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Role of Social Media on Social Movements / Sosyal Medyanın Toplumsal Hareketler Üzerindeki Rolü

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ABSTRACT

Social media in use today by many individuals and is becoming increasingly common. This is reflected in the widespread use of social movements. So much so that social movements can occur in many areas began to be carried out through social media. In this study, the impact on social movements in recent times the increasing use of social media with new media technologies are examined. Research data from social media to determine the role of social movements as a result of the improved scale online applications developed by social media users were obtained from 124 people. The survey consists of eight demographic questions and 36 sentences consist of Likert-type. Overall reliability of the survey, 83.8% . Firstly to determine the impact of social media on social movements Factor Analysis was conducted and extracted 6 factors. After various comparative analyzes (independent samples t test, ANOVA) were applied.

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C83, C8, Z00