



The Abstracts Book of ICSER Conferences

September 8-10, 2017

Radisson Blu Hotel, Ankara, Turkey

Psychological Antecedants of Social Media Use

Tuğba KOÇAK ÖZEL

Ankara Yıldırım Beyazıt University, Ankara, Turkey, tkocak@ybu.edu.tr

Abstract

One of the widely used technology in the contemporary world is known as internet. Recent studies have focus on the effects of using internet owing to the fact that using internet, especially for social networking sites, affects substantial part of human life. Thus, identifying psychological antecedants of social media use becomes important. In this context, it is underlined that there are some psychological variables which can be thought as the predictors of social media use. In other words, *personality characteristics*, *shyness*, *narcissism*, *self-esteem*, and *loneliness* are most frequently used psychological variables in the literature. In this paper, the studies which have covered the relationship between these psychological factors and social media use will be reviewed. It can be concluded from the studies that there is a complex relationship between these psychological variables and social media use which cause researchers to construct advance theoretical model for understanding the nature of using social media. In this study, the findings of the researches are discussed in the light of the related literature and suggestions for future research were offered.

Keywords: Personality Characteristics, Narcissism, Self-esteem, Loneliness, Social Media Use