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USER PERCEPTION OF PERSONALIZED ADVERTISEMENTS AND SURVEILLANCE ON FACEBOOK AND INSTAGRAM: A COMPARATIVE ANALYSIS BETWEEN DIGITAL NATIVES AND DIGITAL IMMIGRANTS

MERVENUR CAVKAYTAR ŞENTÜRK

ADVISOR: ASST. PROF. DR. İREM İNCEOĞLU

MASTER'S THESIS

İSTANBUL, MAY, 2020

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I, MERVENUR CAVKAYTAR ŞENTÜRK;

Hereby declare that this Master's Thesis I have prepared is entirely my own original work and that due references have been appropriately provided on all supporting literature and resources in accordance with the rules.

MERVENUR CAVKAYTAR ŞENTÜRK

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ACCEPTANCE AND APPROVAL

This work entitled USER PERCEPTION OF PERSONALIZED ADVERTISEMENTS AND SURVEILLANCE ON FACEBOOK AND INSTAGRAM: A COMPARATIVE ANALYSIS BETWEEN DIGITAL NATIVES AND DIGITAL IMMIGRANTS prepared by MERVENUR CAVKAYTAR ŞENTÜRK has been judged to be successful at the defense exam held on _____ and accepted by our jury as MASTER'S THESIS.

APPROVED BY:

Asst. Prof. Dr. İrem İnceoğlu (Advisor)   (Jury)   _____

Asst. Prof. Dr. Defne Karaosmanoğlu   (Jury)   _____

Assoc. Prof. Burak Özçetin   (Jury)   _____

I certify that the above signatures belong to the faculty members named above.

Dean of School of Graduate Studies

_____

DATE OF APPROVAL:

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ABSTRACT

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The appearance of Web 2.0 has altered the nature of one-way traditional media which users were only the receivers and it allowed them to contribute to online platforms. Web 2.0 brought out new Internet technologies called as social media platforms such as Facebook, Twitter and Instagram etc. where the users can not only interact with other users, but also produce and share their own content on their profiles. According to a research carried in 2018, Facebook users spend approximately 50 minutes of their lives on Facebook daily and that makes it an appropriate investment platform for companies which want to reach further customers (Uluk, 2018). Intense usage of social media platforms led social media marketers use them as a tool to reach out their target customers through online advertisements (Aydın, 2016). As it is a competitive area, the marketers brought out the concept of personalized advertisement (Ouick, 2019). Showing people advertisements related to their interests requires personal information about that person and that means it requires tracking hem. As a result of gathering personal information about the users, the problem of surveillance emerges. In digital age, the Internet users are divided into two categories; digital native and digital immigrants as Prensky (2001) calls it. As Prensky (2001) suggested, the digital immigrants are the people who were born before 1980. However, demographic, financial and social differences are also important as well as age. Considering these differences and taking the age the users started to use the Internet technologies, this research aims to investigate the difference between digital natives and digital immigrants regarding their opinions about personalized advertisements and digital surveillance on Facebook and Instagram.

Keywords: Web 2.0, Digital Immigrant, Digital Native, Social Media Platforms, Social Media Marketing, Digital Surveillance, Personalized Advertisements, Facebook, Instagram

ÖZET

ŞENTÜRK CAVKAYTAR MERVENUR, *USER PERCEPTION OF PERSONALIZED ADVERTISEMENTS AND SURVEILLANCE ON FACEBOOK AND INSTAGRAM: A COMPARATIVE ANALYSIS BETWEEN DIGITAL NATIVES AND DIGITAL IMMIGRANTS*, YÜKSEKLİSANS TEZİ, İstanbul, 2020

Web 2.0'ın doğuşu, tek taraflı geleneksel medyanın yapısını değiştirerek kullanıcıların çevrimiçi platformlara katkıda bulunabildikleri bir ortam haline getirerek Facebook, Instagram gibi sosyal medya platformlarının da önünü açmıştır. Bu platformlarda kullanıcılar yalnızca diğer kullanıcılarla iletişim içine girmekle kalmamakta, kendi profillerinde kendilerine ait içerikler de paylaşabilmektedir. 2018 yılındaki araştırmaya göre Facebook kullanıcıları yaklaşık olarak günlük 50 dakika Facebook'da zaman geçirmektedir. Bu da daha fazla müşteriye ulaşmak isteyen şirketler için Facebook'u yatırım için uygun bir platform haline getirmektedir (Uluk, 2018). Sosyal medya platformlarının yoğun kullanımı, sosyal medya pazarlamacıları için çevrimiçi reklamları kullanarak hedef müşterilere ulaşmak adına uygun bir araç işlevi görmektedir. Rekabetçi bir alan olması sebebiyle, pazarlamacılar yeni bir yöntem olarak kişiselleştirilmiş reklamlar kavramını ortaya çıkardılar (Quick, 2019). Kişilerin ilgi alanlarına yönelik reklamlar göstermek aynı zamanda o kişileri izlemek anlamına da gelmektedir. Kullanıcılar hakkında kişisel bilgiler toplamanın sonucu olarak ise gözetim sorunu ortaya çıkmaktadır. Prensky'e göre (2001) dijital çağda, Internet kullanıcıları iki kategoriye ayrılır; dijital göçmenler ve dijital yerliler. Ona göre dijital yerliler doğumlarından itibaren teknoloji kavramına ve yeni teknolojik gelişmeler aşina olarak büyürler. Ancak bu ayrımda yaşın yanı sıra demografik, finansal ve sosyal farklılıklar da önem arz etmektedir. Burdan yola çıkarak bu araştırma, internet teknolojilerini kullanmaya başladıkları yaşı baz alarak, dijital yerliler ve dijital göçmenlerin, Facebook ve Instagram üzerinde gerçekleşen kişiselleştirilmiş reklamlar ve dijital gözetim hakkındaki tutumlarını araştırmak amacıyla çevrimiçi anket olarak hazırlanmıştır.

Anahtar Kelimeler: Web 2.0, Dijital Göçmen, Dijital Yerli, Sosyal Medya Platformları, Sosyal Medya Pazarlaması, Dijital Gözetim, Kişiselleştirilmiş Reklamlar, Facebook, Instagram

1. INTRODUCTION

Web 2.0 enabled users to contribute to the digital platforms in terms of creating their own contents and share them on their own profiles. This transformed users from being the consumer of the content to the creator of the content. However, as a result of Web 2.0, while they sign up and create contents in the digital platforms, the digital footprints that the users leave are followed and gathered to be used for commercial purposes. These commercial purposes reveal themselves as the personalized advertisements that the users can see while they do basic things on online platforms such as browsing or shopping. Personalized advertisements are created as a result of the users' histories of searching for a product and purchasing and their other activities on social media platforms such as liking a page or a picture. While the users are digitally monitored, they would not know about the process. In this way, the act of following the digital footprints of the social media users bears a resemblance to the concept of Panopticon, which was originally created by Jeremy Bentham. The concept of Panopticon indicates a prison where the prisoners are constantly monitored without their knowledge, thus, the prisoners always have to act properly as if they are being monitored at that moment. In this case, the monitoring of the social media users shows similarities to the concept of Panopticon as they are also monitored without their knowledge. In summary, the social media users go through a monitoring process without their knowledge for the personalized advertisements to be formed. As the main research question of this theses, it is aimed to reveal the attitudes of the social media users regarding the personalized advertisements and the digital surveillance. An online survey was conducted and spread through the online platforms and social media users from all over Turkey participated in it. The questions aimed to learn about their background information and attitudes regarding the digital surveillance and the personalized advertisements.

2. ADVENT OF WEB 2.0 AND SOCIAL MEDIA PLATFORMS

The last years of 1990s mark the date of popularization of Internet technologies among public. It was the years that Web 1.0 dominated the Internet platform. Web 1.0, created by Tim Berners-Lee, is the first generation of the web which lasted from 1989 to 2005. It was mainly a read-only web and its main purpose was to create an information space which could be reached from anyone at any time. It contained some information such as contact information, addresses, phone number, fax number etc. Visitors of the websites could only read what was written there and leave without making any contribution. (Hiremath and Kenchakkanavar, 2016).

In 2004, Web 2.0 was launched and used as a term. Web 2.0 includes many different technical specifications. It includes social media platforms, also known as the social networking sites, video and picture uploading, wikis, blogs and many other web applications (Gohel, 2014). Social media platforms are useful when it comes to building social networks and exchanging ideas. In addition to this, social media marketing is also a part of this new trend that web 2.0 technologies provide for its users. Social media marketing carried on through social media platforms is used to reach a larger target audience (Rohilla, 2017). It provides many advantages such as; it allows marketers to present their products and services to their customers. Additionally, it allows them to hear about their customers' opinions and suggestions regarding to their products or services. It reduces all the extra expenses that may occur. It increases web traffic. Lastly, it helps marketers to build new partnerships. Therefore, the process results in selling more products and providing more services (Rohilla, 2017).

Social media platforms are social networking platforms such as Facebook, Twitter, Instagram, YouTube and LinkedIn. These are some prominent online platforms where people can communicate with other people, form professional or social relationships with others, create their own profile and share personal information about themselves etc. All of these platforms have their own unique features for their users to be able to communicate with others and share their own online profiles. These platforms were especially chosen for this thesis because Facebook, for example, is easy to use for advertising purposes and its targeting features help the ads to reach the targeted customer. Facebook also allows you to communicate with the customer directly. In addition to this,

Twitter also offers many advertising opportunities. It allows you to promote your tweets and even your Twitter account so that you can reach other members beyond your followers and gain new followers. Also, the hashtags and mentions help you to know when or how your brand is mentioned on Twitter. LinkedIn, on the other hand, is especially designed for professionals. It mainly allows you to manage your business to business (B2B) marketing activities. You can promote professional and technical skills of your brand. Instagram is mainly used as an online, real-time showroom for your products. According to a research released by BrandWatch in 2019, 50% of active users follow brand profiles on Instagram. Also, the users can send direct messages to the brands they follow (Which Social Media Platforms are the Best for Marketing Your Business?, 2019). YouTube is also a useful platform to attract new customers. Videos of happy customers with your products encourage other potential customers and get them familiarized with your brand. The comment section of the videos allows users to leave a comment or feedback, therefore, that gives way to mutual communication for both sides. Videos and feedbacks help to build trust between the customer and the brand (Agrawal, 2016). Blogs and wikis are also useful for marketing because they are quite easy to implement and very cheap if not free. They can be reached through a web browser. Blogs and wikis offer user feedbacks and expertise about a certain product. They can serve as a powerful forum that associates your brand with rich and online content (Waters, 2007).

The fast growth and spreading of social media platforms and trends that come within, have manifested themselves as beneficial for marketing departments of companies (Onat and Alikılıç, 2008). In 2019, 3,484 billion people were estimated to use social media platforms worldwide. Facebook became the leading and most popular platform with its 2.5 billion active users, followed by picture and video sharing application Instagram, also owned by Facebook, with its 1 billion active users (Clement, 2019). Being the most popular platform among the users, Facebook has become the perfect investment platform for social media marketers.

2.1 FACEBOOK

According to latest researches, Facebook, which was launched by Mark Zuckerberg in 2004, has reached 2.5 billion users in 2019 and its users spend approximately 50 minutes of their lives on Facebook daily, therefore, making it the leading networking website among others (Uluk, 2018).

Facebook has the 'News' section where people can see the activities of their friends and pages that are followed. It is the home page of the user's account. The contents are determined by Facebook algorithms whether they are relevant or not. User's activities shape this algorithm and Facebook shows related content to the user. Facebook also has a 'like' button. Users can use it for an online content that they see on the news section. Unlike other social networking sites, Facebook offers Facebook connection to other websites, which means that a user can log into another website by using his or her Facebook account. All those activities are gathered as a data and shaped according to the user's interest and then presented to the user by means of Facebook algorithms (Djurica, Marič, Jovanović, 2013).

2.2 INSTAGRAM

Instagram is the newest platform among others as it was initiated in 2010. It serves as an effective tool for communication and visual display for people and products. It was bought by Facebook in 2012, thus, it became even popular among Internet users and companies with marketing purposes. Currently, it is estimated to have 100 million users and 75 million of them use the application on a daily basis. In addition to this, approximately 16 billion photos are uploaded and shared every day (Ting, 2015).

Moreover, it was reported that teenagers are more likely to spend time on Instagram because they are more interested in taking and sharing photos with other people and it helps them to create an online presence and identity (Ting, 2015). This is valid for companies, as well. Since Instagram is the most convenient platform for visual display for products, companies with marketing purposes turn to Instagram for product

advertisement. Consequently, many traditional, offline companies realized the effectiveness of creating an online presence to be able to reach their target audience on social networking sites (Ting, 2015).

As Web 2.0, in other words, social media platforms changed the nature of one-way communication, it has also changed the role of advertisement. As a result of popularization of social networking sites, traditional advertisers had to accommodate themselves to technological developments occurring on online platforms (Bright, 2011). The most important aspect that traditional media advertisements differ from social media advertisements is that, the companies are not able to gather personal data about their clients and they have to wait and see the impact of their advertisements that they publish on television or newspapers. In addition to this, they have to wait for a long time to fix any potential mistake. However, they can get real-time feedbacks about their advertisements on online platforms now and act accordingly by means of social media platforms and tools that help to measure the impact. Moreover, traditional advertisers are not able to reach their target audience so easily as social media advertisers can do now. Social media advertisers are able to measure their target audience expectations and communicate with them on those platforms, allowing themselves to gather data about their audiences' expectations so that they can come up with a better idea than their opponents (Ouick, 2019). What many digital marketers do to surpass their opponents is the concept of personalized advertisements which also form the main topic of this thesis.

3. SOCIAL MEDIA AND DIGITAL MARKETING

Social media marketing is the marketing activities carried on by social web tools such as blogs, social networking sites and content sharing to raise brand awareness and promote particular products (Koçak Alan, Tümer Kabadayı, Erişke, 2018). Social media marketing can be seen as another way of digital marketing because digital marketing is also different from traditional marketing methods, as well. It uses Internet, mobile and interactive platforms to support marketing activities, much like social media marketing does. Digital marketing has become a vital way for marketing companies since digitalization has become the most important aspect of our century. Digitalization influences every corner of our daily lives. It is a prominent factor that organize and change humans' relations with one another, consumer behaviors and marketing methods of the companies. Now that the typical customer has transformed into the digital customer, the companies must act accordingly. The report prepared by Global Digital Report in 2019 emphasizes the importance of this quick act regarding the digital customers because it says that there are 3.484 billion people on social networking sites and for the case of Turkey, 84% of Turkish Internet users go online every day and spend approximately 7 hours on the Internet according to the study carried on by We are Social in 2019. Digital platforms prove themselves to be powerful communication channels for both sides and an important factor for marketing. The companies can offer services and products to greater audiences, provide after-sales services and present their products to their audiences with a lower cost comparing to traditional marketing expenses, through the facilities that digital platforms provide.

Just as traditional marketing methods has begun to lose impact, the technological improvements have started to change people's lives and consuming habits. This has made for companies to be noticed and chosen among other ones even harder. Companies which have realized this change have turned to the digital platforms to reach their audiences with advertisements. Digital marketing offers two opportunities; the opportunity to reach the very targeted audiences and the opportunity to measure the impact (Koçak Alan, Tümer Kabadayı, Erişke, 2018). These two advantages save the companies from high expenses and getting late feedback or no feedback at all.

In the light of these improvements, the advertising activities on digital channels has increased rapidly. 2014 marks the date that digital platforms have become the biggest, second advertising platform with a growth of 24% in Turkey. Since those digital platforms have become widespread among users who keep their personal information on and communicate through digital platforms, the marketers are not wrong to grow interest in such platforms. However, since people are constantly bombarded by advertisements from every channel, the reaction to those advertisements have begun to change in a bad way. This negativity is thought to be changed by personalization of the advertisements because it is likely that people react to advertisements related to them in a positive way and they are more willing to share their personal information to get messages or advertisements more related to them (Aydın, 2016).

3.1 PERSONALIZED ADVERTISEMENT

Personalized advertising can be defined as tailoring and shaping the online ads in accordance with the users' interests and digital footprints that they leave on the websites they browse. These digital footprints can be tracked and gathered as a data to be used for tailoring the advertisements and shown to the users. (Keyzer, Dens, De Pelsmacker, 2015). The data about the users can be gathered through web cookies, web beacons or flash beacons. The amount of information that can be reached is immense. When becoming a member to a social networking site, you agree to terms and conditions which allow your activities to be tracked by third party companies to present you related advertisements (Kalaman, 2019).

Not just the social networking sites, but also mobile devices function as a data collector. When a user engages with his or her mobile device and use an application, the movements are recorded and can be reached by the owner of the application. Then, this data can be used for a personalized advertisement to be shown to the users. It may also be given to third parties. For example, wearable devices such as smart watches, or applications like fitness trackers etc. also transmit data to their developers. All these data that are gathered, return to the users in a more personalized and targeted shape.

Advertisers constantly contend for the users' attention, therefore, they work to reach them much preferably with a low cost. Social media platforms offer the both. They can both pinpoint their target audiences with lower costs than traditional advertising methods. To achieve this success and get engagement, the relevance must be increased. This is where *micro-targeting* arrives for help. Micro-targeting means the very detailed process of targeting. So much so that it can be detailed according to every little bit of information to hit the target. It is a way of creating successful messages or offers to be delivered to individuals (Barbu, 2013).

Nevertheless, only targeting is not good enough for marketers and advertisers because they are directed to the people who are expected to be interested in with those ads. There is no certainty that they will be interested. In this case, *re-targeting* steps in. They are different concepts because targeting aims the people who are expected to be interested in the online ads. On the other hand, re-targeting targets the people who showed interest in the brand and the ads by using actual data (Nesamoney, 2015).

3.2 PERSONALIZED ADVERTISING AND PRIVACY PROBLEM

Since marketers can track Internet users' digital footprints, which means every movement of the users can be seen and tracked, it also raises questions about the users' privacy rights. Tracking of digital footprints is a violation of privacy rights and may cause harm to the user, such as embarrassment, discrimination or being fired from their jobs. It could also have some consequences for advertising industry because people may install some anti-tracking and ad blocking tools or applications, which would not be good for business. If user privacy is strengthened, this will have a bad effect on personalized advertisement industry in an economical aspect (Tran, 2014).

Debates about privacy violations on social media platforms has proliferated dearly after Cambridge Analytica scandal, in other words, Facebook scandal. Cambridge Analytica is a political consulting firm. During presidency elections in the U.S in 2016, it was revealed that Cambridge Analytica used Facebook users' personal data for the

campaign. According to Wall Street Journal, the CEO, Alexander Nix contacted to Julian Assange, who is the founder of Wikileaks, for hacked e-mails from Democratic National Committee's servers. This is how they started to get personal data. Then, Aleksandr Kogan who worked in the Cambridge University, built a Facebook quiz app. Through this quiz, they were not only able to get any personal data from those who took the quiz, but also their friends even though they did not take the quiz and have no idea about it. Then these data were used for Donald Trump's campaign for election. The founder of Facebook, Mark Zuckerberg made a statement that they were trying to understand what happened to prevent it from happening again. In epitome, Facebook allowed a third party to build an app with the purpose of gathering data about Facebook users. It is not clear if this really helped Donald Trump to win the election, yet, debates about privacy and trust to Facebook were opened (Chang, 2018). This incident is relevant as it reveals that how the users' data can be used for financial, political or profit-oriented purposes.

Many American have considered this incident as a political problem related to Russia. Some of them even accused Russia of being involved in this event so that Donald Trump can win. Also, many big companies such as Google and Facebook were highly accused of tracking and recording people's digital actions. And, Mark Zuckerberg were mainly blamed for being irresponsible (González, Yu, Figueroa, López, Aragon, 2019).

4. DIGITAL SURVEILLANCE

Surveillance means controlling the ways of someone's behaviors, gathering information about them and saving that information or it means a person directly watching another person. Digital surveillance means doing the actions which are mentioned above on digital platforms. Desire of socializing, curiosity about others etc. cause people to share their locations, pictures or any personal or non-personal information about themselves to see and to be seen by others. For the sake of recognition, they offer their private parts of their lives in the hands of corporations. And that causes those people to be nothing but a commodified object (Kalaman, 2019).

Especially after the latest technological developments, the ways of surveillance have reached their peaks and left no place for people to hide. The process of surveillance is embedded in actions such as online shopping, socializing and networking, so it is almost invisible. David Lyon defines people as 'data' more than a citizen now that the society has become a surveillance society where all details about people are gathered, recorded and stocked by corporations and the government (Kalaman, 2019).

As it is mentioned earlier, the social media users spend a great amount of time on social media platforms creating different online versions of their identities. Usage of social media platforms are essential to build social, economic and peer relationships (Brown, 2015). Leaver (2015) also mentions Mark Andrejevic and his concept of peer surveillance which he describes as the encouragement of the individuals to watch and record each other whether it is ill-intended or not. Instagram and Facebook make the peer surveillance easier by allowing its users to see the pictures and profile information of the other users. Surveillance on social media reduces the users' control over the content they disclose on such platforms. By making their data available to the public, the users become the object of surveillance.

Surveillance as a concept has existed for the last century. The concept of surveillance corresponds to idea of Panopticon in terms of the way that they function for monitoring purposes. The concept of Panopticon is originally a prison designed by the philosopher and social theorist Jeremy Bentham in the eighteenth century. Later it was conceptualized by Michael Foucault as a metaphorical controlling mechanism. In Panopticon, the convicts do not have the knowledge of how or when they are being

watched. So, they feel obliged to act according to rules all the time. This eventually creates a controlling mechanism of the self. It functions as a psychological surveillance more than a physical one. In addition to this, Mark Poster comes up with a new concept as Super-panopticon, which refers to the digitalized version of Panopticon. According to the idea of Super-panopticon, it is our online existence that is being watched and controlled, not our physical bodies, as a result of the digital surveillance (Kalaman, 2019).

Mark Poster defines the core of Super-panopticon as the computerized database which produces the subjects. A real eye does not watch you according to Super-panopticon, as it is in the traditional surveillance idea. While people mind their own daily business, their databased selves are perpetually gathered together, examined in detail, perused and utilized (Simon, 2005). The real purpose of the surveillance process carried on by marketing companies or the government is to control people, lead them to consume as much as they can, to gain profit and prevent people from causing trouble before they even have a chance to do so (Kalaman, 2019).

As a result of the Cambridge Analytica event and the digital surveillance process which transforms the users to commodified objects, more like data rather than merely citizens, having a sense of trust for online businesses has become a key factor. Users must have a sense of trust to engage in an online activity. When the idea of online user trust is considered, it is mostly perceived in a generalized way. However, as it is suggested in the research *Digital Natives or Digital Immigrants? The Impact of User Characteristics on Online Trust* conducted by Hoffman, Lutz and Meckel in 2014, that user's characteristic qualities play an important role. In addition to this, gender factor and demographics on online privacy settings are quite important, as well. Koçer and Koçkaya (2016) state in their research *The Effect of Attitudes and Thoughts of Consumers Towards Social Media Ads on Their Buying Behaviors* that, women are more likely to have a positive attitude towards to personalized advertisements, while men mostly use the websites for fun activities. Hoffman, Lutz and Meckel also claim that age is a significant factor when it comes to online shopping. It is stated that as age increases, openness to online shopping increases as well. They proceed their research by suggesting that digital natives and digital immigrants may have distinct characteristics regarding to usage of Internet technologies. They define digital natives as the people who grew up in an environment that is familiar with digital technology and the digital immigrants as the ones who had to

adapt to that technology later in their lives. Herewith, they suggest that digital natives experience a distinct digital socialization and have different behavioral patterns.

4.1 SOCIAL MEDIA SURVEILLANCE

As it is suggested earlier, social media is a place to build networks, share personal information and connect with peers. However, the risk of exposure comes along with the use of social media platforms. The users cannot control their networks or the service providers such as Facebook. The practices on social media platforms are mainly consist of information sharing, which leads to the visibility and monitoring. This monitoring can be realized by individual usage, institutional usage which aims to monitor the individuals, marketers who seek to obtain personal information for profit and government institutions such as the police or other investigators (Trottier, 2012).

All in all, social media platforms create an appropriate environment for exposure and monitoring of the users by individuals, institutions or the government institutions.

Not only for individuals, social media is also a risky place for business pages as well. Corporations create a business page to claim their existence on digital platforms and raise their brand awareness. However, it also gives the way for bad reviews and feedbacks which potential or loyal customers can see and be influenced (Trottier, 2012). Business pages of the corporations function as a two-sided platform for corporations as they can be good for business by providing them with brand awareness and finding potential customers, while it may cause to lose profit due to negative comments or inconveniences.

5. DIGITAL NATIVES AND DIGITAL IMMIGRANTS

As Hoffman, Lutz and Meckel (2014) mentioned the digital natives and the digital immigrants in the previous section, it can be seen that they define digital natives as the people who grew up in an environment that is familiar with digital technology and the digital immigrants as the ones who had to adapt to that technology later in their lives. Marc Prensky (2001), however, defines them in a firmer way by claiming that digital natives are the ones who were born after 1980, and the digital immigrants are the ones who were born before 1980. As digital technologies got popularized and effective in the society, the generations were needed to be redefined in a digital concept. In a simply defined and a generalized way, digital natives can be described as people who were born into the digital era and these technological tools have an irreplaceable place in their lives. And digital immigrants are the people who got to meet technology later and had to learn the digital language (Talay, 2018).

According to Marc Prensky (2001), the digital is the language of computers, Internet and even video games, and the digital natives are the native speakers of this language. Digital immigrants, on the other hand, had to learn that language as a second one. The important thing is, however, no matter how well they learn the digital language, digital immigrants will always have an 'accent' as Prensky suggests. This accent will reveal itself in such cases; when you print a written material so that you can edit it or when you call a friend to ask him or her if they got the e-mail. Examples such as those can be a sign of that accent.

Marc Prensky, in his research *Do They Really Think Differently (2001)*, claims that people who grew up in different cultures think differently. The environment and the culture people have grown up in, have different thinking ways and processes. According to Prensky (2001), digital natives learn quickly, can handle multi-tasking, such as learning while playing a video game whereas digital immigrants learn slowly, can do one thing at a time and prefer more serious ways to learn things. So, it does not come as a surprise that a child growing up in world of computers and digital gadgets would have a different thinking process than his or her parents (Prensky, 2011).

The differences in thinking process have a strong potential to result in tension between both sides. Parents, bosses, teachers with a mind of a digital immigrant and

children, teenagers and young adults with a mind of a digital native see the world in different filters. Even though the conflict may seem inevitable, the sense of mutual understanding should be adopted to avoid it (Zur, 2011).

The important thing that should be remembered is that not all digital natives and immigrants are equal. Even though the terms are defined according to the date of birth of a person, a digital native or a digital immigrant may not fit in those definitions (Zur, 2011).

Having defined those terms in 2001, Prensky (2009) accepts that these terms are not relevant now as he claimed that time. As digital technologies have got even more complex, he suggests that the terms digital native and digital immigrant are not enough to distinguish the Internet users any longer. So, he suggests a new set of distinction which he calls as the digital wisdom. He defines digital wisdom as a twofold concept. It is both the wisdom which arise from the usage of digital technologies to access cognitive power and the use of technology to enhance our capabilities (Prensky, 2009).

The rapid changes in technology and digitalization takes the place of traditional human interaction. However, not everyone has the chance to access to the newest developments, therefore, forming a digital wisdom. Some group of people or even the whole regions in some countries are denied from accessing to the latest technological developments. Not being able to access to Internet technologies are not the only reason to create the digital gap which is described as the gap in accessing to Internet technologies which creates educational, economic, social inequalities (Fietkiewicz, 2017). Inequalities in accessing to digital technology create a marginalized group of people who cannot access to the Internet which influences media literacy, social, economic and political life (Radovanovic, 2011). There are also other dimensions to the inequality rather than age, such as opportunity factor, demographic, educational, social and psychological factors.

Just like age as a demographic factor, gender is also relevant when it comes to the digital divide. Gender plays an important role in technology and confidence in the use of technology (Wang, Myers, Sundaram, 2012). Mainly, men have had more opportunity than women when it comes to reaching to technology. According to the data of 2018, obtained from Adeva IT, women have only 25% of the computing jobs despite they make half of the total workforce. The main reasons which 500 women worldwide declare for

being underrepresented in technology are; 48% lack of mentors, 42% lack of female role models, 39% gender bias in the workplace, 36% unequal growth opportunities compared to men, 35% unequal pay for the same skills. Even though women have proved themselves to be efficient in technology over the years, there are still some concerning facts. Ethnicity is another factor of the digital divide. However, the difference regarding the ethnicity is distinguished in interest, socio-economic status, ability to speak English and opportunity of technology use (Wang, Myers, Sundaram, 2012).

When it comes to the educational factors, it can be said that students that go to a more privileged school have better chances at getting familiar with the Internet technologies. Some schools provide better technologic education than others. Educational factor has an important role to provide insight how an external factor affects digital abilities. Psychological factors are also significant since self-confidence in using the Internet technologies affect the technological abilities. Moreover, the inner enthusiasm in using the Internet technologies leads the way to technological knowledge.

Social influence from a family member, neighbors or peers is also a significant factor which contributes to the technological abilities. It is stated that friends and family help to start up one's interest in using the Internet technologies. Social influences can affect one's use of technology and therefore, the proficiency of use.

Opportunity factor means both the accessibility and the opportunity to use the Internet technologies in daily activities. Wang, Myers, Sundaram (2012) suggest that the users with limited computer access at home or school and have limited support from other would suffer from low digital abilities. Internet and computer access would help them to build a higher self-confidence in using the Internet technologies.

As it can be seen, there are many factors which affect one's digital abilities and digital knowledge. Even though, global technology companies provide service throughout the world with the effect of globalization, there are still some people in the certain parts of the world which are denied from technological developments as a result of the aforementioned factors.

In summary, while some communities have access to digital devices and Internet technologies easily, other communities may fail to do so, thusly, it creates a digital gap

between those communities. Digital gap refers to the inequalities between individuals, corporations and communities in reaching to the technology. The concept of digital gap also refers to the inequalities between the generations as it is defined in the concepts of digital natives and digital immigrants. In addition to the concepts of digital natives and digital immigrants, Palfrey and Gasser (2008) added a third term, the digital settler (Kurt, Günüç, Ersoy, 2013). It refers to the individuals who are older than digital natives and digital immigrants.

Palfrey and Gasser (2008) divide the term digital immigrant into two concepts as the digital settler and the digital immigrant and refer the term digital immigrant as a bridge between the terms digital native and digital settler. The term digital immigrant includes some qualities of other terms. Even though they were born into a world where digital technologies were absent, they were shaped according to them as they come across them in their daily lives. While digital settlers were born before the digital technologies and they stick with traditional ways, the digital immigrants can easily and quickly get adapted to the digital world (Kurt, Günüç, Ersoy, 2013).

As we examine the terms the digital native and the digital immigrants coined by Prensky in 2001, we see that it has been so long since he made those statements and need further moderations. Even though Palfrey and Gasser (2008) coined a third term as the digital settler, it is known that the individuals who are categorized into these terms may not really fit in. They may show other qualities due to demographic, psychological, educational and social factors along with the opportunity factor which creates the digital gap.

It should be understood that the criteria which defines an individual as the digital native or digital immigrant or digital settler may change from person to person. A digital settler may be a better tech savvy than a digital native, even though he or she was not born into a digital world. Therefore, it should be perceived that the situation might be different for everyone and it requires further research to be able to make such categorization.

6. SOCIAL MEDIA USE IN TURKEY

As it is stated, Facebook is a popular platform for both social networking, news and other purposes. A research done by Social Bakers resulted that Turkey had nearly 30 million Facebook accounts in 2016, which makes it the fourth country in the world in terms of user number based on countries. Towards the late of 2014, Global Web Index suggested that 26% of the country has used Facebook in the past month. This was followed by Twitter at 17% (Doğramacı, Radcliffe, 2015). In 2022, the number of monthly active Facebook users is thought to reach 37.72 million individuals according to a research done by Statista.com in 2020. This would mean an increase of over 10.53 million new users comparing the number of users which was 27.19 million in 2015.

In addition to this, Intel conducted a research in 2012 called Young Turkey Survey. 3,000 young people whose ages ranged from 13 to 29 in 26 provinces across Turkey attended. According to the research, by 57%, people use Internet on a daily basis. It is also revealed that Internet is mostly used on social networking platforms at 55%, 39% on acquiring information. Nearly half of the Turkish youth spends 53.5 minutes on average on social networking platforms on a daily basis. (Uğurlu, Özutku, 2014)

As it can be seen, social media platforms are frequently used by people in Turkey. So, it makes people in Turkey a certain target in terms of personalized advertising and digital surveillance. Even though, there are some statistics regarding the usage of social media platforms in Turkey, there are limited researches about people in Turkey and their attitude towards personalized advertising and digital surveillance.

In one of the limited researches, *New Media and Digital Surveillance: A Study on Social Media Users in Turkey*, Sefer Kalaman (2019) aims to investigate how much personal information people in Turkey share on social media platforms and how much they are aware of the surveillance process through social media platforms. His research aims to reveal how aware people are of the digital surveillance through new media technologies. A digital survey was prepared and spread among 5000 Facebook users who are at the age over 15. The research included participants from different regions in Turkey and categorized them according to their age, working status, education status.

When examined how aware the participants are of the surveillance process by public institutions and companies, it is revealed that more than half of the participants believe no one can reach their personal information on Facebook unless they allow it. The research shows that most of the participants are not exactly aware that they are being monitored. They also believe they will not be in conflict with public institutions regarding their Facebook activities unless they behave illegally. However, it is seen that the participants are more aware of the surveillance practiced by companies, rather than public institutions. In summary, individuals are not fully aware of being monitored and how their personal information can be protected.

In addition to this, awareness of surveillance varies from education level, age, sex, occupation and place of living. It is revealed in the research that men are more aware of surveillance than women. Likewise, as age level increases awareness increases, as well. So much so that, digital immigrants turn out to be more aware of surveillance than digital natives. It is also revealed that people who have higher education level are more aware of surveillance than people with lower education level. Additionally, the participants who have a regular job are more aware of surveillance than unemployed people. Lastly, people who live in Aegean region have a better understanding and awareness regarding surveillance and people who live in Black Sea region have the lowest awareness level.

Another research *Personalization and Attitudes Towards Social Media Ads (2016),* carried on by Gökhan Aydın aims to investigate the effects of personalized advertisements on social media platforms. For this research, a digital survey on Facebook was prepared targeting Facebook users. The demographics of the participants can be examined as; 50,9% women and 49,1% men. Their ages were 38,1% 18-21, 22,1% 22-29, 29,9% 30-37, 8,2% 38-49, 1,8% 50+. Their educational status was 0,7% elementary school, 49,8% high school, 23,8% university and 25,6% master's degree. Their income level was 24,5% up to 3000 TL, 37,0 % 3,001-6,000 TL, 17,8% 6,001-9,000 TL and 20,3% 9001 TL and more.

As a result of the research, personalization of the advertisements turns out to be the most significant factor that affects the attitude towards the advertisements. Consumers who think the advertisements are personalized for them, find those advertisements more useful, trustworthy and more entertaining. In addition to this, it is revealed that consumers who think the advertisements are personalized for them are less disturbed by them and

develop a positive attitude towards the advertisements. However, 73% of the participants suggest that personalization of the advertisements does not function as good as the participants want them to. Another important outcome is that the advertisement which have entertaining qualities leave a more positive effect on the consumers.

Upon examining these two researches, it can be concluded that average Turkish Internet users are not fully aware of the digital surveillance and they do not fully understand how their personal information can be reached or used on social media platforms. Moreover, the users also think that the personalized advertisements are useful, reliable and more entertaining. Therefore, they have a more positive attitude towards the advertisement if they are personalized for them. However, there is limited number of researches about Turkish Internet users' perceptions towards surveillance and personalized advertisements.

As for the terms that were mentioned earlier, *digital native* and *digital immigrant*, Hiroshi Ono and Madeline Zavodny (2007) suggest in their paper *Immigrants, English Ability and the Digital Divide* that inequality in accessing to Internet technologies, educational opportunities, financial status and English language ability are significant factors for being able to use Internet technologies such as social media platforms. As Marc Prensky described the term *digital immigrant*, he suggested that a digital immigrant is a person who was born before the new Internet technologies were invented, therefore, had to adopt these new developments in a later stage of her or his life. In their earlier time of their lives, they did not have the chance to easily access to technologic devices, educational opportunities and language learning. As for the case of Turkish digital immigrants, they did not have the chance to get a proper education as digital natives can now. According to Savaşkan (2016), Turkey was in the last place in Education First English Proficiency reports due to the fact that schooling rate of the total population in Turkey in 1980 was only 2.64% for children who was fifteen years old and over. She suggests in her research, *Turkey's Place in the Rankings of The English Proficiency Index*, also claims that the changes in the curriculum that will affect English language speaking ability in a good way in the future, were made in first 1997, then 2012 reforms. In the future, she believes the reforms will enable students to speak English better and rank higher in Education First English Proficiency reports. As a result of this research, it can be concluded that digital immigrants, being born before the Internet technologies, did not

have the chance to get a proper English language education as well as the general education one, comparing to today's students. As Internet technologies consist of many English terms and allow users to go into a global network, ability to speak and understand English language is required to fully comprehend Internet technologies. This situation basically covers for educational, financial and age-related aspects of comparison.

In the light of previous researches and the outcomes, some research questions for this study were formed. By following the research questions, this study aims to investigate Facebook and Instagram users and their perception about personalized advertisements, as both platforms belong to the same company, which is Facebook company and they are the most frequently used platforms among others with active users over one billion (W. Stout, 2019). This study will be conducted through an online survey among Facebook and Instagram users.

It is believed that this thesis will contribute to the field by providing data about Facebook and Instagram users, who will be referred as digital immigrants and digital natives, and their perception about digital surveillance and personalized advertisements.

7. PREVIOUS RESEARCHES AND METHODOLOGY

Social media platforms have become an interesting field of research as they gain more popularity each day. As advertising is a key element on social media platforms, users' attitudes towards those ads is a popular field of research as well. However, these researches are mainly focused on developed countries. Therefore, number of researches on different cultures, such as Turkey, need to be increased so that the differences or similarities about the attitudes towards personalized advertisements between different cultures, can be investigated.

As an example of a related research conducted in developed country, Austria, Maurer and Wiegmann (2011) conducted a study called as *Effectiveness of Advertising on Social Network Sites: A Case Study on Facebook*. The research is based on Facebook and it provides us answers regarding the users' views about Facebook and social media marketing performed in it. The purpose of the research is to determine how effective social networking sites are as a social media marketing tool and to which extent users' purchase decisions are influenced by Facebook advertisements.

The data collection process was maintained with an online survey tool. The respondents' opinions about Facebook ads was measured by 5 statements. The ranking system was based on a scale from "1" to "5". "1" means that the respondent agrees strongly, whereas "5" means that the respondent disagrees totally. As a result of this research, it turned out that Facebook users do not acknowledge that Facebook ads influence their behaviors in an average of 4.71. Also, an average 4.63 stated that they do not feel that ads in Facebook are responding very well to their needs. An average 4.62 claimed that they do not click the ads regularly. 4.79 stated that they do not even evaluate them. In conclusion, majority of the respondents agreed on one thing: The Facebook ads are annoying as the participants call it.

As it was stated earlier, online advertisements are studied in different aspects. While Maurer and Wiegmann measured the general opinion about online advertisements, Turow, King, Hoofnatle, Bleakley and Hennessy (2009) carried on a research, *Contrary to What Marketers Say, Americans Reject Tailored Advertising and Three Activities That Enable It*, to find out which view Americans hold about the behavioral targeting and tailored ads. The research concerns three types of activity such as reading news articles,

the ads that they click and (window) shopping. These activities are based on websites, advertising networks and retailers which think tracking and gathering data out of the users' activities are the most effective way to present them ads that are related to their interest. After the research is done, the results turned out to be as below;

66% of the respondents stated that they do not want tailored ads. The proportions saying no are lower when it comes to tailored discounts and news, but they still represent around half the population in a ratio of 49% and 57%.[1]

After the respondents who said yes to the tailored ads were told how the ads will be tailored according to tracking of the respondents' activities in the websites, 18% more of those 1,000 respondents said no to tailored advertising. That means that 84% of the respondents rejected tailored ads outright or when they found out it would happen through tracking them on other sites.

When we evaluate the result of this research, we can see that more than half of the Americans do not prefer tailored ads in the first place. We also see that this ratio increases after they learn how the tailored ads are organized. This leads us to the conclusion that even though some users think the personalized ads are useful, they still get disturbed by being tracked and over personalization and this may lead to a backfire.

Supporting the previous research, Malheiros, Jennett,Patel, Brostoff and Sasse (2012) revealed their research, *Too Close for Comfort: A Study of the Effectiveness and Acceptability of Rich-Media Personalized Advertising*. The research aims to investigate and explore how users respond to targeted ads that use rich media. There were 30 participants, 15 of them were female and the other 15 were male. Their ages differed from 19 to 55. 22 of them were university students and 8 were university staff member.

77% of participants agreed that they would be more likely to be interested in ads that used their holiday destination and over half of participants disagreed that they would be more likely to be interested in ads that used their photo

More than half of the participants reacted negatively upon seeing ads with their own photo. They described such ads as "strange", "weird", "freaky", "creepy" and "terrible".

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[1]Tailored ads is another term for personalized advertising.

The research results suggest that depending on the data item which was used to create the ad can be more or less noticeable. Advertisements that use the participants' name, photo or holiday destination are more likely to be noticed. However, the level of the interest varied in different types of ads and items used. The research results revealed that they were more likely to take an interest in ads that use their holiday destination, and less likely to take an interest in ads that use their name and photo.

In conclusion, the users' opinion regarding to tailored ads that use rich media vary depending on the type of data used to create the ads, with comfort decreasing as the level of personalization increases. These researches were helpful to form hypotheses about general attitudes towards personalized advertisements in general for this research as they presented general opinion about effectiveness of personalized advertisements.

Age is also an important aspect when it comes to measuring attitude towards personalized advertisements. *Like or Dislike? Adolescents' Responses to Personalized Social Network Site Advertising* by Walrave, Poels, Antheunis, Van den Broeck and Van Noort (2016) aims to find answers for the following hypotheses;

-H1: The effectiveness of SNS advertising is greater at medium levels of personalization, as compared to low and high levels: Attitude towards the ad, brand engagement, and intention to forward the ad are higher for SNS ads including a medium level of personalization, as compared to low and high levels.

-H2: Online privacy concern moderates the impact of personalization on advertising effectiveness with higher levels of online privacy concern weakening the effects of personalization.

As a result of the research, it was revealed that the high personalized advertising was preferred to the low personalized ad. Contrary to expectation of the research, the medium personalization ad was not the most effective one. The first hypothesis was not supported because it was not found that higher levels of personalization would weaken the effectiveness of the ad because of the feelings of discomfort and privacy intrusion.

Although it was hypothesized in the research that the medium personalization condition is the optimal level, the effectiveness of the ad was highest when it was highly personalized. Despite the negative reaction about the usage of personal data for

advertising purposes by pretest respondents, the high personalized advertisements produced the 'best' results. Intention to forward among adolescents was proven to be the highest for the highly personalized ads.

In conclusion, the highly personalized ads were preferred among the adolescents. From this angle, this research was different from the ones before it because it was conducted among the people who are of age 14-18. This study shows that the adolescents may not care about the usage of their personal data for marketing purposes. It may be because they are not fully aware of the consequences of the usage of their personal data by the third parties or it may be because they like being directly spoken to. A more possible explanation is that they are not aware of the tactics that marketers use for their purposes. In the end, it makes the adolescents perfect targets for the marketers as the research suggests.

Being similar to the previous research as it includes teenagers as well, *People's Perceptions of Personalized Ads* by O'Donnell and Cramer investigates attitudes of the users towards personalized advertising through a survey and 24 interviews about the users' own experiences with ads.

The results of the research revealed that receiving personalized ads were appealing to the participants. Answer such as "I like receiving ads that are personalized to me" and "I think ads that are personalized to me are useful" scored slightly high. Nonetheless, a distinct group was also visible who 'strongly disagreed' in a ratio of 20%. 54% of them strongly agreed and 24% of them were neutral about seeing personalized ads. Participants stated that they found desktop ads more relevant than the ones on their smartphones. 51% of them stated that they strongly disagreed that they did not care about their search term being shared while 21% of them stated that they strongly agreed they did not care.

In conclusion, even though some participants think personalized ads are useful, there are still some distinct groups with preferences about the ways their activities may or may not be used. The users think targeting based on online behavior is both useful and privacy invasive.

On the other hand, *Avoidance of Advertising in Social Networking Sites: The Teenage Perspective* by Kelly, Kerr, Drennan revealed a different outcome. The research

investigated the attitude towards advertising on social networking sites and to determine whether the ads are welcomed or avoided.

The participants in both groups said that they believe they spent too much time on social media platforms. However, they also stated that it represented wasted time that could be spent more productively. It may be the feeling of social interaction that they build with their friends that kept them online longer than they should have. Participants also believed that no one could be able to access their personal data if their profiles are private and that shows their naivety about the level of privacy control that these platforms offer. The research revealed that the participants paid so little attention to the advertisements on the social media platforms.

The participants also stated that most of the advertisements were no relevant to them. They did not believe that there was a connection between the advertisements and their personal information. Many participants stated that they only noticed the advertisements when they annoyed them or when they suddenly popped up. They believed that the only thing they could do to avoid the ads was just ignoring them.

Similar to Walrave, Poels, Antheunis, Van den Broeck and Van Noort's research (2016), *Understanding different attitudes towards advertising on Instagram and Facebook by* Klyve and Haukeberg (2018) also reveals that older users are more concerned when it comes to privacy matters. This might be because digital natives are more familiar with social media platforms, therefore, have more trust in them.

Age aspect and differences between digital natives and digital immigrants are significant for this research. In this context, these researches were helpful to form hypotheses about age and potential differences between digital natives and digital immigrants regarding personalized advertisements and concept of surveillance.

In addition to age, geographic differences are also an effective aspect when personalized advertisements and surveillance are studied in terms of analyzing the difference between different cultures. *A Study of the Awareness of Targeted Advertising Among Users: Facebook Example* (2018) by Uluk is a research conducted in Turkey. The research aimed to investigate the awareness level of Facebook users about their personal information that is objectified and marketed to advertisers. Additionally, it also aimed to

measure the level of awareness of the individuals about their Facebook ads options and relations between their behaviors and online advertisements. An online survey was completed among 262 Facebook users.

The research reveals that 68,3% of the participants are disturbed by the ads. 64,1% of them stated that they wished to control the ads that are shown to them. 64,4% of them indicates that they wished to arrange the companies that advertised. Nevertheless, despite of the fact that Facebook provides a detailed arrangement option about the data that could be used for advertisements, 73,3% of the participants indicated that they did not change their advertisement options on Facebook. In addition to this, 80% of the participants stated that they were concerned that Facebook might watch their online activities outside of Facebook. In conclusion, even though they indicate their concern about their privacy, they do not feel the need to control or change their advertisement and privacy options on Facebook. As Uluk suggests, the individuals become both willful and concerned part of the process.

Similar to Uluk's research, Talay (2018) aims to investigate the differences between digital natives and digital immigrants regarding the privacy problems occurred as a result of mobile media ads in his research, *Awareness of Surveillance Through Mobile Media Ads: A Comparative Analysis of Digital Natives and Digital Immigrants*. The research includes the advertisements shown only in mobile devices. A face to face interview method was used for this research and it involved participants who live only in Ankara.

The research reveals that 92,8% of the participants noticed that they see advertisements in accordance with the products or services they have searched for before. Only 6,4% of them suggest that they do not see advertisements on mobile platforms. This indicates that awareness level of these advertisements is quite high on mobile platforms. 71,2% of the participants claim that they get concerned about the privacy after seeing such advertisements and 28,8% of them state they do not feel concerned at all. When compared according to generations, 81% of digital immigrants state that they feel concerned about their privacy while 19% of them do not have such a feeling. Additionally, 61,5% of the digital natives claim that they feel concerned about their privacy while 35,5% of them state they do not feel concerned. This leads us to the conclusion that digital immigrants are more concerned about their privacy and more

scared of privacy invasions than the digital natives. The research also provides us information that digital immigrants are more reluctant to share their home or work address or their mobile number while digital natives tend to share more personal information. Consequently, it is also revealed that digital natives are more aware of the digital surveillance than the digital natives.

Talay's research shows similarities with Uluk's research regarding privacy concerns. It is seen in both researches that the users are concerned about their privacy. However, there is also a different outcome. While Walrave, Poels, Antheunis, Van den Broeck and Van Noort suggest in their research digital natives are less concerned about their privacy, Talay's research reveals an opposite result. This might be because of different geographies as one research is based on Norway and the other is based on Turkey.

In his research titled *"The Effects of Mobile Marketing Activities on Consumer Perception: A Research on University Students* Doğaner (2017) reveals a similar result as Uluk's research. His research aims to explore the attitudes of university students regarding mobile marketing activities.

At first, the research shows that young consumers have a negative attitude towards mobile marketing. The factor of disturbance is the most popular reason of this negativity. However, as it continues, the research also states that, even though the students feel disturbed by mobile marketing, they are also interested in personalized advertising as long as their permission is asked beforehand. In this context, it is similar to Uluk's research as the results claim that mobile marketing would be welcomed with a positive attitude if it was carried on with early permission and designed more personally.

Doğaner also mentioned another study with a similar research topic, conducted by Armağan and Gider in 2014. According to their research, 59,7% of the student participants stated that they took notice of the advertisements that they found related to them. Also, 69,7% of them claimed that they thought the advertisements which they saw on their mobile phones are entertaining. As the researcher claims, these two researches have similar results. He claims, the students believe the advertisements on their mobile phones are entertaining and they have a positive attitude towards them in general.

Another research conducted by Akdağ (2017) shows similarities to Uluk and Doğaner's researches in both geographical aspects and results. The research aims to investigate the opinions of university students about online personalized advertising. To carry on the research, in-depth interview method was applied to 16 students. 8 of the students claimed that they thought the advertisements are impressive and useful while 5 of them stated that they were impressive, yet annoying. 2 of them stated that they were utterly unnecessary and waste of time while 1 student stated that he/she felt like he/she was being tracked and the advertisements changed according to his/her speech.

Additionally, 11 of the students suggested that they liked the personalized advertisements and got the opportunity to learn new thing through them. 3 of them stated that they did not like them at all, and such advertisements should not be legal. Lastly, 2 of them said they found such advertisements as dangerous, but they liked them anyway.

In conclusion, the research suggests that the students do not have a consistent opinion regarding to personalized advertisements. They state that they do not like those ads, however, they also state they find them useful while shopping. Consequently, it is noticed that students' criteria of liking the advertisement or not depends on the concept of time. If the advertisements make them time while shopping or browsing, they like them, if they waste their time while they do another thing online, they do not like the ads.

So far, many foreign and Turkish researches were explored. As a conclusion, it can be seen that participants in the foreign researches were more aware of the personalized advertisements and surveillance process. However, Turkish users are content with the personalized advertisements, even though a little group of them find the ads disturbing. And those who feel disturbed do not know how to avoid them or prevent them. Even so, almost every one of them continue to use social media platforms such as Facebook and Instagram.

Overall, all researches were helpful and significant for this research to form hypotheses regarding age, demographics and different attitudes. Additionally, they mainly focus on mobile advertisements, which are the advertisements that appear on your mobile phone whilst browsing the Internet or using an application (Google Ads Help, 2019). This also gave way to conduct this research based on social media platforms as

there is not enough data about personalized advertisements that appear on social media platforms.

Upon perusing previous researches, some hypotheses were formed for this research;

H1: Facebook and Instagram users are aware of the personalized advertisements on social media platforms.

H2: Facebook and Instagram users do not fully comprehend the surveillance process.

H3: Facebook and Instagram users do not take any precautions regarding the surveillance.

H4: Digital natives and digital immigrants have different opinions regarding the personalized advertisements and surveillance.

7.1 METHODOLOGY

The main research question that will be answered through the thesis is the following;

R1: What are the differences or similarities (If there is any) between the perception of digital immigrants and digital natives regarding personalized advertisements and surveillance that come within?

To analyze and resolve this main research question from different aspects, some sub-questions need to be explored;

R2: To what extend Facebook and Instagram users aware of the advertisements that were personalized for them?

R3: To what extend personalized advertisements make them feel like they are being monitored?

R4: To what extend personalized advertisements affect their purchasing decisions?

In the research, an evaluation of generation gap is in question therefore it is important to consider the age the users started to use the Internet technologies (Talay, 2018). As a result, in the commenting section of the outcomes of the research, digital natives and digital immigrants will be determined in accordance with the age that they started to use Internet technologies. The ones who started to use them at the age of eighteen and below will be regarded as digital natives whilst the ones who started to use them after the age of eighteen will be regarded as digital immigrants. The reason of this, age is not a deterministic factor when it comes to identify someone as a digital native or digital immigrant because of the fact that demographic, psychological, social factors can affect one's ability use the Internet technologies. As it is suggested, being involved with the Internet technologies at an early age helps users to build good interpersonal relationships, promotes their self-expression and creativity as well as strengthening their digital abilities and digital social skills (Livingstone, Holloway, Green, 2013). Regardless of their age at the time they participated in the survey, the participants who were exposed to Internet technologies at an early age like eighteen can be considered luckier in terms of being advantageous in accessing to computer technologies, which means they were in an advantageous situation both as demographically and financially. Therefore, considering that starting to use the Internet technologies at an early age would make the users more tech-savvy as it was suggested in the aforementioned study, the ones who started to use Internet technologies at the age of eighteen and below will be considered as the digital natives, regardless of their actual ages. The rest will be regarded as the digital immigrants. Consequently, the research measures the difference between the participants who started to use the Internet technologies at the age of eighteen or below and the other ones who started to use them at a later age in terms of their attitude towards the personalized advertisements and digital surveillance.

7.2 MAIN POPULATION OF THE RESEARCH

The main population of the research is Facebook, Instagram, Twitter, LinkedIn, Ekşi Sözlük and Reddit users, Perpa Commerce Center and Ramada Plaza İstanbul Hotel employees from all age ranges from 18 to 55+ and job positions from blue collar to white collar. The participants from Perpa Commerce Center and Ramada Plaza İstanbul Hotel were included to increase the data that would be provided through this research. They were handed an online link and asked to participate in the research. Those social networking sites were chosen as they are the most frequently used platforms by social media users. The reason that these two workplaces were chosen as the employees of them were easily reachable for the research. The participants are from İstanbul, Ankara, İzmir, Bursa and the other cities of Turkey. These cities were chosen by reason of the fact that they are the most crowded cities in Turkey in terms of population.

7.3 DESIGN OF THE RESEARCH

An online quantitative survey was conducted and shared and forwarded through social media platforms for social media platforms' users to apply. The questions were in Turkish language considering the users who cannot speak and understand English language. The questions were organized in accordance to gather data about participants' ages, education level, locations based on population, income status based on the minimum wage, level of social media usage, shopping preferences, opinions relating to digital surveillance, opinions relating to personalized advertisements, etc. In addition to this, the questions were also categorized and lined according to five sections; background, internet habits, awareness, opinions about surveillance and opinions about personalized advertisements. These qualities of the questions were important to form an outcome as they provide an insight about the participants' background story, demographic and financial qualities and preferences, awareness level, Internet using habits, opinions about surveillance and personalized advertisements of the participants. The findings were commented according to results obtained from the T test as the outcome functions as a comparison between two groups (Flom, 2018). An analysis of T test is crucial for this

research because a comparison should be composed between the digital natives and the digital immigrants which represent two distinct groups.

At the end of this research, the findings functioned as a contribution to the field in terms of Instagram and Facebook users' perception about personalized advertisements in Turkey. The main limitation of this research was that, since convenience sampling method was used, the result may be biased and lacks clear generalizability. However, this method allowed the research to reach to a great extent. Forwarding the online survey through social media platforms was helpful as it allowed the survey to be participated by more people who live in the other cities of Turkey rather than merely İstanbul. Therefore, more data about the users of social media platforms was possible to be obtained. Convenience sampling method answered the purpose because data obtained from across Turkey was needed, which made face-to-face interviewing for the research impossible. Consequently, though the answers may lack clear generalizability, convenience sampling method was crucial for the research to gather various answers from various participants.

8. RESULTS OF THE RESEARCH

275 people in total participated in the survey through social media platform. As it is suggested earlier, digital natives and digital immigrants will be determined in accordance with the age they started to use the Internet technologies.

Demographic findings regarding the participants can be seen below;

8.1 DEMOGRAPHIC FINDINGS

How old are you?
275 replies

49,8%
6,5%
9,5%
12,7%
21,5%

● 18-25
● 26-34
● 35-44
● 45-54
● 55+
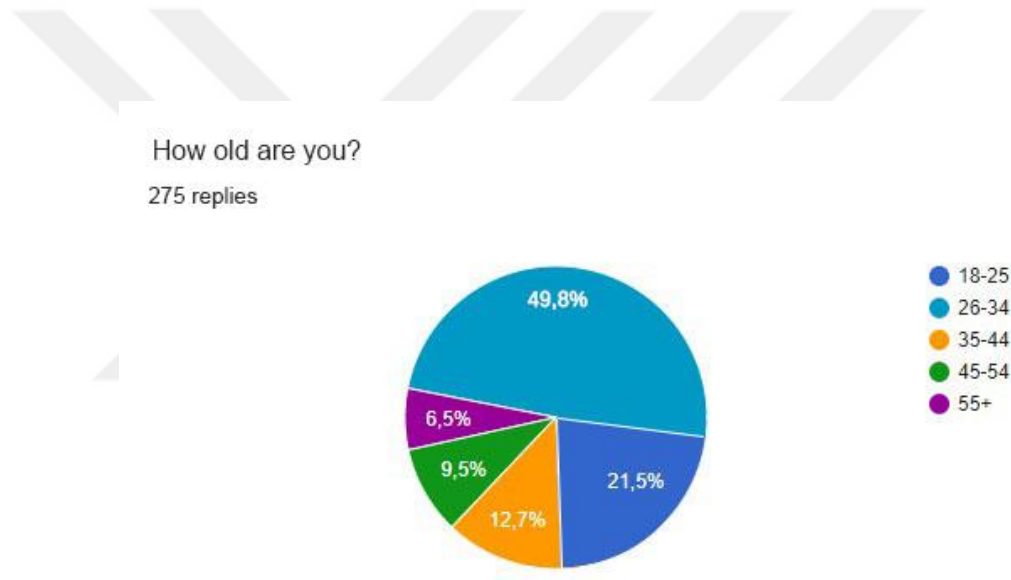
Figure 8.1.1 Age chart

It is thought that social networking sites affect the business and social life a lot. In addition to a great number of users on social networking sites, it is also seen that the users diverse in terms of their ages. This question aims to determine the age group of the respondents and the ratio of weighted mean. The people whose ages are between 18 and 55 were chosen as the target audience. According to the results; the highest ratio of %49,8 belongs to the 26-34 age group. This reveals that the young adults use the social networking sites in a great deal. Following that, 18-25 age group comes in the second place in terms of using the social networking sites. It is also seen that 35-44 age group

has a ratio of %12,7 and 45-54 age group has a ratio of %9,5. The oldest age group 55+ has a ratio of %6,5 on the subject of using the social networking sites. This suggests that people who are 55 and over are involved in technological life, even though it is not a large amount.
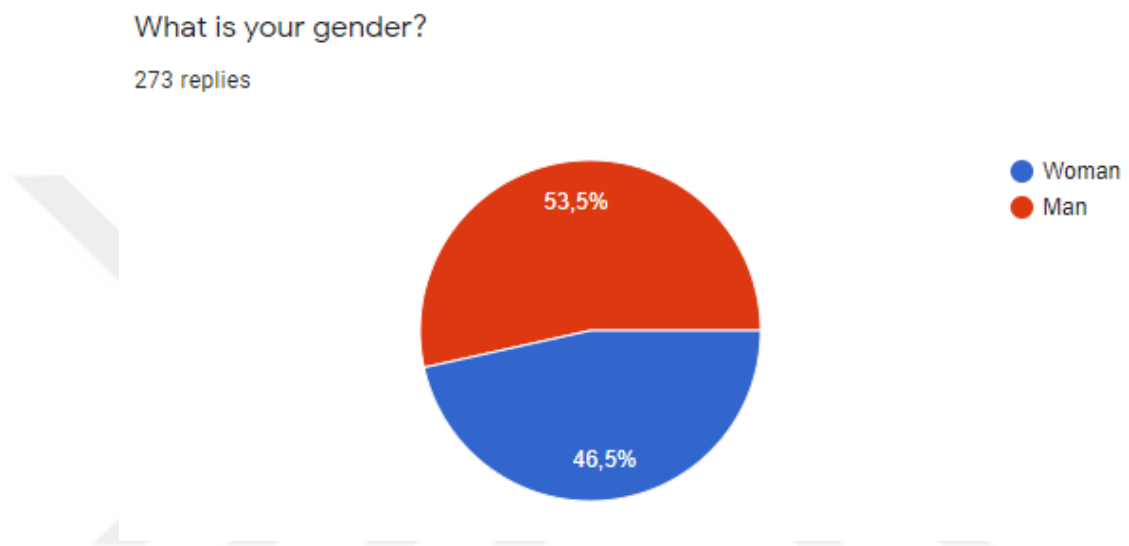
Figure 8.1.2 Gender chart

The genders of the participants are 53,5% male and 46,5% female. This suggests that male respondents are more interested and active in social networking sites than female respondents.
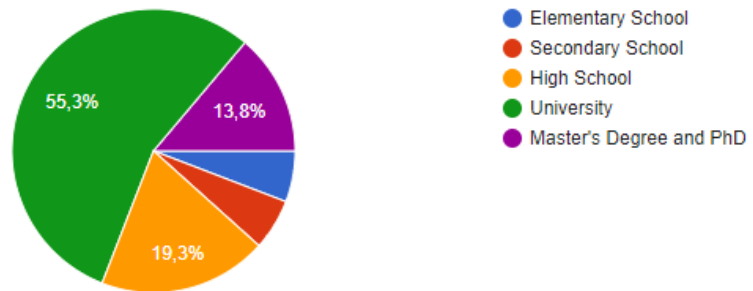
Figure 8.1.3 Education status chart

The educational status of the participants is 55,3% university with the highest ratio, 19,3% high school, 13,8 % Master's degree and Phd, 5,8% elementary and secondary school.
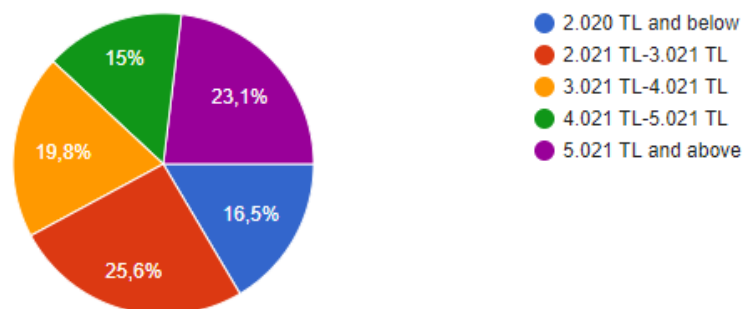
Figure 8.1.4 Income level chart

The income levels of the participants are 25,6% 2.021 TL-3.021 TL with the highest ratio, 23,1% 5.021 TL and above comes in the second place, 19,8% 3.021 TL-4.021 TL, 16,5% 2.020 TL and below and finally, 15% 4.021 TL-5.021 TL.

Which city do you live in?

275 replies

- ● İstanbul
- ● Ankara
- ● İzmir
- ● Bursa
- ● Other

82,5%

8%
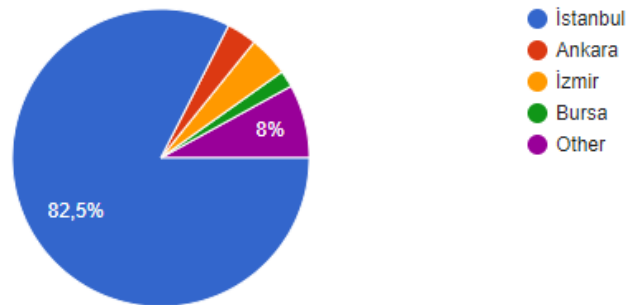
Figure 8.1.5 City of living chart

The participants are mainly from İstanbul in a ratio of 82,5%. 8% from Other cities. 4,4% from İzmir, 3,3% from Ankara and 1,8% from Bursa.

8.2 COMPARISON BETWEEN THE DIGITAL NATIVES AND DIGITAL IMMIGRANTS

As a background information and a key question of the research, the question below is important.

At what age did you start to use social media platforms such as Facebook and Instagram?

275 replies

- ● 18 and below
- ● 19-28
- ● 29-39
- ● 40-50
- ● 50+

28,7%

9,5%

50,9%
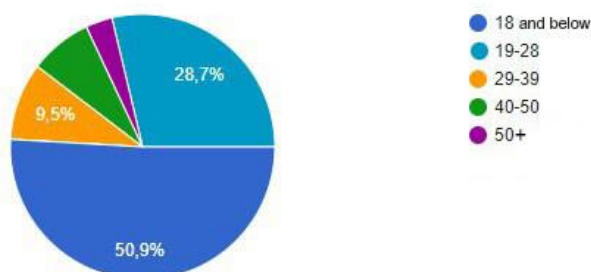
Figure 8.2.1 The chart of the age the participants started to use the Internet technologies

One of the important aspects of this research is the age which the respondents started to use the Internet Technologies. When the results are seen, the highest result belongs to the age group 18 and below with %18. 19-28 with %28,7 comes in the second place. Following that, 29-39 age group comes in the third place with a ratio of %9,5.

This suggests that the interests and preferences in social networking sites and the Internet Technologies start in the age of 18 and below on a large scale. Following that, it can be said that 19-28 age group also had an interest in social networking sites.

From now on, the commenting will be based on the age which the participants started to use the Internet technologies.
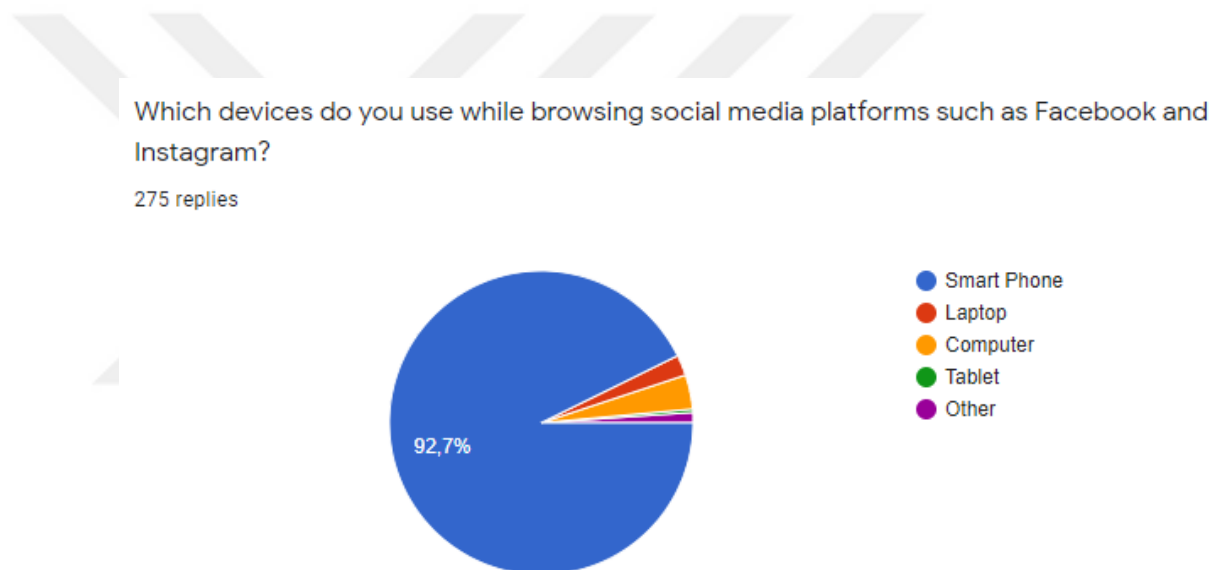
Figure 8.2.2 The chart of the devices the participants use

%92,7 of the respondents replied the question by choosing the smart phone option. It can be said that accessing to social networking sites through smart phones is preferred more than the other devices. This may be because it is easier to use those social networking sites through smart phones than other devices.

T-Test

Group Statistics					
	İlkKullanı mYasi	N	Mean	Std. Deviation	Std. Error Mean
SORU7	1	140	1,0857	,45654	,03858
	2	135	1,1926	,67466	,05807

T-Test

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
								95% Confidence Interval of the Difference	
							Std. Error		
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Difference	Lower	Upper
SORU7	Equal variances assumed	9,097	,003	-1,543	273	,124	-,10688	,06925	-,24320	,02944
	Equal variances not assumed			-1,533	234,405	,127	-,10688	,06972	-,24423	,03047

Figure 8.2.3 T test result 1

The first group is determined as the ones who started to use the Internet Technologies at the age of 18 and below and the second group is determined as the ones who started to use them after the age of 18. When both groups are examined, the following result is revealed.

According to t test result, (t0,05: 27 = 1,54) it can be said that there is a difference between the variances of the groups and the ratio of standard deviation (0,45). However, when Sig. (2-tailed) value is examined, there was not an encounter with a negative situation because the approximate values were close even though the groups of data value are not homogeneous.

According to this; the usage of social networking sites on technological devices is (x= 1,0857) for the first group (18 and below) and (x=1,1926) for the second group (over 18). As a result, it can be said that both groups use smart phones and there is not a significant difference between both groups. This means the digital natives and digital immigrants do not have a significant difference among them.
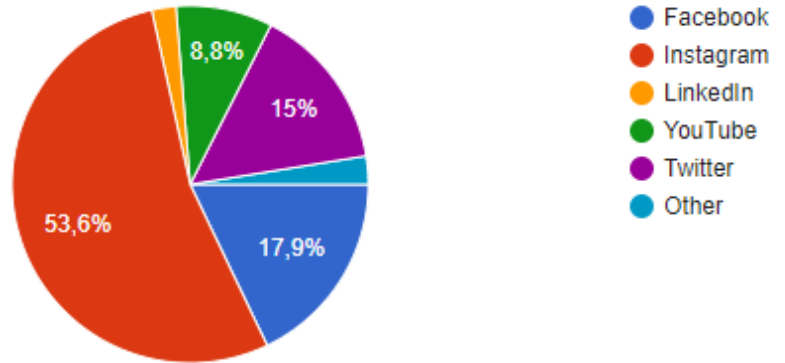
Figure 8.2.4 The chart of the social media platforms which the participants use

When the results are examined, it is seen that different replies were received regarding the social networking site that the respondents use the most. The sites are similar in terms of their quality. Instagram has the highest ratio of %53,6, the second one is the Facebook with %17,9. Twitter follows with a ratio of %15 and YouTube is the fourth one with %8,8. As a result, it can be suggested that Instagram is the most popular and actively used one among other social networking sites.

Group Statistics

	İlkKullanı mYasi	N	Mean	Std. Deviation	Std. Error Mean
SORU8	1	140	1,7786	1,29786	,10969
	2	134	2,1418	1,24546	,10759

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
SORU8	Equal variances assumed	1,371	,243	-2,362	272	,019	-,36322	,15379	-,66598	-,06046
	Equal variances not assumed			-2,364	271,998	,019	-,36322	,15365	-,66571	-,06073

Figure 8.2.5 T test result 2

To see if there is any difference between digital natives and digital immigrants, it can be commented as following;

(t0,05: 272 = 2,36) is calculated as the usage value of different social networking site for both groups. As standard deviation rate is 0,15 and the groups are homogeneous, there is not a negativity in data values.

In this case, it can be said that the second group (x=2,14) has used different social networking sites (Facebook, LinkedIn, etc.) comparing to the first group.
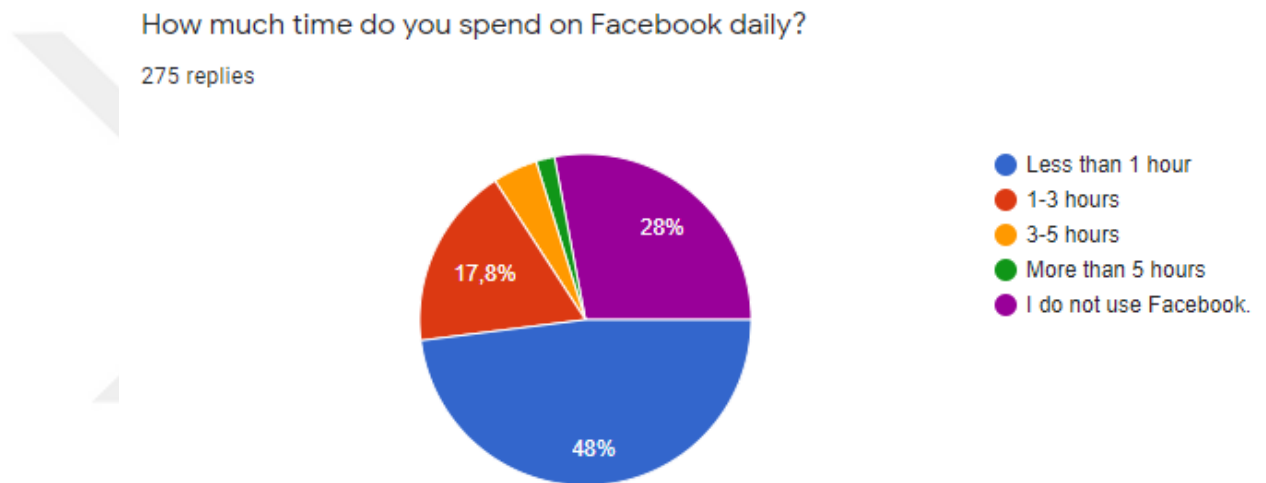
Figure 8.2.6 The chart of the time the participants spend on Facebook

When the participants were asked how much time they spend on Facebook daily, 48% of them chose less than an hour, 28% of them stated that they do not use Facebook, 17,8% of them chose 1-3 hour, 4,4% of them said 3-5 hour, 1,8% of them chose more than five hours. This situation suggests that Facebook loses its popularity comparing to other social networking sites regarding the content, interaction and preference. It also reveals that the users may turn to other social networking sites more than Facebook.

Group Statistics

	İlkKullanı mYasi	N	Mean	Std. Deviation	Std. Error Mean
SORU9	1	90	1,3444	,68959	,07269
	2	108	1,5278	,74204	,07140

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
SORU9	Equal variances assumed	4,246	,041	-1,787	196	,075	-,18333	,10258	-,38563	,01896
	Equal variances not assumed			-1,799	193,650	,074	-,18333	,10189	-,38429	,01763

Figure 8.2.7 T test result 3

To see if there is any difference between digital natives and digital immigrants, it can be commented as following;

When t test result regarding the time spent on Facebook (t0,05: 196 = 1,787) is examined, it is found that there is a difference. Standard deviation rate is 0,68, and the variance value of the frequency rate is 4,24.

The first group is (x= 1,344) while the variable ratio of the second group is determined as (x=1,52). In this case, the time spent on Facebook is mostly related to the second group, which means the digital immigrants prefer Facebook the most.
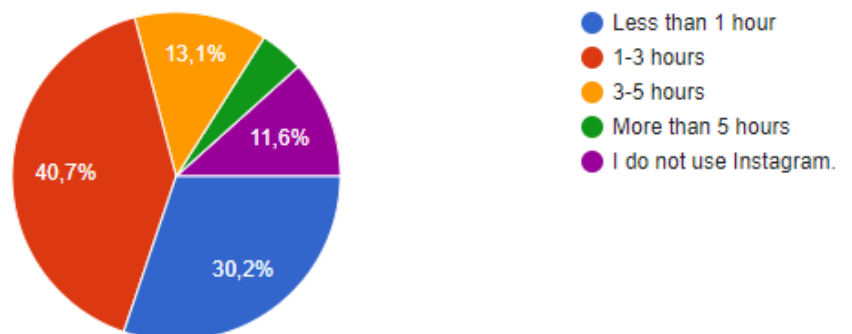
Figure 8.2.8 The chart of the time the participants spend on Instagram

When the participants were asked how much time they spend on Instagram daily, 40,7% chose 1-3 hour, 30,2% chose less than an hour, 13,1% chose 3-5 hour, 11,6% stated that they do no use Instagram and 4,4% chose more than five hours. The users spend 1-3 hour on Instagram with a ratio of %40,7, which means Instagram is used more actively than Facebook. Besides, the disusing of Instagram is %11,6 while the disusing of Facebook is %28. As a result, it is revealed that Instagram is more preferred than Facebook on a large scale.

Group Statistics

	İlkKullanı mYasi	N	Mean	Std. Deviation	Std. Error Mean
SORU10	1	130	2,1538	,79203	,06947
	2	113	1,6283	,78142	,07351

Independent Samples Test

|		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
SORU10	Equal variances assumed	1,963	,162	5,191	241	,000	,52553	,10124	,32611	,72495
	Equal variances not assumed			5,196	237,152	,000	,52553	,10114	,32628	,72477

Figure 8.2.9 T test result 4

To see if there is any difference between digital natives and digital immigrants, it can be commented as following;

When t test result is examined regarding the time spent on Instagram (t0,05: 241 = 162), a difference between the time spent on social networking sites is found. Standard deviation rate is 0,10, and the variance value of the frequency rate is 1,96.

The first group is (x= 2,15) while the variable ratio of the second group is determined as (x=1,62). In this case, the time spent on Instagram is mostly related to the first group, which means the digital natives prefer Instagram the most.

I share personal information such as home, work addresses or phone numbers on social media platforms such as Facebook or Instagram.

273 replies

- I strongly agree.
- I agree.
- Neutral.
- I disagree.
- I strongly disagree.
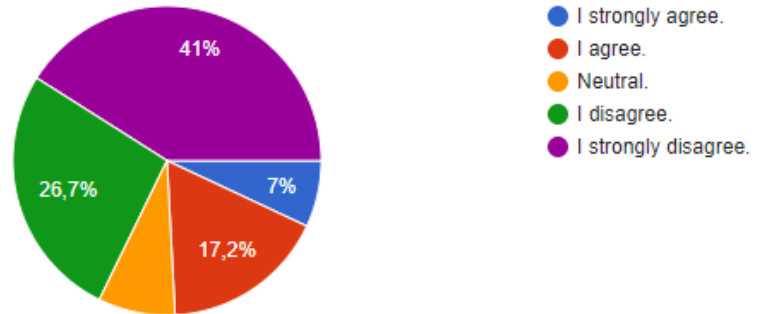
Figure 8.2.10 The chart of the participants' preferences of sharing personal information

When the participants were asked if they share any personal information such as home, work address or telephone number, 41% chose strongly disagree, 26,7% chose disagree, 17,2% of them chose agree, 7% chose strongly agree and 8,1% chose neutral. This reveals that the respondents do not trust the third parties and online platforms enough to share personal information.

Group Statistics					
	İlkKullanı mYasi	N	Mean	Std. Deviation	Std. Error Mean
SORU11	1	129	1,6822	,46745	,04116
	2	122	1,7951	,40531	,03669

| Independent Samples Test		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
SORU11	Equal variances assumed	17,051	,000	-2,040	249	,042	-,11291	,05536	-,22194	-,00388
	Equal variances not assumed			-2,048	247,165	,042	-,11291	,05514	-,22151	-,00431

Figure 8.2.11 T test result 5

To see if there is any difference between digital natives and digital immigrants, it can be commented as following;

It is observed that there is a difference between the first and the second group regarding sharing the personal information on online platforms (t0,05: 249 = 2,04). While the first group is (x= 1,68), the variable ratio of the second group is determined as (x= 1,79). According the t test result, the second group is more reluctant to share personal information on social networking sites.
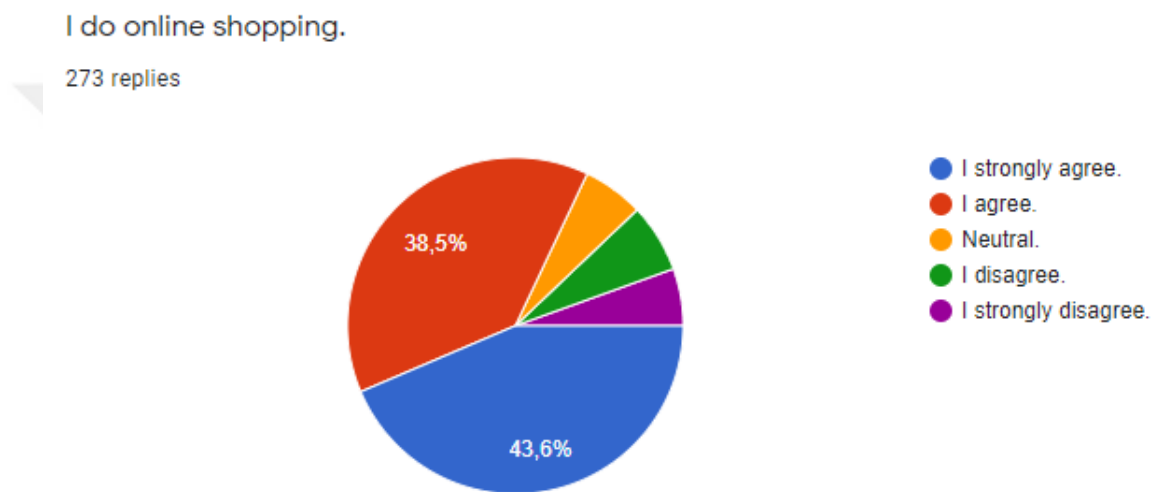
Figure 8.2.12 The chart of the participants' preferences of online shopping

When the participants were asked if they do online shopping, 43,6% chose strongly agree, 38,5% chose agree, 6,6% of them chose disagree, 5,5% chose strongly disagree and 5,9% chose neutral. It can be seen that the rate of doing online shopping is high. It can be said that the respondents use the online shopping alternative which is provided by the modern Internet technologies with trust. Globally, it might be suggested that the rate of online shopping has been increasing and the corporations choose to act accordingly.

Group Statistics

	İlkKullanı mYasi	N	Mean	Std. Deviation	Std. Error Mean
SORU12	1	131	1,0534	,22576	,01972
	2	126	1,2063	,40630	,03620

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
SORU12	Equal variances assumed	67,670	,000	-3,748	255	,000	-,15291	,04080	-,23326	-,07257
	Equal variances not assumed			-3,710	193,830	,000	-,15291	,04122	-,23421	-,07161

Figure 8.2.13 T test result 6

To see if there is any difference between digital natives and digital immigrants, it can be commented as following;

It is observed that there is a difference between two groups regarding the online shopping preferences when t test results (t0,05: 255 = 3,74) are examined. The first group is (x= 1,05), while the variable ratio of the second group is (x= 1,20). Upon examining the general results, it can be seen that the both groups prefer to do online shopping since there is not a significant difference among them. However, the second group do online shopping slightly more.

Which one do you prefer to use while doing online shopping?
273 replies

- Credit Card
- Debit Card
- Virtual Card
- Other
- I do not do online shopping.

57,1% / 15% / 13,6% / 12,1%
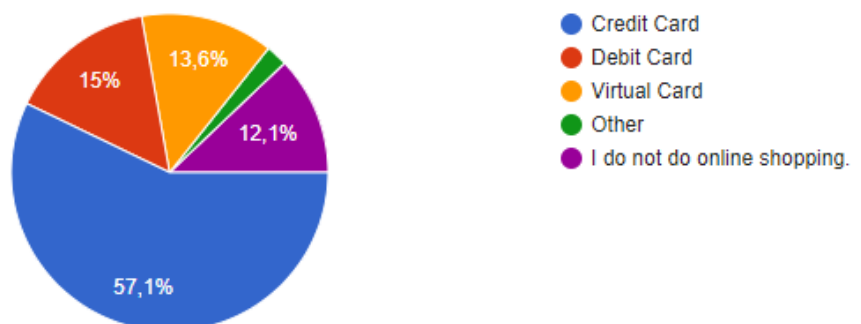
Figure 8.2.14 The chart of the participants' preferences of online payment

When the participants were asked which they prefer to use while doing online shopping, 57,1% of them chose credit card, 15% of them chose debit card, 13,6% chose virtual card, 12,1% stated that they do not do online shopping and 2,2% chose Other. It can be seen that the majority of the respondents prefer to use a credit card while doing online shopping. The reason of the usage of credit card may be because the respondents trust the websites that they use for online shopping.

Group Statistics

	İlkKullanı mYasi	N	Mean	Std. Deviation	Std. Error Mean
SORU13	1	140	1,0571	,23295	,01969
	2	133	1,1880	,39217	,03401

Independent Samples Test

|		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
SORU13	Equal variances assumed	52,166	,000	-3,371	271	,001	-,13083	,03881	-,20724	-,05442
	Equal variances not assumed			-3,330	212,636	,001	-,13083	,03929	-,20828	-,05337

Figure 8.2.15 T test result 7

To see if there is any difference between digital natives and digital immigrants, it can be commented as following;

When t test results (t0,05: 271 = 3,37) regarding the payment preferences of the respondents are examined, it is seen that the first group is (x= 1,05), while the variable ratio of the second group is determined as (x= 1,18). This reveals that the second group prefer to use a credit card while doing online shopping whereas the first group prefers to use other options such as debit card, etc.

I prefer online shopping because...

211 replies

Image 8.2.1 I prefer online shopping

When the participants were asked why they prefer online shopping, the answers were mainly as below;

"It is easy."

"It is easier and takes less time."

"It is fast."

"It is practical."

"It is cheaper."

"It is faster and cheaper."

"I can find more products which I cannot find in the stores. It is useful in terms of color and sizes."

"I can see all products."

"I can find cheaper products."

"You have the opportunity to find the products you cannot find in the stores."

"It is faster and easier to reach."

Table 8.2.1 The answers of the participants

"The prices are below the average."

"Time is important for me."

"It is easier."

"You can find more discounts and it is easier."

"I can find more products with cheaper prices."

"You can find all kind of products easily."

Table 8.2.2 The answers of the participants

The answers are mainly about how fast, comfortable, practical and useful online shopping is. It can be seen that the participants regard value the speed and easiness when they do shopping. In addition to this, they claim they can find cheaper options online shopping websites. They not only care for speed and easiness, but also, they care about financial aspects of the matter. Overall, they prefer to do online shopping because they believe it is easier, faster and cheaper.

I do not prefer online shopping because...

70 replies

Image 8.2.2 I do not prefer online shopping

When they were asked why they do not prefer online shopping, the answers are mainly as below;

"I just prefer the stores."

"It does not feel realistic and I do not like waiting."

"I have trust issues."

"I prefer the places that I am familiar with."

"I just don't."

"It is a platform which is open to all kind of threats."

"As a result of my age and fear of fraud possibility in digital platforms."

"I do not prefer to do shopping on the websites I do not trust."

Table 8.2.3 The answers of the participants

"If I don't, then I believe it is untrustworthy or the delivery would take long."

"I never purchase anything without really seeing it."

"Sometimes the product on the website and the real one is different."

"I do not prefer websites which I find risky."

"I just do not know how to do it."

"I like to see where I am shopping."

"Because I think there are threats to my security."

"Untrustworthy."

"I feel concerned about my credit card information."

"Sometimes the products are not the same as on the websites and you cannot return them."

"I just think it is risky."

Table 8.2.4 The answers of the participants

The answers are mainly about how risky and unsafe online shopping is. The participants claim that they do not prefer online shopping because they do not want to get frauded or they do not want to lose their money for wrong or unrealistic products. They state that they wish to see what they will buy first.

Considering the previous charts about online shopping and online payment preferences, it has been revealed that digital natives are more open to online shopping and use a credit card without the fear of getting frauded or involved in a credit card theft. It can be concluded that while the digital natives give regard to speed, comfort and easiness while doing shopping, the digital immigrants care for safety and not taking any risks. It can also be concluded that the digital natives are more care-free as opposed to the digital immigrants on digital platforms.
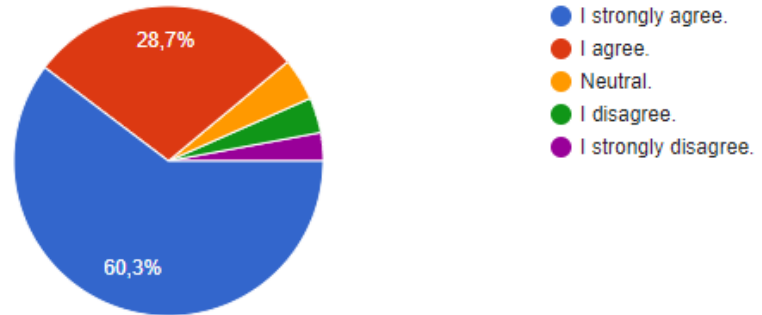
Figure 8.2.16 The chart of awareness

When the results regarding the respondents' awareness about the advertisements of the products that they searched for before on Facebook or Instagram are examined, %60,3 stated that they most definitely encountered such online advertisements on those platforms. In addition to this, %28,7 of the respondents stated that they saw the advertisements of the exact products or similar ones. This reveals that %89 of the total respondents claimed that they saw the advertisements of the products that they made a search for or mentioned about on online platforms.

Group Statistics

	İlkKullanı mYasi	N	Mean	Std. Deviation	Std. Error Mean
SORU16	1	130	1,0692	,25483	,02235
	2	130	1,0692	,25483	,02235

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
SORU16	Equal variances assumed	,000	1,000	,000	258	1,000	,00000	,03161	-,06224	,06224
	Equal variances not assumed			,000	258,000	1,000	,00000	,03161	-,06224	,06224

Figure 8.2.17 T test result 8

To see if there is any difference between digital natives and digital immigrants, it can be commented as following;

When t test results were examined, the variance values of both groups were calculated as (t0,05: 258 = 0). It is understood that variable approaches of both groups reveal the same result. When variance values were calculated, it was revealed that the first group has a ratio which is (x= 1,06) and while the second group also is (x= 1,06). This means that there is not a significant difference between both groups. Both groups have seen the online advertisements.
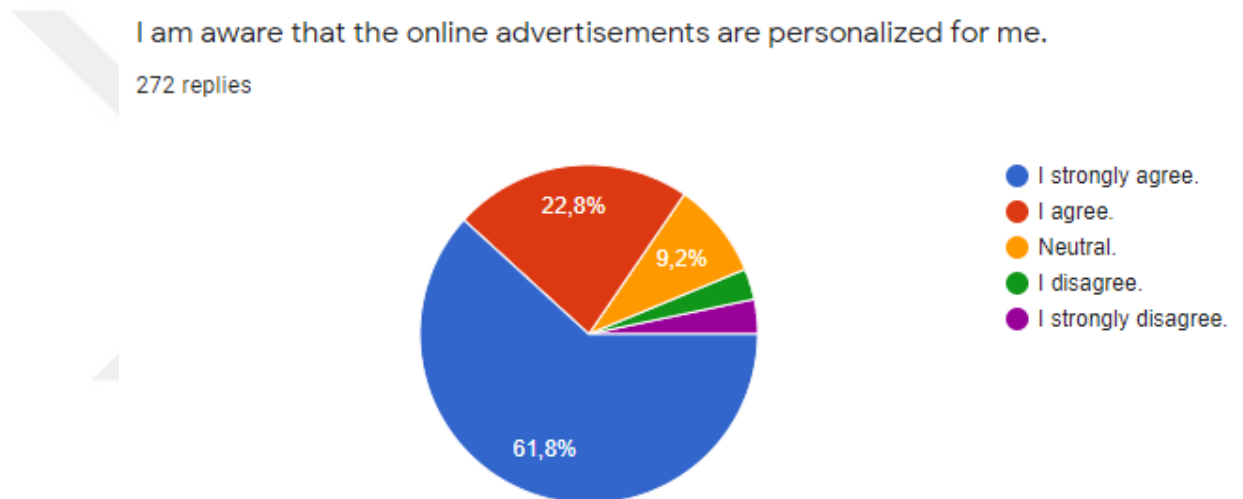
Figure 8.2.18 The chart of awareness of personalization of the advertisements

When the participants were asked if they are aware that the online advertisements are personalized for them, 61,8% of them chose strongly agree, 22,8% of them chose agree. 3,3% of them chose strongly disagree, 2,9% of them chose disagree and 9,2% remained neutral. In this way, it can be seen that %84,6 of the total participants claim that they are aware that the advertisements are personalized for them. As a result, it is revealed that the majority of the respondents have a high awareness rate. It also shows us that the social networking sites are prepared very well in terms of embedding the personalized advertisements in them and they can directly reach to the customers.

Group Statistics					
	İlkKullanı mYasi	N	Mean	Std. Deviation	Std. Error Mean
SORU17	1	129	1,0388	,19377	,01706
	2	118	1,1017	,30354	,02794

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
								95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
SORU17	Equal variances assumed	16,169	,000	-1,959	245	,051	-,06294	,03213	-,12622	,00035
	Equal variances not assumed			-1,922	195,641	,056	-,06294	,03274	-,12750	,00163

Figure 8.2.19 T test result 9

To see if there is any difference between digital natives and digital immigrants, it can be commented as following;

As a result of the t test, the variance values of the variable groups was calculated as (t0,05: 245 = 1,95) for the first and the second group.The variance values of the first group (x= 1,03) and the second group (x= 1,10) show us that the second group is more aware that the advertisements are personalized for them, which means the digital immigrants have a higher awareness rate than the digital natives.

Personalized advertising (formerly known as interest-based advertising) is a powerful tool that improves advertising relevance for users. This allows advertisers to target their campaigns according to these interests, providing an improved experience for users and advertisers alike. Did you know about personalized advertisements?

271 replies

- Yes 70,1%
- No 20,7%
- Neutral 9,2%
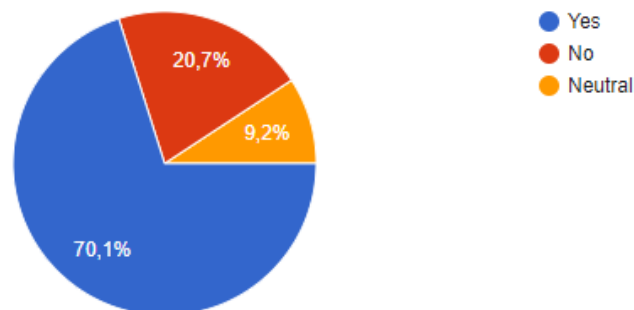
Figure 8.2.20 The chart of interrogation about the knowledge of personalized advertisements

When the participants were asked if they knew about the personalized advertisements before, 70,1% of them chose yes, 20,7% of them chose no while 9,2% of them remained neutral. It can be said that the majority of the participants knew about the personalized advertisement and its data collecting process. This may suggest that the respondents use the social networking sites and their advertisement policy consciously.

Group Statistics

	İlkKullanı mYasi	N	Mean	Std. Deviation	Std. Error Mean
SORU18	1	123	1,0894	,28653	,02584
	2	123	1,3659	,48364	,04361

Independent Samples Test

|		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
SORU18	Equal variances assumed	154,507	,000	-5,454	244	,000	-,27642	,05069	-,37626	-,17658
	Equal variances not assumed			-5,454	198,249	,000	-,27642	,05069	-,37638	-,17647

Figure 8.2.21 T test result 10

To see if there is any difference between digital natives and digital immigrants, it can be commented as following;

When t test results are examined (t0,05: 244 = 5,45), it can be said that there is not a change in variance rate. Standard deviation is identified as 0,28 while the frequency value is 154. The variance value of the first group is (x= 1,08), while the second group is (x= 1,36). This means that the second group, in other words, the digital immigrants have more knowledge regarding the personalized advertisements than the first group.

Did you know that your personal information can be shared with third parties to form personalized advertisements?

272 replies

- Yes
- No
- Neutral

28,3%
10,3%
61,4%
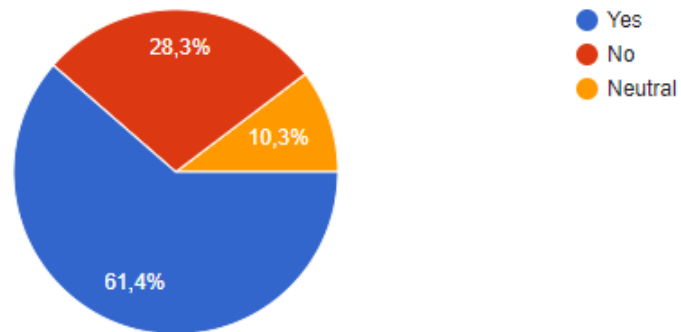
Figure 8.2.22 The chart of knowledge about the third parties

As it can be seen on the chart, 61,4% of them chose yes when they were asked if they knew that their personal information could be shared with third parties to form personalized advertisements. 28,3% of them chose no while 10,3% of them remained neutral. The majority of the participants can be said to know that their personal information can be shared with third parties.

Group Statistics					
	İlkKullanı mYasi	N	Mean	Std. Deviation	Std. Error Mean
SORU19	1	124	1,2742	,44792	,04022
	2	120	1,3583	,48152	,04396

| Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
								95% Confidence Interval of the Difference	
							Std. Error		
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Difference	Lower	Upper
SORU19	Equal variances assumed	7,786	,006	-1,414	242	,159	-,08414	,05951	-,20137	,03309
	Equal variances not assumed			-1,412	239,359	,159	-,08414	,05958	-,20151	,03323

Figure 8.2.23 T test result 11

To see if there is any difference between digital natives and digital immigrants, it can be commented as following;

54

According to t test result (t0,05: 242 = 1,41), a difference in variance rate is calculated for both groups. Standard deviation is identified as 0,19. When the first group and the second group are examined, it can be said that the second group has more knowledge about the sharing of personal information to third parties by social networking sites.

Personalized advertisements make me feel like I am being monitored.
272 replies
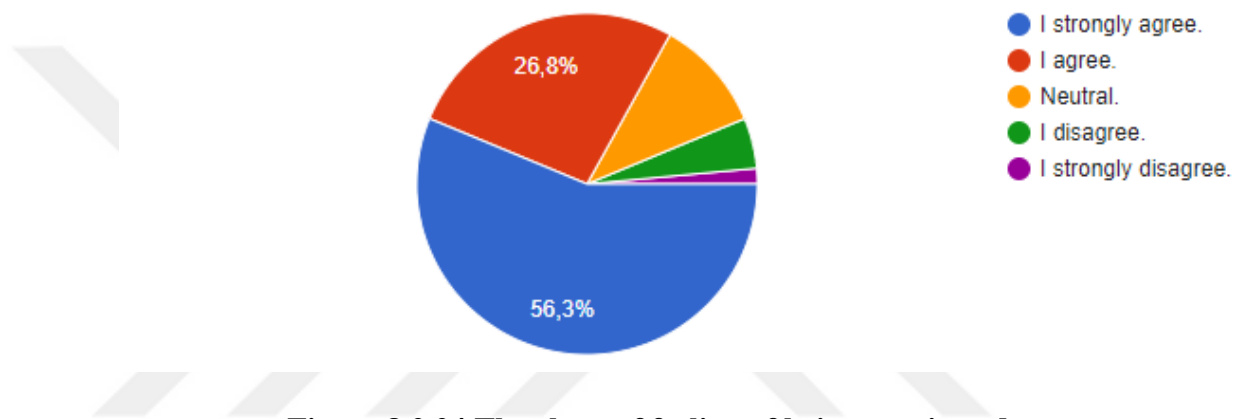
Figure 8.2.24 The chart of feeling of being monitored

When the participants were asked if they feel as if they are being watched because of the personalized advertisements, 56,3% of them chose strongly agree, 26,8% of them chose agree. 1,5% of them chose strongly disagree while 4,8% of them chose disagree. 10,7% remained neutral. Considered in general, the majority of the participants stated that they felt as though they were being monitored. This may be because that the respondents do not fully trust the social networking sites.

Group Statistics

	İlkKullanı mYasi	N	Mean	Std. Deviation	Std. Error Mean
SORU20	1	122	1,0984	,29903	,02707
	2	121	1,0413	,19986	,01817

Independent Samples Test

|		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
SORU20	Equal variances assumed	12,802	,000	1,747	241	,082	,05704	,03266	-,00729	,12137
	Equal variances not assumed			1,749	211,319	,082	,05704	,03260	-,00723	,12131

Figure 8.2.25 T test result 12

To see if there is any difference between digital natives and digital immigrants, it can be commented as following;

As a result of t test (t0,05: 241 = 1,74), it is revealed that there is not a difference between two groups. The standard deviation is determined as 0,29 but it did not affect the variable group in a large scale. The results suggest that both the first group (x= 1,09) and the second group (x= 1, 04) feel as though they are being monitored, therefore, it can be said that there is not a significant difference among two groups. This means that both the digital natives and the digital immigrants feel as though they are being monitored.

Personalized advertisements make me feel concerned.
272 replies

- I strongly agree.
- I agree.
- Neutral.
- I disagree.
- I strongly disagree.
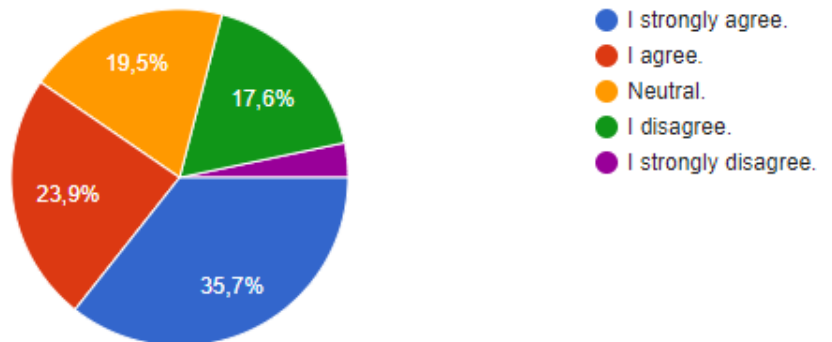
Figure 8.2.26 The chart of feeling of being concerned

As it can be seen on the chart, 35,7% of them chose strongly agree when they were asked if they feel concerned about the personalized advertisements. 23,9% of them chose agree. 3,3% of them chose strongly disagree, 17,6% of them chose disagree. 19,5% of them remained neutral. In total, it is seen that the respondents feel concerned with a ratio of %59,6. It also suggests that personalized advertisements may result in causing trust issues about the social networking sites.

Group Statistics

	İlkKullanı mYasi	N	Mean	Std. Deviation	Std. Error Mean
SORU21	1	110	1,2909	,45626	,04350
	2	109	1,2294	,42236	,04045

Independent Samples Test

|		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
SORU21	Equal variances assumed	4,310	,039	1,036	217	,301	,06155	,05943	-,05558	,17868
	Equal variances not assumed			1,036	216,004	,301	,06155	,05941	-,05554	,17864

Figure 8.2.27 T test result 13

To see if there is any difference between digital natives and digital immigrants, it can be commented as following;

The t test results (t0,05: 217 = 1,03) show that the first and the second group have difference among them. The variance rate of the first group is (x= 1,29) and the rate of the second group is calculated as (x= 1,22). It is revealed that the first group feels more concerned than the second group which means the digital immigrants feel more concerned about the personalized advertisements.

I control what information the applications such Facebook and Instagram can reach on my phone before downloading them.

271 replies

- I strongly agree.
- I agree.
- Neutral.
- I disagree.
- I strongly disagree.
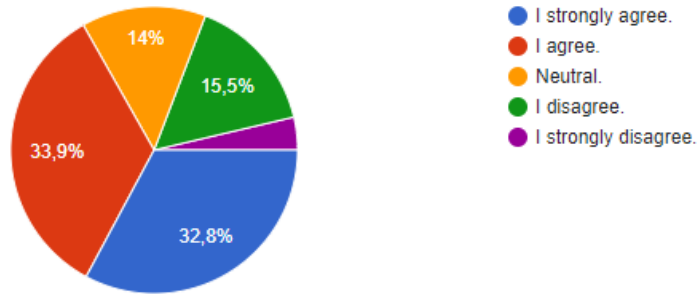
Figure 8.2.28 The chart of being cautious about the applications

As it can be seen on the chart, 33,9% of the participants stated agree when they were asked if they control what information the applications such as Facebook and Instagram can reach on their phones. 32,8% of them chose strongly agree. 15,5% of them chose disagree, 3,7% of them chose strongly disagree. 14% of them remained neutral. It is seen that most of the participants control the information the applications reach on their phone before downloading them. Even though %66,7 of the respondents state that they control the applications, they still come across with the personalized advertisements.

Group Statistics					
	İlkKullanı mYasi	N	Mean	Std. Deviation	Std. Error Mean
SORU22	1	119	1,2017	,40295	,03694
	2	114	1,2456	,43235	,04049

| Independent Samples Test		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
SORU22	Equal variances assumed	2,581	,109	-,803	231	,423	-,04393	,05473	-,15176	,06390
	Equal variances not assumed			-,802	228,072	,424	-,04393	,05481	-,15193	,06407

Figure 8.2.29 T test result 14

To see if there is any difference between digital natives and digital immigrants, it can be commented as following;

According to the t test result (t0,05: 231 = 0,80), the value range of the both groups was calculated as close and the standard deviation was calculated as 0,05. It is also revealed that the variance values were calculated as close among the respondents. The results suggest that the first group (x= 1,20) controls the information the applications can reach on their phones less than the second group (x= 1,24), which means the digital natives are less cautious.
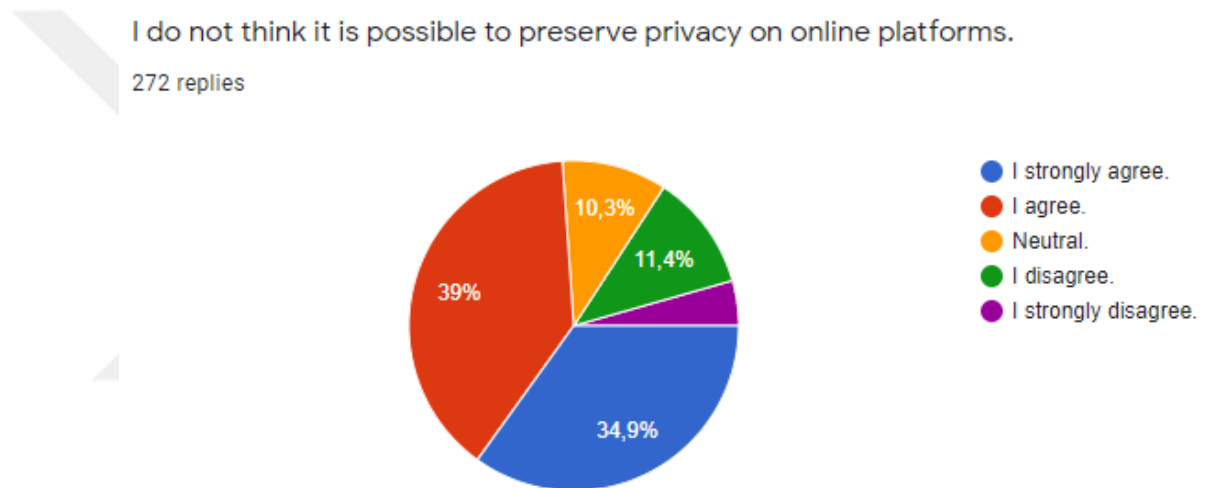
Figure 8.2.30 The chart of the possibility of privacy

When the participants asked if they think if it is not possible to preserve privacy on online platforms, 39% of them chose agree, 34,9% chose strongly agree. 4,4% of them chose strongly disagree, 11,4% of them chose disagree. 10,3% remained neutral. It is seen that the majority of the participants do not believe that it is possible to preserve their privacy on online platforms. It can be assumed that preservation of privacy is not possible on online platforms.

	İlkKullanı mYasi	N	Mean	Std. Deviation	Std. Error Mean
SORU23	1	123	1,2114	,40996	,03696
	2	121	1,1405	,34895	,03172

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
SORU23	Equal variances assumed	8,663	,004	1,453	242	,147	,07089	,04877	-,02519	,16696
	Equal variances not assumed			1,455	237,117	,147	,07089	,04871	-,02507	,16685

Independent Samples Test

Figure 8.2.31 T test result 15

To see if there is any difference between digital natives and digital immigrants, it can be commented as following;

According to t test results (t0,05: 242 =1,45), the first group (x= 1,21) believes that preserving privacy on online platforms is possible. However, the second group (x= 1,14), in other words, do not believe accordingly.
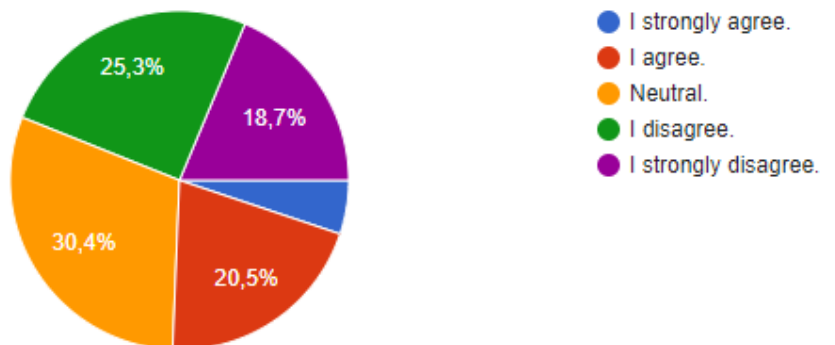
Figure 8.2.32 The chart of thinking the personalized advertisements as useful

When the participants were asked if they think that personalized advertisements are useful, 5,1% of them chose strongly agree, 20,5% chose agree. 25,3% of them chose disagree, 18,7% chose strongly disagree. 30,4% remained neutral. It is seen that neutrality

level is highest among other options which means most participants were unsure whether they think personalized advertisements are useful or not.

Group Statistics

	İlkKullanı mYasi	N	Mean	Std. Deviation	Std. Error Mean
SORU24	1	93	1,5806	,49613	,05145
	2	97	1,6804	,46874	,04759

Independent Samples Test

|		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
SORU24	Equal variances assumed	7,262	,008	-1,425	188	,156	-,09977	,07000	-,23785	,03832
	Equal variances not assumed			-1,424	186,176	,156	-,09977	,07008	-,23803	,03849

Figure 8.2.33 T test result 16

To see if there is any difference between digital natives and digital immigrants, it can be commented as following;

According to t test result (t0,05: 188= 1,42), the first group (x= 1,60) is revealed to be unsure about usefulness of the personalized advertisements, while the second group (x= 1,58) feels less unsure and think the personalized advertisements may be useful.

Personalized advertisements have a positive effect on my purchasing decisions.
273 replies
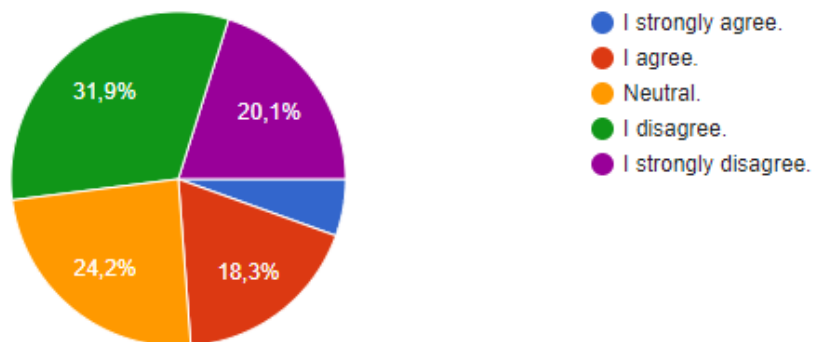
Figure 8.2.34 The chart of the positive effect of personalized advertisements

As it can be seen on the chart, 5,5% of them chose strongly agree when they were asked if personalized advertisements have a positive effect on their purchasing decisions., 18,3% of them chose agree. 20,1% of them chose strongly disagree, 31,9% of them chose agree. Meanwhile, 24,2% remained neutral. It can be seen that most of the participants did not think that personalized advertisements have a positive effect on their purchasing decisions.

Group Statistics

	İlkKullanı mYasi	N	Mean	Std. Deviation	Std. Error Mean
SORU25	1	97	1,6392	,48273	,04901
	2	110	1,7273	,44740	,04266

Independent Samples Test

|		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
SORU25	Equal variances assumed	7,058	,009	-1,362	205	,175	-,08810	,06467	-,21560	,03940
	Equal variances not assumed			-1,356	196,976	,177	-,08810	,06498	-,21624	,04004

Figure 8.2.35 T test result 17

To see if there is any difference between digital natives and digital immigrants, it can be commented as following;

According to t test result (t0,05: 205 = 1,36), it is revealed that the two groups have difference among them. While the first group (x= 1,63) remains uncertain about the positivity of the personalized advertisements, the second group (x= 1,72) state that the personalized advertisements do not affect their purchasing decisions. It can be said that both groups do not think that personalized advertisements have a positive effect on their purchasing decisions.

Personalized advertisements do not have any effect on my purchasing decisions.
272 replies

- ● I strongly agree.
- ● I agree.
- ● Neutral.
- ● I disagree.
- ● I strongly disagree.

20,2% 16,2%

32% 26,1%
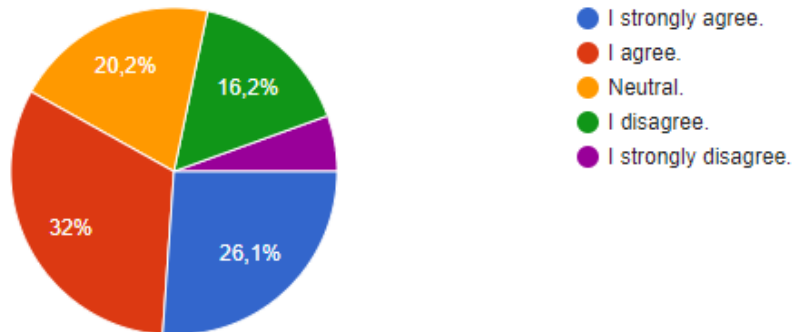
Figure 8.2.36 The chart of no effect of personalized advertisements

When they were asked if personalized advertisements do not have any effect on their purchasing decisions, 32% of them chose agree, 26,1% of them chose strongly agree. 5,5% of them chose strongly disagree, 16,2% of them chose disagree. 20,2% remained neutral. It is seen that majority of the participants think that personalized advertisements do not have any effect on their purchasing decisions.

Group Statistics					
	İlkKullanı mYasi	N	Mean	Std. Deviation	Std. Error Mean
SORU26	1	104	1,3173	,46768	,04586
	2	113	1,2301	,42276	,03977

| Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
								Std. Error Difference	95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference		Lower	Upper
SORU26	Equal variances assumed	8,209	,005	1,443	215	,151	,08722	,06045	-,03193	,20637
	Equal variances not assumed			1,437	207,993	,152	,08722	,06070	-,03245	,20689

Figure 8.2.37 T test result 18

To see if there is any difference between digital natives and digital immigrants, it can be commented as following;

According to t test result (t0,05: 215 = 1,44), the variance rates reveal that the first group (x= 1,31) and the second group (x= 1,23) do not think that the personalized advertisements do not have any effect on their purchasing decisions whatsoever.

Personalized advertisements do not disturb me.

272 replies
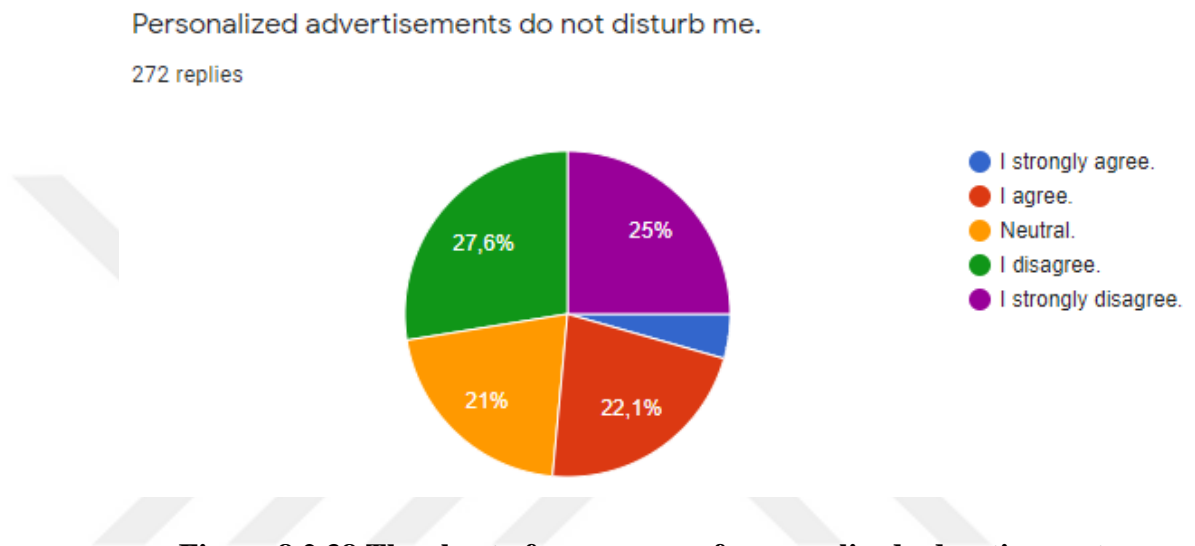
Figure 8.2.38 The chart of annoyance of personalized advertisements

When the participants were asked if they are not annoyed by personalized advertisements, 4,4% of them chose strongly agree, 22,1% of them chose agree. 25% of them chose strongly disagree, 27,6% of them chose disagree. 21% remained neutral. This shows us that %52,6 of the participants feel annoyed by personalized advertisements, which means that the respondents feel highly annoyed by the personalized advertisements.

Group Statistics					
	İlkKullanı mYasi	N	Mean	Std. Deviation	Std. Error Mean
SORU27	1	102	1,6863	,46630	,04617
	2	113	1,6460	,48033	,04519

Independent Samples Test		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
								Std. Error		
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Difference	Lower	Upper
SORU27	Equal variances assumed	1,556	,214	,622	213	,534	,04026	,06470	-,08728	,16779
	Equal variances not assumed			,623	211,862	,534	,04026	,06460	-,08709	,16760

Figure 8.2.39 T test result 19

To see if there is any difference between digital natives and digital immigrants, it can be commented as following;

According to t test result (t0,05: 213= 0,62), it is revealed that the first group (x= 1,68) and the second group (x= 1,64) feel annoyed by the personalized advertisements, which means that there is not a significant difference between two groups.
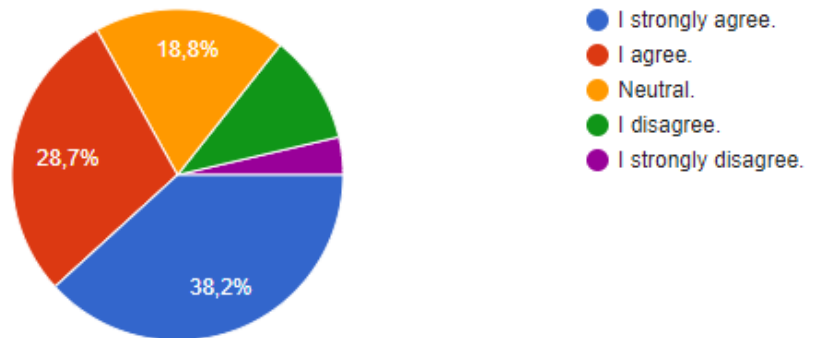
Figure 8.2.40 The chart of the participants' wishes to block the personalized advertisements

When the participants were asked if they wish to block personalized advertisements, 38,2% of them chose strongly agree, 28,7% of them chose agree. 3,7% of the participants chose strongly disagree, 10,7% of them chose disagree. 18,8% remained neutral. It can be said that the majority of the participants wish to block the personalized advertisements.

Group Statistics					
	İlkKullanı mYasi	N	Mean	Std. Deviation	Std. Error Mean
SORU28	1	110	1,2182	,41490	,03956
	2	111	1,1351	,34342	,03260

| Independent Samples Test		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
SORU28	Equal variances assumed	10,847	,001	1,622	219	,106	,08305	,05121	-,01789	,18398
	Equal variances not assumed			1,620	210,914	,107	,08305	,05126	-,01800	,18409

Figure 8.2.41 T test result 20

To see if there is any difference between digital natives and digital immigrants, it can be commented as following;

According to t test result (t0,05: 219 = 1,62), it is revealed that the variance values are not different. The first group (x= 1,21) and the second group (x= 1,13) state that they want to block the personalized advertisements, which means that there is not a significant difference among both groups.

I use some tools to block personalized advertisements.
272 replies

- I strongly agree.
- I agree.
- Neutral.
- I disagree.
- I strongly disagree.

38,6% 17,3% 8,8% 19,1% 16,2%

Figure 8.2.42 The chart of the usage of tool to block personalized advertisements

When the participants were asked if they use any tools to block the personalized advertisements, 38,6% of them chose disagree, 17,3% of them chose strongly disagree. While 16,2% chose agree, 8,8% chose disagree. 19,1% remained neutral. It also means that participants do not use any tools to block the personalized advertisements even though majority of them wish to block them.

Group Statistics

	İlkKullanı mYasi	N	Mean	Std. Deviation	Std. Error Mean
SORU29	1	111	1,6847	,46675	,04430
	2	109	1,6972	,46157	,04421

Independent Samples Test

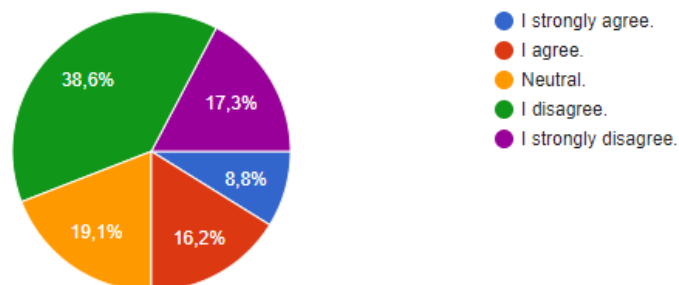|		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
SORU29	Equal variances assumed	,161	,688	-,201	218	,841	-,01256	,06259	-,13593	,11080
	Equal variances not assumed			-,201	217,989	,841	-,01256	,06259	-,13592	,11079

Figure 8.2.43 T test result 21

To see if there is any difference between digital natives and digital immigrants, it can be commented as following;

According to t test result (t0,05: 218 = 0,20), it is revealed that the first group (x= 1,68) is either unsure or do not use some tools to block the personalized advertisements while the second group (x= 1,69) also do not use any tools to block them. This means that neither digital natives and nor the digital immigrants do not use any tools to block the personalized advertisements.

I do not know how to block personalized advertisements.

272 replies

- I strongly agree.
- I agree.
- Neutral.
- I disagree.
- I strongly disagree.
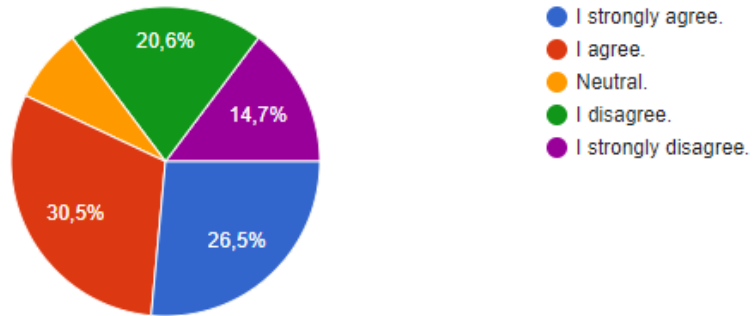
Figure 8.2.44 The chart of the knowledge about blocking the personalized advertisements

When the participants were asked if they do not have any information about how to block the personalized advertisements, 26,5% chose strongly agree, 30,5% chose agree. 14,7% of them chose strongly disagree, 20,6% chose disagree. 7,7% remained neutral. This also means that most of the participants do not know how to block the personalized advertisements.

Group Statistics					
	İlkKullanı mYasi	N	Mean	Std. Deviation	Std. Error Mean
SORU30	1	128	1,4062	,49306	,04358
	2	123	1,3577	,48129	,04340

| Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
								Std. Error Difference	95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference		Lower	Upper
SORU30	Equal variances assumed	2,429	,120	,789	249	,431	,04853	,06153	-,07266	,16972
	Equal variances not assumed			,789	248,938	,431	,04853	,06150	-,07261	,16966

Figure 8.2.45 T test result 22

To see if there is any difference between digital natives and digital immigrants, it can be commented as following;

According to t test result (t0,05: 249 = 0,78), it is revealed that there is a difference in variable rates. The first group is revealed to be not-informed about how to block the personalized advertisements while the second group is not-informed either. This means that the digital natives and the digital immigrants do not have any significant difference among them.

Finally, in order to see if there is any difference between the digital natives and the digital immigrants based on the gender;

Group Statistics

	Cinsiyet	N	Mean	Std. Deviation	Std. Error Mean
İlkKullanımYasi	Kadın	127	1,46	,500	,044
	Erkek	146	1,53	,501	,041

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
İlkKullanımYasi	Equal variances assumed	,270	,604	-1,164	271	,245	-,071	,061	-,190	,049
	Equal variances not assumed			-1,164	265,913	,245	-,071	,061	-,190	,049

Figure 8.2.46 T test result 23

It can be seen that there is not any significant difference between male and female participants in terms of the age that they started to use the Internet technologies.

9. CONCLUSION

275 people in total participated in this research which was arranged and spread on online platforms such as Facebook, Twitter, LinkedIn, Reddit and Ekşi Sözlük. The users of these platforms composed the research universe of this research. The online survey was also handed to the employees in Ramada Plaza İstanbul and Perpa Commerce Center through an online link so that more data can be provided for the research. The questions of the online survey aimed to determine the demographic values, background stories and preferences and attitudes of the participants regarding the digital surveillance and personalized advertisements.

The research which 275 people in total participated in revealed that the digital natives and the digital immigrants of this research differ from each other in terms of the time they spend on Instagram. While the digital natives spend less than an hour on Instagram, the digital immigrants tend to spend more time. When the results are observed, it is revealed that the participants use Instagram more often than Facebook.

The digital natives and the digital immigrants of this research also differ from each other when it comes to share personal information such as home, work address or telephone number on social media platforms. While the digital natives are more open to share personal information, the digital immigrants do not tend to share personal information on social media platforms.

Their preferences of online shopping are an important aspect which the digital natives and the digital immigrants differ from each other in this research. The digital natives are more likely to do online shopping and they give regard to speed, easiness and comfort while doing online shopping whereas the digital immigrants are more reluctant to do online shopping and prefer to see what they will buy before buying it. They do not want to take any risks to avoid from getting frauded. It can be said that while the digital immigrants are more cautious, the digital natives can be imprudent about their online shopping preferences.

To learn that if personalized advertisements affect the participants' purchasing decisions, it can be commented that 58,1% in total state that personalized advertisements do not have any effect on their purchasing decisions while 21,7% state that they do.

However, there is no significant distinction between the digital natives and the digital immigrants about this outcome. Thus, the fourth research question is answered.

The outcomes of the research also reveal that 73,1% of the participants feel as though they are monitored as a result of the personalized advertisements. However, there is no significant distinction between the digital natives and the digital immigrants about this outcome. Thus, the third research question is answered.

84,6% of the participants claim that they are aware that the online advertisements are personalized for them. However, there is not a significant difference between the digital natives and the digital immigrants either. Thus, the second research question is answered.

The main research question interrogates if there is any difference or similarities about personalized advertisements and digital surveillance between the digital natives and the digital immigrants. To answer this question, it can be commented as 25,6% the participants think that the personalized advertisements are useful while 44% of them think they are not. 52,6% of the participants state that they are disturbed by the personalized advertisements while 26,5% do not feel that way. 66,9% of the participants claim that they wish to block the personalized advertisements whereas 14,4% do not wish to block them. Nonetheless, 57% of the participants do not know how to block the personalized advertisements while only 25% of them use some kind of tools to block them. Again, there is no significant distinction between the digital natives and the digital immigrants about these outcomes. Thus, the main research question is answered.

Overall, it can be concluded that the digital natives and the digital immigrants do not have any distinct perception regarding to personalized advertisements and digital surveillance. They only differ from each other in regard to their online shopping preferences and sharing personal information on social media platforms. In that sense, this research reveals different outcomes from Hoffmann, Lutz and Meckel' research (2014) as well as Kalaman' research. Hoffmann, Lutz and Meckel claimed that as age increases, openness to online shopping increases as well. However, this research provided a different outcome which shows us that the digital natives are more open to online shopping while the digital immigrants remain cautious. In addition to this, Kalaman suggests that the digital immigrants are more aware of the surveillance comparing to the

digital natives. Nevertheless, this research revealed that there is not a distinct difference among them in terms of their awareness of the surveillance.

Considering the different behaviors of the digital natives and the digital immigrants revealed by this research, further researches may investigate what causes them to behave differently towards online shopping.

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11.APPENDIX

11.1 SURVEY QUESTIONS

1. Kaç yaşındasınız?

18-25

26-34

35-44

45-54

55+

2. Cinsiyetiniz nedir?

Kadın

Erkek

3. Eğitim durumunuz nedir?

İlkokul

Ortaokul

Lise

Üniversite

Yüksek Lisans ve Doktora

4. Gelir düzeyiniz nedir?

2.020 TL ve altı

2.021 TL-3.021 TL

3.021 TL-4.021 TL

4.021 TL-5.021 TL

5.021 TL ve üzeri

5. Hangi şehirde yaşıyorsunuz?

İstanbul

Ankara

İzmir

Bursa

Diğer

6. Facebook ve Instagram gibi sosyal medya platformlarını kullanmaya kaç yaşında başladınız?

18 ve altı

19-28

29-39

40-50

50+

7. Facebook ve Instagram gibi sosyal medya platformlarını hangi cihazlar üzerinden kullanıyorsunuz?

Akıllı telefon

Dizüstü bilgisayar

Masaüstü bilgisayar

Tablet

Diğer

8. En çok hangi sosyal medya platformunu kullanıyorsunuz?

Facebook

Instagram

LinkedIn

YouTube

Twitter

Diğer

9. Facebook'da günlük olarak ne kadar vakit geçirirsiniz?

1 saatten az

1-3 saat arası

3-5 saat arası

5 saatten fazla

Facebook kullanmıyorum

10. Instagram'da günlük olarak ne kadar vakit geçirirsiniz?

1 saatten az

1-3 saat arası

3-5 saat arası

5 saatten fazla

Instagram kullanmıyorum.

11. Facebook veya Instagram gibi sosyal medya platformlarında, ev, iş adresi ya da telefon numarası vb. gibi bazı kişisel bilgilerim hakkında paylaşım yaparım.

Kesinlikle katılıyorum.

Katılıyorum.

Kararsızım.

Katılmıyorum.

Kesinlikle katılmıyorum.

12. İnternet üzerinden alışveriş yaparım.

Kesinlikle katılıyorum.

Katılıyorum.

Kararsızım.

Katılmıyorum.

Kesinlikle katılmıyorum.

13. İnternet'den alışveriş yaparken hangisini kullanmayı tercih edersiniz?

Kredi kartı

Banka kartı

Sanal kart

Diğer

İnternetten alışveriş yapmıyorum.

14. İnternet'den alışveriş yapmayı tercih ediyorum çünkü, …….

15. İnternet'den alışveriş yapmayı tercih etmiyorum çünkü, …….

16. Daha önce satın aldığım veya Internet'den arattığım bir ürünün Facebook veya Instagram gibi sosyal medya platformlarında reklam olarak karşıma çıktığını gördüm.

Kesinlikle katılıyorum.

Katılıyorum.

Kararsızım.

Katılmıyorum.

Kesinlikle katılmıyorum.

17. Karşıma çıkan reklamların bana özel oluşturulduğunun farkındayım.

Kesinlikle katılıyorum.

Katılıyorum.

Kararsızım.

Katılmıyorum.

Kesinlikle katılmıyorum.

18. Kişiselleştirilmiş reklamlar bir kullanıcının önceki arama sorguları, etkinlikleri, sitelere veya uygulamalara yapılan ziyaretler, demografik bilgiler veya konum dahil olmak üzere, reklam seçimini belirlemek veya etkilemek için daha önce toplanmış veya geçmiş verilere dayalı olan reklamlardır. Daha önce kişiselleştirilmiş reklamlara dair bilgi sahibi miydiniz?

Evet.

Hayır.

Kararsızım.

19. Kişiselleştirilmiş reklamların oluşturulması için kişisel bilgilerinizin üçüncü kişilerle paylaşılabileceğine dair bilginiz var mı?

Evet.

Hayır.

Kararsızım.

20. Kişiselleştirilmiş reklamlar bana izlenildiğimi hissettiriyor.

Kesinlikle katılıyorum.

Katılıyorum.

Kararsızım.

Katılmıyorum.

Kesinlikle katılmıyorum.

21. Kişiselleştirilmiş reklamlar bende endişe oluşturuyor.

Kesinlikle katılıyorum.

Katılıyorum.

Kararsızım.

Katılmıyorum.

Kesinlikle katılmıyorum.

22. Facebook ve Instagram gibi uygulamalara erişim izni vermeden önce telefonumda erişebileceği bilgilere dikkat ederim.

Kesinlikle katılıyorum.

Katılıyorum.

Kararsızım.

Katılmıyorum.

Kesinlikle katılmıyorum.

23. İnternet'de mahremiyeti korumanın mümkün olduğunu düşünmüyorum.

Kesinlikle katılıyorum.

Katılıyorum.

Kararsızım.

Katılmıyorum.

Kesinlikle katılmıyorum.

24. Bana özel kişiselleştirilmiş reklamları faydalı buluyorum.

Kesinlikle katılıyorum.

Katılıyorum.

Kararsızım.

Katılmıyorum.

Kesinlikle katılmıyorum.

25. Kişiselleştirilmiş reklamlar satın alma kararlarımda olumlu bir etkiye sahip.

Kesinlikle katılıyorum.

Katılıyorum.

Kararsızım.

Katılmıyorum.

Kesinlikle katılmıyorum.

26. Kişiselleştirilmiş reklamlar satın alma kararlarımda herhangi bir etkiye sahip değil.

Kesinlikle katılıyorum.

Katılıyorum.

Kararsızım.

Katılmıyorum.

Kesinlikle katılmıyorum.

27. Kişiselleştirilmiş reklamlar beni rahatsız etmiyor.

Kesinlikle katılıyorum.

Katılıyorum.

Kararsızım.

Katılmıyorum.

Kesinlikle katılmıyorum.

28. Kişiselleştirilmiş reklamları engellemek isterim.

Kesinlikle katılıyorum.

Katılıyorum.

Kararsızım.

Katılmıyorum.

Kesinlikle katılmıyorum.

29. Kişiselleştirilmiş reklamları engellemek için bazı araçlar kullanıyorum.

Kesinlikle katılıyorum.

Katılıyorum.

Kararsızım.

Katılmıyorum.

Kesinlikle katılmıyorum.

30. Kişiselleştirilmiş reklamları nasıl engelleyeceğime dair bir bilgim yok.

Kesinlikle katılıyorum.

Katılıyorum.

Kararsızım.

Katılmıyorum.

Kesinlikle katılmıyorum.

12.CURRICULUM VITAE

Personal Information

Name Surname: Mervenur Cavkaytar Şentürk

Place and Date of Birth: İstanbul, 14/07/1993

Education

Undergraduate Education: İstanbul University American Culture and Literature

Graduate Education: Kadir Has University Communication Studies

Foreign Language Skills: English / C2

Work Experience

Name of Employer and Dates of Employment:

Ramada Plaza by Wyndham İstanbul City Center–November 2019/Ongoing,

Contact: +90 534 569 02 84

Telephone: +90 534 569 02 84

E-mail Address: mervecavkaytar@gmail.com