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Revista de Cercetare și Interventie Sociala

ISSN: 1583-3410 (print), ISSN: 1584-5397 (electronic)

INDIVIDUAL'S USE OF LEISURE AND SOCIAL MEDIA: THE CASE OF NORTHERN CYPRUS

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Revista de cercetare și intervenție socială, 2021, vol. 73, pp. 195-216

<https://doi.org/10.33788/rcis.73.11>

Published by:
Expert Projects Publishing House



On behalf of:
„Alexandru Ioan Cuza” University,
Department of Sociology and Social Work
and
HoltIS Association

REVISTA DE CERCETARE SI INTERVENTIE SOCIALA
is indexed by Clarivate Analytics (Social Sciences Citation Index),
SCOPUS and CROSSREF

Individual's Use of Leisure and Social Media: The Case of Northern Cyprus

Bahar OZTURK GUNGOR¹, Ibrahim OZEJDER², Savas GUNGOR³

Abstract

When we define human as a social being, we can say that one has to adapt to the society, and continue the life depending on that society. Individuals have formed some behavioral patterns in order to adapt to their environment. In Northern Cyprus, how the preferences of the individuals vary in their time, especially in terms of gender, age group, education level, the social media application preferred by the individual and how many hours they spend daily in this social media application, the individual's social media, the positive or negative relationship between usage reasons and social media addiction and leisure time were analysed. In order to obtain how the preferences of individuals vary in their free time especially during the pandemic a quantitative method was used. The positive or negative relationship between usage reasons and social media addiction and leisure time was analysed by comparing frequencies. The data obtained from the participants included in the study were statistically analyzed using the Statistical Package for Social Sciences (SPSS) 26.0 data analysis program. The distribution of the characteristics of the participants showed significant differences.

Keywords: leisure, modernization, capitalism, communication, social media, social interaction, social cohesion.

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Introduction

The concept of leisure, which is in the process of reproduction with modernization, especially in accordance with capitalism, has created different meaning and values. The perception and positioning of the concept of leisure from past to present has reached today. We can say that we need to examine and investigate historical processes in order to understand the differentiated understanding of the concept of leisure time as its belonging has become more visible with the modern period. Also, our social and cultural lives, which have changed with capitalism, have revealed our free-living spaces that have been formed within ourselves.

Literature review

The English word 'leisure' is derived from the Latin word 'licere', 'to be free' and 'to allow'. The word 'loisir', which means leisure in French, comes from the English words 'to allow' and 'freedom'. All these words express the absence of obligation, freedom of free preference, the time remaining after the work or mandatory duties are fulfilled (Torkildsen, 1992: 25). It is difficult to explain the concept of leisure time because it has different meanings for each individual. Leisure studies have always attracted the attention of researchers. The first studies approximately dated in 300 BC (Cordes, 2013: 1).

For example, according to Lafargue, he defends the view that the owner of the productive power does not think, but the employee has the right to live, uses expressions against the principle of "the right to work" and supports the right to leisure time through the "Right to Laziness". When we evaluate the "leisure time", which has come to the present day by increasing and showing tendencies from the past to the present, together with the consumption understanding, it is necessary to explain these attitudes and behaviors within the structuring consumption culture. According to this; It enables us to think that time can only be the work of a certain culture or a certain mode of production (Lafargue, 1999: 95). In this case, time necessarily submits to the same status as all goods produced and usable around this system of production: the status of private, public property, ownership, of exchange value, like all objects owned and transferable, alienated or free and produced in accordance with this systematic style (Baudrillard, 2004: 195). In fact, our desire at the basis of leisure time is related to our value, to return the value to leisure, to free time so that we can use our personal freedom. In our modernized day, time is being liberated only as an object, as a form of capital consisting of hours and days that everyone can use according to their wishes. According to Gorz, another thinker, he defines leisure time as meaning more liberation and autonomy. By defending the humane right to life as an inalienable and inalienable right, it argues that we should think about ways to break the understanding of work from the economized mindset. Undoubtedly, the concept of leisure time will have an important effect

if all mechanism elements that constrain the individual and restrict the situation of revealing the latent powers of the individual are kept in the background as a system or mechanic (Gorz, 1995: 127).

Nowadays, with the rapid introduction of modernization into our lives, we can say that the new structure of the work in the concept of leisure time has been restructured primarily with the concepts of social interaction consisting of more communication and equal sharing. Business and employment relations have turned into a buying and selling relationship between the employee and the employer. The goal is to increase production and ensure stability with a social interactionist approach. The newly formed notion of leisure could not separate the feeling of social cohesion that had been destroyed by industrialization from the old one. Leisure time has been associated with a materialistic lifestyle and has been seen as a means of social control. All of these developments were brought about by classes that needed leisure time to reproduce the state of work. In modern societies, people are both equal (legally) and unequal (economically and socially) (Beneton, 1991: 94). Social differences have become apparent depending on the production processes. The experiences of people, who have lived through different social processes, as well as leisure time, are thus diversified. The meaning and usage of leisure time has changed and this event shows that there are various understandings of the sociological relationship of leisure time. Especially with the development of technology today and during the pandemic, the use of social media has become one of the important issues among leisure practices.

The concept of leisure time has also changed with the capitalist system in the north of Cyprus. Especially today, the use of social media as a leisure practice is preferred by different age groups. Individual or social segments are confronted with more preferences in terms of leisure time, each with the tendency to consume the offered options, at the same time bringing with it the problem of discussing the individual's sovereignty over this time. The research on this is unique especially showing how it has changed after pandemic.

Methodology

In order to obtain how the preferences of individuals vary in their free time, especially in terms of gender, age group, education level, the social media application preferred by the individual and how many hours they spend daily in different social media applications, the quantitative method was used. The positive or negative relationship between usage reasons and social media addiction and leisure time was analysed by comparing frequencies. The data obtained from the participants included in the study were statistically analyzed using the Statistical Package for Social Sciences (SPSS) 26.0 data analysis program. The distribution of the demographic characteristics of the participants was determined by frequency analysis.

Before comparing the demographic characteristics of the participants in the study and their scores from the Leisure Attitude Scale, Social Media Use Goals Scale, and Social Media Addiction Scale, the compliance with the normal distribution was examined with Kolmogorov-Smirnov test, QQ plot and skewness-kurtosis values, and it was observed that it conformed to the normal distribution. In comparing the scores of the scales included in the study according to the demographic characteristics and communication skills of the participants, the independent sample T test was used if the independent variable was in two categories, and ANOVA was used if it had more than two categories, and the Tukey test was preferred as a further analysis.

Data Collection

The data of this study, was collected by using the Personal Information Form and 'Leisure Attitude Scale: LAS' developed by Ragheb and Beard in 1982 and adapted into Turkish by Akgül and Gürbüz as well as "Social Media Usage Reasons Scale" and "Social Media Addiction Scale" revised by Çömlekçi and Başol to measure social media usage reasons. The analysis is valid as the Cronbach alpha coefficients in the research conducted are shown in *Table 1*. The following range was taken into account when interpreting the reliability levels of the Cronbach alpha coefficient of the scale (Özdamar, 2004).

In the scope of the research, a survey titled "Leisure Time Use and Social Media" was conducted in Northern Cyprus. 6 districts of Northern Cyprus were selected as the sample in the survey study (Nicosia, Famagusta, Kyrenia, Morphou, Iskele and Lefke districts). There are 72 people from each district, and the total number of people participating in the survey is 432. Each participant was asked a 6-item demographic structure question. The participants were asked the question of "Leisure Attitude Scale" consisting of 36 items, "Social Media Usage Reasons Scale" consisting of 11 items and "Social Media Addiction Scale" consisting of 7 items. The relationship between leisure time attitudes, social media usage reasons and social media addiction of individuals living in Northern Cyprus was examined. In total, questions consisting of 54 items were asked to the participants. The number of people participating in the survey was determined as 8 times of the 54 items.

Results

Table 1. Independent Sample T Test Analysis Results of the Total Scores of the Participants in the Leisure Attitude Scale and its Sub-Dimensions According to the Gender Variable (n = 432)

	Gender	N	\bar{x}	s	t	p
Affective	Female	203	50.65	2.26	1.851	.065
	Male	229	51.06	2.29		
Cognitive	Female	203	50.60	3.12	1.192	.234
	Male	229	50.96	3.12		
Behavioral	Female	203	47.48	2.67	3.105	.477
	Male	229	47.66	2.72		
Leisure Attitude Scale	Female	203	148.74	6.54	.713	.132
	Male	229	149.69	6.50		

* $p < 0.05$

In *Table 1* the total scores of the participants according to the gender variable from the Leisure Attitude Scale and its sub-dimensions were compared using the independent sample t test. As can be seen in the table, the “Affective”, “Cognitive” and “Behavioral” sub-dimensions scores of the Leisure Attitudes Scale of the participants participating in the study show similarities, but there is no statistically significant difference between the gender variable (t-affective: 1.851 $p > 0.05$; 1.192 $p > 0.05$; behavioural; 3.105 $p > 0.05$).

Transparency society acts precisely with the logic of the performance society. There is no authority of domination that forces and exploits the subject of performance / achievement to work. He is his own master and entrepreneur. However, the disappearance of the authority of domination does not lead to real freedom and liberation from compulsion, because the performance subject exploits himself (Han, 2017: 70). For the capitalist system, we can say that it has a “kind of labour camp” atmosphere and that we are working, which is the basic truth of our lives. The social situation that depends on the industrial system has guided the energies of individuals to work, while it also blesses people to be disciplined, to work without question and to be active (Han, 2018: 14).

Table 2. The Descriptive Statistical Anova Test Analysis Results According to the Age Variable of the Total Scores of the Participants from the Leisure Attitude Scale and its Sub-dimensions (n = 432)

	Age	n	\bar{x}	s	Min	Max	F	P
Affective	17-34	98	51.20	2.62	47	60	1.359	.258
	35-59	239	50.77	2.16	47	60		
	over 60	95	50.75	2.17	46	60		
Cognitive	17-34	98	51.15	3.45	41	60	1.324	.267
	35-59	239	50.79	3.05	42	60		
	over 60	95	50.42	2.93	43	60		
Behavioral	17-34	98	48.02	3.08	43	56	2.226	.109
	35-59	239	47.35	2.58	42	56		
	over 60	95	47.69	2.52	41	56		
Leisure Attitude Scale	17-34	98	150.37	7.54	136	176	1.905	.150
	35-59	239	148.93	6.35	136	176		
	over 60	95	148.87	5.76	138	176		

In Table 2, the total scores of the participants according to the age variable from the Leisure Attitude Scale and its sub-dimensions were compared using the Anova test. When the Table 2 was examined, it was found that there was no statistically significant difference between the general scores of the Leisure Attitude Scale and the “Affective”, “Cognitive”, and “Behavioral” scores of the participants included in the study according to their age (t-affective: 1.359 $p > 0.05$ cognitive: 1.324 $p > 0.05$; behavioural; 2.226 $p > 0.05$). Regardless of age groups, participants’ overall score of Leisure Attitude Scale and sub-dimension scores are similar.

The modern period has been formed after social transformations. Perhaps the most active production process of modernity has become evident in business and work areas. We can say that with the transformation in working methods and business rules, modernity has created a leap forward for the material increase. This approach has revealed new formations in various fields of economics, social, family, urban space, leisure time. With the 18th century, transformations in the business and study field have gained a great change. During the 1700s, Puritan work ethic, business and family responsibility were re-established within the framework of Martin Luther’s religious thought. Puritanism, which regards leisure time as a time of “idleness” and “waste”, defined idleness, spending hedonism (pleasure), and the state of idleness as sin. In addition to Puritanism, working life has become increasingly prescriptive and oppressive under the leadership of Taylorist rules. People who lived in 19th century Western Europe witnessed perhaps the most difficult and difficult working conditions in history. These people were made to believe that working is a moral act and that it is sacred. Interest groups and bosses

who have earned and profited from working have also transformed the industrial society into a labour camp by ensuring that group work is organized in an organized manner. Along with the changes in the social environment, most people's lifestyle has changed to meet their basic life needs, to increase their leisure time and quality of life (Chen & Chiu, 2018, 129).

Table 3. Descriptive Statistics Anova Test Analysis Results According to the Educational Status Variable of the Total Scores of the Participants from the Leisure Attitude Scale and its Sub-dimensions (n = 432)

	Education	n	\bar{x}	s	Min	Max	F	p
Affective	Primary	13	51.61	2.39	49	57	14.290	.000*
	Secondary	42	50.80	1.72	48	55		
	High School	61	50.73	1.61	48	55		
	Assoc. Deg.	66	49.96	1.50	46	54		
	Undergraduate	135	50.11	1.50	47	57		
	Master	71	52.09	3.06	49	60		
	PhD	44	52.59	3.09	48	60		
Cognitive	Primary	13	46.23	3.05	42	53	12.730	.000*
	Secondary	42	50.47	2.96	44	55		
	High School	61	50.03	2.30	44	56		
	Assoc. Deg.	66	50.56	2.52	44	55		
	Undergraduate	135	50.43	3.13	41	57		
	Master	71	52.08	3.08	49	60		
	PhD	44	52.88	2.97	49	60		
Behavioral	Primary	13	46.93	2.36	44	51	79.052	.000*
	Secondary	42	46.95	1.30	44	50		
	High School	61	46.68	1.52	43	50		
	Assoc. Deg.	66	46.15	1.39	43	49		
	Undergraduate	135	46.20	1.71	41	50		
	Master	71	50.53	2.44	45	56		
	PhD	44	51.20	2.50	47	56		

Leisure Attitude Scale	Primary	13	144.76	4.62	137	152	37.106	.000*
	Secondary	42	148.23	4.40	139	158		
	High School	61	147.45	3.50	139	155		
	Assoc. Deg.	66	146.68	3.47	139	153		
	Undergraduate	135	146.75	3.89	136	157		
	Master	71	154.71	8.18	146	176		
	PhD	44	156.68	8.04	146	176		

In *Table 3*, the total scores obtained from the Leisure Attitude Scale and its sub-dimensions according to the education levels of the participants were compared using the Anova test. When the table 3 was examined, it was found that there was a statistically significant difference between the general scores of the Leisure Attitude Scale and the “Affective”, “Cognitive”, and “Behavioral” sub-dimension scores of the participants included in the study according to their education levels (Dual: 14,290 $p < 0.05$; Psychocognitive: 12.730 $p < 0.05$; F behavioural, 79.052 $p < 0.05$). According to the results of the Tukey Post-Hoc test, the scores of the “Affective” sub-dimension of the scale are significantly higher than the scores of the “Affective” sub-dimension of the participants whose education level is secondary school, high school and Assoc. Deg. graduates. It was determined that the scores of the participants with doctorate education in the “Affective” sub-dimension of the scale were statistically significantly higher than the scores of the “Affective” sub-dimension of the participants whose education level was secondary school, high school and Assoc. Deg. graduates.

It was determined that the scores of the primary school graduate participants from the “Cognitive” sub-dimension of the scale differed statistically significantly from the scores of the “Cognitive” sub-dimension of the scale of the participants with other education levels and were against the primary school graduates. In this context, it was determined that the primary school graduates’ mean scores from the “Cognitive” sub-dimension of the scale were lower. The “Cognitive” sub-dimension of the scale was found to be statistically significantly higher than the scores of the “Cognitive” sub-dimension of the high school, associate and undergraduate students. It was determined that the scores obtained by the PhD graduate participants from the “Cognitive” sub-dimension of the scale were statistically significantly higher than the scores of the “Cognitive” sub-dimension of the participants with secondary, high school, Assoc. Deg. and undergraduate education levels.

The scores of the “Behavioral” sub-dimension of the scale were found to be statistically significantly higher than the scores of the “Behavioral” sub-dimension of the participants with primary, secondary, high school, associate and undergraduate degrees. It was determined that the scores of the PhD graduate participants from the “Behavioral” sub-dimension of the scale were statistically

significantly higher than the scores of the “Behavioral” sub-dimension of the participants whose education level was primary school, secondary school, high school, Assoc. Deg. and bachelor’s degree.

It was determined that the scores of the participants who took part in the study from the Leisure Time Attitude Scale were statistically significantly higher than the scores of the participants with primary, secondary, high school, associate and undergraduate degrees from the Leisure Time Attitude Scale. It was determined that the scores of the participants who participated in the study with a doctorate degree from the Leisure Time Attitude Scale were statistically significantly higher than the scores obtained from the Leisure Time Attitude Scale by the participants with primary, secondary, high school, associate and undergraduate degrees.

Table 4. The Descriptive Statistics Anova Test Analysis Results of the Total Scores of the Participants from the Leisure Attitude Scale and its Sub-dimensions according to the Region of Residence Variable (n = 432)

	Region	n	\bar{x}	s	Min	Max	F	p
Affective	Nicosia	72	50.04	1.04	48	53	6.317	,000*
	Famagusta	72	51,20	1.69	48	55		
	Kyrenia	72	51.00	1.59	48	57		
	Morphou	72	50.13	1.17	49	55		
	iskele	72	51.73	4.26	46	60		
	Lefke	72	51.09	1.84	47	55		
Cognitive	Nicosia	72	50.88	1.87	44	55	2.314	.043*
	Famagusta	72	51.11	2.37	44	56		
	Kyrenia	72	51.33	2.34	46	60		
	Morphou	72	50.59	2.22	43	55		
	iskele	72	49.77	5.45	41	60		
	Lefke	72	51.06	2.90	42	57		
Behavioral	Nicosia	72	47.54	2.18	41	52	11.525	.000*
	Famagusta	72	48.00	2.53	44	54		
	Kyrenia	72	47.77	2.50	44	56		
	Morphou	72	45.63	1.98	42	51		
	iskele	72	48.63	3.54	45	56		
	Lefke	72	47.88	2.23	44	54		

Leisure Attitude Scale	Nicosia	72	148.47	2.44	142	154	4.276	.001*
	Famagusta	72	150.31	5.22	138	162		
	Kyrenia	72	150.11	4.97	141	173		
	Morphou	72	146.37	3.46	137	157		
	Iskele	72	150.15	12.37	136	176		
	Lefke	72	150.05	4.87	139	159		

In *Table 4*, the total scores of the participants from the Leisure Attitude Scale and its sub-dimensions according to the variable of their region of residence were compared using the Anova test. When the *Table 4* was examined, it was found that there is a statistically significant difference between the general scores of the Leisure Attitude Scale and the “Affective”, “Cognitive”, and “Behavioral” subscale scores of the participants included in the study according to the districts they reside in (F Sensitive: 6.317 p <0.05; Psychocognitive: 2.314 p <0.05; F behavioural, 11.525 p <0.05). According to the results of the Tukey Post-Hoc test, it was determined that the scores of the participants residing in Famagusta and Iskele regions from the “Affective” sub-dimension of the scale were statistically significantly higher than the “Affective” sub-dimension scores of the participants residing in Morphou and Nicosia. It was determined that the scores of the participants from the Kyrenia region in the “Cognitive” sub-dimension of the scale were statistically significantly higher than the scores of the “Cognitive” sub-dimension of the participants from the Iskele region. It was also determined that the scores of the participants from the Morphou region in the “Behavioral” sub-dimension of the scale differed statistically significantly from the scores of the “Behavioral” sub-dimension of the scale of the participants from other regions and were against the participants from the Morphou region. However, the scores of the participants from the Morphou region in the Leisure Attitude Scale differed statistically significantly from the scores of the participants from Famagusta, Kyrenia Pier and Lefke regions from the Leisure Attitude Scale and were against the participants from the Morphou region.

Table 5. The Descriptive Statistics Anova Test Analysis Results According to the Social Media Applications Variable the Participants Preferred Daily Use of the Total Scores they got from the Leisure Attitude Scale and its Sub-dimensions (n = 432)

	Preference	n	\bar{x}	s	Min	Max	F	P
Affective	WhatsApp	23	53.17	3.92	49	60	7.439	.000*
	Instagram	107	50.93	2.71	47	60		
	YouTube	105	50.67	1.74	47	57		
	Twitter	24	51.33	1.76	48	55		
	Facebook	173	50.57	1.85	46	60		

Cognitive	WhatsApp	23	53.34	3.82	49	60	5.063	.001*
	Instagram	107	50.80	3.63	41	60		
	YouTube	105	50.24	2.94	42	55		
	Twitter	24	51.37	1.52	49	55		
	Facebook	173	50.70	2.79	43	60		
Behavioral	WhatsApp	23	51.34	2.93	47	56	25.892	.000*
	Instagram	107	47.72	2.88	43	56		
	YouTube	105	47.04	2.05	41	52		
	Twitter	24	50.33	1.60	47	53		
	Facebook	173	46.93	2.36	42	56		
Leisure Attitude Scale	WhatsApp	23	157.86	10.36	147	176	16.129	.000*
	Instagram	107	149.46	7.91	136	176		
	YouTube	105	147.97	4.36	138	160		
	Twitter	24	153.04	4.23	146	161		
	Facebook	173	148.24	5.16	137	176		

In *Table 5*, the total scores of the Leisure Attitude Scale and its sub-dimensions according to the social media tool that participants prefer to use daily were compared using the Anova test. When the table 5 was examined, it was seen that there is a statistically significant difference between the general scores of the Leisure Attitude Scale and the scores of the “Affective”, “Cognitive”, and “Behavioral” sub-dimensions of the scale according to the social media tool that the participants included in the study prefer to use daily. It was determined (F emotional: 6.317 $p < 0.05$; Psychocognitive: 5.063 $p < 0.05$; F Behavioral; 25.892 $p < 0.05$). According to the results of the Tukey Post-Hoc test, the scores obtained from the “Affective” sub-dimension of the scale by the participants who preferred to use the WhatsApp application most from social media tools were found to be statistically significantly higher than the “Affective” sub-dimension scores of the participants who preferred other social media applications.

It was also determined that the scores of the participants who preferred to use WhatsApp application most from social media tools from the “Cognitive” sub-dimension of the scale were statistically significantly higher than the “Cognitive” sub-dimension scores of the participants who preferred Instagram, YouTube and Facebook social media applications. However, the scores of the participants who preferred to use WhatsApp application most among social media tools from the “Behavioral” sub-dimension of the scale were statistically significantly higher than the “Behavioral” sub-dimension scores of the participants who preferred Instagram, YouTube and Facebook social media applications. Also, the scores of the participants who preferred to use WhatsApp application most from social

media tools from the Leisure Attitude Scale were statistically significantly higher than the scores of the participants who preferred Instagram, YouTube and Facebook social media applications from the Leisure Attitude Scale.

The use of social media, which has become an indispensable part of daily life for individuals. They are websites where users can create their own profiles and connect with other individuals and share content such as information, audio, video and photos. According to Boyd & Ellison (2007: 211), social media means; has a list of users that they can share their links with. According to another definition, social media are websites that enable users to communicate only with people they know on the internet or with people they know outside of the internet (Zarella, 2010: 53). Today, thanks to the social media platforms that form a wide network, it can quickly share the views of millions of people from different countries of the world verbally, audibly and visually (Lister et a, 2009, 87). Social media is actually a tool that enables users to share. Social media can be defined as the activities and behaviours that emerge as a result of information and opinions shared online (Karakose et al., 2016, 94). Individuals share their thoughts, activities, likes, and various events in their lives with other individuals with the help of social media. With the spread of social media especially during the pandemic, the life of the individual becomes more appealing to the masses. Conversely, the use of the media to reach individuals has also increased. In the globalizing world, the change in information and communication technologies has become an indispensable part of life and appears in many parts of daily life with the effect of social media (Bicen & Taspolat, 2019, 116).

Table 6. The Descriptive Statistics Anova Test Analysis Results of the Total Scores of the Participants from the Leisure Attitude Scale and its Sub-Dimensions According to the Daily Social Media Usage Time Variable (n = 432)

	Hour	n	\bar{x}	S	Min	Max	F	P
Affective	1-3	119	52.17	3.09	47	60	35.126	.000*
	4-6	287	50.27	1.58	46	57		
	7-9	26	51.50	1.79	49	57		
Cognitive	1-3	119	52.26	3.09	47	60	21.458	.000*
	4-6	287	50.33	2.83	41	57		
	7-9	26	49.19	4.02	42	55		
Behavioral	1-3	119	50.61	2.60	45	56	210.940	.000*
	4-6	287	46.31	1.59	41	50		
	7-9	26	47.73	1.51	45	51		
Leisure Attitude Scale	1-3	119	155.05	8.30	141	176	93.408	.000*
	4-6	287	146.91	3.83	136	157		
	7-9	26	148.42	4.40	139	158		

As can be seen in *Table 6*, the total scores of the participants from the Leisure Attitude Scale and its sub-dimensions according to their daily social media usage hours were compared using the Anova test. When the *Table 6* was examined, it was determined that there is a statistically significant difference between the general scores of the Leisure Attitude Scale and the “Affective”, “Cognitive”, and “Behavioral” subscale scores of the participants included in the study, according to their daily social media usage hours (F) 35,126 $p < 0.05$; Psychocognitive: 21.458 $p < 0.05$; F Behavioral, 210.940 $p < 0.05$). According to the results of the Tukey Post-Hoc test, the scores obtained from the “Affective” sub-dimension of the scale of the participants who spend 1 to 3 hours daily on social media are statistically significant from the scores of the “Affective” sub-dimension of the participants who spend 4 to 6 hours on social media. It was found to be high. Another finding obtained is that the scores of the participants who spent 7 to 9 hours on social media from the “Affective” sub-dimension of the scale were statistically significantly higher than the scores of the participants who spent 4 to 6 hours on social media from the “Affective” sub-dimension of the scale.

Another difference according to the daily social media usage hours of the participants included in the study is that the scores of the participants who use daily social media for 1 to 3 hours from the Leisure Attitude Scale, “Cognitive”, and “Behavioral” sub-dimension scores are 4 to 6 hours and 7 to 7. It was determined that the participants who used social media daily for 9 hours were statistically significantly higher than the scores obtained from the Time Attitude Scale, “Cognitive”, and “Behavioral” sub-dimension scores.

For industrial production, with the importance of machines on a large scale, while minimizing the working time of the individual, it enabled to increase the leisure time. The increase in leisure time increases at the same time as technological development and increase in production. With the technological development, production has gained an indicator both in series and in power. The effective use of machinery in production has minimized the need for mobile manpower and has highlighted the effect of providing more management and administration. This situation has also brought us to the situation of reducing the working time. Leisure time has become important for employees. Now, one of the main goals of the capitalist system, perhaps the most important, is to ‘conquer’ all kinds of leisure time, whether it was created through social struggles or directly through technological advances” (Argin, 1992: 36).

Table 7. Independent Sample T Test Analysis Results According to the Gender Variable of the Total Scores of the Participants' Social Media Usage Reasons Scale and Social Media Addiction Scale (n = 432)

	Gender	N	\bar{x}	s	t	p
Social Media Usage Reasons Scale	Woman	203	3,95	,781	,812	,417
	Male	229	4,01	,735		
Social Media Addiction Scale	Woman	203	3,13	1,275	,919	,357
	Male	229	3,24	1,340		

* $p < 0.05$

In Table 7, the scores of the participants from the Social Media Reasons Scale and Social Media Addiction Scale according to the gender variable were compared using the independent sample t test. As seen in the table, although the scores of the participants in the study from the Social Media Use Reasons Scale and Social Media Addiction Scale show similarity, there is no statistically significant difference between the gender variable (t use: .812 $p > 0.05$; .919 $p > 0.05$).

Table 8. The Descriptive Statistics Anova Test Analysis Results According to the Age Variable of the Total Scores of the Participants from the Social Media Usage Purpose Scale and the Social Media Addiction Scale (n = 432)

	Age	n	\bar{x}	s	Min	Max	F	p
Social Media Usage Reasons Scale	17-34	98	3,85	,780	2	5	3,741	,025*
	35-59	239	4,07	,716	2	5		
	over 60	95	3,90	,808	2	5		
Social Media Addiction Scale	17-34	98	2,84	1,321	1	5	4,757	,009*
	35-59	239	3,32	1,208	1	5		
	over 60	95	3,22	1,482	1	5		

In Table 8, the scores of the participants from the Social Media Usage Reasons Scale and the Social Media Addiction Scale according to the age variable were compared using the Anova test. When the table 8 was examined, it was found that there is a statistically significant difference in the scores of the participants included in the study from the Social Media Purpose Scale and Social Media Addiction Scale (F usage: 3.741 $p < 0.05$; Famaç: 4.757 $p < 0.05$). According to the results of the Tukey Post-Hoc test, the scores of the participants between the ages of 35 and 39 from the Social Media Use Reasons Scale and the Social Media Addiction Scale are statistically significantly higher than the scores obtained by

the participants between the ages of 17 and 34 from the Social Media Use Reasons Scale and Social Media Addiction Scale. It has been determined.

Table 9. The Descriptive Statistical Anova Test Analysis Results According to the Educational Status Variable of the Scores of the Participants from the Social Media Usage Reasons Scale and the Social Media Addiction Scale (n = 432)

	Education	n	\bar{x}	S	Min	Max	F	p
Social Media Reasons scale	Primary	13	4.50	.184	4	5	953.834	.000*
	Secondary	42	4.51	.142	4	5		
	High School	61	4.42	.126	4	5		
	Assoc. Deg.	66	4.39	.122	4	5		
	Undergraduate	135	4.40	.115	4	5		
	Master	71	2.74	.325	2	3		
	PhD	44	2.82	.331	2	4		
Social Media Addiction Scale	Primary	13	4.71	.000	5	5	16104.044	.000*
	Secondary	42	4.70	.047	5	5		
	High School	61	3.83	.053	4	4		
	Assoc. Deg.	66	3.82	.070	4	4		
	Undergraduate	135	3.77	.074	4	4		
	Master	71	1.07	.127	1	2		
	PhD	44	1.09	.135	1	1		

According to the education level of the participants, the scores of the Social Media Use Reasons Scale and the Social Media Addiction Scale were compared using the Anova test. When the Table 9 was examined, it was found that there is a statistically significant difference between the Social Media Reasons Scale and Social Media Addiction Scale scores according to the education levels of the participants included in the study (F use: 953.834 p <0.05; Famaç: 16104.044 p <0, 05). According to the results of the Tukey Post-Hoc test, the scores of the Social Media Use Reasons Scale and the Social Media Addiction Scale by the participants with a graduate education level, the Social Media Use Purpose Scale and Social Media Addiction of the participants whose education level is primary school, secondary school, high school and Assoc. Deg. graduates. It is statistically significantly higher than the scores they got from the scale. It was determined that the scores of Social Media Use Reasons Scale and Social Media Addiction Scale of the participants with a doctorate education level were statistically significantly higher than the scores of the Social Media Use Reasons Scale and Social Media Addiction Scale of the participants with primary, secondary, high school and Associate Degree graduates. The phenomenon of leisure time is becoming

increasingly important today and is at the centre of the life of people of all societies. With the rise of production and welfare society as a result of capitalism, leisure time has also increased and how to use this time has become a problem especially during the pandemic and it is clear that education during the pandemic has a great influence on the user to spend their leisure time more on social media.

Table 10. The Descriptive Statistics Anova Test Analysis Results of the Scores of the Participants from the Social Media Usage Purpose Scale and Social Media Addiction Scale According to the Region of Residence Variable (n = 432)

	Region	n	\bar{x}	S	Min	Max	F	P
Social Media Usage Reasons Scale	Nicosia	72	3,58	,887	2	5	8,547	,000*
	Famagusta	72	3,79	,851	2	5		
	Kyrenia	72	4,02	,709	2	5		
	Morphou	72	4,09	,717	2	5		
	İskele	72	4,16	,507	3	5		
	Lefke	72	4,25	,611	2	5		
Social Media Addiction Scale	Nicosia	72	2,54	1,445	1	5	6,936	,001*
	Famagusta	72	2,91	1,414	1	5		
	Kyrenia	72	3,22	1,275	1	5		
	Morphou	72	3,44	1,181	1	5		
	İskele	72	3,48	1,173	1	5		
	Lefke	72	3,53	1,069	1	5		

The total scores of the participants from the Social Media Reasons Scale and the Social Media Addiction Scale according to the variable of their region of residence were compared using the Anova test.

When the table 10 was analysed, it was determined that there is a statistically significant difference between the scores of the Social Media Reasons Scale and Social Media Addiction Scale according to the districts in which the participants are residing (F usage: 8.547 p <0.05; Famaç: 6.936 p <0.05). According to the results of the Tukey Post-Hoc test, the scores obtained from the Social Media Use Reasons Scale and Social Media Addiction Scale of the participants residing in the Nicosia region, the Social Media Use Reasons Scale and the Social Media Addiction Scale by the participants who live in Kyrenia, Morphou, İskele and Lefke regions. It was determined that there is a statistically significant difference between the scores. It was determined that the scores of the participants residing in the Nicosia region from the Social Media Purpose Scale and Social Media Addiction Scale were significantly low.

Table 11. The Descriptive Statistics Anova Test Analysis Results According to the Social Media Applications Variable the Participants Prefer to Use Daily Scores of Social Media Usage Reasons Scale and Social Media Addiction Scale (n = 432)

	Preference	n	\bar{x}	s	Min	Max	F	p
Social Media Usage Reasons Scale	WhatsApp	23	2.83	.332	2	4	44.095	.000*
	Instagram	107	4.08	.689	2	5		
	YouTube	105	4.12	.712	2	5		
	Twitter	24	2.80	.265	2	3		
	Facebook	173	4.16	.626	2	5		
Social Media Addiction Scale	WhatsApp	23	1.06	.103	1	1	53.594	.000*
	Instagram	107	3.19	1.128	1	4		
	YouTube	105	3.64	1.245	1	5		
	Twitter	24	1.09	.110	1	1		
	Facebook	173	3.48	1,066	1	5		

The scores obtained from the Social Media Purpose Scale and Social Media Addiction Scale were compared using the Anova test according to the social media tool that participants prefer to use daily.

When the Table 11 was examined, it was determined that there is a statistically significant difference between the Social Media Purpose Scale and Social Media Addiction Scale scores according to the social media tool that the participants included in the study most prefer to use daily (Fuse: 44.095 p <0.05; Famaç: 53.594 p <0.05). According to the results of the Tukey Post-Hoc test, the scores obtained from the Social Media Purpose Scale and Social Media Addiction Scale of the participants who prefer to use Instagram, YouTube and Facebook applications most of the social media tools, Social Media Usage Reasons of the participants who prefer WhatsApp and Twitter social media applications It was also determined that it is statistically significantly higher than the scale and Social Media Addiction Scale.

Table 12. The Descriptive Statistics Anova Test Analysis Results of the Total Scores of the Participants from the Social Media Usage Purpose Scale and Social Media Addiction Scale According to the Daily Social Media Usage Hours Variable (n = 432)

	Hour	n	\bar{x}	S	Min	Max	F	P
Social Media Usage Reasons Scale	1-3	119	2.84	.460	2	5	1365.521	.000*
	4-6	287	4.40	.166	3	5		
	7-9	26	4.52	.155	4	5		

Social Media Addiction Scale	1-3	119	1.19	.564	1	4	1902.096	.000*
	4-6	287	3.90	.345	1	5		
	7-9	26	4.51	.366	4	5		

As can be seen in *Table 12*, according to the daily social media usage hours of the participants, the scores obtained from the Social Media Purpose Scale and Social Media Addiction Scale were compared using the Anova test. It was found that there is a statistically significant difference between the scores of the Social Media Reasons Scale and Social Media Addiction Scale according to the daily social media usage hours of the participants included in the study (F usage: 1365.521 p <0.05; Famaç: 1902, 096 p <0.05). According to the results of the Tukey Post-Hoc test, the scores obtained from the Social Media Purpose Scale and Social Media Addiction Scale of the participants who spend 1 to 3 hours daily on social media, the participants who spent 4 to 6 hours and 7 to 9 hours on social media It was determined that there was a statistically significant difference from the scores they got from the Media Use Reasons Scale and Social Media Addiction Scale. In line with the findings obtained, the Social Media Purpose Scale and Social Media Addiction Scale of the participants who spend 4 to 6 hours and 7 to 9 hours of time on social media, the Social Media Usage Purpose Scale of the participants who spend 1 to 3 hours daily on social media and It was found that they were significantly higher than the scores they got from the Social Media Addiction Scale.

Discussion

In Northern Cyprus, the scores of the “Behavioral” sub-dimension of the Leisure Attitude Scale by the graduate graduates participating in the study are statistically significantly higher than the scores of the “Behavioral” sub-dimension of the participants whose education level is primary school, secondary school, high school, Assoc. Deg. and bachelor’s degree has been determined. It was determined that the scores of the PhD graduate participants from the “Behavioral” sub-dimension of the scale were statistically significantly higher than the scores of the “Behavioral” sub-dimension of the participants whose education level was primary school, secondary school, high school, associate degree and bachelor’s degree.

In Northern Cyprus, it was determined that the scores obtained from the Leisure Attitude Scale by the doctorate graduate participants participating in the study were statistically significantly higher than the scores of the participants whose education level was primary school, secondary school, high school, Assoc. Deg.

and bachelor's degree from the Leisure Time Attitude Scale. It was also determined that the scores obtained from the Leisure Time Attitude Scale by the doctorate graduate participants participating in the study were statistically significantly higher than the scores obtained from the Leisure Time Attitude Scale by the participants whose education level was primary school, secondary school, high school, associate degree and bachelor's degree. Another difference according to the Daily Social Media Usage Hours of the participants in the study in Northern Cyprus is the scores of the participants who use Daily Social Media between 1 and 3 hours from the Leisure Attitude Scale, "Cognitive" and "Behavioral" sub-dimension scores, 4 to 6 hours and 7 to 9 hours of daily use of social media were found to be statistically significantly higher than the scores of the Time Attitude Scale, "Cognitive", and "Behavioral" sub-dimension scores.

Moreover, the scores obtained from the "Behavioral" sub-dimension of the scale by the participants who preferred to use WhatsApp application most among the social media tools in Northern Cyprus were statistically significantly higher than the "Behavioral" sub-dimension scores of the participants who preferred Instagram, YouTube and Facebook social media applications.

A human being, a social entity, is a part of society throughout his life and wants to be in direct contact with people that is to socialize. The rapid development and change in communication technologies has changed the concept of socialization especially during the pandemic. The concept of socialization has gained a new meaning in the form of people coming together on internet platforms, that is, meeting and communicating in the virtual world (Dikbiyik, 2016: 28). However, the scores obtained from the Leisure Attitude Scale of the participants who preferred to use the WhatsApp application most among social media tools were statistically significantly higher than the scores of the participants who preferred Instagram, YouTube and Facebook social media applications from the Leisure Attitude Scale.

The scores of the participants residing in Famagusta and Iskele regions from the "Affective" sub-dimension of the scale were found to be statistically significantly higher than the "Affective" sub-dimension scores of the participants residing in Morphou and Nicosia. In Northern Cyprus, the scores of the participants from the Kyrenia region in the "Cognitive" sub-dimension of the scale were found to be statistically significantly higher than the "Cognitive" sub-dimension scores of the participants from the Iskele region. In Northern Cyprus, it was found out that the scores of the participants from the Morphou region in the "Behavioral" sub-dimension of the scale showed a statistically significant difference from the "Behavioral" sub-dimension scores of the participants from other regions and was against the participants from the Morphou region. Also, the scores obtained from the Leisure Attitude Scale of the participants from the Morphou region showed a statistically significant difference from the scores of the participants from Famagusta, Kyrenia Pier and Lefke regions from the Leisure Attitude Scale and was against the participants from the Morphou region.

Furthermore, in Northern Cyprus, the scores of the Social Media Use Reasons Scale and Social Media Addiction Scale by the participants whose education level is a master's degree are statistically significant from the Social Media Usage Reasons Scale and Social Media Addiction Scale of the participants whose education level is primary school, secondary school, high school and Assoc. Deg. graduates. significantly high. It was determined that the scores of the Social Media Use Reasons Scale and Social Media Addiction Scale of the participants with a doctorate education level were statistically significantly higher than the scores of the Social Media Use Reasons Scale and Social Media Addiction Scale of the participants whose education level was primary, secondary, high school and Assoc. Deg. graduates. Social media aims to reveal data-based and highly dynamic issues over transmission (Walsh, 2020 849). The scores of the participants residing in Nicosia in Northern Cyprus from the Social Media Use Reasons Scale and Social Media Addiction Scale are statistically significant among the scores obtained from the Social Media Use Reasons Scale and Social Media Addiction Scale by the participants residing in Kyrenia, Morphou, İskele and Lefke regions. It was also determined that there is a difference in level. It was determined that the scores of the participants residing in the Nicosia region from the Social Media Purpose Scale and Social Media Addiction Scale were significantly low.

Social Media Usage Purpose Scale and Social Media Addiction Scale of the participants who prefer to use Instagram, YouTube and Facebook applications among social media tools in Northern Cyprus, Social Media Usage Purpose Scale and Social Media Addiction of the participants who prefer WhatsApp and Twitter social media applications It was found that the scale scores were statistically significantly higher. The age of the participants participating in the study is statistically higher than the scores obtained from the Social Media Use Reasons Scale and Social Media Addiction Scale by the participants between the ages of 35 and 39, and the scores obtained by the participants between the ages of 17 and 34 from the Social Media Use Reasons Scale and Social Media Addiction Scale. has been determined

Social Media Usage Reasons Scale and Social Media Addiction Scale of participants who spend 1 to 3 hours a day on social media in Northern Cyprus, Social Media Usage Reasons Scale of participants who spend 4 to 6 hours and 7 to 9 hours on social media, and It was determined that there was a statistically significant difference from the scores they got from the Social Media Addiction Scale. In line with the findings obtained, the Social Media Purpose Scale and Social Media Addiction Scale of the participants who spend 4 to 6 hours and 7 to 9 hours of time on social media, the Social Media Usage Reasons Scale of the participants who spend 1 to 3 hours daily on social media and It was found that they were significantly higher than the scores they got from the Social Media Addiction Scale.

Conclusion

Within the scope of the research, when the Leisure Attitude Scale and its sub-dimensions were examined in line with the findings obtained in Northern Cyprus, it was determined that there was no statistically significant difference in terms of gender and age variables. However, when the sub-dimensions of the scale were examined, it was concluded that there was a significant difference between the educational status of the participants, their region of residence, the social media applications they preferred to use daily and the daily social media usage hours.

Furthermore, it was determined that there was no significant difference according to the gender variable of the participants in the analyses of the Social Media Usage Reasons Scale and Social Media Addiction Scale used in Northern Cyprus. However, in line with the analyses performed on the Social Media Use Reasons Scale and the Social Media Addiction Scale, it was concluded that there was a significant difference between the age, education status, region of residence, social media applications they preferred to use daily and daily social media usage hours.

Recommendations

The use of Social Media and Social Media addiction in Northern Cyprus differ according to the age groups of individuals. This situation can be examined in depth with different research methods. In order for individuals to spend their leisure time more efficiently and effectively in Northern Cyprus, these relational scans can be carried out with different measurement tools. Also, it can create public spots to raise awareness of individuals so that they can spend their leisure time more efficiently.

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