



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

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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.

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INTRODUCTION

Food plays a vital role in the lives of human beings. It is not only a physical necessity but also a medium that they retain their social status and cultural identities. People use food to create and share meanings. In other words, the notion of food plays significant role in creation of meaning and relationships. Greene and Cramer (2011) asserts that people establish a nonverbal communication through food. In today's society, communication has been digitized with Web 2.0 technologies. This transformation influences food culture in its own terms. Digital technologies especially social media has been integrated into foodways. Thus, communication that is generated for food are also associated with digital codes. This study attempts to reveal possible reasons for this association.

According to Germov and Williams (2004), food preferences of people are shaped for cultural, religious, economic, and political factors. Food plays a significant role during the process of socialization. Human beings start life for digesting breast milk. However, for environmental factor, cultural structure, and economic factors, they are directed into completely different eating preferences. Although the instinct of eating and drinking is similar in all human beings, the eating habits are differentiated socially and culturally. In this context, Germov and Williams say that appetite is socially constructed (Germov and Williams, 2004, p.32). As Fischler (1988) points out, food is a bridge between nature and culture. It has ability to signify, mediate and represent both nature and culture (Spurlock, 2005, p.6). Food habits, the way people produce, prepare and consume food are culturally determined (Fischler, 1988, p.45).

The discipline that examines food systems in terms of production, distribution and consumption in a sociocultural, historical, political, anthropological perspective is generally called Food Studies. This discipline looks at sociocultural, political, economic and philosophical forces that shape food habits. In the context of Food Studies, what we eat, when we eat, how we eat, and why we eat need is taken as a communication system (Greene and Cramer, 2011, p.10). In other words, Food studies conceptualize the social patterns of food distribution as a language (Germov and Williams, 2004, p.18). Food Studies focus on human experiences with food. It evaluates the concept food as a kind of communication system and language. Food studies discipline approaches foodways as a communication medium (Akarçay, 2016, p.40).

The relationship of foodways with social media can be explained within the framework of Uses and Gratifications Theory. UGT examines how media is utilized for individuals. This approach is now being addressed to new media technologies, especially through social network services. Sheldon (2008), Bumgarner (2007), Racke (2008) are some of the researches that investigate the gratifications that individuals obtained from social media usage. According to these researches, basic gratifications received from social media usage are listed as information acquisition, identity performance, socialization, and entertainment (McQuail, 2005, p.4). This study analyzes obtained gratifications of social media use regarding foodways and its relationship with demographic factors such as gender, education, household income and location variable.

Purpose of the Study

Williams (1958) defined the notion of culture as ordinary (Williams, 1958, p.59). He explained that culture is grained into daily life so deeply that it reaches a transparent nature. In other words, it is taken for granted in the lives of individuals. Food, likewise culture, is an everyday issue. People can't survive without it. However, it is not only a sustenance. It is utilized as a language that individual express patterns of social relations. It can be viewed as a form of communication, an agent of socialization (Stajcic, 2013, p.5).

On the other hand, in today's world, socialization cannot be limited for the physical constraints. Individuals may establish social relations on online spaces through using SNS. These services facilitate communication to be interactive and collaborative. Binark (2007) defines social media as a life space where they can perform new identities, establish new social relations and become members of new virtual communities. With fast developing ICTs, social media use has been also diffusing into food habits. Individuals may perform identities on social media platforms for sharing the photos of food they eat. They may socialize for meeting new people through food blogs and form food related virtual communities. Thus, communicative function of food has turned to be digital.

Web 2.0 technologies, social media particular, transform the form of communication that food creates. Hence, it is critical to understand which gratifications, individuals obtain from integrating social media into food habits. Gratifications are the satisfactions that fulfill a particular need. These gratifications help us to understand the motivations of people to use social media in their foodways. It also helps us to understand the relation of food and social media. To achieve this aim, Uses and Gratification Theory is adopted. Gratification categories are redefined due to Web 2.0 characteristics. This study conducted a survey to measure the gratifications that university students gain from food-related social media usage. The reason why university students were chosen is another matter that needs to be explained.

While digital technology is spreading ubiquitously, some new terms have become part of the literature. The generation of people who were born in the current digital era are called Digital Natives (Prensky, 2001, p.54). The concept of being a digital native was first used for Prensky to explain how the current generation of students change their way of learning and communicating and experience life. For digital natives, accessing the internet through computers and mobile devices is the first choice to get information. They experience life through using internet. Hence, due to this definition, it would be expected that digital natives also attempt to use social networking in their foodways. Hence, the developed survey within this study were conducted among the university students who can be conceptualized as digital natives. Findings of the study will be analyzed in accordance of literature review.

In a nutshell, in today's world, communication technologies have been digitized. This digitalization is also showed up in the form communication that food generates. In today's society, individuals integrate social media into their foodways (Rousseau, 2012, p.13). This study attempts to reveal motivations of people to use social media in their food habits. It aims to create a discussion about how food operates a system of communication in today's vast expansion of web 2.0 technologies.

Research Questions

The basic research question of this study is formulated as:

- Which gratifications are obtained from social media use in foodways for undergraduate Communication Faculty students of Sakarya University?

Besides, this study aims to examine the relationship between gratifications and demographic factors. Demographic factors present personal characteristics of individuals in a given population. These characteristics are used to evaluate collected data. Evaluating demographic factors help us to understand social media users in detail. They help us to understand which factor play an important role to lead people to use social media. In this study analyzing demographics reveal the profile of individuals who integrate social media into foodways. Hence, demographics factors need to be determined. First of all, Fewell (2013) claimed that food related social media use change due to gender variable. In her study, it was found out that women have more score than man. Hence first demographic was determined as gender. Secondly, Bourdieu (2015) claimed that due to differences of education level, income and places that they live, people have different tastes and life style. On the other hand, Koçak (2012) argued that household income and gender affect the choices of people about social media use. Hence, in this study four demographic factors are determined respectively as gender, education level, household income and location. Gender variable is taken as male and female. Education level is taken as first, second and third year of the education. The reason of this choice is Communication Faculty of Sakarya university is a new faculty and has only three year duration. Hence there were no master, doctoral or fourth year student in the time of this survey conducted. Household income was determined based on the Öztürk's (2014) study. He formed the household income factor for taking the minimum wage of 2014. He created four groups for increasing them for the rate of minimum wage. Hence this study also created four groups in terms of minimum wage of 2016. Finally, location variable indicates the places where students live such as dormitory or an apartment.

Sub-questions of the study can be listed as:

1. Is there any relation between gender variable and scores of obtained gratifications?
2. Is there any relation education level variable scores of obtained gratifications?
3. Is there any relation between household income variable and scores of obtained gratifications?
4. Is there any relation between location variable (dormitory, apartment etc.) and scores of obtained gratifications?

Significance of the Study

Food has been studied from both social and positive science perspectives. However, it has not been studied often within the communication field (Greene and Cramer, 2011, p.11). It plays a central role as a symbol that convey sociocultural meanings and expressions. According to Montarani (2006) food becomes culture when it is produced, prepared and eaten (Montaraini, 2006, p.13). Thus, food can be viewed a conveyor of culture that is to say as a medium of communication (Greene and Cramer, 2011, p.11).

The conceptual framework of the study is chosen as Uses and Gratifications Theory. Social media usage habits have been examining in terms of UGT contemporarily. However, food studies have not been approaching from this framework. As a result, this study attempts to become a pioneer in the field of food and communication studies.

LITERATURE REVIEW

According to Oskay (2014), food culture is a communication system on its own. Food culture diffuses into many areas such as shopping, preparation, cooking, presentation, consumption forms, bazaar, market, restaurant, television programs, books, and magazines. According to Oskay, mass communication is not just the communication process carried out for mass media. On the contrary, it is a phenomenon that needs to be dealt with all social communication processes. The notion of food in this study is handled within the framework of communication sciences that intersect with cultural studies. At this point, the ideas of Yenal (2009) and Barthes (2011) are prominent. Yenal defined the notion of food as not only an object of biological need but also a mean of symbolic and cultural reproduction. Barthes viewed the notion of food as a communication system that individuals express their status. According to Orkun (2009), food culture is a communication system and plays an important role in the socialization of the individual. In today's information era, where the patterns of socialization process are digitized, communicative function of the notion food is also digitized.

Moreover, Rousseau claimed that the German phrase "Man isst was man isst" (You are what you eat) turns to be "you are what you Tweet" (Rousseau, 2012, p.3). He investigated the way social media connects with foodways. Likewise Rousseau, Fewell (2013) investigated the use of social media in foodways. First of all, he researched that which social network people prefer to share food photographs. According to this research, people share their eating and drinking photos mostly on the Facebook platform. The statistics of the research are as follows: Facebook 35%, Instagram 28%, Twitter 27%, Pinterest 6%, Tumblr 3%, those who do not share content 1%.

In this study, female participants selected 26.15% Facebook, 23.08% Instagram and 12.81% Twitter platforms, respectively; while male participants selected 15.9% Twitter, 9.7% Facebook, and 6.15% Instagram respectively.

The most popular food photo sharing platform for individuals between the ages of 18-20 was found as Instagram. The most popular food photo sharing for 30-39 years old was found as Facebook. The most popular food photo sharing for 40-49 years old was found as Twitter.

In the study, it was also asked which social media platform people use most to comment on food photographs. Results are listed as Twitter 32%, Facebook 30%, Instagram 28%, Pinterest 7%, Other 2%, those who do not share content 1%. Individuals between the ages of 21 and 29 prefer Instagram for their comments on photos of eating and drinking. In this context, it has also become clear that Instagram is used mostly among women for commenting.

Thirdly, it was also searched whether social media sharing of eating and drinking photographs was socially acceptable. According to the survey, 96% of the individuals find eating and drinking photo shares as socially acceptable. At this point, the following statements are found interesting for the researcher:

Fewell's and Rousseau's findings plays a significant role for this study. They aimed to explain how social media has been integrating into foodhabits. Hence, the focus point of these studies is similar with the aim of this study. Results of study can be comparable with Fewell's and Rousseau's findings. Moreover, Montarini (2016) claimed the process of cultivation, preparation and consumption of food as a cultural act. According to him, invention of cooking let people to transform nature to culture. In other words, raw materials turn into the cultural objects associated with particular social structures and traditions. According to Montarini, in today's society people tend to eat alone. However, they also tend to carry this experience in social networks. For participating in food based virtual communities or sharing the photo of their eating experience in social networks they connect to virtual identities. Hence for participating one's virtual food experience, people may eat together with other people in online environment. He assumed that food culture has undergone into digitalization process. He developed this hypothesis for making observations. He observed that people may order their food for using online platforms. They take recipes from food blogs, videos, web pages. Mom sourcing recipe and cookbooks has vanished comparing to the digital manner of recipes.

Moreover, Montarini claimed that knowledge acquisition is formed for new media characteristics. According to the study, people learn about food via social networks such as Facebook and Twitter. To evaluate his hypothesis, Montarini conducted to a survey among 25 individuals from Chicago and Seattle. 40% of participants learn about food via websites, apps or blogs. In addition to this, knowledge acquisition about food is no longer based on mom-sourcing. People rely on virtual communities to learn about food or get a recipe. They choose to interact people and base the knowledge of food on crowd-sourcing. This study claimed that people may search online for what to cook, without ever tasting or smelling it. With digitalization of food selection, sensory experience has decreased. In the process of ordering the food, online option became dominant. According to this research social media is perfect pair for food. Humans are social eaters from the beginning of the history. Food is connector likewise social connects people. According to Montarini, 45% of participants engage social media in eating process often during lunch. 9% of people tend to text their friends online and 36% of people tend to use social networking and applications. Nearly half of them tend to learn about food via social networking sites. They share food experiences, and take advices about food. %40 of participants stated that they learn about food from social media channels. %46 of people are engaged with online media food %31 of people are equally engaged with online and print media of food %23 of people are engaged with print media of food According to findings, online recipes are chosen other than cookbooks or food shows.

This study also attempts to reveal the reason why people interested in using social media in food related topics. %27 of people say that they use social media to find new restaurant to try. %16 of people use to determine restaurants to avoid. %15 of people use it as a meal planing tool. %12 of people tend to use social media to determine new types of food or beverages. %11 of people try to find new brands of food and beverages to try. %11 to learn about nutrition and ingredient. %8 use social media about food safety. Montarini's findings are also important for this study. Because this study also researched how people use social media in foodways. It also attempts to understand how digital communication technologies affect the food experiences of people. Hence, these two findings can be comparable.

Tomaş (2014) investigated the motivations that lead people to use e-intermediary food ordering system. E-intermediary is one of the notions of Web 2.0 technologies. She examined yemeksepeti.org in particular. She found out that individuals prefer online ordering because they think that it is more trustable and faster than any other traditional methods. In online ordering, customers may see the terms of agreements, food standards of companies. This principle of transparency makes customer trust to online food ordering systems. Moreover, they think that there are more products variability, promotions, discounts. They also think that they may determine which restaurants they select to order food correctly because there are critics and stars of the restaurants. In short, customers found online food ordering beneficial because it has lots of options to offer and it is faster, trustable other than traditional ordering services. This study also focuses on the impact of new media on information acquisition particular in food related context. It examines how restaurant critics have been changing with the rise of new media. Hence Tomaş findings contributed to this study for giving the idea about how restaurant critics have been changing for new media technologies. Hartman group made a research (2015) about social media usage of Foodies. They found out that they use mobile to get food coupons and food product info. They never eat alone and enhance their food experiences for using social media. They use social network while eating most often during lunch. They spend time reading about food online than in print. They see food as entertainment and self-expression. They revealed that Pinterest is the platform that is used mostly for food sharing experiences. This study also researched how food related virtual communities are emerged. Hence, the term of foodie is one of the focus point of this study. Hartman group research contributed to this study with giving the idea about how people approach the term of foodie.

The four main gratification categories that McQuail developed are the most widely accepted ones in the UGT literature. These four basic categories¹ are listed as knowledge acquisition, identity performance, socialization and entertainment (McQuail, 2005, pp.198-200). In recent years, studies on motivations of social media use within the scope of Uses and Gratifications Approach have increased in number (Muntinga et al., 2011; Quan-Haase and Young, 2010; Shao, 2009; Raacke and Raacke, 2008; Bumgarner, 2007, Kaye, 2007). These studies examined the gratifications of social media platforms uses such as Facebook, MySpace, Twitter, Youtube, and blogs. Gratifications founded from these researches overlapped with the four basic gratification categories that McQuail assumed.

To sum up, web 2.0 technologies particularly social media is field of experience, symbolic environment (Timisi,2005, p.92). Internet has a capacity that can compress every cultural expression. Type of communications is endowed for cyber space. Internet has a multi-media form that accord themselves in every situation. It represents an experience with its past, now and future as a unity (Castells, 2006, p.373). Internet has its own symbolic environment, internal logic, encoding and decoding processes. It creates new forms of social and cultural codes, forms of communication. In this manner, the function of food as being a communication medium has changed. It is engaged with web 2.0 technologies. In other words, new media opposes one-dimensional communication of the traditional media. It removes the hierarchy between the positions of sender and receiver. They stay on the same ground for new

¹ For more information about gratification categories, please see • McQuail, D. (2005). *McQuail's mass communication theory*. London: Sage Publications

media technologies. New media has allowed the user to shape media with its user-generated content feature. Therefore, individuals are now both recipients and senders, that is, they are consuming and producing knowledge at the same time. The users of the new media are in the opposite direction of passive receivers of the traditional media. In this context, new media related environments are the tools that users choose to utilize to obtain many gratifications. Recently, social media usage has been examining within the framework of the Uses and Gratifications approach. This study claims that foodways, as cultural phenomena, have become associated with social networks. In order to ground this claim, the gratification categories that users obtain from usage of social networks in foodways will be explained in the context of Uses and Gratifications Theory

RESEARCH METHODOLOGY

This study utilizes a quantitative research method and conducted a questionnaire among student of Sakarya University Communication Faculty. Quantitative data was collected through a survey which is developed for the researcher, named “Undergraduate Students’ Experiences with Social Media Tools in Foodways Survey”. The survey was developed based on the related literature, pre-interviews and observation. Items related to the graduate students’ use of social media tools in foodways were identified through the ongoing literature review, frameworks and theories on new media and food studies. Survey items were translated into the Turkish due to the fact that language of instruction in Sakarya University is Turkish. Following stages were followed in the development of the survey instrument:

- Questions and items were formed in accordance with the research question
- Format of the survey instrument was specified
- Expert review was administered to the survey
- Due to reviews of expert, revisions were completed
- A pilot study was conducted to test the survey instrument due to its accessibility, clarity
- Necessary revisions were administered due to feedback of pilot study
- The final version of the survey instrument was developed.

Items of the survey instrument were organized into three main sections. Items were categorized according to research questions and to reveal the current approach of graduate students’ towards social media usage in foodways. First category was consisted of demographic factors. Second one is consisted of social media use related descriptive features of users. Third category is consisted of survey questions. Wording and format of some expressions were revised. Negative questions and combined expressions were eliminated. After the initial revisions had been completed for the researcher, expert of Communication Faculty of Sakarya University reviewed the draft version of the survey. Draft of the survey was analyzed in terms of its content, technical, usability and clarity. Grammar mistakes were reviewed again in this stage. Based on the suggestions, format of survey was utilized as two columns. In addition, the option of other (please explain) section was added to each question (please refer to the Appendix A).

Furthermore, based on suggestions format of survey was revised in terms of readability of questions, visuality of survey. Also, font size, font style and color were standardized throughout the survey.

Moreover, consistency is one of the most important features of a survey. In any type of survey, inattentive and careless responses could lead misconceptions and decrease the consistency of the survey. According to Craig&Meade (2011) screening careless and inattentive responses prevent researchers to get low reliable results and errors. Consistency of a survey means that all questions have high reliability and represents accurate level of constructs.

Questions and items were related to measure the gratifications obtained from social media use in foodways. However, there was a possibility that people would not use social media in general and particularly in foodways. Thus, according to expert suggestions participants would be chosen among social media users. Among these users those who do not integrate social media in their foodways should not answer the related questions. In order to prevent this, a leading mark was added to survey. After completing demographic factors and descriptive items, participants were split into two categories for this mark. Those who use social in foodways might continue to survey and those who do not use social media in foodways need to answer 18th questions. Based on Craig & Meade's findings, researcher aims to achieve to conduct a consistent research.

Survey was conducted with its description, confidentiality and anonymity of the responses, importance of completing all questions and appreciation. Further contact with the researcher were also included. Students started the survey for acknowledging the voluntary participation. Final version of the survey was consisted four demographic questions, nine descriptive items and 33 Likert type scale questions. Survey questions and their items can be reviewed at Appendix A.

In this study, survey included two main sections:

- 1) Demographics (4 questions): Gender, education level, household income, location.
- 2) Gratification Research Questions (33 questions for four category): Gratifications categories; information acquisition (8), personal identity (8), socialization (6) and entertainment (11) were taken from McQuail's (2005) studies.

All questions were close ended questions. Four gratification categories were measured for 33, 5 point Likert scale type questions with 1-Strongly Disagree to 5Strongly Agree options.

Four main gratifications were taken as dependent variables and demographic factors were taken as independent variables. In the survey, it was indicated that participants need to select only one option among all the questions of the survey.

All in all, this study utilized survey methodology. The rationale for using this research method is that studies who adopt Uses and Gratification Theory as conceptual framework conduct survey to participants. The way to measure gratification categories is possible through survey. Hence this study develops a survey as its research methodology. The statistical analysis method used in the study was Factor Analysis, Independent Samples T test, ANOVA Test, Homogeneity of variances and Tukey's HSD Post-Hoc Test. A common opinion about sample adequacy for factor

analysis holds that the number of participants must be greater than the number of items/variables (Akgül and Çevik, 2005, p.419).

Population of the Study

The research population is consisted of undergraduate students studying at Sakarya University Faculty of Communication during 2015-2016 academic year. The rationale to select Sakarya University was the working conditions of the researcher. At the time, researcher was working as research assistant in Communication Faculty and could reach undergraduate student conveniently.

Communication Faculty of Sakarya University

Founded in 2012, Sakarya University Faculty of Communication consists of four departments: Public Relations and Advertising, Journalism, Radio-Television and Cinema, and Communication Design and Media. According to 2015-2016 data, there were a total of 290 students at the department of Public Relations and Advertising (120 students in their first year of study, 120 students in their second year of study and 50 students in their third year of study), 56 students at the department of Journalism (56 students in their first year of study), and 57 students at the department of Communication Design and Media (57 students in their first year of study). However, there were not any students enrolled at the department of Radio-Television and Cinema at the time of the research.

The Sample

The research population is consisted of undergraduate students of Sakarya University, Faculty of Communication. Data about the Faculty of Communication were obtained from the relevant unit of the University. The sample size was determined for using the tool from the web page: www.raosoft.com. It was estimated that 198 persons needed to be selected from the population in order to have a sample with a confidence level of 95%. A total of 298 people were interviewed during the data collection process taking into account the fact that the completed questionnaires could be inconsistent or that the participants might not be using social media during their eating and drinking activities. The questionnaire form was filled in through the face-to-face survey method. In the study, Factor Analysis was used as statistical analysis method in the developing process of survey. Sample was selected for using the proportionate stratification sampling method. Therefore, the sample size of each stratum was proportionate to the population size of the stratum.

Communication Faculty of Sakarya University consists of four departments: Public Relations and Advertising, Journalism, Radio-Television and Cinema, and Communication Design and Media. A total of 405 students studied at the Faculty of Communication during 2015-2016 academic year. Among these students, 72.09% (218) studied Public Relations and Advertising, 13.82% (39) studied Journalism, and 14.07% (41) studied Communication Design and Media.

Firstly, 218 people were selected from the Public Relations and Advertising department, which made up 72% of 298 people. Of these 218 people, 41.09% (90) were first-year students, 41.09% (90) were second-year students and

17.8% (38) were third-year students. The proportional strata were created for making the necessary calculations in the light of this data.

Validity and Reliability of the Questionnaire

After the development of draft version and pilot study, the reviews of expert of Communication Faculty of Sakarya University was administrated. Necessary revisions were made. After conducting factor analysis, internal coefficients of factors were calculated. Expert and Ethical Committee approved the final version of the survey. To test the internal consistency of the scale used in this research, which evaluated the use of social media in foodways, Cronbach's Alpha internal consistency coefficient was calculated. The Cronbach's Alpha score of the scale was found to be 0.81. Also, regarding the adequacy of the sample in terms of the social media uses and gratifications scale, the Kaiser-Meyer-Olkin (KMO) test returned a mediocre value, 0.68. According to the literature, on the other hand, a value greater than 0.6 in the Kaiser-Meyer-Olkin test confirms the sampling adequacy of a questionnaire.

The Cronbach's Alpha internal consistency coefficients of the factors are listed as followings:

Table 1: Cronbach's Alpha Internal Consistency Coefficients

Identity Performance: 0.86
Socialization: 0.82
Entertainment: 0.93
Information acquisition: 0.88
Total Survey: 0.81

According to the literature, a Cronbach's Alpha coefficient value greater than 0.7 confirms the internal consistency of a scale (Tavakol, Dennick, 2011, pp. 52-53). According to these findings, developed survey can be regarded as reliable and valid.

Pilot Study for the Survey Instrument

After the approval of the draft survey for expert, it was finalized and sent it to ethical committee of Sakarya University. After taking the permission of ethical committee, a pilot study was conducted. Schedule of pilot study was determined as 2 weeks. From 06.05.2016 to 20.05.2016 data collection and analysis were continued. It was pretested among 15 individuals in same characteristic with sample. It was used to detect potential problems and enhance the survey to get most reliable results.

Simon (2010) asserted that a pilot study represents the small scale version that pre-test the major study. It is trying out process of the data collection tool (Simon, 2010, p.4). He said that a sample size of 10-20% of the actual population is a reasonable number of participants in pilot study to pre-test the research tool. Simon also indicated that before the final form of the questionnaire, it is useful to conduct a pilot study. Because a pilot study may reveal proper advances, warnings and weakness of the study. Researcher may find the inappropriate ways, ambiguities and complicated sides of the questionnaire. Hence, to achieve a more proper questionnaire, pilot study was conducted. The amount of population was 198. Hence 15 individuals are proper to conduct the pilot study.

Based on Simon’s claim, the survey questionnaire was developed on the basis of a literature review and individual interviews. Preliminary tests were carried out on 15 individuals for means of random sampling from the sample group in order to analyze the reliability and validity of the scales and to determine the questions that were not clearly understood for the individuals. Then the overlapping questions were eliminated for a factor analysis so that all the questions would be equally heterogeneous and clear.

According to results of pre-testing possible questions were reviewed. Data from pre- testing were undergone Cronbach Alpha test. Cronbach Alpha value of pre-testing questions was %85. After that, it was undergone Factor analysis. In this stage, questions who may have similar meanings or negative expressions were detected. Hence overlapped questions were executed from the main percentage. Questions were improved and organized as to be normally distributed. Moreover, survey format was designed to avoid deterring students. The form of survey was designed to motivate students to see further questions. Questions were placed with clear instructions. Questions were written in clear statements and to be read easily. The format of survey allowed individuals to return and go straightforward easily through questionnaire. After that survey was conducted among 298 individuals. T test, ANOVA Test and Tukey HSD Post Hoc test were utilized on data. The revised questions were submitted to the Ethics Committee of Sakarya University and their approval was obtained. The questionnaire was then prepared for implementation on the main sample.

FINDINGS AND DISCUSSION

This study is consisted of quantitative data process. In the quantitative phase, undergraduate students’ use of social media tools in foodways were examined. Results of the survey are analyzed with the accordance of literature review. Descriptive statistics regarding the undergraduate students’ use of social media tools in foodways were given in the following tables. The dependent variable of the study includes four dimensions regarding identity performance, socialization, entertainment and knowledge acquisition. Table 2 shows survey responses for gender.

Table 2: Demographic Factors

Gender	Frequency	Percentage
Male	100	50.52
Female	98	49.5
Education Level	Frequency	Percentage
1 st Year	96	48.5
2 nd Year	69	34.8
3 rd Year	33	16.7
Location Variable	Frequency	Percentage
Living alone	5	2.5
With a Flatmate	66	33.3
Apartment	107	54.0
With Family	18	9.1
Other	2	1.0
Household Income (TL/Month)	Frequency	Percentage
0-1349	55	27.8
1350-2699	85	42.9
2700-4049	50	25.3
4050 and more	8	4.0
Total	198	100.0

Gender: The total number of the students using social media in their eating and drinking experiences was 198. A total of 100 (50.52%) male students and 98 (49.5%) female students participated in the research.

Education Level: Among the participants who used social media in relation to eating and drinking experiences, 96 students (48.5%) were in their first year of study, 69 students (34.8%) were in their second year of study and 33 students (16.7%) were in their third year of study.

Location Variable: Among the students that used social media in their eating and drinking experiences, 5 students (2.5%) lived alone, 66 students (33%) lived with a flatmate, 107 students (54%) lived in a hall of residence, 18 students (9.1%) lived with their families, and 2 students (1%) reported other types of residency.

Household Income: Among the students that used social media in their eating and drinking experiences, 55 students (27.8%) selected 0-1349, 85 students (42.9%) selected 1350-2699, 50 students (25.3%) selected 2700-4049 and 8 students (4%) selected 4050-and-more household income options.

Table 3: Survey Responses for Distribution of Gratifications Obtained from Social Media Use in Foodways

Distribution of Gratifications for Social Media Platforms	Frequency	Percentage
Identity Performance	94	47.5
Socialization	83	41.9
Entertainment	13	6.6
Information acquisition	8	4.0
Total	198	100.0

Among the participants, 94 students (47.5%) achieved identity performance gratification, 83 students (41.9%) achieved socialization gratification, 13 students (6.6%) achieved entertainment gratification, and 8 (4%) students achieved information acquisition gratification through their use of social media on foodways

Table 4: Survey Responses for Social Media Platforms Preferences Regarding Foodways

Social Media Platforms Preferred to use in Foodways	Frequency	Percentage
Instagram	97	49.0
Facebook	12	6.1
Twitter	8	4.0
Swarm	23	11.6
Snapchat	6	3.0
Foursquare	1	.5
Food blogs	16	8.1
YouTube	18	9.1
Other	17	8.6
Total	198	100.0

Among the participants, 97 students (49%) preferred Instagram, 12 students (6.1%) preferred Facebook, 8 students (4%) preferred Twitter, 23 students (11.6%) preferred Swarm, 6 students (3%) preferred Snapchat, 1 student (0.5%) preferred Foursquare, 16 students (8.1%) preferred food blogs, 18 students (9.1%) preferred YouTube, and 17 students (8.6%) preferred other platforms to achieve information gratification. This finding is unique in terms of its context. Researchers such as Montarini (2016) Hartman Group (2014) Fewell (2013) and Rousseau (2012) found out that people use Facebook to share food experiences on social media. However, this study claims Instagram was the platform that is chosen mostly to share food experience.

DV 1: Identity Performance

To form identity performance variable, 8 questions were formed. These questions are emerged due to process that is mentioned p. 79. In the factor analysis step, all of 8 questions seems appropriate and irreducible. To utilize this value into ANOVA test, mean value of this variable is calculated. After that the relation between this gratification and demographics are examined for One Way ANOVA test.

According to ANOVA test identity performance variable has a significant relation between all demographics such as gender, education level, location and household income. Because p value of this relation is under 0.05 ($p < 0.05$).

Table 5: Group Statistics

Gender	N	Mean	Std. Deviation	Std. Error Mean
Female	100	3,32	1,069	,107
Male	98	2,99	,892	,090

As can be seen in Table 5, there is a significant relation between “identity performance” and gender. The score of women (M:3.32) was higher than men (M:2.99). This result can be interpreted in the light of Öztürk’s (2014) study. This result is overlapped with his findings. He had found that women obtained identity performance gratification rather than men on social media platforms.

Table 6: Independent Samples T Test

T Test	Levene's Test for Equality of Variances		t-test for Equality of Means	
	F	Sig.	t	df
Equal variances assumed	1,010	,004	2,304	196
Equal variances not assumed			2,308	191,062

Table 7: ANOVA Statistics

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10,941	2	5,470	7,410	,001
Within Groups	143,959	195	,738		
Total	154,899	197			

Table 8 shows the significance between the year of study variable and the factors. As can be seen in the table, the participants were divided into 3 groups according to their year of study. According to the results of one-way analysis of variance, there is a significant relation between the year of study and the “identity performance” factor (F=7.410; P< .05). Hence Post Hoc test needs to be adopted.

Table 8: Tukey HSD Post Hoc Test

(I) education	(J) education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
First	2 nd	-,060	,136	,897	-,38	,26
	3 rd	-,652*	,173	,001	-1,06	-,24
Second	1 st	,060	,136	,897	-,26	,38
	3 rd	-,591*	,182	,004	-1,02	-,16
Third	1 st	,652*	,173	,001	,24	1,06
	2 nd	,591*	,182	,004	,16	1,02

* The mean difference is significant at the 0.05 level.

According to the results of the Tukey HSD Post Hoc test, this relation was caused for different uses of social media for students in their 1st (M:2.50) and 3rd (M:3.35) years, and different uses of social media for students in their 2nd (M:2.76) and 3rd years of study. Therefore, those students in our research who were in their 3rd year of study may obtain more gratification of “identity performance” than the other groups.

Table 9: ANOVA Statistics

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11,575	3	3,858	5,223	,002
Within Groups	143,324	194	,739		
Total	154,899	197			

As can be seen in Table 9, there is a statistically significant relation between household income and “identity performance” factor) (F = 5.223; p <.05). Hence Post Hoc Test needs to be adopted.

Table 10: Tukey HSD Post Hoc Test

(I) household	(J) household	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
0-1349	1350-2699	,363	,149	,073	-,02	,75
	2700-4049	-,213	,168	,584	-,65	,22
	4050 and more	-,070	,325	,996	-,91	,77
1350-2699	0-1349	-,363	,149	,073	-,75	,02
	2700-4049	-,576*	,153	,001	-,97	-,18
	4050 and more	-,434	,318	,523	-1,26	,39
2700-4049	0-1349	,213	,168	,584	-,22	,65
	1350-2699	,576*	,153	,001	,18	,97
	4050 and more	,143	,327	,972	-,71	,99
4050 and more	0-1349	,070	,325	,996	-,77	,91
	1350-2699	,434	,318	,523	-,39	1,26
	2700-4049	-,143	,327	,972	-,99	,71

*The mean difference is significant at the 0.05 level.

According to the results of the Tukey HSD Post Hoc test, this statistically significant result was emerged between the groups with monthly household incomes of 1350-2699TL (M:2.57) and 2700-4049TL (3.14). The group with a monthly household income of 2700-4049 TL/Month has the highest score of identity performance gratification.

Table 11: ANOVA Statistics

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16,022	4	4,006	5,567	,000
Within Groups	138,877	193	,720		
Total	154,899	197			

As can be seen in Table 11, the students were divided into 5 groups according to their living arrangements. According to the results of one-way analysis of variance, there is a statistically significant relation between the participants' location and "identity performance" factor (F=5.567; p <.05). Hence Post Hoc Test needs to be adopted.

Table 12: Tukey HSD Post Hoc Test

(I) location	(J) location	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval
					Lower Bound
Living alone	Flatmate	-,022	,393	1,000	-1,11
	Dormitory	,239	,388	,973	-,83
	With family	-,336	,429	,935	-1,52
	Other	-2,100*	,710	,028	-4,05
Flatmate	Living alone	,022	,393	1,000	-1,06
	Dormitory	,261	,133	,286	-,10
	With family	-,314	,226	,634	-,93
	Other	-2,078*	,609	,007	-3,75
Dormitory	Living alone	-,239	,388	,973	-1,31
	Flatmate	-,261	,133	,286	-,63
	With family	-,575	,216	,064	-1,17
	Other	-2,339*	,605	,001	-4,01
With family	Living alone	,336	,429	,935	-,84
	Flatmate	,314	,226	,634	-,31
	Dormitory	,575	,216	,064	-,02
	Other	-1,764*	,632	,045	-3,50
Other	Living alone	2,100*	,710	,028	,15
	Flatmate	2,078*	,609	,007	,40
	Dormitory	2,339*	,605	,001	,67
	With Family	1,764*	,632	,045	,02

According to the results of the Tukey HSD Post Hoc test, this significance was due to the difference between the group that checked the “other” option and the other groups. According to the results of the Tukey HSD Post Hoc test, there is a statistically significant relation between the students living with their families (M:2.93), with a flat-mate (M:2.57), in a dormitory (M:3.14) or alone (M:3.00) and the students staying in other types of residency (M:5.00). In fact, the group that checked the “other” option (e.g. in a guesthouse or with relatives) has the highest score of “identity performance” factor than other groups.

Another study may investigate the location factor in detail and reveal this significant relationship for future studies.

DV 2: Socialization

To form identity performance variable, 11 questions were formed. These questions are emerged due to process that is mentioned p. 79. In the factor analysis step, 5 of 11 questions seems inappropriate and reducible. Hence these 5 questions are reduced. Hence, 6 questions remained for socialization acquisition. To see reduced 5 questions, Appendix can be seen. To utilize this value into ANOVA test, mean value of this variable is calculated. After that the relation between this gratification and demographics are examined for One Way ANOVA test.

According to ANOVA test socialization variable has a significant relation between household income variable. Because p value of this relation is under 0.05 ($p < 0.05$). There is no significant relation between other three demographics with such gender, education level, location and household income with socialization.

Table 13: Group Statistics

Gender	N	Mean	Std. Deviation	Std. Error Mean
Female	100	2,69	1,045	,104
Male	98	2,55	,870	,088

Table 14: Independent Samples Test

T Test	Levene's Test for Equality of Variances		t-test for Equality of Means	
	F	Sig.	t	df
Equal variances assumed	6,014	,115	,967	196
Equal variances not assumed			,969	191,062

Since the values of Levene’s Test for Equality of Variances are higher than 0.05, there is no significant relation between socialization gratification and gender variable (F: 6,014 P: 0.115 > 0.05, $P > 0.05$)

Table 15: ANOVA Statistics

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9,260	4	2,315	2,582	,069
Within Groups	173,053	193	,897		
Total	182,313	197			

Since the values of significancy are higher than 0.05, there is no significant relation between socialization gratification and education level variable (F: 2,582 P: 0.115> ,069, P>0.05). Thus, there is no need for Post- Hoc Test.

Table 16: ANOVA Statistics

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	19,013	3	6,338	7,529	,000
Within Groups	163,301	194	,842		
Total	182,313	197			

Since the values of significancy are lower than 0.05, there is no significant relation between socialization gratification and household income variable (F: 2,582 P: 0.00 ,069, P<0.05).

Table 17: Tukey HSD Post Hoc Test

(I) household	(J) household	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
0-1349	1350-2699	,673*	,159	,000	,26	1,08
	2700-4049	,096	,179	,950	-,37	,56
	4050 and more	,127	,347	,983	-,77	1,03
1350-2699	0-1349	-,673*	,159	,000	-1,08	-,26
	2700-4049	-,577*	,164	,003	-1,00	-,15
	4050 and more	-,546	,339	,376	-1,43	,33
2700-4049	0-1349	-,096	,179	,950	-,56	,37
	1350-2699	,577*	,164	,003	,15	1,00
	4050 and more	,031	,349	1,000	-,87	,94
4050 and more	0-1349	-,127	,347	,983	-1,03	,77
	1350-2699	,546	,339	,376	-,33	1,43
	2700-4049	-,031	,349	1,000	-,94	,87

*The mean difference is significant at the 0.05 level.

There is a statistically significant relation between socialization factor and monthly household income (F=7.529; p <.05). This difference was analyzed in the Tukey HSD Post Hoc test. According to this analysis, socialization factor statistically differ between the group with a monthly household income of 0-1349TL (M:2.94) and the group with a monthly household income of 1350-2699TL (M:2.27). The group with a monthly household income of 0-1349TL has the highest score of socialization gratification.

Table 18: ANOVA Statistics

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9,260	4	2,315	2,582	,139
Within Groups	173,053	193	,897		
Total	182,313	197			

Since the values of significancy are higher than 0.05, there is no significant relation between socialization gratification and location variable (F: 2,582 P: 0.139, $P > 0.05$). Thus, there is no need for Post- Hoc Test.

DV 3: Entertainment Gratification

To form identity performance variable, 11 questions were formed. These questions are emerged due to process that is mentioned p. 79. In the factor analysis step, all of 11 questions seems appropriate and irreducible. To utilize this value into ANOVA test, mean value of this variable is calculated. After that the relation between this gratification and demographics are examined for One Way ANOVA test.

According to ANOVA test entertainment variable has a significant relation between household income. Because p value of this relation is under 0.05 ($p < 0.05$). However, there is no significant relation between other demographics such as gender, education level, location and gender with entertainment variable.

Table 19: Group Statistics

Gender	N	Mean	Std. Deviation	Std. Error Mean
Female	100	2,93	1,069	,107
Male	98	2,59	1,007	,102

Table 20: Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means	
	F	Sig.	t	df
Equal variances assumed	,007	,935	2,341	196
Equal variances not assumed			2,342	195,691

According to Independent Samples T Test, there is no relation between gender and entertainment (F: 007 P: ,935).

Table 21: ANOVA Statistics

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2,663	2	1,332	1,209	,301
Within Groups	214,677	195	1,101		
Total	217,340	197			

According to ANOVA test, there is no relation between education level and entertainment (F: 1,209 P: 301). Hence there is no need to conduct Post Hoc Tests.

Table 22: ANOVA Statistics

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	30,629	3	10,210	10,608	,000
Within Groups	186,711	194	,962		
Total	217,340	197			

There is also a statistically significant relation between entertainment factor and monthly household income level (F=10.608, p <.05). Thus, Post Hoc Test needs to be adopted to understand this relation.

Table 23: Tukey HSD Post Hoc Test

(I) household	(J) household	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
0-1349	1350-2699	,295	,170	,307	-,15	,73
	2700-4049	-,654*	,192	,004	-1,15	-,16
	4050 and more	-,574	,371	,413	-1,54	,39
1350-2699	0-1349	-,295	,170	,307	-,73	,15
	2700-4049	-,948*	,175	,000	-1,40	-,50
	4050 and more	-,868	,363	,082	-1,81	,07
2700-4049	0-1349	,654*	,192	,004	,16	1,15
	1350-27699	,948*	,175	,000	,50	1,40
	4050 and more	,080	,374	,997	-,89	1,05
4050 and more	0-1349	,574	,371	,413	-,39	1,54
	1350-2699	,868	,363	,082	-,07	1,81
	2700-4049	-,080	,374	,997	-1,05	,89

*The mean difference is significant at the 0.05 level.

There is a statistically significant relation between the group with a monthly household income of 0-1349 TL (M:2.70) and the group with a monthly household income of 2700-4049 TL (M:3.35). In addition, there is a statistically significant relation between the group with a monthly household income of 1350-2699 TL and the group with a monthly household income of 2700-4049 TL. All in all, the group with a monthly household income of 2700-4049 TL has the highest score of entertainment gratification.

Table 24: ANOVA Statistics

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6,260	4	2,315	3,582	,281
Within Groups	173,053	193	,897		
Total	182,313	197			

Since the values of significancy are higher than 0.05, there is no significant relation between socialization gratification and location variable (F: 3,582 P: 0,281, P>0.05). Thus, there is no need for Post- Hoc Test.

DV 4: Information Acquisition

To form identity performance variable, 11 questions were formed. These questions are emerged due to process that is mentioned p. 79. In the factor analysis step, 3 of 11 questions seems inappropriate and reducible. Hence these three questions are reduced and final number of questions have become 8. To see the questions that are reduced, Appendix B can be seen. To utilize this value into ANOVA test, mean value of this variable is calculated. After that the relation between this gratification and demographics are examined for One Way ANOVA test.

According to ANOVA test information acquisition variable has a significant relation between household income variable. Because p value of this relation is under 0.05 (p<0.05). There is no significant relation between other three demographics with such gender, education level, location and household income with information acquisition.

Table 25: Group Statistics

Gender	N	Mean	Std. Deviation	Std. Error Mean
Female	100	3,32	1,069	,107
Male	98	2,99	,892	,090

Table 26: Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means	
	F	Sig.	t	df
Equal variances assumed	1,010	,316	2,304	196
Equal variances not assumed			2,308	191,142

Since the values of Levene’s Test for Equality of Variances are higher than 0.05, there is no significant relation between socialization gratification and gender variable (F: 1,010 P: 0,316, P>0.05).

Table 27: ANOVA Statistics

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3,436	2	1,718	1,744	,177
Within Groups	192,039	195	,985		
Total	195,474	197			

Since the values of significancy are higher than 0.05, there is no significant relation between socialization gratification and education level variable (F: 1,744 P: ,177, P>0.05). There is no need for Post Hoc-Test.

Table 28: ANOVA Statistics

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	21,463	3	7,154	7,976	,000
Within Groups	174,011	194	,897		
Total	195,474	197			

There is also a statistically significant relation between entertainment factor and monthly household income level (F=7,976, p <.05). Thus, Post-Hoc Test needs to be adopted to understand this relation.

Table 29: Tukey HSD Post-Hoc Test

(I) household	(J) household	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
0-1349	1350-2699	,198	,164	,621	-,23	,62
	2700-4049	-,577*	,185	,011	-1,06	-,10
	4050 and more	-,601	,358	,338	-1,53	,33
1350-2699	0-1349	-,198	,164	,621	-,62	,23
	2700-4049	-,775*	,169	,000	-1,21	-,34
	4050 and more	-,800	,350	,105	-1,71	,11
2700-4049	0-1349	,577*	,185	,011	,10	1,06
	1350-2699	,775*	,169	,000	,34	1,21
	4050 and more	-,024	,361	1,000	-,96	,91
4050 and more	0-1349	,601	,358	,338	-,33	1,53
	1350-2699	,800	,350	,105	-,11	1,71
	2700-4049	,024	,361	1,000	-,91	,96

*The mean difference is significant at the 0.05 level.

Finally, there is a statistically significant relation the information acquisition factor and monthly household income ($F=7.976$; $p < .05$). There is a statistical significance between the group with a monthly household income of 0-1349TL (M:3.07) and the group with a monthly household income of 1350-2699TL (M:2.87). Similarly, there is a statistical significance between the group with a monthly household income of 1350-2699TL and the group with a monthly household income of 2700-4049 TL (M:3.65). The group with a monthly household income of 4050 TL has the highest score of information acquisition gratification. Other groups are homogenous and shows no significant relation.

Nacaratto and LeBesco (2012) claimed that culinary capital is related with middle-upper classes. They claimed that having a gastronomic knowledge might be a distinctive feature that upper classes develop. According to these findings, it is clearly seen that upper classes obtain information acquisition more than any other group. Hence these findings correlate with Nacaratto and LeBesco’s claims. Finkelstein (1999) claimed that middle classes transform eating practices into food adventures. They combine entertainment and socialization into food habits. According to findings, middle classes obtain entertainment and socialization gratifications from social media use in their foodways. Hence, Finkelstein’s argument is overlapped with these findings.

Table 30: ANOVA Statistics

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6,260	4	2,315	3,682	,148
Within Groups	173,053	193	,897		
Total	182,313	197			

Since the values of significancy are higher than 0.05, there is no significant relation between socialization gratification and location variable ($F: 3,682$ $P: 0,148$, $P>0.05$). Thus, there is no need for Post-Hoc Test.

In short according to findings there is a significant relation between gender and identity performance. Women have more score than men in food related usage of social media. This result is in accordance with Öztürk’s (2014), Montarini (2016), Rousseau (2012). Gender doesn’t have any significant relation with other three gratifications. Moreover, education level variable has a significant relation between identity performance. This relation is emerged from the groups of 1st and 2nd level with 3rd level undergraduate students. Education level variable does not have any significant relation between other three gratifications. Furthermore, household income variable has a significant relation with all gratifications. This result is in accordance with the studies of Nacaratto and LeBesco (2012), Finkelstein (1999), Fewell (2013). Lastly, there is a significant relation between location variable and identity performance. The ones who choose other option has a significant relation with identity performance. On the other other, other three gratifications has no significant relations with location variable. This result can be researched in future studies.

CONCLUSION

This study claims that people create and share meanings by using food as a communication medium. The relation that is established with food has been shaping by social drives such as certain social, political, religious and cultural values throughout history. They are determined through sociocultural norms and beliefs. Many studies in the fields of sociology, anthropology, history, cultural studies and communication have been carried out food related studies. This study takes notion of food as a communication medium that people strengthen social status and bonds. This medium has been transforming in today's digital communication conditions. Hence, the relation between food culture and new media needs to be examined. In order to establish a closer look, this study attempts to reveal obtained gratifications from social media use in food experiences. Uses and Gratifications Theory is chosen as the conceptual framework of the study.

UGT is used in studies that investigate obtained gratification from social media uses. According to this theory, individuals can choose social networks and contents according to their own needs. This model reviews users as active media participants. They resist against media influence. Within this approach, it has been observed that individuals' gratifications with media use are mainly categorized in four main titles as such: information acquisition, entertainment, personal identity, and socialization.

Communication is a process that people understand world for creating meanings and share these meanings with others. It is conveyed through various practices in daily life. Food in this sense, can be seen as a social language that people create and share meanings. It is a nonverbal form of communication. People communicate through food and assign meaning and attribute to culture. Today, foodways have also become related to social media, in this context. In the light of these discussions, it may be claimed that digital natives use social media in their foodways to gain some particular gratifications. According to this research, these gratifications can be listed as knowledge acquisition, socialization, entertainment, identity performance. Relation between demographic factors and gratification are summed up within Table 31. Studies with similar findings are also mentioned:

Table 31: A Brief Explanation of Statistical Tests

Statistical Analysis	T test	Anova Test	Anova Test		Anova Test
Significant Relation	Gender variable and identity performance	Education level variable and identity performance	Household income variable and all gratification categories		Location Variable
Determination of relations by Post Hoc Test	Women have more score than men	1 st and 2 nd level with 3 rd level	Identity performance	1350-2699 / 2700-4049	Identity Performance and the <i>other</i> option of location variable
			Socialization	0-1349 / 1350-2699	
			Entertainment	0-1349/ 1350-2699	
			Information Acquisition	0-1349/ 2700-4049	
Similar Findings	Öztürk's (2014) Montarini (2016) Rousseau (2012)	Can be examined in future studies	Nacaratto and LeBesco (2012) Finkelstein (1999) Fewell (2013)		Can be examined in future studies

All in all, this study uncovers how new media ecology has been transforming food culture. It attempts to reveal how foodways have become related with digital codes. It is found out that individuals integrate social media use into

their foodways to obtain some gratifications. These gratifications can be listed respectively as identity formation, socialization, entertainment and information acquisition. In the light of this research's findings, it can be said that new media technologies affect the way people approach to the notion food.

SUGGESTIONS

In this work, it was revealed that there are certain deficiencies in the related literature. First of all, this study find that social media users choose Instagram to present their eating experiences. Thus, Instagram needs to be studied within the framework of Uses and Gratifications Approach. Motivations to use Instagram may be a matter of study on their own. Moreover, the reasons why some users do not prefer to integrate social media use in foodways can be studied within the framework of conservatism concept discussion. The attitude and conservative rhetoric could be a research topic on its own. As another subject of work, the aforementioned categories of Uses and Gratifications Approach can be analyzed in detail according to the new media terms. Finally, the relationship of foodways with social networks can be measured again from different theoretical frameworks.

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