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METE KAZAZ

SELÇUK ÜNİVERSİTESİ, TÜRKİYE

SAİBE PALA

SELÇUK ÜNİVERSİTESİ, TÜRKİYE

CHARACTERISTICS AND USING MOTIVATIONS OF MARRIAGE WEBSITE USERS

Abstract:

The internet which enables computers to link with each other from all around the world and causes social upheavals as a global pulpit has made a raphid progress in recent years. Correspondingly to the technological advances, so many things in our life has changed with the internet which has become the new face of communication. By creating a cultural alteration with impacts to individual, family and society lifes; it has brought to light a new system which is active as marriage websites. Online flirt concept has become many researchs subject after getting married through marriage websites become popular as more than a million people has married by meeting on internet. After 2000 marriage websites has placed in most visited websites and it also has made why internet marriages has increased a current issu.

Subjects in this study to measure the motivation of the users are discussed in theory and practice. To this end; ' Socialization and Technology ' After discussing the relationship between marriage Sites ' and ' Internet of Marriage Report and User Motivations ' transition was made to the issue. The findings and the Review of ' Marriage and Marriage Sites Related Opinions and demographic characteristics ' title is given to the analysis results obtained under.

Keywords:

Internet communication, Virtual Socializing, Modernization, Marriage Websites, Marriage Motivations.

LITERATURE REVIEW

1.THE CONCEPT OF SOCIALIZATION AND TECHNOLOGY IN THE PROCESS OF COMMUNICATION

It is a well-known fact that the internet, whose most important function is considered to be communication, contributes to interaction between individuals by removing the concepts of time and space (Gümüş, 2004, p. 25-26). When the use of the internet in our country is taken into consideration, it is evident that it has developed rapidly although it is a recent phenomenon. The internet, which is worthy of attention as a phenomenon that incorporates people from all walks of life in the context of our country is generally regarded as an entertainment, phantasm and pleasure machine (Subaşı, 2001). Individuals who engage in communication in traditional communication environments are receivers of communication or have limited contribution to communication; but the situation is very different for internet users. The internet emphasizes the domination of the person in the process of communication and makes its user a subject that is actively engaged in the process of communication (Timisi, 2003, p. 132).

According to McLuhan, what determines man's fate is not man himself but an extension of him, namely technology. It can be said that communities are shaped up by the means through which they communicate rather than the content of the communication (Kaya, 2011, p. 44). It is said that with the disappearance of borders and the emergence of a new society where information is shared freely thanks to the internet, virtual environment is able to bring together millions of users from around the whole world regardless of geographical distance and thus a global village has formed. The reason why it is called a global village is that internet users act in this environment as if they were all together irrespective of distance. When the inhabitants of this global village are examined, it is seen that a new type of man has begun to appear. The reason for this is that virtual environment creates its own culture, language and morality and millions of people use a virtual communication independent of physical space for the purpose of trade, information, pastime and sharing (Denizci, 2009, p. 48). The fact that people living in different places, societies and states engage mutually in more communication and interaction is considered to be a result of developing technology (Derdiyok, 2014).

The use of mass media in different ways and for different purposes affects individual and social structures. According to the uses and gratifications approach, people have social and individual needs and they use mass media to satisfy these needs. Gratifications are obtained as a result of this use (Erdoğan, Alemdar, 1990, p. 109-110). The fundamental purpose of this approach is to explain how people use mass media to meet their needs, understand motivations that guide media behavior and define the consequences or functions of these needs, motivations and behaviors. It is seen that the uses and gratifications approach is one of the best tools to understand why people use different mass media and that social websites are investigated within the framework of this approach (Biçer, 2014, p. 59-60).

2.PRESENTATION OF MARRIAGE ON THE INTERNET AND USER MOTIVATIONS

The internet changes forms of socialization and communication and accelerates social movements through virtual actions. The interaction in the internet environment has a social significance and ultimately constitutes a social case (Derdiyok, 2014). Studies conducted in this regard found that people who met via the internet mostly made friends in accordance with their common interests and pleasures. It was also found that these

friendships turned into marriages in time and that the rates of marriage among people who met via the internet increased (<http://www.ruhikizi.com/>).

According to a study conducted in England, it was found that online dating was more likely to end in marriage than meeting through traditional methods. Experts who investigated the effect of virtual environment and traditional ways on relationships reached the conclusion that the possibility of online relationships leading to happy marriages was higher than traditional relationships. It was also concluded that these marriages lasted longer. According to experts, high motivation lies behind this success in virtual environment because parties focus more on one another (<http://www.gazeteport.com.tr>).

A motivated behavior is one that is geared towards a certain goal and movements take place in a more organized and more guided way in comparison with others. The vitality in the implementation of these behaviors, the energy spent, their resistance to change and disintegration and their durations indicate that they are motivated. Therefore, motivation should also be understood as a chain of processes that initiate, guide, sustain and eventually stop a series of goal-oriented behaviors (Kaplan, 2007, p. 3).

Anxiety and shyness, which people experience in communication, are motives that affect individuals negatively. The enthusiasm, satisfaction and pleasure which individuals feel in regard to using new communication technologies and the attitudes they assume towards them reveal that individuals positively motivate the communication processes in computer environment. It has been found that the expectation that one can make an individual gain as a result of communication, the frequency of use of computer-based communication environments and the feeling of satisfaction concerning the environment are positive factors. Moreover, the importance they attach to what they share in this environment determines how often the environment will be used and positively affects their motivation (Aydın, 2010, p. 39-40).

The desire to escape, which especially people in big cities feel, has pushed modern man towards the internet. It is believed that while the internet brings people closer in this way on the one hand, it condemns them to greater loneliness on the other. As far as this issue is concerned, psychologists argue that members of modern society who have almost forgotten to speak and who have discovered to communicate through messages now also convey their feelings via the cables (<http://www.ruhikizi.com/>).

After the television, which destroyed communication in social relationships and even in marriages, the computer and the internet entered the picture and they managed to conquer our world of emotions. On the other hand, it is believed that with their introduction, another portion of our sub-culture is lost in the name of Europeanization or civilization (Candan, 2011). When the marriage sites on the internet are examined, it is seen that some of them present themselves as being scientific marriage sites. The algorithms which marriage sites use to bring together or match those who want to marry can be considered scientific so long as they use the data from scientific studies but the fact that they are scientific does not necessarily mean that they can predict the result 100 %. At this point, it is observed that the most important criticisms directed towards scientific marriage sites which have millions of members across the world today are related to this issue (<http://www.ruhikizi.com/>).

Loneliness, which is regarded as one of the most basic problems of our age, has taken hold of people, especially those living in big cities. It is seen that modern people of today are seeking to find a remedy for their loneliness via the internet. While, in a sense, the internet is removing the distances between people on the one hand, it condemns people

to greater loneliness on the other. In this regard, psychologists argue that members of modern society who have almost forgotten to speak and who have discovered to communicate through messages now also convey their feelings via the cables. This sets an example for alienation of the society to itself. Being able to freely express things which one cannot say directly to someone, easily hiding mistakes and even appearing flawless can be cited among the advantages of assuming a virtual personality (<http://kisiselbakim.milliyet.com.tr>).

The nature of the internet, which recognizes no socio-economic boundaries, allows individuals who are university graduates and have a high socio-economic level, to use these sites frequently and usually even their close relatives and acquaintances are not aware of these sites. After the television, which destroyed communication in social relationships and even in marriages, the computer and the internet entered the picture, managing to conquer our world of emotions and it is believed that yet another portion of our sub-culture, which has been destroyed in the name of Europeanization or civilization, is also lost with their introduction (<http://gundem.milliyet.com.tr>).

3. APPLICATION

3.1. PURPOSE

Here, expectations of individuals who become members of marriage sites, for what purpose they become members to those sites and their points of views regarding marriage will be handled. In this way, it is intended to reveal how a bond that develops between traditions and society is evaluated and presented in modern day conditions. Another purpose is to determine how individuals who shy away from taking responsibility act taking refuge in an institution, and identifies the motivations which individuals who opt for the easy way of finding partners through the virtual environment seek after.

3.2. POPULATION AND SAMPLE

The population of the study consisted of the members of website www.pembepanjur.com. Since the population was not very big and easily accessible, an attempt was made to reach the whole population rather than select a sample. Survey on the web method was used as the data and information collection method in the study. 1179 participants over the age of 18 who were users of the said website filled up the survey between July the 7th 2014 and August the 18th 2014.

3.3. METHOD

Review of literature was conducted regarding the transfer of relationships and marriages from the virtual environment to real life, the effect of modern life style on Turkish culture and a new way of presenting marriages. The data that were obtained as a result of the field work conducted was in support of the content of the study. The study was carried out on 1179 users of a marriage website to reveal their attitudes and views concerning marriage and the marriage website and determine whether or not these attitudes and views vary by the demographic attributes of the users.

3.4. FINDINGS AND METHOD

A.VIEWS ABOUT MARRIAGE/MARRIAGE WEBSITES AND DEMOGRAPHIC ATTRIBUTES

In this section, demographic attributes of the users were revealed. In the next stage, descriptive findings regarding the responses given to the questions about marriage and

marriage websites were evaluated. In the last stage, hypotheses about the effect of the demographic variables on the said experiences were tested and the data obtained were presented.

When the genders of the participants were examined, it was seen that 51.6 % of them responded to the question and it was seen that 65.6 % of the participants were male while 34.4 % of them were female.

Findings about the ages of the participants were obtained through central tendency statistics. According to the results of the analysis conducted, the lowest participant age was 18 whereas the highest age was 68.

According to the results of the frequency analysis regarding the educational levels of the participants, 51.3 % of the participants responded to the relevant question. According to this, 44.9 % of the participants were private sector employees, 26.0 % were self-employed, 22.4 % were public sector employees, 4.6 % were in the health sector and 2.2 % were employees working in the finance sector.

According to the statistics obtained from the responses concerning the income levels of the participants, the lowest total family income of the participants was 275 TL whereas the highest total family income was 17.500 TL. Average family income was 2609 TL and its standard deviation was 2.211 TL.

Finally, the participants were asked whether they had had a previous marriage or not. According to the distribution of the responses given to the relevant question, 53.3 % of the participants stated that they had not had a previous marriage whereas 46.7 % stated that they had had a previous marriage.

B.DESRIPTIVE FINDINGS ABOUT MARRIAGE WEBSITES

Under this heading, descriptive findings were handled about the significance level of concepts playing a role in marital relationships, marriage methods (types of marriage), concepts and qualities that are important in marriage, factors that are important in online dating, worldviews that have been adopted, factors that lead users to marriage websites and finally attitudes towards marriage websites.

1.Significance Level of Concepts Playing a Role in Marriage Relationships

Statistical findings about the central tendencies of the responses which the participants gave concerning the significance level of the concepts playing a role in marriage are shown in Table 1. According to this, the most important concept in marriage was loyalty whereas the concept with the lowest significance was economy (money). The concept of loyalty was followed respectively by the concepts of affection, sex and love.

Table 1. Statistical Results of the Central Tendencies Concerning the Significance Level of the Concepts Playing a Role in Marriage Relationships

	N	Lowest	Highest	Average	S. Dev.
Loyalty	1099	1	5	4,72	,752
Affection	1105	1	5	4,59	,795
Sex	1055	1	5	4,27	,913
Love	1055	1	5	4,11	1,067
Economy (Money)	1039	1	5	3,67	1,164
Valid N (listwise)	987				

2.Types of Marriage

Another point questioned under this heading involves the participants' views about which of the types of marriage yield better results. Central tendency statistics belonging to the relevant views are given in Table 2. According to the participants, the type of marriage that yields the best result was type of marriage through individual initiative whereas marriage through blood relation came last in this ranking. Arranged marriage and marriage through TV programs were thought to end positively at about the same rate, followed by marriage through the internet.

Table 2. Statistical Results of Central Tendency Concerning Which of the Marriage Types Yield Better Results

	N	Lowest	Highest	Average	S. Dev.
Marriage through Individual Initiative	1108	1	5	4,43	,850
Arranged Marriage	1027	1	5	3,08	1,218
Marriage through the internet	1027	1	5	3,07	1,035
Marriage through TV Programs	1022	1	5	2,26	1,129
Marriage through blood relation	997	1	5	1,81	1,053

3. Worldviews Adopted

This heading includes findings about the worldviews which the participants adopted. The descriptive evaluations of the items in question were performed through statistics of central tendency. As can be seen in Table 3 and Tablo, the choices of egalitarian, innovative and democratic were more prominent while the concepts of traditionalist and conservative ranked towards the end of the rating.

Table 3. Statistics of Central Tendency Concerning the Worldview Adopted

	N	Lowest	Highest	Average	S. Dev.
Egalitarian	817	1	5	4,19	,943
Innovative	806	1	5	4,01	,941
Democratic	803	1	5	3,75	1,115
Conservative	815	1	5	3,27	1,303
Traditionalist	800	1	5	3,12	1,203

4. Factors Directing People to Marriage Websites

The descriptive evaluations of the items in question were performed through statistics of central tendency. As can be seen in Table 4, lack of social environments and time constraint topped the list of factors that directed people to marriage websites. These factors were followed by busy schedule, and environmental and economic factors.

Table 4. Statistics of Central Tendency Concerning Factors Directing People to Marriage Websites

	N	Lowest	Highest	Average	S. Dev.
Lack of Social Environments	822	1	5	3,82	1,270
Time Constraint	806	1	5	3,56	1,311
Busy Schedule	809	1	5	3,48	1,271
Environment (family, relatives, friends)	813	1	5	3,04	1,477
Economic Factors	802	1	5	2,95	1,351

5. Attitude towards Marriage Websites

Within the scope of the study, finally, descriptive findings regarding questions aimed at revealing the participants' attitudes towards marriage websites and responses to them were given. The descriptive evaluations of the items in question were performed through statistics of central tendency. As can be seen in Table 5, the item stating that the participants communicated more freely thanks to the privacy policies of the marriage

websites had the highest average. This was followed by the items “I think knowing the expectations of the other side beforehand will ensure easier communication”, “Does the fact that marriage websites enable reaching the candidate directly increase your courage and confidence?”, “I think starting and continuing a relationship far from the eyes will be easier” and “Does knowing that mutual expectations are the same increase your trust in marriage websites?”.

Table 5. Statistics of Central Tendency Concerning Attitude towards Marriage Websites

	N	Lowest	Highest	Average	S. Dev.
To what extent does knowing that you can express your opinions more freely thanks to the privacy policy of marriage websites have an effect on your communicating more comfortably?	628	1	5	3,66	1,271
I think knowing the expectations of the other side beforehand will ensure easier communication.	554	1	5	3,64	1,130
Does the fact that marriage websites enable reaching the candidate directly increase your courage and confidence?	629	1	5	3,51	1,295
I think starting and continuing a relationship far from the eyes will be easier.	553	1	5	3,42	1,191
Does knowing that mutual expectations are the same increase your trust in marriage websites?	632	1	5	3,36	1,245
I think marriage websites are a good option to be able to know the opinions of a person before knowing him or her	552	1	5	3,32	1,169
Does the fact these websites offer their services with the support of experts (psychologist-psychiatrist-marriage counselor-astrologist.) make these websites more reliable?	632	1	5	3,25	1,326
I think when I belong to a marriage website, the time for me to get to know the other side will be shorter and thus someone will enter my life more quickly.	553	1	5	3,24	1,193
I think prejudices in interpersonal relationships can be eliminated through marriage websites	552	1	5	3,22	1,189
How important are marriage websites in forming a smoothly running marriage?	627	1	5	3,18	1,235
Are activities of marriage websites important for the beginning of your family life?	639	1	5	3,12	1,256
I think marriage websites will yield fast and positive results in regard to getting married decently in a short time.	551	1	5	3,08	1,228
I think marriage websites will be of more help to me in discovering the qualities of a person.	555	1	5	3,08	1,292
To what extent was your social status important in your turning to marriage websites?	638	1	5	3,03	1,390
Do you find the views of marriage websites about marriage more realistic than traditional marriages?	632	1	5	2,97	1,264
I think interpersonal communication in marriage websites will yield better results compared with face-to-face communication.	552	1	5	2,90	1,312
Did the idea of belonging to a marriage website sound very attractive to you because you felt isolated from the society i?	631	1	5	2,83	1,474
Would you hide from your environment the fact that you got married through a marriage website?	628	1	5	2,79	1,464
To what extent were your society's value judgments effective in your turning to marriage websites?	634	1	5	2,77	1,384
If the activities of marriage websites do not meet your expectations, will your point of view of marriage change?	636	1	5	2,50	1,381

C. VIEWS ABOUT MARRIAGE AND MARRIAGE WEBSITES AND DEMOGRAPHIC ATTRIBUTES

In this framework, first the hypotheses suggesting that the importance the participants attached to these concepts, which played a role in marriage relationships, varied depending on their demographic attributes were tested using the relevant analyses. According to the findings obtained:

1.Importance Attached to Concepts Playing a Role in Marriage Relationships and Demographic Attributes

- a. The average levels of importance attached by female participants to the concepts of affection, love, loyalty and money were found to be significantly higher than male participants. The degree of importance attached by the participants to the concepts which played a role on marriage relationships varied by their genders.
- b. In order to test the hypothesis which suggested a significant relationship between the level of importance attached to the concepts playing a role in marriage relationships and age, Pearson Correlation analysis was conducted on these variables, both of which were in interval measurement level. According to the results of the analysis, there was a very weak, positive and significant correlation only between the importance which the participants attached to the concepts that played a role in marriage and their ages. No such relationship could be found between the importance attached to other concepts and age.
- c. In order to test the hypothesis which suggested that the level of importance attached to the concepts playing a role in marriage relationships varied significantly by the participants' professions, one way variance analysis (ANOVA) was performed. According to the results of the analysis, the averages of the concepts playing a role in marriage did not vary significantly by the types of participants' professions.
- d. In order to test the hypothesis which suggested that the level of importance attached to the concepts playing a role in marriage relationships varied significantly by whether the participants had a previous marriage or not, independent samples t test was applied. The average level of importance which the participants who had a previous marriage attached to the concept of sex was significantly higher than the participants who did not have a previous marriage. However, the level of importance attached to other concepts did not vary significantly.
- e. In order to test the hypothesis which suggested a significant relationship between the level of importance attached to the concepts playing a role in marriage relationships and level of income, Pearson Correlation analysis was conducted on these variables, both of which were in interval measurement level. According to the results of the analysis, there was no significant relationship between the importance which the participants attached to the concepts playing a role in marriage and their income levels.

2.Views about Marriage Methods and Demographic Attributes

- a. Female participants approached the idea of marriage through TV programs significantly more positively than male participants. On the other hand, male participants approached the idea of marriage through blood relation significantly more positively compared with female participants. No significant difference was observed in the views expressed regarding the other marriage methods and gender.

Table 6. Results of Views about Marriage Methods and Gender Independent Samples *t* Test

Views about Types of Marriage	Gender	N	Average	<i>t</i> Test	Sig.
Marriage through TV Programs	Female	195	2.46	2.805	.005
	Male	379	2.18		
Marriage through the Internet	Female	196	3.08	-1.899	.058
	Male	379	3.23		
Arranged Marriage	Female	196	3.12	-.218	.828
	Male	378	3.14		
Marriage by Blood Relation	Female	197	1.72	-2.270	.024
	Male	376	1.93		
Marriage through Individual Initiative	Female	207	4.43	.258	.797
	Male	388	4.41		

- b. It is seen that as the ages of the participants increased, they approached marriages through TV programs and the internet more positively. On the other hand, it is seen that as the ages of the participants increased, they approached arranged marriages and marriages through the internet less positively. However, no significant relationship was found between the levels of the participants' positive approach to marriages through individual initiative and their ages.
- c. According to the results of the analysis, the views of the participants regarding marriage through TV programs and marriage through blood relation varied significantly by their professions. On the other hand, their views regarding the other types of marriage did not vary significantly by the participants' professions.
- d. The participants who had a previous marriage approached marriage through TV programs and marriage through the internet significantly more positively than the participants who did not have a previous marriage. On the other hand, the participants who did not have a previous marriage approached arranged marriage significantly more positively than those who did not have a previous marriage. The approach to marriage through blood relation and marriage through individual initiative did not vary significantly by whether the participants had a previous marriage or not.

Table 7. Views about Marriage and Independent Samples *t* Test Results for whether there was a previous marriage or not

Views about Types of Marriage	Was there a previous	N	Average	<i>t</i> Test	Sig.
Marriage through TV Programs	Yes	263	2.44	3.233	.001

	No	311	2.14		
Marriage through the Internet	Yes	266	3.27	2.037	.042
	No	310	3.11		
Arranged Marriage	Yes	264	2.98	-2.865	.004
	No	310	3.26		
Marriage through Blood Relation	Yes	264	1.82	-.742	.458
	No	309	1.89		
Marriage through Individual Initiative	Yes	278	4.41	-.150	.881
	No	317	4.42		

3. Factors Affecting Online Courtship and Demographic Attributes

- a. Female participants took the environment factor significantly more seriously in online courtship than male participants. On the other hand, importance attached to the other factors regarding online courtship did not vary significantly by gender.

Table 8. Factors Affecting Online Courtship and Gender-Independent Samples *t* Test Results

Factors Affecting Online Courtship	Gender	N	Average	<i>t</i> Test	Sig.
Excitement	Female	203	3.35	.466	.945
	Male	387	3.36		
Shyness	Female	203	3.10	.149	.881
	Male	387	3.09		
Mysteriousness	Female	202	3.15	.820	.413
	Male	383	3.06		
Environment (family, relatives, friends)	Female	193	3.34	3.389	.001
	Male	379	2.91		
Busy Schedule	Female	197	3.54	.222	.825
	Male	380	3.52		
Economic Factors	Female	193	3.06	1.664	.097
	Male	379	2.87		

Time Constraint	Female	197	3.50	-1.105	.270
	Male	380	3.63		
Lack of Social Environments	Female	202	3.89	-.066	.947
	Male	383	3.90		

- b. According to the results of the analysis, there was not a significant correlation between the level of importance which the participants attached to the factors affecting online courtship and their ages.
- c. According to the results of the analysis, the level of importance attached to shyness and busy schedule, two of the factors affecting online courtship, varied significantly by the participants' professions. On the other hand, the levels of importance attached to the other factors did not differ significantly by the participants' professions.
- d. The level of importance attached to the factors affecting online courtship did not vary significantly by whether the participants had a previous marriage or not.
- e. According to the analysis, there was a positive, very weak and significant correlation between the level of importance which the participants attached to the factors of busy schedule and time constraint and their income levels. In other words, as the participants' income levels increased so did the importance they attached to the factors of busy schedule and time constraint. On the other hand, there was a negative, very weak and significant correlation between the importance the participants attached to the shyness factor and their income levels. In other words, as the participants' income levels increased, the importance they attached to the shyness factor decreased and conversely as their income levels decreased, the importance they attached to the shyness factor increased.

4. Attitude towards Marriage Websites and Demographic Attributes

- a. The participants' attitudes towards marriage websites did not vary significantly by their genders.
- b. According to the analysis, there was not a significant correlation between the participants' attitudes towards marriage websites and their ages.
- c. According to the results of the analysis, the participants' attitudes towards marriage websites varied significantly by their professions. According to the test results, it was found that self-employed participants had a significantly more positive attitude towards marriage websites compared with the public sector employees. A significant difference was not found among the members of other professions regarding attitude towards the type of marriage.
- d. The participants' attitudes towards marriage websites did not vary significantly by whether they had a previous marriage or not.

- e. According to the analysis, there was not a significant correlation between the participants' attitudes towards marriage websites and their income levels.

CONCLUSION

These changes, taking place in marriages, which are regarded as a common way of living, present us with the society's human relations directly and at the same time indicate that the effect of cultural values and customs on society is decreasing. The fact that technology plays an increasingly important role in socialization and interpersonal relations has carried the process of socialization over to virtual environments.

A field survey was conducted on 1179 people who were members of marriage websites in order to reveal the effects of technological innovations on social life. The findings obtained revealed that the essential source of motivation for the participants was their belief that they would be happier, and the concept of loyalty.

The fact that computer-mediated communication has become one of the most common forms of communication used by individuals has led to some changes in social life. It was observed that with the communication model that developed on the internet, individuals with different personal attributes meet their need for communication through various means. In parallel with the technological developments, marriage websites, which enable individuals to communicate by bringing them together on the internet, have emerged and been in great demand in recent years. This situation can be explained more clearly in the following manner: People try all the sources involving appropriate candidates and the internet is one of the most easily accessible of these sources.

Those who suffer from social phobia and those who have been disillusioned in various relationships turn to the marriage websites on the internet in the hope that they can offer them better candidates. Also, it is easier to refuse a candidate considered unsuitable on the internet than in a face-to-face situation. Therefore, practical solutions offered may direct people to mediated communication.

Individuals are matched in these websites, which in a way offer personal services, depending on personal characteristics. Those who are deeply absorbed in business life and cannot spare time for their private lives due to busy schedule try to find the persons they are looking for in internet websites. Likewise, according to the information obtained from the information in the analysis, busy schedule in working life caused a shortage of time and social environment and therefore the participants stated that they regarded marriage websites as viable alternatives.

What is mysterious has become exciting, interesting and hence attractive. Starting and continuing a relationship far from the watching eyes and without being labeled also helps individuals to distance themselves from their own world and perhaps enables them to feel more relaxed and free from the pressure of the society.

One of the fundamental factors that mobilize people involves their needs. While investigating the question of why people apply to marriage websites under the heading of motivation, it can be claimed that individuals think they will be happier with an online partner and that this idea creates a belief-driven motivation. The increasing number of marriage websites and corresponding increase in their members indicate that those who say "I want to get married" now turn to marriage websites on the internet rather than to their elders.

As a result of this study, which investigated the effects of the internet on social life in the context of marriage websites, it was found that male and female members to these websites acted on the belief that they would be happier in mediated communication. The fact that loyalty was the most prized concept in marriage indicated that the idea of finding a loyal spouse through these websites was common. It was found that the participants turned to marriage websites in an effort to find a more suitable candidate in a shorter time and to be happier. Therefore, it would not be wrong to say that the fundamental source of motivation for the participants was happiness.

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