with a single touch whenever I walk, eat, and do anything actually. As a new graduate, unemployed and stays at home, I can say that I spend most of the day on social media.

On the other hand, similar with the above results, participants also stated that they also consume news more than one hour up to 5-6 hours a day where they are giving a reason behind it that they consume news because they use social media as well. Only one participant replied that he spends 5-10 minutes a day to get news. Here some of answers given by respondents below:

Q2: What is the average amount of time you consume for news consumption in the same day?

Burcu: I regularly consume news through social media platforms. For this reason, I devote most of the 5-6 hours I spend on these platforms to news consumption during the day.

Sevcan: Every time I work on a computer, I have Twitter and a few news sites open on my other tabs. I can say it is about 4 hours.

Müge: I also follow the news from social media, that is why I can say that I get news for about an hour a day.

As a third question in the survey, it has been asked to participants to share their most relevant reasons why they are using social media platforms. In addition to that, participants were encouraged to make a clear difference between the social media platforms they used most. As an outcome of this question it has been observed that Facebook and Twitter are the most preferred social media platforms among the participants and this result also represents the highest rate of the online survey. Accordingly, social media platforms were mostly used for getting information, to communicate with friends and socializing. It has been observed that Facebook is mostly used to have communication with friends. On the other hand, Twitter is mainly used for getting information. In addition to that, one of the participant, Selen stated that she uses Instagram to reach images and passages related to her private

interests or friends' shares. Another participant, Müge stated that she uses Instagram to share photos but at some point she gets news from the same platform. Here are some of answers given by respondents below:

Q3: For what purposes do you use social media platforms like Facebook, Twitter and Instagram? (What is usually the reason for you to visit these platforms, especially if you use different platforms for different purposes, you can specify them separately, for example you can have other goals for your Twitter and Facebook visits. You can share all the answers you have in mind.)

Burcu: I use social media platforms to keep track of information and share news. Although I have a lot of social media networks, I use Twitter and Facebook the most because I can see the share of some other platforms as well. The reason why I use Twitter is to reach Turkey's and world's agenda, various artists, politicians and people that I can learn their thoughts about the agenda. Facebook is more about culture-arts, science and so on. I use it to follow developments and to be aware of events in the city I live in. Apart from this, I also use Facebook to communicate with the friends.

Sevcan: First of all, Facebook is a communication platform and a place for me where I see my mission to keep my environment informed with news or events that I have read. Because I am the only educated member of my family - I mean, they don't even have a secondary school degree - and they live in the countryside.

Although my homeland is quite "republican", many things are alienated here. Moreover, putting aside the republican idea, my relatives are nationalists and conservatives. For this reason, the only place they can see the truth is my social media platforms, of course if they do not remove me from their homepage on social media platforms. By the way, I do not think they follow me to get enlightened. [...] I have an Instagram account but I do not use it very often because of bad news especially since Autumn. We don't even want to take a picture of our best moments... On the other hand, Twitter is the platform I use to reach and announce the news in the shortest time. I use it most often.

Selen: I actively use 3-4 social media platforms. My Instagram account is usually away from the news and I follow it for my own interests and for my friends' images and writings. I had to use my Facebook account for the entire time when I study. Department lecture notes, announcements etc. was done through this platform. At the end, it turned out that it became a tool that I use for finding e-book, sharing information and news sites even with far relatives. On my Twitter account, I usually follow the users who share political posts OR social media phenomena. I think that I get the most useful return on Twitter both in terms of entertainment and to keep up to date.

Further to above question, it has been asked to participants about the reasons why they choose social media as a platform to get news. It has been observed that, social media enables users to access to news instantly. It is also seen as a platform to get confirmation whether the news is real or not. Since social media usage become a daily activity of some survey participants, it is the fastest way to get news from the same platform. In addition to that, one of the participants, Burcu also stated that she thinks the most of mass media tools are not independent, they are censored and they use hate speech on their content. Here are some of answers given by respondents below:

Q4: In the online survey which you have participated, you stated that you follow the news through your social media accounts. Why do you prefer to follow the news from social media?

Görkem: I do not open news websites directly. I come to the share of people I think on Facebook, similar to my opinions (news link, headline and comment on my friend's sharing). I do not usually click on the link.

Burcu: The fact that social media accounts provide faster access to news, and the fact that I can confirm the truth of the news from other sources on these platforms, is the main reason I follow news through social media. So, I think I can reach more comprehensive and qualified news. I also think that many mass media tools in Turkey are not independent, that there is a lot of censorship applied to communication tools such as television, radio and newspaper, and that there are many hate speech in many cases. These are why I prefer social media to follow the news.

Müge: Social media is already a habit and I spend more or less time each day. In doing so, it is easy to reach the news on the one hand.

Selin: I use social media to keep up with the news because it is easier and faster to follow news from social media. I do not have the chance to follow all the news on TV during the day, but the social media makes it easier for me to keep up with the agenda all the time when I'm out in the school. At the same time, I use social media when I want to learn about the details of the news; I can say that social media offers more detailed information.

In order to make a clear difference between participants' attitudes towards social media whether they use social media to get news intentionally or accidentally, it has been asked to them to clarify if they visit their social media accounts only with a purpose to reach news, or if they visit their social media accounts for another reason and they just accidentally see the news on their newsfeed. According to the answers given by participants, it is hard to see a clear difference. However, most of the answers can be interpreted that Twitter is the platform where participants more intentionally visit their account to get news, but other platforms are more likely to be used for other reasons as the respondents stated they get news accidentally rather than a deliberate choice.

Q5: Are you using social media tools specifically for informational purposes? What I mean here is that are you looking at your social media accounts specifically to reach the news? Or are you seeing the news accidentally because of the news sharing, even though the purpose of your visiting these platforms is different?

Görkem: Rarely, yes, to confirm the correctness of an event that comes to my ears.. I do not encounter Turkish politics news by chance on Facebook because I have not clicked on these content for a long time. Apart from that, I do not enter the social media anymore for the purpose of receiving news. (I especially like to find something / topic I'm looking for like the concert of a group of my loved ones but these are usually not daily news).

Sevcan: I use especially Twitter for this reason.

Müge: I specifically use Twitter exactly for the purpose of getting news. But I as for the others, like Instagram when I check on some photos, I encounter some news accidentally.

Selen: [...] Today, most of the terrorist attacks I have learned from these accounts accidentally.

Selin: [...] When I enter Facebook, my aim is not to receive news, but I get chance information through my friends and other users whom my relatives share and like. When I enter Twitter, my goal is to get information completely. [...]

For those accidental news consumption activities on social media, it has been asked to participants whether they engage with the news such as liking, sharing and clicking the link to get details from the main source or not. As an outcome of the question, participants stated that they rarely like, share or click the link. Here are some of answers given by respondents below:

Q6: Do you have any engagement with the news you have encountered in social media by accident? (Like commenting, liking, sharing, or looking at the details of the story.)

Görkem: No (I rarely click).

Burcu: [...] I look at the details of the news if it spark my interest. For example, I can like and share a news article that took my attention because of its title or the visuals used in it, after looking at the details.

Müge: It depends on the situation. I prefer to like and comment more often, and if I'm interested in the title, I definitely look at the details. But I do not do much sharing, It's because probably a bit of a scare, maybe it's repugnant to try to be political from social media.

Selin: I am often wondering and reading the details of the news as the news pages on Facebook are especially noticeable. The ones I like, the news on the agenda, the ones that are out of politics; I like posts about cultural arts mostly.

As another outcome of the survey, most of the respondents stated that their news consumption behaviours change from time to time. It has been observed that participants' news choice change in accordance with Turkish news agenda. They may put aside their personal interest and focus more on the topics which are discussed in news agenda. Here are some of answers given by respondents below:

Q7: Do you think your news consumption behaviours have changed from time to time? Do you explain at what points and why?

Burcu: News is changing periodically in my consumption habits. It changes according to the agenda of Turkey. I am less interested in news in areas such as culture-arts, science, sports, magazines during times when the country's agenda is intense (political, economic, etc.).

Müge: I intensely use social media to follow news during times of crisis, because I want to reach news as quickly as I can.

Selin: I follow news routinely but I can say that I follow it more often when there is striking news about the country's agenda.

Since it is observed from online survey results that participants are more likely to use Facebook and Twitter as a social media platform to get news, in the online

interviews, it has been asked to participants to make a further explanation that how do they perceive these two platforms in terms of the news they provided. As an outcome of this question, most of the participants stated that Twitter is deliberately the quickest way of getting latest news. It is more open to engage with anyone and that is why they are of the opinion that Twitter has more user generated content in terms of information. On the other hand, they stated that Facebook provide them more visual form of content and it is rather used for the contents which are out of Turkish political news agenda.

Q8: On Facebook and Twitter; How do you evaluate these two different platforms in terms of news content they provide you?

Burcu: I follow the same social media accounts, news sources and contacts on both platforms. I prefer to keep track of instant news shares via Twitter even though the content of the shared news is the same. Interacting on getting Twitter news is clearer and faster. I use Facebook to get more visual news and news on art, science style.

Sevcan: Twitter is the fastest place where I can reach from the mouth of the individuals as it is to the living. [...] Facebook is a place where more compiled and edited news takes place. Facebook is the new generation newspaper. However, Twitter is the most accessible place to reach breaking news.

Selen: I think that Twitter reflects more truth. Because if you follow from every side, you can see the rebellions of people defending their own thoughts. You can see the agenda on Twitter. Facebook is more like sharing to your circles and becoming more personal.

Selin: [...] I think Twitter is a platform that is used by people who follow the news and the agenda more closely and post their opinions with tweets. Facebook provides more visual content and I cannot treat it as a direct news source.

As the ninth question of the survey, based on participants' answers given in the online survey, it has been asked similar but different questions to each in order to

provide further explanation about their choice of social media accounts they follow for the news. Accordingly, participants who stated that they get news from social media accounts of news agencies which they respectively believe those are independent or institutionally funded furtherly explained the reason that they believe the mainstream media is not independent and they don't provide them accurate information about the news. One of the participant Müge furtherly stated that independent news agencies are making citizenship journalism and that is the reason why she thinks those are more reliable. Here are some of answers given by respondents below:

Q9: In the online survey which you have participated, you stated that you rather choose to follow social media accounts of news agencies which you respectively believe they are independent or institutionally funded (Like Bianet, Dokuz8, 140 Journos etc.). Could you please explain the reason of this?

Burcu: The mainstream media is not independent and is not a true and reliable source of news. So, I follow social media accounts of news organizations that I think are independent.

Sevcan: Because they are trustworthy, they convey the facts as they are, and they are the institutions which support opponents anytime...

Müge: I think they are independent and that they allow me to reach the accurate news. For example, I know that news organizations like Sözcü or Akit are directly biased, so even if they make news about traffic accidents, they do not come convincing and I do not want to follow them. However, since I know that Dokuz8 also performs citizen journalism and is a participant, I feel that I reached the news directly and they are objective.

5. Conclusion

News consumption was discussed in terms of various approaches; recent studies that focus on internet and social media examined in the context of major points discussed in the literature. Internet and social media, as the medium were considered to be chosen by the audience and studied within scope of the findings of latest researches and discussions that followed it. The correlation between young generation as the audience and social media the medium, the news source was argued to be related to the previous debates about the roles of different media in news consumption and the factors that determine users' engagement with the various mediums. These include certain gratifications (Diddi and LaRose 2006; Üçer, 2016), habitual patterns (Diddi and LaRose, 2006) as well as generational identity (Opermann, 2014). The young generation's increasing engagement with new media, its role as a news source for this audience and its importance in the future (Parker and Plank, 2000; Flanagin, et al., 2003; Lee and Carpini, 2010) was addressed in detail in the lights of the latest reports.

In the lights of latest researches and previous studies in the field, this research with the limited number of survey participants finalized that there is an ongoing pattern about social media usage in news consumption. However, it should be noted that the number of interview participants are very few and obviously do not represent the general. Additionally, since the significant number of survey participants were female and high educated citizens (89 out of 135 online survey participants are

female; 5 out of 6 in-depth online survey participants are female; almost all of survey participants hold university degree or at least they are university student), this also can be interpreted as the results are more gender and education biased and cannot be argued as they represent all young people in Turkey. In the light of these facts, it has been only stick to participant's statements regarding their ages not other cultural or demographic differences. Accordingly, thanks to the online survey which is performed with 135 participants of which 91,8% are aged between 16 and 34, it has been observed that the outstanding number of survey participants stated that they are using online platforms more than once in a day as a news consumption tool. In a similar pattern, compare to online platforms, very few of the young participants stated that they use traditional media like television, radio and printed magazine/newspaper to get news as their daily choices. As for the social media usage for news consumption, as one of the main component of online platforms, participants also stated that they use social media platforms to get news and they prefer Facebook and Twitter the most for this purpose. Within the help of information gathered from online interviews, it has been observed that one of the main reason why participants choose social media platforms as a news source is because it is the easiest and the fastest way to access it. Since social media usage becomes a daily activity of survey participants, news consumption activity also becomes a usual way of getting news for them.

By a wide margin within a limited number of participants, it has been observed that Facebook and Twitter are the most preferred social media platforms to get news where 59,68% and 58,87% of young participants use those platforms respectively.

Although it seems they are similar ratios, Twitter is mostly preferred specifically to get information/news; Facebook seems to be used for various reasons including news consumption. Online interview participants were asked to clarify this distinction in the interviews. One of the common points they underlined was the fact that Twitter offers the quickest way to get information about the latest events compare to other social media platforms and they see Facebook is the place for more visual shares not the content alone. This indicate that the number of cases when participants encounter news accidentally is most likely to be more on the platforms except Twitter. In addition to that, it has been observed that participants perceive the Facebook as a platform to get art/culture, science and events news which are seemed mostly they are out of Turkish political news agenda.

As per the online survey results, it has been also observed that traditional news providers are not at the top of the list for survey participant youngs among their choices of news sources. This outcome has been furtherly supported with the highest number of participants who stated that they follow social media accounts of news agencies which they respectively believe those are independent or institutionally funded (Like Bianet, Dokuz8, 140 Journos etc.). Online interview participants furtherly explained the reason for that they believe the mainstream media is not independent and they don't provide them accurate information about the news.

In addition to abovementioned outcomes, it also has been asked survey participants' opinions about freedom of press in this study. The outcome of this question can be furtherly discussed in another academic research but also can be very significant determinant for understanding the behaviors of news consumers on

internet. Accordingly, with a drastic number of responses, 96,3% of all participants stated that they don't think there is a freedom of press in Turkey. Controversially, it has been observed that 90% of survey participants described themselves they are following news not less than the average. These controversial two outcomes present that although survey participants are interested in news, they don't trust it. Here this outcome also presents why the importance of social media is increasing due to the absence of freedom of press and especially while the young generation see social media as a platform of freedom which is also corresponding to survey participants' political characterization.

As a result of the research, with the limited number of survey participants, it has been observed that the survey participants (who are mostly young, female, high educated, not believes there is freedom of press and follows independent news institutions), they mostly use social media as a platform to get news. This outcome corresponds to Deloitte's findings on Digital Democracy Survey (2015) which argues that 2015 was the first year ever social media has transcended the television as a source of news among millennials who are aged from 14 to 32 in United States. This would be also not surprising outcome for Turkey in general when it is known that Turkey is one of the highest country where there is almost the same number of Facebook users with internet users according to the figures published on Internet World Stats. Of course this can be furtherly researched with more broad and representative surveys.

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Appendix I

Online Survey Questions

Q1: What is your education level?
Q2: What is your gender?
Q3: What is your age?
Q4: Do you live in Turkey?
Q5: Do you describe yourself as a person who follows daily (going-on) news? (Please give a rate from 1 to 5)
Q6: How often do you seek for below written news categories? (You can leave empty options which are not fit you)
Q7: Which of the below mediums you have used for news consumption in the last week? (You can choose multiple options)
Q8: How often do you use the below written platforms as a news source? (You can choose multiple options.)
Q9: You can write your own answer if the answers written below the 8 th question do not suits you.
Q10: How much do you trust the news sources which you have used?
Q11: Doesn't matter whether it is online or traditional platform, how do you like to consume news? (Written, short articles with visual content, video, listening)
Q12: Which of the below social media platforms do you use when you get news? (You can choose multiple options)
Q13: If you think you provide the news from social media platforms, which of the below statement suits you most?

Q14: Which of the below qualifications describe yourself? (You can choose multiple options)
Q15: Do you trust journalists who works with traditional media?
Q16: Do you think news institutions are independent from political and economical pressures?
Q17: Do you believe there is a freedom of press in Turkey?
Q18: Would you like to help us to improve our results by having an in-depth interview with you? If so, please share you e-mail address below.



Appendix II

The list of in-depth online interviewees.

Name	Education Level	Gender	Age	Answers Received on
Görkem	University Degree	Male	25-34	05.01.2017
Burcu	University Student	Female	25-34	05.01.2017
Sevcan	Master's Student	Female	25-34	06.01.2017
Müge	Master's Student	Female	25-34	06.01.2017
Selen	University Student	Female	16-24	06.01.2017
Selin	University Degree	Female	16-24	07.01.2017