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The effect of stay home intention in the imperative stay at home periods on physical activity at home: Mediating role of social media addiction

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Abstract

This study aimed to determine the effect of people's stay home intentions on physical activity at home using the social media addiction mediator. In addition, developing the scale of stay home intention, which is not found in the literature, is another goal of study. Quantitate research techniques were used in the research, and questionnaire was used as the data collected method. The questionnaire was shared on social media platforms and e-mails sent to registered mail pools. Data was collected from 575 participants in Turkey. According to the results, social media addiction has a mediating role in the effect of the stay home intention on physical activity at home. This study is thought to be important and fill a gap in the literature in terms of revealing the relationship between physical activity and social media usage variables of individuals who must stay at home in situations of COVID-19 and similar crises. Staying at home causes people to have some problems with social and physical activities. The fact that staying at home is mandatory and unplanned brings the need and difficulty associated with physical activity.

Keywords: COVID-19, stay home intention, physical activity at home, social media addiction

Zorunlu evde kalma dönemlerinde evde kalma niyetinin evde fiziksel aktiviteye etkisi: Sosyal medya bağimliliğinin araci rolü

Özet

Bu çalışma, sosyal medya bağımlılığı aracısı kullanılarak insanların evde kalma niyetlerinin evde fiziksel aktivite üzerindeki etkisini belirlemeyi amaçlamıştır. Ayrıca literatürde bulunmayan evde kalma niyeti ölçeğinin geliştirilmesi çalışmanın bir diğer amacıdır. Araştırmada nicel araştırma teknikleri kullanılmış olup, veri toplama yöntemi olarak anket kullanılmıştır. Anket sosyal medya platformlarında paylaşılmış ve kayıtlı e-posta havuzlarına e-postalar gönderilmiştir. Veriler Türkiye'den 575 katılımcıdan toplanmıştır. Elde edilen sonuçlara göre evde kalma niyetinin evde fiziksel aktiviteye etkisinde sosyal medya bağımlılığı aracılık rolüne sahiptir. Bu çalışmanın COVID-19 ve benzeri kriz durumlarında evde kalması gereken bireylerin fiziksel aktivite ile sosyal medya kullanım değişkenleri arasındaki ilişkiyi ortaya koyması açısından önemli ve literatürdeki bir boşluğu dolduracağı düşünülmektedir. Evde kalmak insanların sosyal ve fiziksel aktivitelerde bazı sorunlar yaşamalarına neden olmaktadır. Sonuç olarak; evde kalmanın zorunlu ve plansız olması, fiziksel aktivite ile ilgili ihtiyacı ve zorluğu da beraberinde getirebilmektedir.

Anahtar kelimeler: *COVID-19, evde kalma niyeti, evde fiziksel aktivite, sosyal medya bağımlılığı*

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Genişletilmiş Türkçe Özet makalenin sonunda yer almaktadır.

INTRODUCTION

First revealed in December 2019, the new type of coronavirus is a respiratory disease (Backer et al., 2020; Wu et al., 2020), virus-borne disease occurring in Wuhan city, Hubei/China (Ashton, 2020; Zhou et al., 2020; Chen et al., 2020; Bassetti et al., 2020; Zhao et al., 2020). It was named COVID-19 by the WHO (World Health Organization) on February 11, 2020 (Jiang et al., 2020). Due to international human mobility, the virus has spread to many parts of the world in a short time after China.

As of January 2020, cases began to be reported in a total of 24 countries on 5 continents (Wang et al., 2020). As of March 2020, increasing numbers of cases were encountered in 72 countries of the world (Chinazzi et al., 2020). As a matter of fact, on January 01, 2021, the total number of cases in the world reached 105 million and the total number of deaths reached 2.250 million. While there were 26 million active cases on this date, about 4% of these patients are in serious or critically condition. The proportion of patients who die compared to those who recover is about 3% (Worldometer, 2021).

COVID-19 is declared a pandemic by the World Health Organization due to its rate of spread and its global consequences affecting the whole world (Mccartney, 2020). This development has affected countries' perceptions of the seriousness of the issue and some importance has started to be taken at the level of state and individual. Because of COVID-19, which has been declared a worldwide pandemic, people have been stranded in their homes and have begun to live in an isolated public space they have created for themselves due to curfew restrictions and social distancing rules (Güven, et al., 2021). Technology and the internet are among the most important elements that allow human beings to create a public space without leaving home.

Since the social life (sport halls, travel, entertainment activities, shopping malls etc.) spent outside the COVID-19 outbreak was prevented during the quarantine period, most of the actions for this social life started to be carried out using the internet. The time spent at home has also increased people's dependence on online and offline social channels. Social media is one of these addictions (Jeong et al., 2020). It reveals that the technological developments that form the basis of this addiction target especially the leisure time of young people and adults (Hodge et al., 2012). Thanks to these platforms, users interact with each other, get to know different cultures, find the opportunity to socialize with games and produce their own content (Taşçı & Ekiz, 2018).

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During the COVID-19, people have been forced to stay at home for a long time by the states. A sedentary life in such an environment has been inevitable. For this reason, it has become very important for individuals to spend time with physical activities at home within the possibilities without adversely affecting their family communication. Because it has been revealed that people who regularly perform physical activities increase their quality of life, have positive changes in their physical appearance, meet little health problems, and feel better psychologically and physically (Ferkel, 2011). It has also been stated that regular physical activities for children will enable children to live a life free of health problems in present and future lives (Bar-Or & Baranowski, 1994). It is thought that the current situation will continue to affect people in the post-pandemic period.

Besides these general rules, physical activity has become a compulsory need for people compulsory living in home, going beyond a leisure activity. Because the basic physical movements of people who stay at home in their daily lives are also restricted or prevented in this process. When evaluated with nutritional problems, it is thought that joint problems, weight gain, physical and psychological problems related to them are inevitable. In the light of this information, it is aimed to test the effect of people's intention to stay at home, who emerged during the pandemic and will continue in the post-pandemic period and similar crisis situations, on physical activity at home. Another goal of the study was to determine the mediating role of the social media dependency variable in the relationship between these two variables. In addition, it is aimed to develop a scale for the stay home intention in situations that make it compulsory to stay at home. This study is thought to be important and fill a gap in the literature in terms of revealing the relationship between physical activity and social media usage variables of individuals who must stay at home in situations of COVID-19 and similar crises.

Theoretical background and hypotheses

Stay home intention

Attitudes towards staying at home have been designed as an effective strategy around the world to prevent the spread of the COVID-19 pandemic, and individuals have had to follow the official advice they receive to isolate themselves (Callow et al., 2020). It is stated that staying at home negatively affects people's physical activities and has a negative impact on physical-mental health, sleep patterns and quality of life (Hammami et al., 2020; Tsoy et al., 2022; Özavci & Gözaydın, 2022). In this study, the stay home intention was examined as not going out of the house unless necessary during and after the outbreak, staying at home and considering the stay-at-home warnings. This is the first time a pandemic has occurred in an environment

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where developments in transportation and information and communication technologies are so effective. Accordingly, for the first time in such a wide area, there is an obligation to stay at home. Similar studies on COVID-19 show that this study will have theoretical contributions (Soomro & Shah, 2021). The H_1 and H_2 hypotheses developed for the indoor attitudes of people living in the home from COVID-19 are given below.

H_1: Stay home intention post-COVID-19 has a statistically significant effect on social media addiction.

H_2: Stay home intention post-COVID-19 has a statistically significant effect on physical activity at home.

Social media addiction

With the Millennium, Web 2.0-based social media platforms began to enter human life and this situation has increased day by day. As of January 2016, approximately one third of the world's population has been using social networks. This rate increased further after 2016 (Hawi & Samaha, 2017; Şengel, 2021). In terms of youth, this ratio is over 90% (Lenhart et al., 2015; Keles et al., 2020). The increase at the number of social media users causes social media addiction to be raised and debated (Pantic, 2014; Griffiths et al., 2014; van den Eijnden et al., 2016). This spread of social media use among people is explained by the concept of "addiction", a psychiatric concept (McCrae, 2018).

The effect of social media addiction on individuals can be both positive and negative. Therefore, Keles et al. (2020), refer to social media as a 'double-edged sword'. Thanks to social media, people express themselves better and establish social relations (Rosen, 2011; Deters & Mehl, 2013; Lenhart et al., 2015). Alongside this is the Depression of social media addiction (Banjanin et al., 2015; Hoare et al., 2016), mental disorder (Rosen et al., 2013), level of anxiety (Seabrook et al., 2016; Dhir et al., 2018), also has impressive negative effects on mental and physical activity (Asare, 2015). Social media addiction during COVID-19 is thought to affect physical activity at home. This effect can be expressed in two ways. The first is an expected positive effect, such as easy and alternative monitoring of physical activities at home through social media. The second is the negative expectation that physical activities are disrupted due to too much time spent on social networks due to social media addiction.

During the COVID-19 process, people have developed an attitude towards staying at home. This experience shows that similar scenarios may occur in situations where it is necessary to stay at home in the future. Şengel et al. (2023), revealed that the level of anxiety

has a decisive role in the development of the attitude towards staying at home. This situtation is also supported by studies showing that people's intention to stay at home has increased during the COVID-19 process. (Sumaedi et al., 2020), Some studies on the subject have also revealed that there may be different relationships between the to stay home intentionand the use of social media during these mandatory stay-at-home periods (Basirat et al., 2022; Tsoy et al., 2022). The H_3 hypothesis in which this information is tested is given below.

H_3: Social media addiction has a statistically significant effect on physical activity at home in the post-COVID-19 period.

Physical activity at home

Physical activity is an important factor in which individuals apply for a healthy life (Mannerkorpi & Hernelid, 2005). This is also a public health issue. Physical inactivity can be said to have a decisive role in deaths in developed countries (Kinmonth et al., 2008). Because physical activity provides many biological and physiological benefits to people (Baranowski et al., 1992; Sallis et al., 1993). Physical activity is therefore needed in almost every period of human life (Verschuur & Kemper, 1985; Armstrong et al., 1990). Hence, motivating individuals to regular and sustainable physical ativity is a must for health professionals and public authority (Rhodes & Nigg, 2011). Baranowski et al. (1998), state that this is possible with the theory of behavior. Because physical activity involving exercise consists of some behavioral patterns.

When physical activity is evaluated under the scope of Social-Cognitive Theory (Bandura, 1986), it is evaluated as a social behavior in which personal and environmental factors are effective. Many factors such as gender, obesity, beliefs and attitudes, courage, weather, and infrastructure can determine the realization of this behavior (Sallis et al., 1993). In this respect, physical activity is treated as a leisure activity. For this reason, it can be done in open weather as well as in closed environments. It can be said that there are light, moderate, and heavy activities in terms of duration and application (Mannerkorpi & Hernelid, 2005). In case of need, physical activity at home gives positive results as well as physical activities in open air or health centers (Blanchard et al., 2011). Physical activity at home is usually practiced by older people (Ashworth et al., 2005), children (Sallis et al., 1995; Spurrier et al., 2008), individuals with chronic or severe physical illnesses (Pinto et al., 2011). Therefore, people who need physical activity at home limited number. However, the COVID-19 pandemic has shown that this need may be global. The obligation to stay in a mass home has made physical activity at home a necessity. During the CODVID-19 period, studies on the physical activity needs of

those staying at home and activities, routines, and rituals to meet these needs were carried out (Iannaccone et al., 2020; Eshelby et al., 2022). In this respect, the theoretical background on the subject reveals that staying at home is a need for physical activity, and this situation reveals the theoretical contributions of the study. In the literature, the moderating role of social media regarding on the stay home intentio has been studied, but its mediator role has not been studied (Basirat et al., 2022). The fact that the study tests the mediation effect also makes important contributions to the development of the relevant literature. In the light of this information, the H_4 hypothesis developed within the scope of research is given below.

H_4: Social media addiction mediate the impact of Stay home intention on physical activity at home in the post-COVID-19 period.

METHOD

Research design, questionnaire, and model

In this study, relational screening method, one of the General Screening Models, was preferred because the relationships between the variables were determined with the help of various statistical techniques (Tabachnick & Fidell, 2013). The data were obtained from a questionnaire consisting of four sections. The questionnaire consists of four parts including to stay home intention, social media addiction, physical activity at home and demographic information. There are 6 questions measuring the descriptive statistics of the participants in the demographic questions section. Literature was used to obtain the two scales used in the questionnaire. The scale (9 expressions) developed by Özgenel et al. (2019), was used for social media addiction. For physical activity at home, five expressions were used within the scope of the indoor dimension of the physical activity adequacy scale used by Campbell et al. (2016). All these 14 statements were adapted according to post-COVID-19 and included in the questionnaire.

Since COVID-19 is a new negative experience for the world, there are problems with finding measurement tools on some issues related to the event or adapting the different measurement tools used before. Intention to stay at home is one of these issues. For the first time, almost all the world pays attention to social distance and stays in their homes to solve a problem. Therefore, the scale of "stay home intention " about COVID-19 was developed. The statements were created by using the expressions used by official institutions of different countries because people stay at home. Elimination was made from 10 questions created because of expert opinions and the intention to stay at home was tried to be measured with four questions included in the questionnaire. As a result of the analyzes, statistical consistencies

were considered, one statement was disabled and the scale of stay home intention, consisting of three statements, took its final form.

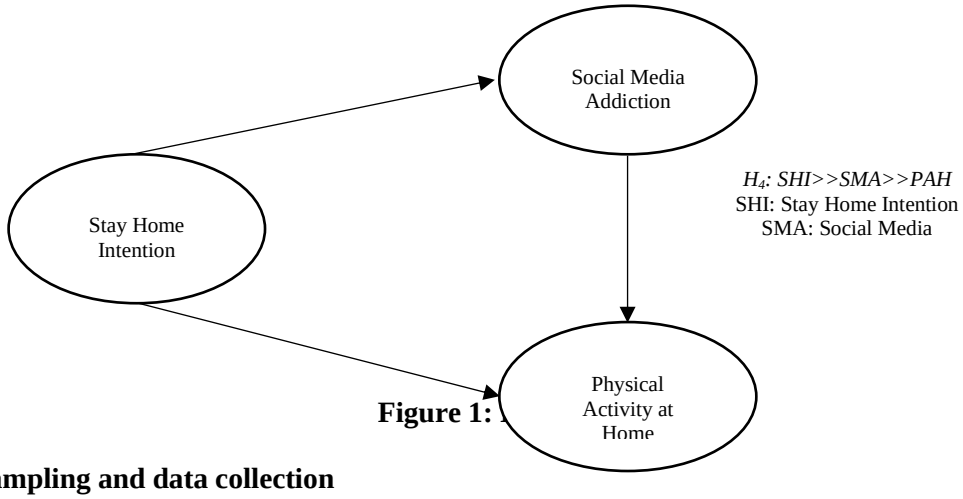

Figure 1:

Sampling and data collection

The population of the research consists of people over 20 years old living in Turkey during the data collection process. For the sample, Smart-PLS has been moved to reach 10 times the minimum sample number of total expressions (18x10=180) (Doğan, 2019). In quantitative studies, it is aimed to reach the desired 384 number for an infinite number of samples (Coşkun et al., 2019). The data were collected using the probability sampling-convenience sampling method. The data was collected on electronic platforms. For the collection of data, ethics committee approval was obtained at the E-84026528-050.01.04-2200250374 meeting of the Scientific Research Ethics Committee of Çanakkale Onsekiz Mart University. The data collection process was completed in 50 days between September 15 and December 05, 2022. The survey was shared on social media platforms and emailed to registered mail pools. A total of 575 questionnaires were obtained during the data collection process and all these questionnaires were used. Surveys were collected electronically on a voluntary basis. In addition, all questions must be answered. Thus, lost value is prevented. Details regarding sampling and data collection are given in Table 1.

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Table 1. Details about field research

Research population	People who live in turkey after COVID-19
The geographical scope	National
Data collection method	Online questionnaire
Sampling frame	All participants who volunteered to fill out the questionnaire in social media and e-mail environments where the questionnaire was shared
Population size	According to the 2021 census, people aged 20 and over (59.474.601)
Sampling technique	Probabilistic sampling-convenience sampling method
Data collection period	September 15-December 5, 2022
Collected valid questionnaire	575

Data analysis

The SPSS program was used to analyze the descriptive statistics of the participants whose data were collected in the study and the explanatory factor analysis of the scale of intention to stay at home. The Smart-PLS program was used to analyze the measurement and structural models of the triple structure tested in the study. The SPSS program was preferred because it systematically tests the frequency values of the information on demographic variables and allows for exploratory factor analysis, which is one of the pretests in the scale development process. Smart-PLS, on the other hand, has been preferred because it provides convenience in the analysis of formative prediction models, such as sample size, normality, and flexibility (Loureiro & Gonzalez, 2008; Henseler et al., 2009; Hair et al., 2012; Di-Clemente et al., 2019).

FINDINGS

Descriptive statistics

Descriptive statistics on data collected from participants are given in Table 2. When Table 2 is examined, female participants (55.8%) are more than male participants (44.2%). It is seen that there is a serious accumulation in the middle and small age groups (91.6% in total) under 46 years old. Similarly, 86% of the participants are university graduates. The fact that the surveys were collected online may have mediated this situation. Because as people get younger and their education level rises, their ability to use technology increases more (Lenhart et al., 2015).

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Table 2. Demographic information of the participants

Variables	number	%	Variables	number	%
Gender?	--	--	***Would you did physical activity before the pandemic?***	--	--
Female	321	55.8	Yes	353	61.4
Male	254	44.2	No	222	38.6
Age groups?	--	--	***Income?***	--	--
30 and below	310	53.9	6.000 Turkish Lira and below	266	46.3
31-45	217	37.7	8.001-10.000 Turkish Lira	207	36.0
46 and above	48	8.4	10.001 Turkish Lira and above	102	17.7
Did you needed physical activity because you have been at home for a long time during the pandemic?	--	--	***Educational background?***		
Yes	529	92.0	University	495	86.1
No	46	8.0	Other	80	13.9

The rate of participants that can be considered as high income in income situations is only 17.7%. The two most striking descriptive questions for the participants are related to physical activity. Approximately 61% of the participants stated that they performed physical activity before the epidemic. 92% of the participants stated that they needed physical activity since they were at home for a long time.

Measurement model

In the study, a scale was created that measures the intention to stay at home for epidemics and similar crises. In the process of creating the scale, an expression group consisting of 10 expressions was created. The experiences of the author team were used in the creation of the expressions. Afterwards, the expression group was narrowed by taking the opinion of 5 experts who have knowledge on subjects such as physical activity, recreation, and leisure time. As a result, a total of four statements measuring the stay home intention were included in the questionnaire. In the analysis process, firstly, the data related to the stay home intention scale were analyzed separate and then used in the model. For the scale consisting of four expressions, explanatory factor analysis was first performed using statistical programs. Three expressions on the scale describe intentions during the crisis, while one expression relates to Intentions in the short term after the end of the crisis (epidemic). Table 3 provides information about explanatory factor analysis. As a result of the analysis, the expression *"Even if the pandemic is over, I hesitate to go out for a while"* that measures intentions in the post-crisis period was disabled due to its conflict with statistical pedestals. As a result of the pre-tests for the other three statements (Kaiser-Meyer-Olkin Sample Size 0.732, Bartlett's Test of Sphericity: $p < 0.05$; df.3; Chi-Square: 1058,896), "Stay Home Intention" was a one-dimensional It emerged as a structure. The total variance (82.526) and reliability (0.893) for the scale are at a level that can be considered high according to social sciences (Salkind & Frey, 2019).

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Table 3. Stay home intention explanatory factor analysis

Factor dimensions	**Expl. variance: 82.526**	**Mean: 3.6237**	**Cronbach's alpha: 0.893**	**Factor load**
Stay home intention				
I prefer to stay at home because of the contagiousness of the epidemic.				0.931
Due to the outbreak, I consider the authorities' stay home warnings.				0.913
I don't go out unless I have to because due to epidemic.				0.881

Varimax rotation principal components analysis: *Total variance explained: %82.526; Kaiser-Meyer-Olkin sampling size: %73.2; Bartlett's sphericity test: p<0,05; df. 3; Chi-square:1058,896; Rating range for all sizes [1] Strongly Disagree - [5] Strongly Agree*

Confirmatory factor analysis was carried out for all scales used in the study in accordance with the measurement model. Table 4 contains the evaluations related to measurement model analysis. All 17 statements for three different scales were included in the confirmatory factor analysis, and the structure in the measurement model was formed in three dimensions. All factor loadings are over 0.60. Although Smart-PLS accepts a factor load of over 0.70 as a reference value, there are studies agreeing that a factor load of 0.60 is sufficient (Tabachnick & Fidell, 2013). T values take values ranging from 4.144 to 53.573. Therefore, it can be said that the t values for each expression are larger than the reference value of 1.96 (Doğan, 2019). All the VIF (Variance art factor) values of the expressions are under 5. VIF values below 10 can be said to be acceptable (Şengel et al., 2022). The VIF values for 12 out of 17 statements are below the 3 predicted by Smart-PLS. The compliance of the VIF value with the reference values (below 10) indicates that there is no problem of multicollinearity between the variables. Table 4 also includes the arithmetic mean and standard deviation statistics for each of the statements in the research.

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Table 4. Confirmatory factor analysis and measurement model

Dimension (structure)	Mean	Std. Dev.	VIF	t-value	Factor load.
Stay home intention					
I chose to stay at home because the pandemic is contagious.	4.652	0.843	2.266	27.738	0.879
Due to the pandemic, I considered the authorities' stay home warnings.	4.692	0.807	3.405	53.573	0.929
I didn't go out unless I must because due to pandemic.	4.690	0.790	2.974	48.628	0.918
Social media addiction					
I get frustrated, anxious, or upset when I don't use social media	2.266	1.268	1.686	9.503	0.683
I have activities in my mind that I do or will do consistently on social media.	1.975	1.159	1.672	14.957	0.687
Since I use social media a lot, I do not have any time for other activities or hobbies such as cinema, theater, music, sports.	1.930	1.214	1.869	16.725	0.702
As I browse social media, I extend the time by saying "a little more".	2.680	1.351	2.189	14.140	0.690
I continue to use social media even though social media negatively affects my work, school, or family life	2.132	1.299	2.570	26.289	0.804
I have a hard time trying to control, reduce or stop my use of social media.	2.168	1.249	2.546	19.380	0.774
I use social media more to make myself feel happy.	2.179	1.251	2.291	19.076	0.762
I hide the amount of time I spend on social media from my family or people around me.	1.834	1.185	1.973	22.681	0.796
Because of the time I spend on social media, I have serious conflicts in my relationships with people (family, friends and social circle).	1.693	1.064	1.957	29.939	0.801
Physical activity at home					
During the pandemic, I did physical activity at home for ***15 minutes with mild intensity*** on two or more days of the week.	3.394	1.419	2.456	4.144	0.646
During the pandemic, I did physical activity at home for ***30 minutes with mild intensity*** on two or more days of the week	2.937	1.497	4.243	6.878	0.828
During the pandemic, I did physical activity at home for ***60 minutes with mild intensity*** on two or more days of the week.	2.333	1.469	4.211	14.822	0.936
During the pandemic, I did physical activity at home for ***30 minutes with moderate intensity*** on two or more days of the week	2.739	1.470	3.929	10.039	0.888
During the pandemic, I did physical activity at home for ***60 minutes with moderate intensity*** on two or more days of the week	2.335	1.437	4.298	14.845	0.936

According to the confirmatory factor analysis results, the AVE Coefficient of each construct (dimension) is above 0.50. These values are acceptable for the social sciences (Hair et al., 2010). In addition, the square root of each of the AVE values is greater than the correlation values of the dimensions. All these show that convergent validity is achieved (Fornell & Larcker, 1981). According to the Fornell and Larcker Criterion assessment, all values in rows and columns are expected to be less than diagonal (bold) values. Heterotrait-Monotrait Ratio values should be between 0 and 1. In fact, it is expected that Heterotrait-Monotrait Ratio values will be less than 0.90. It can be said that the study achieved discriminant validity (Hair et al., 2017).

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Table 5. Reliability, validity, and correlation

Variables	Fornell-Larcker Criterion			Heterotrait-Monotrait Ratio		
	1	2	3	1	2	3
Physical activity at home (1)	**0.854**					
Stay home intention (2)	-0.076	**0,909**		0.067		
Social media addiction (3)	0.114	-0.209	**0.736**	0.090	0.175	
Cronbach's alpha	*0.919*	*0.894*	*0.902*			
Reliability coefficient (Rho_A)	*0.914*	*0.897*	*0.937*			
Composite reliability	*0.930*	*0.934*	*0.914*			
AVE	*0.729*	*0.826*	*0.542*			

Three different reliability tests were carried out for each of the three constructs in the measurement model. All three reliability tests accept values over 0.70 as reference (Carmines & Zeller, 1979; Nunnally & Bernstein, 1994). In this study, reliability values for all the three reliability tests (Cronbach's Alpha, Coefficient of Reliability (Rho_A) Compound Reliability) ranged from 0.834 to 0.937. Based on these values, it can be said that the measurement tools in the study meet the need for reliability.

Structural model

Model fit indices for the structural model and support for hypothesis testing are given in Table 6. In this study, the SRMR value was 0.064 and the NFI fit index was 0.828. While there are studies that refer to the SRMR value as 0.05, values below 0.08 are also accepted. It is known that the SRMR value for Smart-PLS is less than 0.10 (Domínguez-Quintero et al., 2020). For NFI, the desired value is 0.90. However, it is stated that values above 0.80 have an acceptable fit (Karagöz, 2017). According to the values in this study, it can be said that model fit indexes are at an acceptable level.

Table 6. Path coefficients and impact dimensions

Hypothesis	Path coefficients	t-stat.	p-value	Supported	SRMR	NFI
Direct Effects						
H_1: SHI -> PAH	-0.055	1.193	0.233	No	0.064	0.828
H_2: SHI -> SMA	-0.209	4.823	0.000**	Yes		
H_3: SMA -> PAH	0.102	2.332	0.020*	Yes		
Mediator Effects						
H_4: SHI -> SMA -> PAH***	-0.021	2.086	0.037*	Yes		

**** The significance of the mediation effect was tested with the partial mediation.*
*** significant at p<0,01 level*
** significant at p<0.05 level*
t>1.96
SHI*: Stay Home Intention, SMA: Social Media Addiction,* PAH*: Physical Activity at Home*

In the research, there are path coefficient of the variables whose relationships are tested and hypothesis information showing the relationships. The stay home intention due to post-COVID-19 have not affected physical activity at home (β: -0.055, t: 1.193, p: 0.233). In this context, the H_1 hypothesis in the research is not supported. The stay home intention caused by

post-COVID-19 affects social media dependence (β: -0.209, t: 4.823, p: 0.000). Similarly, social media addiction affects physical activity at home (β: 0.102, t: 2.332, p: 0.020). In the light of this information, the H_2 and H_3 hypotheses can be said to be supported. Table 5 also contains information on the mediator effect of social media addiction between stay home intention and physical activity at home. Hayes (2018), theory was used to test the mediating effect. According to Table 5, the stay home intention caused post-COVID-19 affects physical activity at home through social media addiction (β: -0.021, t: 2.086, p: 0.037). For this reason, the mediating role of social media addiction was determined in the research model. Hence, the H_4 hypothesis is supported.

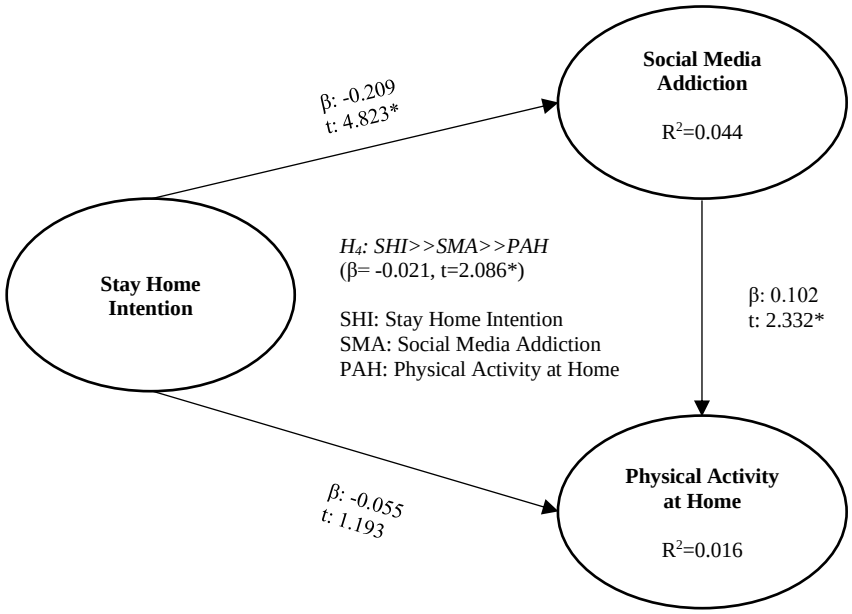

Figure 2. PLS results of the structural model

In Figure 2, information about the PLS result of the designed model of the study is given. The information in the model shows the variances on the level of explanation of the dependent variables by the independent variables. In the study, the R2 value determined for physical activity at home is 0.016. Social media addiction has an R2 value of 0.044. It can be said that the explanatory power of the research is low compared to the R2 values (Chin, 1998). Although significant and strong relationships were detected between the variables in the model, the level of explanation of the dependent variables by the independent variables was low. Therefore, it can be said that there are factors that explain the dependent variables more strongly in the model, but that were not tested in the model.

DISCUSSION

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In this study, the effect of stay home intention due to post-COVID-19 on physical activity at home is attempted to be determined. The research is being tested in the mediating role of social media addiction within research planning. The stay home intention in crisis situations causes a significant change in people's daily lives and negatively affects their social activities. However, it is important for individuals to stay at home in order not to be exposed to the negative effects of the crisis. In addition, the activities that people will do during their stay at home determine their intention to stay home. Therefore, having the stay home intention causes people to do some activities more while leaving them behind to do some activities. In this sense, using social media can help spend time at home. As a matter of fact, the concept of "social isolation" used after the pandemic is also mentioned with a mission that helps the social media addicts to reduce their loneliness and improve their mental health (O'Keeffe & Clarke-Pearson, 2011). This is an indication that social media addiction helps reduce the negative impact of compulsory social isolation. In fact, it can be stated that individuals with social media addiction will experience less problems in staying at home (Turel et al., 2018). It is thought that there is an interaction between stay home intention after COVID-19, social media addiction and physical activity at home.

Within the scope of this research, the effect of stay home intention on physical activity at home could not be determined. People spend time on social media platforms that arise thanks to technological developments and even be hooked on social media. This situation causes people who stay at home to spend time on social media. From time to time, social media addictions of people can be decisive in their physical activities. In a study by Asare (2015), it was revealed that spending a lot of time on social media not only affects mental health but also prevents physical activities. In this context, the stay home intention in this study affects social media addiction. Likewise, social media addiction affects physical activity at home. This also supports the work done by Marcus et al. (1996). The internet and social networking-based physical activity sites allow for physical activity in a variety of different environments at every time of the day. Social media is also used as a motivation for physical activity in the context of behavioral changes (Foster et al., 2010).

Health problems are at the top of the mandatory situations where physical activity is a need at home. In their study in Canada, Blanchard et al. (2011), found that all three of their planned behavior, protection motivation, and social-cognitive theories explain the physical activity that should be performed at home based on health problems. Physical activity has been

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evaluated within the scope of these theories in different studies. Lowe et al., (2012), states that the theory of planned behavior explains physical activity at home.

The common characteristics of behavior and physical activity, such as attitude, perceived behavioral control and subjective norm, reinforce the alignment between the planned behavior model and physical activity. The social media addiction variable included in the research is generally examined in the context of social comparison theory that reveals social behavior patterns. Because, in social media, individuals' opinions and abilities of others are a product of social carding behavior (Festinger, 1954; Keles et al., 2020). One of the basic measures of physical activity at home is the intention to do these activities (Haas et al., 2009). If the intention turns into behavior, physical activities arise.

Implications

Staying at home causes people to have some problems with social and physical activities. The fact that staying at home is mandatory and unplanned brings with it the need and difficulty associated with physical activity. It is known that studies related to physical activity at home in cases where stay home intention rate is high are widely covered in the literature. In their study, Sallis et al. (1993), state that preschool children need physical activity at home. Therefore, the fact that people are forced to stay at home and need physical activities causes physical activities to take place at home. Mannerkorpi and Hernelid (2005), state that physical activity at home can produce as much positive results as other physical activities. Rehabilitation programs can be organized for children in online settings by the relevant institutions on many issues in social, physical and psychological terms, especially physical activity. Because children get away from their schools and social environments.

Most empirical studies on physical activity or physical activity at home seem to focus on demographic variables (Rhodes & Nigg, 2011; Butt et al., 2011; Viciana et al., 2019). Variables such as gender (Greendale et al., 2003) and age (Hume et al., 2005) have been frequently investigated. COVID-19 reveals the importance of this studies. Because the size of the pandemic's impact on humans can vary depending on variables such as gender and age. In this context, curfew is applied for the population over 65 years of age in perk many countries. Public authorities or non-governmental organizations need to develop solutions that will allow physical activity for older people who are forced to stay at home. In addition, the social and physical needs of elderly people in need of care and deserted should be met.

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It can be said that some factors play an instrumental role in making people stay at home physical activity. Doing a specific activity or program has an important role in the success of these physical activities at home (Juneau et al., 1987). In this study, the mediating role of social media addiction has been tested. In this aspect, public authorities' publications on the importance of physical activity at home with the help of the internet or social networks may have the power to motivate people for doing physical activity at home. According to the results of the study, social media addiction has a mediating role in the effect the stay home intention on physical activity at home. In this mediation relationship, as social media addiction increases, physical activity at home decreases. It can be said that people who stay at home have been hindered their physical activities because they spend a lot of time on social media.

Limitations and future studies

The major important limitation of this research is that data cannot be collected face to face. Because in the data collected face-to-face, besides measuring the attitudes of the participants reflecting their opinions, their behavioral attitudes are also observed. Also, the effects of COVID-19, a global pandemic, on humans have been on a global level. In this sense, the fact that the research was conducted only in Turkey is another important limitation of the study. However, Turkey's specific socio-cultural characteristics make the study in this sample valuable.

When the limitations and results of the research are evaluated together, some suggestions can be made that are expected to guide future studies. First, COVID-19 can be said to affect people in many ways and on a global level due to its structure. Some of these variables, such as stay home intention, physical activity at home and social media addiction, can be repeated internationally or in the form of comparative studies. It is thought that staying at home causes serious changes in nutritional habits such as physical activity. In this sense, the subject can be studied in empirical studies in which parameters such as food, meal, balanced nutrition, and weight gain problems are considered. In addition, studies on the effects of social restrictions on human psychology, which are required by the pandemic, can be carried out for post-COVID-19 period.

GENİŞLETİLMİŞ ÖZET

GİRİŞ

Fiziksel aktivite, evde zorunlu olarak yaşayan insanlar için boş zaman etkinliğinin ötesine geçerek zorunlu bir ihtiyaç haline gelmiştir. Çünkü günlük hayatlarında evde kalan insanların temel fiziksel hareketleri de bu süreçte kısıtlanmakta veya engellenmektedir. Beslenme sorunları ile

değerlendirildiğinde eklem sorunları, kilo alımı, bunlara bağlı fiziksel ve psikolojik sorunların kaçınılmaz olduğu düşünülmektedir. Bu bilgiler ışığında pandemi sürecinde ortaya çıkan ve pandemi sonrası dönemde ve benzeri kriz durumlarında da devam edecek olan kişilerin evde kalma niyetinin evde fiziksel aktiviteye etkisinin test edilmesi amaçlanmaktadır. Araştırmanın bir diğer amacı da bu iki değişken arasındaki ilişkide sosyal medya bağımlılık değişkeninin aracılık rolünü belirlemektir. Ayrıca kriz durumlarında evde kalma niyetine ilişkin bir ölçek geliştirilmesi amaçlanmaktadır. Bu çalışmanın COVID-19 ve benzeri kriz durumlarında evde kalması gereken bireylerin fiziksel aktivite ile sosyal medya kullanım değişkenleri arasındaki ilişkiyi ortaya koyması açısından önemli ve literatürdeki bir boşluğu dolduracağı düşünülmektedir.

YÖNTEM

Veriler dört bölümden oluşan anket formun yardımıyla elde edilmiştir. Anket, evde kalma niyeti, sosyal medya bağımlılığı, evde fiziksel aktivite ve demografik bilgileri ölçen dört bölümden oluşmaktadır. Demografik sorular bölümünde, katılımcıların tanımlayıcı istatistiklerini ölçen 6 soru yer almaktadır. İki değişkeni ölçen ölçeklerin tespiti için literatür taramasından yararlanılmıştır. Sosyal medya bağımlılığı için Özgenel ve arkadaşları (2019), tarafından geliştirilen ölçek (9 ifade) kullanılmıştır. Evde fiziksel aktivite için Campbell ve arkadaşları (2016), tarafından kullanılan fiziksel aktivite yeterlilik ölçeğinin ev içi boyutu kapsamında değerlendirmeler yapan beş ifade kullanılmıştır. Bu 14 ifadenin tamamı COVID-19 sonrasına göre uyarlanmış ve ankete dahil edilmiştir. Evde kalma niyeti için ise ölçek geliştirme çalışması gerçekleştirilmiştir.

Araştırma evreni, veri toplama sürecinde Türkiye'de yaşayan 20 yaş üstü kişilerden oluşmaktadır. Araştırma örneklemi için Smart-PLS minimum örneklem sayısı olan toplam ifade sayısının (18x10=180) 10 katına ulaşacak şekilde hareket edilmiştir (Doğan, 2019). Nicel araştırmalarda da sonsuz sayıda örneklem için istenilen 384 sayısına ulaşmak amaçlanmaktadır. Veriler, olasılıklı örnekleme-kolayda örnekleme yöntemiyle toplanmıştır. Veriler elektronik platformlarda toplanmıştır. Anket sosyal medya platformlarında paylaşılmış ve kayıtlı e-posta listelerine e-posta olarak gönderilmiştir. Veri toplama sürecinde toplam 575 anket elde edilmiş ve bu anketlerin tamamı kullanılmıştır. Anketler gönüllülük esasına göre elektronik ortamda toplanmıştır. Ayrıca tüm sorulara cevap verilmesi zorunlu tutulmuş, böylece kayıp değer önlenmiştir.

BULGULAR

Modeldeki bilgiler, bağımlı değişkenlerin bağımsız değişkenler tarafından açıklanma düzeyine ilişkin varyansları gösterir. Çalışmada evde fiziksel aktivite için belirlenen R^2 değeri 0,016'dır. Sosyal medya bağımlılığının R^2 değeri 0,044'tür. Araştırmada R^2 değerlerine göre açıklayıcılığın düşük olduğu söylenebilir (Chin, 1998). Modelde yer alan değişkenler arasında anlamlı ve güçlü ilişkiler saptanmasına rağmen bağımlı değişkenlerin bağımsız değişkenler tarafından açıklanma düzeyleri düşüktür.

Dolayısıyla modelde bağımlı değişkenleri daha güçlü açıklayan ancak modelde test edilmemiş faktörlerin olduğu söylenebilir.

SONUÇ VE TARTIŞMA

Evde fiziksel aktivite veya fiziksel aktivite üzerine ampirik çalışmaların çoğu, demografik değişkenlere odaklanıyor gibi görünmektedir (Rhodes & Nigg, 2011; Butt ve ark., 2011; Viciana, ve ark., 2019). Cinsiyet (Greendale ve ark., 2003) ve yaş (Hume ve ark., 2005) gibi değişkenler sıklıkla araştırılmıştır. COVID-19 bu çalışmaların önemini ortaya koymaktadır. Çünkü pandeminin insanlar üzerindeki etkisinin boyutu cinsiyet, yaş gibi değişkenlere bağlı olarak değişebiliyor. Bu kapsamda yaş ile can kaybı arasında doğrusal bir ilişki olduğundan pek çok ülkede pandemi sürecinde 65 yaş üstü nüfusa sokağa çıkma yasağı uygulanmıştır (Şengel ve ark., 2020). Kamu otoritelerinin veya sivil toplum kuruluşlarının evde kalmaya zorlanan yaşlılar için fiziksel aktiviteye olanak sağlayacak çözümler geliştirmesi gerekiyor. Ayrıca bakıma muhtaç ve kimsesiz yaşlıların sosyal ve fiziksel ihtiyaçları karşılanmalıdır.

Evde fiziksel aktivitenin ihtiyaç olduğu zorunlu durumların başında sağlık sorunları gelmektedir. Blanchard ve arkadaşları (2011), planlı davranış, koruma motivasyonu ve sosyal-bilişsel teorilerin üçünün de evde yapılması gereken fiziksel aktiviteyi sağlık sorunlarına dayalı olarak açıkladığını bulmuşlardır. Fiziksel aktivite farklı çalışmalarda bu teoriler kapsamında değerlendirilmiştir. Lowe ve arkadaşları (2012), planlı davranış teorisinin evdeki fiziksel aktiviteyi açıkladığını belirtmektedir.

Tutum, algılanan davranışsal kontrol ve öznel norm gibi davranış ve fiziksel aktivitenin ortak özellikleri, planlanan davranış modeli ile fiziksel aktivite arasındaki uyumu güçlendirir. Araştırmada yer alan sosyal medya bağımlılığı değişkeni, genel olarak sosyal davranış kalıplarını ortaya koyan sosyal karşılaştırma kuramı bağlamında incelenmektedir. Çünkü sosyal medyada bireylerin görüşleri ve başkalarının yetenekleri, sosyal kartlaşma davranışının bir ürünüdür (Festinger, 1954; Keleş ve ark., 2020). Evde fiziksel aktivitenin temel ölçülerinden biri, bu aktiviteleri yapma niyetidir (Haas ve ark., 2009). Niyet davranışa dönüşürse fiziksel faaliyetler ortaya çıkar.

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Tasarım *Design*	Yöntem ve araştırma desenini tasarlamak *To design the method and research design.*	Ümit ŞENGEL
Literatür Tarama *Literature Review*	Çalışma için gerekli literatürü taramak *Review the literature required for the study*	Ebru Özlem KORKUTATA
Veri Toplama ve İşleme *Data Collecting and Processing*	Verileri toplamak, düzenlemek ve raporlaştırmak *Collecting, organizing and reporting data*	Abdulmenaf KORKUTATA
Tartışma ve Yorum *Discussion and Commentary*	Elde edilen bulguların değerlendirilmesi *Evaluation of the obtained finding*	Ümit ŞENGEL

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