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SOCIAL MEDIA AND THE NEW BORDERS OF PRIVACY FROM THE VIEWPOINT OF GENERATIONS

Abstract:

As an extension of the social media, social networking sites have started to be commonly used by every age group as a way of communication and to replace real life relationships. As the time spent on social media platforms increase, the aspects of the interaction among individuals also differ. This variation also affects privacy, which is a central concept in social relationships.

Characteristics specific to the social media environment and the way of communication also influence the shared content that enables the continuity of the existence of individuals and the relationships they establish in this medium. On social media, individuals from different age groups show their difference from other individuals and extraordinariness through their personal life experiences. Thus, issues that are regarded to be within the private domain become visible in this virtual medium, which is open to the access of everyone. Within this scope, the basic hypothesis of the study is that the borders of privacy shrink within itself while they expand towards being public-explicit on the social media. The basic argument of the study is discussed in terms of the generation categories classified in line with the developments in information and communication technologies, and it is endeavored to determine whether there are any differences among the privacy attitudes and behaviors of different generations. The sample of this descriptive study consisted of 736 (according to processed questionnaire forms) participants from the Baby Boomers, Generation X, and Generation Y who used any of the social media tools. The data were collected by means of a questionnaire conducted in the province center of Konya between the dates of June 1-September 15, 2015. As the result of the study, it is concluded that gender categories have similar tendencies in social network communication, transformation has started in the privacy attitudes and behaviors of each generation, and generation characteristics also have a certain effect on this transformation.

Keywords:

Social Media, Generation X, Transformation

Introduction

Communication is the most basic characteristic that distinguishes the human as a species from other living beings. Communication among individuals is established and pursued through new means that are invented in parallel with the scientific and technical developments of the age, and that embody the preceding means of communication. With the invention of the computer and the internet in the 20th century, new media platforms have become the fundamental means of communication of our day.

Social media is defined as a way of communication in which the content of communication is determined by users independent of the publisher and which is based on sharing, discussion, and interaction among individuals regardless of time and place (Erkul, 2009, p.98-99).

The addition of new sites to social networks each passing day, which are considered within the social media, and the widening of the user network also affect the concept of privacy together with many other concepts related to social interaction.

Privacy "can be defined as the protection of the minimum boundaries that are required in physical and moral terms in order for the individual to identify oneself and continue his existence, and use and develop his abilities properly." (Aktaş, 1995, p.12).

Privacy, which is protected and enhanced by certain rules in social life, has been undergoing a transformation within the placelessness of social networks. Individuals display the places and forms of relationships that were once regarded as private sphere to the public with photographs shared on social networks. Still, individuals have a need for a spatial privacy with determined physical borders. However, cyber networks have been destroying the physical and emotional borders of the private sphere in real life. While a photograph taken in the bedroom of a house obscures the physical distance, the sharing of a chat carried out with a spouse, beloved, or a friend obscures the emotional distance. The understanding of privacy in real life which prevents the others from intruding into an individual's home without permission vaporizes in the virtual world, and individuals can wander from one profile to another with contentment.

The start of the prevalent use of the social media within every age group has led us to understand the position of generations in the transformation of privacy. The theory of generations was first proposed by K. Mannheim (1952), but it gained its real popularity with the studies of R. Inglehart (1977), William Strauss, and Neil Howe (1991) (Gürbüz, 2015, p.41). In our day, the theory of generations is especially used in management-organization studies. Generation classifications has started to be used also in communication studies with the appeal of the developments in new communication technologies and the opportunities offered by these technologies to the elder age groups.

Cennamo and Gardner also assert that one of the most effective developments in determining the borders of generations are the advances in information and communication technologies, which also brought out Generation Y (cited in Akkavak, 2014, p.34).

In the literature, there is no definitive agreement on the naming of generations and age ranges. However, the human population today is classified under five generation categories as the Silent Generation, Baby Boomers, Generation X, Generation Y, and Generation Z. The present study is conducted based on the range of birth dates given in the classification of generations by Greg Hammill. According to Hammill's classification, the birth dates and age ranges of the generations that constitute our research sample are as follows (Hammill, 2005):

Baby Boomers: 1946-1964 - (age range of 51-69 years)

Generation X: 1965-1980 - (age range of 35-50 years)

Generation Y: 1981-2000 - (age range of 15-34 years)

Each generation has certain specific characteristics. Several characteristics of the three generations included in the study are compared and presented in summary in Figure 1.

Figure 1: Comparison of Generation Characteristics

Baby Boomers	Generation X	Generation Y
They are far from technology.	They are a generation that met technology at a later age.	They are in a voluntary relationship with technology and consumption.
They value teamwork.	They are individualists.	They are a generation whose individual demands know no bounds.
Their sense of loyalty is high.	Their sense of loyalty is changeable, they are fond of their freedom.	Their sense of loyalty is limited.
They are workaholics.	They have a high level of motivation for work.	They change jobs very frequently.
They consume little; they are service-oriented.	They are the first generation that discovered shopping centers, and spend most of their time at those places.	They follow the fashion and trends.
They are contented.	They are contented, skeptical, and challengers.	They are more ambitious, and fond of freedom and technology.
They are respectful to authority.	They are respectful to authority.	They have difficulty in accepting authority. They want to take responsibility at once and see the result immediately.
They are adaptable.	They caused a fracture in the traditional family model with the women's beginning to work.	The members of this generation grew up with personal computers, mobile phones, and the internet.
They experienced the golden age of the radio.	They grew up with television.	They grew up with the internet and multi-channel televisions.

Source: (Gülez, 2014, p.63, Akdemir et al., 2013, p.15, Kuyucu, 2014, p.61)

The theory of generations is based on the view that as the individuals of a generation are born during the same period of time, their witnessing of the changes and developments that occur in the historical process leads to similar characteristics, attitudes and behaviors (Chen, 2012, p.132).

The concept of generation is used not only in the statements of intellectuals, but also in the discourse of ordinary individuals in daily life. Individuals who were born at recent times define their attitudes towards an event by comparing such reactions with those of the previous or the next generation. In this context, it could be possible to mention certain characteristics that fill in statements starting with the phrase "in our generation ………." which characterize the similarities and the differences in the privacy perceptions of individuals from different age groups who use the social media. However, it should not be forgotten here that each of the characteristics could not be applicable to all the members of the generation.

In the present study, the relationships between the use of social networking sites and privacy are examined based on the theory of generations and it was investigated whether the generation characteristics were effective in the occurrence of similar or different tendencies in the privacy attitudes and behaviors of different generations on social media.

Method

The study is a quantitative research of descriptive nature. A questionnaire form was created to collect the data for the study. The sample of the study consisted of 736 participants selected through stratified random sampling from the research population determined as 'Individuals who live in the province center of Konya and use any of the social media tools'. The 'Silent Generation', who have a low rate of information technology use, and the Generation Z, whose biological and socio-cultural development is still continuing, were not included in the sample of the study. The analysis of the data collected by means of a questionnaire study conducted in the province center of Konya between the dates of June 1-September 15, 2015 was performed by using the IBM SPSS Statistics 21.0 software. Frequency and percentage tables and the Chi-Square Test were used to obtain the findings of the study. Significance level was taken as α=0.05 in all the conducted tests.

Findings

1. Demographic Characteristics of the Study Sample

In terms of gender, 47.7% of the 736 participants who constituted the study sample were females and 52.3% were males. Sixteen point four percent of the participants were Baby Boomers, 29.9% were from Generation X, and 53.7% were from Generation Y. While 18.2% of the participants were high school students and 20.7% were university students, 19.6% were high school graduates, 26.9% had a bachelor's degree and 9.1% had a graduate degree.

The social networking sites most commonly used by the participants were Facebook (30.3%), YouTube (21.5%), Instagram (15.0%), and Twitter (14.6%). The participants of the questionnaire connected to the social networking sites mostly using smart phones (72.3%) and used those sites for 1-3 hours (53.9%) on average.

2. Privacy Attitudes and Behaviors of the Generations on the Social Media

The issues that were discussed as private topics in the study were certain parts of the body, certain spaces of the home, special moments about the family, clothing, private relationship status, relationships among individuals, religious views, political views, sexual life, and sexual preferences. Certain statements regarding the shared content were formed in order to determine the behavioral factor of the privacy attitudes of the generations towards the aforementioned items, an thus it was endeavored to obtain the data that could clarify the new borders of privacy on the social media.

Table 1: "Body Privacy" Attitude and Behavior Relationship

Generation Categories		I share my photos in a swimsuit taken on the beach.					χ^2	p value
		Never	Rarely	Sometimes	Usually	Always		
Baby Boomers	n	87	22	12	0	0	21,457	0,006
	%	71,9	18,2	9,9	0,0	0,0		
Generation X	n	170	33	16	1	0		
	%	77,3	15,0	7,3	0,5	0,0		
Generation Y	n	271	55	48	16	5		
	%	68,6	13,9	12,2	4,1	1,3		

A statistically significant relationship is observed in Table 1, in which 71.9% of the Baby Boomers, 77.3% of Generation X, and 68.6% of Generation Y stated that they did not share their photos in a swimsuit taken on the beach.

Social networking communication is established through bodiless identities. The photographs shared by individuals make up for this missing part. Although the body privacy attitudes of the generations are strong, the factors that are effective on the variation of sharing can be stated as in the first place the desire to give a physical existence to the social networking communication established through bodiless identities, and secondly "modernism's turning the human body into a commodity presented to the public over the obsession of youthfulness, masculinity-femininity" (Baudrillard, 1997: 163). The representation of the body comes to the fore in Generation Y, who are the youngest generation and have adopted a free lifestyle.

Table 2: "Home Privacy" Attitude and Behavior Relationship

Generation Categories		I share my home and its rooms (including the spaces such as the bathroom, bedroom, etc.) together with the furniture.					χ^2	p value
		Never	Rarely	Sometimes	Usually	Always		
Baby Boomers	n	91	24	6	0	0	8,566	0,380
	%	75,2	19,8	5,0	0,0	0,0		
Generation X	n	170	37	12	1	0		
	%	77,3	16,8	5,5	0,5	0,0		
Generation Y	n	287	66	34	7	1		
	%	72,7	16,7	8,6	1,8	0,3		

There is no statistically significant difference observed in Table 2, which shows that 75.2% of the Baby Boomers, 77.3% of Generation X, and 72.7% of Generation Y did not share their home and its rooms together with the furniture.

In Table 2, which was created to determine the transformations that occurred in 'home' privacy, it can be seen that since the generations had a strong privacy attitude towards 'home', they did not share photographs that depicted the physical characteristics of their home and their lives at home.

The spatial element of the family, which acts as a source also for other institutions in the functions it assumes as a social institution and which is accepted as the prototype of the society with this aspect, is the home. We can say that the effort to protect the natural state and the autonomy of the home was effective in the preferences of all three generations for not sharing several photographs of their homes. The highness of this effort in Generation X compared to other generations originates from the fact that they care about protecting what is theirs and "they care about their families even more than their professional lives" (cited in Toruntay, 2011: 73). Sharing behavior starts to increase in Generation Y, who are characterized by their attitudes of being fond of their individual freedom and questioning the rules.

While the architecture of the home determines the physical borders as private areas and areas of common use, religious-ethical values and cultural content determine the rules regarding the life at home. However, it has become almost impossible to find unchanging and established principles in this rapidly changing populist world. Home privacy is also affected by the wave of change in the mass media. As a form of communication experienced by individuals also inside the home, social media brings the home to the network environment and thus turns it into a stage of a global show and mediates the display of family relationships as part of an improvised play.

Table 3: "Family Privacy" Attitude and Behavior Relationship

Generation Categories		I share my activities about the members of my family in a controlled way.					χ^2	p value
		Never	Rarely	Sometimes	Usually	Always		
Baby Boomers	n	13	13	26	49	20		
	%	10,7	10,7	21,5	40,5	16,5		
Generation X	n	9	22	48	98	43	35,066	0,000
	%	4,1	10,0	21,8	44,5	19,5		
Generation Y	n	68	56	89	111	71		
	%	17,2	14,2	22,5	28,1	18,0		

A statistically significant relationship is observed in Table 3, which shows that 57.0% of the Baby Boomers, 64.0% of Generation X, and 46.1% of Generation Y replied the item in question as 'usually' or 'always'. The central role of the family institution within the borders of the private sphere enables being controlled and selective in sharing

activities related to family members. While the level of self-control is high in Generation X, who attach much importance to the family, a decline is observed in the self-control level in Generation Y, who are more egoist and most of whom are single. The baby boomers, whose pattern of social relationships is generally composed of relationships with the family and relatives, have made their attitude of loyalty to family privacy more flexible in terms of sharing. We can say that the Baby Boomers, who are defined as a generation with high adaptation capacities and most of whom are retired, participate in social networks with the family members who they communicate most in real life and accordingly the content they share involves family activities and their tendency to sensor shared content decreases in this process.

Table 4: "Clothing" Privacy Attitude and Behavior Relationship

Generation Categories		I wear and photograph the clothes I like and present them to my friends' taste.					χ^2	p value
		Never	Rarely	Sometimes	Usually	Always		
Baby Boomers	n	74	23	23	1	0	60,794	0,000
	%	61,2	19,0	19,0	0,8	0,0		
Generation X	n	107	74	25	10	4		
	%	48,6	33,6	11,4	4,5	1,8		
Generation Y	n	134	105	95	48	13		
	%	33,9	26,6	24,1	12,2	3,3		

A statistically significant relationship is observed in Table 4, which shows that 38.8% of the Baby Boomers, 51.3% of Generation X, and 66.2% of Generation Y share the photographs in which they wear their clothes they like.

The item of 'clothing' was defined as 'private' by 14.9% of the Baby Boomers, 22.7% of Generation X, and 23.5% of Generation Y. For all three generations, the fact that "clothing, which has the function of protecting the body, is also a determining factor in creating an awareness and difference in the perception of the individual's social identity within the social structure" (Gençtürk, 2003: 67-70) is effective in the evaluation of 'clothing' within the private sphere.

Clothing, which is a social indicator also in virtual communication, is commonly shared by Generation Y, who closely follow the fashion and trends. Although clothing is an important sign of status in Generation X, whose consumption habits were shaped based on being the first generation that met shopping centers, it can be said that their lower sharing rates of clothes on social networks compared to Generation Y is affected by their effort to protect themselves from epithets that would tarnish their reputation (such as being pretentious) in socio-economic life. We can say that clothing has been of secondary importance also in the virtual relationships of the Baby

Boomers, who are defined as a contented and less consuming generation because of growing up in the shade of the Second World War and global economic crises.

Table 5: "Private Relationship Status" Privacy Attitude and Behavior Relationship

Generation Categories		I share/can share the photos of the private moments I have with my spouse or beloved.					χ^2	P value
		Never	Rarely	Sometimes	Usually	Always		
Baby Boomers	n	63	26	26	6	0	22,765	0,004
	%	52,1	21,5	21,5	5,0	0,0		
Generation X	n	109	51	32	18	10		
	%	49,5	23,2	14,5	8,2	4,5		
Generation Y	n	158	93	67	57	20		
	%	40,0	23,5	17,0	14,4	5,1		

As is seen in Table 5, which shows that there is a significant relationship between the analyzed variables, 48.0% of the Baby Boomers, 50.4% of Generation X, and 60.0% of Generation Y stated that they did not share their private pictures in which they appear with their spouse or beloved.

In fact, 47.9% of the Baby Boomers, 49.5% of Generation X, and 48.9% of Generation Y considered the item of 'Private Relationship Status' as private. For all three generations, the fact that the 'private relationship status' is no longer an issue defined within the private sphere has also affected their behaviors and the number of their shares increased, as seen in Table 5. However, a relative difference is observed in the behavioral element of the privacy attitude regarding private relationship status in Generation Y compared to other generations. Generation Y is a generation that grew up with personal computers, mobile phones, and the internet; therefore, information and communication technologies and social network communication have virtually become integrated with their daily life practices. For this reason, they have become more open to the effects of the sharing patterns of the social networking environment. Their transferring of daily life experiences to social networks simultaneously and their inability to control feelings due to the psychological extents of the age they are in are in a sense the subconscious reasons of sharing photographs that show private relationship status. Besides, their acceptance of flirtation and sex-oriented relationships as part of private relationships due to their characteristics of questioning social values and relationship patterns and their protesting attitude to social customs can be regarded as factors that enable them to share content noncompliant with privacy attitudes.

Table 6: Distribution of Gender Categories and Following the Lives of Friends

Generation Categories		I follow my friends' lives on social networks.					χ^2	p value
		Never	Rarely	Sometimes	Usually	Always		
Baby Boomers	n	9	16	40	44	12	11,019	0,201
	%	7,4	13,2	33,1	36,4	9,9		
Generation X	n	10	46	84	69	11		
	%	4,5	20,9	38,2	31,4	5,0		
Generation Y	n	25	72	126	131	41		
	%	6,3	18,2	31,9	33,2	10,4		

There is no statistically significant difference among the generations in Table 6, which shows that 7.4% of Baby Boomers, 4.5% of Generation X, and 6.3% of Generation Y state that they do not follow their friends' lives on social networks.

The statement 'I follow my friends' lives on social networks' was used in order to determine the behavioral element of the privacy attitude regarding the item of 'relationships among individuals', which we discussed within the private sphere. When we look at Table 6, we can say that all three generations follow their friends' lives on social networking sites, thus privacy attitude and behaviors have weakened in relationships among individuals and the interest in learning about the private lives of others has increased. The structure that legitimizes the practice of reciprocal surveillance and peeking in social networking sites guides the behaviors of all three generations, but defining their existential goals with career and money (Coupland, 1989: 83) and assessing their graphs of success in this area by comparing with their peers might have played a role in the relative difference observed in Generation X.

Table 7: Privacy Attitude and Behavior Relationship Regarding "Religious Views"

Generation Categories		Views on religion					χ^2	p value
		Never	Rarely	Sometimes	Usually	Always		
Baby Boomers	n	45	21	30	20	5	10,957	0,204
	%	37,2	17,4	24,8	16,5	4,1		
Generation X	n	62	57	53	32	16		
	%	28,2	25,9	24,1	14,5	7,3		
Generation Y	n	103	113	100	51	28		
	%	26,1	28,6	25,3	12,9	7,1		

There is no statistically significant relationship in Table 7, which shows that 37.2% of the Baby Boomers, 28.2% of Generation X, and 26.1% of Generation Y stated that they never shared their views on religion.

With the principle of secularization adopted in the modernization experience of Turkey, religion has been assessed as an individual/conscientious belief that does not have a social dimension. The educational institutions that took on the task of modernizing the

society educated the individuals with this perspective. We can say that the tendency to perceive religion as a conscientious issue has been continuing based on the relative decrease observed in the behavior of sharing religious views among Baby Boomers, who socialized within the modern-secular system of education.

Table 8: Privacy Attitude and Behavior Relationship Regarding "Political Views"

Generation Categories		Agenda-political views					χ^2	p value
		Never	Rarely	Sometimes	Usually	Always		
Baby Boomers	n	40	25	30	23	3	10,666	0,221
	%	33,1	20,7	24,8	19,0	2,5		
Generation X	n	68	57	41	37	17		
	%	30,9	25,9	18,6	16,8	7,7		
Generation Y	n	107	101	103	65	19		
	%	27,1	25,6	26,1	16,5	4,8		

There is no statistically significant relationship observed in Table 8, which shows that 33.1% of Baby Boomers, 30.9% of Generation X, and 27.1% of Generation Y stated that they never shared their political views.

Contrary to the fact that they are criticized by several social scientists for being apolitical, it is seen that Generation Y shared their political views and followed the political agenda as a generation "who ruthlessly criticize different views, take action without hesitation when ideas and actions opposing their views become an issue and whose feeling of patriotism is high" (www.acıkbilim.com/2013/09/dosyalar/nesilller-ayriliyor-x-y-z-nesilleri.html). We can say that the Baby Boomers, who are respectful to authority, and Generation X, who are characterized as being conservative (self-protecting) in the contents they share with the worry of security (htpp://funda-seyrek.blogspot.com.tr/2013/05/baby-boomers-ve-x-kusag-icin-sosyal.html), approach cautiously to political views in their privacy attitude and behaviors.

'Religious views' and 'Political views' have gone beyond being topics that fall within the private sphere for every generation category and become issues discussed in the public sphere. In fact, religion and politics largely concern everyone as institutions belonging to the public sphere and they are the main themes of public communication in this regard.

However, when considered solely in terms of the individual, religious and political views belong to the private sphere as well. Individuals may prefer to keep their religious and political views, which they regard as personal within the context of autonomy and information privacy, away from the interest of the others. It should be kept in mind that the social conditions and political practices of the period could also be effective on this preference of the individual.

Table 9: Privacy Attitude and Behavior Relationship Regarding "Sexual Preference"

Generation Categories		Sexual preference					χ^2	P value
		Never	Rarely	Sometimes	Usually	Always		
Baby Boomers	n	112	5	4	0	0	23,153	0,003
	%	92,6	4,1	3,3	0,0	0,0		
Generation X	n	204	8	3	3	2		
	%	92,7	3,6	1,4	1,4	0,9		
Generation Y	n	334	31	23	0	7		
	%	84,6	7,8	5,8	0,0	1,8		

As it can be seen in Table 9, which shows that there was a significant relationship between the analyzed variables, 92.6% of Baby Boomers, 92.7% of Generation X, and 84.6% of Generation Y did not share their 'sexual preferences'.

Although sexuality is one of the most secret issues of the private sphere in our society, it has started to become a phenomenon discussed also in the public sphere due to reasons such as "the programs that trigger sexuality on television channels, leading to consumption by provoking sexuality, degrading sexuality and the woman's body in particular to a commodity, and corrupting ethical values" (Bakır, 2013, p.18). The effects of this transformation are more visible in Generation Y, who "pay attention to general and shared information against oppressive and imposing authorities" (Ergil, 2013) and do not hesitate to express their views. We can say that being more conservative regarding sexuality and the desire to protect their status in real life are effective factors for Baby Boomers and Generation X not to share their sexual preferences. Generation X have a certain status in their professional lives based on age and experience. The responsibilities that their economic statuses impose on them also affect their status and roles in social life. We can say that for this reason they try to be more careful in social networking communication. Therefore, they are careful about not sharing content that may negatively affect their class identities and professional lives.

Discussion and Suggestions

It was endeavored to examine the relationship between the privacy attitude and behavior practices of generations on social networking websites in the light of the data obtained from a questionnaire. As the result of the study, it was found that there was no significant difference between the privacy attitude and behaviors of the generation categories in social networking communication in terms of certain spaces of the home, relationships among individuals, and religious and political views, whereas significant differences were observed in terms of certain parts of the body, family, clothing, private relationship status, and sexual preferences, but this difference was not found to be proportionally at a high level. While generation characteristics have a more deterministic effect on the cognitive element of the privacy attitudes of individuals, the degree of this effect decreases in the behavioral element. The distance between the

practices of generations regarding sharing issues belonging to the private sphere on the social media has been narrowing.

In terms of generation behaviors, the opinions individuals have developed about social media also play a role in the secondary importance attached to generation characteristics. The statement 'I think that the communication on social networks has unique rules.' was agreed by 44.7% of Baby Boomers, 50% of Generation X, and 55.7% of Generation Y. Individuals who assess social media communication in their own track right at this point build a thin wall between social media communication and real life relationships. Forty-nine point six percent of Baby Boomers, 41.4% of Generation X, and 43.5% of Generation Y think that the forms of relationship on social networks should not be assessed through the judgements that are applicable in real life. However, no matter in which environment it takes place, interpersonal interaction needs privacy. That the values of judgement that guide the expansion of privacy in real life cannot be applied to virtual relationships leaves privacy unprotected.

The desire for having rewards such as being liked and appreciated on the social media and getting used to the case of peeking-being peeked at on social networks also leads the generations to share information regarding their private sphere through similar patterns. In the study, 84.3% of Baby Boomers, 83.2% of Generation X, and 75.7% of Generation Y stated that they paid attention to share content that others might like on social networking sites. Forty-four point six percent of Baby Boomers, 41.9% of Generation X, and 44.1% of Generation Y stated that they did not agree with the statement 'I think I am watched through social networking websites and for this reason, I have no privacy left.'

We can say that Baby Boomers and Generation X have come closer to Generation Y in terms of behavior and all three generations experienced a transformation of privacy due to the common beliefs about social media and the organization of the communication format of the social media, which has been formed mainly based on the characteristics of Generation Y. For all three generations, private relationship status, clothing, relationships among individuals, and religious and political views have shifted out of the borders of private sphere and become issues shared on the social media.

It was concluded that despite the tendency of behaviors of generations to become homogeneous on the social media, there is still a certain distance between the oldest Baby Boomers and the youngest Generation Y, and generation characteristics are effective on this heterogeneity. The distance among the generations was mostly observed in items that are shaped by traditional values and that represent individualistic- narcissistic personality characteristics. Privacy attitudes and acts of not sharing are high in Baby Boomers and Generation X, who maintain their traditional viewpoints on issues regarding the body, family, home, and sexuality and whose conservative tendencies are strong. A decrease was observed in privacy attitudes and an increase was observed in sharing behavior regarding the aforementioned issues compared to other two generations in Generation Y, who have a critical approach

towards stereotyped values of judgement and lifestyles and who focus on the present and enjoying life.

Feeling very important as a person, exaggerating one's skills, sharing content indicating beauty and implying being busy are highly observed in Generation Y. Selfie shots, by means of which the individual communicates the desire for being admired and the sense of being a special person through eye shots to others' looks, were shared at a rate of 86.6% in Generation Y, whereas this rate was found to be 69.1% in Generation X and 48.0% in Baby Boomers. Similarly, 74.4% of Generation Y, 62.4% of Generation X and 55.4% of Baby Boomers stated that they agreed with the statement 'I have my photographs taken especially to share them on my profile', which represents an egocentric understanding of exhibition.

Social media communication is based on the principle of sharing various private or public content by the individual. The placeless and asynchronous communication characteristics of social media, the lack of social control, social rewards promised in virtual relationships such as being admired, becoming a phenomenon, etc. have transforming effects on the privacy attitude and behaviors of every generation. Individuals who believe that their desires and needs have a determining effect in social media communication and who cannot resist to the temptation of this illusion will continue to exist in social networking websites with all their presence and to expand the borders of the private sphere in favor of publicity.

The following suggestions are offered in line with the results of the study:

- Private sphere is not an area in which only the society or the individual is determinative. There is also a divine control over privacy. The system of values in the society should be revised, values education should be disseminated among every generation, and the rise of egocentric values should be prevented.
- The physical and emotional distance of communication should be protected while determining the borders of privacy on the social media. This distance can be maintained by means of the respect individuals will have for their own self and for the privacies of one another.
- In order to prevent the loss of privacy on the social media, individuals should be enabled to participate in the communication that takes place physically, thus, in small groups formed through the network of primary relationships.

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