The Consumption of Relations and Loneliness amongst Adults

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Abstract: *New forms of consumption have emerged with the appearance of the modern society. The money, which is seen as the commodity in this system, causes human beings to have a constant need. Searching for goods on online shopping or in-store live shopping, one always looks for pleasure and satisfaction. However, consciously or unconsciously that person gets consumed. After sometime, isolation starts. In other words, this ends with estrangement. The aim of this article is to find out at what age people feel lonely. In this article, the consumption on the relations was examined amongst different age groups by using Differentiated Loneliness Scale (DLS) developed by Schmidt N & Sermat V[1].: The scale was used on two different age groups consisting of 480 people; between 18 and 35-year-old and between 36 and 60-year-old. The research has some limitations due to using the scale on 480 people, totally.*

Keywords: *Consumption, Isolation, Loneliness, Deprivation.*

Introduction

Communication is the main major notion in life. Without it, one is not able to understand the other. As it is known clearly, human beings cannot live alone, society is the one space that makes people believe each other, feel secure, and lead a comfortable life. In fact, living in a society is not adequate for a person. One is always looking for happiness in progress. What is more, to be a member of a group is the only target as long as one lives. That is why, every person deciphers a priority to achieve a goal to be satisfied.

Nowadays how to be happy is a question that should be replied carefully since it is really hard to measure the happiness according to the circumstances beyond control. For Baudrillard[2], having plenty is equivalent to development. Abundance means getting in dream with the object surrounded them. However, the more commodity

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is consumed, the more it is produced. Purchasing occurs since consumers wish to own more. The one that is discussed is whether the consumer needs it or not. The answer is directly negative. They are pushed to buy more due to comparison and contrast with the others. Satisfaction and needs are the ones which are related one to one correspondence with each other. Big malls are the places which force the visitors to consume more since they offer several facilities and activities to an individual or a member of a family. In addition to these facilities and activities, they are also the places where multi-cultures are seen. In other words, brands consisting of cuisine, clothing, and entertainment from different cultures are mixed up especially in shopping malls.

In the 20th century, the industrial age used to compensate the capital not only for one level of the society but generally for all levels. Modernization leads to wasting more. Through this progress, the inequality between the classes occurs and today it reaches its peak point. Comparing and contrasting are really essential points to demonstrate the existence. Nevertheless, people are unaware of their loss during this show off. They consume their capital unconsciously owing to the impact on purchasing.

Looking like the others is a new trend. Due to the dense population in big cities, scarcity is observed. Prosperity is required although abundance is seen as wasting. Not to have the scarcity, products are manufactured more. That is why, Baudrillard[3] utters development means scarcity due to the tendency of excessive consuming. All people in different classes like prosperity; therefore, they always consider purchasing much better products for themselves and for their families as their income get higher. Unless a country is industrialized, it gets poorer.[4] However, qualitative differences cause people to have a status gap.[5] Owning a huge number of commodities, following brand fashions is the key point to reach the higher status today. Unfortunately, this is the level some of which can never reach in their life but consider climbing up there throughout their life. Now the notion taken care is to consume more and more.

The progress in industrialization ignites the inequality. While the only aim is to look smart and gaudy, people are getting lonely as individuals. People seek themselves in different classes and status. Fashion plays a big role to identify the status. The prestige among the classes always make a big difference. According to Gervasi[6], the more income people have, the more they consume. The choice that they have is conducted by the society. The dominant part of the culture plays a big role on this perspective. They manipulate the weak and at the same time convince them as if theirs were alluring. On the other hand, one essential point is ignored. That is to say, the danger is people are getting away from each other, being unaware that they are getting alone. Getting crazy about consuming results from the wealth of the society but at the same time results in the deprivation of an individual. In other words, people get started to feel lonely during this demonstration. In other words, the most important hazard is

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3 Baudrillard, *Tüketim Toplumu,* s.64.
4 John Kenneth Galbraith, *The New Industrial State,* London: Penguin Books, 1967, p.41.
5 Muzaffer Şerif Başoğlu, *Değişen Dünya,* İstanbul: Arpad Yayınevi, 1945, p. 30
6 Jean Baudrillard, *Selected Writings,* edt. and int., Mark Poster, California: Stanford University Press, 1988, p.39.

that they estrange themselves from the others in spite of being surrounded by plenty of goods or crowd.

Social media is one companionship to which everybody at every age is addicted. It also helps the cultural attribution. It gives a chance of challenge due to being in contact with economy, culture, and society directly. Andy Warhol utters that one day every person becomes famous for 15 minutes.[7] This is the time for technology following the industrialization period. They organize their special you tube program. Nowadays ordinary people become well-known on behalf of the social media. Most of them have lots of fan followers behind. Being popular or well-known means the quality or state of being popular. An ordinary person adores to be liked, appreciated, and accepted by a large number of people. What is more, Rowe identifies popular culture with hedonism.[8] Geçer considers popular culture changes the way of lifestyle. For him, people demonstrate their daily lives on different platforms according to their perceptional view and wish.[9] Guy Debord thinks about the relation between people in the society. For him, members of the society always show themselves to others physically or psychologically. It is called "demonstration society".[10] However, with the social media this perspective changes. People expose their creativity on their site virtually. The members of their site are also conjectural. The communication in the social media leads people to exchange their cultural habits. This showcase can be uttered as demonstration of artificial performances as Goffman mentions in his book called "Presentation of Self in Everyday Life".[11] During consumption people are always in panic while chasing from one action to another. This is the popular culture which forces people to have a good time, to enjoy themselves. To find the happiness, it is a new trend to show the amusing and enjoyable fun times on social media. Nobody shows mourning period. People are under a mask which used to be worn in the past by the Greek actors. It is called "persona". In the past actors and actresses wore special masks in the play to act the character they perform. That is to say, in this virtual concept people are unaware of their loneliness.

As a concept, it is clearly seen that loneliness is an emotional state, dissatisfaction with social relationships.[12] As a dictionary meaning, loneliness means having no friends or company. Loneliness is in response to the need to belong something. The anxiety of feeling alone leads people to follow the others in case they are worried about being alienated. Human beings never survive when they are alone. "We" as a concept is known. For them, the person opposite is the object and the other one is the subject. They are the ones who observe and who are observed. As Mc Luhan[13] says, people live in a big village and look alike. While chasing the others, they consume more. As

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7 "A'dan Z'ye Andy Warhol", Ece Koçal, access 20 Mart 2018, https://www.sabah.com.tr/cumartesi/2011/06/11/adan-z-ye-andy-warhol.
8 David Rowe, *Popüler Kültürler,* trans.,Mehmet Küçük, İstanbul: Ayrıntı Yayınları, 1996, p.20-21.
9 Ekmel Geçer, *Medya ve Popüler Kültür: Diziler, TV ve Toplum,* İstanbul: Metamorfoz Yayıncılık, 2013, 28-67.
10 Guy Debord, *Gösteri Toplumu,* trans., Ayşen Ekmekçi ve Oytun Taşkent, İstanbul: Ayrıntı Yayınları, 1996.
11 Erwing Goffman, *Günlük Yaşamda Benliğin Sunumu,* trans., Barış Cezar, İstanbul: Metis Yayınları, 2014, p.76.
12 Louise C. Hawkley and John Cacioppo, "Loneliness Matters: A *Theoritical* and Empirical Review of Consequences and Mechanisms*", Annals Behavioral Medicine,* 40/2 (2000): p.218-227.
13 Marshall McLuhan, *Toward a Psychology of Being,* USA: Wiley Publishing, 1999, p.31.

a person, each individual seeks a choice.

Nowadays, human beings spend their time in shopping malls. Communication is like shopping, giving and taking occur at the same time. Humans think they are on relationship. However, they get separated while thinking about being in contact with the others. Getting along is as rapid as abandonment. They think there are many friends around. Nevertheless, the rigid points are too much to ignore. Relations are consumed due to seeking for much better. Sometimes it is too ordinary to see the turning points of the friendships. The main reason for this is getting used to the consumption. For everything, even for friends, there is one spare waiting in the corner. Therefore, nothing can go on well unless the situation gives the other happiness. It is really easy for a person to forget and never turn behind.

The Perspective View of Consuming as a Concept

Consuming, consumption used to mean wasting since production was more important. Nowadays production seemed parallel to the development. Production means the action of making or manufacturing from components or raw materials, or the process of being so manufactured whereas consumption is the action of using up a resource. In other words, consuming means exhausting of goods and services by having an exchangeable value. In this century, the most important issue is to squander. Even consuming occurs without any requirement. The new trend is to own something; that is to say, belonging is essential. Extravagant spending depletes the funds of not only the families but also the governments. Today it is so normal to have current account deficit as a country or as a family since there is a big gap between production and consumption.

The most important issue is the deprivation and domination paradigm. Growth always accelerates in an upward position. The more one gets, the more one wishes. In order to cover the requirement one adores more. This may actually be another way of getting rid of the dissatisfaction. Strong relations with the family members are really vital to eliminate the sensation of loneliness. "Love hunger" occurs when a person is really lonely and is not able to be self-actualized.[14]

Loneliness is common in this century that in England there is a ministry responsible from the lonely persons. Tracey Couch was just promoted to this position in January 2018. Since that time she has been working together with other civil society organizations.

There are some known or unknown spaces inside a person[15] : open place, blind place, secret place, and the one which is known neither by oneself nor by the others. Sometimes it is easy sometimes it is hard to find out these places while identifying, describing a person. The open place of a person is known by everybody. These are the ages, the religion and financial positions. The blind part is known by the others but not by oneself. Unless one is aware of this well, the contact and communication

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14 Abraham Maslow, *Toward a Psychology of Being,* USA: Wiley Publishing, 1991, p.31.
15 Doğan Cüceloğlu, İçimizdeki *Biz,* İstanbul: Remzi Kitabevi, 2015.

with the others are in difficulty. The secret part is the one that is kept form the others. Unless this part is open widely, a person does not show any sense of real friendship. These are the people who would like to keep themselves in secret. They like to be isolated from the others. They are the ones who are alone emotionally and socially. Inas much as a person struggles inside, that person rarely gets aware of the requirements on behalf of the self-awareness. This part can be observed and released through some professional tests. Otherwise, this struggle continues.

Rousseau in his book called, "Reveries of the Solitary Walker" mentions that the preference to live alone is generally examined ontologically. In this philosophy a person is always alone upon the birth or death.[16] Among the crowd, actually everybody is alone. One has to do the best to survive. People around can help and direct. One example is that a parent can teach how to drive a car. However, the child has to drive by himself in order to practice more and decide what to do strategically while driving in the traffic. The other example is that a teacher can help to develop the talents. However, the student must do the best to be successful, to achieve.

Heidegger asks the same question by changing it "why are we existed?" In order to be exist, we need to think and to understand. A human being can be in contact with both himself and the others at the same time. A person needs to understand and to be understood. To find love, they are always together with the others.[17]

Before the Industrial revolution, most people used to live in rural areas and deal with agriculture. Their possessions and clothing were very limited when it is compared with the belongings today. Only a few numbers of people from high level used to buy luxury goods and services. Nevertheless, with the industrial revolution, mass production started. In other words, the conditions of living led to this way. First, it was seen on a large scale in the textile industry in Britain. For example, the usage of cotton rose so highly that in 1760 the amount used was only 3 million pounds (1 pound: 458 gr.). In the 1980s it grew up to 360 million pounds.[18] By the end of the 19th century, not only the high-class level but also the increasing number of the middle class and the working class were among the consumers as well. As Jay Conrad Levinson utters in marketing, the creativity of guerrilla aims the differences in behaviors. To reach this, the main purpose is to be understood as a symbol, as a word, as a sound. The key is to make marketing by using a special icon (such as the logo of a company) as manufacturers.[19] The target is to find out the consumers surrounded by messages as in the magic bullet theory. In time, workers began to be seen as consumers. That was the time when the attitude towards wages changed. One example from the past; Henry Ford, the founder of Ford Motor Company kept wages high enough to give chance to his employees to buy their own products. Recently, the similar campaigns have still been used to motivate the people to purchase consume

16 Jean-Jacques Rosseau, *Reveries of the Solitary Walker,* New York: Oxford University Press, 2011, p.29.

17 Gündoğan Ali Osman, "Yalnızlık ve Dayanışma", *Felsefe Dünyası,* 30 (1992), p.35-43.

18 Neva Goodwin, Julie A. Nelsoni Frank Ackerman and Thomas Weisskopf, *Consumption and The Consumer Society,* Massachusetts: Global Development and Environment Institute, Tufts University, 2008, p.8.

19 Jay Conrad Levinson, *Guerrilla Creativity,* Boston: Houghton Mufflin Company, 2004, p.4.

more than they need. The other example can be given as food consumption which has changed the attitude of Turkish diets due to the propaganda done by the doctors as authorities. Although Turks like to eat meat, most of them began to consume poultry to be healthy and to keep fit after the black propaganda on meat approximately 15 years ago. However, nowadays everything is so different when it is compared to the 1900s. As Chomsky[20] mentions in his book "Manufacturing Consent", society is so strong when it is compared with the structure of manufacturing, mass media and its relation to culture. Now the point reached is that once seen as luxury is not any longer today. A physical impression is not the one that the rich give importance. It is definitely a need. For example, everybody wants to be fit, look smart and gaudy. That is why, both sexes spend most of their time at beauty salons or at gyms. Furthermore, spending a huge amount of money on keeping fit is even part of marketing yourself.[21] Looking sexy is a trend for both males and females. People are not natural interior and exterior of their appearance. Everybody looks artificial and seems far despite showing friendly behavior, close attitude. People wish to be followed rather than to chase. They consider freedom choosing the favorites in their restricted area. Popular culture is the one that encourages happiness, fun to the followers. Watching different life styles is a new trend. Social media ignites this fashion. However, feeling lonely, being alone result from it. It hampers the progress, the time duration, face to face interpersonal relationship.

Aim and Method

Feeling lonely through consumption has been researched in a limited way in the literature. It is also effective in other disciplinary projects. Making a research on the attitude of people according to age groups is really important since so many are getting isolated from the society in this era being unaware of this.

While the article is examining the concept "loneliness", the target of the survey is to find out in which age group people feel lonely. The object of this study is to evaluate reliability and validity between the different age groups called young adults and adults. According to WHO as Müftüoğlu declares, ages from 18-65 are determined as young.[22] However, the present study aims to expand current knowledge on these age groups. The main research question addressed is people feel themselves lonelier before getting older. It is examined to find empirical evidence regarding the interactive features. On behalf of this research, it is assumed to learn the real age groups affected by the New World Innovations. In other words, this research will be enlightenment for the other replication and studies dealing with this subject.

Consuming is a new concept which people get interested in. However, there is a limited research on the subject. Due to having restricted projects, this research points a good perspective to find out the real, the factual, the pure relations among the

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20 Noam Chomsky and Edward S. Herman, *Manufacturing Consent: The Political Economy of the Mass Media,* New York: Pantheon Books, 2002.

21 Zygmunt Baumann, *Consuming Life,* Cambridge: Polity Press, 2007, p.30.

22 Osman Müftüoğlu, "66-79 Artık Orta Yaş", *Hürriyet*, Ağustos 27, 2017.

people who are close to each other. According to Wetherell[23] in modern society, there is a limited interpersonal relationship among friends and relatives despite seeming getting along well.

In this article, during the research, the consumption of relations is also examined among the people in different ages by using the UCLA Loneliness Scale. The initial version of the UCLA Loneliness Scale consisted of 20 statements that measure the reflection of the Loneliness of the individuals.[24] It was developed by Russell, Peplua, and Cutrona at the University of California[25] including positively worded and non-lonely items. The results for this scale indicated that the measure was really reliable in both internal consistency (ranging from .89 to.94)[26] In constructing the revised UCLA Loneliness Scale, Russell and his colleagues selected 10 negatively and 10 positively worded items to have the highest correlations with a set of questions asking about loneliness. It was revised in 1996.[27] Overall, this study will be able to give a vision on adequacy of the individual's interpersonal relationships which is measured by the correlations between loneliness and age.

In this study, The Turkish version of the UCLA Loneliness Scale is the instrument used for data collection and analysis.[28] In Turkish version, it has 20 items with a 4-point scale ranging from "never" to "often" (1: never, 4: often). The total scores range from 20 to 80, with higher scores indicating greater loneliness. The test is suitable to apply young adults and higher age groups. The questions 1,4,5,6,8,10,15,16,20 are graded as inversely. Choice 1 is 4 points, 2 is 3 points, 3, s 2 points, 4 is 1 point. The others are graded normally as chosen.

23 Charles Wetherell, "Historical Social Network Analysis", *International Review of Social History,* 43 (1998), p.125-144.

24 Danie Russell, Letitita Anne Peplua and Maura Cutrona, "Developing a Measure of Loneliness", *Journal of Personality Assesment,* 42 (1978), p.290-294.

25 Daniel Russell, Letita Anne Peplua and Maura Cutrona, "The Revised UCLA Loneliness Scale; Concurrent and Discrimination Validity Evidence", *Journal of Personality and Social Psychology,* 39/3 (1980), p.472-478.

26 Daniel Russell, "UCLA Loneliness Scale (Version 3): Reliability, Validity, and Factor Structur", *Journal of Personality Assesment,* 66/1 (1996), p.20-40.

27 Sermat Vello, "Part 3", *The Anatomy of Loneliness: Some Situational and Personality Correlates of Loneliness,* ed., Joseph Hartog, J. Ralph Audy and Yehudi A. Cohen, New York: International University Press, 1996, p.305.

28 Ayhan Demir, "UCLA Yalnızlık Ölçeğinin Geçerlilik ve Güvenirliliği", *Psikoloji Dergisi,* 7/23 (1989), s.14-18.

4- Point scale ranging from "never" to "often" (1: never, 4: often) and the statements of the test are below:

I have NEVER felt this way.	I have felt this way RARELY.	I have felt this way SOMETIMES.	I have felt this way OFTEN.

1. I feel in tune with people around me.

2. I lack companionship.

3. There is no one I can turn to.

4. I do not feel myself alone.

5. I feel part of a group of friends.

6. I have a lot in common with the people around.

7. I am no longer close to anyone.

8. My interests and ideas are not shared by those around me.

9. I am an outgoing person.

10. There are people I feel close to.

11. I feel left out.

12. My social relationships are superficial.

13. No one really knows me well.

14. I feel isolated from others.

15. I can find companionship when I want it.

16. There are people who really understand me.

17. I am unhappy being so withdrawn.

18. There are people around me but not with me.

19. There are people I can talk to.

20. There are people I can turn to.

Data Collection and Analysis

This study consists of 480 participants, ages ranging from 18 to 60. They are the ones who score the survey according the page open in front of them on social media. Social media platforms are really used in different perspectives. While using this technique, the main object is to reach wide mass. Social media is the social interaction which can lead to share information and ideas in networks.[29] The individuals randomly

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29 Toni Ahlquist et al., *VTT Research Notes: Social Media Roadmaps Exploring the Futures Triggered by Social Media,* Helsinki: Edita Prima Oy, 2008, p.18.

assign to conditions. In this survey simple random sampling is used. That means every person participating in the survey has an even chance. Every participant has the same probability to be chosen to answer the questions directly. In this method, the survey is restricted with the joined participants. The research is limited due to using a scale of 480 people who live in İstanbul totally. What is more, it is researched according to the cognitive approach. Getting isolated, avoiding social activities, being misunderstood or misunderstanding the others are the ones consisting of this concept.[30] Although the results taken are limited, they are consistent with the discovery.

To reach the correct solution, firstly the rate of the participants is observed. The participants are divided into two groups according to their age groups. Among the participants, 55,65% is between 36 and 60 age group while 44,35% is younger, between 18 and 35 years old.

The data is also collected according to the replies received from the participants. As can be seen in table 1 there is a significant harmony between arithmetic average and standard deviation. Generally, there is an upward tendency in the relations of social life. Nevertheless, when the statements scored higher are looked into much more carefully, it is observed that although they are in harmony in a group as an individual approximately, half of the group declare their interests and ideas are not shared as they wish. It means they have no followers or real close relations despite the crowd around.

In addition to this, the downward tendency is observed between people themselves and face to face communication. That is, friends seem to be in communication but they have no notion what the others are talking about. They are present in body only. They do not care about what the others opposite say. They look as if they were good listeners. They pretend to be but the reality is different. People seem to act well.

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30 Vello et al., "Part 3", p.304-305.

Table 1: UCLA – Loneliness Scale: Indication of the Loneliness

Column headers: 1 = I have NEVER felt this way; 2 = I have felt this way RARELY; 3 = I have felt this way SOMETIMES; 4 = I have felt this way OFTEN; Ø = Arithmetic average; ± = Standard deviation

	1 (Σ)	1 (%)	2 (Σ)	2 (%)	3 (Σ)	3 (%)	4 (Σ)	4 (%)	Ø	±
1. I feel in tune with the people around me	16x	3,33	65x	13,54	180x	37,50	219x	45,63	3,25	0,81
2. I lack companionship.	231x	48,13	107x	22,29	96x	20,00	46x	9,58	1,91	1,03
3. There is no one I can turn to.	205x	42,71	156x	32,50	82x	17,08	37x	7,71	1,90	0,95
4. I do not feel myself alone.	59x	12,29	145x	30,21	150x	31,25	126x	26,25	2,71	0,99
5. I feel part of a group of friends.	34x	7,08	76x	15,83	137x	28,54	233x	48,54	3,19	0,95
6. I have a lot in common with the people around me.	13x	2,71	79x	16,46	176x	36,67	212x	44,17	3,22	0,82
7. I am no longer close to anyone.	132x	27,50	136x	28,33	131x	27,29	81x	16,88	2,34	1,05
8. My interests and ideas are not shared by those around me.	14x	2,92	56x	11,67	183x	38,13	227x	47,29	3,30	0,79
9. I am an outgoing person.	18x	3,75	50x	10,42	145x	30,21	267x	55,63	3,38	0,82
10. There are people I feel close to.	7x	1,46	58x	12,08	143x	29,79	272x	56,67	3,42	0,76
11. I feel left out.	157x	32,71	200x	41,67	85x	17,71	38x	7,92	2,01	0,91
12. My social relationships are superficial.	14x	2,92	37x	7,71	138x	28,75	291x	60,63	3,47	0,76
13. No one really knows me well.	57x	11,88	149x	31,04	173x	36,04	101x	21,04	2,66	0,94
14. I feel isolated from others.	133x	27,71	163x	33,96	132x	27,50	52x	10,83	2,21	0,97
15. I can find companionship when I want it.	31x	6,46	53x	11,04	148x	30,83	248x	51,67	3,28	0,90
16. There are people who really understand me.	16x	3,33	95x	19,79	179x	37,29	190x	39,58	3,13	0,84
17. I am unhappy being so withdrawn.	185x	38,54	163x	33,96	88x	18,33	44x	9,17	1,98	0,97
18. There are people around me but not with me.	110x	22,92	168x	35,00	139x	28,96	63x	13,13	2,32	0,97
19. There are people I can talk to.	9x	1,88	62x	12,92	108x	22,50	301x	62,71	3,46	0,79
20. There are people I can turn to.	11x	2,29	69x	14,38	127x	26,46	273x	56,88	3,38	0,81

The replies taken from the participants are examined according to their percentages received from the table. To show how a person is really physically close to the other, it is vital to examine table 2 much more carefully. Besides, in order to support this idea strictly, it is better to analyze their discourse. For example in question 18, it is asked whether there are people around. 35% of the participants say <u>rarely.</u> It means 1 person out of 3 do not trust the people around themselves. They seem to be alone. Although approximately 57% think there are people they feel close to and although for more than half of them admit their social relationships are excellent, 36% still say they have communication problems with other people. They think the close friends, the relatives do not really know them well. That is to say, these people do not show any effort to understand or to analyze the characters of the others. The cognitions, the perceptions of people are different from each other but nobody cares. What is more, nearly half of the participants; 47, 29% tell they <u>have no real followers.</u> Perhaps they are listened but their thoughts and notions are not shared by the others. The most important thing is to be appreciated. The more people appreciate one person, the more motivation one gets. It is rather important since success is the close follower of this impulse. Everybody needs to be satisfied. The production, producing are

essential points to be considered in the case of satisfaction.

Table 2: Indication of the Loneliness on Seven Statements

Number	Statements	Percentage
1	I feel in tune with the people around me	45,63 % say OFTEN
8	My interests and ideas are not shared	47,29 % say OFTEN
10	There are people I feel close to	56,67 % say OFTEN
12	My social relationships are superficial.	60,63 % say OFTEN
13	No one really knows me well	36,04 % say SOMETIMES
18	There are people around me but not with me	35 % say RARELY
19	There are people I can talk to	62,71 % say OFTEN

When the total score is observed, the released key expressions are isolation, lack of companionship, no real people around. These are the highlighters that cover up worrisome and loneliness. On table 3, the results of total scoring indicates that the average point is 43, 9 out of 80. This is a fact that the score on the scale is toward upward which emphasizes "lonely" direction. That is to say, the replies of the participants present evidence on loneliness. They emphasize the feelings of getting down and getting fed up. This counterbalances the main question of the article; people feel lonelier before they get old.

Table 3: Total Scoring Results according to the 4-point Scale

Total Scoring Results according to the 4-point scale	Never	Rarely	Sometimes	Often	
1. *I feel in tune with the people around me	64	195	360	219	
2. I lack companionship	231	214	288	184	
3. There is no one I can turn to.	205	312	246	148	
4. *I do not feel myself alone.	236	435	300	126	
5. *I feel part of a group of friends.	136	228	274	233	
6. *I have a lot in common with the people around me.	52	237	352	212	
7. I am no longer close to anyone.	132	272	393	324	
8. *My interests and ideas are not shared by those around me.	56	168	366	227	
9. I am an outgoing person.	18	100	435	1068	
10.*There are people I feel close to.	28	274	286	272	
11. I feel left out.	157	400	255	152	
12. My social relationships are superficial	14	74	414	1164	
13. No one really knows me well.	57	298	519	404	
14. I feel isolated from others.	133	326	396	208	
15. *I can find companionship when I want it.	124	159	296	248	
16.*There are people who really understand me.	64	285	358	190	
17. I am unhappy being so withdrawn.	185	326	264	176	
18.There are people around me but not with me.	110	336	417	252	
19.There are people I can talk to.	9	124	324	1204	
20. *There are people I can turn to.	44	207	254	273	
	2055	4970	6797	7284	21106
*Inverted type questions.			Total Participant Number		480
They are graded invertedly.			The Average		43,97083
Choice 1 is 4 pts.					
Choice 2 is 3 pts.					
Choice 3 is 2 pts.					
Choice 4 is 1 pt.					
According to the scale the scores:					
Minimum: 20 pts.					
Maximum: 80 pts.					
The more points participants get, the more lonely they feel themselves.					
RESULT: 43,9 points out of 80 pts.					

Discussion and Result

To conclude, in the modern society, the main factor is the money itself. People are pushed to have more. The golden rule is "supply and demand more than need". In spite of plenty belongings people require without getting bored to own excessive amount. This situation always causes people to be in alert position, ready to run in the shopping malls, ready to order on on-line shopping sites. Everybody is in chaos at every time duration during the day. The responsibilities to do, the problems to take under control tire people. 24 hours are sometimes not enough to overtake. Popular culture performs its role very well in community engineering platform. It is the one that gives a person a chance to forget all daily problems and helps them have a good time, get amused or enjoy for a few moments. During these amusing moments, the only duty is to get inside the others' lives and watch what the others are doing. Priers sometimes either envy or feel lonely as witnesses. At the beginning of the innovation, it is assumed that the conditions for meeting and informing everyone about every situation are not possible especially in the globalized world. Therefore, everybody can be aware of the current news and the happenings around on behalf of social media tools. However, the consumption of emotions starts with desire. It does not

mention any necessities. So as not to get lost, it is better to keep the community soul. While living in crowded areas, the most important issue to do is not to feel lonely or not to get isolated. Nothing goes well as it is thought or planned.

In the 21st century, the average age has been regulated since life expectancy gets higher. Now people who are 80 and elder are called old. Before this age everybody is known as young adults or adults. In this case, this research indicates how the age factor accomplishes the relations. It has really found out how people are alone or feel lonely. In other words, this results in the exhaustion of the relationships. Without reaching the older ages, young or middle –aged adults get in lonely sequence. They are alone despite being surrounded by a lot of people in life. People at these ages consider getting socialized in chat rooms, in social networking sites. It gets rather difficult especially for young adults to have a face to face communication, to get along with people, to sustain their relations with others. As a first case, in order to get rid of these traps, spending much more qualified time with the members of the family is one of the valuable solutions to be taken as regards.

The results taken also occupy the essential points of having a perspective for the future studies. This article aims to uncover the negative effects of consumption through the relations among people. Consciously or unconsciously, people get away from each other; they get strangers as time passes since they begin to use up their relations. Every person should be respectful to every idea. Criticizing a person strictly particularly on social networking sites can lead to misunderstood discourse that cannot be easy to communicate strategically. Strategic competence can only be likely during face to face communication. The tone of voice, the expression on the face and the body are helpful to take the trouble under control.

Studies have been carried out to examine the feelings of loneliness very carefully. Confirming the results of the research, the arithmetic mean and the standard deviation are compared. From this result it is clearly seen that in spite of expressing themselves as social and friendly, the replies taken from participants determine our contribution to the result. In order to find whether there are differences between age groups according to their choices, the percentages of the participants are observed in simple random sampling and cognitive approach. There are 480 people taken part in this survey. Although this study is restricted within the people in Turkey, the results enlighten the social dynamics associated with the cultural norms. The UCLA test demonstrates the higher result of the sign of feeling loneliness. Approximately, 44 is the average point taken out of 80. This means people have a tendency to feel lonely in a big city, İstanbul, Turkey. This is probably the reason of the society and the conjuncture of the living style in big cities. This process is also taken in the implication of popular culture. Most of these participants consider they can be followed by the others. Every person should compare himself or herself with their previous experiences. The best way is to take lessons from the faults. Fortunately, each person has an inborn competence, the essential point is to show the performance, to have progress. Everybody should be aware of the talents, should know how to do. Motivation is rather vital at this point due to its enlightenment capacity to get rid of stress. Young people generally believe that they are able to find friends whenever and wherever they want. However; reality is different. Their utterances are contradictory to their cognition. They must know real life does not go on as they consider. Not everybody is

born with a silver spoon in mouth. Nevertheless, using chances in life is possible if a person knows how to think differently and effectively. Using time well, keeping valuable people around, getting better in relations with others is really important. Above all, IQ (Intelligence Quotient) is not enough, EQ (Emotional Quotient) is the one which balances and dominates the talents.

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Yetişkinler Arasında İlişki Tüketimi ve Yalnızlık

Ayşe Müge Yazgan

Öz: *Modern toplum sistemin ortaya çıkması ile yeni tüketim biçimleri ortaya çıkmıştır. Bu sistemde emtia olarak görülen para, insanoğlunun sürekli ihtiyaç hissetmesine sebep olmaktadır. İnsan, mağaza içinde veya internet ortamında alışveriş yaparken daima zevk almayı, tatmin olmayı beklemektedir. Fakat o kişi bilinçli veya bilinçsizce tükenmektedir. Bir müddet sonra, toplumdan izole olma başlamaktadır. Diğer bir deyişle, bu durum yalnızlaşma ile bitmektedir. Bu makalenin amacı insanların kendilerini hangi yaş gurubunda yalnız hissettiğidir. Makalede Schmidt N ve Sermat V tarafından geliştirilen Farklılaştırılmış Yalnızlık Ölçeği kullanılarak farklı yaş grupları arasındaki ilişkilerin tüketimi incelenmiştir. Ölçek 480 kişiden oluşan, 18 ve 35 yaş grubu ile 36 ve 60 yaş üzerinde uygulanmıştır. Araştırma, ölçeğin 480 kişi üzerinde uygulanmasından dolayı bazı kısıtlılıklara sahiptir.*

Anahtar Kelimeler: *Tüketim, İzolasyon, Yalnızlık, Yoksunluk.*