

The Social Media Generation: Social Media Use in Turkey in the Sample of Istanbul

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Abstract : This study tries to make a research on the social media usage on X and Y Generation in Turkey. The study focuses on the differences of the X and Y generation's social media habits. In the first part of the study the concept of generation and the theory of generation is expressed. There is a literature research on the most popular recent two generations X and Y generation's specifications and their difference. In the research part of the study there is a survey applied to 985 people from X and Y generation and their social media is exploited. The survey asked the X and Y generation people how they use social media platforms and there is a private focus on the use habits of most popular social media platforms like Facebook, Twitter, Instagram and Youtube. In the analysis part of the research there is a comparison of X and Y generation people's social media use. The survey is conduct in Turkey's biggest metropolis city Istanbul as a target population. In the conclusion part of the research there is a determination that there are some differences on the usage of Facebook and Twitter in X and Y Generation. Also there is a determination that X generation gives more important to Facebook and Y Generation gives more importance to Youtube.

Keywords: Social Media, X Generation, Y Generation, Facebook, Twitter, Instagram, YouTube, Turkey

I. Introduction

Time changes life expectancy of individuals, education, technology, inventions, politics, and art; in brief, it changes everything about life. This change affects people and it creates a direct impact on daily life of people. People change the way they see life, their expectations, perceptions, goals, areas of interest and behavioural patterns as a result of the changes brought by the age they live in. Such changes create generation periods. Specific characteristics of each generation emerge as a result of such social changes. This leads to a differentiation between the generations.

In the present study, a research has been carried out on the way generations X and Y use social media platforms as the most active two generations in the world. One of the distinct characteristics of generations is the way they see the technology. Some generations live closely with the technology while some other generations have a life far from the technology. Social media posing a threat against the conventional media became the favourite media of particularly the new generations. The new generation have increased interest especially in the social media and this situation threatens the conventional media.

In the present study, a research has been carried out on the main characteristics of generations X and Y and their characteristics about using the social media platforms. In Part One, a literature review is presented on the definition and characteristics of generations X and Y. Characteristics of generations X and Y have been compiled based on the studies previously conducted about the two generations. In Part Two, a survey was applied to generations X and Y and their characteristics in connection with social media usage have been determined. An answer was sought for the following question:

- Are there any differences between the rate of social media usage by Generations X and Y?
- What type of differences are there between the habits of two generations on social media usage?
- Are habits of Generations X and Y on social media usage at levels threatening the conventional media?
- What will be the impact of social media usage habits of these two generations in the battle between the conventional media and social media and what is the potential direction of influence in connection with the media consumption pattern of the future?

II. The Generation Theories

The studies carried out in the United States of America in 1950s addressed the human behaviours based on the life course approach for the first time and analysed three different aspects that are biological, psychological and social aspects. Currently, the concept of generation is usually addressed with three different approaches that are based on marketing and advertising world, business management and employee training and higher education (Donnison, 2007: 2).

Each generation has values representing how they see the authority, the harmony with the world, loyalty and expectations from the managers about the ideal working environment. The term generation is defined by academicians in reference to the birth rate and important events of the relevant period. There is no concrete definition with respect to the years that will be taken into consideration in classification of the generations.

Today, the world's history witnesses the coexistence of such a high number of generations for the first time. Increased welfare and extended life expectancy allow people to show presence in the business world for a long time and they continue working even after they retire. Therefore, four generations- "Silent Generation", "Baby Boomers", "Generation X" and "Generation Y"- work actively in organizations. Williams and Page classified generations in five different categories (2011:3):

Table 1. Generations and Their Periods

Generation Name	The Period
Traditionalists	1930 /-1945
Baby Boomers	1946 /-1964
Generation X	1965 /-1976
Generation Y	1977 -1994
Generation Z	1994 and after

Generation X

Generation X is a transition generation. In this period, the technology developed rapidly. Most of the products that are used in our day were developed by the members of this generation; however they lagged behind the Generation Y in terms of using the technology. In our day, members of "Baby Boomers" generation usually take charge in top management positions and members of the Generation X and Generation Y hold positions with lower ranks that show similarities between these two generations.

Efforts were made to create a social state and the welfare of the people increased as a result of Keynesian policies implemented towards the development of the capitalist system in the post-war period. States failed to compensate the cost of this increased welfare and the oil crises experienced in the 70s challenged enterprises. Consequently, liberal policies were introduced in the market. Members of the Generation X who were born in this period had to pay the bill of the welfare enjoyed by the baby boomers generation.

Members of this generation attach importance to individual freedom and they are not as loyal as the preceding generation Baby Boomers. Members of the Generation X are in search of goals that can be achieved by using their creativity rather than taking charge in a working environment since they grow up by taking responsibilities at an early age. Members of the Generation X are inclined to work in an environment with lesser limitations rather than being confined with the traditional work-oriented career. Members of this generation facing with the financial responsibilities at a very early age have a rather practical worldview when compared with the other generations. They became adults at an early age and they assumed the responsibility of their families earlier than the other generations. They chose to stay single at their 20s and 30s and they delayed their plans of having kids. They value their families more than their jobs, their families are more important for them since the majority of them worked starting from the college years (Families and Work Institute: 2002).

Generation X represents people who were born in 1964-1981 (Savage, et al, 2006: 6). Den Bergh and Behrer (2013: 8) suggested that the birth date range of the Generation X is 1965-1979. Sheahan (2010: 3) described the birth date range of this generation as 1978-1994. The Generation X is also called shadow, invisible or lost generation. The name was popularized particularly after the book "*Generation X: Tales for an Accelerated Culture*" by Douglas Coupland has been published (Den Bergh and Behrer, 2013: 8).

As a generation with working parents, the Generation X witnessed a period with the highest rate of divorce and spreading of AIDS among their peers. Popular arts and culture is in the centre for Generation X. The prominent ideologies of this generation is post-modernism, free market capitalism, consumption, pluralism, tolerance, individualism, New Age, ecologic awareness and globalisation (Savage, et al, 2006:6).

They grew up in loneliness. Generation X developed a different worldview than their parents' since both of their parents were always at work. Members of the Generation X think that a workplace should be more than a mere place of strive, it should also be entertaining. A job that pay a good salary would be boring without fun and it would turn people into a monster running after money. Four main themes are utilized to describe the Generation X (Tulgan, 1998: 14):

- Engagement: Is it a team where you can provide significant contribution?
- Learning: Do you have access to adequate level of information?
- Entrepreneurship: Does your work place offer a space to develop solutions and generate outcomes based on your own view?

➤ Security: Am I going to have a chance to see my performance and the benefits it offers?
 Distinct characteristics of the Generation X can be summarized as follows:

Table 2. Main Career Characteristics of the Generation X (Source: Mitchell, 2014)

- Attaches more importance to quality than the quantity
- Multitasks
- Career-life balance, flexible working hours, task sharing
- Establishes a comfortable relationship with the authority, is not influence by the titles
- Strong technical and communicational skills
- Works hard for saving time instead of producing more

Members of the Generation X question and criticise the system extensively. All generations suffering from the decline in social security system did not trust in the media and the government and they believed that the system involving security, pension, health etc. will not be used for them. They were brought up with an extremely individualistic approach. 55% of the Generation X have negative opinions about the economic welfare of countries in the next decade, 89% of them have positive opinions about their self-economic welfare in the same period (Families and Work Institute, 2002).

Generation Y

There are different opinions in the literature about the birth date range of the Generation Y. Some researchers suggest that the birth years of the Generation Y range from between 1980 and 2000(Miller and Washington, 2011:174), and some others argue that the birth date range is 1977-1994 (Kotler, Armstrong 2004:465; Bush, 2004:111). Generation Y takes its name from the word "Why" in English. This generation took this name since the word "Why" is an allophone of the letter "Y" (Kuyucu: 2014:58).

Members of the Generation Y grew up in a period with terrorism and natural disasters and in this period, diseases such as AIDS, obesity reached to levels striking concerns. Political, economic and technological evolution had an accelerated phase in this period when compared with the preceding periods (Etlican, 2012:6). In the USA where high number of studies performed about the Generation Y, experts state that the Generation Y is different from the preceding generations. In the USA, members of the Generation Y are different from the rebel members of the preceding Generation X particularly with being closer to their families and having more influence in the decisions on family economy (Stanat, 2006: 6).

Members of the Generation Y seek answers for the following questions in their professional life (Tulgan and Martin, 2001: 21):

- Which value have I created today?
- What have I learnt today?
- What have you given to me today?
- How will I be rewarded today?

It is accepted that the members of Generation Y were born before 1980 and they started their career before 2000s. There are various definitions suggesting that this generation is active in sports and arts, they have a say in family decisions and they attach importance to independence (Baldonado, 2008: 1).

Table 3. General Characteristics of the Generation Y Source: (Baldonado, 2008: 3–4)

Age	The birth years range from 1980 to 2000.
	The population of the Generation Y is 3 times higher than the Generation X.
	It population is approximately 81 million.
Ethnic structure	Highest rate of ethnic diversity that was seen until the present day.
	One person out of 3 members of the Generation Y is not white.
	9 out of 10 children have a friend from a different race.
Home	1 out of 4 children live with one of their parents.
	3 children out of 4 have a working mother.
	Child is in the centre of the home life.
Money	1 out of 9 high school students has a credit card.
	Adolescents receive 100 dollars pocket money on average for one week.
	40% of the adolescents work part time.
Engagement	Members of the Generation Y believe less in the presence of good people and they show greater interest in social matters when compared with the preceding generation.
	75 to 90% of them have a personal computer at home.
	50% of them have access to the Internet.
Interaction	They are open to immediateness.
	Peers and the media have a great influence on them.
	Although they advanced and saturated with respect to the technology, they are still more open to personal communication.
Status	Although members of the Generation Y feel oppressed, they are quick-tempered.
	Members of the Generation Y have goals and they know what they want
Weakness	Some members of the Generation Y experience problems in focusing
Presence	Educated/experienced/social/technical/occupational ethics/multi-tasking
Style	Open, citizenship awareness and prefers work-game combination
Quality	Tall, talented, energetic, social awareness, demanding
Value	Heroism, wisdom, responsibility, family, service and work for living
Formants	Richness, uncertainty, violence, terrorism, external resources usage

Sheahan suggests the following about the characteristics of the Generation Y:

Table 4. Characteristics of the Generation X and Y (Source: Sheahan, 2010:4)

Impact	Big Bang	Generation X	Generation Y
Role models	Male character	Female-male character	What is character?
Television	I Love Lucy	Happy Days	Jerry Springer
Musical icon	Elvis Presley	Madonna	Eminem
Vehicles	Long plays	Cassette, CD	MP3, Ipod
Computer Games	Pong	Pacman	Counter Strike
Money	Win	Not everything	Give it to me
Respect for employer	Work for seniors	Short-cut	I want my Saturday back
Respect to elders	Automatic	Kind	All
Sex	After marriage	In the background	Online
Change	Resist	Accept	Ask
Technology	Refuse	Comfort	Feel inside
Justice	Overcome	At court	If you present

In their study, Tulgan and Martin emphasized that the Generation Y has 4 distinct positive characteristics (2011: 4):

- New confidence, honour and happy ending generation,
- The best educated generation in the history,
- The most tolerant generation,
- The generation that is the most open to the voluntariness

Sheahan (2006: 22) suggested that members of the Generation Y express their opinions and feelings comfortably, they like social interaction and have emotional intelligence, therefore they are influential members during teamwork. Technology is a life style for the Generation Y that is surrounded by the technology and the rate of interest shown to these communication tools is a lot higher than the preceding Generation X (Albayrak and Ozkul, 2013:18)

Previous Studies On Generation X And Y

Generations X and Y represent generations with both similarities and differences. Many studies and evaluations carried out until the present day revealed different approaches on this matter. Generation Y is found more idealist than the Generation X and more realistic than the boomers in professional life. Generation Y also represents a generation that is more optimistic and it has higher inclination towards voluntariness (Sheahan (2006: 7) suggested that members of the Generation Y are more skilled in determining what they want and what they need to achieve it when compared with the preceding generations. The most importance difference of Generation Y from the other generations is the fact that they are wild about the technology. Members of this generation were born into a technological world, technology and computers are a part of their life. They use them not only for communication but also for quick access to information and carrying out various tasks.

Table 5. Distinctive Characteristics and Comparison of the Generations

Resource: (Den Bergh and Behrer, 2013: 9).

Generation Y	Generation X	Baby Boomers	Silent Generation
Technology usage (24%)	Technology usage (12%)	Occupational ethics (17%)	Stagnation (14%)
Music culture (11%)	Occupational ethics (11%)	Respectful (14%)	Smart (13%)
Liberal/ Tolerance (7%)	Conservative (7%)	Values/Ethics (8%)	Self-Respecting (12%)
Smart (6%)	Smart (6%)	Baby Boom (6%)	Occupational ethics (10%)
Clothing (5%)	Respectful (5%)	Smart (5%)	Values/Ethics (10%)

Majority of the Generation Y members were born into a world with technological advancements such as computer and the internet. Therefore, they established a close relationship with the technology and developed deep insights about different uses of them. According to Jones, this generation is dependent on social networks like it has never been with the preceding generations. Results of a research conducted by Lenhart show that 70% of the members of Generation Y are subscribers of a social networking site and 65% of them have an online profile. According to the results of the same research, 63% of the Generation Y check their messages on daily basis in order to exchange messages with their friends (Cabral, 2011: 8).

A research conducted to determine the rate of Facebook usage among the Generation Y as a social media network revealed that 28.2% of the Generation Y keep their Facebook accounts logged in for three hours a day. Members of the Generation Y who have a Facebook account for a period longer than four years correspond to 58.7% of the members. It was found that the Generation Y spare more time for Facebook than listening to the radio. Some other remarkable outcomes of the research are the fact that women from the Generation Y prefer to read the news from Facebook instead of newspapers (Kuyucu, 2014; 76-79).

Table 6. Classification of Generations Based on Technology Usage

	Silent Generation	Baby Boomers	Generation X	Generation Y
Communication	Crank telephones, face to face, short notes	Push-button telephones, always call	Mobile phones, call only when at work	Video telephones, internet, e-mail
Relationship with Money	Saves, pays in advance	Buys now pays later	Cautious, restrained, keep	Earns for spending

Source: Greg Hammil, "Mixing and Managing Four Generations of Employees", <http://www.fdu.edu/newspubs/magazine/05ws/generations.htm>, (17.03.2015)

III. Method And Aim Of The Study

In the present study, consumers from Generations X and Y who live in Istanbul, Turkey were asked to participate in a questionnaire with the purpose of determining social media usage patterns of Generations X and Y. Quota sampling method has been used as the population was limited based on age variable. Sampling quotas and the numbers have been different since the quota sampling method was used in the study.

Age span definitions made by Miller and Washington for Generations X and Y were used for the selection of the target of the study population. Miller and Washington included individuals who were born after 1980 into Generation Y and they included those who were born before 1980 into Generation X (Miller and Washington, 2011:174). Therefore, in the selection of the population, the birth date range was accepted as 1980-2000 and 1965-1979 for Generation Y and Generation X, respectively, and they were classified based on this definition.

The questionnaire form used in the study consists of three parts. Demographic questions on general characteristics of participants are asked in part one and questions on social media usage habits of participants are asked in part two. In part three, there are questions on the usage of the most popular social media platforms in the world, namely, Facebook, Twitter, YouTube and Instagram. The questionnaire was applied to 985 persons during face-to-face interviews made on October-December 2015 and the collected data was analysed by using SPSS 21.0 software package.

Findings

Findings and their analysis are presented in this part of the study.

Demographic Characteristics

In total, 985 individuals participated in the study. Females represent 43.65 percent and males represent 56.35 percent of 985 participants. 44.2 percent of the female participants are from Generation Y and 55.8 percent are from Generation X. 56.8 percent of the male participants are from Generation Y and 43.2 percent are from Generation X. 51.3 percent of the overall population is from Generation Y and 48.7 percent of them is from Generation X.

Table 7. Demographic Characteristics

			Generation Y	Generation X	TOTAL
GENDER	FEMALE	Frequency	190	240	430
		Percentage	44.2%	55.8%	43.65%
	MALE	Frequency	315	240	555
		Percentage	56.8%	43.2%	56.35%
Total		Frequency	505	480	985
		Percentage	51.3%	48.7%	100.0%

Frequency Analysis

For the purpose of the research, participants were asked about the social media platforms they subscribed to, the frequency of login to social media accounts, the devices they use for access to social media accounts and how often they login to their individual social media accounts. In this part, individual contingency tables shall be prepared based on genders and age groups and the differences between the groups are analysed.

Contingency Tables Based on Genders

Participants of the survey were asked which social media platforms they subscribed to and they were given freedom to give multiple answers. In general, the number of social media accounts owned by males is higher than the number of accounts of females. In addition, the highest number of accounts is with Facebook.

The frequency of login to social media accounts is more than 5 times a day with the majority of the participants. In brief, the place of social media in our life is also reflected to the answers of the participants.

The analysis of the overall frequency of social media usage reveals that males login more frequently than females.

Participants of the survey were asked which devices they use for access to their social media accounts and multiple answers were allowed. The evaluation showed that participants mostly use smart phones and laptops to have access to their social media accounts. This underlines the place of mobile technologies in our life in reference to the participants.

Table 8. Analysis of the Social Media Usage Based on Genders

		GENDER			
		FEMALE		MALE	
		Frequency	Percentage	Frequency	Percentage
4. On Which Social Media Platforms Do You Have An Account	Facebook	380	41.21	495	41.60
	Twitter	225	24.73	310	26.05
	Instagram	270	29.67	300	25.21
	YouTube	40	4.40	85	7.14
5. How Often Do You Login to Your Social Media Accounts	More Than 10 Times A Day	175	40.70	195	35.14
	5 to 10 Times A Day	140	32.56	150	27.03
	Less Than 5 Times A Day	65	15.12	65	11.71
	At Least Once A Day	20	4.65	70	12.61
	I Login Every Day	30	6.98	75	13.51
6. Which Platform Do You Use For Access to Your Social Media Accounts	Desktop Computer	90	12.08	175	17.86
	Laptop	200	26.85	275	27.55
	Tablet	120	16.11	100	10.20
	Mobile Device	335	44.97	435	44.39

Results of the Chi-Square Analysis performed with the purpose of determining the statistical significance of these differences showed that the differences are coincidental.

Table 9. Chi-Square Independence Tests Based on Genders (1)

Pearson Chi-Square Tests		
		GENDER
S4	Chi-square	3.526
	df	4
	Ins.	,474
S5	Chi-square	6.632
	df	4
	Ins.	,157
S6	Chi-square	5.596
	df	4
	Ins.	,231

Table 10 is a contingency table that shows how often participants of the questionnaire login to each of the social media platforms based on the gender. In general, participants login to their Facebook accounts 5 to 10 times a day. In addition females login to Facebook more often than males. Females login to the social media network more than 10 times a day.

The analysis of the number of logins to Twitter shows that males use it more than females with more than 10 logins a day. The rate of logins 5 to 10 times a day and less than 5 times a day is equal with both genders. Analysis on Instagram shows that females and males are equal with respect to logins that are more than 5 times a day. For YouTube access, majority of the participants stated that they do not use this platform every day.

Table 10. Analysis of the Social Media Usage Based on Genders (2)

		GENDER			
		FEMALE		MALE	
		Frequency	Percentage	Frequency	Percentage
7. How Often Do You Login to Your Facebook Account	More Than 10 Times A Day	100	52.63	90	47.37
	5 to 10 Times A Day	110	43.14	145	56.86
	Less Than 5 Times A Day	90	46.15	105	53.85
	At Least Once A Day	30	28.57	75	71.43
	I Login Every Day	45	34.62	85	65.38
	I Do Not Have A Facebook Account	50	47.62	55	52.38
8. How Often Do You Login to Your Twitter Account	More Than 10 Times A Day	55	35.48	100	64.52
	5 to 10 Times A Day	60	46.15	70	53.85
	Less Than 5 Times A Day	60	44.44	75	55.56
	At Least Once A Day	25	45.45	30	54.55
	I Login Every Day	40	38.10	65	61.90
	I Do Not Have A Twitter Account	180	46.15	210	53.85
9. How Often Do You Login to Your Instagram Account	More Than 10 Times A Day	125	50.00	120	50.00
	5 to 10 Times A Day	80	51.61	75	48.39
	Less Than 5 Times A Day	35	35.00	65	65.00
	At Least Once A Day	35	43.75	45	56.25
	I Login Every Day	10	33.33	20	66.67
	I Do Not Have An Instagram Account	135	37.50	225	62.50
10. How Often Do You Login to Your YouTube Channel	More Than 10 Times A Day	15	25.00	45	75.00
	5 to 10 Times A Day	45	37.50	75	62.50
	Less Than 5 Times A Day	50	40.00	75	60.00
	At Least Once A Day	80	47.06	90	52.94
	I Login Every Day	130	43.33	170	56.67
	I Do Not Have A YouTube Account	95	50.00	95	50.00

As a result of the Chi-Square Independence Tests performed with the purpose of determining the statistical significance of the differences, it was seen that the differences are coincidental.

Participants mostly use Facebook for uploading photos and see what their friends in their current profiles are doing. The least purpose of usage is making new friends and share information about him/herself with friends. Participants mostly use Twitter for collecting information on certain matters and sharing feelings and opinions. There are scarcely any participants that use Twitter with the purpose of sharing photos. We observed that the majority of participants use YouTube with the purpose of listening to music and watching video clips. They mostly use Instagram with the purpose of viewing the photos of their friends and sharing selfies.

Analysis Based on Generations Contingency Tables

Participants of the survey were asked which social media platforms they subscribed to and they were given freedom to give multiple answers. In general, the number of social media accounts owned by members of the Generation Y is higher than the number of accounts of members of the Generation X. Majority of both generations have an account on Facebook.

The analysis on the frequency of login to social media accounts shows that majority of the generation Y login to their social media accounts more than 5 times a day. Members of the Generation X login less than 5 times a day. In brief, the Generation Y have access to the social media more often. The analysis of the overall frequency of social media usage reveals that members of the Generation Y have access to the social media more often than the members of the Generation X.

Participants of the survey were asked which devices they use for access to their social media accounts and multiple answers were allowed. The analysis showed that members of both Generation Y and Generation X have access to their social media accounts by using their smart phones and laptops. This underlines the place of mobile technologies in our life in reference to the participants.

Table 11. Analysis of the Social Media Usage Based on Generations

		Generation			
		Generation Y		Generation X	
		Frequency	Percentage	Frequency	Percentage
4. On Which Social Media Platforms Do You Have An Account	Facebook	420	32.31	450	34.62
	Twitter	385	29.62	150	11.54
	Instagram	405	31.15	165	12.69
	YouTube	90	6.92	35	2.69
5. How Often Do You Login to Your Social Media Accounts	More Than 10 Times A Day	270	53.47	100	20.83
	5 to 10 Times A Day	145	28.71	145	30.21
	Less Than 5 Times A Day	45	8.91	85	17.71
	At Least Once A Day	35	6.93	55	11.46
	I Login Every Day	10	1.98	95	19.79
6. Which Platform Do You Use For Access to Your Social Media Accounts	Desktop Computer	120	12.50	145	18.95
	Laptop	275	28.65	195	25.49
	Tablet	125	12.50	100	13.07
	Mobile Device	445	46.35	325	42.48

Results of the Chi-Square Analysis performed with the purpose of determining the statistical significance of these differences showed that the differences are statistically significant. Therefore, these differences are significant differences that cannot be explained with coincidences ($p=0,000$; $p=0,000$ and $p=0,002 < 0,05$, respectively). In brief, the number of social media accounts owned by the members of Generation Y is higher than the Generation X. Members of the Generation Y have access to the social media more often than the Generation X. In general, members of the Generation Y login to their Facebook accounts more frequently than members of the Generation X,

As a result of the analysis on Twitter logins, we observed that members of the Generation X login to their Twitter accounts more frequently than the Generation X. In addition, the majority of the Generation X do not even have a Twitter account. In connection with Instagram logins, we observed that members of the Generation X login to their Instagram accounts more frequently than the Generation X.

Analysis on the number of logins to YouTube revealed that members of the Generation X login to YouTube at least once a day. Members of the Generation Y login to YouTube more often during the day. The number of individuals stating that they login every day is almost equal with both generations. Most of the individuals who stated that they do not have a YouTube account are members of the Generation X.

Table 12. Analysis of the Social Media Usage Based on Generations (2)

		Generations			
		Generation Y		Generation X	
		Frequency	Percentage	Frequency	Percentage
7. How Often Do You Login to Your Facebook Account?	More Than 10 Times A Day	100	52.63	90	47.37
	5 to 10 Times A Day	140	54.90	115	45.10
	Less Than 5 Times A Day	110	56.41	85	43.59
	At Least Once A Day	45	42.86	60	57.14
	I Login Every Day	25	19.23	105	80.77
8. How Often Do You Login to Your Twitter Account?	I Do Not Have A Facebook Account	85	80.95	20	19.05
	More Than 10 Times A Day	135	87.10	20	12.90
	5 to 10 Times A Day	95	73.08	35	26.92
	Less Than 5 Times A Day	85	62.96	50	37.04
	At Least Once A Day	20	36.36	35	63.64
9. How Often Do You Login to Your Instagram Account?	I Login Every Day	65	61.90	40	38.10
	I Do Not Have A Twitter Account	100	25.64	295	74.36
	More Than 10 Times A Day	205	85.42	35	14.58
	5 to 10 Times A Day	120	77.42	35	22.58
	Less Than 5 Times A Day	65	65.00	35	35.00
10. How Often Do You Login to YouTube Channel?	At Least Once A Day	10	12.50	70	87.50
	I Login Every Day	5	16.67	25	83.33
	I Do Not Have An Instagram Account	95	26.39	265	73.61
	More Than 10 Times A Day	55	91.67	5	8.33
	5 to 10 Times A Day	110	91.67	10	8.33
10. How Often Do You Login to YouTube Channel?	Less Than 5 Times A Day	75	60.00	50	40.00
	At Least Once A Day	70	41.18	100	58.82
	I Login Every Day	155	51.67	145	48.33
	I Do Not Have A YouTube Account	35	18.42	155	81.58

Results of the Chi-Square Analysis performed with the purpose of determining the statistical significance of these differences showed that the differences are statistically significant. Therefore, these differences are significant differences that cannot be explained with coincidences ($p=0,002$; $p=0,000$ and $p=0,000 < 0,05$, respectively). Members of the Generation X login to their social media accounts more frequently than members of the Generation Y.

The following findings were obtained as a result of the analysis performed on the purpose of Generation Y and X members in using social media accounts:

Participants mostly use Facebook for uploading photos and see what their friends in their current profiles are doing. The least purpose of usage is making new friends and share information about him/herself with friends. Majority of the Generation X members use Facebook with the purpose of sharing their feelings and opinions on certain matters, finding out what their friends are doing and joining to groups on their interests and groups of the people they like. Members of the Generation Y use in order to share photos and videos and tagging their locations.

Members of the Generation Y mostly use Twitter for collecting information on certain matters and sharing feelings and opinions. There are scarcely any participants that use Twitter with the purpose of sharing photos.

Table 13. Distribution of the Purposes of Social Media Usage Based on Generations-1

		Generation		
		Generation Y	Generation X	TOTAL
THE PURPOSE OF FACEBOOK USAGE	For Uploading Photographs	350	69	139
	For Sharing Videos	265	46	99
	For Location Tagging	120	115	47
	For Writing About My Feelings and Opinions on Certain Subjects	215	290	99
	For Chatting	190	155	69
	For Making New Friends	55	75	126
	For Finding Out What My Friends Are Doing	230	285	515
	For Sharing Information About Myself	55	75	130
	For Joining the Groups About My Interests and Groups of People I Like	95	150	245
	For Sharing My Feelings and Opinions	325	130	455
THE PURPOSE OF TWITTER USAGE	For Collecting Information on Certain Matters	330	150	480
	For Quick and Effective News Access	285	110	395
	For Sharing News About Things I Witness	95	40	130
	For Spreading the Ideas and Opinions I Approve By Retweeting Them	40	25	65
	For Sharing Photos	5	10	15
THE PURPOSE OF YOUTUBE USAGE	For Listening to Music	450	275	725
	For Watching Video Clips	440	185	625
	For Sharing Music	95	15	110
	For Watching Funny Videos	145	130	275
	For Watching Videos with Informative and Cultural Contents	130	80	205
	For Watching TV Programs I Missed	90	60	150
	For Sharing Selfies	335	155	510
THE PURPOSE OF INSTAGRAM USAGE	For Viewing Photos of My Friends	365	180	345
	For Sharing the Photos of Places I Discovered	145	70	215
	For Sharing the Photos of Places I Visited	155	60	215
	For Sharing the Photos of Food I Ate	25	5	30
	For Sharing the Photos of An Object I Created	40	25	65
	For Sharing Short Videos	25	20	45
	For Sharing the Photos on the Accounts of My Favourite Performers or Groups	10	15	20
	For Sharing Nature Photos I Like	25	10	35
	For Sharing Photos with Quotes I Like	0	0	0

Table 14. Platform of the First Social Media Account Based on Generations

		Generation		TOTAL
		Generation Y	Generation X	
FIRST SOCIAL MEDIA ACCOUNT	FACEBOOK	445	440	885
	TWITTER	40	15	55
	INSTAGRAM	20	10	30
	YOUTUBE	0	10	10
Total		505	475	980

It was observed that Facebook is the platform where the participants opened their first social media account. Members of the Generation Y have been using a social media account for 6.86 years and members of the Generation X have been using for 4.44 years on average.

Table 15. The Duration of Social Media Usage Based on Age

		N	Average Duration (Years)	
			Generation Y	Generation X
DURATION OF SOCIAL MEDIA USAGE	Generation Y	505	6.86	
	Generation X	475	4.44	

The participants of the questionnaire were asked for which social media platform they would pay a fee if it became paid. Members of the Generation X stated that they would accept paying a fee for Facebook and the Generation Y stated that it would be YouTube.

Table 16. Social Media Platform That Would Be Paid a Fee If It Becomes Paid Based on Age

		Generation	
		Generation Y	Generation X
WHICH ONE WOULD YOU CONTINUE TO USE IF IT WAS PAID?	FACEBOOK	180	330
	TWITTER	195	65
	YOUTUBE	205	65
	INSTAGRAM	165	45

Members of the Generation Y think that YouTube would replace the conventional TV, however members of the Generation X thinks YouTube would never replace the conventional TV.

Table 17. Opinions on the Possibility of YouTube Replacing Conventional TV Based on Age

		Generation		TOTAL
		Generation Y	Generation X	
CAN YOUTUBE REPLACE THE CONVENTIONAL TV?	YES	325	110	435
	NO	180	365	545
Total		505	475	980

Analysis on the Relationship of the Generation Y / Gender with Social Media

Male members of the Generation X login to their social media accounts more frequently than female members of the Generation Y. In addition, females use tablets more frequently than males.

Table 18.. Gender Analysis on the Social Media Usage of the Generation Y

Generation Y		GENDER	
		FEMALE	MALE
4. On Which Social Media Platforms Do You Have An Account?	FACEBOOK	145	275
	TWITTER	155	230
	INSTAGRAM	175	230
	YOUTUBE	25	65
5. How Often Do You Login to Your Social Media Accounts?	MORE THAN 10 TIMES A DAY	115	155
	5 TO 10 TIMES A DAY	45	100
	LESS THAN 5 TIMES A DAY	25	20
	AT LEAST ONCE A DAY	5	30
	I DO NOT LOGIN EVERYDAY	0	10
6. Which Platform Do You Use For Access to Your Social Media Accounts?	DESKTOP COMPUTER	25	95
	LAPTOP	289	190
	TABLET	75	45
	MOBILE DEVICE	175	270

As a result of the Chi-Square Independence Test performed with the purpose of determining the statistical significance of these differences, it was observed that the differences on subscription to social media platforms and the platform used for having access to the account are statistically significant.

Table 19 shows the data on the frequency of social media usage by the Generation Y. Accordingly, male members of the Generation Y login to all social media accounts more frequently than female members of the Generation Y.

Table 19. Generation Y-Gender Contingency Table Analysis on the Frequency of Social Media Usage

		GENDER	
		FEMALE	MALE
		Percentage	Percentage
7. How Often Do You Login to Your Facebook Account	More Than 10 Times A Day	40.00	60.00
	5 to 10 Times A Day	28.57	71.43
	Less Than 5 Times A Day	36.36	63.64
	At Least Once A Day	22.22	77.78
	I Login Every Day	60.00	40.00
	I Do Not Have A Facebook Account	52.94	47.06
8. How Often Do You Login to Your Twitter Account	More Than 10 Times A Day	33.33	66.67
	5 to 10 Times A Day	36.84	63.16
	Less Than 5 Times A Day	52.94	47.06
	At Least Once A Day	75.00	25.00
	I Login Every Day	30.77	69.23
	I Do Not Have A Twitter Account	25.00	75.00
9. How Often Do You Login to Your Instagram Account	More Than 10 Times A Day	48.78	51.22
	5 to 10 Times A Day	45.83	54.17
	Less Than 5 Times A Day	23.08	76.92
	At Least Once A Day	50.00	50.00
	I Login Every Day	0.00	100.00
	I Do Not Have An Instagram Account	10.53	89.47
10. How Often Do You Login to YouTube Channel	More Than 10 Times A Day	27.27	72.73
	5 to 10 Times A Day	36.36	63.64
	Less Than 5 Times A Day	33.33	66.67
	At Least Once A Day	35.71	64.29
	I Login Every Day	41.94	58.06
	I Do Not Have A YouTube Account	42.86	57.14

As a result of the Chi-Square Independence Test performed with the purpose of determining the statistical significance of this difference, we observed that the frequency of Instagram account logins vary based on the gender and the differences in connection with login to other social media accounts occur coincidentally. Table 20 shows the data on the frequency of social media usage by the Generation Y based on gender. Majority of all users in Generation Y opened their first social media accounts on Facebook.

Table 20. Generation Y - Gender Analysis on the Purposes of Social Media Usage

		GENDER	
		FEMALE	MALE
FACEBOOK PURPOSE OF USAGE	For Uploading Photographs	115	235
	For Sharing Videos	80	185
	For Location Tagging	35	85
	For Writing About My Feelings and Opinions on Certain Subjects	55	155
	For Chatting	50	140
	For Making New Friends	5	50
	For Finding Out What My Friends Are Doing	105	125
	For Sharing Information About Myself	25	30
	For Joining the Groups About My Interests and Groups of People I Like	40	55
TWITTER PURPOSE OF USAGE	For Sharing My Feelings and Opinions	130	195
	For Collecting Information on Certain Matters	140	190
	For Quick and Effective News Access	105	180
	For Sharing News About Things I Witness	40	50
	For Spreading the Ideas and Opinions I Approve By Retweeting Them	10	30
YOUTUBE PURPOSE OF USAGE	For Sharing Photos	0	5
	For Listening to Music	175	275
	For Watching Video Clips	170	270
	For Sharing Music	20	75
INSTAGRAM PURPOSE OF USAGE	For Watching Funny Videos	300	70
	For Watching Videos with Informative and Cultural Contents	50	75
	For Watching TV Programs I Missed	25	65
	For Sharing Selfies	155	200
INSTAGRAM PURPOSE OF USAGE	For Viewing Photos of My Friends	155	210
	For Sharing the Photos of Places I Discovered	60	85
	For Sharing the Photos of Places I Visited	75	80
	For Sharing the Photos of Food I Ate	10	15
	For Sharing the Photos of An Object I Created	20	20
	For Sharing Short Videos	10	15
	For Sharing the Photos on the Accounts of My Favourite Performers or Groups	5	5
	For Sharing Nature Photos I Like	5	20
	For Sharing Photos with Quotes I Like	0	0

Table 21. Gender Analysis on the First Social Media Account Platform for the Generation Y

		Gender		Total
		FEMALE	MALE	
FIRST SOCIAL MEDIA ACCOUNT	FACEBOOK	175	270	445
	TWITTER	15	25	40
	INSTAGRAM	0	20	20
Total Number of Answers Received		190	315	505

Female members of the Generation Y have been using the social media for 7.08 years and males have been using for 6.73 years on average.

Table 22. Generation Y/ Gender Average Duration of the Social Media Usage

Generation Y		Average Duration (Years)
Average Duration of the Social Media Usage	FEMALE	7.08
	MALE	6.73
Total		6.86

Table 23 shows the data on the social media platform that would still be used by members of the Generation Y even if a subscription fee was asked. Accordingly, female members stated that they would use Instagram and male members stated that they would use other social media platforms even if a subscription fee was asked. In addition, members from the Generation Y stated that YouTube would replace the conventional TV.

Table 23. The Platform Generation Y Would Continue to Use Even If Social Media Platforms Become Paid

Generation Y		Gender	
		FEMALE	MALE
Platform That Will Still Be Used If It Becomes Paid	FACEBOOK	55	125
	TWITTER	75	115
	YOUTUBE	65	140
	INSTAGRAM	105	60

Table 24. Opinions of the Generation Y on the Potential of YouTube in Replacing the Conventional TV

		GENDER	
		FEMALE	MALE
Would YouTube replace the conventional TV?	YES	110	215
	NO	80	100

Table 25 shows, based on genders, the data on the social media platforms subscribed by the members of the Generation X, the frequency of logins to social media accounts and the platforms used for access. Accordingly, the majority of males have an account on YouTube and Twitter, and the majority of females have

an account on Facebook and Instagram. Female members of the Generation X login to social media platforms more frequently than male members. Female members mostly use laptops for access while male members use other platforms.

Table 25. Gender Analysis on the Social Media Usage of the Generation X

		GENDER			
		FEMALE		MALE	
		Frequency	Percentage	Frequency	Percentage
4. On Which Social Media Platforms Do You Have An Account?	Facebook	230	51.11	220	48.89
	Twitter	70	46.67	80	53.33
	Instagram	95	57.58	70	42.42
	YouTube	15	42.86	20	57.14
5. How Often Do You Login to Your Social Media Accounts?	More Than 10 Times A Day	60	60.00	40	40.00
	5 to 10 Times A Day	95	65.52	50	34.48
	Less Than 5 Times A Day	40	47.06	45	52.94
	At Least Once A Day	15	27.27	40	72.73
6. Which Platform Do You Use For Access to Your Social Media Accounts?	I Login Every Day	30	31.58	65	68.42
	Desktop Computer	65	44.83	80	55.17
	Laptop	115	58.97	80	41.03
	Tablet	45	45.00	55	55.00
	Mobile Device	160	49.23	165	50.77

As a result of the Chi-Square Independence Test performed with the purpose of determining the statistical significance of these differences, it was observed that the differences on the frequency of login to social media platforms are statistically significant at a level of 0.1. It was found that female members of the Generation X login to social media platforms more frequently than male members. Other differences are coincidental.

Table 26 shows the data on the frequency of social media usage by the Generation X. Accordingly, female members of the Generation X login to Facebook more frequently than male members. The frequency of logins to other social media accounts are approximately at equal levels.

Table 26. Analysis on the Frequency of Social Media Usage by the Generation X

		GENDER			
		FEMALE		MALE	
		Percentage (%)		Percentage (%)	
FACEBOOK FREQUENCY OF USAGE	More Than 10 Times A Day	66.67	33.33		
	5 to 10 Times A Day	60.87	39.13		
	Less Than 5 Times A Day	58.82	41.18		
	At Least Once A Day	33.33	66.67		
	I Login Every Day	28.57	71.43		
	I Do Not Have A Facebook Account	25.00	75.00		
TWITTER FREQUENCY OF USAGE	More Than 10 Times A Day	50.00	50.00		
	5 to 10 Times A Day	71.43	28.57		
	Less Than 5 Times A Day	30.00	70.00		
	At Least Once A Day	28.57	71.43		
	I Login Every Day	50.00	50.00		
	I Do Not Have A Twitter Account	53.45	46.55		
YOUTUBE FREQUENCY OF USAGE	More Than 10 Times A Day	57.14	42.86		
	5 to 10 Times A Day	71.43	28.57		
	Less Than 5 Times A Day	57.14	42.86		
	At Least Once A Day	42.86	57.14		
	I Login Every Day	40.00	60.00		
	I Do Not Have An Instagram Account	47.17	52.83		
INSTAGRAM FREQUENCY OF USAGE	More Than 10 Times A Day	0.00	100.00		
	5 to 10 Times A Day	50.00	50.00		
	Less Than 5 Times A Day	50.00	50.00		
	At Least Once A Day	55.00	45.00		
	I Login Every Day	44.83	55.17		
	I Do Not Have A YouTube Account	51.61	48.39		

The frequency of Facebook account usage based on genders in Generation X show a statistically significant difference at a level of 0.1. Accordingly, female members of the Generation X login to Facebook more frequently than male members. Table 27 shows the data on the purposes of social media usage by the Generation Y.

Table 27. Analysis on the Purposes of Social Media Usage by the Generation X

		Gender	
		FEMALE	MALE
THE PURPOSE OF FACEBOOK USAGE	For Uploading Photographs	185	160
	For Sharing Videos	125	105
	For Location Tagging	75	40
	For Writing About My Feelings and Opinions on Certain Subjects	155	130
	For Chatting	80	75
	For Making New Friends	25	50
	For Finding Out What My Friends Are Doing	160	125
	For Sharing Information About Myself	50	25
THE PURPOSE OF TWITTER USAGE	For Joining the Groups About My Interests and Groups of People I Like	80	70
	For Sharing My Feelings and Opinions	50	180
	For Collecting Information on Certain Matters	65	85
	For Quick and Effective News Access	40	70
	For Sharing News About Things I Witness	25	15
THE PURPOSE OF YOUTUBE USAGE	For Spreading the Ideas and Opinions I Approve By Retweeting Them	5	20
	For Sharing Photos	10	0
	For Listening to Music	145	130
	For Watching Video Clips	95	90
	For Sharing Music	5	10
	For Watching Funny Videos	55	75
THE PURPOSE OF INSTAGRAM USAGE	For Watching Videos with Informative and Cultural Contents	25	55
	For Watching TV Programs I Missed	40	20
	For Sharing Selfies	80	75
	For Viewing Photos of My Friends	90	90
	For Sharing the Photos of Places I Discovered	50	20
	For Sharing the Photos of Places I Visited	35	10
	For Sharing the Photos of Food I Ate	5	0
	For Sharing the Photos of An Object I Created	15	10
For Sharing Short Videos	5	15	
	For Sharing the Photos on the Accounts of My Favourite Performers or Groups	10	5
	For Sharing Nature Photos I Like	5	5
	For Sharing Photos with Quotes I Like	0	0

Table 28. First Social Media Account Opened by the Generation X

		Gender	
		FEMALE	MALE
First Social Media Account	FACEBOOK	220	220
	TWITTER	5	10
	INSTAGRAM	5	5
	YOUTUBE	10	0
Total Number of Answers Received		240	235

Majority of the Generation X members opened their first social media account on Facebook. Female members of the Generation X have been using a social media account for 4.4 years and male members of the Generation X have been using them for 4.49 years on average.

Table 29. Average Duration of Social Media Usage by the Generation X

Average Duration of the Social Media Usage	Average Duration (Years)
FEMALE	4.40
MALE	4.49
Total	4.44

Females from the Generation X stated that they will continue to use Facebook even if it becomes paid. It would not be wrong to suggest that female members of this generation are more addicted to Facebook when compared with the male members. Majority of the Generation X members stated that YouTube would not replace the conventional TV.

Table 30. Platform That Will Still Be Used by the Generation X Even If It Becomes Paid

		Gender	
		FEMALE	MALE
Platform That Will Still Be Used Even If It Becomes Paid	FACEBOOK	185	145
	TWITTER	30	35
	YOUTUBE	30	35
	INSTAGRAM	25	20

Table 31. Analysis on Opinions of the Generation X on the Potential of YouTube in Replacing the Conventional TV

		GENDER	
		MALE	FEMALE
Would YouTube replace the Conventional TV?	YES	60	50
	NO	180	185
Total		240	235

IV. Conclusion

The developments experienced in the communication technologies have a direct impact on the life styles. Each new technology adds something to the preceding one and they create an influence on the life style of societies in different ways. The new generations adapt easier to the innovations when compared with the preceding generations and the new communication technologies and the new generations create a new world. The present study analysis the perceptions and habits of the members of the Generation X and the Generation Y about the social media that became popular in 2000s as a result of the developments in web 2.0 technologies. The biggest difference between the Generations X and Y is the way they use technologies. Members of the Generation X met with the internet and social media at their thirties, however the members of Generation Y met with the internet and social media at earlier ages. This situation had an impact on the social media adaptations of both generations.

As a result of the questionnaire applied in connection with the social media usage habits of the Generations X and Y, it was observed that there is no significant relationship between the social media usage and gender. Although there were some gender-based differences in the frequency of logins to social media accounts, it is not possible to suggest that "social media habits vary based on the gender" since the differences occur coincidentally.

There is a significant relationship between the social media usage and age. Members of the Generation Y use social media more frequently than members of the Generation X. Members of the Generation X use Facebook and do not use much other social media tools while members of the Generation Y use Twitter, Instagram and YouTube actively in addition to Facebook. In addition, members of the Generation Y have been using social media accounts longer than the Generation X. Generation X is prepared for paying a subscription fee for Facebook while Generation Y is prepared for paying a subscription fee for social media tools other than Facebook. Members of the Generation Y think that YouTube would replace the conventional TV channels, however members of the Generation X think YouTube would never replace the conventional TV channels.

Male members of the Generation Y use social media more frequently than female members who access to social media through laptops. Male members use Twitter and Facebook more, however, females and males are equal in terms of Instagram usage in Generation Y. YouTube is the social media platform where male members of this generation are dominant. Male members of the Generation Y use YouTube more than the female members. Female members prefer to watch funny videos more than the male members while male members of the Generation Y use YouTube for listening to music more than the female members. Members of the generation Y opened their first social media accounts on Facebook which is followed by Twitter and Instagram, respectively. Male members of the Generation Y states that they would pay for Facebook if it becomes paid, however female members of the generation stated that they would pay for Twitter.

The number of female members using Facebook is higher than the number of males in the Generation X. It is followed by Instagram. The number of female members using social media is higher than the number of males in Generation X. In brief, it was found that female members of the Generation X login to social media platforms more frequently than male members. The number of individuals who opened a Facebook account for the first time is equal with female and male members of the Generation X. The number of male members of the generation who subscribed to Twitter is higher than the females.

Male members of the Generation Y have been using the social media for 6.73 years while female members have been using it for 7.08 years. This duration is lower with the Generation X. The duration of social media usage is almost equal for male and female members of the Generation X. Male members have been using the social media for 4.49 years while female members have been using it for 4.40 years. The results show that social media usage is higher with the Generation Y and female members of this generation like social media more.

The findings obtained in the survey revealed that the social media is more popular among younger members of the Generation Y when compared with the Generation X. It shows that the Generation Y is more addicted to social media when compared with the Generation X. Members of the Generation Y who are the managers and businessmen of the future are the most important consumers of our day. Social media that has a very important mission in addressing them as consumers will leave pass this mission to the Generation Z in the future. Members of the Generation Z will become the potential consumers and top level positions in enterprises will be taken over by the Generation Y following the retirement of the Generation X. It is an inevitable fact that social media will have greater influenced on the social life in the future as members of the Generation Y will become both consumer and producer. The differences between two generations in terms of technology usage reflected to social media usage, thus it showed that it will affect the consumer habits in the future, too. It is a known fact that the social media consumption habits will develop to the favour of those who aggressively invest into the new communication technologies particularly including the social media. In addition to the media

consumption, advertising sector will also be affected, thus it shows the requirement of connection between the social media and all communication techniques that are used to address and convince consumers.

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