



## An Analysis of Social Media Use Regarding Foodways by University Students: The Case of Sakarya University

\*Kübra Sultan YÜZÜNCÜYİL<sup>a</sup> 

<sup>a</sup> Sakarya University, Communication Faculty, Sakarya/Turkey

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### Abstract

The notion of food has been related with certain social and cultural values throughout history. In today's society, with the rise of new media technologies cultural structure have been digitized. Food culture in this main, is also endowed with digital codes. In particular, social media has been integrated into foodways. This study attempts to examine the gratifications that individuals obtain from social media use on foodways. In the first part of study the relationship between food culture and digital culture is examined. In order to achieve the particular aim of study, Uses and Gratifications Theory is adopted as conceptual framework. Due to its peculiar context, this study follows a quantitative research method. By conducting pre interviews and factor analysis, a particular survey is developed. The sample of study is chosen among 405 undergraduate communication faculty students of Sakarya University by proportionate stratification sampling method. In the analysis of the collected data, statistical methods One- Way ANOVA, Independent Samples T-test, and Tukey HSD Post Hoc Test are used. According to findings it is revealed that there are statistically significant relations between obtained gratifications and demographic factors.

\* Corresponding Author

E-mail: [kubrayuzuncuyil@gmail.com](mailto:kubrayuzuncuyil@gmail.com) (K.S. Yüzüncüyil)

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