

## **The Changes in Social Media Usage: Students' Perspective**

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**ABSTRACT** The power of social networking sites increases in direct proportion with their functionalities so that the popularity and sweep of these sites greatly affect the users' prejudice and thoughts towards them. It is clear that social networking and social media have a large influence on the way people think and behave. In particular, Facebook has a broad participation all over the Internet. Through the years, the interface and functionality of Facebook have changed and transformed from a university-only communication tool to one of the most well known websites online. Educational institutions are increasingly using Facebook to connect with registered students and to grasp the potential one. This paper aims to demonstrate how the use of Facebook has changed over a time. That is to say, the purpose is to examine how the university students' opinions and usage of Facebook in education changed from the year 2009 to 2013. This research involves 382 students from two different universities in North Cyprus. The "Facebook Usage Questionnaire" was used to collect data. The result of this research indicated that perceptions and usage of Facebook have changed and expanded over the years and also Facebook has become an important tool for education.