KADİR HAS UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES

FACEBOOK USAGE FOR THE WOMEN BETWEEN THE AGES 55 AND 65 YEARS OLD

GRADUATE THESIS

DENİZ DALOĞULLARI

September, 2016

Deniz Daloğulları

M.A. Thesis

2016

FACEBOOK USAGE FOR THE WOMEN
BETWEEN THE AGES 55 AND 65 YEARS OLD

DENİZ DALOĞULLARI

Submitted to the Graduate School of Social Sciences

in partial fulfillment of the requirements for the degree of

Master of Science

☐in

NEW MEDIA

KADİR HAS UNIVERSITY

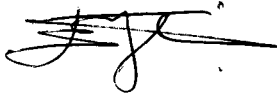September, 2016

KADIR HAS UNIVERSITY

KADİR HAS ÜNİVERSİTESİ

SOSYAL BİLİMLER ENSTİTÜSÜ

FACEBOOK USAGE FOR THE WOMEN BETWEEN THE AGES 55-65 YEARS OLD
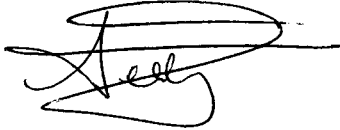
DENİZ DALOĞULLARI

ONAYLAYANLAR:

Doç.Dr. Eylem Yanardağoğlu   Danışman Kadir Has Üniversitesi
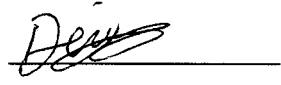
Doç.Dr. Levent Soysal   Üye Kadir Has Üniversitesi

Yard.Doç.Dr. Aslı Telli Aydemir Üye Istanbul Şehir Üniversitesi

ONAY TARİHİ: 02/09/2016

"I Deniz Daloğulları, 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."

DENİZ DALOĞULLARI

ABSTRACT

FACEBOOK USAGE FOR THE WOMEN
BETWEEN THE AGES 55 AND 65 YEARS OLD

Deniz DALOĞULLARI

Master of Social Sciences in New Media

Advisor: Doç. Dr. Eylem YANARDAĞOĞLU – Kadir Has University

September, 2016

The current study investigates the special in-group dynamics of women between 55-65 years, and demonstrates the need for "Facebook usage" for that specific age group. The research question assesses the reasons behind the Facebook usage need and intention, for the women between 55-65 years. It is true that the underlying reasons behind social media usage is related to many sociologic and psychological factors, and the Facebook usage of women aged between 55-65 can only be explained by first examining the sociologic and psychological needs of the women in the group. The current study is important at the point of being the first study in Turkey, which especially focuses on the social media usage of middle-aged women, rather than focusing on the social media usage trends among youth, and which investigates the underlying hidden reasons behind Facebook usage.

In the scope of the research, interviews are conducted with 15 participants and the results are investigated by sentiment and qualitative analysis. Participants are 55-65 year old women and in addition to that conducted with 10 participant 18-35 year old women for comparison. According to the results of the study, it is found out that women aged between 55 and 65 mainly use Facebook for the reasons of self-actualization, socialization and self-valuation. In addition, even though the middle aged women use Facebook in the same amount

or less than the young people, they attach a higher meaning on Facebook. It can also be said that women in 55-65 age group relate Facebook with their self-identity.

ÖZET

55 VE 65 YAŞ ARALIĞINDAKİ KADIN FACEBOOK KULLANICILAR

Deniz DALOĞULLARI

Sosyal Bilimler Enstitüsü Yeni Medya Yüksek Lisansı

Danışman: Doç. Dr. Eylem YANARDAĞOĞLU – Kadir Has Üniversitesi

Eylül, 2016

Mevcut çalışma 55-65 yaş aralığındaki kadınların demografik özelliklerini ve bu yaş grubundaki kadınların Facebook kullanımının ne şekilde geliştiğini ve söz konusu yaş grubu için Facebook kullanımının altında yatan sebepleri incelemektedir. Özellikle bu yaş grubundaki kadınlarda Facebook kullanımının sosyolojik ve psikolojik faktörlerle yakından ilişkili olduğunu söylemek mümkündür. Bu kapsamda, mevcut çalışma, gençlerden ziyade orta yaş grubundaki kadınlarda Facebook kullanımını inceleyen ve 55-65 yaş arası kadınları Facebook kullanma ihtiyacına iten sebepleri araştıran ilk çalışma olması bakımından büyük önem taşımaktadır.

Araştırma kapsamında 55-65 yaş aralıklarındaki kadın 15 katılımcıyla röportaj yapılmış, sonuçlar duygu analizi ve kalitatif analiz yöntemiyle incelenmiştir. Karşılaştırma için 18-35 yaş aralıklarındaki 10 katılımcı ile de görüşülmüştür. Çalışmanın sonuçlarına göre, 55-65 yaş aralığındaki kadınlar kendilerini gerçekleştirme, sosyalleşme ve kendilerini değerli hissetme sebepleriyle Facebook kullanmaktadırlar. Buna ek olarak, 55-65 yaş arası kullanıcılar gençlere oranla Facebook'u daha az kullansalar dahi, Facebook'a daha derin ve kişisel anlamlar yüklemekte, Facebook'ta yarattıkları kimlikleri kendi öz kimlikleriyle özdeşleştirmektedirler.

Anahtar Kelimeler: Facebook, Sosyal Medya Kimliği, Orta Yaş ve Üstü Kadınlar, Sosyalleşme, İdeal Kişilik, Sosyal Baskı, Kendini Gerçekleştirme.

Teşekkür Notu

Table of Contents

1.Introduction

1.1.Social Media Effect

Today, while our habits changing and the consumption of information is rapidly accelerating, the most intriguing query is the definition of the social media. Where everyone has their own interpretation and definition to the social media, it is generally a vehicle for getting information quickly (Gulbahar et. al., 2010).

If we have to definesocial mediawith a proper description; social media is a new generation of web technology with the overall narrative of the user–friendliness and communication speed with simultaneous sharing of information captured by digital platforms (Moore & McElroy, 2012). In a digital era, where a lot of people is mobile and online, free communication and sharing allowance without borders is possible in the context of social media. It is also important for individuals in terms of branding and corporate positioning (Koç & Gulyagci, 2013). It provides interaction for education and has open doors in the sense of providing research and information (Rouis et. al., 2011).

The conversion which is called transmedia shows us that "era when we entered our lives with digital media technology to take the place of other traditional media" promises are going to be faster than predicted. Institution / brands which can keep up with these transformations will capture the momentum of providing the investment over the next 10 years until this conversion replaces its place with anew communication platform (Bachrach et. al., 212). Social media is a different platform when compared to traditional media. The biggest difference of it from newspapers, TV and other printed media is the sharing of information simultaneously (Bicon & Cavus, 2011). The level that had been brought by two way communication is far ahead of traditional media. Therefore it is often preferred today by brands.Every year the rates of the budget allocated to digital channels are rising (Koç & Gulyagci, 2013).

Social Media is user-driven and has the right to speak to anyone without restrictions. When properly used, the power and influence is indisputable (Lougheed, 2012). Providing a variety of benefits, especially in terms of brands, the positive or negative effects of social media on an individual is important.
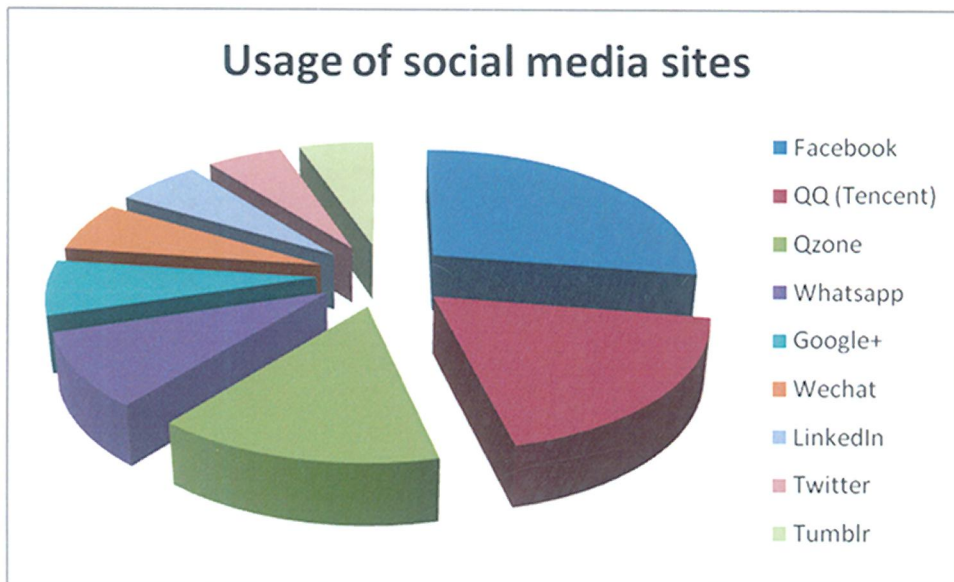
Gezi Park events had taught, a lot about social media to the Turkish people. Prohibitions and inhibitions on social media had been brokenand this showed that thesocial media has a great power. In this case, it hardened the control of state power and became a platform that has to generate new strategies for prohibitions (Lohse, 2013).

When we think social media as a new formation, the impact on the community is large and the differences in utilization rates depending on the life conditions and transnational culture had been observed. Our country continues to increase utilization of social media (Raacke & Bonds-Raacke, 2008). When we look at recent statistics on social media usage rates Turkey is located in the European rankings. Sharing information on social media takes place without any cost and instantly reach a wide audience. We can also make a metaphor for the power of social media communication (Koç & Gulyagci, 2013).

1.2.Increasing Trend Towards Social Media Usage

Internet usage in the world is becoming more common nowadays. The study in 2013 determined the number of users all over the world and in Turkey. According to the worldwide number of users of internet and social media, 2.5 billion people are using the Internet around the world, and 1.8 billion of these users have accounts on social media networks (Duggan &Brenner, 2013). In intercontinental base, North America is the region where the internet usage rate is the highest (81%), while South Asia is the region having the least amount of internet usage (12%) number of active users of social media is increasing every year. Only in 2013, 135 million more people create accounts in social networks. Here, Facebook, with

1.184 billion in the current number of active users, remains as a leader among social networks. According to active users statistics; the top 10 most popular social media platforms in the world are illustrated in Graph 1 (Duggen & Brenner, 2013).

Graph 1. Usage of top 10 social media sites

Mobile penetration is the strongest in Europe, South America and the Middle East England, at a rate of 87% , in the leading position as the country 's most widely used web . Following countries are; Canada (86%) , Germany (84%) , South Korea (84%) and France (83%) . With a large population, China, uses internet with a 42% rate and stays behind that of developed countries. Brazil spends 6.1 hour on individual computers; and Arabian countries and North America spend most of their time on internet from the mobile vehicles. Two of the most preferred social networks in USA, France, Germany, Canada, Brazil, Italy and Japan are Facebook and Twitter. In other words, these two are the most preferred social media sites in the developed countries (Duggen & Brenner, 2013).

While 85 % of Internet users of USA prefers Facebook, 46% has a Twitter account. The most preferred third and fourth social media channels are Linked-in and Google Plus in the USA. One of the most interesting point of the study conducted in year 2013 is the rise of local social networks. Other than Facebook, Twitter , Google+ and outside global social

networks like Youtube; local/regional social networks which are preferred in populous countries Russia, such as China and India are creating considerable value changes in the worldwide social network usage (Duggen & Brenner, 2013). For instance, Vkontakte, established in 2006 in Russia, became the most popular social network in a short time in Ukraine, Belarus and Russia. 75% of internet users in Russia has Vkontakte account and it is followed by Odnoklassniki with a utilization rate of 69% . The percentage of Facebook accounts are 68% in Russia. A similar situation applies to China. Founded in 2009, the Sina Weibo micro-blogging and social networking site has become the most widely used online site by the Chinese for social networking (83%). Again, a social network based in China, Tencent - commonly named as QQ- used by the world's most widely used social networks in second place in the list. In addition to popularity of Facebook (94%) and Twitter (67%) in India ,one of the most commonly used social networking site founded in Google Orkut in 2004 (51%) (Duggen & Brenner, 2013).

When it comes to analyze the social media usage in Turkey, it can be said that the Internet usage rate in Turkey is 45 % of all proportion to the population (Duggen & Brenner, 2013). Over 35 million Internet users in Turkey, there are 36 million active Facebook account, including fake accounts. Turkish people spend 4.9 hours per day on their PCs on the Internet and 1.9 hours on their mobile devices. Similarly, Turkish users spend an average of 2 hours and 32 minutes per day on social media (Koç & Gulyagci, 2013).

The most widely used social media platforms in Turkey are, Facebook (93%) , Twitter (72%) , Google+ (70%) and LinkedIn (33%) (Duggan & Brenner, 2013). When usage statistics data of January 2014 is viewed, while large increase in mobile internet access occurred, the use of social networking in the regional parameters also underlines that an important determinant (Ashcraft & Radvansky, 2014).

When it comes to analyze Turkey, according to the TUIK data (2015), it may be stated that the number of households with access to internet has experienced a tremendous increase from 7% to 69,5%, from year 2004 to 2015. In that manner, total internet users have been increased from 18,8% to 55,9% from 2004 to 2015. However, despite it has been marginally collapsed in the recent years, possibly due to the limited economic freedom of womenand limited activity of women in business life, there exists a stable gender inequity in Turkey, in terms of internet usage, and men's internet usage is higher than women's internet usage (TUIK, 2015).

1.3. Importance of the Current Study

In today's world, the social media context has started to be considered as a new form of social environment where individuals interact with each other. It is true that this new social media context distinguishes from physical, face-to-face interaction mediums at several aspects. Most importantly, in the digital contexts, it is much easier and socially less stressful to form contact and communication with the others. In addition, in social media, individuals are not restrained by any physical barrier, and they can create their identity or change their appearance in the way that they desire. However, even though increasing social media usage has been evaluated as one of the increasing trends in the contemporary world, especially among youth, and even if social media is used as one of the most effective business tools in today's marketplace, very few studies actually had investigated the psychological aspects of social media usage.

At that point, the current study aims to investigate the underlying psychological mechanisms that lie behind the 55-65 years old women's Facebook usage; and the study has high importance since it is the first study which regards social media usage as a beneficial tool for women to increase their self-satisfaction and self-esteem, and for them to reduce negative affect of everyday stressful events. Moreover, the current study is also important at the point

10

of being the first study in Turkey, which especially focuses on the social media usage of over middle-aged women, rather than focusing on the social media usage trends among youth.

1.4. Current Study Rationale

It is true that women are under a higher social pressure, and they are expected to conform to a more strict set of behavioral norms, while they are living in a society. Despite today's world of high globalization and extensive technology usage, women still feel the burden of this social pressure. At that point, the extensive usage of social media, especially Facebook have opened the way for a new area for women between years 55-65, where they can express themselves more freely, where they can alter and shape their identity in a more desired way, and where they can experience a Catharsis by reducing the negative effects of everyday phenomenon (Bayraktaroglu, 2014). Therefor, the rationale of this research is to investigate the specific dynamics of the target group of women between ages 55-65, and how the social pressure that exists in real life on those women can be stretched, reduced or eliminated by engaging in Facebook usage. The research questions assesses whether these women use Facebook more in a way of freely expressing themselves, altering their identities in a desired way and reducing the negative effects of everyday phenomenon, when it is compared with the women at younger ages. Moreover, the research question assess whether Facebook is effective or not, especially in the long term, in terms of reducing the social pressure on these women. Especially Turkish women are emphasized in the current study, and the effect of the specific dynamics of Turkish culture and society on the increased Facebook usage of 55-65 years old women is investigated.

1.5. Method

In the literature for research methods, Israel (2010) defines three different approaches of social research as positivist, interpretive, and critical approach. Theoretically, positivist

research defends that the empirical data should be investigated in order to reach scientific knowledge. In other words, the positivist approach supports investigation through experimental methods such as observation and manipulation. Here, it is possible to realize that the positivist approach requires high experimenter control, so it is usually being done in laboratory settings. On the other hand, the interpretivist approach is a more subjective approach, and it focuses on how different individuals perceive and interpret the outer phenomena differently. According to this approach, people within societies and also different societies in the world differ in terms of having their own values, feelings, intent, and motivation (Israel, 2010). The interpretivist approach tries to understand the reality in a more subjective manner, and believes that the scientific methods remain insufficient in terms of explaining the individual differences.

In the scope of the current study, it may be claimed that an interpretivist approach may be preferred over a positivist approach, since the current study deals with the individual differences in the motivations and intensions of using Facebook, and since it specifically aims to address 55-65 years old women's attitudes towards Facebook.

According to the study of Yin (1984), the type of the research questions, the required level of investigator control, and the importance of the contemporary trends over the historical trends all together determine the most suitable research method. In the current study, the research question assesses whether the 55-65 years old women use Facebook more in a way of freely expressing themselves, altering their identities in a desired way and reducing the negative effects of everyday phenomenon, whether Facebook usage affects their offline social activities, and whether Facebook is effective or not, especially in the long term, in terms of reducing the social pressure on these women. Therefore, the research questions mainly try to give answers to 'how' and 'why' questions, which indicates the usage of a research method in which participants are able to express themselves freely and flexibly, and in which further

12

follow-up questions may be asked. Since the study deals with human intensions and motivations, and since such factors are easily affected from any third variable or any confound in the outer environment, high level of experimenter control is required. Finally, since the study deals with the contemporary social media usage trends and the underlying reasons behind, the contemporary and recent issues should be valued over the historical events. Survey, case study and interview may be stated as the research methods that are appropriate while focusing on contemporary issues; however, among them, survey and interview techniques are more suitable while analyzing a specific segment of participants, while case study is appropriate while investigating rare and specific cases that are seen in very few individuals in the society (Yin, 1984). Since the current study focuses on a specific customer profile consisting of middle-aged women who actively use Facebook, it may be stated that survey or interview are more suitable methods than the case study method.

Moreover, according to a research done by Schell (1992), interview is defined as the most flexible research method, which allows experimenter to create further follow-up questions and direct the course of the communication with the participants in the way they desire. Moreover, interview technique alsoreceives answers from participants in the form of free essays, which provides a huge qualitative data to the researchers. By analyzing the data using coding experts, researchers may make lots of inferences (Schell, 1992). Such flexibility makes interview the most appropriate method for the current study.

The method of this research is to conduct online interviews with 15 Turkish women, aged between 55 and 65, by sending them online links via the social media site Facebook and to analyze the results of the interviews via the sentiment analysis. Here, the interview questions are asked (supported by the follow-up questions) in order to receive detailed data from the participants regarding their Facebook usage, and the sentiment analysis is applied in order to truly detect and categorize the inferences and the implicit patterns in the answers. The

13

research indicates that marriage and having children are among the two major factors which restrain the active social life of the women (Gilovich & Nisbett, 2013; McQuillan & O'Neill, 2009). At that point, while analyzing the Facebook usage of 55-65 years old women as an alternative medium which compensate for their need for socialization, the 15 participants are selected among the women in the middle socioeconomic class, who are married and have at least one child. Online link has been sent to 24 women in total, and the participants are pre-selected among the ones who report that they check their Facebook at least once every single day (in order to select a sample of participants who may be considered as 'active' Facebook users).Data is also collected from 10 middle socioeconomic class women aged between 18 and 35, in order to create a control group for comparison. Since women aged between 18 and 35 are generally more active in the social life, regardless of they are married or regardless of having children, no restrictions other than age and the socioeconomic status has applied to the control group.

The interview questions:

- How do you feel about the anonymity in Facebook?
- Have you ever opened a fake account in Facebook?
- When and for what, do you use Facebook?
- Do you see majority of your Facebook friends also in real life?
- What do you mostly like to share on Facebook?
- Do you usually put your own photos as your profile picture?
- What kinds of photos do you share on Facebook?
- As a third-person observer, how would you evaluate your own Facebook page?
- Can you name two of your friends in real life and mention their most apparent characteristics?

- Can you name two of your friends in Facebook, and mention their most apparent characteristics?

- What do you think is the reciprocity of "Facebook Likes" in the real life setting?

1.6. Past Studies in the Area

Previous research in Turkey related to the topic are mainly based on the behavioral, demographic, or psychological effects of Facebook usage among young people (Koç & Gülyağcı, 2013), by mainly emphasizing on its negative consequences for the future of the society. Moreover, some research has also be done in order to evaluate the Facebook as an educational tool for children and for students (Gülbahar, et. al., 2010). Other research includes some descriptive statistics on how Facebook usage changes according to age, gender, socioeconomic status, etc. Some further study assesses the role of Facebook in self-regulation and trust (Rouis et. al., 2011). However, there exists no previous research which focuses on the underlying reasons for Facebook usage trends for middle-aged women between ages 55-65, which reappraises Facebook as a medium that reduces the social pressure on these women, and which investigates whether freely expressing yourself in Facebook medium compensates for free self expression in real life; so that this research aims to fill all these gaps.

Several studies in the literature claims that the increased television watching or increased internet/social media usage makes individuals unhappy, due to the fact that people feel that their valuable time is wasted, while they are conducting these activities (Cunado & Garcia, 2012; Frey et. al., 2007). In addition, in their study, Bruni & Stanca (2008) state that engaging in increased internet and especially social media usage distracts people from daily social life and makes them more anti-social, which decrease individual happiness in the long

term. From there, it may be commented that the increased Facebook usage of middle-aged women may make them feel even more anti-social alone and unhappy, rather than socializing them. However, at that point, the study of Kataria & Regner (2011) in the literature claims that the relationship may be opposite, and already unhappy, alone and anti-social individuals may engage in higher internet/social media usage, in order to increase their level of happiness and socialization back. This study may be associated with the current study, which investigates whether the Facebook usage of middle-aged women stems from the need of becoming happier by feeling more active and social in the internet medium.

2. Position of Facebook inTurkey's Social Media Market

2.1. Distinguishing Properties of Facebook from Other Social Media Sites

In order to better understand the underlying psychological mechanisms and implicit intentions that lies behind middle-aged Turkish women's Facebook usage, the position of Facebook in Turkish society should be investigated, and then it should be evaluated how this position affects different age and gender groups in the society differently.

At that point, it would be true to say that the concept of social network membership has been entered in the majority of the individuals' lives via Facebook. The name of Facebook has first been heard in Turkey by the huge transfer that is made by Microsoft Corporation (Duggan & Brenner, 2013) Several months after the first entrance of Facebook in the boundaries of Turkey, the number of the members have been reached over thousands. In the times that the Facebook has first started to be used and adopted by the users, many speculations have been made about the social media site, which either claims that the secret information are being shared, tremendous amounts of profits are made via the advertisement revenues, the price will be asked for membership, etc.; however nothing could prevent the increasing usage trend of Facebook as the number one social media site. At that point, it may

16

be claimed that the growth and the recognition of Facebook has been much faster than the recognition and growth of the similar social media site, Twitter. This difference between two social media mediums can be explained by the user-friendly interface of Facebook (Koç & Gulyagci, 2013).

Internet based communication and chat applications, such as Messenger or MySpace were present in the market over long years (Smith et. al., 2013). However, by the entrance of Facebook into the market, it has immediately been replaced by the old messenger programsthroughout the whole world, and people have immediately switch their preferences and started to use Facebook. Facebook has been adopted as the primary social media site for chat and communication, especially for Turkish users. The statistics show that by the late 2014, Facebook Messenger and Whatsapp are used by more than one in five of the total population each month (TUIK, 2015), as the most popular social media sites, which also indicates that the main purpose of Turkish people while using social media is to connect and communicate with others. Research also shows that when it is compared with Western users, Turkish users had a faster adaptation period when they switch from older messenger sites to Facebook (Akyıldız & Argan, 2012).Here, it may be commented that older sites such as Messenger or MySpace may be more individualistic and may require lower emotional attachment by the others in the social network, which is not perfectly suitable for Turkish culture. On the other hand, emotional attachment and connection with the others may be considered as stronger in Facebook, when it is compared to other social media sites, which may make Facebook more suitable for Turkish culture. In addition, Facebook is mostly used for the purposes of re-connecting with the old friends or hearing news from others, while older sites such as Messenger or MySpace usually promotes meeting with new people or connecting with strangers (Aydın, 2012).

At that point, the advantages of Facebook over other social media sites should be investigated. Different from Messenger or MySpace, Facebook allows users to construct an entire profile, which contain all the personal information, which can be thought as an alternative identity formation (Lister, 2009). In real life, people do not have the opportunity to change or reconstruct the reality in the way they desire, but the Facebook medium has allowed users to generate their own reality, by creating an online identity to their ideal selves (Lohse, 2013; 69-76). At that point, it can be said that the Facebook has evolved the perception that the identities should be hide in the online mediums, which has changed the 'anonymity' that is associated with the internet usage. Rather than making the users feeling nervous about sharing their own identities, beliefs and preferences, as the older internet sites has made, Facebook has encouraged the users to be open as much as it is possible, by sharing every single detail about their identity, their personality, and their personal life (Gulbahar et. al., 2010). This is especially critical for the Turkish market, which is still governed by some Eastern traditions such as valuing timidy, conservatism and secretiveness (Aydın, 2012).

Moreover, different from the older internet contexts, Facebook has managed to reach the users effectively and form strong communications with them. The main factor that lies behind this success can be stated as the correct choice of the target segment. In that manner, Facebook has targeted the students as its primary target segment, and have developed its previous strategies accordingly. As a result of the fact that students have strong bonds with their peers and they also have a high tendency to adopt and imitate the behaviors and preferences of their peers, it has not been difficult for the Facebook to spread among the students. Moreover, it is also worth consideration that college students of today are the business professionals of the very near future, each at their own area of specialty, thus they are at a very critical position in terms of shaping the future. At this point, in order to foresee how the future will emerge and in order to predict an idea about the next generation's world,

it is a necessity to investigate and understand the ways the college students have adapted to social media environments and how they integrate their social media identities into their everyday lives. Therefore, first focusing on the students' segment, at the point of introducing and spreading Facebook can be considered as a very effective and wise strategy.

The surveys made by the users indicate that Facebook has a very simple and user-friendly interface (Ellison, Steinfield & Lampe, 2007). Moreover, according to a study by Dwyer, Hiltz & Passerini (2007), it is found that Facebook members expressed greater trust in Facebook, and in the other users that they connect via Facebook. The fact that even little children at the kindergarten age are able to use the Facebook appropriately provides evidence to the fact that Facebook has an interface which is easy to use. Besides its simplicity, especially at the years that it has first started to be used by the individuals, Facebook has also started to be used as a storage device to hold the records of all the photographs and personal memories.

Another factor which makes Facebook preferable among its competitors can be stated as its dynamism. Anyone may remember that Facebook has created different 'popular concepts' at different time intervals, and also updates and changes those popular concepts over time. For instance, in the past, creating specific groups for the people with similar interests was popular in Facebook. Similarly, there used to be some programs in which people send presents, foods, or cocktails to their Facebook friends. All these different trends have become very popular for a period of time in Facebook, and then are replaced by a new trend, in order to prevent stability and boredom. For instance, today the popular trend in Facebook can be stated as 'remembering the old memories to the participants'. It is worth notation that all these popular trends of Facebook are not concepts that can be engaged in alone, but they all require the participation of multiple people, or a group of friends. This fact encourages active participation to Facebook via the communication effect with friends. In other words, if

one of your friends in your social network uses Facebook, then it is a high possibility for you to start using Facebook. Since Facebook has positioned itself as a mass communication devices, people have started to feel themselves obliged to use Facebook, in order to be able to communicate with their social surroundings.

Turkey has a culture that is stuck between the Western and Eastern culture. From one aspect, it may be claimed that Turkey is closer to the Western culture, since it closely follows and imitates all the contemporary trends in the Western world. From there, it may be seen that Turkey has immediately adopted and started using Facebook, which is a social media site that is created by the Western countries. However, from another aspect, the culture and traditions in Turkey, including friendliness, tendency towards communal living and hospitality may be seen closer to the Eastern culture. At that point, Turkish users may reflect these traditions on their Facebook usage, since Facebook also allows people to communicate with their close ones and show friendliness, warmth and hospitality towards the people in their social network, including the ones that the connection had been lost years ago (childhood friends, distant relatives, etc.) (Akyıldız & Argan, 2012). Based on TUIK data (2015), the primary reason of Turkish people while using Facebook is stated as the communication purposes. In addition, the economic progress of Turkey as a developing country has also affected the Facebook usage, as the number of households with access to internet has experienced a tremendous increase from 7% to 69,5%, from year 2004 to 2015, and as total internet users have been increased from 18,8% to 55,9% from 2004 to 2015. However, despite it has been marginally collapsed in the recent years, possibly due to the limited economic freedom of women and limited activity of women in business life, there exists a stable gender inequity in Turkey, in terms of internet usage, and men's internet usage is higher than women's internet usage (TUIK, 2015). The limited activity of women in business life and their limited contribution to the economy also indicates lower presence and activity of Turkish women in social life, which

may cause them to regard Facebook as an alternative medium where they can socialize and where they can compensate for their inactiveness in social life. Again according to TUIK statistics (2015) middle-aged women's internet usage ratios has experienced a higher increase than the internet usage ratios of young women, which indicates middle-aged women's higher interest and attraction towards Facebook. The data shows that the internet usage of women aged between 55 and 64, which are also the target segment in the current study has increased from 0,6% to 11,6% (TUIK, 2015).

It can be claimed that Facebook has engaged in a very fierce competition strategy, starting from the time that it has first entered into the market. In those times, the most popular social network sites were Messenger, MySpace, Yonja and Hi5, and Facebook, as a single application, has entered into the market as a substitute for all of these different applications. For instance, the online chat feature of Facebook, and its other additional benefits have completely erasedthe Messenger and MySpace from the marketplace (Koç & Gulyagci, 2013).

Facebook does not only emerge as a social network application, but it has also created a new sector, which can be described as the social network games and applications. It is true that there exist million dollar companies whose major business goal is to provide and sell games for Facebook (Duggan & Brenner, 2013) Moreover, it is also true that news channels and video sharing sites also benefit from their relationship via the Facebook. Especially in recent years, besides being a medium for communication, socialization and entertainment, Facebook has also gained the mission of being an informative website which makes its users aware of the current news and the contemporary developments.

2.2. Women's Facebook Usage: Age Group 55-65

The majority of research on Facebook usage targets young people, and there exists no studies which investigates the Facebook usage of the over the age of 50 years old people. In that manner, since the usage of Facebook as a compensation of the lack of socialization in daily life is a more specific property for the middle-aged women, especially for Turkey, the previous studies has not been emphasized the positive aspects of Facebook usage in terms of social and psychological satisfaction, and in terms of compensation for the lack of self-esteem.

According to the research conducted by McCann and Gills (2007) among Europe users, it is not true that the middle-aged individuals are feeling more distanced towards using new communication technologies, as it was expected previously. Oppositely, middle-age group use new communicative technologies more often, due to the fact that they spend more free time at home, as a result of the diseases related to age, the loss of physical power, or the social need to fulfill the gaps in the other areas of their lives. These 55-65 years old women users are able to use the new social network sites alone, including Facebook, and they are also able to create an independent social media identity (Lister, 2009). Even further, the research shows that these individuals satisfy their personal, physical, social and psychological needs via Facebook usage. Moreover, they can also form new friendships or social connections as a result of their interaction with Facebook (McCann and Gills,2007).

It is true that over 50 years old people are the periods in which people have overcome the period of time in which they deal with their children and family closely. Starting from the middle ages, the children that these people have raised turn into young people, and they start to have an independent life from their parents. Since especially the women sacrifice all their younger ages to raise their children, when those children start to act independently from them,

they feel that they have lost their main purpose and their main occupation in life. This social gap increases their need towards forming new social connections and friendships (Rosengren, 1983). This is even more salient in Turkey, since Turkey has a relatively poorer economy than the Western countries, and since women's participation to social life and to the business life is lower especially in the Eastern parts of Turkey (Tansel, 2004). In other words, the gender gap is greater in Turkey, in comparison with the most Western countries, which may promote higher Facebook usage among especially middle-aged and over 50 years old women. In addition, Western countries have a more individualistic culture, and their family bonds are weaker. In these Western cultures, children usually leave home after age 18, and start to live apart from their families. However, in Turkey, children usually continue to live together with their families even after age 18. Therefore, Turkish women usually continue to deal with their children even at their middle ages, which keep them apart from daily social life and business life (Tansel, 2004). At that point, 55-65 years old Turkish women may have greater time at home, for them to socialize via Facebook, and Facebook may be their only medium to connect and communicate with their friends.

The Activity Theory that has been developed by Vygotsky, Leont'ev and Luria defends that any human activity cannot be considered as isolated from the environment, culture, and other outer surroundings, and states that environment, history of the individuals, culture, artifact, individual motivations and the complexity of the real life action all effect the intentions and the outcomes of people's actions while explaining the link between the individual subject and the social reality (Foot, 2001). According to this theory, when the biological and health related factors are disregarded, the social and psychological needs of the older people are almost same as the needs of the younger ones (Wenden, 1985). In other words, the behavior patterns at the young ages directly determine the behavior at older ages. At that point, according to a study that is conducted in Turkey, it is found out that the reduced

activity level in the older people can be explained by the societal factors (Koç & Gulyagci, 2010). According to this theory, it is reasonable for the older people to continue conducting younger age activities, unless these activities require high physical effort. It is also expected these 55-65 years old individuals to continue engaging in social relationships.

The research shows that 55-65 years old women do not regard social media usage as a substitute for reading newspapers and watching the daily news. At that point, for those individuals, social media usage may be evaluated as an additional activity, rather than being a substitute for the alternative methods. At that point, it is worth consideration that Facebook emerges as the mostly preferred social media site among the women between ages 55 and 65. As it is stated by Smith and Hart (2011), serious decisions can be made in Facebook medium by the 55-65 years old women, such as finding friends, exchanging social and political thoughts, and marriage. It is worth consideration that younger people attach a lower emphasis and meaning to Facebook in their lives, such as communicating and entertaining with friends, while older people attach higher roles and meanings to Facebook, such as constructing a social surrounding, finding new friends, finding a romantic partner, etc. This can be explained by the fact that younger people have higher social opportunities in real life, so they need less socialization in the virtual reality. At that point, more intense emotional vulnerability and higher loneliness that is experienced by the women in the middle ages cause higher Facebook usage in women than men, in the middle ages (Gunaydin, 2015).

3. Satisfaction by Social Media Usage

3.1. Women's Need for Satisfaction

According to the roles that are attached to the genders by the society, women are made to believe that they always need to be beautiful, kind, neat and attractive, in order to be accepted by the society. As a direct result of these gender roles, women always have a higher

need to feel themselves confident, competent, beautiful and approvable. However, at the middle age, most women experience the loneliest time of their lives. Therefore, especially in today's world, they want to satisfy their needs via their social connections in Facebook, and via their social identities (Gunaydin, 2015).

According to Maslow's pyramid of hierarchical needs, the latest step of the pyramid is the self-actualization need. At that point, it can be claimed that Facebook may be a suitable environment for women to actualize their selves, by better and more freely expressing their personality and by sharing posts or pictures which show as if they were living the life they are dreaming. For instance, one of the participants (Melike from İstanbul, age 55, real estate agent) said, "I usually share what I can't share with my husband or my children, with my Friends on Facebook". Similarly, one of the participants (Gülnur from İstanbul, age 59, housewife) declared "I usually share pictures in which I feel myself happy, beautiful and satisfied. At that point, it is possible to observe lots of 55-65 years old women who start to write in blogs, start to design some products and try to market and sell them via social media, etc. All these activities can be stated as the satisfaction of women's needs via Facebook (Gilovich & Nisbet, 2013).

The Western countries have a more individualistic culture, and their family bonds are weaker. In these Western cultures, children usually leave home after age 18, and start to live apart from their families. However, in Turkey, children usually continue to live together with their families even after age 18, which distinguishes the role of Turkish women in the family from their Western counterparts. Therefore, Turkish women usually continue to deal with their children even at their middle ages, which keep them apart from daily social life and business life (Tansel, 2004). At that point, over 50 years old Turkish women may have greater time at home, for them to socialize via Facebook, and Facebook may be their only medium to connect and communicate with their friends.

3.2. The Gender Gap in the Society

The social gender roles can be defined as the different social and the psychological identity roles that are attached to the genders, besides the biological differences. These gender roles also contain the behaviors, motivations and intentions that are expected by the society from the women and men, separately. At that point, in the society, women gain their role as the mother of the family, and sacrifice their own life to the life of their children (Lister, 2009). However, the men's role is to act as if he is the one who is responsible from earning money to sustain his family (McQuillan & O'Neill, 2009). In other words, both men and women have different roles while they are both sustaining their families.

Men were busy through all of their lives, since they dedicate themselves to their jobs and to their career goals. Even if their family is very important for them, they still have less direct emotional interaction with their family members. On the other hand, women dedicate themselves to their families, and they form direct emotional interaction with their family members. Even if they work, it is true that all of their free time after work is spent together with their children. This situation is same throughout the whole world countries. In such a situation, the effect of the outer factors, such as activities, relationships with third parties, business meetings, etc. is higher in the life of men. However, inner factors and inner motivations are more important in the lives of the women (Milligan & Cooper, 1988).

When the children are grown up to become young adults, they fell apart from their parents. Men are affected less from that period of time, since they always had less interaction with their children when it is compared with women. However, women distance themselves from their social surrounding and from their friends as they raise their children, and as their children fell apart from them in adolescent years, the women left all alone. This loneliness is

even more salient in Turkish culture, where women dedicate their whole life to their family and their children by completely neglecting their own social life, even after their children pass the age 18 (Aydın, 2012). This loneliness encourages them to find their old friends again, to establish a new businesses, and to socialize again. At that point, Facebook is the most suitable medium for them to satisfy their needs. It is true that the gender gap in the society promotes over middle-aged women to use Facebook more intensely (Prensky, 2006).

Since Turkey has a relatively poorer economy than the Western countries, and since women's participation to social life and to the business life is lower especially in the Eastern parts of Turkey (Tansel, 2004), it may be claimed that especially 55-65 years old Turkish women suffer from the gender inequality. In other words, the gender gap is greater in Turkey, in comparison with the most Western countries, which may promote higher Facebook usage among especially over middle-aged women.

3.3. Social Satisfaction via Facebook

Each day, more and more people spend time on Facebook. Even the corporations have learned about the importance of social media, and use social media to reach their customers. The fact that there exist lots of social media sites shows that there exists an intense competition in the marketplace. It is very easy for the people to switch between two social media sites (Beemt et. al., 2010).

The social media sites have to satisfy their customers and have to increase their engagement. According to a research, the factors that are effective at the point of generating customer satisfaction can be stated as the quality of the service, safety, sensitivity, image, creating difference, and providing continuous service. In another research, the measures of customer satisfaction are stated as creating membership profiles, making the users feel as if

they are important, being sensitive to the societal problems and the communication availabilities.

For any social media site, the most important measure of loyalty is determined as safety. After safety, there come the membership profiles, the service quality and variety, and the membership sensitivity, in the order of importance, as it is assessed by research.

3.4. Psychological Satisfaction via Facebook

In today's world, there exist a huge loneliness and a communication gap between the individuals. For instance, the concepts of "friends", "liking", "socialization", "happiness", has all turned into blurry concepts, in today's world (Deniz, 2012). Liking can be as simple as clicking to a like icon under a photo. Friendship is as easy as adding up people as friends via the social media accounts (Ellison et. al., 2007). By this way, people generate alternative realities to themselves, and have started to live there happily. At that point, extensive social media usage can be regarded as an escape strategy for people to avoid facing with their own emotions face-to-face in real life (Dwyer et. al., 2007). At that point, the psychological reasons that may cause 55-65 years old women to use Facebook may be stated as the fear of staying alone, fear of feeling unattractive, fear of staying away from old friends, fear of setting apart from the next generation, having no other activity to fill the spare times, and the urgent need of self-actualization after the middle age (Tokmakoglu, 2014).

At the point of evaluating the psychological satisfaction of women by Facebook, there exist two contradictory opinions. One of the opinions claims that the usage of Facebook cause women to create an alternative identity and an alternative reality in which they can be happy, but this situation is psychologically very unhealthy. On the other hand, the other belief supports that if Facebook provides an alternative medium where women may act freely,

satisfy their self-esteem and actualize their self, then this should be perceived something that is beneficial for their psychology (Serbetci, 2010).

4. Analyzing the Results

Sentiment Analysis

The results of the interview are analyzed by the sentiment analysis technique. Here, the sentiment analysis technique as a social research method may be defined as the technique in which the qualitative analysis has been done by detecting the positive, negative and neutral emotional expressions, and making inferences for the attitudes of the participants in specific situations, according to these emotional expressions (Pang & Lee, 2008). In the scope of the sentiment analysis, first the answers that are given to the interview questions by the participants are investigated, in terms of expressing positive and negative expressions. The neutral expressions are not included in the analysis, since the major intention of the research is to detect the positive and negative approaches towards the Facebook usage of the 55-65 years old women. Then the usage frequency of the positive and negative phrases is calculated, and most frequently used emotional expressions are determined. Lastly, the most frequently used positive and negative phrases are classified under several main categories (Pang & Lee, 2004; Yin, 1984).

The steps of the sentiment analysis may be found below.

Step 1: Determining the emotional expressions

Participant #	Positive Expressions	Negative Expressions
1	Expressing identity, communication, social, happy, relaxed, relate, chat	Alone, boring, nervous, limited
2	Relationships, fun, happy, social, relaxed, alternative	Limited, alone, bored, panic, restrained
3	Personalization, customization, expressing identity, free, satisfaction	Busy, lonely, miscommunication, misunderstanding
4	Communicate, relationship, social, happy, flexible, alternative	Fake/ show up (used as indications to describe acting in an unnatural way to show yourself in a better way than the actual), mess, waste of time
5	Happy, fun, social, alternative, happy, communication, young	Not real, mess, show up (used as an indication to describe acting in an unnatural way to show yourself in a better way than the actual)
6	Flexibility, personalization, customization, socialization,	Alone, antisocial, miscommunication with

		relationship, young	younger generation
7		Happy, fun, joy, chat, friendship, socialization	Lack of communication in the house, alone, fake/not real (used as indications to describe acting in an unnatural way to show yourself in a better way than the actual)
8		Young generation, communication, alternative, satisfaction, valuable, like	Antisocial, show up (used as an indication to describe acting in an unnatural way to show yourself in a better way than the actual), overloading, tiring
9		Happy, satisfied, expression, personalization, flexibility, communication	Lack of communication, fake (used as an indication to describe acting in an unnatural way to show yourself in a better way than the actual), alone, harmful, unhealthy
10		Friends, communication, socialization, enjoy,	Passive, alone, radiation, harmful

	personalization, younger, satisfaction	
11	Free, distraction from negativity, positivity, happy, joy, personalization, expression of the identity	Weird, alienation, distraction from daily life
12	Customization, personalization, flexibility, happy, friends, social, communication, chat	Busy, mess, alone, antisocial, fake identities
13	Freedom, communication, connection, good memories, friendship, old friends, personalization	Boring, passive, show up/fake (used as indications to describe acting in an unnatural way to show yourself in a better way than the actual), antisocial
14	Hobbies, liking, expression, freedom	Passive, addiction, unhealthy, alone, communication
15	Satisfaction, younger, expression of the identity, personalization, customization, learning,	Lonely, passive, boring, unhealthy, miscommunication

	socializing, communication	

As the second step, the most frequently used positive and negative expressions are determined. It is worth consideration that the expressions that are used multiple times by the same participant at different parts of the interview are counted by the total number of usage, while calculating the frequencies. The mostly used positive and negative expressions may be found below.

Step 2: Mostly used expressions in the sentiment analysis

Most Frequent Positive Expressions	Most Frequent Negative Expressions
Communication/communicate/ connection	Antisocial /alone
Socialization/social/socializing/friends/friendships	Miscommunication
Happy	Boring
Satisfaction	Fake/show up (used as indications to describe acting in an unnatural way to show yourself in a better way than the actual)
Expression of the identity/identity/expression	
Relationships/relate	
Personalization/customization	Passive
Alternative	Harmful/unhealthy
Freedom/flexibility	Distraction from reality
Distraction from negativity	

At that point, it might be seen that some of the negative expressions come from the phrases that the participants use while describing the negativities and problems in their regular daily life. For instance asked to participants "How do you feel in your daily life? And How do you feel when using facebook?; Perran from İstanbul, 56, officer answered that "It depends but sometimes I feel bad in daily life because of real issues like child, job, home works are stressful to me, and when I opened my fb page, I feel a bit away from all these stressful thoughts if I saw a nice picture of my frineds or my friends likes my posts." Anoher participant Gulnur from İstanbul, 59, housewife said "I am boring in real life frequently, do always same things feels unhappy, so when I opened my fb page it helps to forget boring things that felt unhappy. Here, it may be said that these negativities act as drivers for the participants to use Facebook more intensely. According to these answers shows the "boring" or "passive" daily life of the participants cause them to use Facebook more often, due to the fact that Facebook creates a medium for them to socialize. Meanwhile, some of the negative expressions come from the negativities that the participants associate with Facebook. For instance, "fake/show up" or "mess/overloading" are the phrases that the participants use to describe the negative sides of Facebook. However, these negative sides that the participants associate with Facebook are mainly dominated by the stronger positive associations. In other words, people are aware of the negative sides, but stronger positive sides and their stronger need to use Facebook to feel better cause them to ignore these negative sides. For instance, "harmful/unhealthy" sides of the Facebook are dominated by the intention to actualize the self in an alternative medium, especially at the points where the self cannot be actualized in daily life. Therefore, the negative expression "harmful/unhealthy" is placed under "Self-Actualization" category, since it is detected that the participants tolerate the unhealthiness and harmfulness to actualize their self. Similarly, "distraction from reality" by Facebook, which is actually a negative expression, is dominated by the positive expression of "distraction from

34

negativity" in the daily life, and participants tolerate the distraction from reality in order to get distracted from the negativities in their daily life which make them feel valueless. In that manner, it might be claimed that the negative expressions that are made about Facebook usage also positively contribute to and increase the usage of Facebook by the participants.

After determining the most frequently used positive and negative expressions, as the third step of the sentiment analysis, three main categories are determined which describe the main intentions of Facebook usage for women participants aged between 55-65, as the "Self-Actualization", "Socialization" and "Self-Valuation". The expressions that indicate these main reasons of Facebook usage are summarized below.

Step 3: Main inferences due to the sentiment analysis

Main Categories	Expressions
Self-Actualization	Happy, satisfaction, expression of the identity/identity/expression, harmful/unhealthy
Socialization	Communication/communicate/connection, socialization/social/socializing/friends/friendships, relationships/relate, miscommunication, antisocial/alone, boring, passive
Self-Valuation	Personalization/customization, alternative, distraction from negativity, distraction from reality, fake/show up (used as indications to describe acting in an unnatural way to show yourself in a better way than the actual)

Follow-up Study

After three main categories are determined as Self-Actualization, Socialization and Self-Valuation. After the answers to the initial interviews are received, follow-up phone interviews are conducted with 15 participants, and some further questions are asked. These follow-up questions and inferences are summarized below, together with the previous implications.

Self-Actualization

According to the answers, self-actualization is found as one of the central themes while analyzing the purposes of Facebook usage. In that manner, self-actualization may be defined as the degree which Turkish women aged between 55 and 65 feel themselves socially and psychologically satisfied, and the extent that they have realized their self, by the connections that they form and by the activities that they conduct in the Facebook medium. In that manner, one of the participants have stated that she does not want to be anonymous on Facebook, and instead, she wants to express her identity via Facebook, which shows that she feels satisfied and her self-esteem is heightened by creating an alternative identity on Facebook. In the same manner, when it is asked as "Have you ever open a fake account in Facebook?", one of the participants answered as, "No, I have never opened a fake account, however I sometimes exaggerate or change my own reality. (Nuriye from İstanbul, age 58, housewife)." When the main purpose for them to use Facebook is asked, the majority of the participants answered as "To express myself, to reflect my personality." or as "To connect with my friends/to find my old friends". When it is asked to the participants as "As a third-person observer, how would you evaluate your own Facebook page?", one of the participants answered as "It reflects me as a unique and creative personality. (Özgen from İstanbul, age 55, Business woman)". From such answers to the interview questions, it may be commented

that by the alternative identity that they create via Facebook, and by the flexibility of Facebook which allows high degrees of customization and personalization, Turkish women feel that they reaching self-satisfaction and self-actualization by using Facebook. In addition, some participants have stated that they use Facebook in order to be closer to the new generation and in order to better communicate with their daughters /sons. The current research also shows that over middle-aged women feel themselves more satisfied when they from effective communication with the new generation (Van Der Beemt et. al., 2010). Therefore, forming better relations with the new generation may also be considered among the purposes of 55-65 years old Turkish women's Facebook usage, which contributes to their self-satisfaction.

On the other hand, it is also true that the mechanism may work in the opposite way and people may also think that others have a better life and have better actualized themselves, as they see what others share on Facebook, which may lead to envy and lowered self-esteem. However, the research shows that at that point, there exists a difference between women and men. The studies by Ratliff & Oishi (2013) state that women are positively motivated by the success of their partners and their close ones, while the men are negatively affected from the success of their partners and their close ones. Here, it may be claimed that women's mental representations of their partner is stronger than men's mental representations of their close ones. When the subject is their close ones, women may more strongly activate their close one's image in their minds, as if they are physically together, but since it is also known that men are more competitive by nature, when it is mentioned in such a design about their close one's success or failure, men might emphasize the issue of 'competition' more than their 'close one' in their mind, and they might the experience the same level of competition that they would feel towards a third person other than their close one. However, when they are physically together with their close one, this time men may better feel their specific emotional

attachment with their close one and may better distinguish their close one from a third person; and might feel proud of and experience a higher self-esteem in his close one's success (or vice versa) since he see his close one as a part of himself. Since men has a higher natural tendency towards competition, when the failure of his close one is primed, men might automatically think about a really negative memory in which his close one failed and he helped her to succeed or for her to feel better, and it might be not the failure of the close one but what comes afterwards, that is his helping behavior which increases his self-esteem. However, when the success of the close one is primed, since no helping is needed after successes, his passiveness in the situation may lower his self-esteem. In other words, it might be not the other's failure which makes man feels himself relatively better, but man's implicit self-esteem may increase in situations where there is struggle in the relationship and the active help by him is needed. The same active help effect is not activated in situations when man has failed and woman is succeeded, since men have a natural tendency (and there also exists a social norm) to be the actively helping side, not the one who passively seeks help (Ratliff & Oishi, 2013). From there, it might be speculated that mental representations of the close ones are also evoked in Facebook medium, and women are less negatively affected from the success or happiness of the others in Facebook medium. For instance, one of the participants (Huriye from İstanbul, age 61, painter) said "I become happy when I see form Facebook that my old friends are happy". Similarly, another participant (Özgen from Istanbul, age 55, business woman) stated "I especially like the posts and pictures of the ones I love, in order to make them feel happy, valuable and important". Therefore, this might be the main reason which makes women feel better self-actualized in Facebook, without feeling negative due to the happiness or success of the others.

In the follow-up study, in order to measure self-actualization component, the following questions are asked to the participants:

- Does your Facebook usage differ according to how you feel at a specific day?

- When you are more active in Facebook, while you are happy or unhappy?

- Are you more happy or unhappy, while you are using Facebook?

- How your current mode affects your posts on Facebook?

- To what extent your current Facebook profile reflects what people who know you from real daily life would tell about you?

- If a third person who does not know about you at all sees your Facebook profile, how well would he/she analyze your personality?

- What do you think about the fake accounts in Facebook? Would you ever consider opening a fake Facebook account?

If the answers to these follow-up questions are analyzed, it may be found out that women are happier while they are using Facebook, due to the fact that they are getting distracted from the daily negative events or the monotony of the everyday life. Women usually believe that they are self-actualizing themselves via Facebook usage, since they believe that they can successfully reflect their personality onto their Facebook accounts. The participants claim that their everyday personality highly fits to their Facebook personality, however these answers may include some reporting bias, since the participants would not want to admit that they fake themselves on Facebook. They also report that they are highly against opening fake accounts due to the fact that fake accounts damage their trust towards Facebook. For instance, Neslihan from İstanbul, 57 Retired officer said "I've never seen a fake account on facebook and never thought to open. I am mad fake accounts for who opened it, because this is fraud, convince and harmful for trust." From there, it may be concluded that 55-65 years old women have a tendency to self-actualize themselves via Facebook by presenting themselves slightly different from the reality; however, they do not approve the creation of completely unreal identities.

Self-Valuation

Feeling themselves as valuable and important may be stated as another purpose for middle-aged Turkish women's Facebook usage. For instance, when it is asked about what they like most on Facebook, one of the participants (Gül from İstanbul, age 55, housewife) answered as "I love my friends who shares nice and happy quotes or photographs... They make me feel good..." Similarly, when it is asked as "What do you think is the reciprocity of "Facebook Likes" in the real life setting?", one of the participants (Banu from İstanbul, age 57, retired) answered as I don't know, to say "You are very beautiful today!" maybe..." From there, it may be commented that these Turkish women aged between 55 and 65 attach high meanings to Facebook, and they feel themselves as valuable and important as their photos are liked, as they share good photographs and as they increase their number of friends in the social network.

In the follow-up phone interviews, the below questions are asked to the participants:

- How valuable do you feel yourself for your friends and family in your daily life?

- How valuable do you feel when your Facebook friends like your photos or posts?

- Do you feel more or less valuable, while you are using Facebook?

- Do you feel valuable when your photos or posts receive likes?

- How do you feel when no one or only a few people like your photos/posts?

- To what extent do you think the number of your Facebook friends or the number of likes you receive reflect your value?

According to the answers of the follow-up questions, it is detected that 55-65 years old women do not admit that they do not feel valuable in daily life, but the value that they attach to themselves increase in the Facebook medium. From there, it may be said that the fact that

40

they do not feel enough valuable in their daily life cause over middle-aged to become more active in Facebook. The participants also associate their value with the number of likes that they receive or the number of friends/followers that they have.

Socialization

The need for socialization may be another purpose of middle-aged women's Facebook usage. The statistics show that the communication is the main purpose for Turkish users, while engaging in Facebook activities (TUIK, 2015). The results of the interview questions also validate this finding. For instance, when it is asked as "What do you mostly like to share on Facebook?", the majority of the participants answered as "Videos or photographs with my family and about my life. I also love to check others' pictures and videos." Similarly, when it is asked as "Do you usually put your own photos as your profile picture?", one of the participants answered as "Yes, I usually put the photographs of myself and my loved ones, of course the photographs which make me happy and satisfied with myself. I also share my photographs together with my old friends, when we come together…" (Gülay from İstanbul, 59, Psychologist). From there, it may be commented that middle-aged Turkish women usually have a very limited social life and a limited social environment, and they try to compensate for this by socializing via Facebook.

The main intention of 55-65 age group women while using Facebook is to create an alternative identity, socializing, feeling social, finding old friends, being closer to new generation, such as their sons or daughters, the need for feeling young, and the self-actualization need. Here, the self-actualizing need can be defined as the desire to feel oneself valuable, competent and successful, making their dreams come true, leaving behind good memories, and perceiving and evaluating your own life as 'worth living'. These 55-65 years old women usually criticize the youth by claiming that they waste too much in the internet

and social media; however, implicitly, it can even be claimed that the 55-65 years old women actually attach greater meanings to the social media than the young people, by positioning their Facebook identity as a part of their self-identity, in their minds. Some of the supporting quotes for this claim may be stated as "I feel myself more complete when I express myself via Facebook" (Neşe from İstanbul, age 60, housewife), "I start to remember and associate my friends by their Facebook profiles" (Gül from İstanbul, age 55, housewife), and "My personality has changed and I start to feel myself more extraverted and social after I start to use Facebook (Neslihan from İstanbul, age 57, retired). It is easier for them to act according to their ideal self in Facebook medium, and therefore they feel themselves happier and more free while they are acting in the social media.

Moreover, there also exists a gender gap in Turkish society, and the ethic norms are more strict for women. For instance, it is regarded as acceptable if a man has several marriages, but it is usually considered as unethical and unacceptable if a woman has more than one marriage, especially for women with children (Tansel, 2004). Due to these strict social/ethical norms in Turkish society, women are under a higher social pressure, when it is compared to men. The social pressure that is present on the gender roles of the women increase the tendency of them to compare them with the others around, in order to ensure that they are not engaging in any act that may be disapproved. Not only the uneducated ones, but even the most educated women feel the effects of this social pressure on their shoulders, either consciously or unconsciously. At that point, it is possible for women to feel themselves under less social pressure in the social media mediums, which encourages them to use the social media more effectively. In that manner, it can be claimed that Facebook decrease the effects of the social norms, and as the majority of the Facebook users act in a similar manner, it is easier for women to feel themselves as if they are conforming to the majority, while they are under the effect of the social media.

In the follow-up interview that have been conducted, several more questions are asked to measure the socialization component:

- How many hours (approximately) do you spend on Facebook daily?
- When are you more active on Facebook, when you are alone at home, or when you are with your family or with your friends?
- How can you describe the quality of your real life relationships with friends and family?
- Do you think that your Facebook usage affect your daily social life and your relationship at home with your husband and/or with your children?
- Do you think that increased Facebook usage affect people's daily social life and their relationship with their close ones, in general?
- Do you feel yourself more or less social while you are using Facebook?

The answers of the follow-up questions denote that the 55-65 years old women feel themselves more social when they are using Facebook, and they feel as 'they are part of a big group of friends' when they communicate with their old friends in Facebook. They engage in increased Facebook usage when they are alone and when they are at home, which shows that higher Facebook usage occurs when middle-aged women feel themselves less social. The women report that their relationships in daily life are not badly affected from their Facebook usage, however they believe that the increased Facebook usage affects the quality of the relationships in the society in general, in a bad way. This may indicate that the relationships of these women are also negatively affected from the increased Facebook usage, but they may not be aware of this fact. In addition, the participants associate having more friends and receiving more likes with being more social.

Finally, several general follow-up questions are also asked in the phone interviews, about the self-actualization, self-valuation and socialization effects of the Facebook usage, in addition to some questions which measure demographics, which may be stated as:

- There exist some research which states that the increased Facebook usage of the over middle-aged women is associated with a greater need of self-actualization, self-valuation and socialization which occur at those ages. How can you comment on this issue, by also considering your own Facebook usage?
- According to your opinion, at what aspects the Facebook usage of the young and the over middle-aged people may differ?

According to the answers given to these questions, it is found out that women having no occupation spend more time on Facebook, which denotes higher need for self-satisfaction and self-valuation. The women working from home use Facebook less than women with no occupation, but they still engage in higher Facebook usage when it is compared with women working actively at their office. Moreover, it is also found out that the women having worse relationship with children/friends/family spend more time on Facebook. In other words, contrary to the common view which states that Facebook affects real life social relationships negatively, the direction is actually bidirectional, and higher Facebook usage also stems from poorer relationships in real life. This means that the quality of the offline relationships also determine the intensity and the quality of the online relationships, and also the motivation to form online relationships. It is also found that higher hours of game playing on Facebook is associated with the desire to feel younger and the desire to form better relationships with the new generation.

The participants admit that the Facebook usage of the young and over middle-aged people may differ, and states that finding friends is more valuable and important for the 55-65

years old people when it is compared with young people, since the middle-aged people mostly lose their connection with their old friends. However, they still claim that the young people use Facebook more intensely and attach a higher meaning to Facebook. However, from the answers of the participants, it may be inferred that even though younger people may use Facebook more intensely, 55-65 years old women users attach more meaning and a higher value to Facebook. For example; when asked Do you usually put your own photos as your profile picture? Saniye from İstanbul, aged 63, lawyer said " I always put my own photo and sometimes loved ones of the family, I feel happy to share photos with my friends, when they like and give a comment it means a lot to me." The participants also agree with the view that the increased Facebook usage of the over middle-aged women is associated with a greater need of self-actualization, self-valuation and socialization which occur at those ages, due to the fact that at those ages they are usually retired from their jobs or has never worked at all, they lose their connection with the majority of their friends, and their children already grow up and have separate lives from them. However, the middle-aged women claim that they are different from the majority, and their Facebook usage is not associated with the needs of self-actualization, self-valuation and socialization but it is more simply related to having fun and talking/communicating with old friends.

According to the results of the interviews, the three effects that are generated by Facebook may be stated as following (Atak, 2011) .

1. Multiplication effect: Most of the time, the individuals expose to the same bit of information in extreme amounts, as most of the people share, upload, copy paste, etc. same news, events, quotations, or videos in Facebook channels. Therefore, the effect of a single information has been multiplied, and people unintentionally start to feel that this bit of information is correct or very important, and they change their attitude and behavior by putting this information to the center of their lives.

45

2. Conformity effect: Most of the time, individuals have a tendency to conform and obey to the majority, as a part of the herd psychology. The Facebook channels provide a very suitable environment for the individuals to conform to the mass society, especially to the opinions of the people they admire or groups that they want to be a part of, as the thoughts and opinions of anyone can be reached through interactive media.

3. Accessibility effect: One of the main reasons that individuals change their attitude and behavior according to the signals that they receive through social media is that they can reach any kind of information about any topic very easily, and it is also very easy to find many people who support any kind of opinion. Therefore, it becomes easy for the individuals to find enough data and proof for them to choose to believe to any kind of opinion and belief.

At that point, it can be inferred that even though 55-65 age group women use Facebook in the same amount, or even less than 18-35 age group people, and even though they may claim that they do not approve usage of Facebook intensively in the social life when asked explicitly, it is true that they have attached a higher and a deeper meaning to the usage of Facebook, and they perceive their Facebook identity as a part of their actual identity and as a part of their social life. The 55-65 age group women profiles who are using Facebook actively can be summarized as users for socializing, users to fulfill the free times, users to find a more free and independent life area, and the users for self-actualization. Here, the purpose of self-actualization include women who act as bloggers in Facebook, who design new products and try to sell them via Facebook, or who provide services for other users in a professional manner and try to sell their services via Facebook, such as the dietitians, psychologists or NLP (*Natural Language Processing*) coaches that appear in Facebook, one of the participants Şebnem, aged 55 from İstanbul, teacher; said that she is making homemade

cakes and sell them via the Facebook, one of the participants Perran from İstanbul, aged 56, officer said that she is serving as a life coach over Facebook and two of the participants report that they act as a blogger on Facebook. It is worth notation that a high portion of women has acquired a professional occupation and actualize their selves by this way, by the help of the Facebook medium. According to the ultimate results of the qualitative analysis, when it is compared with women in 18-35 age group, it is found out that women in 55-65 age group use Facebook with hedonic needs more, rather than the utilitarian needs. Since the higher desire to satisfy hedonic needs is also associated with higher desire for psychological and social satisfaction and higher desire for increased self-esteem, such a fact also denotes the need for self-satisfaction and self-valuation for middle-aged Turkish women using the Facebook actively. Here the utilitarian needs include socializing and communicating with friends, while hedonic needs include satisfying self-esteem, and feeling valuable, important and happy by the usage of Facebook. Moreover, women participants in age group 55-65 describe Facebook with self-related nouns more, rather than describing it with verbs. For instance, women in age group 55-65 describe Facebook as "socializer", "friendship environment", "new mass communication device", "friend finder", "the medium for old friendship memories", "memory saver", etc. the users in the age group 18 and 35 usually describe Facebook via the activities that they conduct in Facebook, such as "I chat", "I communicate with my old friends", "I share posts, status updates and pictures", etc. without attaching further meanings to Facebook. These facts illustrate that women in 55-65 age group relate Facebook with their self-identity. (A comparison between women in 55-65 age group and women in 18-35 age group may be found in Table 1.) It is considered as a positive fact for women to feel themselves socially and psychologically satisfied via the Facebook usage. However, when the answers of those participants are analyzed by the thematic analyses and

coding techniques, it can also be realized that Facebook happiness and satisfaction is only effective in the long term, and does not compensate for real life happiness and satisfaction of women.

Main Categories for 55-65 Age Group	Expressions for 55-65 Age Group	Main Categories for 18-35 Age Group	Expressions for 18-35 Age Group
Self-Actualization	Happy, satisfaction, expression of the identity/identity/expression, harmful/unhealthy	Having fun	Spending time, happy, laughing, learning about others' life, gossip, curiosity
Socialization	Communication/communicate/connection, socialization/social/socializing/friends/friendships, relationships/relate, miscommunication, antisocial/alone, boring, passive	Communication	Talking with friends, chatting, attending evens, learning about events & activities, meeting new people
Self-Valuation	Personalization/customization, alternative, distraction from negativity, distraction from reality, fake/show up (used as indications to describe acting in an unnatural way to show yourself in a better way than the actual)	Feeling popular	Receiving likes, popularity, increasing followers, drawing attention, finding friends, finding boyfriends/girlfriends

Table 1. Comparing 55-65 and 18-35 Age Groups of Women Facebook Users

From the table, it may be seen that the women in age group 55-65 establish deeper associations with Facebook and relate it with their personality, self-worth and ideals; while women in age group 18-35 establish shallower associations in Facebook, by relating in with more physical activities or simpler needs (such as physical appearance, popularity, having fun, communication, etc.) rather than relating Facebook with their personality, identity or self-worth.

5. Conclusion

The current study is unique in terms of investigating the social media site Facebook as a solution to a social problem, for women between ages 55-65, and in terms of being the first set of data that is collected from the middle-aged women Facebook users, on their Facebook usage patterns and on the underlying reasons behind their Facebook usage. At that point, according to the findings of the research, it can be concluded that it is possible to attribute a new meaning to the concepts of anonymity and identity change that occur very frequently in Facebook, by reappraising this anonymity and identity change as an alternative area where the middle aged women act more freely.

Major aim of the current study is to investigate the underlying psychological mechanisms that lie behind the middle-aged women's Facebook usage; and the study has high importance since it is the first study which regards social media usage as a beneficial tool for women to increase their self-satisfaction and self-esteem, and for them to reduce negative affect of everyday stressful events. Moreover, the current study is also important at the point of being the first study in Turkey, which especially focuses on the social media usage of middle-aged women, rather than focusing on the social media usage trends among youth.

In the scope of the current study, an interpretivist approach is adopted rather than a positivist approach, since the current study deals with the individual differences in the motivations and intensions of using Facebook, and since it specifically aims to address middle aged women's attitudes towards Facebook. Since the current study focuses on a specific customer profile consisting of middle-aged women who actively use Facebook, and since the questions are needed to be updated and re-evaluated after a general idea is obtained about the Facebook usage patterns of women, according to the answers that are given to the interview questions, it may be stated that interviewing technique, which is a flexible research method and which allows for high experimental control, is the most suitable research method for the current study.

The method of this research is to conduct online interviews with 15 Turkish women, aged between 55 and 65, who are in the middle socioeconomic class, who are married and have at least one child. Online links are sent to the participants via the social media site Facebook. Online link has been sent to 24 women in total, and the participants are pre-selected among the ones who report that they check their Facebook at least once every single day (in order to select a sample of participants who may be considered as 'active' Facebook users). This pre-selection condition of selecting women who checks their Facebook account at least one is highly critical in order to get rid-off the effect of the experience and learning curve. In addition, by selecting women who uses Facebook regularly, only the women who consider Facebook as a part of their life is included in the analyses, and the occasional situations where women who are not usually active in Facebook use Facebook for specific purposes are eliminated. Such a fact will make the results of the analyses more generalizable to the whole population. Data is also collected from 10 women aged between 18 and 35, in order to create a control group for comparison.

The answers of the interview questions are analyzed via the qualitative analysis and sentiment analysis technique is used in order to make inferences. In the scope of this method, specific key words which indicate certain trends and preferences are determined, and the most dominant trends and preferences are determined according to the usage frequency of these key words.

According to the results of the study, it can be said that even though the middle aged women use Facebook in the same amount or less than the young people, they attach a higher meaning on Facebook. At that point, it can even be claimed that those women regard Facebook as a part of their identity which is closer to their ideal self, than their actual self. There exists a gender gap in the society, and women are under a higher social pressure, when it is compared to men. The social pressure that is present on the gender roles of the women increase the tendency of them to compare them with the others around, in order to ensure that they are not engaging in any act that may be disapproved. Not only the uneducated ones, but even the most educated women feel the effects of this social pressure on their shoulders, either consciously or unconsciously. At that point, it is possible for women to feel themselves under less social pressure in the social media mediums, which encourages them to use the social media more effectively. In that manner, it can be claimed that Facebook decrease the effects of the social norms, and as the majority of the Facebook users act in a similar manner, it is easier for women to feel themselves as if they are conforming to the majority, while they are under the effect of the social media. As the final point of the study, it can be said that women in 55-65 age group relate Facebook more to their self when it is compared with other group, and replace real life satisfaction by the virtual satisfaction through Facebook. However, it is worth consideration that Facebook happiness fail to make those women happy in the long term.

REFERENCES

Akyildiz, M., & Argan, M. 2012. "Using online social networking: Students' purposes of Facebook usage at the University of Turkey". Journal of Technology Research 3, 1.

Aydin, S. 2012. "A review of research on Facebook as an educational environment." Educational Technology research and development 60(6), 1093-1106.

Rosengren K. E. 1983. "Communication Research: One Paradigm, or Four?" Kitle İletişim Kuramları Levent Yaylagül syf. 74.

Ratliff, K. A., & Oishi, S. 2013. "Gender differences in implicit self-esteem following a romantic partner's success or failure." Journal of personality and social psychology 105(4): 688.

Wenden, A L 1985. "Learner strategies". TESOL Newsletter 19(5): 1-7.

Ashcraft, M.H. & Radvansky, G. A 2014. "Definition, Scope and History of Cognitive Psychology, Cognition." Pearson Publishing 6th edition.

Cunado, J., & Perez de Garcia, F. 2012. "Does media consumption make us happy? Evidence for Spain." Journal of Media Economics 25: 8-34.

Smith, P. K. & Hart, C. H. 2011. The Wiley-Blackwell Handbook of Childhood Social Development.

Lister, M. 2009. "New media: A critical introduction." Taylor & Francis.

Gunaydin, G. 2015. "Promoting pysical (and mental) health." Applied social Psychology Bilkent University.

Foot, K. 2001. "Cultural-Historical Activity Theory as Practical Theory: Illuminating the Development of a Conflict Monitoring Network." Communication Theory 11(1): 56-83.

Gilovich, K.C., & Nisbett. 2013. Social Psychology. 3rd Edition. Norton.

Israel, SS. 2010. Three Styles of Social Inquiry: Positivist, Interpretive and Critical Research.

McQuillan, H., & O'Neill, B. 2009. "Gender differences in children's Internet use." Journal of Children and Media 3(4): 366–378.

Milligan, G., & Cooper, M. 1988. "A study of standardization of variables in cluster analysis." Journal of Classification 5: 181–204.

Prensky, M. 2006. "Don't bother me mum, I'm learning." St. Paul: Paragon House.

Van den Beemt, A., Akkerman, S., & Simons, P.R.J. 2010. "The use of interactive media among today's youth: Results of a survey." Computers in Human Behaviour 26: 1158-1165. Available from: www.elsevier.com/locate/comphumbeh. Accessed January 10, 2014.

Deniz, K. A. N. 2012. "Yeni Medya Aracı Bilgisayar Oyunlarında Toplumsal Cinsiyetin İnşası" The Turkish Online Journal of Design Art and Communication 2(4).

Dwyer, C., Hiltz, S., & Passerini, K. 2007. "Trust and privacy concern within social networking sites: A comparison of Facebook and MySpace." AMCIS 2007 proceedings 339.

Tokmakoğlu, G. 2014. "Ayna Etkisi." Muttakilik.

Şerbetçi, B. 2010. "Lacan'ın nazar kavramı ve benlik inşasına körlük üzerinden bir bakış." Doctoral Dissertation, İstanbul Bilgi Üniversitesi.

Ellison, N. B., Steinfield, C., & Lampe, C. 2007. "The benefits of Facebook "friends:" Social capital and college students' use of online social network sites." Journal of Computer Mediated Communication 12(4): 1143-1168.

Bayraktaroğlu, D. 2014. "Patterns in social media usage among college students." Boğaziçi Üniversitesi.

Atak, H. 2011. "Kimlik gelişimi ve kimlik Biçimlenmesi: Kuramsal bir değerlendirme." Psikiyatride Güncel Yaklaşımlar 3(1).

Koc, M., & Gulyagci, S. 2013. "Facebook addiction among Turkish college students: the role of psychological health, demographic, and usage characteristics." Cyberpsychology, Behavior, and Social Networking 16(4): 279-284.

Gülbahar, Y., Kalelioğlu, F., & Madran, O. 2010. "Sosyal ağların eğitim amaçlı kullanımı." XV. Türkiye'de İnternet Konferansı 2-4.

Rouis, S., Limayem, M., & Salehi-Sangari, E. 2011. "Impact of Facebook usage on students' academic achievement: Role of self-regulation and trust." Electronic journal of research in educational psychology 9(3): 961-994.

Moore, K., & McElroy, J. C. 2012. "The influence of personality on Facebook usage, wall postings, and regret." Computers in Human Behavior 28(1): 267-274.

Bachrach, Y., Kosinski, M., Graepel, T., Kohli, P., & Stillwell, D. 2012. "Personality and patterns of Facebook usage." In Proceedings of the 4th Annual ACM Web Science Conference pp. 24-32. ACM.

Bicen, H., & Cavus, N. 2011. "Social network sites usage habits of undergraduate students: Case study of Facebook." Procedia-Social and Behavioral Sciences 28: 943-947.

Lougheed, E. 2012. "Frazzled by Facebook? An exploratory study of gender differences in social network communication among undergraduate men and women." College Student Journal 88-99.

Lohse, B. 2013. "Facebook is an effective strategy to recruit low-income women to online nutrition education." Journal of nutrition education and behavior 45(1): 69-76.

Kataria, M., & Regner, T. 2011. "A note on the relationship between television watching and individual happiness." The Journal of Socio-Economics 40: 53-58.

Frey, B.S., Benesch, C., Stutzer, A. 2007. "Does watching TV make us happy?" Journal of Economic Psychology 28: 283-313.

Bruni, L. & Stanca, L. 2008. "Watching alone: Relational goods, television and happiness." Journal of Economic Behavior & Organization 65: 506-528.

Raacke, J., & Bonds-Raacke, J. 2008. "MySpace and Facebook: Applying the uses and gratifications theory to exploring friend-networking sites." Cyberpsychology & behavior 11(2): 169-174.

Duggan, M., & Brenner, J. 2013. "The demographics of social media users." Washington, DC: Pew Research Center's Internet & American Life Project Vol. 14.

Pang, B., & Lee, L. 2008. "Opinion mining and sentiment analysis." Foundations and trends in information retrieval 2(1-2): 1-135.

Pang, B., & Lee, L. 2004. "A sentimental education: Sentiment analysis using subjectivity summarization based on minimum cuts." In Proceedings of the 42nd annual meeting on Association for Computational Linguistics p. 271. Association for Computational Linguistics.

Smith, A. R., Hames, J. L., & Joiner, T. E. 2013. "Status Update: Maladaptive Facebook usage predicts increases in body dissatisfaction and bulimic symptoms." Journal of affective disorders 149(1): 235-240.

Schell, C. 1992. "The Value of the Case Study as a Research Strategy" Manchester Business School.

Yin, R.K. 1984. "Case Study Research: Design and Methods" Sage Publications p. 46, Newbury Park.

Tansel, A. 2004. "Public-private employment choice, wage differentials and gender in Turkey."

Appendix A. Interview questions

- How do you feel about the anonymity in Facebook?

- Have you ever open a fake account in Facebook?

- When and for what, do you use Facebook?

- Do you see majority of your Facebook friends also in real life?

- What do you mostly like to share on Facebook?

- Do you usually put your own photos as your profile picture?

- What kinds of photos do you share on Facebook?

- As a third-person observer, how would you evaluate your own Facebook page?

- Can you name two of your friends in real life and mention their most apparent characteristics?

- Can you name two of your friends in Facebook, and mention their most apparent characteristics?

- What do you think is the reciprocity of "Facebook Likes" in the real life setting?

Appendix B. Interviewees' profiles

All the names has changed due to the social science research ethic rules. However, the rest of the information reflects reality.

Interviewee 1

Name: Gül

Age: 55

From: İstanbul

Education Level: University graduate

Occupation: Housewife

Interviewee 2

Name: Neşe

Age: 60

From: İstanbul

Education Level: High school graduate

Occupation: Housewife

Interviewee 3

Name: Banu

Age: 57

From: İstanbul

Education Level: University graduate

Occupation: Retired teacher

Interviewee 4

Name: Neslihan

Age: 57

From: İstanbul

Education Level: University graduate

Occupation: Retired officer

Interviewee 5

Name: Perran

Age: 56

From: İstanbul

Education Level: University graduate

Occupation: Officer

Interviewee 6

Name: Şebnem

Age: 55

From: İstanbul

Education Level: High school graduate

Occupation: Teacher

Interviewee 7

Name: Ayşe

Age: 58

From: İstanbul

Education Level: University graduate

Occupation: Chemist

Interviewee 8

Name: Zerrin

Age: 65

From: İstanbul

Education Level: University graduate

Occupation: Book writer

Interviewee 9

Name: Özgen

Age: 55

From: İstanbul

Education Level: University graduate

Occupation: Business woman

Interviewee 10

Name: Gülnur

Age: 59

From: İstanbul

Education Level: Middle school graduate

Occupation: Housewife

Interviewee 11

Name: Huriye

Age: 61

From: İstanbul

Education Level: University graduate

Occupation: Painter

Interviewee 12

Name: Seniye

Age: 63

From: İstanbul

Education Level: University graduate

Occupation: Lawyer

Interviewee 13

Name: Nuriye

Age: 58

From: İstanbul

Education Level: High school graduate

Occupation: Housewife

Interviewee 14

Name: Gülay

Age: 59

From: İstanbul

Education Level: University graduate

Occupation: Psychologist

Interviewee 15

Name: Melike

Age: 55

From: İstanbul

Education Level: High school graduate

Occupation: Real estate agent