

TRANSFORMATION OF SECRECY AND PRIVACY: SOCIAL MEDIA BEHAVIOR OF TURKISH AND KYRGYZ STUDENTS*

GİZLİLİK VE MAHREMİYETİN DÖNÜŞÜMÜ: TÜRK VE KIRGIZ ÖĞRENCİLERİN SOSYAL MEDYA DAVRANIŞLARI

Selahattin ÇAVUŞ **
Erdoğan AKMAN***
Bünyamin AYHAN****

Abstract

In this study, an effort will be made to show how social network users manage the issue of personal secrecy and privacy, how they view the matter of others' personal secrecy and privacy, and especially the issue of one's privacy being learned by someone else with the help of social networks in the digitalizing society. In the study, a survey was used as the data collection tool based on the quantitative approach. Survey questions consisted of the measures of individuals' social networking behaviors and attitudes, the demographics category, and the level of privacy and secrecy scale. The data obtained from participating university students in Kyrgyzstan and Turkey were analyzed statistically. Accordingly, the biggest sources of anxiety for students on the Internet were viruses, identity theft and hackers. Females' level of anxiety and concern in social media was higher than that of male students. Turkish students were observed to pay more respect for personal information, legal privacy and security of Internet sites on social media platforms than Kyrgyz students. In terms of privacy behavior, Turkish students were found to be more open than Kyrgyz students. On the other hand, Kyrgyz students tended to hide their true identity more in social media.

Keywords

Secrecy, privacy, social media, university students.

* This study was developed based on the paper titled Transformation of Secrecy and Privacy: Novel Behaviors in Social Media presented at the "13th International Symposium on Communication in the Millennium."

** Dr. Öğr. Üyesi, Aksaray University, Communication Faculty, selahattincavus@aksaray.edu.tr

*** Dr. Öğr. Üyesi, Kyrgyzstan-Turkey Manas University, Communication Faculty, erdogan.akman@manas.edu.kg

**** Prof. Dr., Selcuk University Communication Faculty, bayhan@selcuk.edu.tr

Gönderim Tarihi: 25.09.2017
Kabul Tarihi: 31.10.2017

Öz

Bu çalışmada, dijitalleşen toplumda sosyal ağlarla birlikte kişinin özelinin öteki tarafından öğrenilmesi başta olmak üzere, sosyal ağ kullanıcılarının bireysel gizlilik ve mahremiyet durumunu nasıl yönettikleri ve öteki üzerinde gizlilik ve mahremiyet olgusuna nasıl baktıkları ortaya konmaya çalışılmaktadır. Çalışmada, nicel yaklaşımdan hareketle veri toplama aracı olarak anket kullanılmaktadır. Anket soruları, bireylerin sosyal ağ kullanım davranışları ve tutumları, bilgi kategorisi ve gizlilikle birlikte mahremiyet durum ölçeğinden oluşmaktadır. Kırgızistan ve Türkiye’de katılımcı üniversite öğrencilerinden elde edilen veriler, istatistiki olarak analiz edilmiştir. Buna göre öğrencilerin internet ortamındaki en büyük endişe kaynağı virüsler, kimlik hırsızlığı ve bilgisayar korsanlarıdır. Kız öğrencilerin sosyal medyadaki endişe ve kaygı düzeyi erkek öğrencilerden daha yüksektir. Türk öğrencilerin sosyal medya platformlarında kişisel bilgilere saygı, yasal gizlilik ve internet sitelerinin güvenliğine Kırgız öğrencilerden daha fazla önem verdiği görülmektedir. Mahremiyet davranışı açısından Türk öğrencilerin Kırgız öğrencilere göre daha açık olduğu bulgulanmıştır. Diğer taraftan Kırgız öğrenciler sosyal medyada gerçek kimliğini daha fazla saklama eğilimi göstermişlerdir.

•

Anahtar Kelimeler

Gizlilik, mahremiyet, sosyal medya, üniversite öğrencileri.



INTRODUCTION

The change and transformation in information technologies have created a new social structure and function. In this social structure, while the functions of tools and objects have differentiated, individuals' attitudes and behaviors have also been changed by new means. This has led to a change from social characterizations to individual identities, from the planning of everyday life to the planning of future, and most importantly, the formation of new structures and transformation of old structures in networks of relationships. In the social structure, which is defined as the "Network Society", an advanced situation arises where the space organizes the time as well as all the classical things are unraveled or begin to be unraveled (Castells 2008: 506).

Man, being responsible for his acts by nature, is an entity aware of the effects of his actions on other people. Therefore, one of the main determinants of the identity that one builds in the network society or digital society is the "other". The role of the "other" in the formation of one's identity has long been considered critical, and it has been asserted that an individual's existence has a meaning only with "the other". In other words, individual identities depend on the nature of the relationship with the "other" to function. For this reason, Gasset (2014) points out in his work, *Human and "Everyone,"* that the relation of "I" with "the other" is absolute and inevitable for the human existence to find meaning. Therefore, one's relation with the other creates a dimension for expressing oneself in the new social understanding articulated with technology.

While network applications, which are the basis of network society, redefine individual and social identities, the increasing cooperation reveals the characteristic of the new communication order. Thus, the identities that are idealized in virtual spaces are quite different from the traditional ones. The limitlessness of knowledge and the reciprocity and instantaneity factor shape the intellectual processes more sharply, horizontally and intensely. Digital networks not only create intellectual synergies, but also business networks and economic structures, as well as scientific and even cultural dimensions. Moreover, while the Internet, which is at the focal point of new communication technologies, and social media in a sense are seen as a means of personal and social emancipation, some researchers approach the idea of freedom with suspicion. In other words, the profitability potential of the Internet attracts attention, rather than its liberating feature. Moreover, it is considered that the Internet causes a structure of society that retains economic, political and social imbalances, that creates inequalities and that is even more social control and surveillance (Özkaya 2013: 137).

The concept of privacy forms another dimension for the influence of social networks on society. Recently, the concept of privacy with new communication technologies has gained a different presence from the traditional conceptualizations. In this respect, young people, who have become an inseparable part of the digital society, are the group affected the most by the transformation of the perception of privacy. Therefore, in this research, the secrecy and privacy behaviors of the Turkish and Kyrgyz university youths belonging to two cultures, which are culturally close but geographically distant, are examined in social media.

DIGITAL SOCIETY ORDER

Social media¹ is a structure that connects individuals in a network society through global networks. Networks, which have gradually developed and become a platform, are in interaction and collaboration with every community-based structure by connecting groups, individuals, and even societies. In this context, social media provides individuals' lives with contributions that are more than expectations in terms of openness, transparency, information access, self-expression, and demonstration of reactions in massive structures. Networks that create a fictional world besides creating objective applications are beginning to take the place of the real world in terms of their effects. What stands out in this regard is the fact that gray lines between what is and what should be act in favor of virtual networks. On the other hand, while social networks provide interpersonal communication, at the same time they subject people to a situation in which the boundaries fade or disappear, and things that should be kept secret scatter around. However, in subjects such as secrecy and privacy, the social structure (law, public order, theology, etc.) norms are beginning to lose their functions beyond identities and personalities. Secrecy, which can be defined as the control of the person about himself and his group, brings new attitudes and behaviors with the changing structures.

The benefits of modern technology have accelerated our flow to social media and other online activities although the confluence of the online world and life offline is imperfect, immature, and incomplete. People's habits, customs, and relationships are going through profound changes that will have as-yet-unknown effects on them and society as a whole. The role privacy will play in this new paradigm is evolving as well, as we grow accustomed to the differences between online and offline lives.

On the other hand, social media has individual, social and economic benefits in society (Ellison et al. 2007). Also, introducing social media into social life of individuals has also brought some risks. These risks are called as social, time, psychological and privacy risks. As to public sector users, satisfaction is observed as a stronger structural factor rather than a risk (Khan, Swar&Lee 2014: 612-613). At this point, a dualism arises on whether social media is a private or public area. However, at the point where discussions reach, as a result of publication and sharing, a transition from private to public draws attention although information and content are described as private area, because observation, curiosity and revelation in the base of privacy are fields especially produced by social media.

The increase in the use of communication technologies has become dramatic in recent years. For example, according to the 2017 data, the world population has reached 7 billion 476 million, and the number of global Internet users has reached 3 billion 773 million. Accordingly, about half of the world's population is Internet users. The number of active social media users is 2 billion 789 million, corresponding to more than 1 in 3 of the world's population. In mobile phone usage, a ratio that is over the world population has been reached with 8 billion users. In addition to this, the use of social media on smartphones has exceeded 2.5 billion. When the ratios of social network sites are examined, Facebook ranks first with 1 billion 871 million users. While Whastapp and Facebook Messenger applications share the second rank with 1 billion users, QQ has 877 million and WeChat has 846 million users. QZone and Instagram are among the most popular social media applications with 632 million and 600 million users, respectively.

¹ Social media is used as an umbrella structure, as an element that joins social networks (Facebook, Twitter, Instagram, Tumblr, Friendfeed, LinkedIn, Myspace, mal.ru etc.) and their differences.

Moreover, the Internet use is up 10 percent and active social media usage is up 21 percent annually (www.smartinsights.com).

TRANSFORMATION OF PRIVACY

When the historical process of privacy is assessed, it will be seen that the modern philosophical debate about the concept and scope of privacy dates at least to the end of the 19th century when two gentlemen, Samuel Warren and Louis D. Brandeis, called after a right to privacy after newspapers started reporting issues that they considered 'private'. Recent advances of information and communication technology have given the old debate a new twist. The result is an interesting mix of free and restricted information flow between the users of the sites (Vistilä & Floora 2012: 119).

Privacy is classified into four groups. First, physical privacy, traditionally related to the category of property, both through the idea that 'a man's house is his castle' and through the idea that we have a sort of property over our bodies (Scoglio 1998: 1). Second, decisional privacy, emerging as an important aspect of privacy through the rights-revolution of the Griswold-Roe era and which refers to all that concerns decisions and choices of the person about his/her personal private actions. Third, informational privacy which as we said concerns the control of information about oneself. This area, which we are about to explore more in detail, is at the center of the current massive attack on privacy. Finally, formational privacy, the most essential dimension of privacy, although it is scarcely considered at all. It refers to privacy as interiority. It concerns all those activities, such as TV, advertising, and mass culture, that penetrate more or less unduly into people's mind (Scoglio 1998: 2).

Privacy issues now permeate many facets of our individual and family lives, our social and cultural milieu, our state and national politics, and key relationships of us all with employers, business, and government. How well democracies balance the competing demands of privacy, disclosure, and surveillance will shape the quality of civic life in the 21st century, and that shaping this balance will now have to be done in the context of continuing terrorist threats and actions. In short, privacy is a quality-of-life topic worth the best scholarship, thoughtful advocacy, and continuing attention of us all (Westin 2003: 449-450). Privacy protects individuals' freedom along with contributing to the formation of individuality. Meanwhile, privacy leads to individuals to develop appropriate roles and behaviours for different structures. Meaning individuals' ability to control the information related to them, privacy is a must as to individuals' safe and security. The protection of privacy will also lead to the formation of security. So, privacy warrants individuals' freedom (Kuyucu 2015: 30-31). Actually, privacy is a sociological entity not only interested in individuals but a condition affecting social life in every aspect. In this context, privacy should not only be in the field of law (Yüksel 2003: 211).

In public and private places there are different more or less implicit rules about acceptable behaviors and interpersonal access rights. These rules depend upon the people involved and their roles and relationships, the places and their physical properties, and what those places are appropriated for. People learn these rules in the course of normal socialization, and most adults adopt certain behaviors appropriate to the place they are in (Bellotti 2007: 63). There are two major classes of privacy concerns relating to communications and computing technology. The first class covers technical aspects of such systems, including the capabilities they support (Bellotti 2007: 64). The second class of privacy concerns relates to a less well understood set of

issues associated with multimedia computing and communications systems. Multimedia computing and communications systems are beginning to emerge as means of supporting distributed communication and collaboration, often with users moving from place to place. Such systems may use video, audio, infrared, or other new media to offer many new opportunities for capturing and processing data (Bellotti 2007: 65).

It seems increasingly important to ensure that they are not only aware of safety issues but also understand that everything that they do online is a permanent record of their actions, a digital footprint which may impact negatively upon career opportunities and relationships. It also seems that digital media may assist future generations in challenging cultural practices (Davidson & Martellozzo 2013: 1472).

LITERATURE

Such fields as law, policy, education, health and even religion where individuals exist in life are seen as platforms where privacy exists. In literature, as well as those regarding policy and working life, law is seen as a field in which numerous studies related to privacy have been performed. For example, in the years when social networking sites have just become more prevalent, some of the studies that addressed privacy in the media focused on media and public domain debates. In a doctoral dissertation (Rahte 2009) investigating the broadcast of women's private lives on television based on the differentiation of public and private space, although differences formed in the concept of public and private broadcasting, social sensitivity points such as morals and honor were found to constitute security risks when domestic issues were the case in programs. Urban audiences differ in terms of their approach to programs. For example, the audience in Ankara is more critical of women's programs and more cautious about sharing its privacy. However, the audience in Istanbul is reported to be more adventurous and ready to share its privacy with other people.

However, there are privacy studies supported by sociology, psychology and socio-psychology. When we investigate privacy as to web sites, four different categories draw attention (Nguyen 2011:8-11). These are category 1: claims for violation of web site terms of use or privacy policy, category 2: flash cookies, category 3: social media information Facebook and other social media networks hold a wealth of personal data about their users, and category 4: online behavioral advertising.

There was evidence of gender and racial differences in self-disclosure, and these should be explored further. It seems that younger students are more political, more comfortable with sexual orientation, more motivated for publicity, and more willing to give up their privacy (Tufekçi 2008: 34). Most users do not seem to realize that restricting access to their data does not sufficiently address the risks resulting from the amount, quality and persistence of the data they provide. Given the targeted age groups, the strong attraction of social network sites, and the fact that gossip, harassment, hacking, phishing, data mining, and use of personal data by third parties are a reality in networks and not just a hypothetical possibility, young adults need to be educated about risks to their privacy in a way that actually alters their behavior (Debatin et al. 2009: 103). The findings of another study showed many similarities between adolescents and adults in their privacy and disclosure behavior on Facebook. Although adolescents in the sample disclosed more information on Facebook than adults and used the privacy settings less, separate analyses revealed that the predictors of disclosure and control are quite similar (Christofides, Muise & Desmarais 2012: 52). People are concerned about privacy and afraid that the digital systems they use on an everyday basis may bring unwanted effects into their lives

(Christofides, Muise& Desmarais 2012: 53).

However, Facebook users are not completely informed or aware of all activities concerning privacy on the social networking site. In terms of behaviour, protective action (changing privacy settings) is being taken and a greater attentive persona appears to be assumed by most Facebook users. However, while Facebook users believe they are more cautious in what they say and do on the social networking site some activities in terms of information disclosure and number of Facebook 'friends' appear to still be driven by the desire for social acceptance on the social networking site and not by privacy concerns (O'brien & Torres 2012: 93).

With the spread of the Internet culture, the focal point of privacy debates has become the digital generation or the youngsters of the millennium generation defined as the digital natives. In a research study conducted in 2012 among Information and Document Management students, who were hand in glove with the digital technology, the use of social media was investigated in the privacy framework. According to the research, to reach information, students mostly use social media. This is ironic considering the university students studying knowledge management. On the other hand, about half of the students do not take the privacy issue as a reference when they are in the social media environment (Yıldız 2012). In another study, Venkat et al., postulated a critical theory that due to inadequate levels of knowledge and awareness about privacy and the settings on Facebook, there is a marked difference between the perceived and actual privacy settings, due to which privacy management is poorly maintained by the users. Difference between the perceived and actual privacy settings here means that users' personal data are exposed to a wider section of people, while the users think that only those on their friend lists can view their posts, updates and photographs. This, despite the prevalence of considerable levels of fear among the users about dangers dealing with Facebook (Venkat et al., 2014: 18). In a study, results showed that older teens tend to implement more privacy-setting strategies than younger ones. It is possible that as teens grow older, they know more ways to manage the privacy controls after spending more time on SNSs (Feng&Xie 2014: 159-160).

Whether it is possible to control privacy in social networks like Facebook is becoming more and more controversial due to the increase in interaction. Especially increasing duration of social media usage of young people boosts virtual socialization, and based on that, the developing forms of interaction gain a different dimension. Marwick and Boyd (2014), who claimed that young people are forced by social media sites like Facebook to change their mindsets about privacy to consider the network dependent structure of social media, set out a model that explains how privacy is obtained in the social media environment. Violation of networked secrecy is quite easy compared to networked privacy. The only guarantee against such things may be shared social norms and social ties. This model also suggests that information norms and contexts are constructed jointly and changed very often. For this reason, the model emphasizes that privacy should be framed in the direction of relationships among people rather than thinking about the damage of privacy in the individual.

Increasing use of Internet by young people and anxiety about privacy have intensified studies in this field. In this regard, a study conducted in 2014 covered the privacy anxieties and awareness of youngsters who were Facebook users. When its results were examined, it was stated that there was a positive relationship between young people's use of social and other media, and the awareness of privacy problems. The awareness level of the students especially who followed the news in the media was higher. The increased awareness ensured the privacy

settings in social media accounts to be more closed while also raising the possibility for young people to deactivate their Facebook accounts (Oz 2014). In the study performed by Demirag and Ongun in 2014, it was reported that age and education are determining factor in scaling privacy and secrecy level on Facebook.

The results of a similar study conducted one year later showed that young people had partial awareness of sharing in social media. However, those who took part in the research were not entirely sure that Facebook shares may endanger their personal security in the future. Moreover, researchers reported that females' privacy concerns were higher than males'. However, they argued that male students were more exposed to the inconveniences related to privacy (Zengin et al. 2015). In the study performed via Twitter, Kuyucu draws attention to the weakness of actions and suggests that especially youngsters form a problematic group in privacy, and have consciousness problems on information and behaviours (2015: 50-52).

Studies in the subsequent years have been diversified to also include different models. In these studies, social media experiences were examined by considering the case of privacy in the context of social media users' privacy strategies and behaviors. A field study of the relationship between privacy concerns and use of social media through different variables identified the primacy of Identity Loss and Future Life of Information as ordered privacy concerns. This study detected relationship between privacy concerns and the uses of social media and significant relationship was identified. Also its stated in this study that identifying a range of privacy concern dimensions, highlights that concerns related to Identity Loss and the Future Life of Information are most strongly associated with using social media to find out about others, and secondarily Habit (Quinn 2016).

METHOD

In the study, a descriptive research design was implemented to determine university students' social media privacy behaviors in Turkey and Kyrgyzstan, based on the quantitative research approach. The sample of the research consisted of 970 students studying in Turkey and 980 students studying in Kyrgyzstan, totaling 1950 students.

Research Design

Used in the study and adapted by Stieger et al. 2013, Baruh, Cemalcılar 2014, Buchanan et al. 2007, Khan, Swar, Lee (2014) scale consists of 34 questions in total. The Cronbach Alpha coefficient for internal consistency was obtained, and reliability coefficient was found as .833.

The frequency was analyzed to determine the overall situation and socio-demographic characteristics of the subjects. However, the chi-square test was used to check whether there is a significant relationship between variables, and the student's *t* test was used to determine whether there is a significant difference between two groups. The one way analysis of variance (ANOVA) was used in comparison of groups more than two. Factor analysis was used for the questions of attitudes, and factor subscales were assessed as variables. $p < 0.05$ was accepted as significant. For the direction and strength of variables, correlation analysis was performed, and for correlation, $p = 0.01$ was accepted as significant.

Based on the above information, when the demographic variables of the students who participated in the study were examined,

- 57.2% of the participants were female, and 42.8% were male.

- 49.7% of the participants were from Turkey, and 50.3% were from Kyrgyzstan.
- Based on the participant statements, 32.6% stayed with their families, 22.8% in private dormitories, 18.1% in public dormitories, 16.7% in student residences, 5.4% with their relatives, and the remaining 4.5% marked the option “other”.
- In terms of family income, 16% of the participants had income at the minimum wage level. Nearly 30% of the participants had income ranging from 1500 to 2000 Turkish Liras. The upper income group was measured to be at the level of 8.8%.

Findings

The comparison of variables such as participants’ social media use habits, perceptions of privacy, nationality and gender, and factor analysis results are presented under the findings heading.

Social Media Usage

When participants’ social media usage habits and behaviors towards information secrecy were examined, the following information was obtained:

- When the participants’ number of friends in the social media was examined, the average number of friends was determined to be 430, ranging from 1 to 5000.
- The proportion of participants who have used social media for the past year was 4.4%, 2-4 years 22.6%, 5-7 years 51.4%, 8-10 years 20.1% and for more years was 10.3%.
- While the proportion of those using real identity in social media represented a high rate of 91.1%, the rate of those who preferred to hide their true identity was 8.9%.
- The proportion of those sharing their contact information on social media platforms was at the level of 51.1%. About half of the participants avoided sharing their contact information with others.
- The proportion of those sharing all the information about their profiles with other users was 25.2%.
- Most of the participants (86,8%) used profile pictures.
- The proportion of those who shared their interests at the profile with others was 56.5%.

Secrecy and Privacy Behavior

The concerns about online privacy and secrecy of the students participating in the study are given in Table 1. The most important source of anxiety according to the table was computer viruses with 23.4%. This category also included spams, spyware and trojans. While 21.7% of the participants concerned about identity theft, computer hackers (hackers) were perceived as an important threat by 17.3%. On the other hand, threats that may arise during entry of personal information were also seen as a major anxiety by the participants (15.9%).

Table 1: *Main Concerns About Online Privacy and Secrecy*

	Frequency	Valid Percent	Total Percent
Viruses, Spam, Spyware, Trojans	456	23,4	23,4
Security Flaws	125	6,4	29,8
Hackers	337	17,3	47,1
Identity Theft	423	21,7	68,8
Access to Personal Information	311	15,9	84,7
Dishonesty	155	7,9	92,7
Other	143	7,3	100,0
Total	1950	100,0	

Table 2 shows the answers given to the questions directed to determine the privacy behaviors of university students in the social media environment. Accordingly, the percentage of those who used their real identity (name, surname, age, gender, etc.) in social media was 91.1%. However, the percentage of those who preferred to hide their identity was remarkable with 9%. In terms of sharing the address and contact information, the situation changed quite a bit. Almost half of the participants did not share their address and contact information with anyone. There was a significant concentration on the answer “no” (74.8%) given to the question about letting other users access all the information at the profile. Moreover, 86.8% of the social media users put photos to their profiles while 56.5% shared the related field with others.

Table 2: *Privacy Behaviors in Social Media*

		Frequency	Valid Percent	Total Percent
Do You Use Your Real ID on Social Media?	Yes	1776	91	91
	No	174	9	100
	Total	1950	100	100
Do You Use Address and Contact Information on Social Media?	Yes	997	51,1	51,1
	No	953	48,9	100
	Total	1950	100	100
Do You Open All Information About Your profile to the Access of Others?	Yes	492	25,2	25,2
	No	1458	74,8	100
	Total	1950	100	100
Do You Have a Picture in Your Profile?	Yes	1692	86,8	86,8
	No	258	13,2	100
	Total	1950	100	100
Does your profile include your interests?	Yes	1101	56,5	56,5
	No	849	43,6	100
	Total	1950	100	100

Factor Analysis

The scale, which was developed to determine the opinions of university students in Turkey and Kyrgyzstan about privacy in the social media, consisted of 22 questions. The KMO value of .872 obtained from the analysis of a total of 22 items showed that the study had a suitable structure for a factor analysis. Five factors explaining 54.45% of the total variance were

obtained. The reliability coefficients of the factors showed that the Cronbach's Alpha values of the first 4 subscales were over .70.

The first factor consisted of 8 items and accounted for 26.15% of the total variance (Cronbach's Alpha = .746). The second factor consisted of 4 items and accounted for 8.47% of the total variance (Cronbach's Alpha = .784). The third factor consisted of 3 items and accounted for 8.06% of the total variance (Cronbach's Alpha = .762). The fourth factor consisted of 3 items and accounted for 6.26% of the total variance (Cronbach's Alpha = .781). The last and fifth factor consisted of 4 items and accounted for 5.51% of the total variance (Cronbach's Alpha = .644).

Table 3: Factor Loads of University Students' Privacy Behaviors (N = 1950)

	Component				
	Respect for Personal Privacy	Worry and Anxiety	Legal Privacy	Security of Internet	Social Control and Surveillance
I appreciate others' privacy as much as mine	,662				
Even if they do not care for their privacy, it is important for me to be respectful for individuals' privacy	,604				
If I protect my own privacy, I should also protect my friends' privacy	,587				
I do whatever I can in order not to poke my nose into others' personal lives	,572				
Even if an individual is not respectful for his/her own privacy, it is a must to be respectful for that individual's privacy	,560				
Respect for others' privacy should be an important priority in social relationships	,512				
I cannot be a confidant with someone sharing his/her personal information in social media	,502				
If someone is not careful about protecting his/her privacy, I do not rely on that individual for him/her to be respectful for my privacy	,456				
I feel anxious when I share my information with a friend as if my friend would share it with others		,771			
I feel anxious about others' knowing too much about me in social media platforms		,739			
I feel anxious on sharing my information with more people than I intended		,733			
I feel anxious on the results arising from sharing my identity information in social media		,687			
Individuals are in need of legal protection against abusing personal information on social media			,743		
If a novel constitution were prepared, the privacy protection would be defined as a basic right			,723		
Laws related to privacy should be strengthened to protect personal privacy			,644		
I check the privacy policy of websites I often visit				,864	
I read the privacy policy of a website I will visit for the first time				,841	
The privacy policies of websites are important to me				,704	
I feel anxious about privacy of the details related to my daily life					,769

I feel anxious about the government's activities to follow my privacy in social media					,666
The protection level of my privacy depends on the protection of others' privacy around me					,590
I feel anxious for my online identity to be stolen					,562
Total Variance Explained	26,15	8,47	8,06	6,26	5,51
Cronbach's Alpha (α)	,746	,784	,762	,781	,644
Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO)	,872				
Sig.	,000				

Comparison of Factor Sub-Dimensions with Some Attributes of Participants

Table 4 gives the results of the Independent Samples t-Tests. When the factor sub-dimensions were compared with student genders, a significant correlation could be seen between Worry and Anxiety, and between Legal Privacy and Security of Internet sites sub-dimensions at the $p < 0.05$ level. According to this, it can be said that female students had higher levels of anxiety and concern in social media than male students and attached more importance to legal privacy and security of Internet sites.

Table 4: Comparison between Gender and Factor Sub-dimensions

Factors	Gender	N	Mean Rank	p^*
Respect for Personal Information	Male	834	-,00985	,693
	Female	1114	,00825	
Worry and Anxiety	Male	834	-,14312	,000
	Female	1114	,10844	
Legal Privacy	Male	834	-,23043	,000
	Female	1114	,17324	
Security of Internet	Male	834	-,07284	,005
	Female	1114	,05471	
Social Control and Surveillance	Male	834	-,02537	,325
	Female	1114	,01977	

* Independent Samples t-Test

In the following table, whether there was a significant relationship between the students' citizenship and factor sub-dimensions was observed. It was seen that there was a statistically significant difference between the sub-dimensions of Respect for Personal Information, Anxiety and Concern, Legal Privacy and Security of Internet sites. In other words, Turkish students paid more attention to issues other than Social Control and Surveillance. In other words, Turkish students had a higher level of anxiety and concern on social media platforms, while placing more emphasis on respect for personal information, legal privacy and security of Internet sites on these platforms.

Table 5: Comparison between Students' Citizenship and Factor Sub-dimensions

Factors	Nationality	N	Mean Rank	<i>p</i> *
Respect for Personal Information	Turkish	970	,17774	,000
	Kyrgyz	980	-,17593	
Worry and Anxiety	Turkish	970	,18123	,000
	Kyrgyz	980	-,17938	
Legal Privacy	Turkish	970	,13422	,000
	Kyrgyz	980	-,13285	
Security of Internet	Turkish	970	,08313	,000
	Kyrgyz	980	-,08228	
Social Control and Surveillance	Turkish	970	-,00276	,903
	Kyrgyz	980	,00273	

* Independent Samples t-Test

An ANOVA was conducted to determine the significance that the participants attached to factor sub-dimensions according to income level. As a result of the analysis, it was determined that the level of the importance given to the first 4 from the 5 privacy factors significantly differed according to the income level. As the level of income increased, the importance given to Respect for Personal Information, which was the first factor sub-dimension, increased. As the value in the significance column of the ANOVA table was .002, it could be said that the relationship between the income level and the first factor sub-dimension was statistically significant at the $p < 0.05$ level. There was also a significant difference between the level of income and the importance given to the factor sub-dimensions of Anxiety and Concern, Legal Privacy, and Security of Internet sites. However, according to Table 6, it was not possible to mention a significant relationship between the income level and Social Control and Surveillance, which was the last factor. According to this, it could not be said that the increase in the level of income made a difference in the perception of social supervision.

Table 6: Comparison between Family Income (**) and Factor Sub-dimensions

	Income Level	N	Mean Rank	<i>p</i> *
Respect for Personal Information	0 -1000	684	-,03979	,002
	1001-1500	434	,09277	
	1501-2000	327	,09752	
	2001-2500	172	,10035	
	2501-3000	162	,00300	
	3001+	171	-,10977	
Worry and Anxiety	0-1000	684	-,24287	,000
	1001-1500	434	,23507	
	1501-2000	327	,21595	
	2001-2500	172	-,23718	
	2501-3000	162	-,06764	

	3001+	171	,17123	
Legal Privacy	0-1000	684	-,12943	,006
	1001-1500	434	,00007	
	1501-2000	327	,16717	
	2001-2500	172	,10676	
	2501-3000	162	-,01266	
	3001+	171	-,04190	
Security of Internet	0-1000	684	,04135	,000
	1001-1500	434	,11641	
	1501-2000	327	,07872	
	2001-2500	172	,18959	
	2501-3000	162	-,34984	
	3001+	171	-,16859	
Social Control and Surveillance	0-1000	684	-,09806	,077
	1001-1500	434	,02027	
	1501-2000	327	-,04702	
	2001-2500	172	,18540	
	2501-3000	162	,03036	
	3001+	171	-,04121	

* One-way ANOVA

** The Income Status was calculated based on Turkish Liras.

Participants' Socio-Demographic Characteristics and Social Media Use

Table 7 shows the results of the Independent Samples t-Test conducted to determine the relationship between the university students' gender and social media use. According to the table, it was not possible to mention a significant difference between male and female students in terms of the duration of daily social media use. On the other hand, it was seen that the answers given to the question about how many years they used social media differed statistically significantly; that is, males used social media tools for a longer amount of time. In terms of the number of friends in social media, the fact that males had a higher average than females was among the results reflected in the table.

Table 7: Social Media Use Based on Gender

	Gender	N	Mean Rank	<i>p</i> *
How Much Time Do You Spend on Social Media in a Day?	Male	834	229,96	,270
	Female	1114	241,03	
How Long Have You Been Using Social Media?	Male	834	6,1811	,000
	Female	1114	5,3268	
How Many Friends Do You Have in the Social Media?	Male	834	533,72	,000
	Female	1114	338,32	

* Independent Samples t-Test

Table 8 presents the comparisons of the social and media use of Turkish and Kyrgyz students. According to the results of the Independent Samples t-Tests, it was seen that Turkish students had a higher average than the Kyrgyz students in terms of the time spent in the social media during the day, the onset of using social media and the average number of friends. According to this, it could be said that Turkish students were more active in using social media

than Kyrgyz students.

Table 8: *Social Media Use based on Citizenship*

	Nationality	N	Mean Rank	<i>p</i> *
How Much Time Do You Spend on Social Media in a Day?	Turkish	970	247,25	,032
	Kyrgyz	980	225,94	
How Long Have You Been Using Social Media?	Turkish	970	5,9907	,000
	Kyrgyz	980	5,3980	
How Many Friends Do You Have in the Social Media?	Turkish	970	479,20	,000
	Kyrgyz	980	381,61	

* Independent Samples t-Test

Participants' Socio-Demographic Characteristics and Privacy Behavior

Table 9 and Table 10 show the behaviors of privacy in social media according to the gender and nationality of university students in the sample. When the privacy behaviors of the students according to gender were examined, there was no significant difference between the male and female students in terms of using the real identity in the social media. On the other hand, Table 9 reflects statistically significant differences at $p < 0.05$ level in terms of sharing the interest areas, picture, profile information and contact information with the others in the social media profile. The answers to the questions to measure students' privacy behaviors were coded in two categories as 'yes' = 1 and 'no' = 2. For this reason, it was thought that the 'no' tendency of the students increased as the average increased. For example, females had a higher 'no' response to the question of whether their interest areas were involved in their profile, and therefore it was understood that they showed less sharing behavior about their interests. The same was true also for posting profile pictures, letting access to information about profiles and using contact information on profiles.

Table 9: *Privacy Behavior in Social Media based on Gender*

	Gender	N	Mean Rank	<i>p</i> *
Does your profile include your interests?	Male	834	1,3477	,000
	Female	1114	1,5027	
Do You Have a Picture in Your Profile?	Male	834	1,0624	,000
	Female	1114	1,1849	
Do You Open all Information About Your profile to the Access of Others?	Male	834	1,6655	,000
	Female	1114	1,8124	
Do You Use Address and Contact Information on Social Media?	Male	834	1,3657	,000
	Female	1114	1,5826	
Do You Use Your Real ID on Social Media?	Male	834	1,0827	,346
	Female	1114	1,0952	

* Independent Samples t-Test

Table 10 reveals statistically significant differences in terms of privacy behaviors in the social media according to the students' citizenship. In the table, only the item about the use of address and contact information at the profile was on the border. On the other hand, Kyrgyz students were observed to be more distant to share their interests at the profile. Likewise, it was understood that Kyrgyz students were more cautious about sharing photos at the profile. While Turkish students seemed more enthusiastic about the use of real identity at the profile, Kyrgyz

students tended to conceal their true identity. Kyrgyz students were cautious about letting others access all the information about their profiles in the social media environment and sharing their address and contact information with others.

Table 8: *Privacy Behavior in Social Media based on Citizenship*

	Uyruğu	N	Mean Rank	<i>p</i> *
Does your profile include your interests?	Turkish	970	1,3907	,000
	Kyrgyz	980	1,4827	
Do You Have a Picture in Your Profile?	Turkish	970	1,1021	,000
	Kyrgyz	980	1,1622	
Do You Open all Information About Your profile to the Access of Others?	Turkish	970	1,8691	,000
	Kyrgyz	980	1,6296	
Do You Use Address and Contact Information on Social Media?	Turkish	970	1,5093	,079
	Kyrgyz	980	1,4694	
Do You Use Your Real ID on Social Media?	Turkish	970	1,0474	,000
	Kyrgyz	980	1,1316	

* Independent Samples t-Test

DISCUSSION AND CONCLUSION

This research was done to examine the social media usage habits of university students in Turkey and Kyrgyzstan and their secrecy and privacy behaviors in social media. Sociological research shows that the behavioral practices of cultures in private and public spaces are quite different. Moreover, privacy concerns show striking differences even among members of the same society (Acquisti et al., 2015). The social media platform on which the reality is built ensures that individual identities are also idealized. It has not been possible for social networks to be idealized in behavior by changing the space and time-dependent cultural codes, by eliminating the time and space. Thus, in the new communication environments, privacy, security and many other issues related to private life are reconsidered at the normative level. This undoubtedly grants the case a number of new dimensions from the privacy behavior of individuals in the social media to increased security risks in new communication technologies. In studies focusing on privacy in social media, which is the subject of this study, differences observed between levels of awareness stand out in terms of increased social media use, increased security risks, gender, age, education and income.

In the light of the data obtained from this study, the most important source of anxiety for students on the Internet were found to be the viruses, identity theft and hackers. When the students' views on privacy were examined, it was understood that the students were more eager in terms of sharing their true identity in the social media and posting pictures at the profile, and they were more sensitive in terms of granting others a complete access to the address information, interests and profile.

While the females had a higher level of anxiety and concern in social media than the male students, the females attributed more importance to legal privacy and safety of Internet sites. This situation was also observed in the students' privacy behavior. The female students were more sensitive in sharing profile photos, profile information, contact information and so forth. While the time spent in social media was similar for the females and males, the males had quite a higher average than girls in terms of the onset of using social media and the total number of friends.

When compared in terms of the social culture to which the students were connected, Turkish students were found to pay more attention to respect for personal information, legal privacy and security of Internet sites on social media platforms than Kyrgyz students. On the other hand, it was also among the findings that as the level of income increased, the students' level of consciousness towards the privacy in the social media increased. In terms of social media usage, Turkish students were more active than Kyrgyz students. In terms of privacy behavior, Turkish students were more open than Kyrgyz students. However, Kyrgyz students tended to hide their real identity more in social media. The reasons for that should be searched in Kyrgyzstan's social and political structures. The presence of Kyrgyzstan in the Post-Soviet hybrid regime (Mcmann, 2006; Ismailova, Muhametjanova, 2016), anxiety of democratization and ethnic problems (Bond and Koch; Watchtel, 2013; Hanks, 2011) and the use of communication devices and social media in social movements provide differentiation in terms of secrecy (Srinivasan, 2009; Kulikova, Perlmutter, 2007).

In the digitizing society, based on the students using social media, unlike traditional societies, individuals do not show the necessary sensitivity about secrecy and privacy, and although the Internet is a source of anxiety, the necessary consciousness about secrecy and privacy has not developed. However, it was observed that females were more sensitive to secrecy and privacy than males and also that Kyrgyz students were more careful than Turkish students.

SUMMARY

Terms such as information, communication, transportation and technology are used when naming the era we currently live in. Scientific, technological and cultural transformations that are unearthed by modernity lie beneath these conceptualizations that emphasize differentiating from the traditional. As a matter of fact, modernity has incorporated the whole world in the process of change and transformation over time, even though it has originated from the West. The driving force of modernity – causing both unifications and disintegrations in the fields into which it spreads with all its tools and institutions – is that it has directed human effort first to mechanics and then entirely to digitization. The information and communication technologies that reached their peak in the 20th century have gained a new functional dimension by the widespread use of the Internet. With the help of online technologies, opportunities offered by social media have improved network-based interaction and collaboration environments, especially the acceleration of daily practices. With their features such as openness, transparency, access to information and self-expression, social networks have provided facilities beyond expectations in individual and community life.

In the social structure that Manuel Castells defines as "Network Society", an advanced situation occurs in which the traditional is totally disintegrated and transformed. Internet-based technologies transform the functions of tools and objects and re-create individual and social identities. Identities that are idealized through network applications that form the basis of the network society are constructed in virtual spaces, unlike traditional spaces. The limitlessness of information, interaction and instantaneity shape the reconstruction process sharply, horizontally and intensely. The new cultural dimensions created through digital networks bring with them some problems. The argument that the Internet is emancipatory is controversial due to political, economic and social imbalances and inequalities. Moreover, the widespread

adoption of the Internet is thought to result in the fact that more social control and oversight come to the forefront. On the other hand, the dimension of interaction removes the boundaries by changing the nature of interpersonal communication. Thus, things that need to be kept secret are creating new problems in the context of law, public order and theology. Essentially, the privacy defined as one's control over own self and his/her group creates new forms of attitudes and behaviors due to the changing network-based relationships. In this respect, digital actions of individuals are very important in terms of the results they can bring out. The persistence of every online activity leads to the formation of a digital footprint and a privacy problem that can affect the future of the individual.

In the literature, there are many studies on privacy, especially in law, literature, health and religion. Along with the widespread use of social networks, these research studies turn to the sub-dimensions of media. While privacy in the traditional media is handled in the perspective of public space and right to privacy, social network interaction draws research attention towards the fields of communication, sociology and psychology. Such research studies focus on social networking habits, privacy policy violations, cookie applications of Internet sites, user policies and information provided by social network sites, and online behavioral advertising issues.

This study focuses on how social media users shape their own privacy behaviors and how they see and learn about others' privacy behaviors, based on the assumption that traditional perceptions and behaviors of privacy are transforming in network societies. In the study where a descriptive research design based on the quantitative research approach was implemented, a questionnaire was used as the data collection instrument. Survey questions consisted of social network attitudes and behaviors of participants, socio-demographic characteristics, and a privacy scale. The sample consisted of 970 university students from Turkey and 980 university students from Kyrgyzstan. The scale was adapted from Stieger et al. (2013), Baruh and Cemalcilar (2014), Buchanan et al. (2007), and Han, Swar and Lee (2014). It consisted of 34 questions. In the study, a Chi-square test was used to determine whether there was a significant relationship between variables, a t-test to determine whether there was a significant difference between two groups, and an ANOVA in the comparison of two-way groups. A factor analysis was used for attitude questions, and the resultant factor sub-dimensions were considered as variables. Results show that the students' most significant concerns in social networks were viruses, identity theft and computer hackers. Female students had higher levels of concern and anxiety in social networks than male students. This shows that even if relationships are established in the virtual world, the tradition retains its validity for society. There were 5 sub-dimensions that affected the privacy behavior of students in social media. These were the respect for personal information, worry and anxiety, legal privacy, Internet security and social control and surveillance. Turkish students were more respectful of personal information, legal privacy and security of Internet sites on social media platforms than Kyrgyz students. In terms of privacy behaviors, Turkish students were more open than Kyrgyz students. However, Kyrgyz students tended to hide their real identity more in social media. This was perceived as a normal situation in terms of Kyrgyzstan's being a post-Soviet country. In conclusion, in digital societies based on network-based communication, unlike traditional societies, individuals cannot be said to be sufficiently sensitive about privacy, and social differences appear to be important. On the other hand, although the Internet is a source of concern, findings indicate that privacy awareness does not develop.

REFERENCES

- ACQUISTI, A., BRANDIMARTE, L., & LOEWENSTEIN, G. (2015), Privacy and Human Behavior in the Age of information. *Science*, 347(6221), pp. 509-515.
- BARUH L., Cemalcilar Z. (2014), It is more than personal: Development and validation of a multidimensional privacy orientation scale, *Personality and Individual Differences*, 70, pp. 165–170.
- BELLOTTI, V. (1997), Design for Privacy in Multimedia Computing and Communications Environments, *Technology and Privacy: The New Landscape*, edited by Philip E. Agre and Marc Rotenberg, 1997 *Massachusetts Institute of Technology*, United States of America, pp. 63-98.
- BOND, A. R. and Koch N. R. (2010). "Interethnic Tensions in Kyrgyzstan: A Political Geographic Perspective" *Eurasian Geography and Economics* 51(4): pp. 531-562.
- BUCHANAN, T., PAINE C., JOINSON A. N., REIPS U. D. (2007), Development of measures of online privacy concern and protection for use on the Internet, *Journal of the American Society for Information Science and Technology*, 58(2): pp. 157–165.
- CASTELLS, M. (2008), *Ağ Toplumunun Yükselişi* (2.b.). (E. Kılıç, Trans.) İstanbul: İstanbul Bilgi Üniversitesi Yayınları.
- DAVIDSON, J., MARTELLOZZO, E. B., (2013). Exploring Young People's Use of Social Networking Sites And Digital Media In The Internet Safety Context, *Information, Communication & Society*, 16:9, 1456-1476.
- DAWES, S., (2011), Privacy and the public/private dichotomy, *Thesis Eleven*, 107(1), pp. 115–124.
- DEBATIN, B., LOVEJOY, J. P., HORN A. K., HUGHES, B. N., 2009, Facebook and Online Privacy: Attitudes, Behaviors, and Unintended Consequences, *Journal of Computer-Mediated Communication*, 15, 83–108.
- DEMİRACI, A., ÖNGÜN, E., (2014), The Gray Area of Protectedness, a Case Study on Facebook Users' Awareness of Their Privacy and Secrecy, *International New Media New Approaches Conference, Social Media and New Policies*, Ed. Tevhit Ayengin, Çomü Matbaası, Çanakkale, s.103-116.
- ELLISON N. B., STEINFELD C., LAMPE C., (2007), *The benefits of Facebook "Friends:" Social capital and college students' use of online social network sites*. *J Computer- Mediated Commun*; 12, pp. 1143-68.
- EMILY, C., AMY, M., SERGE, D., (2012), Hey Mom, What's on Your Facebook? Comparing Facebook Disclosure and Privacy in Adolescents and Adults, *Social Psychological and Personality Science*, 3(1), pp. 48-54.
- FENG, Y., XIE, W., (2014), Teens' Concern for Privacy When Using Social Networking Sites: An Analysis of Socialization Agents and Relationships With Privacy-Protecting Behaviors, *Computers in Human Behavior*, 33, pp. 153–162.
- GASSET, O. y., (2014), *İnsan ve "Herkes"* (5.b.). (N. G. Işık, Trans.), İstanbul: Metis Yayınları.
- HANKS R. R. (2011), Crisis in Kyrgyzstan: Conundrums of Ethnic Conflict, National Identity and State Cohesion, *Journal of Balkan and Near Eastern Studies*, 13:2, 177-187.
- ISMAİLOVA Rita & MUHAMETJANOVA Gulshat (2016), Cyber Crime Risk Awareness in Kyrgyz Republic, *Information Security Journal: A Global Perspective*, 25(1-3), pp. 32-38.
- KHAN, G. F., SWAR, B., LEE, S. K., (2014), *Social Media Risks and Benefits: A Public Sector Perspective*, *Social Science Computer Review*, 32(5), 606-627.
- KULİKOVA Svetlana V., PERLMUTTER David D. Blogging Down The Dictator? The Kyrgyz Revolution and Samizdat Websites, *The International Communication Gazette*, 69(1): 29–50.
- KUYUCU, M., (2015), Sosyal Medyada Mahremiyet: Türkiye'de Twitter Kullanıcılarının Mahremiyet Anlayışı, (iç). *Sosyal Medya Araştırmaları II, Sosyalleşen Olgular*, Ali Büyükaslan, Ali Murat Kırık (Ed), Çizgi Yayınları, Konya, s. 21-53.

- MCMANN K. M. (2006), *Economic Autonomy and Democracy: Hybrid Regimes in Russia and Kyrgyzstan*, Cambridge University Press.
- MARWICK, A. E., & BOYD, D. (2014), Networked Privacy: How Teenagers Negotiate Context in Social Media. *New Media & Society*, 16(7), pp. 1051-1067.
- NGUYEN, J. (2011), Internet Privacy Class Actions: How to Manage Risks from Increasing Attacks against Online and Social Media. *The Computer & Internet Lawyer* 28(9), pp. 8-11.
- O'BRIEN, D., TORRES, A., M. (2012), Social Networking and Online Privacy: Facebook Users' Perceptions, *Irish Journal of Management*, 31(2), pp. 63-97.
- OZ, M. (2014), Sosyal Medya Kullanımı ve Mahremiyet Algısı: Facebook kullanıcılarının mahremiyet endişeleri ve farkındalıkları. *Journal of Yasar University*, 9(35), s. 6099-6260.
- ÖZKAYA, B. (2013), Yeni Medya'da Demokrasi içinde Ağ Toplumunun Omurgası Olarak İnternetin Demokrasi ve Kamusal Alan Açısından Değerlendirilmesi. (A. Algül, N. Üçer ed.), Konya: Literatürk Yayınları, pp. 135-164.
- QUINN, K. (2016), Why We Share: A Uses and Gratifications Approach to Privacy Regulation in Social Media Use. *Journal of Broadcasting & Electronic Media*, 60(1), pp. 61-86.
- RAHTE, E. Ç. (2009), Kamusal Mahremiyet Medya: "Kadın Tartışma Programları" Üzerine Etnografik Bir İnceleme (Unpublished Doctoral Dissertation). *Ankara Üniversitesi Sosyal Bilimler Enstitüsü*.
- SCOGGIO, S. (1998), *Transforming Privacy A Transpersonal Philosophy Of Rights*, Praeger Publishers, USA.
- SRİNIVASAN R 2009. Internet Authorship: Social and Political Implications Within Kyrgyzstan, *Journal of Computer-Mediated Communication*, 14, pp. 559-580.
- STIEGER, S., BURGER, C., BOHN, M., VORACEK, M. (2013), Who Commits Virtual Identity Suicide? Differences in Privacy Concerns, Internet Addiction, and Personality Between Facebook Users and Quitters. *Cyberpsychology, Behavior and Social Networking*, 16(9), pp. 629-634.
- TUFEKCI, Z., (2008), Can You See Me Now? Audience and Disclosure Regulation in Online Social Network Sites, *Bulletin of Science Technology Society*; 28(1), pp. 20-36.
- WACHTEL A. B. (2013), Kyrgyzstan between Democratization and Ethnic İntolerance, *Nationalities Papers: The Journal of Nationalism and Ethnicity*, 41:6, 971-986.
- VENKAT A., PICHANDY C., BARCLAY F. P., JAYASEELAN R. (2014), Facebook Privacy Management: An Empirical Study of Awareness, Perception and Fears, *Global Media Journal-Indian Edition*, 5(1), pp. 1-21.
- VISTILÄ, M., RUOKONEN, F. (2012), Social networking sites and privacy as contextual integrity, Margherita Carucci (ed.) *Revealing Privacy Debating the Understandings of Privacy*, Peter Lang: Frankfurt am Main, pp. 119-132.
- WESTIN, A., F. (2003), Social and Political Dimensions of Privacy, *Journal of Social Issues*, 59(2), pp. 431-453.
- YILDIZ, A. K. (2012). Sosyal Paylaşım Sitelerinin Dijital Yerlilerin Bilgi Edinme ve Mahremiyet Anlayışına Etkisi. *Bilgi Dünyası*, 13(2), 529-542.
- YÜKSEL, M., (2003), Mahremiyet Hakkı ve Sosyo-Tarihsel Gelişimi, *Ankara Üniversitesi SBF Dergisi*, Cilt 58, Sayı 1, s. -181- 213.
- ZENGİN, M., ZENGİN, G., & ALTUNBAŞ, H. (2015), Sosyal Medya ve Değişen Mahremiyet "Facebook Mahremiyeti". *Gümüşhane Üniversitesi İletişim Fakültesi Elektronik Dergisi*, 3(2), 112-136.

INTERNET

<http://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>