ARAŞTIRMA MAKALESİ

Sosyal Medya Kullanımının Ardındaki Güdüler: Teorik Bir Değerlendirme

Osman U s l u * 🆔

Özet

Amaç: Bu çalışmada sosyal medya (SM) kullanımının arkasında yatan güdüleri araştırmak amaçlanmıştır.

Yöntem/Metodoloji/Dizayn: Konu hakkında ön plana çıkan çalışmalar teorik olarak incelenmiş, sosyal medya türlerine göre detaylandırılarak sınıflandırılmış ve çıkarımlar yapılmıştır. Bu bağlamda çalışma literatür incelemesi niteliği taşımaktadır.

Sonuçlar: Literatürde en çok vurgulanan SM siteleri Twitter, Instagram, Facebook, TikTok, Snapchat, LinkedIn ve YouTube'dur. SM kullanımının ardındaki nedenler çoğunlukla kullanımlar ve tatmin yaklaşımı ile açıklanmaktadır. SM kullanımında en çok vurgulanan güdüler sosyal etkileşim, eğlence ve bilgi aramadır. Son olarak, sosyal medya kullanımında sosyal güdülerin etkileri bireysel güdülere göre daha yüksektir.

Katkı/Farklılıklar: Bu çalışma ile birlikte SM kullanımına dair bir profilin çizilmesi ve bireyleri sosyal medya kullanımına iten güdülere yönelik bilgi birikiminin artması yoluyla söz konusu alana katkı sağlanması beklenmektedir.

*****Sorumlu Yazar**: Doç. Dr., Afyon Kocatepe Üniversitesi, ANS Kampüsü, Merkez-Afyonkarahisar ✉ ousluu@aku.edu.tr, **ORCID:** 0000-0002-0571-6281

RESEARCH ARTICLE

Motives behind Social Media Use: A Theoretical Assessment

Osman U s l u * 🆔

Abstract

Purpose – The present study aims to explore the motives behind social media (SM) use.

Methodology/Approach/Design- The prominent studies on social media use have been examined theoretically, classified in detail regarding SM types, and inferences have been made. In this context, the study is a literature review.

Findings- The most emphasized SM sites in the literature are Twitter, Instagram, Facebook, TikTok, Snapchat, LinkedIn and YouTube. SM networking sites have usage differences depending on users' age and purpose. Motives behind the SM use are mostly explained by the uses and gratification approach. The most emphasized motives in SM use are social interaction, entertainment and information seeking. Finally, the effects of social motives are higher than individual motives in social media use.

Originality/Value- With this study, it is expected to contribute to the field by drawing a profile on SM use and increasing the knowledge about the motives that push individuals to use SM.

* **Corresponding Author**: Assoc. Prof., Afyon Kocatepe University, ANS Campus, Afyonkarahisar ✉ ousluu@aku.edu.tr, **ORCID:** 0000-0002-0571-6281

Introduction

The recent development of information technology has paved the way for both SM networking sites and SM users to become widespread. According to statistics, 4.26 billion people worldwide used SM in 2021, it is estimated that 4.59 billion people in 2022 and 5.85 billion people in 2027 will be SM users (Statista, June 2022). While some people are meeting with SM first time, a life without SM seems impossible for many (Singh et al., 2019). Increasing use of SM has brought various novelties and benefits. Some of these are creating a business opportunity (Benavides, 2022), communicating faster with people directly (Chen et al., 2021), building relationships (Pang et al., 2016), and self-marketing as reputation management (Samara et al., 2021). For these reasons, many people consider SM as an opportunity and use it in line with their interests. The use of SM causes not only benefits but also harmful consequences (Bahadur, 2021; Wei, 2021). Stress, conflict, depression, fatigue, internet addiction and loneliness are the most prominent among these harms (Aalbers et al., 2019; Peris et al., 2020). Of course, more examples of the consequences could be presented. The majority of previous studies in the SM literature focused on the positive and negative consequences and emphasized these critical issues. For instance, dozens of studies exit in the literature about internet and SM addictions (D'Arienzo et al., 2019; Haand & Shuwang, 2020; Sun & Zhang, 2021). It is pivotal to examine and evaluate the possible results of using SM. However, it is also critical to detail the factors and motives which cause SM use. The key to directing a behavior in a desired direction is diagnosing the issues that cause that behavior. Just as psychologists must first diagnose the illness and the causes of the error in order to treat people with mental disorders. In this context, determining and examining the motives behind the use of SM is an important issue. Of course, there are many studies on the subject in the literature (Bowden-Green et al., 2021; Yiping & Guo-Ming, 2019; Huang & Su, 2018). However, it is obvious that studies on this subject are less than those that focus on the favorable and unfavorable results of SM. Thus, new studies are still needed. Therefore, it can be stated that examining the motives behind SM use is useful in preventing possible problems that may arise in the future, managing people and predict-

ing trade opportunities. In addition, examining those motives seems important in terms of contributing to the need in the literature. For this reason, present study aims to explore motives behind SM use. Theoretically, previous studies related to subject were examined and it was expected to contribute to the literature by presenting a tidy theoretical framework.

1. Method

Previous studies conducted on the subjects of "SM using" and "motives behind it" were explored in current study. Review method was adopted since it expands knowledge about the field and creates a holistic view to the related field. The scope of study is only limited by articles due to huge number of published research in other types including books, chapters, thesis or proceedings. In addition, it was assumed that the articles were more scientific, peer-reviewed and thus more realistic and reliable results were thought to be obtained. Studies including concepts of "SM use" and "motives for SM use" in title were included to study. Since it contains many databases, the "Google Scholars" database was used to scan all the mentioned studies. About 15 studies directly related to the subject were found and the ones that could be reached were included in the study. Types of SM mentioned by each study, the user profiles described for these types and the motives that push people to SM use were interpreted by examining in detail. In this context, the study has a conceptual and theoretical nature with a review method.

2. Theoretical Framework
2.1 SM Use

SM is a collection of channels where people socialize, share their activities, obtain information and meet their various psychological needs. Social networking sites provides services to people such as creating profiles, expressing themselves, and communicating with others. (Bolar, 2009). SM provides a wealth of knowledge about individual's network and one can use for different purposes (Bolar, 2009). The most popular ones are Twitter, Instagram, Facebook, TikTok, Snapchat, LinkedIn and YouTube. Each social networking site provides different services for their users and people use

these SM channels for their different purposes as well. For instance, Twitter is used by all segments of society and its data were mainly benefited to monitor public idea. (Brandt et al., 2020). Facebook, TikTok and Snapchat are preferred mostly for building social interactions and other social purposes. Especially TikTok has become popular among people as an alternative SM which provides services to its users such as watching, creating, and sharing videos (Fan & Hemans, 2022). Instagram and YouTube are used both social, commercial and advertising intentions. LinkedIn is a little bit different from other SM sites because of its users. It has been used mostly by professionals, occupational groups and job seekers for self-presentation purposes (Tifferet & Vilnai-Yavetz, 2018). The use of SM changes depending on age. According to the data of a previous research, adults under 30 stand out for their use of Instagram, Snapchat and TikTok and people over 65 ages mostly use YouTube (Anderson & Jiang, 2018). Previous study also suggested that intensity use of SM were different among college students. Accordingly, college students spent their time mostly on Instagram, followed by Snapchat, Facebook, and Twitter respectively (Alhabash & Ma, 2017).   In addition to the common use of SM in different age groups, its consequences are also remarkable. Creating a business opportunity for commercial purposes (Benavides, 2022), communicating faster with people directly (Chen et al., 2021), building relationships (Pang et al., 2016), and self-marketing as reputation management (Samara et al., 2021) are some of the desired functional consequences. However, there are also undesired and risky consequences which frequently mentioned among scholars such as stress, conflict, depression, fatigue, internet addiction and loneliness (Aalbers et al., 2019; Peris et al., 2020). Exploring the motives as well as the consequences behind SM use is also critical and useful in preventing possible problems that may arise in the future, managing people and predicting trade opportunities.

2.2 Motives behind SM Use

People's motives behind SM use are common questioned that needs to be explained. Previous research mostly explored those motives through uses

and gratification approach (Alhabash & Ma, 2017; Baek et al., 2011; Park et al., 2009; Shao, 2009). According to approach, individuals have specific needs and are actors in the search for SM to meet their wants. (Sheldon & Newman, 2019). It explains the way people adopt and use media based on their needs (Kim et al., 2011). Based on the uses and gratification approach, many researchers have suggested several different motives of SM use. For instance, Sheldon et al. (2017) explains motives for Instagram use self-promotion, diversion, documenting, creativity, and social interaction. Hwang & Kim (2015) verified that intention to participate in social movements was one of the motives of SM use. According to Khan (2017) the strongest motive for YouTube is relaxing entertainment and commenting and uploading on YouTube is predicted by social interaction motive. Motives for Facebook use was determined by Park et al., (2009) as entertainment, socializing, self-status seeking and information. The motives vary depending on SM type (Twitter, Instagram or others) and time (usage year of social media). For instance, Alhabash & Ma (2017) explored the motivations and uses of four different SMs as Facebook, Twitter, Instagram and Snapchat, they found the motivations and time spent on each SM were different among college students. Table 1. summarizes the motives and SM types in detail.

Table 1: Motives for SM Use

Types of SM	Motives	References
Instagram	Social interaction Documenting Diversion Self-promotion Creativity	Sheldon et al. (2017)
YouTube	Relaxing entertainment Social interaction Information giving Information seeking	Khan (2017)
Facebook	Socializing Entertainment Self-status seeking Information	Park et al., (2009)
Twitter/LinkedIn	Increasing knowledge Exchanging advice	Antheunis et al.,

	Communication Marketing	(2013)
Social Networking Sites	Self-reflection and image building Utility Information gathering and problem solving Networking Simply-spending time Revisiting memories Peer influence	Bolar (2009)
SM in General	Search for information and inspiration Search for social interaction Beat of boredom and pastimes Escape form m-negative emotions Search for positive emotions	Brailovskaia et al., (2020)
SM in General	Information Social connection Entertainment	Heinonen (2011)
SM in General	Information seeking Self-expression	Heiss et al., (2020)

Table 1: Motives for SM Use (Contiuned)

Types of SM	Motives	References
Social Networking Sites	Seeking friends Social support Entertainment Information Convenience	Kim et al., (2011)
TikTok	Socially rewarding Self-presentation Trendiness Escapist addiction Novelty	Scherr & Wang (2009)
Instagram	Surveillance/Knowledge about others Documentation Coolness Creativity	Sheldon & Bryant (2016)
Facebook	Information sharing Convenience and entertainment Pass time Interpersonal utility Control Promoting work	Baek et al., (2011)

Facebook Twitter Instagram Snapchat	Information sharing Self-documentation Social interaction Entertainment Passing time Self-expression Medium appeal Convenience	Alhabash & Ma (2017)
Social Networking Sites	Fun-related Content-specific	Luchman et al., (2014)

Source: Compiled by the author.

As it is seen, there are different motives behind SM use. Another issue that is frequently associated with the mentioned motives in the literature is the users' personalities and personality traits. Research indicates that more extroverted individuals and people with higher self-esteem use Facebook for social enhancement (Ross et al., 2009). Individuals with more openness personality trait were found to use social networking sites more frequently than others. Similarly, conscientiousness and agreeableness traits were found to positive predictors of SM use (Gil de Zúñiga et al., 2017). Previous study revealed that out of motives, personality and personality traits are also critical predictors of SM use.

3. Discussion and Conclusion

In present study, it is focused on examining the motives behind SM use. Several inferences were made from previous studies in the study, which was carried out with the intention of a theoretical assessment. Although associated in literature, SM use and SM addiction are not the same. Addiction is mostly related to excessive or problematic use of SM rather than SM use. Therefore, it should be known that these two concepts are different. Studies on the use of SM in the literature are categorized in two different groups. The first is the studies SM use, and the other is the studies that focus specifically on the SM itself (i. e., Facebook). The most emphasized SM sites in the literature are Twitter, Instagram, Facebook, TikTok, Snapchat, LinkedIn and YouTube. The mentioned SM networking sites have usage differences depending on age and purpose. For instance, LinkedIn is gener-

ally preferred by professionals and job seekers, while Snapchat is mostly used by young people. While younger generations prefer Instagram more, individuals over 65 ages mostly wish to spend time on YouTube. The motives behind the SM use are mostly explained by the uses and gratification approach. After the uses and gratification approach, personality and personality traits come prominence. The most emphasized motives in SM use are social interaction, entertainment and information seeking. Similar motives are named differently in different studies (i. e., social interaction, social connection, networking or socializing). It can be stated that there are two types of motives that developed depending on individual and social needs in SM use. However, the effects of social motives are higher in the SM use. Huge number of studies on the subject exist in the literature, but there are still gaps for future studies. For instance, studies on newly emerging social networking sites are limited. In this context, effective motives for the use of relatively new and popular network sites such as TikTok can be examined. Studies on this subject will enrich the literature. Studies to examine whether motivations change according to cultural differences are also limited. It would be also beneficial to conduct cross-cultural studies in this regard.

References

Aalbers, G., McNally, R. J., Heeren, A., De Wit, S., & Fried, E. I. (2019). Social media and depression symptoms: A network perspective. Journal of Experimental Psychology: General, 148(8), 1454. https://doi.org/10.1037/xge0000528.

Alhabash, S., & Ma, M. (2017). A tale of four platforms: Motivations and uses of Facebook, Twitter, Instagram, and Snapchat among college students? Social Media+ Society, 3(1). https://doi.org/10.1177/2056305117691544.

Anderson, M., & Jiang, J. (2018). Teens, social media & technology 2018. Pew Research Center, 31, 1673-1689.

Antheunis, M. L., Tates, K., & Nieboer, T. E. (2013). Patients' and health professionals' use of social media in health care: motives, barriers and expectations. Patient Education and Counseling, 92(3), 426-431. https://doi.org/10.1016/j.pec.2013.06.020.

Baek, K., Holton, A., Harp, D., & Yaschur, C. (2011). The links that bind: Uncovering novel motivations for linking on Facebook. Computers in Human Behavior, 27(6), 2243–2248. https://doi.org/10.1016/j.chb.2011.07.003.

Bahadur, K. S. (2021). A Brief Study On Negative Effects of Social Media On Youth. Bayan College International Journal of Multidisciplinary Research, 1(02), 1-17.

Benavides, T. T. (2022). Social Media and Innovation: Opportunities and Challenges for Organizations. In: Machado, C., Davim, J.P. (eds) Organizational Innovation in the Digital Age. Springer, Cham. https://doi.org/10.1007/978-3-030-98183-9_7.

Bolar, K. P. (2009). Motives behind the use of social networking sites: an empirical study. ICFAI Journal of Management Research, 8(1), 75-84.

Bowden-Green, T., Hinds, J., & Joinson, A. (2021). Personality and motives for social media use when physically distanced: a uses and gratifications approach. Frontiers in Psychology, 12, 607948. https://doi.org/10.3389/fpsyg.2021.607948.

Brailovskaia, J., Schillack, H., & Margraf, J. (2020). Tell me why are you using social media (SM)! Relationship between reasons for use of SM, SM flow, daily stress, depression, anxiety, and addictive SM use–An

exploratory investigation of young adults in Germany. Computers in Human Behavior, 113, 106511. https://doi.org/10.1016/j.chb.2020.106511.

Brandt, J., Buckingham, K., Buntain, C., Anderson, W., Ray, S., Pool, J., & Ferrari, N. (2020). Identifying social media user demographics and topic diversity with computational social science: a case study of a major international policy forum. Journal of Computational Social Science, 3, 167–188. https://doi.org/10.1007/s42001-019-00061-9.

Chen, K., Luo, Y., Hu, A., Zhao, J., & Zhang, L. (2021). Characteristics of Misinformation Spreading on Social Media during the COVID-19 Outbreak in China: A Descriptive Analysis. Risk Management and Healthcare Policy, 14, 1869–1879. https://doi.org/10.2147/RMHP.S312327.

D'Arienzo, M. C., Boursier, V., & Griffiths, M. D. (2019). Addiction to social media and attachment styles: A systematic literature review. International Journal of Mental Health and Addiction, 17(4), 1094-1118. https://doi.org/10.1007/s11469-019-00082-5.

Fan, M., & Hemans, M. (2022). TikTok: How a Chinese Video Clip App Became a Popular and Successful Global Brand. In Casebook of Chinese Business Management, 33-45. Springer, Singapore. https://doi.org/10.1007/978-981-16-8074-8_4.

Gil de Zúñiga, H., Diehl, T., Huber, B., & Liu, J. (2017). Personality traits and social media use in 20 countries: How personality relates to frequency of social media use, social media news use, and social media use for social interaction. Cyberpsychology, Behavior, and Social Networking, 20(9), 540-552. https://doi.org/10.1089/cyber.2017.0295.

Haand, R., & Shuwang, Z. (2020). The relationship between social media addiction and depression: A quantitative study among university students in Khost, Afghanistan. International Journal of Adolescence and Youth, 25(1), 780-786. https://doi.org/10.1080/02673843.2020.1741407.

Heinonen, K. (2011). Consumer activity in social media: Managerial approaches to consumers' social media behavior. Journal of Consumer Behaviour, 10(6), 356-364. https://doi.org/10.1002/cb.376.

Heiss, R., Knoll, J. & Matthes, J. (2020). Pathways to political (dis-)engagement: motivations behind social media use and the role of

incidental and intentional exposure modes in adolescents' political engagement. Communications, 45(s1), 671-693. https://doi.org/10.1515/commun-2019-2054.

Huang, Y. T., & Su, S. F. (2018). Motives for Instagram use and topics of interest among young adults. Future Internet, 10(8), 77. https://doi.org/10.3390/fi10080077.

Hwang, H., & Kim, K. O. (2015). Social media as a tool for social movements: The effect of social media use and social capital on intention to participate in social movements. International Journal of Consumer Studies, 39(5), 478-488. https://doi.org/10.1111/ijcs.12221.

Khan, M. L. (2017). Social media engagement: What motivates user participation and consumption on YouTube? Computers in Human Behavior, 66, 236-247. https://doi.org/10.1016/j.chb.2016.09.024.

Kim, Y., Sohn, D., & Choi, S. M. (2011). Cultural difference in motivations for using social network sites: A comparative study of American and Korean college students. Computers in Human Behavior, 27(1), 365-372. https://doi.org/10.1016/j.chb.2010.08.015.

Luchman, J. N., Bergstrom, J., & Krulikowski, C. (2014). A motives framework of social media website use: A survey of young Americans. Computers in Human Behavior, 38, 136-141. https://doi.org/10.1016/j.chb.2014.05.016.

Pang, A., Yingzhi Tan, E., Song-Qi Lim, R., Yue-Ming Kwan, T., & Bhardwaj Lakhanpal, P. (2016). Building effective relations with social media influencers in Singapore. Media Asia, 43(1), 56-68. https://doi.org/10.1080/01296612.2016.1177962.

Park, N., Kee, K. F., & Valenzuela, S. (2009). Being immersed in social networking environment: Facebook groups, uses and gratifications, and social outcomes. Cyberpsychology & Behavior, 12(6), 729-733. https://doi.org/10.1089/cpb.2009.0003.

Peris, M., de la Barrera, U., Schoeps, K., & Montoya-Castilla, I. (2020). Psychological risk factors that predict social networking and internet addiction in adolescents. International Journal of Environmental Research and Public Health, 17(12), 4598. https://doi.org/10.3390/ijerph17124598.

Ross, C., Orr, E. S., Sisic, M., Arseneault, J. M., Simmering, M. G., & Orr, R. R. (2009). Personality and motivations associated with Facebook use. Computers in Human Behavior, 25(2), 578-586. https://doi.org/10.1016/j.chb.2008.12.024.

Samara, F., Ondieki, S., Hossain, A. M., & Mekni, M. (2021, October). Online Social Network Interactions (OSNI): A Novel Online Reputation Management Solution. In 2021 International Conference on Engineering and Emerging Technologies (ICEET), 1-6. http://dx.doi.org/10.1109/ICEET53442.2021.9659615.

Scherr, S., & Wang, K. (2021). Explaining the success of social media with gratification niches: Motivations behind daytime, nighttime, and active use of TikTok in China. Computers in Human Behavior, 124, 106893. https://doi.org/10.1016/j.chb.2021.106893.

Shao, G. (2009). Understanding the appeal of user-generated media: a uses and gratification perspective. Internet Research, 19(1), 7-25. https://doi.org/10.1108/10662240910927795.

Sheldon, P., & Bryant, K. (2016). Instagram: Motives for its use and relationship to narcissism and contextual age. Computers in Human Behavior, 58, 89-97. https://doi.org/10.1016/j.chb.2015.12.059.

Sheldon, P., & Newman, M. (2019). Instagram and american teens: understanding motives for its use and relationship to excessive reassurance-seeking and interpersonal rejection. The Journal of Social Media in Society, 8(1), 1-16.

Sheldon, P., Rauschnabel, P., Antony, M. G., & Car, S. (2017). A cross-cultural comparison of Croatian and American social network sites: Exploring cultural differences in motives for Instagram use. Computers in Human Behavior, 75, 643-651. https://doi.org/10.1016/j.chb.2017.06.009.

Singh, A., Halgamuge, M. N., & Moses, B. (2019). An Analysis of Demographic and Behavior Trends Using Social Media: Facebook, Twitter, and Instagram. Social Network Analytics, 87–108. https://doi.org/10.1016/B978-0-12-815458-8.00005-0.

Sun, Y., & Zhang, Y. (2021). A review of theories and models applied in studies of social media addiction and implications for future research. Addictive Behaviors, 114, 106699. https://doi.org/10.1016/j.addbeh.2020.106699.

Tifferet, S., & Vilnai-Yavetz, I. (2018). Self-presentation in LinkedIn portraits: common features, gender, and occupational differences. Computers in Human Behavior, 80, 33-48. https://doi.org/10.1016/j.chb.2017.10.013.

Wei, R. (2021). Analysis of negative effects on social media. Journal of Sociology and Ethnology, 3(5), 179-181. http://dx.doi.org/10.23977/jsoce.2021.030532.

Yiping, M. A., & Guo-Ming, C. H. E. N. (2019). The Impact of Social Media Use Motives on Psychological and Sociocultural Adjustment of International Students. Intercultural Communication Studies, 28(1), 189-209.

‖**Beyan ve Açıklamalar/Disclosure Statements** ‖

1. Bu çalışmanın yazarı, **Bilgi Dergisi**'nce beyan edilen araştırma ve yayın etiği ilkelerine uyduğunu beyan etmektedir (The author confirms that his work complies with the principles of research and publication ethics announced by **Bilgi**).

2. Yazar tarafından herhangi bir çıkar çatışması beyan edilmemiştir ve araştırmadan herhangi bir üçüncü şahıs/kurumun etkilenebileceğine dair bildirim bulunmamaktadır (No potential conflict of interest and the research's effects on any person/institution was reported by the author).

3. Makalenin tamamının Osman **USLU** tarafından kaleme alınmış olduğu bildirilmiş ve ilave bir teşekkür konusu belirtilmemiştir (It was reported that the article was written by Osman **USLU**, as no additional acknowledgement has been made).