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Teenagers' Use of Hashtags on Twitter and its Relationship to their Thinking Styles

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Abstract

The study focused on identifying the relationship between teenagers' use of hashtags on Twitter and their thinking styles, measuring the extent of the association between teenagers' use of hashtags on Twitter and their levels of homophily, and monitoring the relationship between levels of homogeneity on Twitter hashtags and their thinking styles, and the study belongs to the descriptive studies, which depends on the media survey method.

The study sample was determined in a random sample of (400) teenagers; (200) males and (200) females in Ain Shams University (representing government universities) and 6 October University (representing private universities). In the age group from (17) to less than (18) years, which corresponds to the first university stage, the study relied on the questionnaire, which included a measure of thinking styles and a measure of Homophilly.

The most important findings of the study were represented by:

1. The study found a statistically significant correlation between teenagers' use of the hashtag on Twitter and their thinking patterns on the dimensions of the thinking patterns scale, which are (synthetic thinking style - idealistic thinking style - practical thinking style - analytical thinking styles - and creative thinking styles).
2. The results of the study also showed that there were non-statistically significant differences between the average scores of the teenagers of the study sample who use the hashtag on Twitter on the scale of their thinking styles depending on gender.
3. The study confirmed statistically significant differences between the average scores of the teenagers on the scale of thinking styles according to their differences in levels of Homophilly on Twitter.

Keywords: Hashtags - Twitter - Thinking Styles - Homophilly - Teenager.