

Development of an Attitude Scale Towards Social Networking Sites

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Abstract : The purpose of this study is to develop a scale to determine the attitudes towards social networking sites. 45 tryout items, prepared for this aim, were applied to 342 students studying at Marmara University, Faculty of Education. The reliability and the validity of the scale were conducted with the help of these students. As a result of exploratory factor analysis with Varimax rotation, 41 items grouped according to the structure with three factors (interest, reality and negative effects) is obtained. While alpha reliability of the scale is obtained as .899; the reliability of factors is obtained as .899, .799, .775, respectively.

Keywords : Attitude, reliability, social networking sites, validity.

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