TWITTER AS A NEWS TOOL: A STUDY ON THE VIEW OF THE UNIVERSITY STUDENTS LIVING IN TURKEY ON TWITTER'S NEWS FUNCTION

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Abstract- Developments in communication technologies are deeply affecting the media world. Every development that has taken place in technology, has changed the function of reporting news of the media during the period. The communication, which was made with the telegraph first, gave its place to the newspapers. The widespread function of news reporting, that began with newspapers, lost its popularity with the invention of the radio. The radio was the world's fastest news channel until the invention of television. Along with the emergence of television, visuality was incorporated into new reporting and reporting changed in dimension. With the development of the Internet, the concept of new media was born. The new media changed the aspect of reporting. First, the concept of internet reporting was developed. Social media, which became widespread with the emergence of web 2.0 technologies later, created radical changes in the media's news reporting function. Together with social media, news started to be spread as fast as never was before and rapid news reporting became widespread, with both audio and visual items. As a result of the integration of social media with smartphones, the consumers have begun to receive instant news. In this study, a descriptive research was carried out on university students living in Turkey towards their thoughts about the social media platform Twitter's news reporting function. In the first part of the research, a conceptual research on Twitter reporting was conducted and the findings of previous studies about Twitter in Turkey were evaluated. In the second part of the study, a field application was carried out. In this context, a questionnaire was prepared describing the views of young people studying at universities in Istanbul in Turkey to Twitter as news media. In the first part of the questionnaire, the use of social media by university students in obtainment of information was examined. In the second part of the questionnaire, a scale related to social media reporting, which was prepared with reference to Reuters Institute Digital News Report 2015, took place and the opinions of university students living in Turkey towards Twitter as a news media were analyzed. As a result of the analyzes made in the SPSS 22.0 program prepared with the quantitative research method, it has emerged that the function of news reporting of Twitter as media in Turkey is increasing day by day. It was underlined that the new generation regard Twitter especially as an important news channel. This shows that social media reporting is growing day by day, and especially puts the traditional media reporting into the shades. The fact that Twitter is the fastest news reporting media in today's world, threatens the news reporting function of traditional media in terms of the future and makes it compulsory for traditional media to converge with social media.

Keywords- Social Media, News, Twitter, Functions of Media, News Reporting, Twitter Journalism

I. USING SOCIAL MEDIA AS NEWS MEDIUM

Most significant truth of 21. Century is Internet becoming a need like bread and water. In a short span of time, radical changes have happened in needs and business methods by means of Internet making communication incredibly easier. Ability to connect internet via smart phones independent from location makes staying informed about what's going on in a whole different region of the world possible anywhere. Ability to access recent news, flash news, videos and photographs about news caused traditional journalism to transform and convey it to social media means by parting journalism from traditional media channels [1].

One of the most important duties of the media is communicating news in time. Lifetime of news are short; therefore it should be provided swift and accurate. Social media become an important alternative for broadcasting all kinds of news which may lose its news value if provided late or is located in regions where reporters cannot reach. Social media especially used by young people in a widespread manner differs from traditional media channels with its abilities like instant information production, sharing and interaction, accessing to and sharing of a lot of elements of news. Thus, agencies producing news and media institutions started to become more active in social media in comparison with recent past [2].

At this juncture, relation between social media and social media journalism with traditional media is questioned. In discussions about that topic, firstly the concern of social media finishing the traditional media has been featured, however the contrary opinion suggesting social media is a complementary component of traditional media was put forward. News consumption tendencies and methods of people have also changed with social media journalism. Not so long, only 20 years ago only television, radio and newspaper come to mind when it comes to news while nowadays smart phones and social media started to be more actively and commonly used for news [3].

Social media users are more independent than traditional media audience in terms of which source they would choose for information provided to them. Audience of traditional media however has to be contended with whatever they are provided or

whatever they can access about the topic they are interested in. Social media audience may read their interests from a lot of different news webpage. This new type of readers may follow the discussions about their interested topics and even participate in these discussions. Thanks to this feature, social media may provide freer environment for its users in contrast to traditional media [4].

According to Stassen, social media make journalism and reporting much more easily. Social media users may participate in news producing process more and real-time feedbacks about the news may be taken. Therefore, this situation brings along more interaction in news producing process. These feedbacks and interaction provides much more rich opportunities for users in terms of news experience. Thus, it can be seen that concerns about social media substituting traditional media are groundless. Especially social media and Twitter appear as a new medium for flash news. In order to use this medium correctly, tweets and sharing of people who are directly related with events come into prominence.

Instant and swift communication are the most important features differing social media from other communication means. Social media contents created by users and spreading the messages within the network voluntarily speed up the news forming, organizing and transincident processes. Social media channels have becoming primary communication medium especially for announcing social incidents. Especially in Twitter, hashtags about a topic are updated every second and incredibly accelerate the information flow [5].

Gezi Park Resistance happened in Turkey in 2013 conduced Twitter to be commonly used as a news medium. As a result of reactions because of social incidents happened within that process are not included in mainstream media, protesters tried to make themselves heard via Twitter. Protesters witnessing any incident in any region of the resistance started to use Twitter as a news medium by tweeting through their Twitter accounts and smart phones. Member count of 1,8 million before the resistance reached to 10 million members during and after the resistance as a result of realizing ability to use Twitter as news medium and announcing incidents which were not broadcasted in mainstream media. Again, only 4,1 million tweets were present before resistance, while this count reached to 5,4 million at the day June 1st when the most intense day of resistance. Average tween count has also reached 8 million from 1,7 million. All these data may provide an opinion about Twitter being used as a news medium.

Social media journalism triggered participation of users in transfer process of news. However, both desire and ability of participation of users in media production are not new. Beyond social media expression, a brand new news culture was born in which users are not only news readers but also participators. In a participating media environment, participators interacting each other with a new set of rules which no one can fully understand are emerged instead of media producers and consumers playing different roles. This caused new concepts to emerge in news production like citizen journalism and participating journalism [6].

Nowadays, people may announce their feelings and thoughts, knowledge and comments about different topics to large masses by using social media. Even ordinary people who will not draw attention of nobody may quickly share their opinions about country and World agenda. Therefore, new media made a breakthrough in mass communication. Thanks to social media, producing media content is no longer monopoly of professionals who have journalism as their job and become public to social media users [7].

Transformation created by social media in journalism is emerged because of advantages like contents produced by users, making communication independent from time and place and shortening the time for information becoming widespread. Using multiple news elements, learning target audience feedback, technological developments causing citizen journalism to emerge and using it as a news source for news production process have been effective in transition of journalism to social media [8].

While there are no feedback means in traditional media channels regarding how the news effected target audience, opinions of target audience may be immediately observed in social media journalism. Besides, a new journalism type named citizen journalism may emerge. Social media users all around the world may share the news in social media by taking photos or shooting videos of incidents they witnessed. Also, traditional media channels may form news from information they acquired from citizen journalism in social media.

Amongst modern-day social media channels, Twitter differs from other in terms of journalism. Twitter with instantaneity and user interaction features become a medium which has the ability to create its own agenda. Entire news institutions have been taking advantages of Twitter by putting links on Twitter, sharing content from their official accounts, interacting with readers, sharing the news not only on their official web pages but also on social media accounts. Because Twitter makes interaction with users all around the world possible by means of real-time communication features [9].

When Twitter first founded, it didn't become that much popular worldwide. At first, purpose and benefits of the Twitter which was like status update section of Facebook were not fully understood. However, using of Twitter and its most important feature Hashtag especially in 2009 Iran elections provided an opinion about how can Twitter be used. Just like CNN which made first live broadcast about

flash news in Gulf War by using satellite technologies, from that time on all users have started to get their "own kind of CNNs" in their pocket. Besides, users have also discovered that this new medium can be used for entertainment. Therefore, popularization process of Twitter around the globa has started after Iran elections in 2009 [10].

Appearance of Twitter has been a milestone for using social media in journalism. Twitter, in contrast with other social media channels, is a channel meeting the "social media" idiom almost completely. Because it is possible to address almost anonymous crowd in Twitter. Besides, it can be used for written, visual and auditory knowledge transfers. Therefore, Twitter is one step ahead of other social media channels in terms of announcement on the spot. However, it has a handicap that can throw suspicion on the reality of the news.

Reliability of the news in social media is the main important problem. Topics like a lot of users sharing, uncertainty of user identities, shared contents having no supervision are the problems about the reliability of the news. Although reliability of the news is not a new topic, it become more debatable with social media journalism. It has been revealed in studies about the source of news whether directly from the social media or from a media institution that young people being part of society using the social media at most need to approve the accuracy of the news by reading the news both from social media and from another media institution [11].

Opportunities provided with social media may enable information to spread very quickly, but also may lead to disinformation. This situation may work up mistakes and prejudices of individuals living together in society. News broadcasted in social media without any supervision may cause false or fictional information to become widespread. This also may mislead journalists showing social media news as their news source. However, since reliability is the most important value of media organs, new practices brought in journalism by social media also lead to risk for journalists [12].

Shared contents about especially flash news, disasters, epidemics and topics regarding public order of users who have enthusiasm of being the first one providing the news may be misleading. Therefore, reliability of Twitter as a news broadcasting channel has been constantly becoming a matter of debate. On the other hand, Twitter users may create an agenda about topics which are not included in mainstream media. Thanks to smartphones which nowadays are constantly checked out by users, they can access news via Twitter even if they don't follow mainstream media.

Social media provides users to get the opportunity to access the content they want, create content and share information other than traditional media. Along with sharing possibility of the news they want in any time they want with their users on twitter list by leaving a comment, quicker propagation of the news may be enabled [13].

In the news created on social media, every incident happened in daily lives are seen as they carry a news value. News attributed a value individually may draw attention of masses by transforming into real news value. In fact alternative news channels may be created about news not included in mainstream media by claiming that they have no news value. Therefore, a new journalism concept like social media journalism is emerged. At this point, it can be seen that news contents may be produced by ordinary social media users who are not within the media organization and professional. Thus, this situation removed monopoly of journalism from media professionals.

Media institutions realizing power of social media selected to take advantages of social media in order to increase their target audience. However, necessity to command the jargon of social media emerged. Language used when providing news to media organs and language used sharing the news on social media are different from each other. Because of this reason, while in the beginning it was possible to convey the news shared on social media directly to news pages, a brand new journalism language has emerged for social media journalism after experienced transformation. Twitter is one step ahead especially for sharing flash news [16].

Twitter makes a more dynamic contribution than printed newspapers and internet for some readers. Twitter become widespread for news-purpose usage by means of messages shared by ordinary citizens or professional journalists without concerning any communication process of traditional media. Twitter becomes a brand new medium for journalism especially after even ordinary people whose opinions never asked acquire the capacity to set the agenda instantaneously [15].

A lot of journalists share the news via Twitter and ignite the wick o debates with Hashtag feature of Twitter. On the other hand, they also share statements that their Twitter messages are their personal opinion and should not be binding for their institution in order to prevent coming into conflict with their institutions. Ordinary people may access important news sources and leave comment on news. Therefore, even ordinary people feel themselves important and may express opinions about topics which nobody take their opinions about those.

Although Twitter harbors entire reflexes of journalism, "tweeting" a news when heard, sharing news without verifying and trusting its source make

Twitter to replace fundamental journalism or its transformation to it difficult. However, Retweet mechanism (RT) of Twitter enables news to be shared and become quickly widespread. In this manner, it is possible to become an accurate news having trusted source widespread in an extremely swift way. Besides, comments made to news are important for mass to express their unfiltered and instant opinions. Because users may type their opinions about a news when they learned the incident in the heat of the moment. Thus, it is possible to reveal cognitive codes of audience interested in that news by observing the first comments made.

Because of Twitter being the easiest news channel for accessing recent news, journalists may also communicate with users who think they have the interesting news. In that kind of journalism, journalist doesn't have to be in scene directly. Users already announce to the world live from scene. With instruments like live broadcasts, instant messages and sharing of videos taken, journalists may receive information from Twitter users directly. In that channel, journalists may make contribution to spreading and reproduction of the news by means of RT even if they don't produce the news. Therefore, it is possible to say that journalism underwent a transformation thanks to Twitter.

II. PREVIOUS STUDIES IN USING TWITTER AS NEWS CHANNEL

In their work on Twitter journalism in Ireland, Heravi and Harrower (2016) reviewed the acceptance of social media in workflows of journalists, the attitudes of journalists toward various aspects of social media and the content and perspectives created by these online communities. They also studied how Twitter shapes resource creation and validation processes in news centers of Twitter, how Twitter is incorporated into this process, practices which are adopted with journalist profile and the relationships between attitudes. They reveal a wider perspective about how Twitter works in the existing journalistic environment and analysis of relationship between reliability, referencing and validation, journalism values and how these values and practices can operate in journalism as a whole. Survey results show that Irish journalists are among the heaviest users of business-oriented social media platforms. Approximately 99% of journalists participated in this survey use social media at a professional level and 92% of respondents login to Twitter at least once a week. This usage frequency is 91% in France, 89% in Canada, 85% in Australia, 79% in USA and 77% in Sweden. The results of the study reveal that Twitter is the most popular social media platform for professional journalists [16].

Social media is increasingly used as a reference in mainstream news journalism. When the studies in the literature are examined, it is seen that most of the journalists are focused on the use of social media during flash news, crisis news or election times, whereas daily routine works of journalists are not given much importance. Paulussen and Harder (2014), firstly examined all the articles from January 2006 to December 2013 published in the printed versions of De Standaard and De Morgen, two Flemish (Northern Belgium) newspapers frankly referring Facebook, Twitter or Youtube, in their studies performed in the purpose of investigating the usage and selection of social media as reference in routine newspapers, tracking social media platforms. Then, a content analysis was conducted on the sample of newspaper articles published in 2013, which clearly mention Facebook, Twitter or Youtube as information sources. The purpose of this content analysis is to examine the different views and functions of social media sources in the news (Paulussen & Harder, 2014). According to the findings obtained from the study, at least one social media tool was used as a source for a total of 13.979 news in 2006-2013 period, and it was seen that De Morgen used social media references in its 1434 news and De Standaard used social media references in its 1520 news only in 2013. The following table summarizes the number of news based on social media only.

Table 1: News Of Which News References Are Only Social Media

	De Morgen		De Standaard		Total	
	n	%	n	%	n	%
Politics	36	17,7	33	15,5	69	16,6
Media/Show Business	46	22,7	23	10,8	69	16,6
Culture & Arts	27	13,3	32	15,0	59	14,2
Sports	27	13,3	23	10,8	50	12,0
Tabloid	16	7,9	33	15,5	49	11,8
War and Complexities	16	7,9	19	8,9	35	8,4
Crime and Justice	14	6,9	11	5,2	25	6,0
Economy	5	2,5	12	5,6	17	4.1
Technology, Science, Education	6	3,0	10	4,7	16	3,8
Other	10	4,9	17	8,0	27	6,5

Twitter also draws attention in transfer of the news in political and social events and contributions of users to the spread of the news by organizing. For example, Lawrance et al. (2013) examined whether Twitter shaped traditional norms and routine of campaign reporting in the US presidential election. They investigated the impact of Twitter on the effectiveness of campaigns by conducting a content analysis on tweets of more than 400 journalists working on political news [17].

Vis (2012) investigated the tweets, link usage styles, photo sharings of Paul Lewis (The Guardian) and Ravi Somaiya (The New York Times), Britain's most mentioned national journalists during 2011 summer protests in the UK, and how they see the events during the four-day revolt. As these two journalists mostly shared original tweets about events (without sharing any news links), they shared their observations, views or quotes of eyewitnesses, protestors' demands. Therefore, they used Twitter as a news sharing channel during protest demonstrations and played an important role in overcoming this crisis.

With a case analysis of Twitter usage during the Wisconsin workers protest in 2011, Veenstra et al. (2013) examined the use of Twitter in the context of citizen journalism during a crisis like this. Investigating 775 thousand tweets shared in this process, they analyzed tweets from mobile and PC posted in the first 3 weeks of the protests. According to this, it is revealed that the majority of the tweets shared from the mobile devices are posted directly by the ones participated in the protest, therefore in case of crisis, Twitter is the direct source of news itself. It is seen that most of the computer-based tweets include external URLs and news stories about the protests [18].

In their study on understanding the social dynamics of online communities and social media within the context of principle of reciprocity which is a definitive characteristic of social life, Lewis, Holton and Coddington (2013) put forward the idea of reciprocal journalism by applying reciprocity principles to journalism. Reciprocal journalism is derived to eliminate the lack of contemporary approaches to audience participation and participatory journalism. In their studies performed on the purpose of evaluating journalist-audience relationships, it was revealed that journalists' tweets about news have positive impact on election campaigns [19].

There are various studies in the literature on the use of Twitter by news professionals. For example, Barnard (2014) examined the micro and mesoscale elements of journalism, its practices, capital, appearance and opinion in his study with the purpose of analyzing journalism practices and meta discourse on Twitter. Findings obtained from the research reveal that each of these elements underwent a remarkable change since the field of journalism adapted to the age of the Internet. According to Barnard, Twitter constitutes a typology for journalistic practices and the study demonstrates the role of Twitter in transforming journalistic norms, values and means of discrimination. He claimed that these changes contribute to new opportunities for capital change and reveal a hybrid, network-based habit which integrates the values and practices in traditional journalism with those of digital and non-professional origins [20].

In their study which investigated the use of Twitter as news source in Flemish and British newspapers between 2007-2011, Broersma and Graham (2013) revealed that the citations from Twitter are used to support the news and highlight the news itself. They suggested that, in some cases, individual tweets or interaction between "trolls" on Twitter could expand the scope of the news and such new discursive practices altered the balance of journalists and the sources of journalists [21].

In their study on if Twitter could replace online newspapers in the context of breaking news, Petrovic et al. (2013) demonstrated that Twitter has the same influence as online newspapers in reporting on events that are ignored by the mainstream media. However, contrary to popular belief, Twitter does not make an extra contribution to the news value of a news story [22].

In their study with the intent of revealing the point of view of media professionals on journalists' use of Twitter as a news source, Taskiran and Kirik (2016) showed the changes made by social media on journalistic practices. In addition, it was aimed to determine the use of social media by media professionals as a news source and to determine whether journalists find social media reliable as a news source with the study carried out using survey technique, one of the quantitative research methods. According to the findings obtained from the research, social media used as a news source by journalists. However, the study demonstrated that journalists do not consider social media as a reliable source of news [23]. In his studies aiming to investigate the social media usage habits of professional journalists, and their relationships with social media, Kurt (2014) carried out his studies with reference to the journalists working in local and national media organizations in Izmir. According to the findings obtained from the research, journalists mostly use social media to find news stories and to learn about current developments about existing news. According to the journalists, again, 58 percent of journalists who use social media for speed and instant access possibility stated that they use Twitter most for their journalistic activities [24].

In the study about Twitter use of national and local newspapers in Turkey, Kurkcu (2016) analyzed Twitter use of 8 leading national newspapers of Turkey, 5 local newspapers active in Eskisehir between 7-20 December 2015. The results show that local newspapers were not able to use Twitter as effectively as national newspapers and only reported

news about the city they operate to their followers [25].

In a study carried out by Columbia University and the French National Institute, it was demonstrated that the users do not click on most of the news shared on Twitter, so they do not read them. According to the study, 60 percent of news URLs shared on Twitter do not receive any clicks. Therefore, for users, Twitter is positioned as a medium in which the headline or summary is read rather than the news itself. This leads to an increase in the number of trap cuffs, also called "clickbait", which is another problem with online medium. As a result of the research, it is recommended that Twitter should give up its enthusiasm for positioning itself as a news channel or actualize design regulations which will encourage its users to read the news [26].

III. THE AIM AND METHOD OF THE STUDY

This research was carried out in order to determine the level of trust of university students to media as well as whether they see Twitter as a news source. For this purpose, survey technique was applied in the study. A three-part questionnaire was developed to collect the views of university students. In the first part of the questionnaire, there are multiple choice questions about the demographic characteristics of the respondents as well as news consumption, news consumption means and determination of news consumption media. In the second part, the levels of trust of the participant to the news itself, to the reporting journalist and to the media were measured. In the third part, a 5-point Likert-type scale for Twitter as a news source was generated, a scale consisting of 18 statements was given place. The scale used in the research was the one practiced by Nic Newman (2015) in the research named "Reuters Institute Digital News Report 2015" published by University of Oxford. The research is limited to data collected by this questionnaire.

The population of the research is constituted by all university students living in Turkey and the sample is composed of 721 university students studying in six universities operating in Istanbul province. Randomly selected subjects were among the students of Istanbul University, Marmara University, Istanbul Aydin University, Istanbul Kultur University, Istanbul Gelisim University, Istanbul Technical University. The data obtained in the survey were analyzed with SPSS 21.0 statistical software. In the survey, the personal characteristics of the participants in the survey form were given by taking frequency and percentage distributions. Validity and reliability analyzes were performed primarily in the survey form in the second part. Statistical analyzes were proceeded to as the validity and reliability of the survey form were high. In analysis of the data obtained, parametric tests from statistical analyzes were used. According to this, independent sample t test for variables with two groups of options, ANOVA analysis for variables with more than two groups of options were utilized. All analyzes were performed using SPSS for Windows 23.0 package program.

3.1 Construct Validity and Factor Analysis

KMO and Bartlett Analyzes were used to test the construct validity of the survey form used in the study. As seen in Table 1, KMO value of the survey form used in the study was found to be 0.896. P values for Bartlett Analysis were (p=0,000 < 0,05). According to the analyzes, construct validity of the scale is present by the reason of KMO value is larger than 0,60 and Bartlett test is significant (p value is smaller than 0,05).

Table 2. Construct Validity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,896
Bartlett's Test of Sphericity	Approx. Chi-Square	962,160
	Df	153
	Sig.	0,000

With the approval of construct validity, scale was subjected to factor analysis and it was seen that the scale gathered under 4 factors. It was seen that these four factors could explain 65 percent of the variance of the scale. Percentage of variance explained by factors are shown in Table 2, factor loads are shown in Table 3.

Table 3. Percentage of Variance Explained

	Total	Variance Percentage	Cumulative Percentage
1	7,812	43,400	43,400
2	1,829	10,159	53,560
3	1,153	6,407	59,966
4	1,068	5,932	65,898

Table 4. Factor Loads

	1		2	3	4
C1	0,778	**C8**	0,833		
C4	0,767	**C6**	0,760		
C3	0,728	**C7**	0,632		
C15	0,693	**C10**	0,526		
C11	0,645	**C17**		0,764	
C9	0,583	**C2**		0,633	
C12	0,549	**C16**		0,631	
C18	0,510	**C5**		0,557	
		C14			0,798
		C13			0,567

3.2. Reliability Analysis

Reliability value is an indication of the extent to which the same result is reached in repeated measurements. For this reason, survey questions are subjected to reliability analysis. Cronbach's Alpha coefficient is used in reliability analysis. The relevant coefficient takes a value between 0 and 1, and as you approach 1, the reliability of the survey increases. When the coefficient is above 0.70, it is interpreted

that the survey is a reliable survey .As a result of the Reliability Analysis performed, the reliability value of the scale used in the study was 0.920. Therefore, the scale used in the study gives extremely reliable results.

Table 5. Reliability Analysis

Cronbach's Alpha	N of Items
0,920	18

4. Findings

Research findings will be given place in this section.

4.1. Demographic Characteristics

54.1 percent of the participants are males, 45.9 percent are females. 63 percent of the participants are between the ages of 21-24, 22.3 percent are between the ages of 18-21, 14.6 percent are over 25.

Table 6. Age Analysis

Age	N	%
18-21 Age Range	161	22,3
21-24 Age Range	455	63,1
Over 25	105	14,6
Total	721	100,0

4.2. Frequency Analyzes

4.2.1. Frequency Analyzes On News Source

96.1 percent of the respondents consider social media as a news channel.

Table 7. Considering Social Media as a News Source

	N	%
Yes	693	96,1
No	28	3,9
Total	721	100,0

Participants were asked which social media channels they use for news and they were given the freedom to give more than one answer. Therefore, the total number of responses given is greater than the total number of respondents. Accordingly, Twitter is the most used social media channel for news with 42.7 percent. Twitter is followed by Facebook with 24 percent and Instagram with 15.2 percent.

Table 8. Social Media Channel Used For News

	%
Twitter	42,7
Facebook	24,0
Instagram	15,2
Whatsapp	9,9
Youtube	8,2
Total	100,0

Participants were asked which devices they use to reach the news, respondents reach the news mostly by using their smartphones.

Table 9. Device Used to Reach News

	%
Smartphone	85,5
Computer	12,0
Tablet	2,6
Total	100,0

Participants were asked which channels they use as news sources, and the university students participating in the survey mostly use the Internet (36%) as a news source.

Internet is followed by social media with 27.9 percent and television with 21.3 percent.

Table 10. Channel Used as News Source

	%
Internet	36,0
Social Media	27,9
Television	21,3
Newspaper-Magazine	8,5
Radio	6,2
Total	100,0

In the survey applied to the university students participated in the research, they were asked which tools they use for news consumption. According to this, participants mostly use headlines (26.8%) as news consumption tool. Headlines are followed by videos with 24.9 percent and news articles with 20.4 percent.

Table 11. Tools Used in News Consumption

	%
Headlines	26,8
Video	24,9
News Articles	20,4
Gallery	15,5
News Blog	8,7
Live Blog	1,5
Lists	1,1
Online Audio	0,8
Infographics	0,4
Total	100,0

65 percent of the respondents stated that they do not pay for online news but also do not use ad blockers while 35 percent stated that they do not pay for online news and they use ad blockers. As a striking result, there was no student among the university students participated in the research who pays for online news subscription.

Table 12. Payments for Online News

	%
No, I use ad blocker	35,0
No, but I do not use ad blocker	65,0
Total	100,0

4.2.2. News – Journalist – Media Trust Analysis

While %59,2 of participant students stated that they trust the news most of the time, it is observed that %36,9 of the students don't trust the news.

Table 13. Trust to News

To News	%
I Don't Trust	36,9
I Mostly Trust	59,2
I Always Trust	3,9
Total	100,0

While %43,7 of students don't trust the journalists, %54,4 of them stated that they mostly trust the journalists.

Table 14. Journalist Trust Analysis

To Journalists	%
I Don't Trust	43,7
I Mostly Trust	54,4
I Always Trust	1,9
Total	100,0

While %50,5 of students don't trust the journalists, %45,6 of them stated that they mostly trust the journalists.

Table 15. Media Trust Analysis

To Media	%
I Don't Trust	50,5
I Mostly Trust	45,6
I Always Trust	3,9
Total	100,0

4.2.3. Frequency Analyzes about Twitter News Scale

When the answers given by participant university students to statements in scale about trust to Twitter news were examined; statement 11 "In my opinion, Twitter is a more popular channel than radio" (average 4,16 and St. Deviation 1,194) is the one that participants expressed the most positive opinion. Most negative opinion is expressed for 8. Statement which is "When I participated in an event, I share information about that event via Twitter" (average 2,81 and St. Deviation1,172).

Table 18: Frequency Analysis

	Definitely Don't Agree	Don't Agree	Hesitant	Agree	Definitely Agree	Average
C.11 In my opinion, Twitter is a more popular channel than radio	5,8	6,8	8,7	23,3	55,3	4,16
C.1 I receive news from Twitter faster.	6,8	5,8	10,7	31,1	45,6	4,03
C.12 I learn what's on the agenda of Turkey by means of trend topic feature of Twitter.	6,8	7,8	15,5	30,1	39,8	3,88
C.18 I think in future Twitter will be more efficient news medium than newspapers.	5,8	4,9	23,3	30,1	35,9	3,85
C.3 I believe Twitter is an important news channel.	8,7	6,8	9,7	40,8	34,0	3,84
C.4 I think a news becoming widespread on twitter is more effective than other channels.	7,8	7,8	18,4	25,2	40,8	3,83
C.10 I follow recent political developments from Twitter.	7,8	11,7	9,7	41,7	29,1	3,73
C.13 I think Twitter reveals the truth which mainstream media is trying to hide.	5,8	8,7	21,4	35,9	28,2	3,72
C.15 I definitely use Twitter when I want to get quick information about an incident or agenda topic.	4,9	12,6	16,5	38,8	27,2	3,71
C.9 News and information on Twitter lighten me.	5,8	7,8	22,3	47,6	16,5	3,61
C.5 I follow Twitter accounts of authors I like.	9,7	14,6	14,6	43,7	17,5	3,45
C.16 I curiously read opinions and statements of politicians on Twitter who I agree with their opinions.	9,7	13,6	18,4	43,7	14,6	3,40
C.7 I follow Twitter accounts of newspaper I like.	12,6	19,4	12,6	39,8	15,5	3,26
C.17 Comments about politicians made by other users draw my attention.	14,6	15,5	20,4	36,9	12,6	3,17
C.14 In my opinion, Twitter is more popular	12,6	21,4	28,2	23,3	14,6	3,06

channel than Television.						
C.2 I read the comments of Twitter phenomena.	16,5	19,4	18,4	38,8	6,8	3,00
C.6 When I witness an incident, I share it on Twitter.	13,6	19,4	30,1	29,1	7,8	2,98
C.8 When I participated in an event, I share information about that event via Twitter	13,6	30,1	27,2	20,4	8,7	2,81

	Average	St. Deviation
Scale	3,5275	0,77867
F1	3,8653	0,89912
F2	3,1942	0,92946
F3	3,2549	0,95933
F4	3,3883	1,01444

Table 6: Descriptive Analyzes about Scale

4.3. Statistical Analyzes

4.3.1. Statistical Analyzes Related to Scale

As a result of the Independent Sample T Test carried out to determine whether the responses of the university students participating in the research to Twitter scale as a news medium and its sub-factors varied in accordance with the gender, it was seen that the opinions of the respondents did not vary according to their genders (p= 0,657, p= 0,956, p= 0,719, p= 0,442 ve p= 0,465 > 0,05, respectively).

As a result of ANOVA analysis carried out to determine whether the opinions differed according to their age, it was seen that the participants' opinions did not differ according to their ages (p = 0,344, p = 0,450, p = 0,537, p = 0,620 and p = 0,084> 0,05, respectively).

As a result of t test carried out to determine whether the opinions of university students on Twitter scale as a news medium and its sub-factors vary in accordance with whether they consider social media as a news source, it was seen that the opinions of the participants differ. Accordingly, those who consider social media as news source have more positive opinions on Twitter scale (p= 0,000, p= 0,000, p=0,001, p=0,001 ve p=0,005 < 0,05).

T test was utilized to determine whether trust in Twitter news differs according to genders. According to this, the level of trust of the participants to the news, journalist and media does not differ according to their gender (p= 0,300, p=0,186 ve p=0,425 > 0,05 respectively).

ANOVA analysis was utilized to determine whether the trust in Twitter news differed by age. Accordingly, the level of trust of the participants to the news, journalist and media does not differ according to their age (p = 0,784, p = 0,980 and p = 0,310 > 0,05, respectively).

ANOVA analysis was utilized to determine whether the trust in Twitter news differed by age. Accordingly, the level of trust of the participants to the news, journalist and media does not differ according to their age (p= 0,119, p=0,754 ve p=0,672 > 0,05 respectively).

CONCLUSION

Social media and Twitter are in almost every area of life. The use of such a heavily used medium for news is also quite natural. In contrast to one-way communication in traditional media organizations, there is an interactivity in social media and especially on Twitter. This interactivity has also transformed the journalism profession and social media has begun to be used as news media as well as traditional media means. In this process, a brand new journalism practice has emerged, in which social media users directly play a leading role in the production and spread of news.

In this study, the opinions of university students on the use of Twitter as social media were investigated. Firstly, construct validity and reliability of the survey form was approved and then statistical analyzes were proceeded to. Opinions about Twitter as a news source were gathered in a sample consisting of university students between the ages of 21-24 with a majority of male students. As a result of the analysis made, almost all of the participants stated that they considered social media as a news source. 42 percent of those who consider social media as a news source stated that they considered Twitter as a news channel. Twitter is followed by Facebook with 24 percent and Instagram with 15.2 percent.

Participants mostly use their smartphones to reach the news. When participants were asked which channel they considered as more news media, social media ranked second with 27.9 percent. The first place belongs to the Internet with a rate of 36 percent. As an interesting result of the study, all participants stated that they do not pay for online news. The rate of those who do not pay and use ad blockers is 35 percent.

When the level of trust of university students in news, journalists and media organizations is examined, it is seen that news and journalists are mostly trusted,

contrarily, media organizations are not trusted. As a result of the statistical analyzes, it was seen that level of trust to news, journalist and media did not differ in accordance with the personal characteristics of the participants. In conclusion, social media is a news channel for university students. In addition, trust level of students to media organizations shows decrease. These results highlight the necessity of traditional media to reposition itself against social media, which increased its popularity with the speed of light. Social media is taking over traditional media's function of reporting day by day.

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