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THE ROLE OF SOCIAL MEDIA ON TIME MANAGEMENT OF UNIVERSITY STUDENTS

Abstract:

Time as a relative notion being perceived and interpreted differently for everyone, is influenced by the position and conditions as well. The importance of the time usually understood by people when irreversible results occur. People make a habit of work without planning because of the lack of consciousness, system and strategy about managing the time. However time which is thought that spending without control of individual means nothing after it is been spent, in fact to order and manage the time is possible. Currently, individuals who can not audit their time getting face to face with negative ceses in various fields. These cases cause motivation decrease and stress increase and sometimes lack of satiety and success. In the case of time management slef confidence of individuals would rise and the time they allow for personal development increase thus accrual of productivity and performance would lead progress on career.

Currently social media is the first reason for youngsters complicating to control and manage their efficient time. While there is is a differentation at social media usage purpose, time limit as a result of social media usage and avoidance of responsibilities are similar. Spending most of their times at share platforms at internet for individuals actually cause to postpone or cancel their duties. Thus university students might have difficulties about management of time.

This study is focused on how university students in Konya manage their time and determination of the role of social media at this management. In this context, its is examined that if the students use their time in a proggrammed way or not, frequency and aim of social media usage by obtained data. It is also among the examined issues that if there is a correlation between social media usage ratio and academical success of students.

Keywords:

Social Media, Time Management, Communication, Technology

Introduction

The developments in technology today have affected many aspects of life. It is obvious that individuals are not indifferent to these developments andare exposed to changes which emerge in various ways. This influence which varies according to their status in social life and the period of change are increasing day by day. Improvements in information and communication technologies, which have somehow affected the lives of individuals, led to problems of persons especially in using their time. Nowadays, when time use got out of control and the need for intervention isincreasing, the necessity for time managementis felt more than ever.

It is expected that along with technology, issues are settled more rapidly, and are concluded more effectively and positively despite changes in the positions of individuals. However, the opposite is the case and different problems come out due to ineffective and unproductive time use. It can be seen that lives of individuals, who cannot control their time, got out of control and that this influences their relationships negatively. This out-of-control situation, which brings with it failure, leads tomany problems; and these problems, may cause a number of psychological and physiological negative conditions as a result of their unplanned life-style.

The pace of changes experienced in communication possibilities and styles with developments in technology influences all of us andespecially theyouth. This communication environment of today has caused the emergence of new social relationships. The most important among these is social media. It is believed that the university students do not use this resource effectively. Many students face problems in time management and feel the need to improve themselves when starting university.However, with the spread of social media the youth spend their time in social media which they believe to get pleasure with technological devices. Therefore, social media can be evaluated as one of the main reasons for the inefficient time use of the youth.

1. The Concept of Time

Time is a continuous process which encompasses events starting from the past, leading to today and to the future, and is the main aspect giving meaning to movement (Tutar, 2007, p.19). In other words, time is the whole period we are given, every person has a certain time limit and though it may seem never-ending time is never infinite (Yahya, 2011, p.48).Furthermore, time is an extremely precious and unique resource which all creatures of the universe possess in common but cannot use in the same manner (Örücü, Tikici and Kanbur, 2007, p.10-11). However, it cannot be collected like money, be stored like raw material, be offered to others like a piece of cake, be stopped like a vehicle, be used like a good and be replaced in any way (Sabuncuoğlu, Paşa and Kaymaz, 2010, p.3).

To a certain limit it is possible to claim that one resource can be replaced by another such as aluminium instead of copper, or machines instead of people. However, there is nothing that can replace time (Sabuncuoğlu and Paşa, 2002, p.3). Thus, we might say that "time=life". Wasting time means wasting life. Those complaining of lack of

time are the one who do not know how to use their time. Not being able to control time equals the inability to control life (Sabuncuoğl and Tüz, 2003, p.228). Due to the aspect of time being a universal resource, everyone faces the problem of determining the effects on him/herself and maximize its benefits (Soysal, 2007, p.273). Man consumes time and time consumes man (Karslı, 2011, p.148).

2. Time Traps

Factors causing ill time management are called time traps. It is possible to list time traps as sleep, television, long-distance commuting, low reading pace, instructions, work area, not saying "no", telephone, mobile phone, e-mail, and also not knowing how to relax and long waiting (Hickox, 2006, p.29). Especially today, insensible consumption of internet and social media add to these traps.

The telephone is the communication instrument we mostly make use of. It is one of the most effective instruments that saves time, but is also the reason for waste of time (MEB, 2012). Today's phones at the same time function as a watch, a radio, a camera and even a computer. Although it is expected that technological improvements minimize time loss and help us to do things more effective and in a short time, it is seen that these actually drive us apart from real life and become time traps.

In Goethe's words, the worst of all thieves is the one who steals our time because everything stolen might be replaced one day; however, stolen time is irreplaceable (Değirmenci, 2005, p.29).One of the effects ofill usage of time for many people is the imbalance in their lives which causes them to spend less time on things that need to be done.

3. Time Management

Time management is not organising quantitative time, which cannot be lengthened or shortened; it is merely the self-management of a person or an organization in a given time span, which is the same for everyone (Tutar, 2007, p.17). Time management is the effort to use time effectively, which is an important resource for reaching aims and goals (Bayramlı, 2006, p.16). The aim of time management is to provide effective and productive time use of individuals and especially managers. Managing or using time efficientlymeans planning every minute and every hour we have for a certain aim (Uğur, 2000, p.18).

Time cannot be reversed, saved, rented, bought or borrowed, multiplied, but can only be planned and kept pace with (Erkılıç, 2007, p.134). When main characteristics which facilitate time management are analysed, it can be seen that they aremeasurable, linear and predictable. When time is planned and programmed, people benefit from it; when misused, it may cause heavy burdens on people.

4. Social Media and Time Management

Internet addiction can be broadly described as the desire to be permanently on the internet and the time spent on the internet with no control. To sum up, the amount of time spent on the internet is both the symptom and the reason of the addiction (Kırık,

2013, p.89). The virtual world brings with it many advantages, but also causes a number of drawbacks. Since individuals spend uncontrolled time in the virtual world, they face social and psychological problems (Ceyhan, 2008, p.109). It is believed that the main reason for the inability to control time and the addiction it brings along is social media.

Social media is a way of communication people use in order to share or discuss with no limits of time and space (mobile based) (Wikipedia, 2015). Today, social media is one of the first settings that hinder people from time management and cause them to waste time with technology. The new generation spending their hours on social media is facing a new threat. The unplanned use of internet and social media leads to loss of time and also failure; since postponement is the killer of success.

While social media platforms provide a setting where users can share their ideas easily and connect with each other rapidly, control lies directly in the hands of the individuals, because users can act on their choices (Scott, 2009, p.76).This leads to the idea that the time spent for social media reduces the time needed for social and business areas of normal life (Güçdemir, 2012, p.59).

Social sharing networks introduce various services and applications in order tokeep users online. Thus, a person is affected by applications provided in the social sharing networks and spends more time than actually needed (Kırık, 2013, p.93). Therefore, the time spent for activities online in-between daily routines is increasing respectively. These interactions are more than face-to-face communications and social interactions. From this perspective, it can be said that the use of internet has weakened the relations with peers or their families and strengthened online interactions.

5. Methodology

This study examines the level of role of social media at time management for university students. While the universe of the study composed by university students the samples are totally 300 students chosen from universities in Konya with an equal share.

The study is limited by 300 students from Konya because of the difficulty to reach the whole universe. The number of considerable questionnares is 275 because of incomplete and inconsistent questionnaires. Random sampling method is used as sample type in order to strengthen representation quality of main group.

The study held in the year 2014 by using face to face questinnaire technique via quantitative research method. The first section of the questionnaire, which was generated to analyse the role of social media in time management of university students, used the "Time Management Inventory" (Zaman Yönetimi Envanteri) adapted to Turkish by Alay and Koçak (2003) which was actually created by Britton and Tesser (1991). The questions, consisting of three main headings, were collected under one heading; furthermore, statements were simplified without losing their meanings. Entries in the scale were converted from questions to statements. 11 entries of the Time Management Scale, which consists of 27 entries and was

translated into Turkish, were deleted from the scale and four different questions added, thus, 20 Time Management questions were composed, forming the first part of the analysis.

There are 7 multiple choice about social media, 13 rating questions revealing frequrncy of realization of applications at social media and 1 question stating time wasting situation atthe second part. And there are 7 questions including demographic informations at the last part of the questinnaire. Thus, it can be seen that there are 48 questions prepared at different structures.

6. Findings

Table 1: Demographic Features

Gender	F	%
Girls	143	52,2
Boys	132	47,8
Total	**275**	**100,0**
Avarage monthly income	**F**	**%**
1000 TL and less	47	17,5
1001-2000 TL	85	31,6
2001-3000 TL	70	26,0
3001-4000 TL	22	8,2
4001 TL and more	45	16,7
Total	**275**	**100,0**
Residence	**F**	**%**
With their family	118	43,5
At house without their families	64	23,6
Private dormitories	60	22,1
Puplic dormitories	29	10,7
Total	**275**	**100,0**

When demographic features are analyzed it can be seen that in terms of gender 52,2% are girls and 47,8% are boys. And ın terms of avarage monthly income of the family, 30,9% is between TL 1001-2000, 25,5% is between TL 2001-3000, 17,1% is less than TL 1000, 16,4% is more than TL 4001 and 8% is between TL 3001-4000. It can be said that families of more than half of the participants have an average monthly income more than TL 2000 according to this data. In terms of residence while studying at univer"sity, 42,9% are staying with the"ir family, 23,3% are staying at house without their families, 21,8% are staying at private dormitories and 10,5% are staying at public dormitories. So, it can be said that families of almost half of the participants are living at Konya.

Table 2: Averages and Standard Deviations of Statements About Time Management

		$\bar{X}$	Std. D.
1	I am very concerned with the details of issue	3,97	1,13
2	I can quickly decide at sudden events if it is needed	3,95	1,04
3	I put my duties in order in terms of their importance and emergency	3,80	1,09
⋮		⋮	
18	It's clear what I want to do and achieve for next week	2,89	1,10
19	I make a checklist of my duties every day	2,65	1,17
20	I regularly repeat my lecture notes even if I do not have an exam soon	2,65	1,16

According to statements in terms of time management inventory frame, it can be seen that the time management questions (20 Items) are reliable since the Cronbach's Alpha value is above 0,7 (Cronbach's α = .825). The highest values of contribution to sentences are, "I am very concerned with the details of issue" with a value of $\bar{X}$ =3,97,

"I can quickly decide at sudden events if it is needed" with a value of $\bar{X}$ =3,95, "I put my duties in order in terms of their importance and emergency" with a value of $\bar{X}$ =3,80. And the lowest values of contribution are, "I make a checklist of my duties every day" and "I regularly repeat my lecture notes even if I do not have an exam soon" with a value of $\bar{X}$ =2,65 (Table 2).

Since the most contribution is at the sentence "I am very concerned with the details of issue" shows us that their precision of the things they care at the young age. Similarly, the high contribution of the sentence "I can quickly decide at sudden events if it is needed" shows us that they can make decisions quickly by the dynamism of youth. It is clear that the participants as students and young people have a less contribution to the sentences of "I make a checklist of my duties every day" and "I regularly repeat my lecture notes even if I do not have an exam soon" shows us that they don't enoughly care their duties with a student psychology and can not manage their times in a good way.

The university students were asked where is the location providing them most connection to Internet? 38 % of the participants connect to internet from mobile phone, 34,3 % of them from home and 23,7% of them from dormitories. Furthermore, there are people who are connect to internet from school with a ratio of 2,6%, from internet cafe with a ratio of 1,1%, from business with a ratio of 0,4%. In terms of these data it can be seen that most of the people connect to internet from their mobile phones. It takes us to the result that people considers smart phones as the shortest way to connect internet. So, when examined usage of smart phones; 89,5 % of the participants stated that they have a smartphone and the other 10,5 % did not. Thence it can be said that a great majortiy of university students have smart phones. This situation could be evaluated as a factor inspring internet and social media usage.

Table 3: Frequency of Daily Internet and Social Media

Internet Usage	F	%
Below 1 hour	36	13,1
1-2 hours	124	45,1
3-4 hours	53	19,3
5-6 hours	35	12,7
7 hours and above	27	9,8
Total	**275**	**100,0**
Socia Media Usage	**F**	**%**
Below 1 hour	58	21,2
1-2 hours	123	45,1
3-4 hours	53	19,4
5-6 hours	23	8,4
7 hours and above	16	5,9
Total	**275**	**100,0**

It seen that in Table 3, 45,1 % of participants have given answers to internet usage as 1-2 hours for the daily internet usage frequency question while 19,3% of them

answered as 3-4 hours. The interval of 13,1% is below 1 hour while it is 12,7% for 5-6 hours. 9,8% of participants have the most internet usage amount with 7 hours and above. In terms of these values, we can say that more than half of the participants use internet 3 or more hours for a day and this result is significantly excess and shows us that young people spare an important part of their day at internet.

Referring to table 3; 44,7% of participants answered to social media usage as between 1-2 hours, 21,1% as below 1 hour, 19,4 % as beteen 3-4 hours, at these question evaluating frequencies of daily social media usage. The ratio of participants using social media between 5-6 hours is 8,4 % while it is 5,8 % at 7 hours and more usage. So, almost half of the participants spare 1-2 hours at social media for a day and this shows us that young people share this time for funny entertainment.

The university students were asked some questions in order to determine their habits of using social media and following findings were obtained. Accordingly:

When the university students were asked how long had they been using the social media; 46,2 % of the pariticipants use social media since 5 or more years. 35,3 % of them using social media between 3-4 years while 12,4 % stated that the duration 1-2 years and 5,5 % is below a year. It takes attention that in spite of the little age of social media almost half of the participants are using it since 5 or more years. It shows us that social media been followed by masses and particularly the participants consisting people at 20's started to use social media since they were 15-16.

It is asked from participants to choose the most popular three reasons that they prefer social media for. 28,61 % of them have chosen "To have a funny time" at the top while 21,92 % of them stated "To chat". It takes us to result that socail media is used by young people mostly for having funny time, chatting and then playing games (14,16 %). People using social media in order to enjoy sharings, are losing theirselves among those shares and are not aware of the speed of time.

When examined mostly used areas at social media; social network sites (Facebook, My Space, Google Plus, etc.) are at the top with a ratio of 31,07 %. Respectively the most followed social media areas are video sharing sites (Youtube, Dailymotion, etc.) with a ratio of 23,75 % and microblog aplications (Twitter, etc.) with a ratio of 10,14 %. So, it can be seen that social network sites such as Facebook are used more than the other social media areas.

Table 4: Action Frequencies at Social Media and Standard Deviations

	$\overline{X}$	Std. D.
I listen music	4,3	0,93
I read articles about the topics which I'm interested in	4,3	0,96
I look at photos	4,0	0,92
I watch videos	3,9	0,91
I chat with people	3,3	1,23
I share my writings and opinions	3,2	1,24

I share music	3,2	1,28
I share photos	3,1	1,11
I regularly update my personal and vocational informations	2,7	1,25
I participate in game applications at social media	2,6	1,31
I define my situation/mood and location	2,6	1,22
I share video	2,5	1,02

It can be seen that the statements (12 Items) measuring actions at social media are reliable since the Cronbach's Alpha value is above 0,7 (Cronbach's α = .805). In terms of frequency of actions at social media, it can be seen that the most contribution is at listening music ($\bar{X}$ =4,3) and reading articles about topics which are being interested in (Table 4).

It takes attention that the least contribution is at sharing videos ($\bar{X}$ =2,5) and defining situation/mood/location. According to contribution frequencies of young people it is clear that they prefer applications (listening to music, reading articles about topics which are being interested in) don't require to participate in the social media actively. This situation takes us to the result that young people usually use soical media to spare time in a passive way.

Table 5: What is the Most Time Wasting Factor?

	Total F	Total %
İnternet	112	44,1
Irregular sleep habits	57	22,4
Unnecessary conversation with friends	30	11,8
Transportation and traffic	29	11,4
TV-Radio	26	10,2
Total	**825**	**100,00**

Almost half of the participants stated that the factor is internet to this question (44,1 %). The following factor is irregular sleep habits with a ratio of 22,4 %. So, almost half of young people thinks that internet is wasting their time. Furthermore, irregular sleep habits are based on using internet for hours.

It is observed that there is a meaningful relationship (p=0,000<0,05) between frequency of daily internet usage and frequency of social media usage if the Chi-square test results examined (Table 6). According to these data, people who use internet 7 or more hours for a day use social media 7 or more hours (87,5 %) as well while the ratio is 44,8 % for the duration of less than a hour. In terms of the information above, we can say that majority of the participants use internet for social media use instead of searching, learning, etc. aims.

Table 6: Frequency of Daily Internet Usage*Frequency of Social Media Usage

		Frequency of Social Media Usage					Total
		Below 1 hour	1-2 hours	3-4 hours	5-6 hours	7 hours and above	
Frequency of Daily Internet Usage	Below 1 hour	26 44,8%	9 7,3%	0 ,0%	0 ,0%	0 ,0%	35 12,8%
	1-2 hours	25 43,1%	88 71,5%	8 15,1%	1 4,3%	1 6,2%	123 45,1%
	3-4 hours	3 5,2%	18 14,6%	27 50,9%	4 17,4%	1 6,2%	53 19,4%
	5-6 hours	1 1,7%	6 4,9%	14 26,4%	14 60,9%	0 ,0%	35 12,8%
	7 hours and above	3 5,2%	2 1,6%	4 7,5%	4 17,4%	14 87,5%	27 9,9%
Total		58 100,0%	123 100,0%	53 100,0%	23 100,0%	16 100,0%	273 100,0%

$X^2=3,123; df=16; p=0,000<0,05$

It is observed that there is a meaningful relationship ($X^2=28,961; df=16; p=0,024<0,05$) between the frequency of daily social media usage and the ratio of participating in the games at social media if those are examined crosstap. Majortiy of the people who stated they use social media less than a hour for a day also stated that they never play games at social media while the ones who stated they use social media more than 7 hours also stated that they always participate in games at social media. Nevertheless the participation changes from person to person it can be estimated that with the rise of social media usage ratio participation of social media games would increase.

Table 7: The Most Time Wasting Factor*Frequency of Daily Internet Usage

		Frequency of Daily Internet Usage					Total
		Below 1 hour	1-2 hours	3-4 hours	5-6 hours	7 hours and above	
The Most Time Wasting	İnternet	5 4,5%	53 47,3%	23 20,5%	18 16,1%	13 11,6%	112 100,0%
	transportation and traffic	9 31,0%	10 34,5%	3 10,3%	5 17,2%	2 6,9%	29 100,0%
	TV-Radio	7 26,9%	11 42,3%	5 19,2%	2 7,7%	1 3,8%	26 100,0%
	irregular sleep habits	9 15,8%	26 45,6%	13 22,8%	3 5,3%	6 10,5%	57 100,0%

unnecessary conversation with friends	3	17	4	4	2	30
	10,0%	56,7%	13,3%	13,3%	6,7%	100,0%
Total	33	117	48	32	24	254
	13,0%	46,1%	18,9%	12,6%	9,4%	100,0%

(X²=28,346; df=16; p=0,029<0,05)

It is observed that there is a meaningful relationship (p=0,029<0,05) between the most time wasting factor and frequency of daily internet usage if the Chi-square test results examined (Table 7). It can be seen that almost half of the people who stated the internet is the most time wasting factor are sparing 3 or more hours at internet as well. So it proves that even the people who think that internet is the most time wasting factor sparing huge times at internet and an irrepressible great time waste occuring via social media.

Conclusion and Discussion

It is observed that frequency of internet usage by young people increasing day by day as a result of this study which was aiming to determine the role of social media on time management of university students. So, it can be said that usage of internet and social media creates a loo. Social media usage as both a result and a reason of this case, is growing up day by day particularly among young people.

Social media prevents youngsters to manage their time. It is proved that the young people unconsciously use for long hours and their valuable time becomes out of control against social media.

Social Media would supply advantages if it is used in right way. It is observed that while it is possible to gain an important gun by means of social media usage with control, our youth are aiming that gun to themselves by wasting hours there. It is essential for particularly young people to follow agenda, to create connections about business and to follow activities about business in order to increase the success level.

Youngsters should limit time for social media. Young people should use these areas in order to develop tehemselves instead of wasting their spare time and definitely limit themselves in terms of time. Thus, by the applications created with plans and programmes they would use time efficiently instead of wasting it.

Social media cause paralyze and delay the responsibilities. Recently it is expected from the technological developments to make things easier, to decrease wasted time and so to supply a time saving. There are many works to do, many responsibilities to be held and many people to interact. However, we can see that it is possible to waste time at useless areas and to prevent responsibilities at the social media where people use in order to strengthen communication. This case can cause negative results for university students from their academical success to their business future. The ones who can manage their time efficiently always be more successful.

Youngsters should be aware about social media usage by academicians. It should be known that social media with an useless and only fun based usage add nothing to

individuals and make them people who can not manage their time. Academically, educators should inform young people about the negative perspectives of the social media and canalize them in terms of time management.

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