A Theoretical Evaluation of Group Behavior on Social Media

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ABSTRACT

On social media in the digital era, individuals can easily reach out and comment to everyone on everything. Introducing themselves, exchanging opinions and participating in discussions are more likely on social media. They have provided the opportunity to benefit from others or to benefit others as a member of a group. On the other hand, social media have become a sociological field where one or a group can share every moment and make comments to everyone, including those they do not know. It is also seen as an area where the privacy limit is weakened and respect for rules decreases. In this context, group behavior, social media and related topics are discussed in this chapter including the definition, benefits and effects of the group; evolution, functions, classification and the importance of social media; the effects of social media and the group on social capital, social cohesion and social intelligence; and factors determining group behavior on social media.

Keywords: Group, Group behavior, Social media, Digital era

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Sosyal Medyada Grup Davranışları Üzerine Kuramsal Bir Değerlendirme

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ÖZ

Dijital çağda bireyler sosyal medya aracılığıyla her şeye ve herkese kolayca ulaşabilmekte ve yorum yapabilmektedir. Bireyler kendilerini tanıtmayı, fikir alışverişinde bulunmayı ve tartışmalara katılmayı amaçlayarak sosyal medyayı kullanmaktadır. Bir grubun üyesi olmasıyla birlikte bireyler başkalarından fayda görmekte veya başkalarına faydalı olmaktadırlar. Diğer taraftan sosyal medya bireyin her anını paylaşabileceği ve tanımadıkları da dahil olmak üzere herkese yorum yapabileceği sosyolojik bir alan haline gelmiştir. Ayrıca gizlilik sınırının zayıfladığı ve kurallara saygının azaldığı bir alan olarak da görülmektedir. Bu bağlamda grup, grup davranışı ve sosyal medya ile ilgili konular bu makalede incelenmiştir. Grubun tanımı, yararları ve etkileri; sosyal medyanın evrimi, işlevleri, sınıflandırılması ve önemi; sosyal medya ve grup olgusunun sosyal sermaye, sosyal uyum ve sosyal zeka üzerindeki etkileri; sosyal medyada grup davranışını belirleyen faktörler son yıllardaki önemi nedeniyle makale içerisinde incelenmiş olup tüm bireyleri ve toplumları etkilediği sonucuna varılmıştır.

Anahtar Kelimeler: Grup, Grup davranışı, Sosyal medya, Dijital çağ

INTRODUCTION

A group consists of at least two or more people who are related to each other, and share certain expectations and objectives. A social grouping occurs when these people interact with each other and gain continuity from their mutual attitudes and behaviors. It is a social group where members are aware of each other and have common goals, and rules and relations between the members continue for a certain period of time. The most important thing about a group is the sense of belonging of group members. This feature is the most important point that distinguishes a group from coincidental groups (Göktaş, 2019).

Grouping on social media has great importance for individuals in the digital era. Grouping enables individuals to solve their problems and achieve success. Grouping increases the self-confidence of the individual, strengthens human relations, ensures respect for different thinkers, and strengthens the sense of responsibility. Furthermore, through grouping, the individual can show personal development, improve time management and gain a sense of competition.

Social media can provide some opportunities to group members such as identity, presence, relationships, being in a group, sharing something, conversations, and reputation. After grouping, social media enable them to obtain social capital, social cohesion and social intelligence.

A. Group and Group Behavior

Definition of a Group and Group Behavior

The concept of a group started to be used in social fields in the 18th century. Birou states that this concept comes from the Italian "Gruppo", a group term meaning community, society, association, club, class, congregation, team and so on. They all have meanings. In a sociological sense, it was first used by Zaniecki (Tekarslan, 1985).

The group refers to the community that coexists in a particular place and time. Groups may be formal or informal. Formal groups are temporarily or permanently created by management for a particular purpose. They are planned, programmed and have rules. Informal groups are set up to establish common interests, social needs and simple friendships. They are not planned and programmed and do not have written rules (Lamieri and Mangalagiu, 2009).

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Reasons to be a Group

The desire to be close to those similar to us leads people to be in a group. Ethnicity, gender, age and skin color groups are examples of congenital similarities. There are fan groups, supporter groups and choirs and intimate similarities lead individuals to be in groups. The desire to establish a relationship, to interact, to achieve a common goal, to gain a social identity, to obtain security and power leads individuals into groups. For example, groups of animal rights protection and nature conservation associations, community and religious groups, university groups and fanatical groups of football clubs provide social status.

Human beings need to be a group because they are an inherent social entity. For this reason, there are certain reasons that cause individuals to become a group. These are:

- To meet psychological and social needs by joining the group,

- To belong to a place and to be interested in others,

- To take advantage of the local community,

- Overcoming situations that cannot be overcome alone,

- Obtaining information that non-members cannot obtain,

- Feeling safe and obtaining a positive social identity.

Group Types and Sizes

The types and dimensions of groups can be evaluated as primary and secondary. Human communities are examples of primary groups where members meet each other and often participate in face to face communication. The relationship is permanent in primary groups. Family, relatives, neighbors, etc., express groups of close relations and communication. Therefore, these are examples of primary groups. In addition, these groups are small and mutual solidarity is high.

Human communities whose members have less contact and negotiation, are examples of secondary groups. Since there are many people in the group who cannot see each other, there is no opportunity for members to get to know each other well. There is a lesser relationship between members. Banks, institutions, societies, etc., are examples of secondary groups (Odabaşı and Barış, 2007).

On the other hand, groups can also be evaluated according to their continuity status. Continuous groups consist of family, state and nation membership. Non-continuous groups are formed by people such as seasonal workers (Göktaş, 2019). In addition, groups can be evaluated as formal and non-formal groups. Formal groups have been created to achieve certain goals: some examples are project teams, organizations in the private sector and institutions in the public sector. A non-formal group is formed to satisfy individual needs and desires. Gangs can be evaluated in this respect.

Factors Affecting Groups

Reference groups affect people's attitudes, ideas, value judgments and behaviors directly or indirectly (Yıldırım, 2016). These groups are composed of family, friends, colleagues, certain subcultural elements, individual cultures and other cultures (Schiffman and Kanuk, 2006). People are affected, for example actors, singers, athletes and so on. Therefore, they are also referred to as the reference group (Solomon et al., 2006).

Reference groups have three important impacts on consumer behavior (Odabaşı and Barış, 2007). These are:

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- The informative effect which consists of the daily relationships of the individual. For example, information is obtained from group members about which brands are good and which products to choose. The group develops a sense of trust between the members and the individual. The individual obtains information from members of the group by listening to the recommendations of experts, or by observing, or by searching the internet, or by asking those who have tried the product before.

- A compelling effect to comply with norms which allows the individual to behave in accordance with group norms. For example, a member of the animal protection association is expected to oppose products tested on animals.

- The identity effect which enables group members to exhibit similar behaviors. How society sees us and how we play roles in society are shaped by the group.

B. Social Media and Group Behavior

Evolution of Social Media

Long before social media, people used to communicate in more traditional ways. The post office was organized by the Persians in 550 BC, telegraphy by the French in 1792, the pneumatic mail system in 1865, the telephone in 1890, radio in 1891, e-mail in 1966, and Arpanet in 1969 (Sherchan et al., 2013).

In 1979, Truscott and Ellis from Duke University formed a world-wide discussion system. The system gave the opportunity to send messages to everyone on the internet. However, it can be said that social media started with Open Diary. This was a group of online journalists. Later there was MySpace and Facebook in 2003, YouTube in 2005, Twitter in 2010, and Instagram was established in 2010. So many people joined the group called the virtual world (Kaplan and Haenlein, 2010).

Functions and Classification of Social Media

Social media have certain functions: identity, presence, relationships, reputation, being a group, conversations and sharing something.

Identity refers to the person showing himself/herself and his/her thoughts through social media. Presence refers to the person's ability to share certain content to indicate their ideas. Relationships refer to the continuation of the person's relations with the environment through social media. Reputation refers to the social standing of other people and brands. Groups mean that a person creates a group with others with common features. Conversations refer to communication with others quickly on social media. Sharing is about managing content with text, images and video (Kietzmann et al., 2011).

There is a matrix that classifies social media sites according to the relationship between disclosure / self-disclosure and the richness / social presentation of the media. In this respect, blogs are high in terms of user expression and are low in terms of media richness (Table 1).

Table 1. *Classification of social media*

		Media Richness and Social Presentation		
		Low	Medium	High
Self-disclosure and Disclosure	High	Blogs	Facebook	Second Life
	Low	Wikipedia	YouTube	Warcraft

Virtual worlds like Second Life are high in terms of user expression and media richness. Collaborative projects like Wikipedia are low in terms of user expression and media richness. Strategy games like Warcraft are low in terms of user expression and high in terms of media richness. Social network sites like Facebook, Twitter and Instagram and content communities like YouTube are medium in terms of media richness. Social network sites are high, but content communities are low in terms of user expression (Kaplan and Haenlein, 2010).

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The Impact of Social Media and the Group on Social Capital Formation

Social capital refers to a long-term communication network based on mutual acquaintances in reality or on social media. Social capital connects human networks and groups. It prepares the environment for cooperation among people. It forms trust, active relations, mutual understanding and common values (Head, 2018).

Woolcock (2001) has three types of social capital definitions and classifications. These are:

- Ties between people in similar situations, such as families, close friends or neighbors;

- More distant ties of people, such as lost friendships or business friendships; and

- Far more distant ties than those near the person.

The main idea of social capital is that social media are a valuable asset in the digital era. The technical structure of social media ensures the preservation of ties between people. In addition, the cost of social media usage is low, so users can easily develop social capital. For this reason, social capital is used in social studies of institutions such as the World Bank and the OECD (Sherchan et al., 2013).

The Impact of Social Media and the Group on Social Cohesion

Social cohesion is an important concept for the continuation of relations in the group. Individuals within the group demonstrate social cohesion to be accepted, rewarded, not punished, for belonging, to be loved and respected (Dougles and Exley, 2015). There are reasons for social cohesion. These are:

- Informative social impact; other members of the group are more knowledgeable, so the individual considers them as a source of information.

- Normative social impact; to be loved respected is a human need. Therefore, it means that the individual adapts to the group in order to be accepted.

- Obedience to authority; this refers to the adaptation of the individual to an authoritarian.

Experiments on social cohesion were also carried out. The most well-known of these are the works of Şerif (1935) and Asch (1956).

Şerif's work is on male students. The study shows students a fixed light spot in a dark room. This light point is said to move. Then they are asked to predict the length and direction of this movement. Although the point of light is fixed, the students perceive movement. Different answers are received from the students. When the study is repeated, it is observed that the answers are close together. As a result of the study, it was understood that social norms were important. Social norms as defined by a group, which are the behaviors and beliefs that an individual is required to obey, also appear in groups on social media (Smith and Haslam, 2012).

Asch's conformity experiments were carried out on subjects in New York. Two cards are shown to the subjects in the experiment (Figure 1). The study is searching for an answer to "Which line length on the second card is the same as the line length on the first card?"
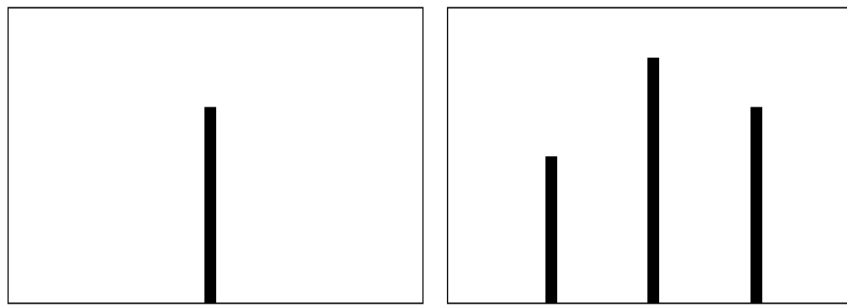

Figure 1. *Asch's Conformity Experiment Cards*

Subjects comply with the behavior of the majority and obey the others' wrong answer (Cialdini and Goldstein, 2004). Social norms are also influential in Asch's experiments. Subjects are sometimes aware of their wrong decisions, or sometimes comply with social norms without realizing that they act under social pressure.

The Impact of Social Media and the Group on Social Intelligence

This is defined as the ability of individuals to establish successful relationships and take part in groups. The higher the social intelligence of individuals, the better is their ability to carry out human relations and to adapt to the environment. In other words, social intelligence can be defined as the ability to correctly understand and manage people's feelings and thoughts (Belton, et al. 2016).

Social intelligence is used in relation to an individual's social environment. Social intelligence plays a role in determining the status of the individual within the group. Social intelligence exists in everyone but its level is not the same in all. This is because it can sometimes be developed from birth, sometimes through the environment or sometimes through the efforts of the person. In this context, group membership can prove an advantage for improving social intelligence.

C. Factors Determining Group Behavior on Social Media

The Role of Group Belonging on Social Media in the Hierarchy of Needs

The hierarchy of needs indicates that a human being must first meet his most basic needs. He is thus able to meet other needs. In 1954, Maslow's book evaluated the needs in five steps: physiological needs, security, belonging, esteem and self-actualization needs (Jerome, 2013).

The importance of the concept of group is seen in the hierarchy of needs. It is stated that some needs cannot be solved without being a member of the group and that being a member of the group at each stage will prove an advantage. In this context, it is also important for the member's environment. Social media are seen as an effective area in terms of grouping and meeting the needs of the individual.

Nowadays, it is stated that the hierarchy of needs has been developed alongside the development of technology. Three new steps have been added to the hierarchy of needs with the development of areas like artificial intelligence, automation, robotics technology, biotechnology, plastic surgery, social media and so on. Dijkstra and Dijkstra's needs hierarchy consists of physiological, safety, belonging, esteem, cognitive, aesthetic, self-actualization and transcendence needs. In addition to Maslow's hierarchy of needs are knowledge, meaning and self-awareness of cognitive needs; beauty and balance of aesthetic needs; helping others to self-actualize for transcendence needs in this hierarchy (Rahnama and Lotfi, 2016).

People on social media are trying to get more likes or retweets. And they have become dependent on these. Content sharing on social media aims to include like, respect, belonging and reputation (Kaplan and Haenlein, 2010).

The Role of Groups on Social Media and Group Behavior

A group or groups within a given environment can be defined as a target group. The target group may be people who have been offered, presented or sold something and expected interpretation. Social media are also frequently used to reach the target group in the digital era. At this point, groups are important in terms of informing, convincing and reminding individuals about a certain subject. Therefore, when determining the target group, generally three criteria are determined (Perreault et al., 2013). These are:

- Demographic elements: Age, gender, profession, income, interests,

- Behaviors: Awareness of group members about the group,

- Needs and demands: The group needs to express value and give valuable messages to the individual.

Social media, television, newspapers, magazines, radio, postal services and billboards are common media tools that can be used today. Messages can be sent to group members in a day, week, month or year when using these media tools (Adeyanju, 2015).

On the other hand, social media and groups are used to provide information, persuasion and reminders in terms of marketing and especially advertising. Promotional activities can also be carried out with an advertising strategy to be prepared on social media. Players, athletes and celebrities can be used in these activities.

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Decision Process of Group Members on Social Media

Social environment and psychological and economic reasons affect the attitudes, behaviors and decisions of individuals in the digital era (Perreault et al., 2013).

Social factors refer to the social environment, cultural factors, reference groups, family, roles and status. The emotions and thoughts of the individual are influenced by the group which he/she belongs to or wants to participate in. For example, individuals can be considered as role models and can be taken as examples. In this context, their advice affects their followers and those who love them.

Psychological reasons are related to an individual's motivation, perception, learning and attitudes. Motivation refers to individuals behaving according to their desires to achieve a specific purpose (Maslow, 1984). Motivation refers to the needs, desires and fears that motivate the individual. In this context, groups can often be a motivating factor. Perceptions mean that the individual gives meaning to the stimuli in his/her environment through the senses. Groups may also frequently affect the individual as a stimulant. The characteristics of the group, the relationships within the group and the personality characteristics of the individual are important to the perception (Solomon et al., 2006).

Learning is a change in behavior of a person as a result of acquiring new information. Learning and the learning process have great importance in directing human behavior. Today, groups on social media influence individual decisions while teaching new information to the individual. Attitudes express the positive or negative emotions and behaviors of an individual about an idea, object, person or group. In this context, attitudes also affect beliefs. Beliefs include views of true or false information based on personal experience or comments about the environment. Since social media contain a great deal of right

and wrong information, this can affect individuals and groups positively and negatively (Odabaşı and Barış, 2007).

Economic reasons are the most important factors affecting consumer decisions because many decisions cannot be taken today without purchasing power. In addition, although the individual is psychologically prepared to make a decision and the social environment has a positive effect, he/she cannot exhibit the desired behavior without economic power. In this context, individuals' incomes, savings, credit forces and spending requests determine their economic situation. Groups on social media can direct individuals with both utilitarian and hedonistic approaches (Vendor, 2016).

The Effect of Globalization and Technology on Grouping on Social Media

Globalization is defined as economic, political, cultural, social, technological, etc., changes and transformations. The process is multifaceted and affects societies deeply. The communication and technological aspects of globalization emerge with digitalization.

Thanks to digitization, all kinds of data such as audio, text, documents, music, images, video, etc., can be sent to other locations via telecommunications technology. In this technology, the importance of computer and internet technology is significant (Bayraç, 2006).

Computer and internet technology enabled the development of social media in the digital era. Social media are the online tools and web sites where users interact with each other by sharing their knowledge, opinions and interests (Sherchan et al., 2013). As of April 2019, the most preferred social media sites are Facebook, YouTube and WhatsApp (Table 2).

Table 2. *The Most Popular Social Media Worldwide*

Rank	Social Media Sites	Active Accounts in Millions	Rank	Social Media Sites	Active Accounts in Millions
1	Facebook	2320	11	Reddit	330
2	Youtube	1900	12	Twitter	330
3	WhatsApp	1600	13	Douban	320
4	Messenger	1300	14	Linkedin	303
5	WeChat	1098	15	Baidu Tieba	300
6	Instagram	1000	16	Skype	300
7	QQ	807	17	Snapchat	287
8	QZone	532	18	Viber	260
9	Tik Tok	500	19	Pinterest	250
10	Sina Weibo	462	20	Discord	250

These statistics provide information on the most popular networks worldwide as of April 2019, ranked by the number of active accounts (Statista.com). Facebook was established in 2004 with the aim of communicating with friends and exchanging information. Facebook is the largest social media site. It is free to its users and gets its revenue from banner ads and sponsors. Users can create their own profiles and show their personal information, interests, and messages.

YouTube was founded in 2005 as a video sharing site and was purchased by Google in 2006. YouTube earns its revenue from advertisers. In this way, clips, series, movies and other videos can be watched free of charge on YouTube.

WhatsApp is used as a messaging application in more than 180 countries. There are 1.6 billion active users. Messages, pictures, sound recordings, videos and documents can be sent on WhatsApp, which can be used on a phone or computer.

Twitter is a social media site and allows a maximum of 280 characters that enables you to write short blogs about news, entertainment, politics, sports and so on. Today, Twitter has 330 million active users including presidents.

Effect of Culture on Group Behavior

Culture refers to any value created, used and passed on to future generations in the process of social development. It shows the measure of domination of the natural and social environment. Culture is social, learnable, changeable and shows continuity, meets needs, creates rules, integrates and balances. People are biologically similar, although different from each other in terms of society, thought, attitude and belief (Solomon et al., 2006).

Hofstede presented 5 parameters to explain cultures. These are (Geerthofstede.com):

- Power Distance: Groups in different cultures can focus on a weak or powerful relationship. A narrow power range is more common in western countries. A wide power range is seen in Asian countries.

- Individualism: This relates to group members identifying themselves as either part of the group or not part of the group. Therefore, the interests of the individual or the group are at the forefront.

- Masculinity: Masculine behaviors within the group refer to values such as strength, success, assertiveness, competition, and ambition. Femininity refers to harmony, agreement, value, equality, quality of life and so on.

- Uncertainty Avoidance: This states the avoidance of uncertainty of group members. The rules are expected to be clear in cultures where avoidance of uncertainty is strong.

- Long-term orientation: In societies that give importance to the short term, people value the past, traditions and rules. On the other hand, flex humbles are open to change.

- Indulgence: This indicates the degree of movement of the individual according to his/her desires within the group. Individuals make their decisions according to their status of feeling free or restricted.

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Groups and social media have a great cultural impact in the digital era. Upper culture, subculture, culturing, culturalization, cultural propagation, cultural delay, cultural assimilation, cultural imperialism and cultural degeneration and any other concepts of positive or negative culture have become relevant to groups and social media (Ravi, 2012).

How do Brands Create Group Behavior?

The world population is 7.6 billion and 4.4 billion people use the internet. In other words, 57% of the world's population are active internet users. The number of social media users is 3.5 billion. In other words, 45% of the world's population are active social media users. Therefore, brands have also recognized the importance of the internet and social media. Official Facebook, Twitter and Instagram accounts can be used for communication from social media. They can achieve a significant cost advantage by making promotional activities through social media. Because social media contain a great deal of positive and negative information, brands can make official statements from their official accounts. Thus, the most accurate information about the brand is given (Hootsuite.com).

The most intensive communication channels of brands are Facebook, Twitter and Instagram. However, there may also be new channels rising rapidly on social media. Brands also need to consider them (Chih et al., 2017). New channels also create new opportunities for individuals. For example, there are bloggers who earn thousands of dollars advertising a particular brand on social media. In terms of the brand, this is advertising with natural methods to the target groups (Perreault et al., 2013). Users find it sincere.

Brands need to present value to their followers in order to create group behavior on social media. For this, it is necessary to create educational and entertaining content (Courelas and Isaias, 2014). Besides, it is important to create, interpret and share these contents because group members do not prefer to be passive in a group. Therefore, brands should be result oriented and create benefits on social media. Finally, brands should follow and evaluate the feedback (Keller, 2012).

Attitude, Trust, Satisfaction and Loyalty of Groups on Social Media

The attitude, confidence, satisfaction and loyalty approaches of the group members on social media are important for the future of the group. The demographic status of the group members, the way of using the internet, the openness to innovation and the ability to take risks affect relationships with others (Gil et al., 2005).

Attitude is a person's positive or negative thoughts about an object, person or group. Attitudes may have cognitive, emotional and behavioral characteristics (Andersen, 2010). Attitudes cannot be observed but reveal observable behaviors (Koçer and Koçkaya, 2016).

Trust is essential for the formation and continuity of relationships. It is also very important in social media relations. It increases the goodwill of members towards the group and group members. Therefore, having an environment of trust on social media also positively affects the behavior of individuals. In the absence of trust, there is doubt in the group so that individuals stay away from each other (Chih et al., 2017).

Satisfaction is the pleasure they feel as a result of the wishes of the members. On social media, individuals are satisfied that they can become members of the groups and share their own content. Monitoring the behavior and lives of others on social media also provides satisfaction. In this context, the social, cultural and economic conditions of individuals affect the social media usage style and the satisfaction level. On the other hand, those who have difficulty in joining social environments can be more comfortable on social media (Alioğlu, 2016).

Loyalty is a concept that is hard to build and maintain. Therefore, social media can be used by individuals or brands to maintain the loyalty of individuals. Individuals who are not always active on social media can also check their account by entering groups and occasionally continue to interact with the person or brand. It is necessary to establish close relationships with loyal users because they are the most active advocates (Baldassarri and Grossman, 2013).

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Relationship Between Lifestyle Dimensions and Group Behavior

The social media usage of individuals and the groups in which they are involved can be determined through psychographic analyses revealing the activities, interests, and opinions of individuals. Brands can access detailed information about their target group by using these psychographic analyses. They can also access demographic data. For example, Hyundai has reached a lifestyle profile that is married, 2.3 children, 34.8 years old, community-oriented, tradition-oriented, family-oriented and sports-oriented for the Veracruz CUV model (Perreault, et al. 2013).

Psychographics and demographics in market researches are obtained. Activities are about work, holidays, shopping, sports and hobbies. Interests are about the family, home, cars, fashion, food and animals. Opinions are about policy, sport, education, economy, culture and the future. Demographics are the characteristics of a target group. Gender, age, marital status, income, educational status, and profession can give lifestyle profiles to brands.

Psychographic analyses and demographic information also guide the decisions of brands. As a result of the analyses carried out, brands can make reasonable proposals to people who know their needs and requests. Thus, brands are also effective at less cost. They can also direct groups with similar characteristics toward group behavior.

Importance of Groups and Group Behaviors in Database Creation

Today, brands are focused on consumer behavior, and analytical aspects of consumer behavior have been made easier by developing technologies. It is important for brands to carry on their promotional activities for both existing and potential customers (Solomon et al., 2006). Primary and secondary sources can be

used in this context. Primary sources are the information available to the brand. Secondary sources are prepared by others such as reports, books, internet resources and so on.

Creating a database is important for businesses to classify and evaluate customers in their portfolio according to their specific characteristics. In this context, data mining provides customer data when needed. So predictions for the future can be made. Computers, the internet, social media and social media groups will create a database for brands and will benefit greatly from data mining (Berry and Linoff, 2004).

Group Change of Individuals Not Complying with Group Behavior

Social media sites attract homogeneous groups. Therefore, individuals who are close to each other may use common sites and be in the same group because of similar characteristics such as age, education level, profession, income and so on. However, individuals who disrupt the harmony in a group and negatively affect it may be drummed out of the group. On the other hand, individuals who want to contribute can join the group (Gil et al., 2005).

In some cases, individuals may need to change groups. Managements may change groups in order to increase motivation and reduce conflict by hiring or firing employees. Changing the whole group or the position of some individuals in a group is important in order to create group behavior (Andersen, 2010).

Conclusion

Social media have brought together people with common values and groups are formed in the digital era. In these groups, a common culture has developed. In this context, group behaviors on social media have advantages and disadvantages (Kietzmann et al., 2011).

Social media make possible the free sharing of ideas. They make the group and its members more powerful because of the quantity and quality of a group. For example, in the Arab Spring, which started in Tunisia in December 2010, sites such as Facebook and Twitter played an active role. At that time, democracy and freedom were the most frequently used concepts on social media (Mansour, 2012).

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Social media sites, such as YouTube, allow for the comfortable watching of movies and series that accord with people's interests. Educational videos and courses can also be shown free of charge. In particular, there are notifications to channel members about new videos. Social media sites like LinkedIn help individuals to find the jobs they want or new colleagues. Virtual games such as Warcraft help individuals to build social networking, become a group and develop their creativity.

On the other hand, social media damage people socially and humanly. Face to face interaction, talking and listening get away from people's lives (Baldassarri and Grossman, 2013). People are unhappy to compare themselves with others on social media. On the other hand, social media have harmed privacy. New types of crimes have appeared such as cyber bullying, e-mobbing, cyber harassment, cyber fraud and so on. In addition, social media include violent and especially suicidal games such as Blue Whale and Momo. Therefore, psychological problems, crimes and suicides arise in children (Courelas and Isaias, 2014).

As a result, forming the group is humanitarian needs and social media make forming a group easier. Groups, group leaders and reference groups determine group behaviors and society is positively or negatively affected. Thus, group and social media concepts have sociological importance in the digital era. Besides, social media make a group and its members obtain social capital, social cohesion and social intelligence.

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