RADIO AND GENERATION Y: FACTORS EFFECTING RADIO LISTENING HABITS OF GENERATION Y IN TURKEY

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Abstract

This research exploits the radio listening habits of Y Generation in Turkey. In the first part of the study there is a conceptual research about the term "Y Generation" its features and how this generation members consume media. In that part of the study there is a deep description of Y Generation and their specification based on their lifestyles. The most important characteristics on the media usage of Y Generation are examined in the light of the previous searches. In the research part of the study there is a questioner applied to Y Generation population in Turkey in İstanbul to exploit the motivations of this generation members listening to radio and their effects. There is a factor analysis based on six factors for the listening habits of radio in the analysis part of the study. In the conclusion part of the research there is an evaluation on the factor impact of these six factor in listening to radio for the Y Generation. In the conclusion part of the study there is a determination that the most effective factors for the listening of radio for Y Generation are "entertainment" and the use of radio as a "music information source".

Keywords: Radio, Y Generation, Media Consumption, Radio Listening, Radio and Y Generation,

1. INTRODUCTION

In the past, the term media represented a tool that is used for establishing the communication, however in our day, it is identified with the communication itself. Media consumption habits of Generation Y that is the young generation of our era show distinct characteristics compared to the preceding generations as they have a live nested with the technology. The active participation of members of the Generation Y that adopted entirely different consumption habits that started with the mobile phones and wide-spread use of the internet made them a generation that arose the highest level of interest. This interest paved the way for extensive researches related with this generation. Media consumption habits and patterns of the young individuals who are members of Generation Y, their relationship with the printed and visual media as well as the social media have always drawn interest.

In the present study, attempt was made to compile studies focusing on media consumption tendencies of Generation Y members. Media consumption habits of Generation Y are of great importance for social media as much as they are for the conventional media.

The present study consists of two main parts. In the first part, generation Y and common characteristics of this generation are addressed. Studies conducted in the past in connection with the media consumption habits of generation Y are addressed. In the end of the first part, an analysis is provided for the prominent characteristics of media consumption habits of generation Y.

In the second part of the study, 1010 Generation Y members stating that they are regular radio listeners were applied a survey in order to determine their radio listening habits. In the survey, Generation Y radio listeners were subjected to a factor analysis to determine their motivation in listening to the radio, namely, getting information, entertainment, using as a habit, gathering news, gathering music news and escape. The question "Which factor or factors are dominant in radio listening habits of Generation Y?" was asked in the survey.

2. CHARACTERISTICS OF GENERATION Y

Generation Y is a group categorized by individuals who were born between 1980 and 2001. All generations adapt to the technology, however Generation Y has been shaped by the technology. This generation differentiated from the other generations as they have access to more information. Main characteristics of this generation are as follows: innovative, creative, open-minded, entrepreneurial, and brave. Therefore this generation is described as a "golden mine".

They are perceived as a strategic opportunity as they are success-oriented, influential-powerful, well-educated, they have superior communication skills, apply collaborative working styles and collect and share information quickly.

Table 1. Portrait of Generation Y

Ambition	They are prepared for displaying extra effort for the success of their company.
Commitment	A remarkable majority is open for new work experiences and challenges.
Multi-culture	They can easily work with people from different ethnic origins and cultures
Environmental and social awareness	This generation attaches importance to working in a workplace with environmental responsibility.
Networking	They like being in contact with other people in an open office environment and an environment where they can communicate with the employer-seniors.

Source: Hewlett, S. A., Sherbin, L., Sumberg, K. (2009). "How Gen Y and Boomers will Reshape Your Agenda. *Harvard Business Review*, July August, s..29.

There are two factors determining the main characteristics of generation Y. These are globalization and technology. They live in a world where questioning the authority is a routine practice, researching a topic is quick and simple. Members of the Generation Y are comfortable in an environment where all elements are interrelated and change quickly. Uncertainty is their natural environment (Tulgan, 2009: 7). It is accepted that work life is the best platform in reflecting the characteristics of the generation Y. They display some behavioral aspects such as rejecting the authority, unwillingness to work long hours, working for living, asking the question 'why' frequently. Members of the generation Y quit their jobs easily when their expectations are not met.

It is argued that the members of generation Y are selfish, have weak loyalty feeling and they attach importance to speed. Therefore individuals representing this generation can change their jobs easily and they quickly adapt to the mechanisms of corporate structures (Yelkikalan, Akatay and Altin, 2010; 501).

Generation Y is keen to adapt, change quickly and have opportunities to show themselves and creativity. They have tendency towards the universal approach. They can do multiple jobs and build a parallel career at the same time, they can perform the same task in multiple platforms at the same time and they incline towards different options. They are interested in expressing themselves with their job, multitasking, trying to understand everything, active participation, assuming responsibilities, highly flexible work environment and dressing style-prestige. Some of their distinct characteristics are team work, seeing everything as volatile, continuous learning, seeking fun and passion at work, having their expectations met instantly and now, power hunger, keeping the balance between work and private life. They search for promotion opportunities. They provide feedback when they deemed necessary and they want to receive feedback. This generation has low tolerance towards criticism (Mengi, 2009: 14).

Generation Y members were born into a world with technological advancements such as computer and the internet. Therefore, they established a close relationship with the technology and developed deep insights

about different uses of them. According to Jones, this generation is dependent on social networks like it has never been with the preceding generations. Results of a research conducted by Lenhart show that 70% of the members of Generation Y are subscribers of a social networking site and 65% of them have an online profile. According to the results of the same research, 63% of the Generation Y check their messages on daily basis in order to exchange messages with their friends (Cabral, 2011: 8).

3. GENERATION Y AND MEDIA: STUDIES ON MEDIA CONSUMPTION HABITS OF GENERATION Y

Technology is one of the most important dynamics that effect labor force tendencies of Generation Y. Technology shaped generation Y, also called the golden mine of the future, as they are brave, entrepreneurial and open-minded. There are increased numbers of studies on buying and consumption habits of this generation consisting of members who were born after 1980.

Generation Y represents the social media generation when considered in terms of the media. In the present day, social media is essential for young individuals. It is observed that adults in the age of 18-29 use social media more than the other age groups. The fact that this generation grew up in the digital age has a substantial share at this point. A research conducted by Pew Research Company in 2014 showed that social media is mostly used by the individuals in the age of 18-29 by 89 percent. This age group is followed by individuals in the age of 30-49 by 82% (Pew Research, 2014).

These young individuals who grew up with social media tools, Facebook and Twitter and received instant responses to their messages in the internet environment thanks to instant connections and mobile phones desire to see the same treatment in their workplaces, too. Some of their expectations are asking questions and receiving career advices any time. A study shows that 75 percent of the working individuals from generation Y want mentors and 80 percent of them expect regular feedback from managers (Adiguzel, 2014; 179).

Results of the survey conducted by Barkley- one of the leading independent marketing agencies in the United States- with the participation of more than 5000 young individuals showed us that Generation Y differ from the preceding generations particularly with their social media and technology using habits as well as marketing, travelling, dressing style, eating-drinking habits. Data from Warc internet site show that a survey was conducted on August 2011 with the participation of 5000 individuals and findings were obtained to compare Generation Y in the age of 16-32, Generation X in the age of 33-46 and Baby Boomers Generation in the age of 47-66. Accordingly, 26% of Generation Y watch TV more than 20 hours a week, however, this rate is 49% for the other generations. 42% of the Generation Y watch television programs from the computer while only 18% of the other generations do the same (Tukel, 2014; 14-15).

Media is important for enterprises. The marketing approach seeing media tools as platforms for marketing communication increased the importance of these tools. Accordingly, media can be seen as a tool of expression or as the entirety of information sharing tools that relay a message to a certain group (Karabacak, 1993; 33). Therefore, it is very important to determine media consumption habits of the generation Y in order to identify particularly the buying habits.

Young individuals in Turkey consume the media quickly and in multiple ways according to the results of the media consumption habits survey conducted by Youth Media on 542 young individuals. These young individuals who are online for more than 38 hours a week see the internet as a life source. Google is the most important platform used by young individuals in order to get detailed information on news. Google is followed by Twitter. Other survey results on the media were provided as follows (http://www.kigem.com/y-kusaginin-farkli-aliskanliklarinda-sakli.html, Y Kuşağının Farkı Alışkanlıklarında Saklı, Reached at: 04.08.2015.)

- 66% of the young individuals use Twitter to find out about the order of the day and daily news.
- 16 percent watches the news and 17 percent follow the internet sites of the newspapers.
- 75 percent of the generation Y watches local series on TV. 85 of them prefer the internet for watching foreign series.
- 37 percent of the young individuals watch Turkish movies on TV while 8 percent follow the foreign movies on the internet.

Commercial television programs are produced by having the young individuals in mind as the target group. Because it is considered that this group has the power to buy the products/services advertised in the

commercials broadcast in the programs. Old viewers are ignored by mass marketing experts or advertisers. However travelling/recreational activities, education and business, entertainment, information and industry reshape their approach in consideration of this group due to the increase in the old population. This tendency guides the program producers and advertisers towards preparing contents in consideration of this group. In terms of radio listening habits, old individuals prefer news/chat/sports/country music, nostalgia and religious programs (Becerikli, 2013; 8)

Young individuals mostly listen to rap, jazz, rock and hip-hop music. In terms of newspaper reading habits, majority of the young individuals prefer online news sites or television news while old individuals follow the news from the newspapers. Young individuals like to watch movies while adults and old individuals prefer to read books. Old generation communicate with their grandchildren and younger members of their families face to face and they find telephone communication satisfying (Becerikli, 2013; 9).

Results of the innovation survey conducted by Deloitte on Generation Y show that Generation Y attribute the highest level of responsibility to technology, media and telecommunications sector. In Turkey, consumption sector is attributed the highest level of responsibility in terms of innovation. Results of the same survey revealed that technology, media and telecommunications sectors are attributed the highest level of responsibility in terms of innovation.
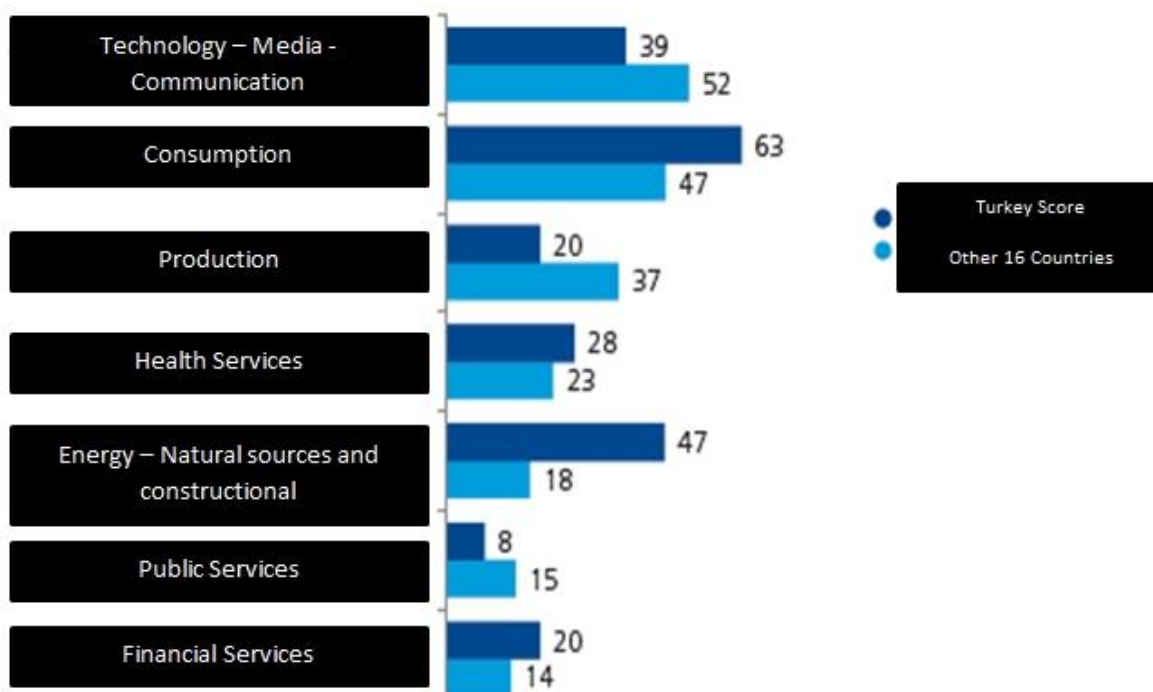

Fig.1. Sectors with the Highest Responsibility for Innovation

Source: Deloitte's Generation Y Survey, 2015.

Generatıon Y show the highest interest into the internet campaigns according to the results of the joint survey conducted by Boston Consulting Group and Service Management Group of Barkley that is one of the biggest marketing agencies of the USA. 70 percent of this generation's representatives encounter brand marketing efforts in the social media. In addition, generations other than generation Y are influenced mostly by the direct marketing activities and newspapers. Members of the generation Y prefer internet more when compared with the television and printed media. 26 percent of Generation Y watch TV more than 20 hours a week, however, this rate is 49% for the other generations. 42 percent of the Generation Y watch television programs from the computer while only 18% of the other generations do the same http://www.kigem.com/y-kusaginin-farkli-aliskanliklarinda-sakli.html, Date of Access: 04.08.2015).

Surveys on preferences of Generation Y mothers on media consumption revealed the following results: Generation Y mothers do not have any problem in adapting to the technology because they have a digital disposition. In addition the desire of these mothers in keeping in touch with their friends and family members, killing time and messaging are the reasons for preferring the social media. 30 percent of generation Y mother prefer social media for getting recommendations. http://www.connectedvivaki.com/y-kusagi-

annelerinin-online-davranislari/, Date of Access: 22.05.2015).

Media using visual materials as inspiration source is also considered as one of the most important inspiration sources of generation Y. Particularly popular faces, movie stars and singers, athletes are presented to young individuals as idols and a consumption role is given to them. Audio and video advertisements are used to indoctrinate members of this generation by saying "special to young people", "be free" "be different" (Tukel, 2014; 16).

Another extensive survey on media consumption habits of generation Y was conducted by Youth Media. Accordingly, generation Y consumes the media quickly in multiple ways. The internet is a sort of life source for the members of these generations who spend more than 38 hours per week on the internet. Google is the first source of reference for 50 percent of this generation's members. This platform is followed by Twitter. 66 percent of the generation Y members follow the daily news on Twitter. 18 percent watches the news and 17 percent follow the internet sites of the newspapers. The ratio of the individuals following the news from conventional printed newspapers is 4 percent (Vatan, 2014; 08).

In the present day, social media's power increases in Turkey that has a younger population than the global average. Turkey inevitably achieves a high rank in terms of using the internet and social media considering the fact that the internet and social media applications are mostly used by young individuals according to the results of the surveys.

In the recent years, there is a remarkable increase in the rate of using the social media networks. Services such as Twitter, Facebook, LinkedIn or YouTube increase the numbers of their users continuously and many companies operating in the digital arena contribute by generating service and business ideas. If we give an example in order to have a clear framework, 54 percent of nearly 200 million blog owners all over the world enter at least one message or tweet every day. It is remarkable that the total number of social media network users increased over 100 million only in 9 months considering that increasing the number of radio users to 50 million took 38 years, it took 13 years for television users and 4 years for the internet users (Kara, 2013).

These studied conducted on the relationship between the media and children and young individuals in various regions of the world showed that children and young individuals interact increasingly and intensively with the new and conventional media.

Extensive and comprehensive studies should be conducted in order to determine the situation in Turkey. In addition, Youth of Turkey Online: An Exploratory Study of the Turkish Digital Landscape project conducted in Turkey as a part of UNICEF's *Digital Citizenship and Safety project* provides important information despite the limited scope. This project implemented by using the data compiled from various report and academic studies that are approved for reliability particularly by the State Planning Organization aims to reveal the internet using habits of the youth in Turkey and the relevant security risks. According to the results, Western platforms such as Facebook, Google and Hotmail are dominant in the internet using habits of the young population in Turkey and fixed internet access means are used more than the mobile access tools. Primary risks encountered by the generation Y are listed as malicious contents, sharing personal information and virtual bullying.

4. REMARKABLE CHARACTERISTICS OF THE MEDIA CONSUMPTION HABITS OF GENERATION Y

The changes in the media consumption habits of generation Y occurred particularly after the development of the internet technologies. Important aspects of the distinctive habits of generation Y members indicate the unique characteristics of the new media compared to the conventional media.

4.1 The New Media

The new media provides an opportunity for easy communication between the groups of people from different regions of the world having entirely different experiences through forums with user-derived contents. In other words, it makes communication and information sharing by millions of people possible in an extent and openness like we never imagined before the internet.

Studies on generation Y show that what representatives of this generation understand from the media is mostly the platforms called "the new media".

In the present day, new communication platforms are called the new media. The concept of new media is a term that was used in 1970s by the researchers conducting social, psychological, economic, political and

cultural studies in information and communication based researches. However the meaning attributed in the 70s has been extended and it gained new dimensions with the accelerated development of the computer and internet technologies in the 90s (Dilmen, 2007; 114-115).

Surveys studying the relationship of children and young individuals are carried out in various regions of the world. One of them is the Generation M2 project carried out in the United States of America (USA) that aims to create reliable infrastructure for the holistic approach that involves studies on the effects of the media on children and providing guidance to those using the media for educational purposes. This project carried out by Kaiser Family Foundation media landscape for the youth in USA was studied in details through a study of three stages implemented in 1999, 2004 and 2009. In the last stage, studies were conducted on more than 2000 children in the age of 8-18. The results showed that children and young individuals in the age of 8-18 in the United States of America spent 6 hours 19 minutes per day on the media in 1999, they spent 6 hours 21 minutes per day in 2004 and 7 hours 38 minutes per day in 2009 (Rideout et al., 2010).

A survey called "Radio Technology" conducted by Jacop Media in 2013 revealed that the rate of listening to the radio in America and Canada is 56 percent for Generation X, 54 percent for Generation Z, 47 percent for baby boomer generation and 62 percent for Generation Y. The survey showed that Generation Y has the highest number of members who listen to the radio on the internet (Eseler, 2013; 58-59).

According to the data from TGI Turkey Research that was conducted for studying the media consumption habits of young individuals in the age of 18-22 who were born in the final years of the Generation Y, 25.1 percent of the Generation Y stated that the radio is always on when they drive. Findings of the research showed that 32.1 of the Generation Y attach importance to the radio channels for the local news, 16.3 percent stated that they listen to the radio advertisements (Kadıoğlu, 2015:55).

4.2 Generation Y and Network Generation

Developments in the information and communication technologies have the highest impact on the youth. Young individuals are open to new things so they feel comfortable while using these technologies.

A generation that experiences the youth period under different conditions and in a different time gains characteristics with the influence of such conditions. The differences between the generations in terms of conditions and time reflect as differences in the attitudes and behaviors of that generation. Differences in attitudes and behaviors are visible in the way they use the technology (Duvenci, 2012; 54). Therefore, networks generation using the internet and social media effectively gained different characteristics than the preceding generation. Tapscott (2009: 74) categorized the characteristics of the networks generation under 8 headlines. These are:

- They like freedom,
- They like sharing,
- They personalize products,
- They research in all subjects,
- They attach importance to brands,
- They like entertaining jobs,
- They want to overcome tasks quickly,
- They want to own a new technology as soon as possible.

Prensky, the creator of digital natives' concept, explains the characteristics of the networks generation as follows:

- It is the first global generation.
- They are smarter.
- They are fast.
- They tolerate differences better.
- They are responsive towards injustice and problems,
- They attach great value to freedom of choice and freedom.

- They like personalizing everything.

- They are intrinsically prepared for collaboration and they like chatting but they dislike getting advices.

- They research every single detail about organizations and you.

- They attach great value to durability and integrity.

- They seek for fun at home and at school.

- Speed is normal for them.

- Innovativeness is a part of their life.

- They react instantly and quickly.

- They are capable of parallel operations.

- Their first preference is graphic contents

- They like random access

- Connectivity is important

- They want to be active

- They want to convert everything into a game

- Revenge

- They are virtual and surreal

- They see technology as a friend

If we show the generations by grouping up based on the status and roles within the social structure, it can be summarized as grandfather-father-son or grandmother-mother-daughter (Duvenci, 2012; 54) Generations Y and Z representing the networks generation use all kinds of technology without any difficulties, they do not know a world without the internet and computer and they mostly establish on-line communication.

As cited by Duvenci (2012; 54), in his study named *Popular Culture and High Culture*, Herbert J. Ganz said "Young individuals are the main conveyors of the innovations at least in the changing societies and even if they do not make new cultural innovations, they instantly flock into the innovations" and pointed out that technological innovations will be wide-spread among the youth. Interest and curiosity of the young individuals can be measured based on the opportunities offered by the culture prevailing in the new communication environment. Therefore networks generation show interest in very different communication environments as they are open to innovations.

In the present day, generation Y have all of the characteristics attributable to the networks generation. Network society that is one of the most suitable terms for the spirit of our time represents political, cultural, economic, individual and social, local and global gathering around a network. Various opportunities may be generated by displaying an opposite or alternative reaction to the networks society representing a network in global scale. However, such opportunities and tools cannot maintain their presence outside the network structure. Accordingly, Castells (2005; 236) argues that new opportunities can be generated without staying within a network but it would be very difficult to maintain presence outside the network.

4.3. Digital Natives and Generation Y

In the present day, various terms are used to represent the young generations that are active users of the internet and particularly the social media. Some of them are millennia generation, networks generation, game generation, cyber kids and grasshopper minds.

The term digital natives introduced to the literature in an article of Marc Prensky published in 2001 mainly points out the members of a generation who were born in the first years of 80s. Digital immigrants conceptualized in the same article of Prensky means "a person or person born or brought up before wide-spread use of digital technology" as provided in Oxford Dictionary. This definition roughly indicates persons who were born before 1980s and they are the members of Generation X. Generation Y members born into a digital world are not familiar with the virtual reality like digital natives. They are members of a generation making effort to adapt to the technology (Prensky, 2001).

Prensky suggests that the future generations will consist of "digital natives" who were born to an environment with today's technology, grew up with computer, video games, digital music players, video cameras, mobile phones and the internet, in other words, learnt how to use the technology like learning their native languages.

Such a generation that uses the technology like a language and using their brains by thinking in the language of technology can only be educated by teachers and managers who have good command over the technology even if they cannot fully use the technology language (Prensky, 2001). Technology is the most important factor that emphasized digital natives or distinguishing them from digital immigrants and creating the distance between these two groups. The difficulty or ease of using the technology, in other words, the time spent for adapting to the technology makes individuals to be categorized as native or immigrant (VanSlyke, 2003). Generation Y is considered as digital natives and individuals born before them are known as the consumers of the conventional media.

Digital immigrants' first use printed resources and then the internet, however the approach of digital natives is different when it comes to getting information. Most digital natives already stopped using libraries that do not show presence in the networks. They use social websites instead of library websites. The main reason of this behavior is quick formation of such social networks in the web and the fact that they serve as a single point for various services. Social network systems provide a virtual environment for sharing information; running thousands of applications and creating own contents and applications in addition to socializing (Rayport, 2009).

The following are the common characteristics of the digital natives mostly consisting of Generation Y members that were specified in various studies in the literature: (Jones, 2011).

- Digital devices are the symbols reflecting their identities

- They are distant from using the conventional media.

- They can use the technology like a language.

- They are keen on generating and sharing contents.

- They are literate about the technology.

- Their primary source is virtual environment and social networks have an important share in their web experiences.

- They adapt to the new technologies in a shorter time.

5. THE RESEARCH: OBJECTIVE - METHOD AND LIMITATIONS

In the research part of this study a survey was applied to 1010 Generation Y radio listeners who state that they listen to the radio for at least 1 hour per day on regular basis. Prior to the survey, a preliminary survey was applied to 1260 people in order to determine whether they listen to the radio for at least one hour per day. The entire survey was applied to 1010 Generation Y radio listeners who state that they listen to the radio for at least one hour per day on regular basis. The target group of the survey was selected randomly within the borders of the city of Istanbul. Survey applied to the members of the Generation Y who were born between the years 1980 and 2001. The period of time for Generation Y that was defined in the literature part of the study was selected as 1980-2001 (Hewlett, S. A., Sherbin: 2009:29).

A factor analysis was performed in the study for the purpose of analyzing the factors playing a major role in the radio listening habits of individuals from Generation Y. The study that is limited with the Generation Y radio listeners living in Istanbul is a quantitative survey and its objective is to determine the opinions of Generation Y members on the radio and their motives for listening to the radio.

5.1 Findings: The following findings were obtained in the survey conducted with the purpose of determining the radio listening characteristics of Generation Y.

5.1.1. Demographic Analysis: Among 1010 persons who participated in the survey, 55.4% are male and 44.6% are females. The age range of the sample population is from 22 years to 22 years old and the average age is 23.16.

Table 2. Distribution of the Participants Based on Gender

	N	%
Male	560	55.4
Female	450	44.6
Total	**1010**	**100.0**

Table 3. Age Analyses of the Participants

	Minimum	Maximum	Average	St. Deviation
Age	20	33	23.16	2.134

5.1.2. Reliability Analysis: Reliability value is the indication of achieving the same result after performing repetitive measurements. Therefore, survey questions are subjected to a reliability analysis. Cronbach's Alpha coefficient is used in the reliability analysis. The relevant coefficient takes up a value between 0 and 1 and the reliability of the survey increases as it gets close to 1. If the coefficient is above 0.70, then the survey is considered as a reliable survey. We found Cronbach's Alpha coefficient as 0.942 as a result of the reliability analysis. Therefore, the survey reveals highly reliable results.

Table 4. Reliability Analysis

Cronbach's Alpha	N
0.942	16

The opinions measured in the radio survey were assessed based on a scale consisting of 16 statements. The 5-point Likert scale does not contain any contrary phrases. The minimum score that can be achieved is 16 while the maximum score is 80. Middle-point of the scale is 48. Scores received between 16 and 47.99 based on the scale show that the opinions on the radio are negative and scores received between 48.01 and 80 indicate that opinions on the radio are positive. Accordingly, general level of the participants on the radio indicated an average score of 47.4455 based on the scale. Although the score is very close to the mid-point that is neither negative nor positive, opinions remained in the negative range. Therefore, it would not be wrong to say that participants have negative opinions on the radio. Opinions on radio as an entertainment and musical information source are positive.

Table 5. Descriptive Statistics

Factor	Minimum	Maximum	Average	St. Deviation
Friendship	2.00	10.00	6.0099	1.86277
Getting Information	3.00	15.00	7.4554	2.83734
Entertainment	5.00	15.00	**9.9406**	2.48926
Addiction	3.00	15.00	8.6139	3.20303
Musical Information Source	3.00	15.00	**9.6139**	3.16534
Getaway (escape)	2.00	10.00	5.8119	2.11997

Phrases indication positive opinions of the participants are as follows: "radio keeps company when alone" (A1), "radio creates fun moments" (A6), "it entertains with the programs" (A7), "the habit of listening to the radio increases as much as I listen" (A11) and "radio is a tool for listening to the music" (A12).

Participants were indecisive about the following phrases: "it is an information source" (A4), "it makes people relax" (A9), "it creates addiction" (A10), "it helps finding out information about things going on in the music world" (A13) and "listening to the radio when bored" (A15). Participants had negative opinions about the following phrases: "radio is my best friend" (A2), "I follow the developments in the country from the radio" (A3), "I use radio for getting information" (A5), "Radio is more entertaining than TV" (A8), "Radio is the first choice for listening to the music" (A14) and "radio relieves from personal problems" (A16).

The most negative opinion was given for the phrases "using radio for getting information" (A5) and the most positive opinion was on the phrase "radio programs are entertaining" (A8).

Table 6. Frequency Analysis

	I DEFINITELY AGREE	I DON'T AGREE	I NEITHER AGREE NOR DON'T AGREE	I AGREE	I DEFINITELY AGREE	Average	St. Deviation
A1-Radio keeps me company when I'm alone	3	12.9	30.7	**40.6**	12.9	3.48	0.976
A2-Radio is my best friend	15.8	**37.6**	29.7	10.9	5.9	2.53	1.073
A3- I follow the developments in my country usually by listening to the radio news	19.8	**40.6**	25.7	9.9	4	2.38	1.038
A4- Radio is an important information source for me	14.9	24.8	**31.7**	21.8	6.9	2.81	1.146
A5- I always listen to radio channels when I want to get information on certain things	22.8	**47.5**	15.8	7.9	5.9	**2.27**	1.085
A6- Radio usually makes me have fun moments	1	8.9	29.7	**43.6**	16.8	3.66	0.898
A7- I have fun while listening to the radio	2	6.9	32.7	**37.6**	20.8	**3.68**	0.948
A8- I find radio programs more funny compared to TV programs	17.8	**34.7**	24.8	15.8	6.9	2.59	1.159
A9- I definitely listen to the radio when I'm alone	16.8	23.8	**27.7**	18.8	12.9	2.87	1.270
A10- Listening to the radio is an important habit for me	15.8	29.7	**30.7**	17.8	5.9	2.68	1.122
A11- I think I get more addicted to listening to the radio as I listen to radio programs	10.9	23.8	23.8	**31.7**	9.9	3.06	1.182
A12- For me, radio is an important tool for listening to the music	6.9	6.9	23.8	**37.6**	24.8	3.66	1.134
A13- I learn about things going on the music world from the radio	10.9	22.8	**29.7**	18.8	17.8	3.1	1.253
A14- Radio is my first choice whenever I want to listen to music	10.9	**35.6**	24.8	14.9	13.9	2.85	1.22
A15- I definitely listen to the radio whenever I am bored	11.9	20.8	**33.7**	20.8	12.9	3.02	1.191
A16- Radio helps me overcome difficulties I experience	11.9	**32.7**	28.7	17.8	8.9	2.79	1.143

5.1.3. T Analysis Based on Genders: Opinions of the users do not vary based on genders. p values of all analyses are above the limit value of 0.05.

Table 7. T Tests Based on Genders:

GENDER		N	Average	St. Deviation	t	p
General	**Male**	560	48.0536	12.42932	,518	**,606**
	Female	450	46.6889	14.03538		
Friendship	**Male**	560	5.8750	1.98231	-,811	**,420**
	Female	450	6.1778	1.70945		
Getting Information	**Male**	560	7.5536	2.72310	,386	**,700**
	Female	450	7.3333	3.00000		
Entertainment	**Male**	560	10.2143	2.46218	1.236	**,219**
	Female	450	9.6000	2.50817		
Addiction	**Male**	560	8.6786	3.19151	,225	**,822**
	Female	450	8.5333	3.25157		
MUSICAL INFORMATION SOURCE	**Male**	560	9.7679	3.00902	,544	**,588**
	Female	450	9.4222	3.37429		
GETAWAY	**Male**	560	5.9643	2.06234	,805	**,423**
	Female	450	5.6222	2.19802		

5.1.4. Factor Analysis

A factor analysis was conducted by applying Varimax rotation technique in order to group the phrases used in the radio survey. In Varimax method, priority is given to the columns of the factor load matrix in order to achieve a simple structure and significant factors. In Varimax method, rotation is made such that factor variances are maximized by using less variables (Tavsancil, 2006; 44). As a result of the analysis, it was found that a substantial portion of the variance that is as high as 82.63 percent is explained by 6 factors. Factor loads of phrases are provided in Table 8.

Table 8. Variance Explanation Percentage

	Total	Variance Percentage	Cumulative Percentage
1. Friendship	8.679	54.247	54.247
2.Getting Information	1.496	9.352	63.599
3. Entertainment	0.941	5.881	69.480
4. Addiction	0.799	4.991	74.471
5. Musical Information Source	0.730	4.563	79.034
6. Getaway	0.575	3.595	82.629

Table 9. Factor Loads

	1	2	3	4	5	6
A2	0.780					
A1	0.755					
A5		0.849				
A4		0.799				
A3		0.763				
A8			0.868			
A6			0.832			
A7			0.771			
A9				0.698		

A10			0.599		
A11			0.510		
A12				0.844	
A14				0.756	
A13				0.626	
A15					0.558
A16					0.549

Analysis of the factor loads show that entertainment is the factor that has the highest effect on the radio listening habits of Generation Y. The second important factor is using as "musical information source" and the highest third factor is using radio for "getting information".

5.1.5. Correlation Analysis

In general, the correlation between the opinions on the radio and the sub-dimensions thereof revealed a positive relationship between all sub-dimensions. Correlation between the friendship and getting information and the correlation between the musical information source and getting information are positive but they may be considered weak. Correlations between the other dimensions are positive and strong.

Table 10. Correlation Analysis Table

		GENERAL LEVEL	FRIENDSHIP	GETTING INFORMATION	ENTERTAINMENT	ADDICTION	MUSICAL INFORMATION SOURCE	GETAWAY
Friendship	P. Correlation F.	,781						
	p	,000						
	N	1010						
Getting Information	P. Correlation F.	,753	*,470*					
	p	,000	,000					
	N	1010	1010					
Entertainment	P. Correlation F.	,821	,559	,550				
	p	,000	,000	,000				
	N	1010	1010	1010				
Addiction	P. Correlation F.	,916	,705	,625	,731			
	p	,000	,000	,000	,000			
	N	1010	1010	1010	1010			
Musical Information Source	P. Correlation F.	,849	,649	*,480*	,647	,690		
	p	,000	,000	,000	,000	,000		
	N	1010	1010	1010	1010	1010		
Getaway	P. Correlation F.	,877	,636	,605	,610	,814	,748	
	p	,000	,000	,000	,000	,000	,000	
	N	1010	1010	1010	1010	1010	1010	

CONCLUSION

Certain events, inventions and changes created generations given different names in the course of the world's history. Individuals born into the digital era in the 21st century, shaped by the digital tools and distinguished from the preceding generations with the way they interact and get information are called "digital natives". The term digital native is pronounced together with the terms such as networks generation, digital generation, the millennia generation, future generation and cyber kids.

Generation Y, also known as digital natives, socializes in a different way as their parents and use a digital language. Members of this generation spend substantial part of their time by using the tools of the digital era, namely, playing video games, sending-receiving e-mails and short messages, talking on the mobile phones and watching television or surfing on the internet.

Generation Y members also known as the millennia youth are individuals who learn the language of digital tools easily, make multiple operations, focus their attention for short time, shift quickly between different subjects in their minds, demand instant response and prefer electronic media instead of the printed documents.

The way of thinking and information processing system of these young individuals are different compared to the preceding generations. These young individuals have quick access to information and prefer processes functioning through multiple tasks in a parallel manner. They prefer graphics instead of texts; they claim that they are successful about achieving momentary happiness and frequent rewarding.

Generation Y is nested with both conventional media and the new media. In addition, they are not as conservative as the other generations when it comes to showing interest in the conventional media. Studies showed that members of Generation Y frequently use the new media (internet) in the course of the new media and they do not maintain the tendency of the preceding generations about watching TV. Generation Y slowly abandons the conventional media tools and they focus their media consumption habits on the digital platforms. For Generation Y, radio is one of the most frequently followed digital platforms.

The focus of the Generation Y is shifting towards the new media and social media and this survey conducted with the purpose of determining their interest in the radio showed that "entertainment" is the primary satisfaction parameter for Generation Y radio listeners.

General opinion of the Generation Y on the radio is negative according to the results of the survey prepared for the purpose of determining the radio listening habits that was applied to 1010 Generation Y radio listeners in total and revealed highly reliable results. However, opinions on seeing the radio as "an entertainment source" and "musical information source" are positive. Radio listeners use the radio for "getting information" about the music industry and "entertainment". Survey applied to radio listeners showed that radio does not keep Generation Y members company and it does not serve as a source that is used for getting information. Radio is not used as a result of addiction or for the purpose of getaway by the Generation Y members. There is a positive correlation between the general opinions of Generation Y on the radio and the relevant sub-dimensions. However, the correlation between the friendship and getting information and the correlation between the musical information source and getting information are positive but they may be considered weak.

Factor analysis on the radio listening habits of Generation Y showed that "entertainment" is the factor that has the highest effect on radio listening habit. The second factor is using the radio as a "musical information source". Generation Y listens to the radio for the purpose of having fun and getting news about the music industry. Generation Y sees the radio mostly as a music listening tool. The generation that does not attach importance to its new function sees the radio as a platform giving news on the music industry.

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