

## **METHODOLOGY**

This research was conducted using quantitative and qualitative research methods to investigate digital detox awareness among university students, their perspectives on digital detox applications, application preferences, and market research for these applications.

### **Participants**

Target sample of the survey was university students from various universities in Turkey. A total of 172 respondents contributed to the survey. Most of the participants correspond to 55.8% part of the respondents were female and 44.2% part of the respondents were male participants.

### **Data Collection Tool and Procedure**

A comprehensive survey was prepared according to the literature review. The survey was prepared on Google Forms in April 2025 and sent to the participants. It was sent by communication channels such as WhatsApp and Telegram of various universities'. The process of gathering data lasted approximately one month and after the one month, the survey was close for responses. In the survey, the respondents were asked to answer the questions according to their demographic structure, digital detox perception, mobile phone usages and purposes, digital detox application preferences. In addition, there were 26 questions in the survey. The survey was composed of different types of questions such as Likert Scale and Multiple Choice Questions.

## **Data Analysis**

After collecting the data from Google Form, the data was imported as an Excel sheet. Then, the sheet imported to Statistical Package for Social Science (SPSS). At first, the data was went through a data cleaning process. In the first analysis before importing the data to SPSS, It was seen that there were empty answers in the random cells. In addition, this research is conducted for university students. Even if the survey was sent to the universities' communication channels, there were also non-student participants. After cleaning these undesirable data and getting more meaningful and more desired data, the respondent number decreased from 173 to 147. Descriptive statistics for demographic and Likert Scale questions and cross-tab analysis for to analyze the relation between the variables were used.