Reasons for Wattpad Use in Turkey

Abdullah Ragıp ERSÖZ [1], Aysan ŞENTÜRK [2]

[1] Bursa Uludağ University, Faculty of Education, Bursa, ersoz@uludag.edu.tr,
http://orcid.org/0000-0003-3519-8400

[2] Bursa Uludağ University, Faculty of Education, Bursa, aysan@uludag.edu.tr,
http://orcid.org/0000-0002-0403-1176

Abstract – This study was carried out to determine the reasons why users use Wattpad in Turkey. The benefits and harms of Wattpad content and the factors that motivate readers here are important for determining the methods to implement when using this platform. The study was designed as a case study as a qualitative research method. As a data collection instrument, interviews with writers and readers were conducted. Additionally, various documents and a research diary were used. Peer evaluation, member check and role-ordered matrix methods were used to analyze data and create categories. According to the content analysis results, the reasons why users use the Wattpad platform were determined to be the desire to be popular, interaction, ease of use, subjects, and language. The reasons for users to use the platform are collected and addressed in the Results section under the headings of sense of belonging and quest for meaning.

Key words: Wattpad, Wattpad usage, online story sharing.

Corresponding author: Abdullah Ragıp ERSÖZ, ersoz@uludag.edu.tr

Introduction

Wattpad is a virtual storytelling and writing platform. The platform was founded in Canada in 2008 by Allen Lau and Iven Yuen, and more than 350,000 interactive stories have been shared on the platform as of 2019 (Wattpad, 2019). It has more than 80 million active monthly users worldwide, and Turkey comes after the United States and the Philippines among the countries where the platform is used the most (Kara, 2015). Generations Z and Y constitute 90% of the users on Wattpad, which supports more than 50 languages. A large 90% of Wattpad users access the site via mobile devices (Wattpad, 2019). The vision of Wattpad is

to entertain and connect the world through stories. The platform uses the power of communities and technology to create and distribute content in a variety of ways. Wattpad is a virtual environment that allows its users to express themselves, engage in social interactions, and develop literacy skills. It also allows its users to participate in a large-scale chat environment about current topics. There are 3 million Wattpad users in Turkey and about 7 million Turkish stories have been published on the platform. Many of the writers' stories have been published as books, as well as film and TV scripts. Although Wattpad has just become popular in our country, it is followed with great interest by a very large audience.

Problem Status

One of the issues addressed in this study is the discussion of the content readers read on Wattpad. Wattpad includes stories on common subjects such as science fiction, fan fiction and adventure, as well as many marginal topics such as young adults, vampires, zombies, werewolves, spiritual topics, drugs, mafia, and mysticism. In recent years, the number of violent contents, books, and games in children's publications around the world has been increasing. For example, works in children's literature include books that evoke violence such as the Curse of the Dragon, the Castle of Death, Paranormal Activity, Masochist, Suicide Notes, Screams of Violence (Tokat, 2022). There are opinions that such expressions bring harms which can lead to deviant beliefs, depression, and mental illnesses (Bonelli et al., 2013). Despite age restrictions on access to stories, Wattpad has been criticized, for example, for allowing anyone to read any subject they want, including subjects such as substance use, immorality, violent tendencies, etc., and for Wattpad providing examples of such subjects". Green Crescent (2017), for example, has warned families about Wattpad stories, claiming that Wattpad is harmful because subjects such as substance use, smoking and alcohol addiction, antisocial behaviors, cutting tools and firearms handling, tendency for sexual violence, driving without a driver's license, depression, disobeying school rules, absenteeism, and irregular eating and sleep habits that are depicted in stories in the most acclaimed Wattpad books can trigger and encourage risky behaviors among adolescents. In 2019, a study published by the Communications Directorate of the Presidency of the Republic of Turkey, entitled "The Use and Harms of Wattpad, which is becoming common in Turkey," stated that there are many stories on Wattpad that have a serious impact on the minds of young people and that the normalization of heathenism and immorality is propagandized in these stories.

Literature Review

Social media are customizable virtual environments where users meet virtually, interact with each other, and share stuff. Fruchter (2010) identified five features that make an environment social media: communication, community membership, commenting, collaboration, and user input (Piancola et. al., 2020; Santa Maria et. al., 2022). With these features in mind, as a platform where users and writers communicate with each other and comment on each other's posts, Wattpad is a strong social media tool that allows for sharing and enables writers and readers to meet in the same environment. A study by Contreras et. al., (2015) explained how people started reading on Wattpad, why they went on, and why readers became addicted to a story. They categorized the factors that led participants to read on Wattpad in six themes: people living in the environment, interest in literature, social media, boredom, free cost, and convenience. They also identified factors that motivated participants to keep reading on Wattpad as learning satisfaction and emotional satisfaction.

In addition to studies determining the effectiveness of Wattpad use in education, there are studies on identifying user experiences. Bal (2018) carried out a phenomenology study to identify in- and out-of-school reading and writing experiences of middle school students. The study used semi-structured interviews, and stories and journals written by students. Participants said they had a negative perception of reading and writing within the school because they were restricted and under pressure. On the other hand, they described the Wattpad platform as a place where they could express themselves comfortably. Bal (2018) claims this perception stems from the intrinsic sense of satisfaction and importance that students feel from using Wattpad. Moreover, the reason behind the participants' positive perceptions of reading and writing outside of school was identified as a desire to be popular. Aytan (2017) analyzed preservice teachers' electronic writing experiences in the Wattpad environment. Preservice teachers in his case study sample joined Wattpad and wrote at least one narrative text and one informative text within a month. They found writing electronically advantageous in terms of readability, spelling control, reader and writer interaction, visual appeal, time saving, convenience, affordable price, quick feedback, constructive criticism, encouragement, archival possibilities, and socialization, and indicated that writing electronically can be harmful in ways such as the untrustworthiness of the virtual world, distraction, fierce criticism, health, expression, sociality, copyright and plagiarism concerns.

There are also studies in the literature that sociologically examine the reasons why Wattpad is read. People, who take on distinct social roles in different stages of life that can be defined as youth, middle age, upper-middle age, and old age, display distinct behavioral patterns. High school students are involved in various behavioral tendencies especially when they are depressed (Demir et. al., 2005). When they move to higher education, this interest decreases due to adolescence. Unlike their everyday behavior, people act more courageously in the virtual world (Dogan & Karakus, 2016). Similarly, their more violent and aggressive reactions to events and what they read can be explained by the fact that they do not receive any reactions from society. The reasons for the use and effects of social media tools and user behavior in social media differ from culture to culture. Young and Young (2017) studied if social media use was related to gender-related adolescent motivations and online aggression behaviors. Results from that research on young adults demonstrate that social media use, romantic motivations, social belonging motivations and social comparison tendencies are associated with online aggression victimization. They also pointed out the importance of further examination of interactions and indirect effects in terms of the determination of other variables for the use of social media and determination of reflections in different cultures. In cultures where Wattpad use is very common just like in our country, the occurrence of similar reflections in different cultures can be observed by doing studies on this issue.

Method

Research Design

In this qualitative study, a case study approach was implemented. It is crucial to ask what the situation is in the case studies in order to select a meaningful unit of analysis and focus on the phenomenon in question (Patton, 2014). In this context, situations such as the sociological dimension of Wattpad influencers, their fan bases, and digital cultures were determined during the study but were excluded from the study. The study was designed as a single case study, where the drives that directed users to use Wattpad and motivated them to continue reading on Wattpad were framed as the case. The conduct of a case study necessitates extensive resources and time beyond the options available to a single student or an independent researcher (Yin, 2009). For this reason, extensive data were collected, the study was carried out in a comprehensive manner, and the data were subjected to an in-depth analysis. The preparation, implementation, and analysis of data collection tools took place over a four-month period.

Participants

Snowball sampling method was used to select participants. First, a college student named B was reached on Wattpad. Then a Wattpad reader named K, the roommate of that writer, was reached. Following that, K who was a Wattpad reader introduced the researcher to two Wattpad readers G and S, classmates of K. L, a student at the university where the researcher was studying, was also found to be a writer during a course and was included in the participants. In the end, in-depth interviews with two Wattpad writers and three Wattpad readers were conducted. Wattpad identities (as a reader/writer) and their initials were used to refer to the subjects in the study.

Data collection

Data to be used in case studies are obtained by bringing together all information from interviews, observations, documents, and different data sources that can provide information about the case (Patton, 2014). In this study, interviews, a research diary, and documents were employed as data collection instruments.

Interview Form

Semi-structured interview forms were used in the study. Interviews were conducted online at the time desired and determined by the readers. During the preparation of interview forms, experts were consulted, and a reader was interviewed beforehand. The interview form was finalized after final corrections. To conduct the interviews, sub-questions were also created and used as necessary throughout the conversations to understand the actual factors that directed users to write and read. Throughout the interviews, it was observed that the readers and writers answered the questions bravely, did not hesitate to respond to the interview questions regardless of whatever they read or wrote and defended what they read by giving examples of their lives.

Documents

In order to get to know Wattpad stories better and to learn the opinions of the writers, four interviews with Wattpad writers that had been posted on the Internet were analyzed. The names/nicknames of the writers who were interviewed with were Sedef Nehir Erdem, Büşra Yılmaz, Semiha Kaya and Eleştirmen. In the study, the names of the writers were represented as Writer S, Writer B, Writer K, and Writer T respectively. An interview with two publication editors who published Wattpad stories as books were examined to learn the opinions of the

world of publishers about Wattpad writers and readers. The first of the interviews was conducted by Borekci (2015) on July 26 with the publisher Özlem Esmergul. The other interview was conducted by Gozay (2016) on July 6 with the editor-in-chief Meltem Erkmen. In the study, the editors in these interviews were referred to as Editor M and Editor E, respectively.

Research Diaries

The researcher kept a diary from his meeting with the first Wattpad reader to write about what he experienced throughout the study and about the readers. A total of 8 journal entries were written from time to time throughout the three-month period. In addition, the researcher signed up for Wattpad in the process and logged his thoughts on the platform in the diary. Journals were stored on the researcher's computer and archived based on days, months, and hours.

Data Analysis

It is important to compare and confirm the findings that emerge during data analysis and to highlight significant interpretations in order to adequately understand specific behaviors of people in case studies. The content analysis method was preferred to analyze the data collected during the study and to create themes. Peer debriefing, member checking, role-ordered matrix and triangulation methods were used to ensure validity and to explain the case without any bias.

The information provided from each data source was combined to understand what it meant to be inside Wattpad. After the analysis of the interviews, all other data were transferred to the Microsoft Excel program, and themes and sub-themes were created separately for each participant and data type in a table. The role-ordered matrix was used to create codes, categories, and themes. The data collected were organized according to the following roles: writers, readers, and publishers. This made it easier to compare the organized data. By using the role-ordered matrix, it was checked whether the users saw the Wattpad platform in the same way, and making comparisons between the roles became easier (Miles & Huberman, 1994, p. 122). Wattpad is "a source of motivation" for writers, and according to the editors, "it is easy to be famous now." Under the theme of popularity, for example, these two claims were compared.

Validity and reliability

Triangulation was implemented by selecting multiple data collection instruments, and an attempt was made to improve the validity of the study by analyzing different sources. Three experts and the participants were interviewed to determine the consistency of the themes created and to be able to make conclusions from these codes. In these interviews, the consistency of themes, the biases of the researchers, vague and unnecessary explanations, and the accuracy of comments were reviewed and corrected. Through member checking, an attempt was made to improve the validity of the study. The participants and the researcher met with a variety of experts to review the findings and discussed the accuracy of themes. The reliability of the qualitative analysis was tried to be improved by including the participants in the analysis of data and the creation of the results (Creswell & Miller, 2000).

Results or Findings and Discussions

Why are Wattpad stories favored so much in Turkey, based on all these analyses and evaluations? The answer to this question is explained in this section based on the objective assessment of the Wattpad stories, interviews and document analyses and the examination of the results. The interviews conducted and the documents examined were evaluated by using various analysis methods. The categories, codes, and their descriptions uncovered as a result are presented in Table 1. According to the analysis results, the reasons for Wattpad use were the desire to be popular, interaction, ease of use, subjects and finally language.

Table 1 Categories Based on Analysis

Category	Code	Definition
Desire to be popular	Desire to be a writer	Users' desire to write
	Desire to be liked	Number of followers on Wattpad, desire to publish text as books
Interaction	Writer-Reader	Readers being able to comment about stories under the stories
	Reader-Reader	Readers' communication between themselves
	Writer-Publisher	Publishers' being able to access writers through Wattpad
Ease of use	Mobility	Users' being able to reach Wattpad through mobile devices
	Economy	Wattpad's being free
	Archiving	Publishing and archival of stories through Wattpad
Subjects	Interest in the dark side	(Mostly written subjects: love, fan fiction, young fiction, young girl literature, and bad boy)
	Marginal subjects	Reading twilight- and bad boy-like subjects
Language	Jargon used	Language used by Wattpad users
	Society and Culture	Cultural characteristics of Turkish society

Desire to be Popular

One of the reasons why users wrote on Wattpad was the desire to be a writer. The ultimate goal of the stories on Wattpad is to be able to be a book or be involved in a scenario-like production in another media outlet. Editor E expressed her observations on the subject as follows:

"I think Wattpad has begun to be seen as a way to be 'famous' and make some money. Everyone thinks they have a story to tell. There's also the belief 'He wrote it, why shouldn't I write it.' When people who have never been recognized suddenly became bestsellers and very popular, the act of writing became an attraction just like being singers and actors."

According to Editor M, the popularity of writing is used by young Wattpad writers with no literary background and style:

"People write without reading anymore. Writing books has become very popular in recent years, a whim. We also encounter some very interesting suggestions like 'I can write very nicely, but can you tell me something to write about?'"

In her interview, Writer S was asked, *"Was writing a TV series script part of your future plans or was it an offer that was made to you?"*. She replied, *"One day I got a message. Ferda Eryılmaz asked me, 'Do you want to write a script and work with me?'"* and she said that she felt great excitement. It is a great source of motivation for writers if their stories are published as books or become movies or TV series through Wattpad and if Wattpad introduces them to the media.

Interaction and Ease of Use

Reader–writer interaction is one of the most important elements in Wattpad. Wattpad makes it possible for writers and readers to text each other and share information, for users to follow each other, and for readers to comment on every sentence of stories. Writers' having readers and having a certain number of followers are among the criteria for the publication of stories as books (Editor E):

"Followers and comments, actually. At first, of course, we all considered followers, because it was an area we never knew about. But the rate of followers can be deceiving. Comments, private forums, and reader orientations are also important. We also frequently receive writer recommendations via e-mail and Facebook. You need to keep a close eye, read,

communicate with them all the time, listen to them, and many of them are actually very close friends. It's a situation we're not used to, it's a very interactive area."

Readers' comments are also of great importance for the technical improvement of the stories. Wattpad's in-line comment feature allows readers to see how they respond to the story. Readers pass on the spelling mistakes made by the writers they love in comments about the stories to the writers. There are also critics who technically examine Wattpad stories. Consequently, Wattpad offers a good interface for editing stories and for writers to technically enhance themselves. *"I'm thinking of continuing to develop my story because of the messages I receive,"* says Writer B, who thinks that Wattpad is one of the biggest sources for her to improve and motivate herself.

Wattpad interface offers many advantages such as writing and sharing stories, meeting with readers, and giving the opportunity to comment on text. About a platform where users can step towards becoming authors, Writer B commented: *"I can make a classic sentence like 'a world at my fingertips.' Being famous, popular... It's all at your fingertips."* According to the participants, Wattpad's opportunity to write, archive and publish text through its mobile app prevents them from forgetting what the muse says at certain times. Writer B: *"A desire arises within you to write in an unprecedented time in an environment you've never been in. That's why I prefer the phone, because it's with me all the time, it's easy to access."*

Moreover, the use of technology to correct the stories written and to remove spelling mistakes provides great convenience. Writer B: *"I'm a person who modifies what she writes all the time. So, it's harder for me to write on paper, but it's much easier for me to change and update when I write digitally,"* she said. One of the reasons why readers prefer Wattpad can be said to be that it is free, and it is easy to read on mobile devices.

Subjects

As seen in Table 1, the stories written on Wattpad were mostly written on the subjects of love, fan fiction, young fiction, young girl literature, and bad boy. Most writers aimed to make analogies in representations, as well as differences in meaning in words and phrases. Especially by having mistakes in sentences and using meaningless sentences, they, in a way, came up with a new style. Editor M spoke the following about the subjects found on Wattpad:

"A very large part of them are Twilight readers. Interestingly, there are also those influenced by Fifty Shades of Gray. And then there's an audience that mostly grew up with

children's classics and children's books, and now tries to decide what to read. But they predominantly read fantastic books and are influenced by young adult influencer books."

According to Editor E, the marginality of the subjects written causes writers to hide their stories from their families:

"I once contacted a writer who's been read a million times on Wattpad. He was so excited, he got happy and immediately wanted to sign a contract. So, I invited him here with his parents and told him we could only do the contract with them. He panicked; he was a student at an imam hatip high school. He was afraid his father, a conservative man, would be angry because the book contained +18 items."

Wattpad stories cause authors to hide content, as well as causing readers to hide stories they read from their families. *"When you notice your child or student reading stories on Wattpad, he or she may have already finished 5-6 books"* (Research Diaries, 2018, p. 2). In the virtual realm of stories, young writers who are afraid and anxious become secret personalities. This is another feature that can be said to attract users to the Wattpad environment.

Language

The language and style of written stories are another feature that makes Wattpad stories interesting in the light of the findings. Rich and thought-provoking words, difficult expressions and events, and complex sentence structures are thought to be intriguing to readers. Writer B says:

"I don't establish short, ordinary sentences like 'I went over there, I've come from there.' I'm transferring the character's feelings to the essay like a poetry. Of course, this is not heavy on language — not as un-understandable — as the Ottoman writers did. I'm doing something that everyone will be able to understand even when they read it for the first time, but the sentences they read will dance around their heads. I'm writing a story the way I want to read it."

In Wattpad, stories that are simple and full of grammatical errors are predominant, and those that we can describe as fictionally weak too. The stories to be published as a book, on the other hand, go through a long editing process. Nevertheless, the grammar structures in stories are not very important to readers. Readers do not care about or dislike the mistakes and fictional problems of the writings they read on Wattpad. Reader K: "I find it normal because, per the age and books written, they use a normal language." As a matter of fact, in comments

of stories, readers share with writers the parts they consider wrong with great dedication. In this context, it can be said that Wattpad users have their own digital culture. Editor E voices a different interpretation of stories:

"These guys — who write with their own styles and jargons as they wish and do not obey any literary rules —, I believe, give their brothers and sisters the courage to go beyond stereotypes, who dream of writing books. They buried the rules in textbooks. They don't care about language and narrative rules, nor do they care about the dictionary of Turkish Language Association (TLA)... They have taken the risk of freely creating literature without any literary concern."

Conclusions and Suggestions

One of the most basic needs of mankind is the quest to make sense of life. People's ability to have a world of meaning depends on their being together with their fellow human beings, i.e., being in a social relationship. It can be said that people are less in touch with each other, and that human relationships are colder in the 21st century. In recent years, however, the values and ideas of young people have changed to scientific-mystical works that have become more popular due to Harry Potter books and accelerated with Wattpad stories. Young people who are in search of making sense of the world through Wattpad stories are offered a sense of mysticism. Generation Z seeks to make sense of life on various platforms, overwhelmed by the uncertainty of the rules set by their families, traditions, religions, politics, and so on (Ulu, 2018).

Why are these mystical subjects on Wattpad being read too much, and why are we having trouble understanding them? Behaviors and reading cultures of Wattpad users, which are not accepted by their parents, educators, and rule makers, may be caused sociologically by their desire to disobey the rules. Considering the findings of the study, users' desire to break the rules can be explained by the stage of development of young people and the impact of the social structure on them. Adolescent users, who constitute ninety percent of Wattpad users, are known to behave in ways that push the limits, disobey rules, and so on. In the course of identity confusion, people who have to gain their self-identity attempt to adapt to the world of adults by making unlimited experiments of assuming roles (Kurt & Yildiz, 2017, p. 210). During this psychosocial crisis, people who generally reject their family, cultural structure and society are dragged around by different ideologies, such as different quests and free decision-making to how to behave. We can say that these behaviors manifest themselves as a

desire to follow marginal writers and write stories on different marginal issues on Wattpad. As also mentioned in the findings, young adults may tend to get ideas from a writer who they think they can get advice from about their goals, expectations, indecisions at this stage, who they see closer to themselves, who is in the same age group as themselves, and they may tend to trust him or her more than they trust anyone else.

Changes in economic, legal, political, and religious structures in the world can also have a variety of effects on human behavior and lead to disagreements between generations. As everyone knows, generations X and Y, and generation Z speak a different language. While the subjects they read are mystical to us, the vague and unsatisfactory advice we give them, the behaviors that we do not do but want them to do, are mystical to them. In a sense, young people seeking to make sense of life are offered platforms that can replace religion and science. The emptying of the content of the concepts of religion and science in our age draws the young generation in search into spiritual, mysterious, and dark subjects. Reading the life of a zombie or watching the Walking Dead is more satisfying for Wattpad users and more responsive to their search for meaning in their lives. This psychological and sociological dimension is mentioned in many important literary works such as 'God of Flies,' 'Rhinos,' and 'Foreigners.' The next generation's thoughts on fulfilling the moral norms of society can be said to have changed, which supports the opinion of teachers, families, and the great majority.

In the past, people would stick to a religion, a teaching, a cause, or a human being, and they would live accordingly. People tend to be a member of a group — even if it is a small group — and establish close relationships with people. The new generation, however, does not want to be part of a circle, as mentioned above, does not want a boundary drawn on them. These young people are thought to have a weak sense of belonging. The fact that these young people, who do not want to stick to a sense of belonging, scream around a writer they do not know and parade around book fairs shows us that young people do actually have a sense of belonging. As a result, it can be said that there is a virtual bond of belonging among users who do not know each other at all and who have thousands of miles between them (Elitas & Keskin, 2014). If the need to belong to somewhere, one of the normal needs of people during their lifetime, is not fully met or prevented, this can cause psychological problems, early marriages in some cultures, and traumatic events. Perhaps the most moderate of these consequences is that young people's friendship relationships lack a satisfaction factor, which leads young people to the digital world where their skills are better. In this sense, Wattpad

plays the role of the most critical regulator of users' surreal relationships and plays a role in their sense of self growth (Parnell, 2021; Ramdarshan Bold, 2018).

Reading holds a central importance in the formation of participants identities, and Wattpad expands their reading opportunities and networks (Loh et. al.,2023). The events people experience, and the words told to them in the process of self and personality development may push them to suppress some of their emotions. One of the factors that motivates users to write on Wattpad is their urge to write having been frustrated and devitalized in their past lives. Families, educators as well as publishers have a great share in this (Editor M):

"I think there's a place where we all — as publishers — make mistakes under the circumstances. We're very timid in accepting a file from a new writer. Consequently, countless young writer candidates were lost or discouraged. Wattpad is a chance in this sense, a very important channel in promoting young writers. There's a chance you'll capture your own audience and publish your book through a publishing house."

Young talents seek platforms where they can manifest themselves for similar reasons. Social media are ideal platforms for them. Pianzola et al. (2020) remarked on, due to its allowance for comments between lines, Wattpad is an exceptionally interactive platform. In addition, participants highly value the feedback they receive from their peers regarding the work they share (Santa Maria et al., 2022). The Wattpad's platform responds to common concerns of teenagers, such as spending time together, finding a place to express themselves, sharing their concerns and secrets, and getting away from a stressful family atmosphere (Demir et al., 2005). Young people's desires, such as a desire for integrity and a desire to be valued, are fulfilled by Wattpad-like environments, particularly social media. Wattpad writers' articulate feelings of their readers (peers). Writer T:

"What makes them different is that they use a language and a set of terms that are unique to them that only young people can understand. What are reflected in the imagination of young writers manages to appeal to the feelings of young people in high school age. They're looking at the world through a similar window, after all. The reflections of pangs of love and friendship relationships in their souls are close to each other's."

What will happen to Wattpad in the future and how it influences existing users' spiritual worlds are a topic of curiosity. A conclusion that can be drawn from this study is that Wattpad is a platform that encourages young writers, that what is observed at book fairs is temporary,

and that this resulting digital culture is not going to turn into an unenthusiastic trend. As a matter of fact, fan cultures have caused many tragic events on earth from the past to the present. Therefore, this digital culture is an issue that should be investigated in terms of sociology and psychology.

Türkiye'de Wattpad Kullanımı Nedenleri

Özet:

Bu çalışmada Türkiye'de kullanıcıların Wattpad kullanım nedenlerinin belirlenmesi amaçlanmaktadır. Wattpad sanal ortamda hikâye yazma ve keşfetme platformudur. Wattpad yazarları Türkiye'de kısa sürede Z kuşağı olarak adlandırılan genç nesil tarafından sevilmiş ve büyük bir hayran kitlesine ulaşmıştır. Wattpad içeriklerinin fayda ve zararları, okuyucuları motive eden etmenlerin ve platformu kullanırken nasıl bir yol izleneceğinin belirlenmesi önemli bir ihtiyaçtır. Çalışma, nitel araştırma yöntemlerinden durum çalışması olarak desenlenmiştir. Veri toplama aracı olarak yazar ve okurlar ile görüşmeler gerçekleştirilmiş; ayrıca çeşitli dokümanlar ve araştırmacı günlüğü kullanılmıştır. Verilerin analiz edilmesinde ve kategorilerin oluşturulmasında içerik analizi, akran değerlendirme, katılımcı teyidi ve rol-sıralı matris kodlama yöntemleri kullanılmıştır. İçerik analizi sonucuna göre kullanıcıların Wattpad platformunu kullanma sebepleri, popüler olma isteği, etkileşim, kullanım kolaylığı, konular ve dil olarak belirlenmiştir. Sonuçlar kısmında kullanıcıların platformu kullanma sebepleri aidiyet duygusu ve anlamlandırma arayışı başlıklarında toplanmış ve tartışılmıştır.

Anahtar kelimeler: Wattpad, Wattpad kullanımı, çevrimiçi hikâye paylaşımı.

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