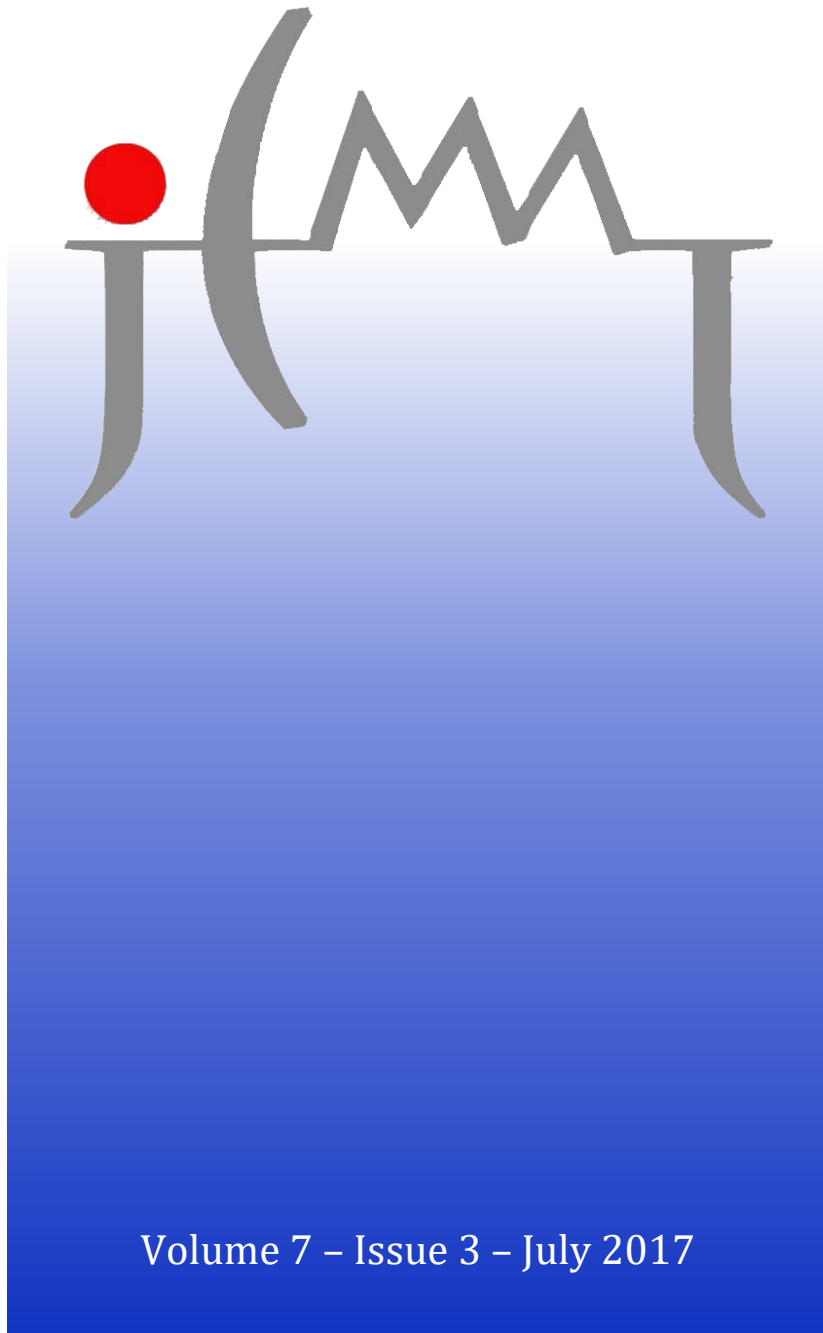


Online Journal of Communication & Media Technologies

ISSN: 1986-3497 (Online)



Volume 7 – Issue 3 – July 2017



Online Journal of Communication and Media Technologies

The Online Journal of Communication and Media Technologies (OJCMT) is an international open access journal, rigorously peer-reviewed journal in the field of Communication and its related fields. OJCMT is interested in research not only on Theory and Practice of Communication and Media Studies but also new trends and developments, Communication in Education, Visual Communication and Design, Integrated Marketing Communication and Advertising. OJCMT is published four times a year in January, April, July and October. Each article is reviewed by two blind reviewers from an internationally recognized pool of reviewers.

OJCMT aims at being one of the prominent journals in the fields mentioned above. We welcome articles of theory, research and review nature and will be very happy to receive your manuscripts in this ambitious journal.

ISSN: 1986-3497 (Online)

Abstracting / Indexing

Online Journal of Communication and Media Technologies is listed by the following indexes/databases/directories/libraries.

- Academic Journals Database
- Academic Resources - Ourglocal
- Akademia Sosyal Bilimler Indexi (ASOS)
- Akademik Dizin: Akademik Türk Dergileri Indexi
- Arastirmax - Bilimsel Yayın Indexi
- Colorado Alliance of Research Libraries - Open Access Digital Library
- Database for statistikk om høgre utdanning (DBH)
- Diigo - Richie Topgaard's Public Library
- Directory of Open Access Journals (DOAJ)
- Directory of Research Journal Indexing (DRJI)
- EBSCO - Engineering Collection: India
- EBSCO - Communication and Mass Media Complete
- EBSCO - Communication and Mass Media Full Text Plus
- EBSCO - Communication Source
- EBSCO - Polytechnic Studies Collection: India
- EBSCOhost - Toc Premier
- Friend Feed
- Georgetown University Library
- Google Scholar
- Hellenic Academic Libraries Link
- Index Copernicus International
- International Association for Media and Communication Research – IAMCR
- Listphile
- Modern Language Association (MLA)
- National Research Council Canada
- Open J-Gate (Informatics)



- PDF Library
- ProQuest
- Research Bibliography
- Scientific Indexing Services
- Sjournals
- TakingITGlobal Organization
- The E-Journal Gateway
- The journal quality evaluation report (JQER)
- Turkish Education Index
- Ulrich's Periodicals Directory

Contact

Editorial Contact

Agah Gumus, Ph.D.

Editor-in-Chief

ojcmt@ojcmt.net - agah.gumus@emu.edu.tr

The official email of the Online Journal of Communication and Media Technologies has been changed

From: editor@ojcmt.net

To: ojcmt@ojcmt.net



Editorial Board

Editor in Chief

Agah Gumus, Eastern Mediterranean University

Editor

Fahme Dabaj, Eastern Mediterranean University

Editorial Advisory Board

Aldo Van Weezel - Universidad de los Andes, Colombia

Alex Nesterenko - Grand Valley State University, USA

Ali Simsek - Anadolu University, Turkey

Anabel Quan-Haase - University of Western Ontario, Canada

Andrew Flanagin - University of California, Sanata Barbara, USA

Ann E. Williams - Georgia State University, USA

Autumn Edwards - Western Michigan University, USA

Aysel Aziz - Yenyuzuyl University, Turkey

Aytekin Isman - Sakarya University, Turkey

Bren Ortega Murphy - Loyola University Chicago, USA

Claire Badaracco - Marquette University, USA

Cynthia Carter - Cardiff University, United Kingdom

Dan Shaver - Jönköping International Business School, Sweden

Elirea Bornman - University of South Africa, South Africa

Emre Zeytinoglu - Mimar Sinan University, Turkey

Eric Zhi-Feng Liu - National Chiao Tung University, Taiwan

Eugène Loos - University of Amsterdam, Netherland

Gregory C. Lisby - Georgia State University, USA

Hamit Caner - Eastern Mediterranean University, North Cyprus

Hannah Rockwell - Loyola University Chicago, USA

Inger Stole - University of Illinois, USA

Jacquelyn Burkell - University of Western Ontario, Canada

Jairo Lugo Ocando - University of Sheffield, United Kingdom

Joan-Francesc Fondevila-Gascón - Universitat Abat Oliba CEU (UAO), Spain



John C. Sherblom - University of Maine, USA
Kari Andén-Papadopoulos - University of Stockholm, Sweden
Kostas Saltzis - University of Leicester, United Kingdom
Krishnamurthy Sriramesh - Massey University, New Zealand
Laurence Hautekeete - University of Ghent, Belgium
Lee Humphreys - Cornell University, USA
Levi Obijiofor - University of Queensland, Australia
Linda Harasim - Simon Fraser University, Canada
Majid Abbasi - Vije, School of Visual Communication, Iran
Martin R Baeyens - University of Gent, Belgium
Ming Cheung - The University of Adelaide, Australia
Miriam J. Metzger - University of California, Santa Barbara, USA
Nathan E. Stormer - University of Maine, USA
Ngu Teck Hua - Universiti Teknologi Mara, Malaysia
Pamela Morris - Loyola University Chicago, USA
Paul Mihailidis - Hofstra University, USA
Rachel Barker - University of South Africa, South Africa
Renata Matkevičienė - Vilnius University, Lithuania
Richard Haynes - University of Stirling, United Kingdom
Robert N. Bostrom - University of Kentucky, USA
Rukhsana Ahmed - University of Ottawa, Canada
Santosh Kumar Mishra - S. N. D. T. Women's University, India
Serra Gorpe - Istanbul University, Turkey
Seth Noar - University of Kentucky, USA
Sherry Baker - Brigham Young University, USA
Stella C. Chia - City University of Hong Kong, Hong Kong
Tahseen Mansour - Yarmouk University, Jordan
Tomasz Gackowski - Warsaw University, Poland
Tutku Akter - Eastern Mediterranean University, TRNC
Umit Inatci - Eastern Mediterranean University, TRNC
Valerie V. Peterson - Grand Valley State University, USA



Vincenzo Luccchese Salati - Universita di Venezia, Italy

Won Yong Jang - Univ. of Wisconsin at Eau Claire, USA

Zane L. Berge - University of Maryland, Baltimore County, USA



CONTENTS

Advertising Avoidance: A Consumer Socialization Perspective	1-26
<i>Federico de Gregorio, Jong-Hyuok Jung, Yongjung Sung</i>	
https://doi.org/10.29333/ojcmt/2597	
Determination of Smartphone Users' Perceptions of Branded Mobile Applications in Turkey	27-45
<i>Niyazi Gumus</i>	
https://doi.org/10.29333/ojcmt/2598	
Digital Collage, Poster Design and Stephan Bundi: The Semiotic Analysis of Theatre Posters	46-64
<i>Gürkan Gokasan</i>	
https://doi.org/10.29333/ojcmt/2599	
Educational Qualification: A Major Factor That Determines Understanding of Media Content among Rural Masses	65-87
<i>S Maxwell Lyngdoh, Samuel Wilson Meshack</i>	
https://doi.org/10.29333/ojcmt/2600	
Putting Myself Out There: Factors Predicting One's Willingness to Share Information Online	88-110
<i>Cory L. Armstrong, Jessica Mahone</i>	
https://doi.org/10.29333/ojcmt/2601	
Social Networking Experiences on Facebook: A Study on the Students' of Comilla University	111-132
<i>Belal Hossain</i>	
https://doi.org/10.29333/ojcmt/2602	
Surf's up: Deep-Diving Through Hurricane Katrina's Unsearchable Digital Past	133-145
<i>Cynthia Joyce</i>	
https://doi.org/10.29333/ojcmt/2603	
Tattoo Hebrew: An Analysis of Miami Ink's Presentation of Jewish Tattoo Themes	146-158
<i>Joseph Robert Nicola</i>	
https://doi.org/10.29333/ojcmt/2604	



Usage and Gratification of Social Media in Higher Education: A Survey on the Perceptions of International Students in Turkey 159-181

Rajab Idd Muyingo

<https://doi.org/10.29333/ojcmt/2605>

What is the Role of Social Media in Establishing a Chain of Equivalence between Activists Participating in Protest Movements? 182-215

Wei Ling Nien

<https://doi.org/10.29333/ojcmt/2606>