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## Validation Of the Need for Online Social Feedback Scale

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### Abstract

Social media has become an integral component of contemporary daily life, with individuals increasingly relying on these platforms to accomplish various routine activities. Moreover, the evaluation of user-generated content by others on social media holds considerable significance for users. The present study aimed to adapt and validate the Need for Online Social Feedback Scale within a Turkish context. Two distinct samples participated voluntarily in the study (Sample 1: n = 120 [48 males, 72 females]; Sample 2: n = 204 [100 males, 104 females]). Data were collected using the Need for Online Social Feedback Scale, Bergen Social Media Addiction Scale, Narcissism in Social Media Scale, and a demographic information form. Exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and correlation analyses were conducted to examine the psychometric properties of the scale. Principal component analysis identified a unidimensional structure comprising five items, accounting for 53.93% of the total variance. The CFA results demonstrated acceptable model fit indices. Significant positive correlations were observed between the need for online social feedback, social media addiction, and narcissism on social media. These findings suggest that the need for online social feedback is positively associated with both social media addiction and narcissistic traits. Additionally, reliability analyses yielded satisfactory internal consistency coefficients. Overall, the Need for Online Social Feedback Scale appears to be a valid and reliable instrument for assessing the demand for online social feedback among Turkish social media users.

**Keywords:** Feedback; reliability; social feedback; social media; validity.