

The Facebook as a Tool Of Online Personal Advertisement : The Case Of Turkey

Çevrimiçi Kişi Reklamının Bir Aracı Olarak Facebook: Türkiye Örneği

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ABSTRACT

The rapid developments in communication technologies take effect on the basis of individual as well as a marketing applications. Accordingly, a person benefit from an advertising practices on the point of she / he provide to awareness and theyself introduce to target group as ideally. A personal advertisements has seen to newspapers in the past, with developing of Internet and social networking sites at today. One of the most important of social networking is Facebook. It give to an opportunity of usage at the heart of interactive to the whole visual, auditory and literary tools to its user as a different from traditional media. Individuals can introduce as effectively to other persons with via user profile and wall on the Facebook. In connection with, individuals can self advertised as online persons at the virtual world. Accordingly, a person is more active for own online advertisement different from other media. "The Facebook As a Tool of Online Personal Advertisement: The Case of Turkey" with an article entitled aim to show up "Facebook has an important role as a online personal advertisement tool". For this purpose, at this study used to content analysis method who creating by Jothi et. al. in 2011.

Key Words: Facebook, Online Personal Advertisement, Person Brand.

ÖZET

İletişim teknolojilerinde meydana gelen hızlı gelişmeler etkisini toplumsal ve bireysel ilişkiler temelinde de göstermektedir. Buna göre, birey toplumsallaşmasını gerçek hayattaki aile, okul, arkadaş yada grup çevresinde sağladığı gibi, gelişmiş teknolojinin sunduğu sosyal ağlar da onun bu evresini sanal bir dünyada gerçekleştirmesinde yardımcı olabilmektedir. Öyle ki, bu sanal dünya ona gerçek dünyadaki yüz yüze konuşmayı interaktif iletişim yapısı (karşılıklı, görüntülü ya da sesli konuşma), arkadaş edinme, bir gruba ait olma gibi olanaklarıyla sağlamasına imkan vermektedir. Kişisel ilişkiler temelinde ise birey kendi kimliğini, isteklerini, beğenilerini, isyanlarını, tepkilerini de belki gerçek dünyada olmadığı kadar hızlı ve net bir biçimde gerçekleştirebilmektedir. Dolayısıyla bu, bireye özellikle sosyal ağ üzerinde görsel, yazınsal ve işitsel düzeyde kendi reklamını yapma imkanı vermektedir. Bu doğrultuda kendi bireysel reklamının oluşumunda birey diğer geleneksel mecralarda olmadığı kadar aktif hale gelmektedir. "The Facebook As a Tool of Online Personal Advertisement: The Case of Turkey" başlıklı makalede Facebook'un bireysel reklam aracı olarak da güçlü bir rolü olduğu içerik analizi yöntemi kullanılarak Facebook Türkiye kullanıcıları üzerinden açığa çıkarılması amaçlanmaktadır.

Anahtar Kelimeler: Facebook, çevrimiçi kişi reklamı, kişi markası.

1. INTRODUCTION

Internet is the emerging information technology with the credibility of immediacy and fastness, thus, it brings globalization in every aspects of communication. Communication through internet is more specified, with effective interactive strategy among its users. In recent days, internet advertising has taken new forms which have more advantages over the traditional mediums like print media, television and radio. Marketing communication is becoming precise, personal, interesting, interactive and social. Different strategies of communication are followed in various social networking sites like Facebook, Twitter and Orkut. These networking sites bring more interactive communication with advertising. Social networking sites will become the primary arena for highly targeted marketing and advertising (Jothi et al., 2011). Social networking websites are online communities of people who share interests and activities or who are interested in exploring the interests and activities of others. They typically provide a variety of ways for users to interact, through chat, messaging, email, video, voice chat, file-sharing, blogging and discussion groups (Jothi et al., 2011). Now advertisers target more over to these media due to high rush in varsity of audiences. So they hire this as the ideal platform to communicate their brand and create an effective brand identity through highly effective and interactive communication strategy. Most of the advertisers present their ads in interactive form so that people tend more to check them and gain a little knowledge about the product (Jothi et al., 2011).

Today, internet has demonstrated its dominant influence on marketing communication industry (Woraman, 2011). Currently, there are more than 45 million active user groups on Facebook and more than 10 million users become fans of pages each day (compared to 4 million users in March 2009 (McCorkindale, 2010). Facebook is one of the social networking websites . Users share a variety of information about themselves on their “friends”, including friends at schools. In May 2005, Facebook received \$13 million dollars in venture funding. Facebook sells targeted advertising to user of its site, and partners with firms such as Apple and JetBlue to assist in marketing their products to college students (Jone & Soltren, 2005). While this may be true for some forms of media, most studies regarding Facebook have found people use Facebook to connect with their offline relationships, and not to make or engage in new relationships discussed how Facebook helped users maintain relationships as they change offline communities, and suggested colleges and universities should capitalize on this medium to maintain alumni relationships when students graduate (McCorkindale, 2010).

Research has also found Facebook is beneficial for users to maintain a large, diffuse network of friends, and to enhance their “social capital,” defined as the benefit one receives from one’s relationship with other people. (McCorkindale, 2010). A Facebook page was defined as a “public profile that enables you to share your business and products with Facebook users.” There were two page options: Member and fan. This has since been changed, and while there are fan and member group, they more closely resemble a person’s profile. Both member and fan pages allow users to posts logos, wall posts, discussion boards, videos minifeeds, links, and

photos. One of the main differences between member and fan pages is who can post the content. The member page is officer controlled and the person who oversees the Facebook page is listed on the site (McCorkinale, 2010). As a result a major goal of Facebook is to allow users to interact with each other online. Users define each other as friends through the service, creating a visible connection (Jones & Soltren, 2005).

Table 1: Facebook Features

My profile	Contains "Account Info", "Basic Info", "Contact Info", Personal Info", "My Groups", and a list of friends.
The Wall	Allows other users to post notes in a space on one's profile.
My Photos	Allows users to upload photographs and label who is in each one. If a friend lists me as being in a photograph, there is a link added from my profile to that photograph.
My Groups	Users can form groups with other like-minded users to show support for a cause, use the available message boards, or find people with similar interests.

Source: Jones & Soltren, *"Facebook: Threats to Privacy"*.2005

Facebook different from these goals is serve to a hidden function like matchmaking. In this context, each person can advertised on Facebook pages. Therefore, we purposed to analyze to only member pages of Turkish Facebook as a this hidden function in this article.

2. ONLINE PERSONAL ADVERTISEMENTS

Personal advertisements appear in a wide range of publications in columns with headings such as "Love Lines", "Meeting Point", "Lonely Hearts" etc. newspapers, journals, more recently the internet and other media took over the role of the by-gone matchmakers. In a world that is getting more and more densely populated, finding a life partner becomes increasingly difficult. Though one may expect the urban environment to offer lots of opportunities for social life, contacts and interactions, which are decisive for a person's self-esteem and satisfaction in life, often remain superficial and only reflect the paradoxical phenomenon typical of places with dense concentration of people-alienation. Being amongst dozens of other humans does not prevent individuals from feeling abandoned (Vičková, 2004). Personal advertisements thus originate in people's need to find a solution to their loneliness. People therefore either turn with their problem to various agencies or they put an advertisement in a newspaper or magazine. By putting in an advertisement, a person enters an imagined market with the aim to sell one's qualities at the best price possible (Vičková, 2004).

Unlike commercial advertisements, which are ingeniously created by advertising specialists and address a wide public, personal advertisements are produces by laymen in the field of advertising who wish to present themselves in a way which will attract the "right" person's attention. In these pieces of phatic communication the writer (usually one person) addresses an unknown, "ideal" reader (usually also one person). The main goal is not to provide

information but to mediate contact. Everything that the text conveys is to serve this goal (Vičková, 2004)..

Online personal advertisements have recently become an easy, socially acceptable way to meet partners for dates or relationships. Because popular personals systems not only reflect but also have the potential to reshape how people attract one another, date, and fall in love, the design of these systems merits careful consideration (Fiore & Donath, 2004).

Online personal advertisements have shed their stereotype as matchmakers for the awkward to claim a prominent role in the social lives of millions of user. In August 2003, personals Web sites in the United States drew 40 million unique visitors- half of the number of single adults in the US. With that many users, online personals sites clearly host a far more diverse base than the lonely, socially stilted group that, according to the stereotype, populated traditional personal ads in print (Fiore & Donath, 2004).

Although there is little research about online personals specifically, social scientists have produced a wealth of work relating to attraction and dating, and some work specifically about personal ads in print (Fiore & Donath, 2004). Psychologists for decades have studied what characteristics people notice and seek in potential mates. Brehm et al. and Fisher provide an overview of the following factors in attraction: Proximity and familiarity are two of the most powerful determinants of attraction-those whom we see more often, and whom it is logistically easier to see, tend to seem more attractive (physically and otherwise). Physical attractiveness also plays a prominent role. Almost all cultures consider facial symmetry beautiful in both men and women, but preferences for other characteristics, like waist-to-hip ratio in women, vary somewhat with culture. People also irrationally associate other good characteristics with beauty, presuming pretty people to be smart and socially capable even when this is not the case (Fiore & Donath, 2004). People are generally attracted to others who have demographics, attitudes, values, and personality traits similar to their own. Online dating systems provide tremendously powerful tools for identifying people who match to in these traits (Fiore & Donath, 2004). In this regard, we can say "Facebook has become an important personal advertisement tool in terms of both introduce to a person and they find to required people.

3. THE PERSON AS A BRAND IN FACEBOOK

The structured changes in the society were suggested to lead to changes in the type of the mate market. The prevalence of online dating sites has been increasing rapidly in the last decade. One explanation for this growth may be that online dating sites make the most money of any legal paid online content. Revenues grew from \$ 50 million to \$ 500 million between 2000 and 2004, and are expected to reach \$ 642 million this year. Furthermore, dating websites have about 50 million unique users per month including approximately 25% of America's single adult population. To accommodate the growing demand for online dating, the number of dating websites has increased as well. Despite the growing number of people using online personal

ads, very few studies have been conducted concerning personal advertisements in general, let alone on the relatively new phenomenon of online personal ads. Online dating is quickly becoming more commonplace, due in part to people marrying later in the workplace, decreased stigmatization of online dating, and people's increasingly mobile lifestyles that have lessened the social importance of churches and clubs for meeting romantic partners (Lucid, 2009).

Becker analyses people's search for mates in terms of a marriage market, in which the participants seek partners to maximize their own happiness or welfare by exchanging what they have for what they want. Each person carries a certain value on the market, which we can consider to be a weighted average of characteristics like beauty, intelligence, social status, wealth, and fertility. Indeed, single people who use " formal marriage market intermediaries," such as personal ads or human match-makers, sometimes refer to the process of " buy(ing)-a – boy" or selling oneself as " the right product" (Fiore & Donath, 2004).

Online personal systems usually include personal profiles of users, which document their location, gender, age, physical attributes, race, religion, smoking and drinking habits, habits, self-description, and preferences for these characteristics in a potential mate or date; a private messaging system; and a mechanism for indicating interest without writing a substantial message, variously termed "winking," " eye contact," or a "collect call." In contrast to other systems usually lack a common forum, where everyone can read what anyone posts (Fiore & Donath, 2004). On the other hand, several varieties of personals systems are common. We differentiate among them based primarily on the mechanism that enables users to find one another:

1. Search /Sort/ Match Systems: By far the most common kind of personal system, they provide the profile, search-and-match, and private messaging capabilities described in the previous section. These are web sites like Match.com and Yahoo! (mainstream systems) and also like JDate.com for Jewish singles and Manhunt.net for gay men attempt to serve a specific subpopulation (Subpopulation systems).

2. Personality-Matching Systems: Sites like eHarmony.com and Tickle.com give personality tests to their users and match them based on research into compatibility of personality features.

3. Social Network Systems: These sites, best represented by Friendster.com, are the most recent type of personals systems. They encourage users to bring their friends onto the system and then suggest matches between members of their social networks (Fiore & Donath, 2004). Accordingly, Facebook's main goal is not marriage or matchmaking such other sites. But, Facebook serve indirectly this goals via its interactive contents.

According to Buss and Schmitt's sexual strategies theory, mating strategies depend upon one's sex and whether they desire a short-term or long-term relationship in 1993. Men typically expend less reproductive effort than women and need only to ensure that they locate fertile

mates, regardless of relationship type. Women tend to expend relatively more effort and seek long-term partners who are willing to provide resources, or they may choose mates with high genetic quality for a short-term relationship. Thus, the traits that men and women exhibit to prospective mates should be sex-specific (Gallant et al., 2011). They have found women consistently advertise their reproductive fitness regardless of sought relationship type, directly supporting sexual strategies theory. However, men's photography only provides indirect support for this theory, and there was minimal difference in men's portrayal of characteristics across relationship type (Gallant et al., 2011).

One approach to exploring sex-specific mate preferences is to analyze the content of personal advertisements. These advertisements allow individuals to identify and screen potential partners, provide an opportunity to see what potential partners look like via photographs, and decide whether they have anything in common through personal descriptions. While sex differences are not always found, men advertise more often for an attractive partner in comparison to women, and men more often request a photograph of a respondent. Although advertisers who reassure the reader they are attractive receive more responses than those who fail to mention this point, women who do so receive more responses than men who include this type of information. Furthermore, taller men receive more replies than those who are smaller in stature, presumably because height is tied to resource indicators such as social and professional status. As one might expect, due to the evolutionary basis of mate preferences these findings are noticeably stable across cultures. For example, Rusu and Bencic analyzed the contents of 400 personal advertisements in Romania and found that women seek older men who are wealthy, and who have financial and job stability in 2007. Men advertised more than women about their wealth and resources, and were much more likely to include information on their financial and job security. Using a Canadian sample, Davis found that men were more likely to seek attractive partners, explicitly request a photograph, and discuss sex in 1990. Women, on the other hand, were more likely to desire partners who have high social status, and who are employed, intelligent, and looking for commitment. Finally, Minervini and McAndrew examined the preferences of mail-order brides from Russia, the Philippines, and Columbia in 2005. Their findings show that these women were interested in staying at home and raising children, and desired partners with good educational backgrounds. (Gallant et al. 2011).

The advertisements, though designed by laymen who usually follow the conversations, reflect the strategy, which is current in commercials, AIDA:

Attention; The reader is attracted.

Interest: The reader is tempted to continue reading.

Desire: The reader wishes to meet the advertiser.

Action: The reader answers.

In other words, the text should stimulate the reader emotionally and selectively and motivate him / her to respond. The first phase, i.e. attention drawing, seems to be the most important. The writers attempt to put 'the most appealing' aspects of their personality in the initial part of the advertisement. I considered male and female advertisers separately. The reason was that gender related studies, namely Deborah Tannen's, found that women and the men practice a sort of cross-cultural communication when talking to each other. Messages sent by a person of one gender are perceived through, what she call, 'an asymmetrical filter'. This mean that the semantics of an expression can be different for men and for women; there may be different connotations and thus different aspects may be less appealing for one or the other sex. Tannen says that ' men communicate in order to be respected while women do so to be liked (Vičková, 2004)."

Traditionally, people meet dating partners within some context: Friends of friend, school, work, the local grocery store or place of worship. This context introduces a certain amount of accountability; if a person behaves badly in a dating relationship, the consequences will likely extend beyond the immediate dyad (Fiore & Donath, 2004). We're in the age of social media marketing now. Success in social media depends on the quality of your content. It's about engaging people and the key to engagement is good content. In social media people are creating, reading, saving, tagging and sharing content. If you don't produce the kind of content they value, it won't get re-published or shared (Falkow, 2009). In terms of branding, each person is a brand on the Facebook. Therefore, each person don't forget to this feature while they are make Facebook page or personal advertisement. At this point, their identity will make a difference in Facebook.

Identity is an important part of the self-concept. Self-concept is the totality of a person's thought and feelings in reference to oneself as an object, and identity is that part of the self " by which we are known to others. The construction of an identity is therefore a public process that involves both the "identity announcement" made by the individual claiming an identity, and an identity is established when there is a "coincidence of placements and announcements" (Zhao et al., 2008).

Zhao et al. say that the advent of Internet has changed the traditional conditions of identity production. As the corporal body is detached from social encounters in the online environment, it becomes possible for individuals to interact with one another on the internet in fully embodied text mode that reveals nothing about their physical characteristics. Moreover, even in situations where the audiovisual mode is utilized in online contact, anonymity can be maintained through withholding information about one's personal background, such as name, residence and institutional affiliation. The combination of disembodiment and anonymity creates a technologically mediated environment in which a new mode of identity production emerges (Zhao et al., 2008). An important characteristic of this emergent mode of identity

production is the tendency for people to play-act at being someone or to put on different online persona that differ from their “real life” identities. Disembodied online encounters enable people to hide their undesired physical features, and anonymity allows individuals to re-create their biography and personality. In other words, the disembodied and anonymous online environment makes it possible for people to reinvent themselves through the production of new identities. For example, in the online world, a man can pretend to be a woman, a nerd to be a star athlete, and an introvert to be an extravert. The most important identifying information includes a person’s legal name, residential location, and institutional affiliation (Zhao et al., 2008). A social networking site like Facebook give an opportunity to a person as sharing to photos, videos, words of wisdom about love or life and also reflect to truth identity. These sharings open to online personal advertisement for a person. So, a person can advertised for self. If these advertisements seen by the other Facebook user (opposite sex), it’s possible that two persons will meet with one another.

If a Facebook user allow to seen her/his school information, city, work, marital status and friends by other user, two different users will be faster and effective contact.

On the other side, gender appears to influence participation on social network sites. Younger boys are more likely to participate than younger girls (46% vs.44%) but older girls are far more likely to participate than older boys (70% vs. 54 %). Older boys are twice as likely to use the sites to flirt and slightly more likely to use these sites to meet new people than girls of their age. Older girls are far more likely to use these sites to communicate with friends they see in person than younger people or boys their age (Boyd, 2007). In this connection, if users have visual appealing factors on the Facebook, this will an important role for an effective online personal advertisements. We intend to explore that how do Turkish user as a person brand use to Facebook as a online personal advertisements in this study.

4. THE IDENTITY PRESENTATION IN FACEBOOK

Shih says that there are hundreds of millions of active users across sites like Facebook, Hi5, Orkut and MySpace. 2.6 billion min are spent on Facebook each day. These websites are enabling brands to engage the right people in the right conversation at right time. Marketing the brands through social media is becoming precise, personal, interesting, interactive and social (Jothi et al., 2011). Stroud says that the ability of social networking sites to generate these huge volumes of web traffic is proof their huge popularity in 2007. Google, Yahoo and News International have bought themselves a presence in the social networking arena (Jothi et al., 2011). Smith says that Facebook is becoming one of the great internet communications of people time now days in 2010 (Jothi et al., 2011). Facebook is in many ways similar to another popular online social networking site, but it also some unique features that are crucial to the present study. Like Myspace, Facebook enables users to present themselves in number a ways. Users can display pictures in their online albums, describe their personal interests and hobbies, and list their friends and social networks. There is also communication function on Facebook that

allows users to interact with one another through comments and messages. However, Facebook differs from Myspace in one important aspect: it is nonymous and institutionally bound. For the college campus email account, and users' real names are shown in their profiles. The display of users' real names and their institutional affiliations make the Facebook environment almost fully nonymous (Zhao et al., 2008).

The nonymity of Facebook is an ideal condition for examining identity construction in online environments where the relationships are anchored in offline communities. More specifically, people on Facebook can to present their hoped-for-possible selves rather than their "true" or "hidden selves. Facebook users may emphasize or even exaggerate the part of their possible selves that are socially desirable but not readily discernible in brief offline encounters, such as one's character, intelligence, and other important inner qualities. At the same time, they may seek to hide or de-emphasize the part of their selves they regard as socially undesirable, such as shyness, overweight, or stuttering. It is certainly true that people engage in such activities in nonymous face-to-face situations as well, but the emergent nonymous Facebook environment provides users with new leverage for selective self-presentation. As people present themselves differently to different audiences-for example, people won't tell their neighbors everything they tell their family members-we also expect Facebook users to tailor their online presentations to particular audiences (Zhao et al., 2008). As a result of, user as a person brand will tend to interact with the other person brand and also get awareness about the self brand (unique identity) via Facebook.

4. METHODOLOGY

The analyze and find the instrumental effectiveness of Facebook's as a person advertising will done with six dimensions of the Jothi et al.'s (2011) content analysis in the research. Analysis was conducted randomly among single Facebook users and also not relationship in Turkey. The sampling size is hundred. (50 Female and 50 Male). These are six dimensions of content analysis;

1. Target group: Category of audience visiting this site.
2. Ads Placement (How do these sites place their ad ?)
3. Visual Appealing Factors: Regarding the appearance of this site.
4. User Interaction: Kinds of participation with the a person brand.
5. Accessibility: How legibly they present themselves.
6. Customization: the Factors that the users could create by themselves (Jothi et.al, 2011).

In content analysis, Facebook as the one popular social networking site were selected to find an instrumental effectiveness and role of this media on the online personal advertising.

5. ANALYSIS

During 2005, online social network sites like MySpace and Facebook became common destinations for young people in the United States. Throughout the country, young people were logging in, creating elaborate profiles, publicly articulating their relationships with other participants, and writing extensive comments back and forth (Boyd, 2007). When analyzed before studies about building identity and its presentation on Facebook has seen ethnic groups in the USA (Boyd, 2007; Ginger, 2007; Zhao, 2008). Related to “using of Facebook as online personal advertisement tool” is not study at literature. In this respect, this research is important in the field of communication.

Therefore, we analyzed to personal advertisements on the Facebook. The analyze has included 100 Facebook user from Turkey. As results of this analyze, date of birth of 48 % (n=50) of female user and also 68% (n=50) of male user aren't indicate on Facebook page. 30% (n=50) of female user and 34% of male user (n=50) have own original words about themselves at part of user information on Facebook. 14 % of women user and 20% of male user have an apothegm in part of user information on Facebook. In the same time, 8% of women user and 26% of male user are indicate to relationship status as not relationship. 2 % of women user and 22 % of male user are say to interested with women or men. Men (22 %) unlike women are use a pseudonym and interested a sports. Also men (8 %) are giving their internet site links for more get information about themselves. In addition to this, own personal ad placement of user are usually parts of user information and wall on Facebook. Accordingly 94 % of woman user and 92 % of men user use to these areas for own online personal advertisements. Men users are different from women more creative and also successful as making online personal advertisement. For example, men can see themselves as a personal brand such

“X™
 |||||
 21°13'21.3" N 12° "All right reserved ®" or

☺/
 / "Look up."
 /\

Furthermore, both women and men users (98 %) using Facebook Wall as interactive. They share to their profile pictures, videos, cartoons via Facebook wall. Thus, they have the opportunity to representation of themselves identity as truthfully to other user. 99 % of women user and 96 % of men user are use to visual appealing factors (photos, videos, words of wisdom for a life or love) on the Facebook. In conclusion, Facebook has a mediator role for accessibility and people have an opportunity for themselves online advertisements as more interactive and customization different from traditional media (newspaper, magazine or TV).

5. CONCLUSION

The advertising facilitates consumer satisfaction. Social networking sites users of Facebook have become a personal, product and corporate branding in nowadays in digital era. Social networking sites are filled with potential users who are mainly young adults. They spend more time in these networking sites due to heavy commercial contents, entertainment and social gathering (Jothi et al., 2011). Social network sites are based around *Profiles*, a form of individual home page, which offers a description of each member. In addition to text, images, and video created by member, the social network site profile also contains comments from other members, and a public list of people that one identifies as *Friends* within the network. Because the popularized style of these sites emerged out of dating services, the profile often contains material typical of those sites: demographic details (age, sex, location, etc.), tastes (interests, favorite bands, etc.), a photography, and an open-ended description of who the person would like to meet. Profiles are constructed by filling out forms on the site. While the forms were designed to control the layout of the content (Boyd, 2007). In everyday interactions, the body serves as a critical site of identity performance. In conveying who are to other people, we use our bodies to project information about ourselves. This is done through movement, clothes, speech, and facial expressions (Boyd, 2007). A Facebook profile can be seen as a form of digital body where individuals must write themselves into being. Through profiles, peoples can express salient aspects of their identity for others to see and interpret. They construct these profiles for their friends and peers to view (Boyd, 2007).

One of the most frequently accessed areas on a Facebook page is the user's wall. According to Facebook data in 2009;

"The Wall is the center of your profile for adding new things like photos, videos, notes, and other application content. The Publisher at the top of your Wall allows you to update your status and share content through many different kinds of Wall posts. You can also add content to your friends' Walls by using the Publisher box that appears at the top of their profile. (McCorkinale, 2010)"

Accordingly results of analyse, Turkish men user more effectively use to Facebook as a tool of personal advertisement. Men unlike women are more open to relationship and more creative about preparing to personal advertisements. Women or men as a brand positioned to themselves words of wisdom on user information or wall. For example, a women user positioned to herself; *"I'm a bitch, I'm a lover, I'm a child, I'm a mother; I'm a sinner, I'm a saint; I do not feel ashamed, I'm your hell I'm your dream, I'm nothing in between..."* or a men user is describing to himself as *"Only me..."*.

In addition to visual appealing factors can effect to others on the Facebook. Every user upload and share best own photos, videos and also words not bed on the Facebook. Basically this situation is an indicator of favour desire in popularis. In this context, we can say "Facebook wall, profile and user information are important area for online personal advertisements." And

also Turkish user benefit from Facebook with goals of dating as conscious or unconscious. Thus, Facebook users as a brand must select the contents carefully i.e. use both statistic images and videos in personal advertisements for ease of understanding and visual appeal, especially for respect to truth identity.

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