

2023  
October

Academic  
Studies in  
**SOCIAL,  
HUMAN AND  
ADMINISTRATIVE  
SCIENCES**

**EDITOR**

Prof. Dr. Fevzi AKMAK

**gece**  
kitaplığı

**İmtiyaz Sahibi • Yaşar Hız**  
**Genel Yayın Yönetmeni • Eda Altunel**  
**Yayına Hazırlayan • Gece Kitaplığı**  
**Editör • Prof. Dr. Fevzi ÇAKMAK**

**Birinci Basım • Ekim 2023 / ANKARA**

**ISBN •978-625-425-222-8**

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**Sertifika No: 42488**

# **Academic Studies in Social, Human and Administrative Sciences**

**October 2023**

**Editörler**

**Prof. Dr. Fevzi ÇAKMAK**



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# CHAPTER 1

## INVESTIGATION OF EXAMPLES OF OCCUPATIONAL ACCIDENTS IN TERMS OF OCCUPATIONAL HEALTH AND SAFETY<sup>1</sup>

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1 Produced from Master Thesis, Investigation of Work Accidents According to Social Security Legislation: The Case of Çorum. (Writer: Yusuf Erhan AKDENİZ, Advisor: Asst. Prof. Dr. Şenol YAVUZ)

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## 1. INTRODUCTION

Accidents at work; These are events that affect the insured, employer, beneficiary, third parties, and the state and cause many negative consequences. The expenses financed by the state as a result of the accidents that have taken place have reached a level that cannot be ignored due to the development of the scope of social security today. In our country, these expenses are financed by the Social Security Institution. The fact that the costs are pretty high and the applicable legislation gives the Social Security Institution the right to recourse these costs

The Occupational Health and Safety Law No. 6331 aims to ensure that proactive measures are taken without experiencing occupational accidents and diseases. It imposes obligations on employers to take these measures. According to Law No. 6331, employer/employer representatives are obliged to provide occupational health and safety services to their employees (Yavuz, 2021).

The first way to prevent work accidents and occupational diseases is to make occupational health and safety pieces of training compulsory. As a result of this training, it is necessary to ensure the formation of an OHS culture in individuals. When occupational health and safety is not perceived as a legal obligation but adopted as a way of life, it can be thought that this culture begins to emerge (Yavuz, Bülter & Köse, 2018). In our country, to create an OHS culture, OHS course has been made compulsory in the associate and undergraduate departments (Yavuz & Özbek, 2022). It is thought that the OHS course will be compulsory, the employees will start working more safely, and the number of occupational accidents and diseases will decrease through conferences and seminars. As a result, there will be positive reflections on the state.

### 1.1. Employee and Worker

Law No. 6331 defines the concept of the employee as “*A real person employed in public or private workplaces regardless of their status in their special laws*” (İSGK, 2012).

In Labor Law No. 4857, the Worker is defined as “*A natural person working based on an employment contract is called a worker.*” defined as (İK, 2003). In the Worker in the Labor Law definition, particular emphasis is placed on the natural person and employment contract. In the justification of the article, which was regulated during the preparation of the law, while defining the Worker, “*As in Article 2 of the Law No. 2821, working based on the employment contract was deemed sufficient, and the terms ‘any job’ and ‘working for a wage,’ which are the elements of the employment contract*”, were not included separately. In the definition of



the Worker, the “real person” feature as an entity presenting the workforce to the employer is emphasized (TBMM d22-y01-p73, 2003).

Employees working in the profession of press and maritime are excluded from the labor law, and separate definitions are included in the laws of these branches. Law No. 5953, “*On the Regulation of Relationships Between Employees and Employees in the Profession of the Press,*” defines the concept of a journalist as “*people who work in all kinds of intellectual and artistic works in newspapers, publications, news, and photography agencies published in Turkey, and who are not covered by the definition of “worker” in the Labor Law.* Undoubtedly, the basis of the employment relationship between the journalist and his employer is an employment contract (Sümer, 2020).

In the Maritime Labor Law No. 852, “*The captain, officer, crew and other persons working on the ship based on a service contract are called “seamen.”* The phrase is included. (DİK, 1967).

The concept of employee is broad, covering everyone in the public and private sectors. For this reason, seafarers, employees, journalists, civil servants, and other public employees are considered employees under Law No. 6331. In addition, workers who do not fall under the scope of the Labor Law, the Press Labor Law, and the Maritime Labor Law but who work with an employment contract and therefore the provisions of the Turkish Code of Obligations are also included in the scope of the Law No. 6331 (Altın & Taşdemir, 2018).

Individuals who are not covered by the aforementioned laws, but are under a service contract and have an agreed upon written or verbal contract, are also recognized as workers. The regulations outlined in the Turkish Code of Obligations are applicable to these individuals.

It is evident that an employee encompasses all individuals who work, without going into too much depth. However, the term worker is more specific and takes into account factors such as service agreements, employment contracts, and compensation.

## 1.2. Employer

In Article 2 of the Labor Law, the definition of employer is included along with the definition of worker. According to the law, “*Real or legal persons that employ workers or institutions and organizations that do not have legal personality are called employers*” (İK,2003). In the 12th article of the Social Insurance and General Health Insurance Law No. 5510, “*Real or legal persons and institutions and organizations that do not have a legal personality that employs individuals deemed to be insured according to*

*subparagraphs (a) and (c) of the first paragraph of Article 4 are employers.” defined as (SSGSSK, 2006).*

According to both laws, it is required to have at least one employee in order to be considered an employer. Having an employee is the defining factor in being classified as an employer.

According to Law No. 6331, institutions and organizations without legal personality also have employers' qualifications. In this way, public institutions, ordinary partnerships, and equipment subsidiaries that do not have legal personality have become employers (Demircioglu & Kaplan, 2013). In ordinary partnerships, on the other hand, since a single legal entity cannot be mentioned, all partners must be accepted as employers.

Definitions such as subcontractor and employer representative have entered our lives, as well as being an employer based on the relationships established in working life. With the growth of the sectors and the advancement of technology, employers started to be insufficient in areas requiring technology and expertise, so they started to sign contracts with subcontractors.

Regarding the subcontractor relationship, in the sixth paragraph of Article 2 of the Labor Law;

“The principal employer-subcontractor relationship is established between an employer and a subcontractor who is employed for auxiliary works related to the production of goods or services in the workplace. This also includes jobs that require expertise in the main work due to the necessity of the business and technological reasons. Workers assigned for this job are only employed for this specific workplace. In this relationship, the principal employer shares joint responsibility with the subcontractor for any obligations to the subcontractor's workers arising from the Law, employment contract, or collective bargaining agreement to which the subcontractor is a party.”

definition has been given (İK, 2003). As it can be understood from the text of the law, in cases where there is a subcontractor relationship, the responsibility of the principal employer does not end and continues with the subcontractor.

If the employer is the representative, in the same article;

*“Persons who act on the employer's behalf and manage the business, workplace, and enterprise are called employer's representatives. In this capacity, the employer is directly responsible for the actions and obligations of the employer's representative against the workers. All kinds of responsibilities and obligations foreseen for the employer in this Law are*

*also applied to the employer's representatives. The title of employer's representative does not abolish the rights and obligations of workers."*

has been defined as (İK, 2003). The relationship between an employer and their representative is established through a power of attorney agreement outlined in Article 502 of the Turkish Code of Obligations No. 6098. The attorney contract does not eliminate the employer, but instead grants authorization for representation of all or a portion of the work. This means that the employer's title and responsibilities remain intact.

### 1.3. Workplace

Understanding the parameters and extent of the workplace is helpful when investigating occupational accidents, as it allows for easier determination of whether the incident occurred on the job or not. Workplace, Article 2 of the Labor Law;

*"The workplace is where workers come together with the necessary materials and resources to produce goods or services for their employer. Places related to the workplace, such as areas for rest, breastfeeding, eating, sleeping, washing, examinations, and physical and vocational training, as well as courtyards, are all part of the same management as the workplace and contribute to the quality of the goods or services produced. Together, these places, attachments, and tools make up the work organization created around the workplace."*

has been defined as (İK, 2003).

The definition of a workplace is crucial in the evaluations conducted by the Social Security Institution. Therefore, it is also incorporated in the Social Insurance and General Health Insurance Law No. 5510. In the law;

*"The workplace is where employees carry out their work using both material and non-material resources. Additional facilities like break areas, nursing rooms, dining spaces, sleeping quarters, hygiene facilities, medical services, physical or professional training areas, outdoor spaces, offices, and company vehicles that are related to the work produced or services offered are included under the same management and considered part of the workplace. All these areas are counted as part of the workplace."*

has been defined as (SSGSSK, 2006).

Both laws have similar definitions of the workplace. It is defined as the location where goods and services are produced. Places that are under the same administrative organization and are loyal to it are also considered part of the workplace. This concept is not limited and the legislation clearly outlines which businesses are considered workplaces and where their boundaries lie. Therefore, there is no confusion regarding this matter (Tükez, 2017).

#### 1.4. Insured and Social Insurances

The aim of Law No. 5510 on Social Insurance and General Health Insurance is to provide coverage for social and health-related needs. in the Law;

*“The aim of this law is to ensure that individuals have access to social insurance and general health insurance. It outlines who is eligible for these insurances, what rights they are entitled to, the criteria for accessing these rights, and how these insurances are funded and administered. Additionally, the law sets forth regulations for the functioning of social insurance and general health insurance.”*

has been defined as (SSGSSK,2006).

Understanding the definitions and scopes detailed in 5510 is vital for handling transactions and examinations at SSA. This involves identifying who is insured and the social insurance branches linked to them. Additionally, information on the rights of insured individuals and their beneficiaries will be furnished.

#### 1.5. Social Insurance

Social insurance is the most advanced and standard insurance among the social security techniques applied worldwide. A fund is created with the participation of the state, the employee, and the employer to meet the social risks that the employees may be exposed to and in case of realization of these risks. Social insurance was created in Germany for the first time in the world during the time of Prime Minister Bismarck, and after this date, it started to spread worldwide. This insurance is excluded from private insurance as it is compulsory to participate, organized by the state, and covers many possibilities. (Başterzi & Baycık, 2022).

The management of funds in our country is carried out by the Social Security Institution. In order to cover these funds, necessary premiums are deducted from both the employee and the employer, and they are divided into different funds based on the types of risks involved.

In Law No. 5510, social insurance is hierarchically classified as *“long and short-term insurance branches,”* long-term insurance branches as *“old age, invalidity and survivors insurance branches,”* and short-term insurance branches as *“work accident and occupational disease, sickness, and maternity insurance branches.”* has defined. General health insurance (GHI), on the other hand, is defined as *“insurance that primarily protects the health of individuals and finances the expenditures incurred in case they encounter health risks”*(SSGSSK, 2006).

## 1.6. What is Work Accident?

According to the World Health Organization (WHO) defines an occupational accident as *“an unplanned event that often leads to personal injury and production downtime,”* the International Labor Organization (ILO) defines it as *“An unexpected and unplanned event that causes specific harm or injury”* defined as. In addition, a definition can be made as *“accidents resulting from unsafe physical-mechanical conditions and unsafe personal behaviors are occupational accidents”* (Gerek, 2006).

According to EUROSTAT, a work accident is an unexpected occurrence that leads to physical or mental harm while performing work duties (Kılıkış, 2016).

Occupational Health and Safety Law No. 6331 defines a work accident as *“an event that occurs in the workplace or due to the conduct of the work, causing death or rendering bodily integrity mentally or physically disabled”* and has been defined as (İSGK, 2012).

Accordingly, for an accident to be counted as a work accident;

- The accident must have occurred in a workplace or due to the conduct of the business.
- The accident must have damaged the physical integrity of the employee, rendered him mentally or physically disabled, or resulted in the employee's death.

According to the doctrine, a work accident occurs when an insured person sustains physical or mental harm while performing work or tasks required by their employer and under their authority, due to a sudden external factor (Şakar, 2017).

## 1.7. Work Accident in terms of Social Security Law

### 1.7.1. Definition of work accident

In our country, a very comprehensive definition of work accident has been made with the concept of work accident in the 13th article of the Social Insurance and General Health Insurance Law (SSGSK) No. 5510; All harmful situations occurring in the workplace, regardless of the causal link related to the work carried out, are considered work accidents. In addition, according to the insurance coverage categories, the work seen is related but the accidents that occur outside the business, the accidents that occur while out of business due to assignment, the accidents that occur during breastfeeding times, and the accidents that occur during commuting to work are also added to the definition of work accident within specific restrictive terms and conditions (Yılmaz, 2017).

This article outlines the criteria for determining which incidents are classified as work accidents and therefore reported to the relevant institution for investigation. The key factor is establishing a causal link between the work being carried out and the accident that occurred. This helps to clarify which situations will be deemed work accidents.

- While the worker is at the workplace,
- The employee is out of the workplace due to the work carried out by the employer,
  - Due to the fact that the worker is sent to another place outside the workplace as an official, his main job is during the worker's departure to the place where the work is done with a vehicle provided by the employer,
  - During the time that the worker woman leaves the workplace in accordance with the labor legislation to breastfeed her child,
  - If the employee works on his own behalf and account, while he is at the workplace,
  - If the employee works on his own behalf and account, during the work he is doing or outside the workplace for work-related reasons,

If the insured experiences physical or mental disability due to an event that occurs at work or later as a result of work, it is classified as an Occupational Accident.

### **1.7.2. Occupational Accident Inspection**

Social Security Inspectors and Social Security Supervisors working at SSA, It has the authority to inspect, control and audit pursuant to Article 59 of the Law No. 5510, They also have the inspection, control and inspection authority specified in the Labor Law No. 4857. Work accident investigations conducted by the Social Security Institution are also carried out by these two occupational groups.

Social Security Inspectors and Supervisors at SSA are authorized to conduct inspections, audits and exercise control as per Article 59 of Law No. 5510 and also have the power to inspect and control under Labor Law No. 4857. They are also responsible for investigating work-related accidents on behalf of the Social Security Institution.

## **2. METHOD**

This study examined occupational accident reports prepared by Social Security Inspectors and Supervisors, and quantitative and qualitative data on occupational accidents were collected by document/record review method (NSF, 2002). In addition, the difficulty of accessing the data to be

obtained from these reports and the fact that the study is one of the rare studies in this field shows the importance of the research. In addition, this study it is aimed to explain the audit process in the Social Security Institution in a detailed and straightforward language and to guide future studies (Akdeniz, 2022)

In this study, only the occupational accidents of the insured persons within the scope of subparagraph 4 / (a) of the Law No. 5510 were examined, and the occupational accidents of the self-employed and foreign nationals were not taken into account.

### **3. CONCRETE FACTS FROM OCCUPATIONAL ACCIDENTS REPORTS**

In this study, only the occupational accidents of the insured persons within the scope of subparagraph 4 / (a) of Law No. 5510 were examined, and the occupational accidents of the self-employed and foreign nationals were not considered.

#### **3.1. Concrete Event -1**

During the investigation of the work accident, an audit was conducted at the workplace. This involved examining workplace records and written statements related to the accident, consulting with the employer and witnesses of the accident and payroll, and searching through the institution's records. The investigation revealed several issues.

The employee with an accident is 45 years old, has been working in the tile manufacturing sector for about 25 years, and for 16-17 years, he has been the operator of the roller machine used in this sector (approximately 3 meters high and 5 meters wide machine that flattens the irregular mud poured from the top between the two big cylinders used in the production of raw tiles).The employee has received all the trainings for the machine he/she uses, has operator and third level machine maintenance certificates and is very experienced.

The employee who had an accident had been insured for approximately ten years at the workplace where it occurred. The employer conducts regular health check-ups and provides the employee with occupational health and safety training.

Regular periodic inspections are conducted on the roller machine where the accident occurred, and all protective covers are properly positioned. Warning signs are also present on and around the machine, and an easily accessible emergency stop button is available.

The machine has a mechanism that distributes sludge between the rollers. However, this mechanism causes mud to accumulate and dry up, which can disrupt the structure of the crushed mud that comes out of the roller when it falls between them during production. To clean this mechanism, it is necessary to stop the machine when there is no production going on. The employer strictly prohibits cleaning while the machine is running, and this rule is included in the user manual of the roller mill.

On the day of the accident, the machine owner, who was also the operator, was accompanied by his assistants. Their aim was to clean the sludge that had accumulated in the machine's mechanism. To do this, the owner climbed over the machine's guards, which did not have a ladder for safety purposes, and attempted to intervene in the mechanism with a crowbar. Despite the assistant staff's warning that the job was dangerous, the owner proceeded with the intervention and accidentally upset the mechanism's balance, causing him to fall between the cylinders with his arms in front. The assistants quickly noticed the situation and pressed the emergency stop button, but unfortunately, the owner lost both of his arms at shoulder level. As a result, his earning power decreased significantly, and he became dependent on someone else's care.

According to a written statement from the employer, they witnessed the accident occur multiple times while the individual involved was performing a task that ultimately led to the accident. Despite warning the individual several times, they continued with the task and caused the accident. The employer did not witness the accident as it happened and is uncertain about its exact cause. They also expressed concern about soil falling between the cylinders and were hoping to avoid taking responsibility for the action.

According to the written statement provided regarding the accident, the employer has claimed that they were not at fault for the incident. They stated that they had performed the same action that caused the accident multiple times in the past, and it was usually done when the machine was turned off. However, on this occasion, they did it while the machine was still working to avoid getting too tired. They have acknowledged that they were responsible for the incident and have confirmed the issues mentioned in their written statement.

The witness of the accident stated in writing that he had warned the person involved in the accident beforehand. Despite his warning, the person did not listen due to their professional experience. The witness then intervened by climbing on the machine, which is not allowed while the machine is running. He pressed the emergency stop button as soon as he realized that the boiler had fallen on the cylinders. If he had pressed it one



second later, the person involved would have died. The witness declared that the enclosures of the rolling machine were correct and confirmed the employer and the accident's statements. The witness also stated that the person involved was at fault for the incident.

After conducting an evaluation, it was discovered that the employee had performed the same dangerous action multiple times before the accident, and the employer had not taken any preventative measures. As a result, the employer was deemed 25% at fault. However, the employee, despite having experience in the sector, acted recklessly and intentionally made a dangerous move, leading to a 75% fault in the accident.

### **3.2. Concrete Event -2**

During the investigation of the work accident, we reviewed written statements from witnesses and examined the institution's records. The investigation focused on various factors and a conclusion was drawn based on the findings.

A retired employee is now running a scrap business by going door to door. According to the Income Tax Law No. 193, the business is exempt from tax. The employee found an abandoned one-floor building in the area and wanted to buy the scrap iron. After reaching an agreement with the owner and paying a certain amount of money, he went to the site to start demolishing the walls and retrieving the iron pieces. Unfortunately, while demolishing a 3-meter-high wall, it collapsed onto him, causing fractures in his spine, hip, and leg. The owner of the building called an ambulance, and the employee was taken to the hospital for treatment. As there is no tax record for the business, the accident does not affect tax liability.

During the assessment, it was discovered that the individual involved in the incident was working as a door-to-door scrap collector. They purchased scrap metal from the building owner, but no formal service contract existed between them. Furthermore, the individual is not considered insured even if they work on their own behalf because they are exempt from taxes under the 7th item of the 9th article of the Income Tax Law No. 193. However, if the individual wants to be insured, they can make a request to the institution and deduct their old-age pension as per Article 30 of Law No. Even if the individual is exempt from taxes or not, they cannot be considered insured as they have no tax record, claim to the institution, or service contract with an employer. Therefore, the incident cannot be classified as a work accident according to the definition provided in the 13th article of Law No. 5510 since the individual does not meet the criteria for being considered insured.

### 3.3. Concrete Event -3

During the work accident investigation, we reviewed written statements from the employer and witnesses, as well as statements taken by law enforcement officers after the incident. We also examined minutes and records from the institution. Based on our findings, we evaluated various issues and concluded.

A female worker was injured while working a shift at a dairy product factory. She had recently started working there on the recommendation of a friend who had experience in various industries. Sadly, the accident occurred just four days after she began her new job. It's concerning to note that the employer had not registered the employee for accident insurance prior to the incident.

On the day of the incident, the foreman went to the locker room to change clothes after the foreman received a job completion order for the night shift. Other employees and employers who could not get up from the accident site called 112 emergency health services and were taken to the hospital. Despite all the interventions in the accident, emergency medical teams, and the hospital, he lost his life due to a cerebral hemorrhage from hitting his head on the concrete floor and fractures in the spinal cord and waist. It is understood from all the statements received that on-the-job training, occupational health and safety training, and personal protective equipment (non-slip shoes) were not given to the casualty.

During the hospitalization of the accident, it was noticed that the employers did not register the insured person, and a retrospective Social Security Institution was given a notification of employment.

During the examination, it was concluded that the accident was considered a work-related incident according to the 13th article of Law No. 5510. It was also discovered that the victim did not have any prior professional experience, and the employers did not provide proper on-the-job training, occupational health and safety training, or non-slip protective shoes. Had these precautions been taken, the accident could have been prevented with a high degree of certainty. As per the first paragraph of Article 21 and the fourth paragraph of Article 76 of Law No. 5510, the employers were found to be 90% at fault for the accident.

After investigation, it was discovered that the employer did not provide insurance for the accident as required by law before it occurred. Additionally, the insurance holder was registered after the accident happened. As a result, any expenses and income that the institution may incur in the future, as outlined in Article 23, Paragraph 2 of Law No. 5510, should be revoked from the employer. Therefore, it has been determined that the first

paragraph of Article 21 and the fourth paragraph of Article 76 of the law do not apply.

### **3.4. Concrete Event -4**

During the investigation of the work accident, a written report on the incident was created. Correspondence was also made with the Ministry of Foreign Affairs and the Embassy of the relevant country. Furthermore, a thorough search was conducted on the institution's records. The investigation carefully considered and assessed various factors and ultimately arrived at a conclusion.

When the worker was employed as a plasterer at construction company X in Çorum, he crossed paths with his brother Y, the company owner who came for a visit. Y also has a business in country A. Following an accident, the worker left Company X and traveled to Country A to work for Company Y, a construction company operating under the regulations of Country A. Like in Company X, the worker's role in Company Y was plastering for construction. Unfortunately, while working on the scaffolding, it collapsed and the worker's left leg got trapped under its 60 kg iron weight. Colleagues quickly brought him to the nearest health board for treatment. The accident resulted in fragmented fractures in the worker's left leg, making it impossible for him to work after undergoing surgeries. Consequently, he had to return to his home country.

The owner of the accident reported that she lost her ability to earn money after the accident in the country. She applied to the Social Security Institution to receive permanent incapacity income. The Social Security Supervisor investigated the incident.

During the investigation, we reached out to the Turkish Ministry of Foreign Affairs Embassy regarding the written statement provided by the victim. It was confirmed that the victim has no affiliation with the Republic of Turkey. As a result, the incident did not fall under the definition of a workplace accident as specified in Article 11 of Law No. 5510. Instead, we concluded that the accident should be investigated in accordance with the social security laws of the country where it occurred.

### **3.5. Concrete Event -5**

During the investigation of the occupational accident, we carefully reviewed workplace camera recordings, examined workplace records, consulted written statements from those involved in the accident, spoke with employer and accident/payroll witnesses, and searched relevant institution records. As a result of our investigation, we identified several issues that require attention.

The employee has been in the business since 2015 and has been working in the packaging unit of X factory, which produces lavash since 2016. However, an accident occurred in 2017.

During a shift change, the employee is swapping with Person A, who has the same job. The employee's task is to take the freshly produced lavash, weigh it on a nearby scale, and pack it. The employee and colleagues all do this task while sitting on bar stools that are roughly one meter high. However, according to reports, these stools are unstable and easily moveable. Due to the factory's noisy environment, employees cannot hear each other. Person A arrived during the shift change and wanted to start work as soon as possible. In doing so, Person A accidentally moved the stool while the employee was standing up, causing the employee to fall and hurt themselves when they sat back down. Unfortunately, the accident caused a 13% decrease in the employee's left hip range of motion and a 25% decrease in the right hip's range of motion due to a sacrum fracture. The employee had to receive conservative treatment, and their earning power in their profession decreased by 19%.

During the examination, it was discovered that the employer needed to provide clear instructions, plans, or systems for relocating employees. Instead, they left it up to the employees to determine how to relocate. As a result, the employer was found to be 65% at fault for not properly supervising and inspecting the working environment. Although the employee involved in the accident was aware of the relocation and knew someone would come to assist, they needed more care and attention, resulting in a 10% fault finding. Person A (identified as the third Person) could have communicated more clearly with the employee during the relocation process and informed the employee of their arrival. This lack of communication led to the accident, as the employee did not notice Person A behind them. Person A was also found to be at fault for not exercising enough care and attention in their work.

## 2. RESULTS

In the reports prepared in work accident investigations, the causes and causative factors of work accidents are investigated and evaluated within the framework of the relevant legislation, and the defect rate is distributed. By revealing the faults of employers, workers, and third parties, the expenses specified in the relevant legislation are recourse to these persons in proportion to their faults, and other sanctions, if any, are applied. In addition to these sanctions, when the deficiencies of employers, workers, and third parties in occupational health and safety are revealed in the examinations, they are told what these deficiencies are. Thus, the deficiencies in occupational health and safety are tried to be eliminated. In addition, these

inspections are heard by employers operating in a similar sector. Similar measures are taken against the possibility of occupational accidents or inspections, and efforts are made to bring workplaces into compliance with OHS legislation.

The Social Security Institution conducts inspections following an occupational accident, but these inspections cannot be considered preventive measures as they occur after the event. Instead, their purpose is to control and punish those responsible. To truly prevent occupational accidents, more proactive control measures should be implemented. While SSI audits do reveal deficiencies in employers, workers, and third parties, they only inform them of these shortcomings without verifying if they are remedied. The employer is held accountable and may face sanctions, but it is their responsibility to eliminate these deficiencies. If state inspections were conducted to ensure the deficiencies were addressed, they would be resolved to a significant degree. Unfortunately, the audits are carried out by different public institutions and audit units, leading to inconsistencies in practices that reduce their effectiveness.

This study examined the impact of work accidents in various sectors, including fatal and non-fatal incidents, the severity of these accidents, and which groups are most affected. In order to conduct a more effective audit, the focus was on identifying which sectors and individuals were responsible for these defects. Through careful analysis of various reports and data, legislative deficiencies in these sectors were identified. By addressing these deficiencies and implementing a reliable inspection system, work accidents can be reduced and their severity minimized.

During inspections, it has been found that deficiencies in machinery, equipment, and protective gear cause the majority of occupational accidents. It is crucial, especially for workplaces in high-risk sectors, to regularly check and eliminate these deficiencies and ensure that workers only operate in safe conditions that meet the necessary standards. Similar to the initial surveys conducted by the Revenue Administration during a workplace's establishment, the Ministry of Labor and Social Security can verify compliance with Occupational Health and Safety regulations and grant approval for the workplace to begin operations.

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# CHAPTER 2

## THE RELATIONSHIP BETWEEN PARENTAL EDUCATION AND WOMEN'S EDUCATIONAL ATTAINMENT IN TURKEY<sup>1</sup>

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## 1. Introduction

Many empirical studies reveal that education substantially impacts economic and social well-being, with formal schooling having an essential role in stimulating economic growth (Krueger & Lindahl, 2001). Therefore, policymakers consider the education of the nation as a fundamental point for development.

Even though efforts were made in Turkey to increase participation in education in recent years, education is still one of the main concerns, and educational inequality remains particularly strong for women.

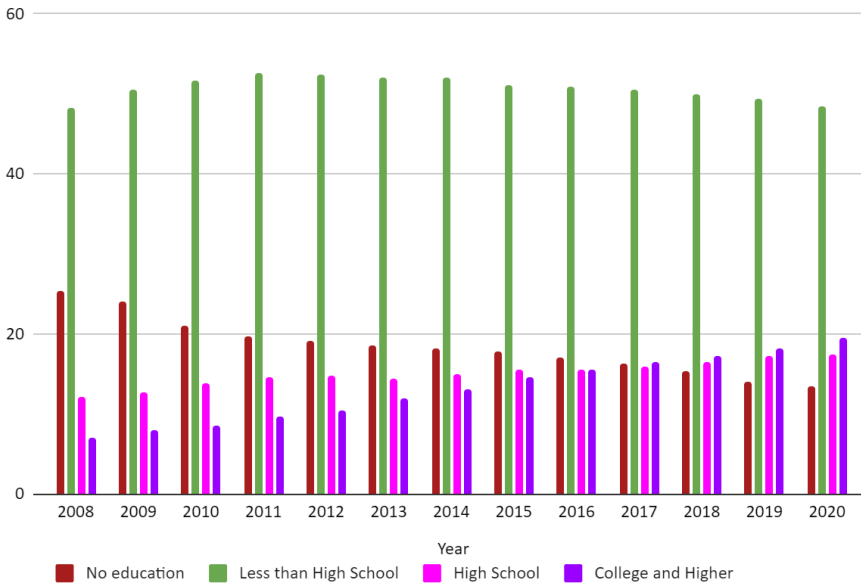


Figure 1. Distribution of Women by the Level of Education Completed Aged 25 and Older 2008-2020 (%) Resource: (TurkStat, 2008-2020)

Figure 1 shows the distribution of women in Turkey by educational attainment level between the years 2008 and 2020. Although the rate of uneducated women has decreased over the years, the highest percentage still belongs to women with less than a high school education, with 48.5%. Following the compulsory high school law in 2012, the proportion of high school graduates increased by only 2.7%, from 14.8% to 17.5%. In 2020, the proportion of women with at least a college degree has increased by 12.3% since 2008 and reached 19.4% (TurkStat, 2008-2020). Unfortunately, today only half of women over 25 have at most eight years of education.

In this paper, we aim to analyze the relationship between parental education and women's educational attainment by ordered logistic regression

analysis. The data is taken from Hacettepe University Institute of Population Studies' Turkish Demographic and Health Survey (TDHS) conducted in 2013 and 2018. We use TDHS data to examine the relationship between women's educational attainment and other variables such as parental education, household income, the type of residence where children grew up, household size, mother tongue, parents' kinship, and age.

## 2. Literature Review

Aydemir and Hakiki (2019) discuss the relationship between intergenerational education mobility and children's success in life. With this aim, they conducted a survey of people 18 years or older between the years 2014 and 2015 in Turkey. They found that the educational outcomes of girls growing up in developed regions were less dependent on the educational status of their families; however, they did not find any such relationship for boys. To analyze this more thoroughly, they examined the household characteristics in which children grew up and found that intergenerational mobility of girls was observed in the regions with higher levels of school availability, social capital, more modern cultural attitudes towards gender equality, availability of more resources at home, and lower levels of educational inequality.

Smits and Hoşgör (2006) examined family background effects at primary and secondary educational levels in Turkey. They used data including a broad set of variables such as parental education, household income, paternal occupation, number of siblings, the traditionalism of the mother, and whether the mother can speak Turkish. They combined the two data sets from the Turkish Fertility Survey (TFS) and the TDHS. They used descriptive analysis such as bivariate cross-tabulations and also multivariate logistic regression. The primary dependent variable they use is educational participation because children's participation in education was still an important issue for Turkey at that time. They found that paternal education has a significant role in the participation of both daughters and sons, but maternal education has only a positive effect on daughters' participation. Their research has shown that as the number of siblings increases, the likelihood of boys and girls attending secondary education decreases. They also show that if a girl has a brother, her chance of attending primary education falls. These findings may indicate that in patriarchal societies, boys have a higher priority to enroll in school than girls.

Gumusa and Chudgarb (2015) used independent variables such as gender, parental education, poverty of the household, and gender role attitudes to investigate how regional differences affect primary and secondary school participation in Turkey. They used a binary logistic regression method by keeping school participation as a binary dependent variable.

They found that all these factors had a significant effect on school participation. Their research showed that in all regions but northern Turkey, boys are more likely to attend school than girls.

Hisarciklilar (2002) aimed to investigate the factors that cause girls and boys to participate in education in Turkey, which vary according to gender. She found that, as in many studies, the father's education level had a more significant effect on both genders than the mother's education level. Moreover, she found that mothers' education level had a more substantial impact on girls than boys. Children who live in rural areas and whose parents work in agricultural activities have a lower chance of attending school. The insufficient number of schools and the distance of schools from residential areas may negatively affect parents' investment in their children's education. In addition, each child going to school means fewer workers. For these families, sending their children to school has a huge opportunity cost. She also found that family size affects girls more than boys. If there are too many siblings, education priority is given to the boys because girls have other responsibilities, such as staying at home and helping with household chores or looking after their siblings. She also found that while family income has an insignificant effect on boys' educational attainment, it significantly affects girls' educational attainment.

Duman (n.d) investigated the educational attainment of girls in Turkey. He used age, family size, parental education, locations, region, income, employment status, and the number of siblings as independent variables. He found that family size, age, and living in rural areas and the Black Sea region have a negative impact on girls' education. On the other hand, parental education and financial resources have a positive impact on girls' education. He found that the mother's education has a higher coefficient than the father's education for girls, implying that the mother's education significantly impacts girls. He showed that age, parent's education, income level, family size, rural living arrangements, the father being self-employed, and region of residence have a statistically significant relationship with education.

### **3. Empirical Methodology**

This paper aims to show the effects of family background on educational attainment in a women sample. Therefore, the educational attainment of women is used as a dependent variable. The ordered logistic regression model is used because the dependent variable has four categories (no education, less than high school, high school or college, and higher) which we can rank according to a meaningful sequential order. There are 15,168 observations in total. The dependent variable and independent variables are listed below.

### 3.1 Dependent Variable

**Educational attainment of women (education):** This variable shows the highest educational level of women. There are four categories represented by numbers: No Education (1), Less than High School (2), High School (3), College, and Higher (4).

### 3.2 Independent Variables

**Education of Mother (mother\_education):** This variable measures the educational attainment of the respondent's mother. There are four categories represented by numbers: No Education (1), Less than High School (2), High School (3), and College (4).

**Education of Father (father\_education):** This variable measures the educational attainment of the respondent's father. There are four categories represented by numbers: No Education (1), Less than High School (2), High School (3), and College (4).

**Wealth Index (wealth):** This variable is adjusted for how families define wealth. There are three categories represented by numbers: Poor (1), Middle Income (2), and Rich (3).

**Household Size (household\_size):** This variable shows how many people live in a household. There are three categories represented by numbers: Up to 4 people: small size (1), Up to 10 people: middle size (2), More than ten people: large size (3).

**Type of place of residence (urban):** If the respondent lives in an urban area, the dummy variable takes 1, and if the respondent lives in a rural area, the dummy variable takes 0.

**Mother Tongue (turkish):** If the respondent's mother tongue is Turkish, the dummy variable takes 1, and 0 otherwise.

**Parents Having Kinship (parentsrelated):** If the parents are related, the dummy variable takes 1, 0 otherwise.

**Age (age):** Age is a continuous variable ranging from 15 to 49.

**Time (time):** This variable shows the survey's year. There are two categories: 2013 and 2018.

The main equation of the model is indicated below:

$$\text{education}_i = \beta_0 + \beta_1 * \text{mother\_education} + \beta_2 * \text{father\_education} + \beta_3 * \text{wealth} + \beta_4 * \text{household\_size} + \beta_5 * \text{urban} + \beta_6 * \text{turkish} + \beta_7 * \text{parentsrelated} + \beta_8 * \text{age} + \beta_9 * \text{time} + \epsilon_i$$

## 4. Data

Turkish Demographic and Health Survey (TDHS) conducted in 2013 and 2018 is used as the primary data source for this study.

### 4.1 Turkish Demographic and Health Survey

The TDHS has been conducted nationwide every five years since 1968 by the Hacettepe University Institute of Population Studies. This survey aims to provide reliable estimates and collect data at the household level to combine indicators for demographics, fertility, child mortality, maternal health, and nutritional status of women and children. TDHS has a household survey and a women's survey. Since the primary sample of this study is women, only the women's survey is used. Moreover, the women's survey includes women aged 15-49.

### 4.2 Descriptive Statistics

Table 1 shows the descriptive statistics of generated variables. Observations were acquired by appending the data sets from 2013 and 2018. While the rate of women with a university degree or higher increased, the rate of women with no education or less than a university education decreased in 2018 compared to 2013. The same is valid for mothers' education and fathers' education with one difference: the rate of mothers with less than a university education slightly increased in 2018. The percentage of middle-income people remained stable, while the share of poor people decreased and the percentage of rich people increased. Furthermore, there is a sharp decrease in the rate of large families. In 2018, respondents were less likely to live in urban areas, to be native speakers of Turkish, and to have parents who are related compared to 2013. Besides, in 2018, respondents were almost one year older on average.

*Table 1*  
*Descriptive Statistics of Variables*

Descriptive Statistics Variable	2013		2018	
	Mean	Std. Dev.	Mean	Std. Dev.
<b>education</b>				
no education	0.109	0.312	0.088	0.284
less than high school	0.521	0.500	0.468	0.499
high school	0.211	0.408	0.179	0.383
college and higher	0.159	0.365	0.265	0.441
<b>mother education</b>				
no education	0.502	0.500	0.449	0.497
less than high school	0.451	0.498	0.49	0.5
high school	0.033	0.179	0.042	0.201
college	0.013	0.114	0.019	0.138
<b>father education</b>				
no education	0.201	0.401	0.173	0.379
less than high school	0.667	0.471	0.671	0.47
high school	0.085	0.280	0.099	0.298
college	0.047	0.212	0.058	0.233
<b>wealth</b>				
poor	0.438	0.496	0.419	0.494
middle income	0.201	0.401	0.201	0.401
rich	0.360	0.480	0.379	0.485
<b>household size</b>				
small	0.505	0.500	0.524	0.499
medium	0.460	0.498	0.459	0.498
large	0.035	0.184	0.017	0.128
<b>urban</b>	0.735	0.441	0.713	0.453
<b>turkish</b>	0.769	0.421	0.765	0.424
<b>parentsrelated</b>	0.257	0.437	0.250	0.433
<b>age</b>	31.157	9.789	32.11	9.818

## 5. Results

First, we check for the existence of multicollinearity in our model with the Variance Inflation Factor (VIF) analyses. The multicollinearity problem occurs if there is a high correlation between the independent variables.

*Table 2 Vector Inflation Factor Analysis*

Variable	VIF	1/VIF
<b>mother education</b>		
less than high school	1.54	0.649
high school	1.36	0.735
college	1.32	0.758
<b>father education</b>		
less than high school	1.90	0.526
high school	1.76	0.568
college	1.74	0.575
<b>wealth</b>		
middle income	1.42	0.704
rich	1.95	0.513
<b>household size</b>		
medium	1.17	0.855
large	1.14	0.877
<b>urban</b>	1.32	0.758
<b>turkish</b>	1.37	0.730
<b>parentsrelated</b>	1.04	0.962
<b>age</b>	1.23	0.813
<b>time</b>		
2018	1.01	0.990
Mean VIF	1.42	

The results of the VIF analysis are shown in Table 2. According to the results, the VIF value of all independent variables is smaller than five, and the mean VIF is 1.42, which means that multicollinearity is not a problem for the independent variables in our model. Furthermore, to check the correlation between the variables, we show the correlation matrix in the Appendix. Moreover, we run White's test in order to check the homoscedasticity assumption. The test results that are available in the Appendix show that White's test rejects the null hypothesis of homoscedasticity. The



results show that there is heteroscedasticity in the residuals. In order to solve this problem, we use robust standard errors in the ordered logistic regression.

*Table 3*  
*Ordered Logistic Regression Results*

<b>Mother's education (baseline: no education)</b>	
less than high school	0.663*** (-0.042)
high school	0.872*** (-0.104)
college	1.009*** (-0.188)
<b>Father's education (baseline: no education)</b>	
less than high school	0.712*** (-0.053)
high school	1.635*** (-0.078)
college	2.170*** (-0.11)
<b>Wealth (baseline: poor)</b>	
middle income	0.633*** (-0.048)
rich	1.488*** (-0.048)
<b>Household size (baseline: small)</b>	
medium	-0.483*** (-0.036)
large	-0.914*** (-0.121)
<b>Urban</b>	0.0707 (-0.043)
<b>Turkish</b>	1.093*** (-0.0548)
<b>Parentsrelated</b>	-0.00182 (-0.039)
<b>Age</b>	-0.0735*** (-0.002)
<b>Time (baseline: 2013)</b>	
2018	0.546*** (-0.035)
<i>N</i>	15168
<i>Pseudo R2</i>	0.2348
Standard errors in parentheses	
* $p < 0.10$ , ** $p < 0.05$ , *** $p < 0.01$	

The outputs of the regression analysis are presented in Table 3 above. Many of the independent variables have a p-value smaller than 0.05, meaning they are statistically significant. However, urban and parents related are

not found to be statistically significant. In logistic regression, interpretation of the coefficients is difficult due to nonlinearity. Therefore, we report the odds ratios in Table 4.

*Table 4*  
*Odds Ratio of the Variables*

Variables	education
<b>Mother's education</b>	
less than high school	<b>1.941</b>
high school	<b>2.391</b>
college	<b>2.743</b>
<b>Father's education</b>	
less than high school	<b>2.038</b>
high school	<b>5.129</b>
college	<b>8.762</b>
<b>Wealth</b>	
middle income	<b>1.883</b>
rich	<b>4.429</b>
<b>Household size</b>	
medium	0.617
large	0.400
<b>Urban</b>	
Turkish	<b>2.985</b>
<b>Parentsrelated</b>	
	0.998
<b>Age</b>	
	0.929
<b>Time</b>	
2018	<b>1.726</b>

Interpretation of the odds ratios for statistically significant results is as follows: Women whose mothers graduated from college are 2.74 times more likely to have higher educational attainment than those whose mother is uneducated, holding other variables constant. Also, women whose mothers have less than a high school education are 1.94 times, and whose mothers have high school education are 2.7 times more likely to have higher educational attainment. As a cultural indicator, a father's education has

a much more significant impact. A father with less than a high school education affects girls' education with an odds ratio of 2.04. However, women whose fathers graduated from high school are 5.13 times more likely to have higher educational attainment. The main striking point, women whose fathers graduated from college are 8.76 times more likely to have higher educational attainment. Women whose family has middle income are 1.88 times more likely to have higher educational attainment compared to low-income families. Also, women whose mothers are rich are 4.43 times more likely to have higher educational attainment. Furthermore, women living in urban areas are 1.07 times more likely to attain higher educational attainment. On the other hand, age has a negative relationship with educational attainment since a unit increase in age decreases educational attainment by 0.7%. Based on the regression results for the household size variable, women who grew up in a crowded family are less likely to have more educational attainment. Women who grew up in medium-sized and large families were 39% and 60% less likely to receive higher education, respectively, than women who grew up in small families. Lastly, compared to 2013, in 2018, women are 1.72 times more likely to have higher educational attainment.

Marginal effects for ordered logistic regression are shown in Table 5. The statistically significant variables for marginal effects of regression are marked in bold. The marginal effects table shows how the probabilities differ for each level of women's educational attainment.

*Table 5*  
*Marginal Effects for Ordered Logistic Regression*

education variables	n o education dy/dx	less than high school dy/dx	high school dy/dx	college and higher dy/dx
<b>mother education (baseline: no education)</b>				
less than high school	-0.024	-0.125	0.084	0.065
high school	-0.029	-0.172	0.107	0.093
college	-0.032	-0.203	0.121	0.113
<b>father education (baseline: no education)</b>				
less than high school	-0.035	-0.105	0.087	0.053
high school	-0.057	-0.309	0.185	0.18
college	-0.063	-0.426	0.198	0.29
<b>wealth (baseline: poor)</b>				
middle income	-0.031	-0.095	0.078	0.047
rich	-0.052	-0.281	0.173	0.16
<b>household size (baseline: small)</b>				
medium	0.017	0.093	-0.061	-0.049
large	0.039	0.153	-0.114	-0.079
urban	-0.002	-0.014	0.009	0.007
turkish	-0.038	-0.212	0.14	0.109
parentsrelated	0.000	0.000	0.000	0.000
age	0.003	0.014	-0.009	-0.007
time	-0.018	-0.107	0.069	0.057

According to Table 5, all results for the mother's education are statistically significant. Compared to the base category, women whose mothers have less than a high school degree have a lower probability of staying uneducated or having less than a high school education, with 2.5% and 12.5%, respectively. They are also more likely to have high school or college and more degrees, with 8% and 6%, respectively. The results are almost identical for mothers with less than a high school education. The women whose mothers graduated from college are less likely to stay uneducated at 3.2%. Their probability of obtaining less than a high school education is 20.3%

lower. On the other hand, they are more likely to graduate from high school with 12.1% and obtain at least a college degree with 11.3%. For fathers' education, compared to the base group, women whose fathers graduated from high school are 30.9% less likely to have less than high school education and 18% more likely to have college and higher education. Women whose fathers have a college degree have a lower probability of having less than a high school education at 42.6% and a higher likelihood of having a college and higher degree at 29%. It is clearly seen that especially high school or university graduate parents significantly reduce the chance of their daughters receiving less than a high school education and increasing the likelihood of obtaining higher education.

In comparison to the poor wealth group, middle-income or rich women have a lower probability of having no education or less than a high school education, and women who belong to the middle-income group are 7.8% more likely to have a high school education and 4.7% more likely to have a college and higher education. Rich women have a 17.3% higher probability of having a high school education and a 16% higher likelihood of having college and higher education. Although income level increases the chances of getting a higher level of education, it does not have as much effect on university education as high school education. Furthermore, growing up in a large family decreases the chances of getting a high school or college education. Also, it increases the probability of having no education or less than high school education. Women whose mother tongue is Turkish are 3.75% less likely to have no education and 21.2% more likely to have less than a high school education. However, 14% are more likely to have a high school education, and 10.9% more likely to have college and higher education. Neither the urban nor parents related variables are found statistically significant. If the age increases by one unit, the probability of having no education and less than a high school education of a woman increases. Conversely, having a high school education and college and higher education decreases. As a parallel result, the time variable has the same impact on each category of the education variable. This result is expected because, as we showed in the Introduction part, the education level of women has increased over the years.

## 6. Conclusion

This study investigated the effects of family background on women's educational attainment in Turkey. We used an ordered logistic regression model and reported odds ratios and marginal effects to ease our results' interpretation.

The results of this study show that parental education is the most important determinant of women's educational attainment. Unlike the findings of the previous literature, women are more likely to attend a higher level of education, especially if the father's educational level is high. As household income increases, the chance of getting a higher level of education increases. Household size is one of the explanatory variables with a negative sign. An increase in the number of siblings decreases the probability of women participating in higher levels of education. This could be due to many reasons. Because of traditional roles, girls must take care of their younger siblings and help their mothers with the housework. Also, income has to be divided over more children in crowded families.

Surprisingly, living in urban areas and having related parents do not have any statistically significant relation with women's educational attainment. Women whose mother tongue is Turkish are also more likely to receive a higher level of education. This variable primarily affects the group of women with less than a high school education, probably due to the fact that the language of education in the primary and secondary education institutions in Turkey is Turkish. Finally, age and time have a similar trend; older women are less likely to have a higher level of education.

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## Appendix

Table A.1 Correlation Matrix

Correlation Matrix																			
Variables	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
<b>mother's education</b>																			
1 no education	1																		
2 less than high school	-0.899	1																	
3 high school	-0.188	-0.184	1																
4 college	-0.122	-0.119	-0.025	1															
<b>father's education</b>																			
5 no education	0.426	-0.347	-0.095	-0.059	1														
6 less than high school	-0.147	0.255	-0.170	-0.167	-0.686	1													
7 high school	-0.198	0.102	0.216	0.049	-0.153	-0.449	1												
8 college	-0.183	-0.013	0.25	0.394	-0.113	-0.331	-0.074	1											
<b>wealth</b>																			
9 poor	0.32	-0.239	-0.143	-0.108	0.247	-0.024	-0.168	-0.168	1										
10 middle income	-0.032	0.057	-0.036	-0.045	-0.043	0.066	-0.017	-0.043	-0.436	1									
11 rich	-0.301	0.198	0.176	0.148	-0.217	-0.030	0.185	0.207	-0.664	-0.384	1								
<b>hosehold size</b>																			
12 small	-0.187	0.133	0.088	0.081	-0.123	0	0.101	0.087	-0.261	0.047	0.229	1							
13 medium	0.152	-0.104	-0.078	-0.075	0.089	0.016	-0.088	-0.076	0.216	-0.032	-0.195	-0.947	1						
14 large	0.202	-0.148	-0.090	-0.080	0.144	-0.014	-0.104	-0.089	0.278	-0.057	-0.239	-0.957	0.813	1					
15 urban	-0.139	0.093	0.087	0.056	-0.089	-0.035	0.103	0.1	-0.476	0.127	0.384	0.164	-0.132	-0.178	1				
16 turkish	-0.357	0.315	0.083	0.042	-0.293	0.154	0.091	0.072	-0.330	0.075	0.277	0.289	-0.217	-0.328	0.13	1			
17 parentrelated	0.098	-0.06	-0.066	-0.051	0.04	-0.009	-0.014	-0.034	0.11	-0.019	-0.097	-0.091	0.068	0.103	-0.033	-0.155	1		
18 age	0.264	-0.209	-0.108	-0.057	0.205	-0.062	-0.113	-0.084	-0.057	0	0.059	0.132	-0.106	-0.144	-0.011	0.081	-0.068	1	
19 time	-0.053	0.038	0.024	0.025	-0.034	0.004	0.022	0.023	-0.019	0	0.02	0.019	-0.001	-0.034	-0.025	-0.005	-0.009	0.049	1

Table A.2 White's Test

White's test for Ho: homoskedasticity  
against Ha: unrestricted heteroskedasticity

$$\begin{aligned} \text{chi2}(111) &= 2785.42 \\ \text{Prob} > \text{chi2} &= 0.0000 \end{aligned}$$

Cameron & Trivedi's decomposition of IM-test

Source	chi2	df	p
Heteroskedasticity	2785.42	111	0.0000
Skewness	2292.89	15	0.0000
Kurtosis	490.08	1	0.0000
Total	5568.39	127	0.0000





## CHAPTER 3

### A GROUP OF CORINTHIAN CAPITALS FROM THE AKSARAY MUSEUM<sup>1</sup>

*Barış Emre SÖNMEZ<sup>2</sup>*

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<sup>1</sup> This work, Aksaray Museum Directorate Number: E-48558920-155.01-2727343 prepared under the permission. I would like to thank the Museum Director, Mr. Yusuf ALTIN, for his contributions.

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## INTRODUCTION

Aksaray is an important settlement area within the Cappadocia Region. The Cappadocia Region has hosted many civilizations throughout history and the borders of this region have changed according to the conditions of the period. The borders of the region, which came under Persian rule, then the Kingdom of Cappadocia was established and later became a province by the Roman Empire, constantly changed and the region witnessed many historical events. When drawing the borders of the Cappadocia Region, if we start from today's cities, it includes all the cities of Kırşehir, Nevşehir, Aksaray, Niğde, Kayseri and Malatya, the east of Ankara, the south of Yozgat and Sivas and the north of Adana<sup>1</sup>. Strabo describes Cappadocia as consisting of the mountains called Cilician Taurus in the south, Armenia, Colchis and the peoples in between speaking different languages in the east, Eukseinos (Black Sea) up to the mouth of the Halys River in the north, and both Paphlagonian tribes and Galatians in the west, reaching as far as the Lycaonians settled in Phrygia and states that it was translated by the Cilicians living in Cilicia Trakheia (Mountainous Cilicia)<sup>2</sup>.

It is known that there has been an uninterrupted settlement in Aksaray from the Neolithic age to the present day<sup>3</sup>. Aşıklı Höyük, the oldest settlement in Cappadocia and even in Central Anatolia, is an important proof of this situation. It is understood that this settlement was inhabited approximately a thousand years before Çatalhöyük<sup>4</sup>. It is accepted that the city, which was called “*Garsaura*” in the early period, is the same place as “*Kursaura*”, which was an important center in the Hittite Period and it is seen that the name Aksaray is mentioned as “*Kurşaura*” in Hittite texts<sup>5</sup>.

It is understood that the region was under Assyrian domination since 713 BC, and then the Phrygians dominated the region. It is seen that Lydia, the Medes, and the Persians ruled the region from 595 BC onwards, and from 547 BC onwards<sup>6</sup>. After Alexander the Great put an end to Persian domination in Anatolia, the Kingdom of Cappadocia was established with Kayseri (Mazaka) as its capital.

The city was re-established under the name “Archelais” in 17 AD by the Cappadocian king Archelaos (36 BC-AD 17)<sup>7</sup>. Strabon says that it was a small town built on the border of Lykaonia and that it was once the metropolis of the country<sup>8</sup>. It is seen that the city passed into the Roman

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1 Sevin 1998, 47.

2 Strabon XII.1,C 535/1.

3 Özkan 1994, 164.

4 Esin 1998, 233-241.

5 Tezcan 1958, 517.

6 Özkan 1994, 169.

7 Magie 1950, 494.

8 Strabon XII.2,C 537/6.

Empire from 17 AD. It became a Roman colony during the time of Roman Emperor Cladius (41-54) and was named *Colonia Archelais*<sup>9</sup>. The city was enlarged by the emperor Cladius and made a Roman colony<sup>10</sup>. Between 17-395 AD, the Aksaray region remained under the Roman Empire; After the Roman Empire was divided into eastern and western parts in 395 AD, the city remained within the borders of Eastern Rome (Byzantium)<sup>11</sup>. The location of *Gassaouria* corresponds to the city of *Garsaoura* (today's Aksaray). It has been proven that this place is the old *Colonia Archelais*<sup>12</sup>. In 436 AD, when Justinian elevated Makisos to the status of metropolis under the name Justinianopolis, Colonia Archelais was connected to the new metropolis<sup>13</sup>.

### Definition and Origin of the Corinthian Column Capital

Vitruvius describes the emergence of the Corinthian capital with a legend: "A free daughter of Corinth died of an illness at the age of marriage. After the girl's death, her wet nurse collects some of the small items that gave her pleasure in her life, puts them in a basket and carries them to the grave; she places a roof tile on top of the items in the basket he puts on the grave to make them last longer. The basket coincidentally lies on an acanthus root. The pressed acanthus root sprouts from the middle and gives leaves when spring comes; The shoots developing at the edges of the basket curl under the weight of the tile and form volutes at the ends. Callimachus, whom the Athenians at that time called *κατατηξίχνος* because of the delicacy and elegance in his artistic works, passed by the tomb and saw the basket with young leaves sprouting from its edges. He liked this new style and built some columns for the Corinthians inspired by that example; It also determines the symmetry ratios and sets forth the rules to be applied in buildings in the Corinthian order from then on."<sup>14</sup>

The title, created based on a vegetal form, consists of a basket-shaped kalathos under the abacus plate and acanthus leaves forming the lower and upper leaf wreath placed on it. Among the acanthus leaves that form the upper leaf wreath, a caulis leaf with a ring-shaped knotted neck and a bowl-shaped opening on both sides emerges. On the Kalathos, there is an abacus plate with a flower in the middle. There is usually an abacus flower in the middle of the rectangular plate, whose edges are concave. The volutes at the lower corners of the abacus plate and the spiraling helices in the middle of the leaves constitute the basic form of the headboard<sup>15</sup>.

9 Ramsay 1960, 314.

10 Pliny Vol. II, 343; Özkan 1994, 169.

11 Görür 1991, 29-31.

12 Leake 1976, 75.

13 Ramsay 1960, 329.

14 Vitruvius IV, 1, 9-10.

15 Kramer 1997, 22-23; İdil 1984, 1-2.

## General Development of the Corinthian Capital in the Roman Period

It is accepted that the Corinthian capital first appeared in the Bassae Temple of Apollo in the late 5th century BC and took its place in the most spectacular part of a temple dedicated to Apollo, who was accepted as a god integrated with art<sup>16</sup>. Starting from the second half of the 5th century BC and until 335-334 BC, the Corinthian headgear took its place in the temple sellas, where only the clergy could see it; It first appeared with an exterior arrangement on the Lysikrates Monument in Athens, dated to 335-334 BC. While the first examples were seen as a half title, they later began to be used with the full title form<sup>17</sup>. This title, which has now gained a place in the ancient world, has become a frequently used and popular architectural element during the Hellenistic Period; however, few examples from the Hellenistic Period have been unearthed in Anatolia<sup>18</sup>.

Corinthian order; It was seen as an architectural order that was especially popular during the Roman Imperial Period and spread throughout the Roman world in a short time. Its most popular form was in the Augustus Form during the Roman Imperial Period<sup>19</sup>. Since the Hellenistic Period, it has become a carrier architectural element that provides an aesthetic appearance to the structure to which it belongs, with the rich ornamentation it displays in Anatolian architecture<sup>20</sup>. In the capitals of this period, the title is long and the kalathos is formed in a tectonic form. The leaves are attached to the kalathos body and have deep rounded, curved, plump veins on them. Among the leaf slices where acanthus leaves are not yet sufficiently formed; It has oval, round and heart-shaped eyes and pointed leaf teeth. The kalathos is quite prominent in the middle-upper part of the title. The helix and volute stems are strong, and the caulis is long-channeled and thick. These capital elements are neither tightly adhered to the kalathos surface nor clearly separated from it, due to the influence of the Hellenistic Period. However, the hoods are quite wide and rigid in general appearance. The more pronounced curling of acanthus leaves is a feature of the mid-1st century BC. With the Augustus period, it becomes the most used architectural order<sup>21</sup>. With the Augustan Period, round-shaped leaf eyes began to appear on acanthus leaves with full lines. During this period, acanthus leaves are tightly packed side by side on the surface of the kalathos, and the lower acanthus leaves are in front of the upper leaves that do not reach the base. Thus, these acanthus leaves surrounding the kalathos add depth

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16 Gruben 1966, 124-125.

17 Başaran 1997, 5.

18 Kaplan 2014, 9.

19 Heilmeyer 1970, 13.

20 Söğüt 2005, 161-177.

21 İdil 1984, 2-3.

to the title. Again, it is seen that the stem parts of the crescent leaves of the upper row do not completely fill the space between the curl leaves of the lower row. These various practices are common in Roman Period titles of Anatolia<sup>22</sup>. In the late Augustan Period and the early periods of Tiberius, while the acanthus leaves tightly surrounding the kalathos add depth to the headdress, new features begin to emerge, such as having a forked and fissured surface that can be easily broken, and the round eyes between the leaf slices being surrounded by a rough lip. When it comes to the Claudius period, it is seen that the lower row of acanthus leaves with sharp teeth are separated from each other on Corinthian capitals. During this period, the upper parts of the thin-veined, slightly folded acanthus leaves hang slightly outward over the kalathos. A new feature is that the tips of the leaves curl and form an inverted heart shape between them. While the helices have more decorative features in long-form headings, they form a narrow angle between them and the volutes<sup>23</sup>. During the Flavian Period, the eyes between the leaf slices on acanthus leaves became longer than the drop shape. Especially the light-shadow games provided with sharp and deep lines on the acanthus leaves show transitional features of the 2nd century AD. During this period, acanthus leaves are wider and more flat, while their tips are pointed. Caulises have become smaller, helices and volutes have been made thinner<sup>24</sup>. We see that in Anatolia, from the end of the 1st century AD to the beginning of the 2nd century, the upper rows of cucumber leaves began to cover the caulis stems. Starting from the second half of the 1st century AD, the classical headgear type began to appear in Anatolia<sup>25</sup>.

During the Trajan and Hadrian Period, the light-shadow effect became evident as a result of the pointed leaf slices being attached to each other and projecting outwards from the ground<sup>26</sup>. During the late Trajanic period, a more organized pattern of decoration and a clear expression of the function of the capital appear to return to the characteristics of the Early Imperial Period. On many titles of the 2nd century AD, small-sized elements have been reduced. We see the best examples of this in the baths of the Hadrianic Period in Aphrodisias<sup>27</sup>. Additionally, if we examine the goblets of capitals from the 2nd century AD, we see that the goblets have become much smaller compared to the previous centuries, and a small amount of space for the goblet, both in the lower and especially in the upper row, has been left by the leaves of the cypress. As we have seen in the centuries before this age, the glasses are not decorated with ornaments and grooves.

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22 Boysal 1954, 50.

23 İdil 1984, 9-10.

24 İdil 1984, 14.

25 Boysal 1954, 51.

26 Başaran 1999, 6.

27 Vandeput 1997, 172.

The chalice leaves are raised and closed at the same time, unlike what we have seen in the Hellenistic Period<sup>28</sup>.

In Antonine Period capitals, acanthus leaves almost completely cover the kalathos and become the dominant element<sup>29</sup>. The gap formed at the bottom of the midribs of the upper row acanthus leaves, the prism-shaped depiction of the caulis stems, the narrowing of the caulis bowl by pulling the upper row leaf wreath upwards, the unprocessed helices and abacus flower stem, and the simplification seen throughout the titles, continue the rich features of the Hadrianic Period by simplifying them. It points to the Antonine Period<sup>30</sup>. The tectonic structure of the capitals loses all its importance and the appearance of the kalathos as the supporting element disappears and the decorations, especially acanthus leaves, come to the fore. Acanthus leaves are the defining element of the decoration, and although they are processed more openly and broadly, they completely cover the kalathos. This form, which is not seen as dominant in the early examples of the period, changes and becomes evident towards the end of the period<sup>31</sup>. The schematic arrangement of leaf teeth on acanthus leaves, the fact that these teeth fill a quarter of a circle properly, and are seen to be longer and pointed, points to the second half of the 2nd century AD in the Corinthian decoration of the Roman Period in Anatolia<sup>32</sup>.

The main style features of the Late Antoninus-Early Severus Period are; The leaves have two leaf segments and a crown on each side of the midrib, which starts wide from the bottom and gradually narrows towards the petal. The lower and upper leaf segments have four fingers. There are deep and wide channels within the leaf slices, starting from the leaf base and extending into the leaf tip<sup>33</sup>. The most distinctive feature of the Severan period style is large superficial decorations and deteriorated, rough workmanship<sup>34</sup>. The style observed in the acanthus buried in Kalathos is one of the initial characteristics of the Severan period. Expansion of the leaves followed by deep carved channels, which were frequently encountered in the early 3rd century AD, are among the distinctive style features. In examples where the style of the Severan period is a little clearer, the number of eye-to-eye carvings formed by connecting the lower rows of acanthus together has increased. The bridges connecting the acanthus leaves have increased from two to three, and the ground has been prepared for the fourth. The lacy appearance and concave carvings of the leaf surfaces, resulting from the connection of acanthus slices with thin threads, are an innovation specific to this period<sup>35</sup>.

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28 Boysal 1954, 61-62.

29 İdil 1984, 30.

30 Andrae 1973, 450-452.

31 Vandeput 1997, 173.

32 Heilmeyer 1970, 90.

33 Kaplan 2016, 158.

34 Başaran 1997, 13-14.

35 Başaran 1999, 31-32.

In the Late Antique Period, superficiality reached its final stage and details were completely removed. Large-sized acanthuses, volute roots emerging from the leaf tips, small distorted helices, and stemless abacus flowers are the features seen in this period, that is, in the 3rd century AD. In the following periods, the use of drills has increased considerably. Accordingly, obvious deteriorations are observed. In the Late Antique Period, the slices of acanthus took on the appearance of flame-shaped pointed leaves, while the caulis bowl was left undecorated. Again, acanthus with complex leaf structure and curved tips reached a very advanced stage in this period. Small closed circular areas were formed as a result of the acanthus leaf teeth, which were torn apart and folded, and connected within themselves<sup>36</sup>. The most important innovation of this period is the placement of the ionic cyma on the kalathos base ring. The most important style feature of this period is the quadrangular area with inward curved edges, created between the interconnected leaf teeth at the base. While in previous examples this area showed a triangular shape, here a four-cornered space was created as a result of the curling of the leaf tips. In this respect, the titles that are pioneers for the following titles are dated to the end of the 3rd century AD.

Another defining feature of the Late Antique period is; The quadrangular area formed at the base as a result of the connection of the lower acanthus leaves to each other has gained a new stage. This feature is a style characteristic of the beginning of the 4th century AD. The abacus flower and stem on the abacus table decorated with fish scale lines, the volute roots joining between the upper row of acanthus leaves, and the superficial workmanship are the harbingers of a new phase in the 4th century AD<sup>37</sup>. In terms of style, the latest examples have a vein in the middle, and acanthus have an axis leaf that is quite superficial and widens towards the base. As the lower leaf slices intertwine, hollow spaces of various shapes are formed, and wide gaps occur between the side leaves of acanthus. Acanthus leaf slices have the appearance of a flame-shaped, pointed leaf. The quadruple palmettes emerging from the volute root are bordered by the guilloche band on both sides and the abacus profile has completely disappeared. These features AD 5-6. Reflects the style phase of century titles<sup>38</sup>.

### **Aksaray Museum Corinthian Capitals**

The Corinthian capitals exhibited in the garden of Aksaray Museum were made in the Roman Imperial Period of the ancient city of Garsaura in the Cappadocia Region and 5 columns were included in the scope of the study. These capitals are made of white marble and belong to both small

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36 Bařaran 1997, 21.

37 Bařaran 1997, 20-21.

38 Bařaran 1997, 15.

and large scale structures. The different sizes between the capitals reveal the majority and prevalence of the structures in the Corinthian order. The construction of some Corinthian and composite capitals in Anatolia in the 2nd century AD was mostly made by local workshops, starting from the Period of Hadrian and was partly inspired by the works of large building decoration workshops or schools in Anatolia<sup>39</sup>.

When we look at the capitals subject to the study (Cat. No. 1-5), we see from the arrangement and style characteristics of the acanthus that the Corinthian capitals reflect the characteristics of the Late Roman Period. In Cat. No.1, there is a large abacus plate with two moldings and the kalathos lip of the capital, which has an abacus flower on it and a ram's horn on the other surface, is finely engraved. The upper part of the acanthus leaves, which appear in two rows, are short and shaped so that they do not touch each other. The acanthus row in the lower section is long and wide, with the leaves coming into contact with each other and with the adjacent leaves, giving the surface of the kalathos a lace-like appearance. The leaves contact from four points and form geometric shapes between them. The channels of acanthus leaves are thin and superficial, and the veins are quite superficial. The closed spaces formed by the folding of the lower side leaves have started to turn into linear spaces. The decorations on the headboard have a superficial texture<sup>40</sup>. Similar examples of superficially processed acanthus leaves and closed spaces resulting from messages are also seen in the Corinthian capitals of the Side Museum<sup>41</sup>. The channels in acanthus leaves have lost their depth, and accordingly, the leaf slices have taken on a superficial expression. The eyes placed on the edges of the leaves are very long and narrow. The kalathos base bracelet seen on these capitals can be considered as a feature of the period<sup>42</sup>. The careless workmanship seen between the leaves brings it closer to the characteristics of the 4th century AD. In Cat.No.2, the kalathos lip of the capital, which has a wide abacus plate with two moldings and an abacus flower (akanthus leaf) on it, is finely engraved. Volutes are formed from the surface of Kalathos, curling towards the outer part. Among the acanthus leaves that appear in two rows, the ones in the upper part are short and shaped to touch each other; The acanthus series in the lower section is processed in a long and wide manner. In both sections, the leaves come into contact with each other and with the adjacent leaves, giving the surface of the kalathos a lace-like appearance. The leaves contact from four points and form geometric shapes between them. The channels of acanthus leaves are thin and superficial, and the veins are quite superficial. The closed spaces formed by the folding of the lower side leaves have started to turn into linear spaces. The

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39 İdil 1984, 33.

40 Fischer 1990, 54.

41 Güzel 2007, 77-78.

42 Başaran 1997, 16.



decorations on the headboard have a superficial texture<sup>43</sup>. Similar examples of superficially processed acanthus leaves and closed spaces resulting from contact are also seen on the Corinthian capitals in the Milas Museum<sup>44</sup> and Silifke Museum<sup>45</sup>. The channels in acanthus leaves have lost their depth, and accordingly, the leaf slices have taken on a superficial expression. The eyes placed on the edges of the leaves are very long and narrow. The kalathos base bracelet seen on these capitals can be considered as a feature of the period<sup>46</sup>. In Cat.No.3, the abacus plate and a large part of the headboard were destroyed. Among the acanthus leaves that appear in two rows, the ones in the upper part are short and shaped to touch each other; The acanthus series in the lower section is processed in a long and wide manner. In both sections, the leaves come into contact with each other and with the adjacent leaves, giving the surface of the kalathos a lace-like appearance. The leaves contact from four points and form geometric shapes between them. The channels of acanthus leaves are thin and superficial, and the veins are quite superficial. The Corinthian capital in the museum is similar to the capital in Cyzicus<sup>47</sup>. In Cat.No.4, the capital has a wide abacus plate with two moldings and the kalathos lip of the capital with an abacus flower on it is finely engraved. Volutes are formed from the surface of Kalathos, curling towards the outer part. Acanthus leaves, which appear in two rows, are long and wide. In both sections, the leaves come into contact with each other and with the adjacent leaves, giving the surface of the kalathos a lace-like appearance. The leaves contact from four points and form geometric shapes between them. The channels of acanthus leaves are thin and superficial, and the veins are quite superficial. The Corinthian capital in the museum is similar to the capital found on Ayasuluk Hill<sup>48</sup>. In Cat.No.5, the capital has a wide abacus plate with two moldings and the kalathos lip of the capital with an abacus flower on it is finely engraved. Volutes are formed from the surface of Kalathos, curling towards the outer part. Acanthus leaves, which appear in two rows, are long and wide. In both sections, the leaves come into contact with each other and with the adjacent leaves, giving the surface of the kalathos a lace-like appearance. The leaves contact from four points and form geometric shapes between them. The channels of acanthus leaves are thin and superficial, and the veins are quite superficial. The Corinthian capital in the museum is similar to the capital found on Ayasuluk Hill<sup>49</sup>.

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43 Fischer 1990, 54.

44 Temür and Sarıgül 2021, 759, Fig.17.

45 Dagron and Feissel 1987, 232 Pl. LII,2; 236 Pl. LV,4.

46 Başaran 1997, 16.

47 Başaran 1997, 20.

48 Baranaydın 2016, 72, Cat .No.49.

49 Baranaydın 2016, 72, Cat .No.49.

## Conclusion

Aksaray is one of the cities that has a very important place in terms of shedding light on the archeology of the Cappadocia Region in Ancient Age. The fact that the city is located in a geography that has maintained its importance from ancient times to the present day has caused it to be constantly settled, and for this reason, very few of the archaeological ruins of the city have managed to survive until today. The Corinthian column capitals in the Aksaray Museum, which were evaluated within the scope of the study, are very important in terms of shedding light on the history of this vanished city architecture. These titles were donated to the Museum by Dursun Orhan AĞAÇLI in 2011. In this study, where 5 Corinthian type column capitals located in the museum garden are examined, the fact that the found date of the capitals is not known brings up the problem of location. For this reason, the titles were dated by comparing them with precisely dated, similar examples. The biggest problem encountered when studying these capitals in the museum inventory is undoubtedly not knowing which buildings the column capitals belong to. The origin of the capitals in the museum is known, but since there is no excavation work and the present-day settlement is located above the city, it is very difficult to identify the structures. For this reason, we tried to reveal which of the titles we have belong to the same structure or the same period.

The Corinthian capitals in the museum were found in the same area and are thought to belong to the same date and the same structure, as they have the same style features and similar dimensions. Another feature of these headboards belonging to the same structure is the geometric patterns formed by the contact of the upper and lower acanthus leaves, which we frequently see on this headboard. Due to the style and stylistic characteristics of the Corinthian capitals in the museum, they must have belonged to a building of the 4-5th century AD.

## CATALOG

**Cat. No:** 1 (Figure 1-2), **Museum Inv. No:** -

**Dimensions:** H. 50 cm, U. D. 163 cm, B. D. 141 cm

**Date:** 4-5th century AD

**Description:** A wide abacus plate with two moldings and an abacus flower on one side and a ram's horn on the other. Among the acanthus leaves that appear in two rows, the ones in the upper part are short and shaped so that they do not touch each other; The acanthus row in the lower section is processed in a long and wide manner, with the leaves coming into contact with each other and with the adjacent leaves, and geometric patterns can be seen on the surface of the kalathos.

**Similar:** Wessel 1963, 22 vd. Abb. 18.20; Fischer 1990, 54.

**Cat. No:** 2 (Figure 3-4), **Museum Inv. No:** -

**Dimensions:** H. 52,5 cm, U. D. 155 cm, B. D. 145 cm

**Date:** 4-5th century AD

**Description:** There is a wide abacus plate with two moldings and an abacus flower (acanthus leaf) on it, and the kalathos lip of the capital is finely carved. Volutes are formed from the surface of Kalathos, curling towards the outer part. Among the acanthus leaves that appear in two rows, the ones in the upper part are short and shaped to touch each other; The acanthus series in the lower section is processed in a long and wide manner. The leaves contact from four points and form geometric shapes between them.

**Similar:** Dagron and Feissel 1987, 232 Pl. LII,2; 236 Pl. LV,4.; Temür and Sarigül 2021, 759, Fig.17.

**Cat. No:** 3 (Figure 5-6), **Museum Inv. No:** -

**Dimensions:** H. 45 cm, U. D. 167 cm, B. D. 155 cm

**Date:** 4-5th century AD

**Description:** The abacus plate and a large part of the headboard have been destroyed. Among the acanthus leaves that appear in two rows, the ones in the upper part are short and shaped to touch each other; The acanthus series in the lower section is processed in a long and wide manner. The leaves contact from four points and form geometric shapes between them.

**Similar:** Başaran 1997, 20; Dagron and Feissel 1987, 232 Pl. LII, 2; 236 Pl. LV, 4.

**Cat. No:** 4 (Figure 7-8), **Museum Inv. No:** -

**Dimensions:** H. 55 cm, U. D. 183 cm, B. D. 171 cm

**Date:** 4-5th century AD

**Description:** The capital's kalathos lip, which has a wide abacus plate with two moldings and an abacus flower on it, is finely embroidered. Volutes are formed from the surface of Kalathos, curling towards the outer part. Acanthus leaves, which appear in two rows, are long and wide. The leaves contact from four points and form geometric shapes between them.

**Similar:** Kautzsch 1936, Taf. 12, 159-164; Baranaydın 2016, 72, Cat. No.49.

**Cat. No:** 5 (Figure 9-10), **Museum Inv. No:** -

**Dimensions:** H. 69 cm, U. D. 210 cm, B. D. 177 cm

**Date:** 4-5th century AD

**Description:** The capital's kalathos lip, which has a wide abacus plate with two moldings and an abacus flower on it, is finely embroidered. Volutes are formed from the surface of Kalathos, curling towards the outer part. Acanthus leaves, which appear in two rows, are long and wide. The leaves contact from four points and form geometric shapes between them.

**Similar:** Herzfeld and Guyer 1930, 74, Abb. 67-69; Kautzsch 1936, Taf. 12, 159-164; Baranaydın 2016, 72, Cat.No.49.

### **Abbreviations**

Cat. No.: Catalog Number

Cm: Centimeter

H.: Height

T. D.: Upper diameter

B. D.: Bottom diameter

Ed.: Editor

Fig.: Figure

Pl.: Plate

Museum Inv. No.: Museum Inventory Number

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**Cat. No: 1** (*Figure 1*)/ *Corinthian Capital*



**Cat. No: 1** (*Figure 2*)/ *Other Side of Corinthian Capital*



**Cat. No: 2** (*Figure 3*)/ *Corinthian Capital*



**Cat. No: 2** (*Figure 4*)/ *Other Side of Corinthian Capital*





**Cat. No: 3** (*Figure 5*)/ *Corinthian Capital*



**Cat. No: 3** (*Figure 6*)/ *Other Side of Corinthian Capital*



**Cat. No: 4** (Figure 7)/ *Corinthian Capital*



**Cat. No: 4** (Figure 8)/ *Other Side of Corinthian Capital*



**Cat. No: 5** (*Figure 9*)/ *Corinthian Capital*



**Cat. No: 5** (*Figure 10*)/ *Other Side of Corinthian Capital*





# CHAPTER 4

## THE EFFECT OF ENVIRONMENTALLY RELATED TAXATION AND PUBLIC ENVIRONMENTAL SUBSIDIES ON POLLUTION: CASE OF EU COUNTRIES<sup>1</sup>

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## Introduction

In the environmental awareness movement, which gained speed after the 1990s on an international scale, it is very important for countries to take precautions especially in their responsibility areas in order to prevent environmental damage because the market forces do not care enough about environmental damage. Since the externalities caused by environmental pollution are not considered by the markets, therefore production and consumption are well above the optimal level. Moreover, markets do not have any incentive to make clean technology investments. To mitigate environmental pollution resulting from market failures, governments possess a range of policy instruments at their disposal. These tools are; regulatory (or command and control) instruments, market-based (MB) instruments (such as taxes and commercial permits), contracted agreements, subsidies, environmental management systems and information campaigns (OECD, 2010). Economists and international economic organizations agree that market-based tools as the cost-effective and efficient emission / pollution reduction tools among these policy tools (High Level Commission on Carbon Prices, 2017; Lin and Li, 2011; OECD, 2010,2011, Ghazouani, Jebli and Shazad, 2021). Environmental related taxes (ERT) are strongly recommended by international economic organizations, especially as the “most cost-effective tool” to achieve a certain level of emission reduction (Lin ve Li, 2011). If pollution is not priced, there will be too much pollution generated by manufacturers and consumers, and markets are insufficient to produce innovation (OECD 2010). This pricing can be achieved through ERT, which add an incremental cost to economic agents that create negative externality. ERT’s not only provide incentives to reduce the pressures on the environment, but also create the driving force to change the production and consumption patterns. Therefore, ERT’s are considered as incentive-based mechanisms, as they create the right incentives for economic agents not to pollute above the socially acceptable level by internalizing external costs (Hahn and Stavins, 1991).

ERT’s have different effects on greenhouse gas mitigation. The differentiation of the effect arises from three different reasons such as recycling of tax revenues, differential tax rates and tax on energy-intensive industries (Ghazouani, Jebli & Shazad, 2021). This differential effect is also due to the weaknesses of environmental taxes such as policy, innovation approach, and contextual considerations, although most economists argue that environmental taxes are an effective solution to reduce pollution (Rosenbloom et al.2020). Also, environmental taxes may not be sufficient for the use of cleaner technologies, policies outside the tax system such as government funding for basic R&D may be required (OECD,2010). This issue has been discussed for a long time and it is recommended to use ERT and green in-

novation subsidies together in order to reduce pollution. To avoid market failure caused by environmental pollution, Acemoglu et. all. (2012) argue that the optimal government policy requires both a Pigouvian tax to internalize the environmental externality and a subsidy to encourage innovation in green technologies. The development of green technologies also represents an important milestone for sustainable development and emission-free society( Wolde-Rufael & Mulat-Weldemeskel, 2021). For sustainable growth and development, green R&D subsidies together with ERT's can be a more effective method of reducing pollution.

Environmental regulations, including ERT's and environmental R&D subsidies, are important in EU countries because they are well established and leaders in reducing emissions (Neves, Marques & Patrício, 2020). Although the tax rates and environmental public expenditure levels are different in EU member states, countries shared same vision towards the EU environmental goals. Tax revenue statistics indicate that environmental tax revenues differ in EU; in 2010, the EU27 average tax revenue-GDP ratio amounted %2.36 with the highest value for Denmark (4.02%) and the lowest for Liechtenstein (1.38%). This difference is also valid for the environmental protection expenditures of the public. The ratio of environmental public expenditures to GDP in 2010 is 0.8% for EU 27, the lowest value is 0.3% (Cyprus, Latvia, Finland) and the highest is 1.9% (Malta). Among these countries, Malta reduced CO<sub>2</sub> emissions per capita in 2017 compared to 2010, with 40%.

This study contributes to existing literature on environmental tax effect on CO<sub>2</sub> emission in several ways. Firstly , we take into account environmental R&D expenditures by the public when examining the impact of the ERT's on pollution. This estimation framework does not only consider current period effects, but also lagged period values are included in the analysis. Secondly, we use both CO<sub>2</sub> emission and greenhouse gas emission data as a proxy variable for environmental pollution. Thirdly, we construct a dynamic panel econometric regression model that take into account the path dependence of CO<sub>2</sub> and greenhouse gas emission. According to the findings, while there is an inverse relationship between ERT's and pollutants, the reduction effect of Public Environmental R&D expenditures is limited.

### **Literature review**

The implementation of environmental protection policies in the European Union (EU) countries compared to other countries in the world is

earlier and has a more dynamic process. Environmental tax applications, which have become increasingly widespread in the last decade, have been implemented in the EU for the last thirty years. With the implementation of environmental tax reform in the EU, the tax base is shifted towards goods and services that require unsustainable resource use, have high pollution rates and cause greenhouse gas emissions (EEA, 2005; Li and Lin, 2013; Filipovic and Golusin, 2015). These policies, implemented systematically and with the aim of preventing environmental pollution, have important effects on environmental quality.

Environmental policy in the EU is designed to help member states achieve their environmental and sustainable development goals. Policy makers use incentive tools to promote low-cost environmental solutions with targeted outcomes and/or increase revenues for specific purposes. The first environmental tax application was introduced in the early 1990s, first in Sweden (1990), then in Denmark (1993) and Spain (1995), and the Europe 2020 strategy. It has been preferred in all member countries over time. The role of ERT's on pollution reduction efficiency in European Union countries has been examined by many studies in the literature. (Ekins and Barker, 2001; Sterner, 2007; Simeonova and van der Valk, 2010; Lin and Li, 2011; Miller and Vela, 2013; Andersson, 2015; Onofrei et. all 2017; Aydin and Esen, 2018; Haites, 2018; Tibulca 2021 )

Among the studies that found a significant reduction effect of environmental taxes on environmental pollution, Sterner (2007) analyzed the effects of fuel taxes on carbon emissions. The findings of the study show that long-term tax policies will reduce fuel-related carbon emissions by more than half as a factor that increases consumer prices. This result argues that the positive impact of fuel taxes on global carbon emissions makes these taxes an important element of climate policy. Aydin and Esen (2018), stating that pollution reductions of environmental taxes only occur after a threshold level, calculated this level as 3% for total taxes in EU-15 countries. As stated in Haites(2018), although other reduction policies are more effective after 2008 in emissions subject to carbon taxes, from recent studies Onofrei et. all (2017) and Tibulca(2021) also found a clear reduction effect of ERT on emissions. However, due to the differences in the application dates of ERT in EU countries, some studies have shown this effect to be limited. Lin and Li (2011) examining the relationship between environmental taxes and emissions in five different European countries, they found that the negative relationship between carbon taxes and emissions was statistically significant only in Finland. In their study, they stated that the lack of this relationship in other countries (Sweden, Netherlands, Denmark and Norway) was due to the tax exemption policy applied in some sectors. This limited effect of tax policies on carbon emissions is explained



by Gerlagh and Lise (2005) as the emergence of technological change due to its limitedness.

In the literature on increasing environmental quality, it has been argued that environmental taxes (pollution pricing) are one of the most important tools to increase environmental quality, especially until recent years. In addition, although there is a consensus among economists that environmental R&D expenditures will also increase environmental quality, a new literature emerges that the public should support clean technology investments. ( Acemoğlu et al, 2012; Mattauch et al,2015; Acemoğlu et al, 2016; Greaker et. all, 2018;Huang, Liao and Li, 2019 ) In their study, Acemoğlu et al (2012) analyzed optimal R&D expenditure and carbon taxes, and found that public subsidies should be shifted from dirty technologies to clean technologies as soon as possible, and when the inputs are sufficiently substitutable, it is temporary that leads innovation to clean inputs. It is stated that sustainable growth can be achieved with taxes / subsidies. In addition, optimal environmental policy can be achieved when carbon taxes and R&D subsidies are combined and high tax rates are avoided. In other studies, Mattauch et al. (2015) state that the most socially appropriate policy response consists of a permanent carbon tax as well as a clean technology subsidy, while Greaker (2018) states that governments should prioritize R&D over environmental taxes. However, these studies deal with the relationship between public environmental expenditures (R&D) and pollution from a theoretical perspective.

### **Data, method and conceptual framework**

#### *Data type and source*

The data used in the study, which analyses the effect of environmental taxes and public R&D expenditures on environmental pollution, belong to 26 EU member states (Belgium, Czechia, Denmark, Germany, Ireland, Greece, Spain, France, Croatia, Italy, Cyprus, Latvia, Lithuania, Luxembourg, Hungary, Malta, Netherlands, Austria, Poland, Portugal, Romania, Slovenia, Slovakia, Finland, Sweden, England between 2010 and 2017. When deciding on the countries and years to be included in the sampling, the maximum amount of data available for the relevant variables included in the analysis is taken into account. The CO<sub>2</sub> emission per capita and the CO<sub>2</sub> emission equivalent of greenhouse gases per capita are taken as environmental pollution indicators. Environmental tax revenues and public environmental R&D expenditures are used as explanatory variables. In addition, city population density (the ratio of city population to total population) and per capita energy consumption and per capita income data are also included in the analysis as control variables. The natural logarithm of all variables is taken, except for city population density. Descriptive sta-

tistics of the data are given in Table 1. The data used in the study were obtained from the European Union Statistics Office (Eurostat) and the World Bank data system.

Figure 1: Description and Descriptive Statics

Variable	Definition	Source	Obs.	Mean	Standard Dev.
Ln(GHG)	GHG emissions per capita-KG CO2 equivalent	Eurostat	208	9.454	3.559
Ln(CO <sub>2</sub> )	CO2 emission per capita-KG	Eurostat	208	8.687	0.376
Ln(Tax)	Public ERT revenue - Million €	Eurostat	208	8.49	1.51
Ln(RD)	Public environmental R&D expenditure- Million €	Eurostat	208	7.19	1.652
Ln(GDP)	GDP per capita- Thousand €	Eurostat	208	10.001	0.593
Ln(En)	Energy consumption per capita-KG oil equivalent	Eurostat	208	6.296	0.391
Pop	Ratio of city population to total population	World Bank	208	73.069	13.152

## Methodology

The main purpose of the study is to examine the impact of environmental taxes and public environmental R&D expenditures on CO2 emissions and greenhouse gases. The dynamic model proposed by Potoski and Prakash (2013) is used in the analysis, which considers the effect of the past pollution level on the current pollution.

$$\ln(EV_{i,t}) = \beta_0 + \beta_1 \ln(EV_{i,t-1}) + \beta_2 \ln(GDP_{i,t}) + \beta_3 \ln(GDP_{i,t}^2) + \beta_4 \ln(Tax_{i,t-j}) + \beta_5 \ln(RD_{i,t-j}) + \beta_6 \ln(X_{i,t}) + \omega_{i,t} \quad (1)$$

$$\ln(EV_{i,t}) = \phi_0 + \phi_1 \ln(EV_{i,t-1}) + \phi_2 \ln(GDP_{i,t}) + \phi_3 \ln(Tax_{i,t-j}) + \phi_4 \ln(RD_{i,t-j}) + \phi_5 \ln(X_{i,t}) + \varepsilon_{i,t} \quad (2)$$

$$\ln(EV_{i,t}) = \gamma_0 + \gamma_1 \ln(EV_{i,t-1}) + \gamma_2 \ln(GDP_{i,t}) + \gamma_3 \ln(Tax_{i,t-j}) + \gamma_4 \ln(X_{i,t}) + \pi_{i,t} \quad (3)$$

where  $i=1,2,\dots,26$  and  $t=2010,\dots,2017$

Equation (1) examines the effect of environmental taxes and environmental R&D expenditures in the non-linear form of the relationship between environmental pollution and national income, while equation (2)

examines this effect under the assumption of a linear relationship. Equation (3) examines the effect of environmental taxes on pollutants under the assumption of linear relationship. In Eqs(1,2,3)  $\beta_{0,1,2,3,4,5,6}$ ,  $\Phi_{0,1,2,3,4,5}$ ,  $\gamma_{0,1,2,3,4}$  represent the unknown parameters and  $\omega_{it}$ ,  $\varepsilon_{it}$ ,  $\pi_{it}$  are error terms. The dependent variable “EV” shows the CO2 and greenhouse gas emissions per capita in country  $i$  and year  $t$  as an environmental pollution indicator. Variable  $X$  represents the group of control variables including population density and per capita energy use.

Generally, fixed or random effects estimators are used in the analysis of panel data models. Although static models are important, the dependency of the dependent variable is not taken into account in the analysis. In addition, since static models assume the dependent variable as exogenous, they ignore the simultaneous relationship between the variables and cause deviations in the coefficient standard errors when the lagged value of the dependent variable is included in the model. The system generalized methods of moments (GMM) method can correct the problems of unobserved country heterogeneity, excluded variable, and measurement error, unlike the pooled OLS, fixed, and random effects methods (Bond et al., 2001). For this reason, dynamic system GMM developed by Arellano and Bond (1991), Arellano and Bover (1995) and Blundell-Bond (1998) and improved as a more consistent estimator by Roodman (2009) is used in the study. The system GMM method, known as the two-stage estimator, calculates the differences of the variables in the first stage and adds the differences of the independent variables to the model as an instrumental variable in the second stage. The system GMM estimator is an estimator designed for cases where the cross-section size is greater than the time dimension, allowing both the dependent variable affected by its past ones and correlation of the independent variables with the lagged values and the error term. (Roodman 2009). In addition, the dynamic system GMM estimator has a lower bias and higher efficiency with small samples. (Hayakawa, 2007). However, the higher degree of autocorrelation of the error term means that the moment conditions are not valid. The validity of the moment condition can be tested with Sargan and Hansen tests, which have the null hypothesis that all the determined instruments are exogenous. Sargan test statistic is valid if the error term is homoscedastic (Iqbal & Daly, 2014) and Hansen test statistic is more widely used in the literature to test the validity of the specified instruments. (Chen & Sun, 2014) Therefore, Hansen test results are used for the validity of over-definition constraints.

## Results

We have analyzed the impact of various factors on environmental pollution, focusing on the estimation results obtained using the system GMM method. Two key indicators, CO<sub>2</sub> and greenhouse gas emissions, have been examined through three different model predictions, addressing the relationships between taxes, R&D expenditures and national income. Table 2 and table 3 contain the estimation results of pollution and the variables thought to affect it, obtained by the system GMM method. There are three different model prediction results for two different pollutants in the tables. The first of these models deals with the relationship between the pollutant and national income in a non-linear form, while the second model examines this relationship from a linear perspective. The third model shows the estimation results based on the linear relationship assumption with no R&D expenditures.

There is a statistically significant and positive relationship between the current period values and the previous period values of CO<sub>2</sub> and greenhouse gas emissions, which are environmental pollution indicators, in all models. Path dependency in CO<sub>2</sub> and greenhouse gas emissions, which are proxy indicators of environmental pollutants, is approximately 75% and 76%, respectively. Although the increase in per capita income has a significant and increasing effect on CO<sub>2</sub> and greenhouse gas emissions, this effect decreases after a certain national income level, so the Environmental Kuznets Curve (EKC) hypothesis is valid.

The results in Table 2 and Table 3 show the reducing effect of ERTs revenues on pollution. This effect emerges at the highest rate, with the 2-period lagged value of tax revenues reducing the CO<sub>2</sub> emissions by 0.029%. This means, for an average country, a 1% percentage point increase in revenue from ERTs means a reduction in the growth rate of CO<sub>2</sub> emissions per capita 0.029% over the next two years. On the other hand, the pollution reduction effect of environmental R&D expenditures emerges only with a 0.021% reduction effect in greenhouse gas emissions. Even though the values they take are close to 0 in absolute terms and statistically significant at the 10% significance level, the pollution-increasing effect of the 2-period lagged values is also observed.

Table 2: One period lagged estimation results

Variables	Ln(CO <sub>2</sub> )			Ln(GHG)		
	Model 1	Model 2	Model 3	Model 1	Model 2	Model 3
EV <sub>t-1</sub>	0.74*** (0.0277)	0.777*** (0.032)	0.778*** (0.023)	0.737*** (0.0181)	0.736*** (0.0239)	0.778*** (0.0076)
ln(GDP)	0.889*** (0.2504)	0.115*** (0.0182)	0.114*** (0.0134)	0.891*** (0.2859)	0.15*** (0.0234)	0.119*** (0.0074)
Ln(GDP <sup>2</sup> )	-0.039*** (0.0125)	–	–	-0.038** (0.0143)	–	–
Ln(Tax <sub>t-1</sub> )	-0.02*** (0.0071)	-0.018*** (0.0062)	-0.008** (0.005)	-0.014*** (0.0039)	-0.013* (0.0073)	-0.01*** (0.0033)
Ln(RD <sub>t-1</sub> )	0.0013 (0.0008)	0.001 (0.0006)	–	-0.004 (0.0008)	-0.021*** (0.0016)	–
Observation	182	182	182	182	182	182
Cross-Section	26	26	26	26	26	26
Hansen Test $\rho$ value	0.566	0.336	0.309	0.591	0.332	0.263
AR(1) $\rho$ value	0.001	0.001	0.001	0.002	0.001	0.002
AR(2) $\rho$ value	0.528	0.496	0.469	0.609	0.610	0.426

1) Values in parentheses indicate coefficient standard errors. 2) \*,\*\* and \*\*\* show that the coefficients are statistically significant at 10%, 5% and 1% significance levels, respectively.

Table 3: Two period lagged estimation results

Variables	Ln(CO <sub>2</sub> )			Ln(GHG)		
	Model 1	Model 2	Model 3	Model 1	Model 2	Model 3
EV <sub>t-1</sub>	0.743*** (0.046)	0.774*** (0.0294)	0.753*** (0.0412)	0.805*** (0.0325)	0.781*** (0.0141)	0.778*** (0.0139)
ln(GDP)	0.999*** (0.1958)	0.138*** (0.0129)	0.126*** (0.0185)	1.363*** (0.4570)	0.117*** (0.006)	0.121*** (0.0072)
Ln(GDP <sup>2</sup> )	-0.045*** (0.0099)	-	-	-0.064** (0.0235)	-	-
Ln(Tax <sub>t-2</sub> )	-0.029*** (0.0103)	-0.026*** (0.0048)	-0.017** (0.007)	-0.016*** (0.0035)	-0.011*** (0.0035)	-0.008** (0.0034)
Ln(RD <sub>t-2</sub> )	0.00058* (0.0081)	0.0003* (0.00036)	-	0.0008 (0.0005)	0.012 (0.0007)	-
Observation	182	182	182	182	182	182
Cross-Section	26	26	26	26	26	26
Hansen Test $\rho$ value	0.521	0.260	0.265	0.771	0.265	0.188
AR(1) $\rho$ value	0.001	0.002	0.001	0.001	0.001	0.001
AR(2) $\rho$ value	0.439	0.393	0.417	0.940	0.944	0.942

1) Values in parentheses indicate coefficient standard errors. 2) \*,\*\* and \*\*\* show that the coefficients are statistically significant at 10%, 5% and 1% significance levels, respectively.

The effects of environmental taxation on greenhouse gas and carbon emissions are also discussed in the literature. However, there is a scarcity of studies that investigate the combined effects of taxes and clean technology investments on environmental pollution. The aim of this study is to investigate, in cases where clean technology investments are taken into account, the expanded dimensions of the effects of environmentally related taxes on pollution. The impact of taxes on pollution occurs through the increased cost of polluting technologies, leading to the adoption of clean technologies (Zeppini, 2015; Haites, 2018). Environmental taxes can effectively enhance environmental quality in both developed and developing economies through this mechanism (Ghaith and Epplin 2017; Babatunde et al. 2017). The distinguishing feature of the findings of this study is that the pollution-reducing effects of environmental taxes in the current period are more strongly affected by time. While the first-lagged values of taxes have a smaller effect on pollution, the second-lagged values have a higher effect.

The study has two hypotheses. The hypothesis that environmental taxes have pollution-reducing effects and that these effects increase over time has been supported in both CO<sub>2</sub> emissions and greenhouse gas emissions models. However, the pollution-reducing effect of environmental subsidies is only valid in the linear model where greenhouse gas emissions are the dependent variable. However, the partial validity of this hypothesis is that the pollution-reducing effect of environmental taxes is higher in models that include subsidies.

### **Conclusion**

The impact of environmental taxes and environmental R&D expenditures on environmental quality has been examined within the framework of two basic estimation logics, depending on the mathematical form of the relationship between environmental pollution and GDP. Apart from the main purpose of the study, two different results are obtained. The first of these is that the path dependence of environmental pollution is around 75% on average in all estimates, and this dynamic structure it has is an indication that reaching a certain level of reduction is possible with a long-term environmental policy. The second finding is the emergence of an increasing and then decreasing relationship between pollution and national income, which shows the validity of the EKC hypothesis.

The main purpose of the study is the effect of environmental policies, which consists of environmental taxation and environmental R&D expenditures, on environmental pollution. Environmental taxation, one of the policy components, has a clear and unambiguous reduction effect on environmental pollution. While this effect is higher with a two-period lag in CO<sub>2</sub> emissions, the reduction effect of the revenues obtained one period earlier in greenhouse gas emissions is higher. In addition, environmental taxes obtained in a given year continue to be partially effective in different periods. Although the pollution reduction effect of public environmental R&D expenditures appeared statistically in only one model, a clear reduction effect could not be obtained. Therefore, Environmental taxes can be effective in reducing pollution, but their effectiveness is still questionable. Environmental R&D expenditures can enhance innovation and competitiveness, which can lead to pollution abatement.

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# CHAPTER 5

## SOCIAL MEDIA USE OF STOCKBREEDING RURAL POPULATION AND THE COMMUNICATION DIMENSIONS BROUGHT ABOUT WITH THIS USE<sup>1</sup>

*Rüçhan GÖKDAĞ<sup>2</sup>*

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1 Due to the nature of the study, informed consent or ethics committee approval was not required.

The study was previously presented as a paper.

Gökdağ, R. (19-23 August 2019). Hayvancılıkla uğraşan kırsal kesimin sosyal medya kullanımı ve bu kullanımın getirmiş olduğu iletişim boyutları. Uluslararası Altay Toplulukları Sempozyumu – VIII Hayvan ve Hayvancılık Kültürü, Bişkek / Isık Köl, Kırgızistan.

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## Introduction

Today, in the information age; the number of people who do not have internet access is higher than the number of people with internet access. Individuals living in rural in Turkey and the World often earn their lives by farming or stockbreeding.

According to the date of 2019, 72% of the Turkish population is internet users. There is an increase of 9.3% compared to the figure for 2018 (“Fundalina”, 2019)

Although information circulates globally through new communication technologies and new media, all parts of societies cannot still access this circulating information equally.

Individuals living in rural areas with internet access can obtain the information necessary for them through the Internet when they are raising livestock. However, this does not apply to everyone living in the countryside. Individuals who do not have access to the Internet learn about stockbreeding either through their family or from other individuals breeding animal. In the rural area where mechanical solidarity prevails, information about stockbreeding, which is a common way of earning life, is transmitted to each other by individuals. Access to information does not take place in the same way for everyone living in the countryside. Rural and agricultural problems often result from the lack of access opportunities to the necessary information.

Using the internet to learn about stockbreeding, making use of the information obtained from the internet and sharing information, comments and experiences from the social media accounts of other people busy with stockbreeding cause a rapid cultural change in the countryside. The Internet shortens the distance between the people engaged in stockbreeding. This globalization has benefits such as sharing knowledge and experience, experimenting with more profitable methods and rapid help in possible animal diseases. However, these benefits have some negative effects as well. Rural people face some challenges such as globalization and technological changes. Some individuals cannot keep up with this rapid change.

If we look at the benefits of stockbreeders' using the internet and social media; the first thing that attracts our attention is the marketing of products. Stockbreeders can sell their products through social media. This makes it easier for them to market their products. In the countryside, the stockbreeders who have limited customer can reach every part of their city and even their country through social media and can send their products by their initiative. Stockbreeders who get into market try to keep up with the rapid globalisation through social media. This adaptation does not repre-

sent a process that is the same for everyone. Some stockbreeders may not be able to adapt to globalization and technological innovation, although some may keep up and move on to social media.

Stockbreeders take their products to big cities and offer them for sale. As another alternative, stockbreeders use an intermediary to ship their product to the market. Since they are also involved in the production stage, it is not always possible for stockbreeders to devote their time to the sales business. Stockbreeders with extended families can use the help of family members during the sale process. As in the feudal era, the more crowded the family is, the more works there are to do. Although this idea has gradually changed with the migration move from rural to urban, this idea still prevails in the countryside. Stockbreeders with a nuclear family or living alone have to use an intermediary in the sale of their products. When an intermediary is used, the money earned by the producer is reduced. Moreover, how farmers sell their products to consumers is closely related to social justice (Brunori, Rossi, & Guidi 2012). As a result of the sharing of the profits from the produced crops and as a result of the fact that the majority of the profit goes to the merchants and intermediaries, stockbreeders in rural areas often have low social status and income. The main reason for this situation is the realization of sales through traditional methods. The stockbreeders who sell their products through social media, increase their income by removing intermediary and merchant factors in the sales stage. The stockbreeders using new media channels for sales purpose are usually second- or third-generation breeders. Young adults are more dominant in the use of the internet.

Today, with the decrease in job opportunities in the countryside; migration from rural to urban has gained speed. With these migration movements, the number of stockbreeders is rapidly decreasing. The decrease in the number of stockbreeders also means a decrease in the number of consumers.

The use of social media provides many benefits to stockbreeders. The very first of these benefits is the possibility of reaching a large mass. The decrease in the number of the consumer with the migration from rural to urban automatically means a decrease in the income source of breeders. Stockbreeders have joined the global market with the opportunities provided by social media and thus they can reach every corner of their cities and even their countries, and thus they can reach larger mass with this way.

The global market has a phase of adaptation. Not all local stockbreeders may be able to keep up with globalization and advanced technology. The middle-aged breeders may not be able to use social media effectively and may not find it reliable. Because of their insufficient knowledge, they are much more likely to be deceived and defrauded than young breeders.

Young breeders are more likely to move their sales business to the internet because they are more likely to have technology-related competence.

Young breeders learn their job from family elders and older breeders as well as receiving support from the internet and social media rather than solely relying on traditional methods. They communicate with other breeders and exchange information. They follow local and global developments related to stockbreeding through the internet and social media more closely than older breeders. They have information about new products and they are in contact with domestic and foreign stockbreeders.

### **Research Problem**

In addition to these explanations regarding stockbreeding and social media usage, agricultural policies and the fact that government support given to agriculture has been reduced and that governmental support has been cut in agriculture due to the neo-liberal policies which have been implemented in the last 30 years around the World have caused this problem to become more severe (Öztürk, 2014).

These policies have been for the disadvantage of farmers in the underdeveloped countries and made them poorer. Such decisions and practices have forced some farmers to leave their lands (migration to the city), while others have been forced to work as paid agricultural workers in the market controlled by national or international agricultural firms (Öztürk, 2014).

In today's Turkey, as import rates have increased, the country has become more foreign-dependent. Many products are being imported such as breeding heifer, livestock calf, cattle of slaughter, carcass meat, sheep, lamb, goat, feed, straw, vaccine, medicine and many other products.

The state's support, the large part of the low low-interest loan goes to imports, which means that the farmers of other countries are funded ("Hayvancılık neden çöktü", 2018).

### **Limitations and Significance of the Study**

The research is limited to the individuals engaged in stockbreeding near Eskişehir Sivrihisar, Eskişehir Seyitgazi, Konya City centre, Konya Ereğli and Ankara Polatlı, and it is suggested that the study is extended to other regions of the country where stockbreeding is done. There are also very few studies in this field in Turkey, so accessible literature is extremely limited, and examples from abroad are available. In this respect, it is a pioneering study examining social media usage and attitudes of the people busy with stockbreeding. It is thought that this study will guide other researchers in the field and young researchers who will be interested in working in this field in the future.

## Purpose

1. To examine the effect of traditional methods used in stockbreeding on individuals' attitude towards social media and internet
2. To examine the following and non-following status of stockbreeding related support and development projects
3. To examine the possible role of the internet in stockbreeding
4. To examine the importance and place of social media in the stockbreeding business
5. To investigate whether the Internet / social media has a place in commercial enterprises of stockbreeders

## Method

### Research Population and Sample

The population of the research consists of all individuals who are busy with stockbreeding in the Central Anatolia Region between October 2018 and May 2019. The sample of this study consisted of 350 stockbreeders who were reached by using snowball sampling method between October 2018 and May 2019 in Eskişehir Sivrihisar, Eskişehir Seyitgazi, Konya city centre, Konya Ereğli and Ankara Polatlı.

## Descriptive Statistics

Table 1: Frequency Tables Regarding Demographic Questions

Variables	Frequency	Percentage
<b>Gender</b>		
Female	62	20,6
Male	239	79,4
<b>Marital Status</b>		
Married	232	77,1
Single	39	13,0
Divorced	9	3,0
Widowed	18	6,0
<b>Animal Density</b>		
Bovine Animal	106	35,2
Ovine breeding	106	35,2
Fowl	58	19,3
Bovine-Ovine	10	3,3
Bovine-fowl	1	0,3
<b>Education status</b>		
Primary school	150	49,8
High school	94	31,2
University	47	15,6
Post graduate	4	1,3
<b>Credit dept</b>		
There is	139	46,2
There is not	157	52,2

Variables	Frequency	Percentage
<b>Monthly Income</b>		
0-2000	64	21,3
2000-4000	115	38,2
4000-10000	88	29,2
10000+	31	10,3
<b>How long have you been busy with stockbreeding</b>		
1-5 year	57	18,9
6-11 year	59	19,6
12-16 year	59	19,6
17-25 year	59	19,6
25+	66	21,9
<b>Housing Status</b>		
Alone	16	5,3
Nuclear family	166	55,1
Extended family	117	38,9
<b>Region where you live</b>		
Marmara Region	22	7,3
Mediterranean Region	15	5,0
Eastern Anatolia Region	12	4,0
Central Anatolia Region	225	74,8
Southern Anatolia Region	10	3,3
Black Sea Region	7	2,3
The Aegean Region	8	2,7

In this study, 20.6% of the respondents were female and 79.4% of them were male. The marital status of the respondents was found to be married with 77.1%, single with 13.0%, divorced with 3.0% and widowed with 6.0%. It was found that the animal densities owned by the respondents were bovine with 35.2%, ovine with 35.2%, fowl with 19.3%, bovine and ovine with 3.3% and bovine and fowl with 0.3%. The educational level of respondents was 49.8% primary education, 31.2% of them was high school graduates, 15.6% of them was university graduates and 1.3% of them had a post-graduate degree. 46.2% of the respondents were found to have credit loan, but 52.2% of them was found to have no credit loan. Monthly incomes of the respondents were between 0-2000 with 21.3%, between 2000-4000 with 38.2%, between 4000-10000 with 29.2% and 10000+ with 10.3% respectively. The duration of the respondents for having been busy with stockbreeding was 1-5 years with 18.9%, 6-11 years with 19.6%, 12-16 years with 19.6%, 17-25 years with 19.6% and 25+ with 21.9%. The housing status of the respondents was found to be alone with 5.3%, nuclear family with 55.1% and extended family with 38.9%, respectively. Respondents' places of living were found to be Marmara region with 7.3%, Mediterranean region with 5.0%, Eastern Anatolia region with 4.0%, Central Anatolia region with 74.8%, Southeast Anatolia region with 3.3%, Black Sea region with 2.3%, and Aegean with 2.7%.

### **Model**

This is a descriptive study, which aimed to reveal what exists. The research model is the General Survey Model.

### **Data Collection Tool**

In the first part of the questionnaire prepared for the study, demographic questions regarding gender, marital status, duration of stockbreeding, animal species bred, animal density, educational status, monthly income, credit debt received for vocational purpose and housing were asked. In the second part, content questions were asked about the aims of the study, which was prepared by using the relevant literature. The survey consists of 26 questions.

Questionnaires were applied to 350 people by face to face survey method by 20 interviewers. Of the 350 surveys, 49 questionnaires were considered invalid and were not included in the study and the total questionnaire was reduced to 301. Relevant statistical methods were conducted on 301 valid questionnaires. The results are given in the form of tables in the findings section below.



**Results**

**Chi-Square Tables**

*Table 2: Chi-square Test Results Conducted to Investigate the Effects of Social Media Usage Knowledge on Respondens' Jobs Based on Gender Variable*

		Yes	No	Total
Female	<b>F</b>	41	20	61
	<b>%*</b>	67,2	32,8	100,0
	<b>%**</b>	26,6	15,0	21,3
Male	<b>F</b>	113	113	226
	<b>%*</b>	50,0	50,0	100,0
	<b>%**</b>	73,4	85,0	78,7
<b>Total</b>	<b>f</b>	154	133	287
	<b>%*</b>	53,7	46,3	100,0
	<b>%**</b>	100,0	100,0	100,0

*Pearson Chi-Square 5,724<sup>a</sup> Sig(p) ,017 \*Gender \*\*The effect of social media on the job*

Table 2 shows that there is a statistically significant relationship between the gender of the respondents and the impact of social media usage knowledge on their job at  $p < 0.05$ . While 67.2% of the women thought that if they had social media usage opportunity/if their social media usage related knowledge was better, their work would improve, while 32.8% of them said that social media usage related-knowledge would not be effective in the development of their business. In male participants, the ratio of social media usage knowledge factor was 50.0% for those who thought that their business would develop and who thought that it would not have any effect. In this context, women thought that if they had/had better social media usage knowledge, it would have a positive impact on their work.

*Table 3: Chi-square Test Results Conducted to Investigate the Respondents' Status of Following the Support and Development Projects regarding Stockbreeding in Social Media Based on Gender Variable*

		Yes	No	Total
Female	<b>f</b>	20	42	62
	<b>%*</b>	32,3	67,7	100,0
	<b>%**</b>	14,6	26,4	20,9
Male	<b>f</b>	117	117	234
	<b>%*</b>	50,0	50,0	100,0
	<b>%**</b>	85,4	73,6	79,1
<b>Total</b>	<b>f</b>	137	159	296
	<b>%*</b>	46,3	53,7	100,0
	<b>%**</b>	100,0	100,0	100,0

*Pearson Chi-Square 6,206<sup>a</sup> Sig(p) ,013 \*Gender \*\* Status of following social media*

Table 3 shows that there is a statistically significant relationship between the gender of respondents and the status of following the support and development projects regarding stockbreeding on social media at  $p < 0,05$  level. While 32.3% of the female participants stated that they followed the support and development projects regarding stockbreeding on social media, 67.7% of them said they did not follow such projects. In male participants, the proportion of those who followed and did not follow the support and development projects regarding stockbreeding on social media was found to have been equally distributed as 50.0%. In this context, it could be said that women did not follow the support and development projects regarding stockbreeding on social media.

Table 4: Chi-Square Test Results Conducted to Investigate the Role of the Internet in Stockbreeding Business Based on the Duration of Stockbreeding

		No	Very little	For the most part	Total
Less than 5 years	f	14	34	9	57
	%*	24,6	59,6	15,8	100,0
	**	10,6	28,8	28,1	20,2
6-11 years	f	24	25	7	56
	%*	42,9	44,6	12,5	100,0
	**	18,2	21,2	21,9	19,9
12-16 years	f	26	23	6	55
	%*	47,3	41,8	10,8	100,0
	**	19,7	19,5	18,8	19,5
17-25 years	f	28	18	8	54
	%*	51,9	33,3	14,8	100,0
	**	21,2	15,3	25,0	19,1
25+	f	40	18	2	60
	%*	66,7	30,0	3,3	100,0
	**	30,3	15,3	6,3	21,3
Total	f	132	118	32	282
	%*	46,8	41,8	11,3	100,0
	**	100,0	100,0	100,0	100,0

Pearson Chi-Square 23,968<sup>a</sup> Sig(p) ,002 \*How long have you been stockbreeding  
\*\*Role of the Internet

Table 4 shows that there is a statistically significant relationship between the duration of having been busy with stockbreeding and the possible place of the internet in their work at  $p < 0.05$  level. 24.6% of the respondents who had less than 5 years of stockbreeding experience said that the internet did not have a place in their work, 59.6% of them said that the internet had very little place in their work and 15.8% of them said it had a place in the majority of their work. 42.9% of the respondents engaged in stockbreeding between 6-11 years stated that the internet did not have a place in their work, 44.6% of them said that the internet had very little place in their jobs and 12.5% of them said that the internet had a place in the majority of their work. 47.3% of the respondents engaged in stockbreeding between 12-16 years stated that the internet did not have a place in their work, 41.8% said that the internet had very little place in their work

and 10.9% of them said that it had a place in the majority of their work. 51.9% of the respondents engaged in stockbreeding between 17-25 years stated that the internet did not have a place in their work, 33.3% said that the internet had a very little place in their work and that 14.8% of them said that it had a place in the majority of the work. 66.7% of the respondents who had been stockbreeding for 25 years and more said that the internet did not have a place in their work, 30.0% said that the internet had very little place in their work and 3.3% of them said that the internet had a place in the majority of the work. In this context, the respondents engaged in stockbreeding for less than 5 years and engaged in stockbreeding between 6-11 years stated that the internet had little place in stockbreeding work, and those engaged in stockbreeding between 12-16 years, between 17-25 years and for more than 25 years stated that the internet did not have any place in stockbreeding.

Table 5: Chi-square test results conducted to examine the methods used by participants in stockbreeding based on the respondents' duration of stockbreeding

		Yes, I run my business through family teaching	Yes, I also get support from the internet and social media	Total
Less than 5 years	F	24	32	56
	%*	42,9	57,1	100,0
	%**	13,0	30,2	19,2
6-11 years	F	32	27	59
	%*	54,2	45,8	100,0
	%**	17,3	25,5	20,3
12-16 years	f	38	20	58
	%*	65,5	34,5	100,0
	%**	20,5	18,9	19,9
17-25 years	f	38	18	56
	%*	67,9	32,1	100,0
	%**	20,5	17,0	19,2
25+	f	53	9	62
	%*	85,5	14,5	100,0
	%**	28,6	8,5	21,3
Total	f	185	106	291
	%*	63,6	36,4	100,0
	%**	100,0	100,0	100,0

Pearson Chi-Square 25,990<sup>a</sup> Sig(p) ,000 \*Have long had you been stockbreeding \*\*Method of application

Pearson Chi-Square 25,990<sup>a</sup> Sig(p) ,000 \*Have long had you been stockbreeding \*\*Method of application

Table 5 shows that there is a statistically significant relationship between the duration of being busy with stockbreeding and the methods of application used in stockbreeding at the  $p < 0.05$  level. 42.9% of the respondents who had been breeding for less than 5 years stated that they run their stockbreeding business using traditional methods such as learning from family, 57.1% of them said that they run their business using traditional ways and they also got support from the internet and social media. 54.2% of the respondents engaged in stockbreeding between 6-11 years said that they run

stockbreeding traditionally using family teachings, 45.8% of them traditionally run their business and they also got support from the internet and social media. 65.5% of the respondents engaged in stockbreeding between 12-16 years stated that they run their business traditionally using family teachings, 34.5% of them said that they traditionally run their business and they also got support from internet and social media. 67.9% of the respondents engaged in stockbreeding between 17-25 years stated that they run their business traditionally using family teachings, 32.1% of them stated that they traditionally run their business and they also got support from internet and social media. 85.5% of the respondents who had been engaged in stockbreeding for 25 years and more said that they traditionally run their business using family teachings, 14.5% of them said that they traditionally run their business and they also got support from internet and social media. In this context, while respondents who had been engaged in stockbreeding for less than 5 years benefited from traditional methods as well as the internet and social media, it could be concluded that the respondents who had been engaged in stockbreeding for more than 5 years tended to focus on family teachings.

*Table 6: Chi-Square Test Results Conducted to Investigate the Status of Learning about New Products through Social Media Based on the Duration of being busy with Stockbreeding*

		Yes	No	Total
Less than 5	<b>f</b>	44	13	57
	<b>%*</b>	77,2	22,8	100,0
	<b>%**</b>	25,9	10,3	19,3
6-11 years	<b>f</b>	40	18	58
	<b>%*</b>	69,0	31,0	100,0
	<b>%**</b>	23,5	14,3	19,6
12-16 year	<b>f</b>	33	25	58
	<b>%*</b>	56,9	43,1	100,0
	<b>%**</b>	19,4	19,8	19,6
17-25 years	<b>f</b>	28	29	57
	<b>%*</b>	49,1	50,9	100,0
	<b>%**</b>	16,5	23,0	19,3
25+	<b>f</b>	25	41	66
	<b>%*</b>	37,9	62,1	100,0
	<b>%**</b>	14,7	32,5	22,3
<b>Total</b>	<b>f</b>	170	126	296
	<b>%*</b>	57,4	42,6	100,0
	<b>%**</b>	100,0	100,0	100,0

Pearson Chi-Square 24,198<sup>a</sup> Sig(p) ,000 \*How long have you been a stockbreeder

\*\*Learning about a new product

Table 6 shows that there is a statistically significant relationship between the duration of being stockbreeders and whether or not they had information about new products via social media  $p < 0,05$  level. 77.2% of the respondents who have been engaged in stockbreeding for less than 5 years said that they had information about new products through social media, while 22.8% of them said they had no information about new products via social media. 69.0% of the respondents who had been engaged in stockbreeding for 6-11 years said that they had information about new products through social media, while 31.0% of them said they did not learn about new products via social media. While 56.9% of the respondents engaged in stockbreeding for 12-16 years said that they had information about new products through social media, 43.1% of them said they did not learn about new products via social media.

49.1% of the respondents engaged in stockbreeding between 17-25 years said that they had information about new products through social media, while 50.9% said they did not learn about new products via social media. 37.9% of the respondents who had been engaged in stockbreeding for 25 years and more said that they had information about new products through social media, while 62.1% of them said that they did not learn about new products through social media. In this context, it was found that the respondents who had been engaged in stockbreeding for less than 16 years learned about new products through social media, whereas the respondents who had been engaged in stockbreeding for 25 years and more did not learn about new products via social media.

*Table 7: Chi-square Test Results Conducted to Investigate the Status of Following the Support and Development Projects regarding stockbreeding on Social Media Based on Respondents' Duration of being stockbreeders*

		Yes	No	Total
Less than 5 years	<b>f</b>	39	18	57
	<b>%*</b>	68,4	31,6	100,0
	<b>%**</b>	28,5	11,4	19,3
6-11 years	<b>f</b>	34	23	57
	<b>%*</b>	59,6	40,4	100,0
	<b>%**</b>	24,8	14,6	19,3
12-16 years	<b>f</b>	24	34	58
	<b>%*</b>	41,4	58,6	100,0
	<b>%**</b>	17,5	21,5	19,7
17-25 years	<b>f</b>	20	37	57
	<b>%*</b>	35,1	64,9	100,0
	<b>%**</b>	14,6	23,4	19,3
25+	<b>f</b>	20	46	66
	<b>%*</b>	30,3	69,7	100,0
	<b>%**</b>	14,6	29,1	22,4
<b>Total</b>	<b>f</b>	137	158	295
	<b>%*</b>	46,4	53,6	100,0
	<b>%**</b>	100,0	100,0	100,0

*Pearson Chi-Square 25,531<sup>a</sup> Sig(p) ,000 \*How long have you been stockbreeding  
\*\*Status of following social media*

Table 7 shows that there is a statistically significant relationship between the duration of being stockbreeder and the status of following the support and development projects regarding stockbreeding on social media  $p < 0,05$ . 68.4% of the respondents who had been engaged in stockbreeding for less than 5 years stated that they followed the support and development projects regarding stockbreeding on social media and 31.6% said they did not. 59.6% of the respondents engaged in stockbreeding between 6-11 years stated that they followed the support and development projects regarding stockbreeding on social media and 40.4% said they did not. 41.4% of the respondents engaged in stockbreeding between 12-16 years stated that they followed the support and development projects regarding stockbreeding on social media and 58.6% of them said they did not. 35.1% of the respondents engaged in stockbreeding between 17-25 years stated that they followed the support and development projects regarding stockbreeding on social media and 64.9% of them said they did not. 30.3% of the respondents who had been engaged in stockbreeding for 25 years and more said that they followed the support and development projects regarding stockbreeding on social media and 69.7% of them said they did not. In

this context, while it was seen that the respondents engaged in stockbreeding for less than 11 years followed the support and development projects regarding stockbreeding on social media, it was found that the respondents engaged in stockbreeding for more than 11 years did not follow the support and development projects regarding stockbreeding on social media.

*Table 8: Chi-square test results conducted to examine the possible role of the Internet in stockbreeding business based on the animal species that breeders have*

		No	Very little	For the most part	Total
Bovine	<b>f</b>	48	34	14	96
	<b>%*</b>	50,0	35,4	16,6	100,0
	<b>%**</b>	38,7	31,2	46,7	36,5
Ovine	<b>f</b>	66	42	3	111
	<b>%*</b>	59,5	37,8	2,7	100,0
	<b>%**</b>	53,2	38,5	10,0	42,2
Fowl	<b>f</b>	10	33	13	56
	<b>%*</b>	17,9	58,9	23,2	100,0
	<b>%**</b>	8,1	30,3	43,3	21,3
<b>Total</b>	<b>f</b>	124	109	30	263
	<b>%*</b>	47,1	41,4	11,4	100,0
	<b>%**</b>	100,0	100,0	100,0	100,0

*Pearson Chi-Square 34,311<sup>a</sup> Sig(p) ,000 \*Animal species \*\*Role of the Internet*

Table 8 shows that there is a statistically significant relationship between the animal species that the respondents have and the role of the Internet in the stockbreeding business at the level of  $p < 0.05$ . 50.0% of the respondents who had bovine animals stated that the Internet had no place in their work, 35.4% of them said that the internet had very little place in their work, and 14.6% of them said that the Internet had a role for most of their work. 59.5% of the respondents who had ovine animals said that the internet did not have a role in their work, 37.8% of them said that the internet had very little role in their work, and 2.7% of them said that the internet had a role for the most of their work. 17.9% of respondents having fowl animals stated that the internet had no place in their work, 58.9% of them said that the internet had very little role in their work and 23.2% of them said that the internet had a role for the most of their work. In this context, the respondents with bovine and ovine animals said that the internet did not have a place in stockbreeding, whereas the respondents having fowl animals said that the internet had little place in stockbreeding.

Table 9: Chi-square test results conducted to examine the application methods used in their business according to the animal species that breeders have

		Yes, I run my business with family teachings	Yes, I also get support from the internet and social media	Total
Bovine	<b>f</b>	69	34	103
	<b>%*</b>	67,0	33,0	100,0
	<b>%**</b>	39,2	35,8	38,0
Ovine	<b>f</b>	86	24	110
	<b>%*</b>	78,2	21,8	100,0
	<b>%**</b>	48,9	25,3	40,6
Fowl	<b>f</b>	21	37	58
	<b>%*</b>	36,2	63,8	100,0
	<b>%**</b>	11,9	38,9	21,4
<b>Total</b>	<b>f</b>	176	95	271
	<b>%*</b>	64,9	35,1	100,0
	<b>%**</b>	100,0	100,0	100,0

Pearson Chi-Square 29,695<sup>a</sup>Sig(p) ,000\*Animal Species\*\*Application Method

Table 9 shows that there is a statistically significant relationship between the animal species that breeders have and the methods of application stockbreeders use at the level of  $p < 0.05$ . 67,0% of the respondents who had bovine animals said that they traditionally run their business with family teachings, 33,0% of them said that they traditionally run their business and they also got support from the internet and social media. 78.2% of the respondents, who had ovine animals said that they run their business of stockbreeding with family teachings in a traditional way, 21.8% of them said that they traditionally run their business and they also got support from the internet and social media. 36.2% of the respondents having fowl animals said that they traditionally run their business with family teachings, while 63.8% of them said that they traditionally run their business and they got support from the internet and social media. In this context, it was observed that the respondents with bovine and ovine animals run their business with family teachings in a traditional way, while the respondents having fowl animals had benefited from the internet and social media as well as traditional methods.



*Table 10: Chi-Square Test Results Conducted to Examine the Effects of Social Media Usage Knowledge on the works of the Respondents Based on the Animal species that Breeders Have*

		Yes	No	Total
Bovine	<b>f</b>	63	40	103
	<b>%*</b>	61,2	38,8	100,0
	<b>**</b>	43,4	31,7	38,0
Ovine	<b>f</b>	46	64	110
	<b>%*</b>	41,8	58,2	100,0
	<b>**</b>	31,7	50,8	40,6
Fowl animals	<b>f</b>	36	22	58
	<b>%*</b>	62,1	37,9	100,0
	<b>**</b>	24,8	17,5	21,4
<b>Total</b>	<b>f</b>	145	126	271
	<b>%*</b>	53,5	46,5	100,0
	<b>**</b>	100,0	100,0	100,0

*Pearson Chi-Square 10,179<sup>a</sup>Sig(p) ,000\*Animal species\*\*Effect of social media on their work*

Table 10 shows that there is a statistically significant relationship between the animal species the respondents have and the effect of social media usage knowledge on their work at  $p < 0.05$  level. 61.2% of respondents breeding bovine animals stated that their work would improve if they had social media usage knowledge or had better social media knowledge, and 38.8% of them said that social media usage knowledge would not be effective in the development of their business. While 41.8% of the respondents breeding ovine stated that their work would improve if they had social media usage knowledge or if they had better social media knowledge; however, 58.2% of them said that social media usage knowledge would not be effective in the development of their business. 62.1% of the respondents breeding fowl animals thought that their work would improve if they had social media usage knowledge or if they had better social media usage knowledge. 37.9% of them said that social media usage knowledge would not be effective in the development of their business. In this context, the respondents breeding bovine and fowl animals believed that their work would improve if their social media usage knowledge increased, whereas the respondents breeding bovine animals thought that social media usage knowledge would not affect their work at all.

*Table 11: Chi-Square Test Results Conducted to Investigate the Respondents' Status of Obtaining Knowledge regarding New Products through Social Media Based on the Animal Species That Breeders Have*

		Yes	No	Total
Bovine Animal	<b>f</b>	62	43	105
	<b>%*</b>	59,0	41,0	100,0
	<b>%**</b>	40,0	35,0	37,8
Ovine Animal	<b>f</b>	50	65	115
	<b>%*</b>	43,5	56,5	100,0
	<b>%**</b>	32,3	52,8	41,4
Fowl Animal	<b>f</b>	43	15	58
	<b>%*</b>	74,1	25,9	100,0
	<b>%**</b>	15,5	5,4	20,9
<b>Total</b>	<b>f</b>	155	123	278
	<b>%*</b>	55,8	44,2	100,0
	<b>%**</b>	100,0	100,0	100,0

*Pearson Chi-Square 15,433<sup>a</sup>Sig(p) ,000\*Animal Species\*\*Knowledge about new products*

Table 11 shows that there is a statistically significant relationship between the animal species that breeders have and whether they have information about new products via social media or not  $p < 0,05$ . 59,0% of respondents breeding bovine animals said they had information about new products through social media, 41,0% of them said they did not learn about new products via social media. 43.5% of the respondents breeding ovine animals said that they had information about new products through social media, while 56.5% of them said they did not get new information about new products via social media. 74.1% of respondents breeding fowl animals said they had information about the new products via social media, while 25.9% of them said they did not learn about new products via social media. In this context, the respondents breeding bovine and fowl animals were found to be familiar with the new products through social media, while the respondents breeding bovine and fowl animals were not familiar with the new products through social media.

*Table 12: Chi-Square Test Results Conducted to Investigate the Status of Starting Commercial Enterprise through the Knowledge obtained via Internet / Social Media Based on the Animal Species that Breeders Have*

		Yes	No	Total
Bovine Animals	<b>f</b>	27	78	105
	<b>%*</b>	25,7	74,3	100,0
	<b>%**</b>	37,0	39,0	37,8
Ovine Animal	<b>f</b>	16	99	115
	<b>%*</b>	13,9	86,1	100,0
	<b>%**</b>	21,9	48,3	41,4
Fowl animal	<b>f</b>	30	28	58
	<b>%*</b>	51,7	48,3	100,0
	<b>%**</b>	41,1	13,7	20,9
<b>Total</b>	<b>f</b>	73	205	278
	<b>%*</b>	26,3	73,7	100,0
	<b>%**</b>	100,0	100,0	100,0

Pearson Chi-Square 28,492<sup>a</sup> Sig(p) ,000 \*Animal species \*\*Status of Starting Commercial Enterprise

Table 12 shows that there is a statistically significant relationship between the animal species that breeders have and the status of starting commercial enterprise via internet / social media  $p < 0,05$ . 25.7% of respondents breeding bovine animals stated that they started commercial enterprises via the knowledge obtained through the internet / social media, 74.3% of them said they did not start commercial enterprises via internet / social media. 13.9% of the respondents breeding ovine animals stated that they started commercial enterprises via internet / social media and 86.1% of them said they did not start commercial enterprises via internet / social media. 51.7% of respondents breeding fowl animals stated that they started commercial enterprises via internet / social media and 48.3% of them said they did not start commercial enterprises via internet / social media. In this context, the respondents breeding bovine and ovine animals are not engaged in commercial initiatives through social media, while the respondents breeding fowl animals do business through social media.

*Table 13: Chi-Square Test Results Conducted to Investigate the Status of Following the Support and Development Projects regarding stockbreeding on Social Media Based on the animal species that Breeders Have*

		Yes	No	Total
Bovine animal	<b>f</b>	55	50	105
	<b>%*</b>	52,4	47,6	100,0
	<b>%**</b>	43,7	32,9	37,8
Ovine Animal	<b>f</b>	34	81	115
	<b>%*</b>	29,6	70,4	100,0
	<b>%**</b>	27,0	53,3	41,4
Fowl Animal	<b>f</b>	37	21	58
	<b>%*</b>	63,8	36,2	100,0
	<b>%**</b>	29,4	13,8	20,9
<b>Total</b>	<b>f</b>	126	152	278
	<b>%*</b>	45,3	54,7	100,0
	<b>%**</b>	100,0	100,0	100,0

*Pearson Chi-Square 21,618<sup>a</sup>Sig(p) ,000\*Animal species\*\*Status of following social media*

Table 13 shows that there is a statistically significant relationship between the animal species that breeders have and the status of following the support and development projects regarding stockbreeding on social media  $p < 0,05$ . 52.4% of the respondents breeding bovine animals said that they followed the support and development projects regarding stockbreeding on social media, while 47.6% of them said they did not. 29.6% of the respondents breeding ovine animals stated that they followed the support and development projects regarding stockbreeding on social media and 70.4% of them said they did not. 63.8% of the respondents breeding fowl animals stated that they followed the support and development projects regarding stockbreeding on social media and 36.2% said they did not. In this context, the respondents breeding bovine and fowl animals followed the support and development projects regarding stockbreeding on social media, whereas the respondents breeding bovine and fowl animals did not follow the support and development projects regarding stockbreeding on social media.

*Table 14: Chi-Square Test Results Conducted to Investigate the Possible Role of the Internet in stockbreeding business Based on the Respondents' Educational Status*

		No	Very Little	For the most part	Total
Primary education	<b>f</b>	78	56	4	138
	<b>%*</b>	56,5	40,6	2,9	100,0
	<b>**</b>	61,4	47,1	12,5	49,6
High School	<b>f</b>	36	40	13	89
	<b>%*</b>	40,4	44,9	14,6	100,0
	<b>**</b>	28,3	33,6	40,6	32,0
University	<b>f</b>	13	23	15	51
	<b>%*</b>	25,5	45,1	29,4	100,0
	<b>**</b>	10,2	19,3	46,9	18,3
<b>Total</b>	<b>f</b>	127	119	32	278
	<b>%*</b>	45,7	42,8	11,5	100,0
	<b>**</b>	100,0	100,0	100,0	100,0

*Pearson Chi-Square 32,783<sup>a</sup> Sig(p) ,000 \*Educational Status \*\*Role of the Internet*

Table 14 shows that there is a statistically significant relationship between the educational status of the respondents and the possible role of the Internet in stockbreeding  $p < 0,05$ . 56.5% of the respondents whose education level was primary education stated that the internet did not have a place in their business, 40.6% of them said that the internet had a very little role in their business, and 2.9% of them said that the internet had a place for the most of the work. 40.4% of the respondents whose education level was high school said that the internet did not have a place in their business, 44.9% said that the internet had very little place in their jobs and that 14.6% of them said that the internet had a place in the most of their work. 25.5% of the respondents, whose education level was university stated that the internet did not have a place in their business, 45.1% of them said that the internet had very little place in their business and 29.4% of them stated that the internet had a place in the most of their work. In this context, it is observed that stockbreeders whose education level was primary education said that there was no place for the internet in stockbreeding business, while the stockbreeders whose education level was high school and the university said that the Internet had very little place in stockbreeding business.

*Table 15: Chi-square test results conducted to examine the application used by the respondents based on their educational level*

		Yes, I run my business with family teachings	Yes, I also get support from the internet and social media	Total
Primary Education	<b>F</b>	111	33	144
	<b>%*</b>	77,1	22,9	100,0
	<b>%**</b>	61,0	31,1	50,0
High School	<b>f</b>	49	45	94
	<b>%*</b>	52,1	47,9	100,0
	<b>%**</b>	26,9	42,5	32,6
University	<b>f</b>	22	28	50
	<b>%*</b>	44,0	56,0	100,0
	<b>%**</b>	12,1	26,4	17,4
<b>Total</b>	<b>f</b>	182	106	288
	<b>%*</b>	63,2	36,8	100,0
	<b>%**</b>	100,0	100,0	100,0

*Pearson Chi-Square 24,813<sup>a</sup> Sig(p) ,000 \*Educational Status \*\*Application Method*

Table 15 shows that there is a statistically significant relationship between the educational status of the respondents and the application methods used in stockbreeding at the level of  $p < 0.05$ . 77.1% of the respondents whose education level was primary education said that they run their business with family teachings in a traditional way, 22.9% of them said that they traditionally run their business as well as getting support from the internet and social media. 52.1% of the respondents whose education level was high school said that they run their business with family teachings in a traditional way, 47.9% of them said they traditionally run stockbreeding business as well as getting support from the internet and social media. 44.0% of the respondents, whose education level was university stated that they run their stockbreeding business with family teachings in a traditional way, 56.0% of them traditionally run their business as well as getting support from the internet and social media. In this context, it was determined that the respondents whose education level was the primary and high school traditionally run their stockbreeding business with family teachings, while the respondents whose education level was university-run their business in a traditional way and got help from the internet and social media.

*Table 16: Chi-Square Test Results conducted to Investigate the Respondents' Status of Obtaining Information about New Products Based on the Educational Status of the Respondents*

		Yes	No	Total
Primary education	f	67	82	149
	%*	45.0	55.0	100.0
	%**	39.6	66.7	51.0
High School	f	61	32	93
	%*	65.6	34.4	100.0
	%**	36.1	26.0	31.8
University	f	41	9	50
	%*	82.0	18.0	100.0
	%**	24.3	7.3	17.1
<b>Total</b>	f	169	123	292
	%*	57.9	42.1	100.0
	%**	100.0	100.0	100.0

*Pearson Chi-Square 24,392<sup>a</sup> Sig(p) ,000 \*Educational Status \*\*Information about new products*

Table 16 shows that there is a statistically significant relationship between the educational status of the respondents and whether they have information about new products through social media or not at  $p < 0,05$  level. While 45.0% of the respondents whose education level was primary education stated that they had information about new products through social media, 55.0% of them said they did not learn about new products via social media. 65.6% of the respondents whose education level was high school said that they had information about new products via social media, while 34.4% of them said they did not learn about new products via social media. 82.0% of the respondents whose education level was university stated that they had information about new products via social media, while 18.0% of them said they did not learn about new products via social media. In this context, the respondents whose education level was high school and university were found to get information about new products through social media, while the respondents whose education level was primary education did not get information about new products through social media.

*Table 17: Chi-Square Test Results Conducted to Investigate the Status of Starting Commercial Enterprise via the Internet and Social Media Based on the Respondents' Educational Status*

		Yes	No	Total
Primary Education	<b>f</b>	20	129	149
	<b>%*</b>	13,4	86,6	100,0
	<b>%**</b>	25,6	60,6	51,2
High School	<b>f</b>	31	61	92
	<b>%*</b>	33,7	66,3	100,0
	<b>%**</b>	39,7	28,6	31,6
University	<b>f</b>	27	23	50
	<b>%*</b>	54,0	46,0	100,0
	<b>%**</b>	34,6	10,6	17,2
<b>Total</b>	<b>f</b>	78	213	291
	<b>%*</b>	26,8	73,2	100,0
	<b>%**</b>	100,0	100,0	100,0

Pearson Chi-Square 34,675<sup>a</sup> Sig(p) ,000 \*Educational Status \*\*Status of Starting Commercial Enterprise

Table 17 shows that there is a statistically significant relationship between the educational status of the respondents and the status of starting commercial enterprise via internet / social media  $p < 0,05$ . 13.4% of the respondents whose education level was primary education stated that they started commercial enterprises via internet / social media and 86.6% of them stated that they did not start commercial enterprises via internet / social media. 33.7% of the respondents whose education level was high school stated that they started commercial enterprises via internet / social media and 66.3% of them said they did not start commercial enterprises via internet / social media. 54.0% of the respondents whose education level was university stated that they started commercial enterprises via internet / social media and 46.0% did not start commercial enterprises via internet / social media. In this context, it was found that the respondents whose education level was primary and high school were not engaged in commercial enterprises through social media, whereas the respondents whose education level was university started commercial enterprises through social media.



*Table 18: Results of the Chi-square Test Conducted to Investigate the Status of Following the Support and Development Projects regarding stockbreeding on Social Media based on the Respondents' Educational Status*

		Yes	No	Total
Primary Education	<b>f</b>	53	96	149
	<b>%*</b>	35,6	64,4	100,0
	<b>%**</b>	38,7	62,3	51,2
High School	<b>f</b>	47	45	92
	<b>%*</b>	51,1	48,9	100,0
	<b>%**</b>	34,3	29,2	31,6
University	<b>f</b>	37	13	50
	<b>%*</b>	74,0	26,0	100,0
	<b>%**</b>	27,0	8,4	17,2
<b>Total</b>	<b>f</b>	137	154	291
	<b>%*</b>	47,1	52,9	100,0
	<b>%**</b>	100,0	100,0	100,0

*Pearson Chi-Square 23,058<sup>a</sup> Sig(p) ,000 \*Educational Status \*\*Status of following social media*

Table 18 shows that there is a statistically significant relationship between the educational status of the respondents and the respondents' status of following the support and development projects regarding stockbreeding on social media at  $p < 0,05$  level. 35.6% of the respondents whose education level was primary education said that they followed the support and development projects regarding stockbreeding on social media and 64.4% of them said they did not. 51.1% of the respondents whose education level was high school stated that they followed the support and development projects regarding stockbreeding on social media and 48.9% of them said they did not. 74.0% of the respondents whose education level was university stated that they followed the support and development projects regarding stockbreeding on social media and 26.0% of them said they did not. In this context, it was found that the respondents whose education level was high school and university followed the support and development projects regarding stockbreeding on social media, whereas the respondents whose education level was primary education did not follow the support and development projects regarding stockbreeding on social media.

Table 19: Chi-Square Test Results Conducted to Investigate the Possible Role of the Internet in stockbreeding business Based on Respondents' Monthly Income

		No	Very Little	For the most part	Total
0-2000	f	32	22	2	57
	%*	56,1	38,6	5,3	100,0
	**	24,2	18,6	9,7	20,3
2000-4000	f	49	55	5	109
	%*	45,0	50,5	4,6	100,0
	**	37,1	46,6	16,1	38,8
4000-10000	f	41	34	10	85
	%*	48,2	40,0	11,8	100,0
	**	31,1	28,8	32,3	30,2
10000+	f	10	7	13	30
	%*	33,3	23,3	43,3	100,0
	**	7,6	5,9	41,9	10,7
<b>Total</b>	f	132	118	31	281
	%*	47,0	42,0	11,0	100,0
	**	100,0	100,0	100,0	100,0

Pearson Chi-Square 41,154<sup>a</sup> Sig(p) ,00 \*Monthly income \*\*Role of the Internet

Table 19 shows that there is a statistically significant relationship between the monthly income status of the respondents and whether or not the internet has a place in the stock breeding business at the level of  $p < 0.05$ . 56.1% of respondents whose monthly income was between 0-2000 TL stated that the internet did not have a place in their work, 38.6% of them said that the internet had very little place in their work, and 5.3% of them said that the Internet had a role in most of the work. 45.0% of respondents whose monthly income was between 2000-4000 TL stated that the internet did not have a place in their work, 50.5% of them said that the internet had very little place in their work, and 4.6% of them said that the internet had a place for the most of the work. Of the respondents whose monthly income was between 4000-10000 TL, 48.2% said that the internet did not have a place in their work, 40.0% said that the internet had very little place in their work and 11.8% said that the Internet had a place for the most parts in their work had internet. Of the respondents whose monthly income was more than TL 10000, 33.3% said that the internet did not have a place in their business, 23.3% said that the internet had a very small place in their business and 43.3% said that the internet had a place in the majority of their work. In this context, it was seen that the respondents with monthly income between 0-2000 TL say that the internet has no place in the stock breeding business, while the respondents between 2000-10000 TL say that the internet has little place in the stockbreeding business. On the other

hand, the respondents whose monthly income was more than 10000 TL say that the internet has a big part in the stock breeding business.

Table 20: Chi-Square Test Results Conducted to Investigate the Status of Starting Commercial Enterprise via the Internet / Social Media Based on the Monthly Income Status of the Respondents

		Yes	No	Total
0-2000	<b>f</b>	10	52	62
	<b>%*</b>	16,1	83,9	100,0
	<b>**</b>	13,2	23,9	21,1
2000-4000	<b>f</b>	25	88	113
	<b>%*</b>	22,1	77,9	100,0
	<b>**</b>	32,9	40,4	38,4
4000-10000	<b>f</b>	24	64	88
	<b>%*</b>	27,3	72,7	100,0
	<b>**</b>	32,9	40,4	29,9
10000+	<b>f</b>	17	14	31
	<b>%*</b>	54,8	45,2	100,0
	<b>**</b>	22,4	6,4	10,5
<b>Total</b>	<b>f</b>	76	218	294
	<b>%*</b>	25,9	74,1	100,0
	<b>**</b>	100,0	100,0	100,0

Pearson Chi-Square 17,559<sup>a</sup> Sig(p) ,001 \*Monthly Income \*\*Status of Starting Commercial Enterprise

Table 20 shows that there is a statistically significant relationship between the monthly income of respondents and the status of starting commercial enterprises via internet / social media. 16.1% of the respondents whose monthly income was between 0-2000 TL stated that they started commercial enterprises via internet / social media and 83.9% said they did not start commercial enterprises via internet / social media. 22.1% of the respondents whose monthly income was between 2000-4000 TL stated that they started commercial enterprises via internet / social media and 77.9% said they did not start commercial enterprises via internet / social media. 27.3% of respondents whose monthly income was between 4000-10000 TL stated that they started commercial enterprises via internet / social media and 72.7% did not start commercial enterprises via internet / social media. Of the respondents whose monthly income was more than TL 10000, 54.8% said that they started commercial enterprises via internet / social media, and 45.2% said they did not start commercial enterprises via internet / social media. In this context, it was found that as the monthly income of the respondents increased, the rate of starting a business via internet / social media increased.

*Table 21: Chi-Square Test Results Conducted to Investigate the Status of Following the Support and Development Projects regarding Stockbreeding on Social Media Based on Respondents' Status of Credit Depts for Vocational Purpose*

		Yes	No	Total
There is	<b>f</b>	74	64	138
	<b>%*</b>	53,6	46,4	100,0
	<b>%**</b>	55,2	40,3	47,1
There is not	<b>f</b>	60	95	155
	<b>%*</b>	38,7	61,3	100,0
	<b>%**</b>	44,8	59,7	52,9
<b>Total</b>	<b>f</b>	134	159	293
	<b>%*</b>	45,7	54,3	100,0
	<b>%**</b>	100,0	100,0	100,0

*Pearson Chi-Square 6,542<sup>a</sup> Sig(p) ,011 \*Credit Dept \*\*Status of following Social Media*

Table 21 shows that the respondents' status of having credit loans for vocational purpose and the status of following the support and development projects regarding stockbreeding on social media at  $p < 0,05$  level. 53.6% of those who had credit debt said that they followed the support and development projects regarding stockbreeding on social media, while 46.4% said that they did not. 38.7% of those who did not have credit debt said that they followed the support and development projects regarding stockbreeding on social media and 61.3% said that they did not. In this context, the stockbreeders who have credit debt for a vocational purpose follow the support and development projects regarding stockbreeding through social media. It was found that stockbreeders without credit debt do not follow the support and development projects regarding stockbreeding through social media.

## Conclusions

### Conclusion 1

As a result of the data analysis conducted to examine whether the traditional application methods used in stockbreeding had an effect on the use of social media and attitudes towards the internet looking at the responses of the respondents in terms of duration of stockbreeding, stockbreeding type and education, a great majority of the respondents performing stockbreeding business for 25 years and above were found to have run their business with family teachings, the respondents who have been busy with stockbreeding for less than 5 years stated that they received support from the Internet and social media as well as family teachings (Table 5). While

most of the other breeders (bovine and ovine breeders) other than the fowl animal breeders stated that they run their business with family teachings, it was seen that the fowl animal breeders mostly received support from the internet and social media as well as family teachings (Table 9). While it was seen that the stockbreeders with primary and high school degree were found to have preferred family teachings; the stockbreeders with a university degree were found to have preferred family teachings as well as receiving support from the internet and social media (Table 15).

### **Conclusion 2**

As a result of the data analysis conducted to investigate the status of following or not following the support and development projects regarding stockbreeding based on gender, duration of being busy with stockbreeding, breeding type, education and being on credit loan, it was observed that females were found not to follow such projects or supports while the proportion of male following and not following such projects and supports was found to be equal (Table 3). While it was observed that the individuals who had been busy with stockbreeding for less than 5 years and between 6-11 years were found to follow the support and projects on stockbreeding, the respondents who had been busy with stockbreeding for a long time did not follow such projects and support programs (Table 7). While it was seen that the individuals who had been busy with ovine animal breeding business did not follow the support and development projects on stockbreeding; it was found that the majority of the individuals engaged in bovine and fowl animal breeding followed such projects (Table 13). As the education level of stockbreeders increased, it was concluded that they followed the support and development projects regarding stockbreeding (Table 18). While it was observed that the stockbreeders with credit debts followed the support and development projects regarding stockbreeding, the majority of stockbreeders without credit debts said they did not follow such projects (Table 21).

### **Conclusion 3**

As a result of the data analysis conducted to investigate the place of the Internet in the stockbreeding business based on the duration of stockbreeding, stockbreeding type, education and monthly income, it was found that the breeders who had been stockbreeding for a long time did not consider that the Internet had a place in stockbreeding, whereas those who had been busy with stock breeding for a short time considered that the Internet had very little place in stockbreeding. While bovine and ovine breeders said that the Internet had no place in stockbreeding business, fowl animal breeders stated that the internet had a little place in stockbreeding (Table

8). It was concluded that the stockbreeders with a primary school degree stated that the internet had no place in their work, while the stockbreeders with a high school and university degree stated that the internet had very little place in their works (Table 14). When we look at the monthly income of the breeders, it was seen that the individuals with an income between 2000-4000 TL said that the place of the internet was very little in their works, while the other income group indicated that the internet did not have any place in their jobs. (Table 19).

#### **Conclusion 4**

As a result of the data analysis conducted to examine the significance of social media use in their work based on gender, duration of stockbreeding and stockbreeding types, it was seen that female stockbreeder believed that their work would improve if they used / better used social media; and in male breeders, the number of those who agreed and disagreed was equal (Table 2). It was concluded that the individuals who were engaged in stockbreeding for a long time did not prefer social media to get information about new products, whereas those who were engaged in stockbreeding for less time benefited from social media to get information about new products (Table 6). Whereas it was concluded that bovine animal breeders believed that they would improve their business using social media; the ovine animal breeders did not agree with this opinion (Table 10). While it is seen that the bovine and fowl animal breeders used social media to learn about new products; it was observed that the individuals engaged in ovine animal breeding did not prefer social media to get information about new products (Table 11). While it was seen that the breeders with primary education degree did not prefer social media while getting information about new products, it was concluded that the breeders with a high school and university degree learned about new products by using social media (Table 16).

#### **Conclusion 5**

As a result of the data analysis conducted to examine whether the Internet and social media had a place in their commercial enterprises based on stockbreeding types, education and monthly income, it was seen that most of the bovine and ovine animal breeders did not prefer social media in their commercial enterprises; but fowl animal breeders preferred social media in their commercial initiatives (Table 12). While it was concluded that the breeders with a university degree were more likely to prefer social media in their commercial initiatives, the same did not apply to those with a high school and primary school degree (Table 17). It was concluded that the breeders whose income level was 10000 TL and above benefited from social media in their commercial enterprises, while those with lower

monthly income level did not prefer social media in commercial enterprises (Table 20).

### **Discussion and Recommendations**

Particularly due to the neo-liberal policies implemented worldwide for the last 30 years, the agricultural policies implemented by the governments and the withdrawal of the state support from the agricultural sector have led to some negative consequences and problems for that stockbreeding (Öztürk, 2014).

These changing policies have been disadvantageous for the farmers of developed countries and stockbreeders, making them even more impoverished. Such decisions and practices forced some farmers and stockbreeders to leave their fields or sell their animals (migration to the city), while others were forced to work as wage workers in the market controlled by national or international firms (Öztürk, 2014).

Less-educated participants are unlikely to adopt new technologies, new solutions and information via the Internet. Knowledge transfer is more widely used for well-educated participants (Janc & Czapiewski, 2013).

Farmers and stockbreeders, who have at least secondary education, only use the Internet for vocational purposes more frequently. (Janc & Czapiewski, 2013) This finding is consistent with that of our research.

Thanks to the Internet, traditional local businesses can grow their markets and sales through e-commerce and virtual businesses (Rastogi, Cutrell, Gupta, Jhunjhunwala, Narayan, & Sanghal, 2011). Businesses that benefit from e-commerce opportunities reduce their marketing input and costs; many businesses benefit from e-commerce opportunities because they offer vendors the opportunity to increase their profits and maintain their revenue (Goswami, Mahapatra & Divyasukananda, 2013).

Social media practices are related to ongoing discussions on communication for agricultural and rural innovations. The renewed understanding of human communication theory, practice and processes have a major impact on successful rural and agricultural innovations (Hoffman, Gerster-Bentaya, Christinck, & Lemma, 2009; Swanson & Rajalahti, 2010).

On social media, everybody has something to say or something to contribute to:

- a- More people have the chance to make their voice heard than before,
- b- More information is accessible and free for people's use, and
- c- People have the freedom to be more creative both individually and as a group (Kreutz, 2008; Trenholm, Jensen, & Hambly, 2010).

The importance of using social media has been discussed above, so the state and the GSM operators should develop joint projects to increase the internet use of the stockbreeders and farmers (eg providing low-priced internet services to farmers and breeders, encouraging and supporting that group with supportive mobile device contracts, etc.).

### **Marketing and Raising Consumer Awareness**

Small-scale social enterprises often have limited resources for marketing. Internet technologies offer them more cost-effective channels and sometimes even free channels to improve their businesses. In marketing their products, farmers use word of mouth advertising. The features of some technology platforms such as microblogging are making the view of consumers' comments public. Feedback indicating satisfaction with a product is shared again so that it reaches potential customers in a short time (Zhang, 2016).

In addition to raising consumer awareness of the benefits of organic products on sustainable development and health, farmers and other rural workers also raise awareness among consumers of the difference between conventional farming and organic farming through social media channels (Zhang, 2016).

Thus, short-term training should be given to the stockbreeders with the support of the state mayor and the local authorities to provide marketing and consumer awareness regarding media and e-marketing literacy with appropriate and isolated content in line with breeders' education level. In these pieces of training, young teachers and trainees who are not appointed as teachers yet could be used.

Farmers in the organic farming face many problems, such as misunderstandings by consumers and problems with those adopting conventional farming. The lack of organic farming skills is another problem to be dealt with. Farmers share their problems with each other in online communities (Zhang, 2016).

In addition to sharing information, farmers also support each other in the adoption of organic farming as a lifestyle (Zhang, 2016) Thus, these developments will have a positive effect on livestock and poultry.

Together with organic farmers, stockbreeders face problems in similar areas and forms, so solving problems in online societies is similar to the problem-solving strategies in group therapies. Stockbreeders who share their problems and ways of solving such problems can solve his problems. In this way, the stockbreeders who understand that such problems are not unique to themselves employ less trial and error method and can apply the



learned solution from the collectivity to their problems in a less costly way.

As seen in the tables and literature, the social media usage rate of young breeders has a direct correlation with the increase in their income. With the increase in the use of social media, breeders are more successful in marketing their products through e-commerce, while at the same time, they follow the ways of solving other breeders' problems in a sharing environment and they develop more effective methods to cope with problems, and breeders contribute to the national economy by making the breeding beneficial and result oriented. This will increase their income considerably.

As an additional recommendation, the projects that will keep the rural population who have ceased stockbreeding in rural areas. Rural development should be supported. Establishment of new enterprises using agricultural inputs in rural areas should be encouraged. Urban services should be taken to rural areas. The distinction between rural and urban should be eliminated. People should be fed where they are born to diminish the pressure on rural people to migrate to cities ("Kırsalda nüfus kaybında", 2017).

As could be understood from the recommendations and literature, more research similar to this one should be conducted and spread on a larger scale since healthy agriculture and stockbreeding practices are very important for the present and future generations to live a healthy and quality life.

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## CHAPTER 6

### THE CONCEPT OF DEATH IN THE SELECTED POEMS OF EMILY DICKINSON AND CAHIT SITKI TARANCI

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## Introduction

Literature, as a profound artistic medium, has always been an effective means of probing the intricacies of human existence and pondering the mysterious facets of life. Within its extensive thematic scope, contemplation of death emerges as a persistent motif that transcends cultural and temporal boundaries. As Devaleena Kundu states:

*Exchanging finitude for eternal life has been a dominant leitmotif in the literature of death. Tales of attempted immortality populate histories of ancient civilizations, particularly the Chinese and the Egyptian. Consumed by the dread of death – post-Freudian psychoanalysts traced the origins of this fear back to the narcissus compulsion – Qin Shi Huang, the first emperor of China, sent expeditions across the eastern seas in search of the fabled potion of life. (2015, p.1)*

In her insightful analysis, Devaleena Kundu discusses the prevailing theme in the literature of death of the exchange of finitude for eternal life. Psychoanalysts, building on Freud's theories, have explored the psychological underpinnings of this fear of death. They have traced its origins to the concept of the "narcissism compulsion," which refers to an innate human tendency to preserve the self and escape the inevitability of death. This fear of death has significantly influenced the way cultures and people perceive and approach death. A striking historical example can be found in the story of Qin Shi Huang, the first emperor of China. Driven by a great fear of mortality and motivated by the quest for immortality, he sent expeditions on ambitious voyages across the eastern seas in search of the legendary "Potion of Life." "This historical account vividly illustrates how the quest for eternal life captured the minds of influential figures and shaped the course of history. In literature, the pursuit of immortality has been repeatedly presented as a dominant leitmotif.

Death, an immensely significant phenomenon in human history, carries deep psychological and cultural implications. Death indeed evokes a deep and complex range of emotions, often including fear in various forms. For some people, the fear of death stems from the unknown, from the uncertainty of what lies beyond the threshold of mortal existence. The idea of facing the unknown and the possible end of consciousness can be deeply unsettling. Others may experience the fear of death as the fear of their own annihilation, the fear of ceasing to exist, and the end of their individual identity. This fear often arises from thoughts of the possible loss of personal experiences, relationships, and the ceaseless flow of life's possibilities. In addition, the fear of death may manifest as a fear of losing loved ones. Each person's relationship to death is shaped by his or her personal beliefs, experiences, and cultural views. While death is an inevitable part of the hu-

man experience, the anxiety associated with it underscores the importance and value we place on life, our connections, and our longing for continuity.

Death is interpreted differently in different religions and cultures, and myths are replete with stories of divine beings striving for immortality, illustrating humanity's continuing preoccupation with this enigmatic subject. In literature, especially poetry, death is central. It serves as a catalyst for unforeseen plot twists, heightens suspense, evokes mysterious secrets, and provokes deep emotional responses. The inevitability of death is a universal truth that instills fear in everyone and often leads to a constant state of apprehension or paranoia, especially when it comes to the prospect of losing loved ones. Interestingly, however, people's reactions to the reality of death can vary drastically. Some ascribe a different meaning to death and view it in a more positive light, possibly because of a belief in an afterlife or for other spiritual reasons. Amidst these differing perspectives, one poet stands out with a unique and profound approach to death - Emily Dickinson, whose verse exudes an unparalleled fascination and longing for the mysterious embrace of death.

Emily Dickinson, once an obscure figure in the literary world, is now celebrated as a revolutionary genius whose poetry exudes an undeniable brilliance. To fully understand Dickinson's poetry, an understanding of her historical context is essential. She lived in a time marked by social conflict between tradition and progress, and her poetry challenged religious dogma and convention, making her a prominent figure of the nineteenth century. Against the backdrop of the Civil War, Dickinson's poetic explorations encompassed such themes as death and the meaning of life and reflected her personal experiences.

Similarly, the theme of death has gained considerable attention in Turkish literature, reflecting its importance in world literature. Within the poetic tradition of Turkish literature, Cahit Sıtkı Tarancı stands out as a poet who deals extensively with death. While poetry often evokes emotions such as love, joy and friendship, Tarancı has made it a point to focus on themes of pessimism, sadness, and death alongside themes that embody positive thoughts in his poetic work. From the beginning, Tarancı evoked a somber atmosphere in his poems and gradually focused on the theme of death.

Cahit Sıtkı Tarancı (1910-1956) became one of the leading figures in Turkish literature during the Republican era. He is best known for his poetry and became famous for his poem 'Thirty-Five Ages,' earning the nickname 'Poet of Death'. Tarancı belonged to the artistic circles of the 1940 generation that were deeply affected by the experiences of two world wars within a short period of time, resulting in a pervasive sense of pessimism. Tarancı adhered to the aesthetic ideas of his time and strove for perfection.

He combined social themes with folk literature, the divan tradition, and Western literature, drawing on his rich cultural heritage. His collection of poems, ‘Thirty-Five Years Old,’ first published in 1946 and containing the poem of the same name, became one of the most widely published collections of poetry in the years that followed. The collection, which spans the period from 1933 to 1946, explores themes of death, loneliness, love, and the joy of living, and exemplifies Tarancı’s esthetic and poetic vision. Tarancı, celebrated in Turkish literature as the poet of death, displays a deep obsession with death that extends even to his reflections on love. In his poetry, death is a pervasive theme, intimately interwoven with various aspects of life, including the deep emotions of love. This unwavering preoccupation with death reflects the depth of Tarancı’s exploration of the enigmatic and inseparable connection between life and death, leaving an indelible mark on his poetic legacy.

Gündüz kelebeklerindir

**The day belongs to the butterflies**

Gece yıldızlarıdır,

**The night belongs to the stars,**

Ölüler böceklerindir,

**The dead belong to insects,**

Azap günahkârlarıdır

**Punishment belongs to sinners**

Sen de benimsin benim

**You belong to me!!!!**

These evocative lines of Tarancı conveys a haunting and terrifying image. Behind the surface, however, it becomes clear that the underlying theme is that of “love” Despite the focus on the eerie and disturbing imagery, the poet’s obsession with “death” persists and permeates even moments of love.

In another famous poem, “Desem ki" (I Say That):

Şayet sesimi farkedemezsen,

**If you can’t recognize my voice,**

Rüzgârların, nehirlerin, kuşların sesinden,

**From the sound of winds, rivers, birds,**

Bil ki ölmüşüm.

**Know that I'm dead.**

Fakat yine üzülme, müsterih ol;

**But again, don't be sad, be happy;**

Kabirde böceklere ezberletirim güzelliğini...

**I make insects memorize your beauty in the grave...**

The poet's fascination with the connection between the grave, the body, and the insect may seem odd, but it weaves a unique tapestry in his verse. In his poems, he repeatedly roams this fascinating realm, exploring its enigmatic fascination with unwavering dedication.

Comparing the works of two renowned poets, Cahit Sıtkı Tarancı and Emily Dickinson, provides valuable insights into their distinct approaches to the theme of death. Tarancı's renowned poem 'Ben Ölecek Adam Değilim' (I Am Not a Man to Die), first published in 1946 as part of his collection 'Otuz Beş Yaş' (Thirty-Five Years), offers a unique perspective on life, death, and existence, challenging conventional notions. On the other hand, Dickinson's celebrated poem 'I Couldn't Stop for Death,' published in 1890, exemplifies her characteristic style of delving into the subject of death. By contrasting Tarancı's introspective poem and Dickinson's meditative work, this article aims to illuminate the contrasting ways in which each poet approaches the concept of death.

### **COMPARING THE PORTRAYAL OF DEATH: 'I COULDN'T STOP FOR DEATH' VS. 'I AM NOT A MAN TO DIE'**

Emily Dickinson's treatment of death is an important aspect of her poetry. Although she led a reclusive life in her childhood home in Amherst, Massachusetts, from 1830 to 1886, Dickinson's exploration of death became a central theme in her work. Dickinson is often referred to as the "Belle of Amherst" and is considered one of the most important American poets of the nineteenth century.

Over the course of her life, Dickinson composed an extensive collection of poems that remained largely unpublished until her death. In these poems, she explored the theme of death in depth, offering unique perspectives and reflections. Her distinctive writing style, characterized by unconventional punctuation and capitalization and departing from tradition-

al rhyme schemes, enabled her to convey complex thoughts and feelings about death.

Dickinson's exploration of death went beyond the conventional views of her time. She was concerned with existential aspects and pondered the nature of life, the afterlife, and the human condition. Her poems often reflect a deep sense of introspection, noting the transience of existence and the inevitability of death. The theme of death in Dickinson's poems is evident in her vivid imagery and metaphors. She used symbols such as a carriage ride, a fly, and a buzzing fly to represent mortality and the transition from life to death. Through these symbols, she conveyed her thoughts about the transience of life and the mystery of what lies beyond. Dickinson's depiction of the transition from life to death is remarkably seamless and serene. In her poems, death has a gentle touch that resembles a sweet breeze as it accompanies the speaker on this profound journey. These images convey a sense of comfort and ease, suggesting that the transition from one state to another is gentle and harmonious, adding a unique and delicate perspective to the contemplation of death. Furthermore, Dickinson's exploration of death is not limited to the physical aspects, but also encompassed themes of spiritual uncertainty and existential questions. She grappled with the idea of life after death and the existence of a higher power. Her poems often conveyed a sense of longing, ambiguity, and deep introspection, making her work both deeply personal and universally relatable.

Dickinson's unique perspective on death, as expressed in her unconventional and deeply introspective poems, contributed to a literary revolution that continues to captivate audiences today. Her ability to evoke deep emotion and challenge the social norms of her time cemented her status as one of the most influential poets in American literature, and her exploration of the theme of death remains an important aspect of her enduring legacy.

By defying conventional literary practices and writing evocative opening lines, Dickinson's poetry has resonated with audiences and achieved lasting fame. Her exploration of the theme of death, often through innovative and unconventional means, remains a hallmark of her poetic legacy, captivating readers with its depth and complexity. Emily Dickinson's rebellion against literary convention is particularly evident in her treatment of the subject of death. One notable way she challenged the norms was by not using titles for most of her poems. The absence of titles puts the focus on the words themselves and allows readers to engage more directly with the poetic content. The iconic poem "Because I Could Not Stop at Death" exemplifies Dickinson's masterful exploration of the theme of death. The very first line captures the reader's attention and takes them on a meditative journey through the concept of death.



David Lehman points out that there is a widespread belief that Emily Dickinson died before her poems were discovered and published, leading to the idea that her writings were composed after her death. Dickinson shows a deep understanding of death in its various dimensions. Therefore, it is generally believed that Dickinson conveys moving accounts of death to her readers as if she had experienced it herself during her lifetime. In her works, she explores nearly every aspect related to mortality (Lehman, 2008, p. 3).

Dickinson not only depicts her own death, but also reflects on the passing of her friend and observes the transformation of the physical body, finding death a harsh figure. Unlike Keats and other Romantic poets who view death as a disruptive force to the joy of life, Dickinson warmly embraces death, describing it in her writings as a courteous and gentle companion.

So proud she was to die  
 It made us all ashamed  
 That what we cherished, so unknown  
 To her desire seemed —  
 So satisfied to go  
 Where none of us should be  
 Immediately — that Anguish stooped  
 Almost to Jealousy

In this poem, Dickinson captures the sense of pride and contentment that the deceased feels in the act of dying. The speaker describes the deceased's demeanor and emphasizes his firm conviction and willingness to depart from this life. The word "proud" expresses the firm determination and lack of fear, almost as if the person had achieved something extraordinary. In Dickinson's perspective, death is depicted as an emblem of pride or a quality that instills a sense of honor. She portrays death as something that the deceased person takes pride in, as if their passing is a dignified and courageous act.

Dickinson's poetry shows a tendency toward thematic ambiguity and variety of meaning, largely due to her skillful use of ambiguous language. If we look at a small collection of Emily Dickinson's poems, we can clearly see that death is an important theme in her poetry. It is interwoven with many other themes, so it is difficult to determine exactly how many of her poems deal specifically with death. However, it is present to some degree in more than half of her poems, and about a third of her poems are primarily about death. Many of these poems also touch on religious themes,

although some of her religious poems do not mention death directly.

To understand the enigmatic presence of the theme of death in Emily Dickinson's poetic works, it is essential to consider the historical and cultural environment that shaped her creative endeavors. By closely examining the contextual framework within which this esteemed poet moved, we can illuminate the conceivable factors that may have driven her deep preoccupation with death. The period in which Dickinson lived was characterized by a remarkable and alarming mortality rate among young people, which meant that death was omnipresent even in her own home. This constant confrontation with death, coupled with her inherent reclusiveness, the sense of disillusionment caused by the absence of romantic love in her life, and her deep uncertainty about the mysteries that lie beyond death, acted as powerful catalysts for her intense fascination with the concept of death.

I have never lost but one friend near my age & with whom my thoughts & her own were the same. It was before you came to Amherst. My friend was Sophia Holland. She was too lovely for earth & she was transplanted from earth to heaven. At length the doctor said she must die & allowed me to look at her a moment through the open door. I took off my shoes and stole softly to the sick room. There she lay mild & beautiful as in health & her pale features lit up with an unearthly—smile. I looked as long as friends would permit & when they told me I must look no longer, I let them lead me away. I shed no tear, for my heart was too full to weep, but after she was laid in her coffin & I felt I could not call her back again, I gave way to a fixed melancholy. I told not one the cause of my grief, though it was gnawing at my very heart strings. I was not well & I went to Boston & stayed a month & my health improved to that my spirits were better. I trust that she is now in heaven & though I shall never forget her, yet I shall meet her in heaven (Leyda, 1970, p. 85).

This excerpt quoted by Leyda from Emily Dickinson's personal writings provides a deeply emotional insight into the impact of losing a cherished friend. The speaker's heartfelt account of Sophia's beauty, both in life and in death, and the unspoken grief she carries in her heart, presents a genuine and intimate portrayal of grief. Dickinson's ability to convey raw emotion in such a vivid and descriptive way is a testament to her poetic skill.

The passage also touches on themes of acceptance, hope, and belief in an afterlife that are common in Dickinson's works. The speaker's confidence in a future reunion with Sophia in heaven serves as a source of comfort and consolation amidst the pain of loss.

Throughout her life, Emily Dickinson lived primarily in her child-

hood home in Amherst. For a brief but drastic period of about 15 years, however, her family lived on a street adjacent to a cemetery, so that she was frequently exposed to funeral processions that passed by her house. This constant encounter with death probably left a deep impression on her memory and shaped her view of death and the mysteries that lie beyond earthly life. As a result, the theme of death occupied a significant place in her poetry, reflecting her reflections on the transience of life and the realms that transcend our earthly existence.

In Dickinson's examination of death, we not only see the circumstances surrounding it, but also gain deep insight into her life as a highly sensitive person. One crucial aspect that deeply affects her is a romantic entanglement with a married man that leads to deep frustration and subsequent disappointment. These feelings plunge her into an abyss of loneliness, leading her to decide to commit to solitude for the rest of her life. Between 1860 and 1863, during the years of intense mental distress, death becomes a recurring metaphor in her poetry. In numerous poems she deals with themes such as unrequited love, isolation, mental anguish, and alienation, all of which are closely interwoven with the motif of death.

Although she refers to the grave as her 'home,' Dickinson paradoxically values the interpersonal relationships she shares with her family members. Her poems grapple with death while revealing a deep fear of losing those she loves. In essence, she weaves death and the fear of loss so closely together in her verse that it becomes unclear whether she is avoiding death or seeing it as a form of redemption. Through her extraordinary poetic talent, she artfully employs a variety of death-related imagery and metaphors that make up her distinctive style.

In 'I Could not Stop for Death,' Dickinson presents a unique perspective that departs from the conventional portrayal of death as something to be feared or fought against. Through the use of personification, Dickinson portrays death as a gentle companion who guides the speaker on a carriage ride through the stages of life. By embracing the enigmatic nature of death, Dickinson asks the reader to question the meaning of life and the inevitability of death.

Because I could not stop for Death –  
 He kindly stopped for me –  
 The Carriage held but just Ourselves –  
 And Immortality.

In the opening lines of ‘I Could not Stop for Death’, the speaker reflects on a unique encounter with death. The poem begins with the assertion that the speaker could not stop for death, but that death kindly took the initiative to stop for her. This personification of Death as a gentleman sets the tone for the entire poem. The speaker’s view of death brings out a special nobility that the death. Although she harbors positive feelings toward death, there is an unmistakable ambiguity in her that arises from her inability to await its arrival. The use of the word ‘kindly’ suggests a benevolent and gentle nature of death and contrasts with the general idea of death as something to be feared or resisted. It implies that death is not an antagonist, but rather a companion that accompanies the speaker on a journey. According to Dickinson’s perspective, death is not to be feared but rather accepted as an inevitable culmination.

The metaphor of a carriage ride is evoked, depicting the speaker and Death as the sole occupants of this enigmatic journey. The deliberate restriction of carriage occupancy to the speaker and death symbolizes the intimate and personal nature of the experience to come. This image suggests that the road to death is an individual and introspective journey in which each soul is confronted with its own considerations and reflections.

The mention of immortality in the last line of the stanza introduces another figure or concept that accompanies the speaker and death. Immortality is personified, suggesting that the journey with death goes beyond mortal existence and into the realm of eternity. The inclusion of immortality implies that death is not the end, but rather a gateway to an eternal existence.

In contrast to Dickinson, Cahit Sıtkı Tarancı, known for his poignant poetry on death, presents a contrasting perspective on death. In Tarancı’s works, death is portrayed as an adversary that pulls him out of the realm of life. Within this poem, the first two lines appear to stand in contrast to Dickinson’s previous verses, where she fervently calls for death and poetically portrays it as a steadfast companion and confidant.

Kapımı çalıp durma ölüm,

**Do not keep knocking on my door, death,**

Açmam;

**I won’t open;**

Ben ölecek adam değilim.

**I am not a man to die**

Alıştım bir kere gökyüzüne;

**I have grown accustomed to the sky;**

Bunca yıllık yoldaşımdır bulutlar.

**Clouds have been my companions for all these years.**

Sıkılırim,

In these lines, Tarancı boldly portrays a contrasting view to Dickinson's contemplation of death. The poem begins with a direct and determined address to death in which he asserts, 'Don't knock on my door, death, / I won't open/I am not a man to die. With these powerful words, the speaker demonstrates his defiance toward the concept of death, adamantly refusing to submit to its inevitable grip. The lines reflect the speaker's unwavering determination to resist and reject the notion of his own mortality. Tarancı's poem is a powerful and courageous plea against the fear of death and illuminates a unique perspective on the complexity of human existence.

The following lines highlight the speaker's deep connection to the natural world. He states that he has become accustomed to the sky, considering it his longtime companion. The mention of clouds, birds, and trees reveals the speaker's appreciation for the beauty and harmony of nature. The speaker finds solace and comfort in the presence of these elements, which provide a sense of familiarity and belonging. In Dickinson's poetry, elements of nature hold a prominent place, and she often uses them to convey deeper emotions and themes. She contemplates the sunset, almost bidding farewell to the world, while expressing a sense of acceptance towards death. On the other hand, Cahit Sıtkı Tarancı, in contrast, cannot bear the thought of death separating him from these very elements of nature that Dickinson finds solace in. For Tarancı, the idea of being taken away from the embrace of nature by death is unbearable, and he clings to life with a deep attachment to the beauty and essence of the natural world. This divergence in perspective reveals the unique ways in which different poets approach the concept of death and its relationship with the natural world in their poetic expressions.

Sıkılırim,

**I feel uneasy,**

Kuşlar cıvıdamasa dallarında,

**If the birds don't chirp on their branches,**

Yemişlerine doymadığım ağaçların,

**When I haven't had my fill of the fruit from the trees I haven't yet satisfied,**

Yağmur mu yağıyor,

**Is it raining?**

Güneş mi var,

**Is the sun shining?**

Farketmeliyim

**I must notice**

Baktığım pencereden

**From the window I gaze through**

The speaker then expresses a sense of restlessness and dissatisfaction when the birds are not singing on the branches and when he didn't fully enjoy the fruits of the trees. This longing for fulfillment indicates his desire to fully experience and savor life's offerings. He feels the need to be aware of the changing weather conditions, whether it is raining or the sun is shining, emphasizing his desire to be present and engaged in his surroundings.

Deniz görünmeli çıksam balkona

**The sea should be visible if I step out onto the balcony.**

Tamamlamalı manzarayı

Karlı dağlarla sürülmüş tarlalar

**Snow-capped mountains and cultivated fields must complete the scene.**

Ekmekten olamam doğrusu,

Nimet bildiğim;

**I cannot be deprived of the bread that I know as a blessing;**

Sudan geçemem,

**I can't give up on water,**

Tuzludur teneffüs ettiğim hava.

**The air I breathe is salty.**

The desire for a complete view is expressed through the speaker's yearning to see the sea when they step out onto the balcony. They envision

a panoramic scene with snowy mountains and cultivated fields, emphasizing their longing for a harmonious and visually pleasing environment. This longing implies a yearning for a sense of completeness and fulfillment in life.

Ya nasıl dururum olduğum yerde,

**But how can I remain in one place,**

Öyle upuzun yatmış,

**Lying so still,**

İki elim yanıma getirilmiş,

**With my hands placed by my side,**

Hareketsiz,

**Motionless,**

Sükûta râmolmuş;

**Silence has been granted;**

Sanki devrilmiş bir heykel?

As if I were a fallen statue?

The poem concludes with a powerful image of the speaker lying motionless, as if they were a toppled statue. Their extended position, with their hands by their side, signifies a state of stillness and silence. The comparison to a fallen statue suggests a loss of vitality and a sense of being immobilized, perhaps reflecting the speaker's contemplation of their own mortality and the possibility of being forgotten or overlooked.

Tarancı's defiant and contemplative poem presents a contrasting perspective on death. The speaker resists its inevitable arrival and finds solace in the allure of nature and the longing for a meaningful existence. This thought-provoking work encourages the reader to reflect on his own mortality, the importance he places on the natural world, and the search for meaning in life. In the remaining verses, however, Dickinson takes a different approach to death, presenting it as the ultimate and preferred outcome for herself:

We slowly drove – He knew no haste  
 An I had put away  
 My labor and my leisure too,  
 For His Civility –  
 We passed the School,        where Children strove  
 At Recess – in the Ring –  
 We passed the Field of Gazing Grain –  
 We passed the Setting Sun –  
 Or rather – He passed us –  
 The Dews drew quivering and chill –  
 For only Gossamer, my Gown –  
 My Tippet – only Tulle –  
 We paused before a House that seemed  
 A Swelling of        the Ground –  
 The Roof was        scarcely visible –  
 The Cornice – in the        Ground –  
 Since        then – ‘tis Centuries – and        yet  
 Feels        shorter than        the Day  
 I first        surmised the        Horses’ Heads  
 Were        toward Eternity –

The contrasting lines that begin with Tarancı’s defiance of death and his reproach of its existence take on a different dimension in Dickinson’s poetry. In contrast to Tarancı, Dickinson personifies death and portrays it as a faithful companion who walks side by side with the speaker. In her verse, it seems as if the speaker is looking at the world for the last time and bidding an enthusiastic farewell to life, as if she were going on vacation instead of embracing death. Dickinson’s unique portrayal of death as companion underscores the poets’ differing perspectives on mortality and reveals the complexity and diversity of human feelings and attitudes toward life’s final journey. The poem begins with the speaker describing a slow and leisurely carriage ride with Death. The speaker notes that Death had no sense of urgency, implying that death is an inevitable and patient force. The



speaker willingly puts aside their work and leisure activities to accompany Death, emphasizing Death's civility and their acceptance of its presence.

As they continue their journey, the speaker and Death pass significant symbolic locations. The mention of the school, where children are at play during recess, represents youth and the early stages of life. The Fields of gazing grain symbolize productivity and adulthood. These passing scenes reflect the stages of life that the speaker has left behind as they transition into the realm of death.

The passing of the setting Sun signifies the end of life and the approaching darkness. However, the speaker notes that it was not the sun that passed them but Death itself, suggesting that Death's presence supersedes the natural progression of time. The mention of the Dews drawing quivering and chill implies a sense of foreboding and the cold reality of death.

The speaker describes their attire as light and ethereal, wearing only a gossamer gown and a tulle tippet. These delicate and translucent garments symbolize the transient nature of life and the fleeting existence of the physical body. The speaker has shed the weight of worldly possessions and material attachments, embracing a sense of simplicity and detachment.

The journey comes to a pause in front of a House that appears like a swelling of the ground. This House represents the speaker's final resting place, a grave or tomb. The barely visible roof and the cornice in the ground emphasize the speaker's transition from the physical world to the realm of death.

In the final stanza, the speaker reflects on the passage of time since that moment. They express a paradoxical perception that centuries have passed, yet it feels shorter than the day when they first realized that the horses' heads were directed towards eternity. This realization underscores the speaker's acceptance of the infinite nature of death and their detachment from the linear concept of time.

In her exploration of death, Dickinson's poem resonates with Tarancı's unwavering determination in the face of the psychological burden that death brings. Just as the speaker in Dickinson's poem reflects on the transience of existence and the inevitability of death, Tarancı expresses in his own poem that he is unwilling to accept the finality of mortality. As Tarancı puts it in his lines:

Ellerim ne der sonra bana?

**What do my hands say to me**

Soğumuş kalbime ne cevap veririm?

**How should I respond to my frozen heart?**

Utanmaz mıyım ayaklarımdan?

**Am I not ashamed of my feet?**

Kalkmalıyım,

**I must rise,**

Dolaşmalıyım,

**I must wander,**

Sokaklarda, parklarda.

**In the streets, in the parks.**

El sallamalıyım

**I must wave my hand**

Giden trenlere,

**To departing trains,**

Kalkan vapurlara.

**To departing ships**

Bilmeliyim,

**I must know**

Gölgelerin boyundan,

**The length of shadows,**

Saatin kaç olduğunu...

**What time it is...**

Islık çalmalıyım.

**I must whistle.**

Türkü söylemeliyim

**I must sing a song**

Yol boyunca,

**Along the way,**

Keyfinden ya hüznümden.

**Out of joy or out of sorrow.**

Geçmiş günleri hatırlamalıyım,

**I must remember past days,**

Dalıp dalıp akarsuya,

Hayaller kurmalıyım,

**I must dive into dreams in the flowing dream,**

Güzel geleceğe dair

**For a beautiful future.**

Yanımdan geçenler olmalı,

**There should be passers-by,**

Selâm almalıyım;

**I must greet them;**

Robenson’u düşünmeliyim,

**I must think of Robinson**

Garipliğini:

**His strangeness:**

Şükretmeliyim

**I must be grateful**

İnsanlar arasında olduğuma.

**To be among people.**

Nedir ki eninde sonunda ölüm?

**What is death after all?**

Ayrı düşmek değil mi aşinalardan?

Isn’t it to be separated from the familiar?

Kapımı çalıp durma ölüm,

Don’t keep knocking on my door, death,

Açmam;

I won’t open;

Ben ölecek adam değilim.

**I am not a man to die.**

The speaker wonders about the fate of their hands, how their cold heart will respond, and expresses a sense of shame or embarrassment about their own feet. These questions reflect the speaker’s inner turmoil and uncertainty about their own existence and identity. In his determined attitude toward the psychological burden of death, Tarancı meticulously enumerates the blessings and connections that anchor him in life. Each counted unit is significant and symbolizes his ongoing hopes and aspirations. The immeasurable expanse of the “sky” embodies the poet’s longing for eternity and sustains his spirit with unwavering optimism. The melodic chirping of birds, the diverse bounty of fruits, and the eternal expanse of the

sea serve as indispensable crutches that strengthen Tarancı's resilience and keep him steadfast and upright.

The following lines depict a desire for action and engagement with the world. The speaker feels the need to rise, wander, and explore the streets and parks. They express the longing to wave goodbye to departing trains and rising ships, symbolizing a desire for freedom, movement, and new experiences. The speaker also emphasizes the importance of being aware of their surroundings, including the length of shadows and the current time.

The lines 'İslık çalmalıyım' (I should whistle) and 'Türkü söylemeliyim' (I should sing a folk song) convey a sense of joy and spontaneity. The speaker desires to express themselves through music, enjoying the journey with a mix of emotions, whether it be happiness or sadness.

The poem continues with a call to remember the past, to immerse oneself in a flowing stream, and to create dreams for a beautiful future. These lines highlight the speaker's yearning for reflection, imagination, and hope. They suggest that by embracing the flow of time and cherishing moments, one can find solace and purpose.

The presence of others becomes significant as the speaker mentions the passing people and the act of greeting them. The reference to Robenson, which could possibly be a literary or historical figure, suggests the need to contemplate the eccentricities of individuals and appreciate their uniqueness. The speaker expresses gratitude for being among people, recognizing the value of human connection.

The poem concludes with a contemplation on the inevitability of death. The speaker acknowledges that death is a part of life, and the separation from familiar faces is an inherent aspect of existence. However, they assert their refusal to open the door for death, proclaiming that they are not a person who is destined to die. This declaration reveals the speaker's resilience, determination, and defiance in the face of mortality. Despite his ardent efforts to embrace life, Tarancı is plagued by the fear of being detached from all that is familiar to him. Regardless of his persistence, the fear of death persists and is determined to tie the poet's hands.

Tarancı's poem explores themes of self-reflection, the desire for engagement with the world, the significance of memories and dreams, the value of human connections, and a defiance towards death. It conveys a sense of existential questioning, a longing for purpose, and an affirmation of the speaker's individuality and refusal to succumb to the inevitability of death.

## Conclusion

The subject of death, universally troubling and subject to cultural differences, triggers dark feelings in each individual. While Emily Dickinson perceives death differently and does not see it as mere annihilation, Cahit Sıtkı Tarancı emerges as a captivating poet who nurtures a sense of paranoia and apprehension towards death. His poems explore the complexities of mortality and evoke a profound exploration of the human psyche in the face of life's inevitable end.

With each stanza of "I am Not the Man to Die," Tarancı's refusal to surrender to the grip of death becomes palpable. His words resonate with a defiance that stems from his deep attachment to the familiar and his reluctance to part with it. In the face of impending mortality, Sıtkı's poem becomes a testament to his unwavering determination to cling to the living fabric of life.

As he ponders the prospect of death, Tarancı's words serve as an anthem of resilience that defies the inevitability that awaits us all. Through his poetry, he finds solace in the fleeting beauty of the world around him and finds refuge in the cherished memories, relationships, and experiences that have shaped his existence.

Each line echoes Tarancı's defiance, refusing to let the looming specter of death overshadow the profound significance of his connection to life. His unwavering spirit, evident in his refusal to allow death to become part of his being, serves as inspiration to embrace the present moment and appreciate the familiar that we hold dear.

"I am Not the Man to Die" is a testament to Sıtkı's indomitable spirit, a declaration that he will not surrender to the inevitability of death without a fight. With his poignant verses, he invites us to question our own perceptions of mortality and appreciate the precious moments that make life worth living.

In Dickinson's poem, death is portrayed as a gentleman who kindly extends his hand to the speaker, suggesting an accepting and even welcoming attitude toward death. The speaker acknowledges the inevitability of death and views it as a natural part of existence, not something to be feared or fought against. The entire poem exudes a sense of serenity and calm that underscores the speaker's acceptance of mortality.

Tarancı's poem, on the other hand, takes a different approach. The title 'I am not a man to die' challenges the conventional notion of death and suggests a unique perspective on life. The poet portrays himself as someone who transcends the concept of dying, expressing a desire for a deeper understanding of life and a yearning for permanence or immortality. The

poem explores themes of detachment, longing, and the poet's search for meaning beyond the transience of human existence.

While Dickinson's speaker accepts death as a companion and accepts its inevitability, Tarancı's poet grapples with mortality and questions the meaning and significance of life. The contrasting viewpoints reflect the different sensibilities and philosophical orientations of the two poets. Dickinson's acceptance of death and Tarancı's exploration of immortality reveal different responses to the universal experience of mortality.

Both poems are rich in imagery and metaphor to convey their view of life and death. Dickinson uses symbols such as the carriage ride, the passing scenes, and the journey to eternity to represent the transient nature of life. Tarancı uses vivid imagery and compares herself to intangible elements of nature to evoke a sense of longing and striving for permanence.

Tarancı and Dickinson's different poetic journeys to death are fascinating for their contrasting perspectives. While Dickinson seemingly embraces death and welcomes it as a familiar companion, Tarancı flees from its grasp and views it as a ruthless enemy. Despite their untimely demise, both poets left behind great works that testify to their literary brilliance.

It is riveting to see both Tarancı and Dickinson develop an almost obsessive fascination with death. Although the inevitability of mortality surfaces in both, their interpretations diverge considerably. For Tarancı, death lurks like a stealthy predator, ambushing him and ruthlessly snatching him from life's embrace. In contrast, Dickinson's poetic reflections see life itself as harsh and unyielding, a realm of cruelty.

The unique viewpoints of these poets challenge us to ponder the mysterious nature of life and death as their words echo through the annals of time, enticing us to explore the depths of existence. Each verse they left behind reflect their innermost thoughts, fears, and reflections, inviting us into profound musings on the human experience and the mystery that awaits us all.

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# CHAPTER 7

## IN THE CONTEXT OF HOUSING ISSUE; THE ROLE OF ADVERTISEMENTS IN SOCIO-SPATIAL SEGREGATION<sup>1</sup>

*Kübra ÖZARSLAN*<sup>2</sup>

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<sup>1</sup> This article is extracted from my doctorate dissertation entitled 'In The Context Of Housing Problem: Branded Housing Advertisements', (Ph.D. Dissertation, In The Context Of Housing Problem: Branded Housing Advertisements, Yeditepe University, Istanbul, 2018).

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## 1. Introduction

Branded housing, a residential type known for its high security and luxury, emerged in Turkey in the 2000s and has been steadily growing in popularity (Purkis, 2016, p.91-11). Housing production accounts for approximately 60 percent of the construction sector's output. Branded houses have become a prominent segment within this housing production. While companies have been manufacturing branded houses for roughly a decade, they now make up 11 percent of the total housing supply in Istanbul, and this percentage continues to rise each year (Eva Real-Estate Appraisal, 2017). These houses are predominantly promoted through advertising campaigns, with a significant presence in mass media channels (Doğu, 2010). Before the year 2000, there were only a few sporadic examples of such housing advertisements in Turkey, and they were relatively unfamiliar to Turkish society. These advertisements, particularly on television, newspapers, and the internet, generated a fair amount of controversy. However, today, they have become a commonplace and integral part of the media landscape. It is important to note that these branded housing advertisements are closely connected to urban security issues. This study aims to address the following question: What role do branded housing advertisements play in the current urban security challenges?

Security, as defined by Pektaş (2003, p.22), encompasses the protection of individuals in public spaces from threats, coercion, or harm, ensuring their peace of mind regarding their lives and possessions. On the other hand, urban security, according to Kaya (2008, pp.19-20), involves the assurance that urban residents can fulfill their daily urban life needs while remaining safe. Cities play a crucial role in addressing these fundamental security needs, as noted by Maslow (1968, p.38), who emphasized the primal importance of security in human instinct. However, contemporary urban security faces significant challenges as cities have become hotbeds of public disorder, internal conflicts, and protests. At the heart of these conflicts that jeopardize urban security lie issues of income inequality and the resulting socio-spatial segregation (Sunal, 2011, p.294; Harvey, 2015, pp.113-114; Castells, 1972, pp.127-132; Keleş & Ünsal, 1982). In societies marked by widening income gaps, socio-spatial segregation refers to the separation of living spaces for various income groups within urban areas. Social and economic disparities fuel this form of spatial differentiation (Kurtuluş, 2003, p.75; Andersen, 2004; Knox & Pinch, 2000).

The division between affluent and less affluent individuals based on income is reflected in housing choices, with higher-income groups opting for socio-spatial segregation from their lower-income counterparts. Branded housing exacerbates this process of socio-spatial segregation because it

gathers like-minded communities while excluding and isolating those who do not conform to its boundaries (Özgür, 2006, pp.79-95; Işık & Pınarcıoğlu, 2001; Kurtuluş, 2005). Consequently, branded housing contributes to the urban security problem by reinforcing socio-spatial divisions within cities. On the flip side, the private sector is heavily involved in the production of branded houses because they can sell secure and luxurious homes at higher prices, leading to increased profit maximization. Consequently, there is a preference for luxury housing construction over social housing. Branded housing advertisements play a role in affirming, promoting, and encouraging socio-spatial segregation to meet the demand for these branded houses, which contributes to the urban security problem.

The role of advertising in the media is pivotal in the production of branded houses, especially considering their large-scale construction projects. These advertisements, serving as both carriers of ideology and tools to further the interests of the influential bourgeoisie ruling class, have a significant impact on shaping society's consumption patterns and influencing public perception. They are effectively used to stimulate demand for branded houses. There is compelling evidence suggesting that these advertisements wield significant influence over society's housing consumption preferences. For instance, in a graduate dissertation by Örnek (2016) titled 'Marketing Strategies in Branded Housing Projects: Sur Yapı Example,' the study investigated how customers who visited the sales office of Sur Yapı, one of the largest branded housing developers in Turkey, learned about Sur Yapı. According to the survey results, Sur Yapı informed a remarkable eighty percent of its customers through advertisements.

In the housing sector, which operates under the rules of the market mechanism, these advertisements have proven to be influential in shaping housing preferences. These advertisements not only affirm but also promote, encourage, and legitimize socio-spatial segregation. For the ruling bourgeois class, which controls the means of production, the socio-spatial segregation process serves as a means of reproducing capital. However, these factors that contribute to housing problems are not in the best interest of the majority of the population, as they lead to urban security issues. Nonetheless, these advertisements continue to affirm, promote, encourage, and legitimize socio-spatial segregation. As a result, branded housing advertisements present a distorted or contradictory view of material reality in order to further the interests of the ruling class. This phenomenon can be explained using the concepts of 'inverted image or false consciousness,' 'mystification,' and 'ideology.'

Branded housing advertisements can indeed be analyzed through the lens of 'ideology.' Antonio Gramsci offers a perspective on ideology as a

potent force, referring to it as an elite force. He uses the concept of ideology to elucidate the dynamics of governance and submission between the ruling and oppressed classes. Gramsci views ideology as a product of the mind, emphasizing that the ruling classes profoundly influence the collection of their own values, akin to distorting reality as proposed by Marx. They wield ideology as a more influential force than mere coercion, effectively guiding society through the creation of their own cultural power (Gramsci, 1986). In this context, branded housing advertisements crafted by the ruling bourgeois class serve to promote and dominate the interests of this ruling class. These advertisements encompass a cultural element that contributes to the formation of mental productions and beliefs. In essence, they play a role in shaping the collective consciousness of society in alignment with the values and interests of the ruling class, thereby furthering the concept of ideology as elucidated by Gramsci.

Among the various forms of content found in the media, advertisements serve as promotional tools for products and can incorporate elements of text, audio, and visuals. According to van Dijk (1999, p.331), the use of language in its textual form is termed ‘discourse.’ He argues that discourse is a means of exerting mental control to establish power. The protection and legitimization of authority, as well as the act of ruling, are achieved through discourse. Controlling discourse and directly producing it are essential for the application of social control through discourse. As a result, those in power, including rulers and influential figures, actively engage in the production of discourse as a means to establish, perpetuate, and legitimize their authority and dominance. In this context, branded housing advertisements create a field of discourse that not only affirms but also legitimizes the factors contributing to urban security problems. van Dijk’s critical discourse analysis methodology aims to investigate the relationship between the forms of discourse and forms of authority, uncovering the various discursive patterns and formations that underpin authority. Similarly, the field of discourse generated by branded housing advertisements can also be analyzed through critical discourse analysis to expose how the elements contributing to housing issues are affirmed and legitimized. This analytical approach sheds light on the intricate connection between discourse, authority, and the perpetuation of societal issues like urban security problems.

## **2. Urban Security Problem and Housing Problem**

Houses are known as various names such as places where individuals sustain their lives. House, apartment, dwelling are among some of these names. In various definitions constituted about housing, properties such as living area, shelter, being a means of consumption come forth (Arıcan, 2010, p.5). House is a shelter before all. Housing can be described as a

spatial phenomenon that the individual sets up to meet the basic need of accommodation. House can also be interpreted as a space-planning unit in the smallest measure within the social system (Toprak, 1990, p.2).

Keleş (1998, p. 89) defines the word ‘house’ as “a shelter built for the life of one or more households, with facilities for basic living needs such as sleeping, cooking, cooling and sheltering, washing and toileting”. This definition emphasizes the need to be a shelter as well as the quality of housing to meet the basic human needs of the individual (Arıcan, 2010, p.5). According to the Republic of Turkey Prime Ministry Housing Special Commission Report (2001, p.1), the house is the physical environment that provides shelter, which is one of the basic needs of the people, the physical and moral places that hold the family as the basic social unit together. In addition to being a shelter, house also directly influences life with its feature as being the centre of family life (Toprak, 1990, p.3). Housing, with its strong social connections to its environment, is also intertwined with security issues that can arise in the vicinity of the residence. The house serves as a location where people can establish and maintain their lives (Chamber of Civil Engineers [CCE], n.d.), providing individuals with a sense of security and serving as the most effective assurance of their existence. In essence, the house represents a fundamental source of trust for individuals (Bayraktar, 2007, p.11). According to Turgut (1994), housing should be approached from the perspective of security and comfort as well.

## 2.1 Urban Security Problem

Security can be defined as the implementation of legal order in society, ensuring that people can live without fear in a state of safety and orderliness (Güvenlik, n.d.). The term ‘security,’ rooted in the word ‘trust,’ conveys the idea of feeling safe and protected. It denotes the absence of threats and risks to individuals’ lives, well-being, and property, encompassing the safeguarding of individuals against various forms of harm, threats, and accidents. Security implies that people can exist in public spaces without coercion, unhindered, and without apprehension for their lives and possessions (Pektaş, 2003, p.22).

Security, being both a natural and social need, is one of the factors that motivate individuals to live in communities. The need for security is ingrained in the very instincts of life and holds a prominent place in human existence. Social scientist Abraham Maslow outlined a hierarchy of human needs, which includes physiological needs, safety, belongingness and love, esteem, and self-actualization (Maslow, 1968, p.38). According to Maslow, the desire for shelter in a secure environment follows the need for sustenance. The need for security, which precedes the need for social belonging and love, is closely tied to fundamental human rights and freedom.

In recent times, the concepts of security and the city have become inseparable. If life and property are not secure in a residential area, it is perceived as an unsafe place. Urban security represents a security requirement that applies within the boundaries of a city and is expected to be met for those residing in the urban environment (Kaypak, 2011, p.45).

From a human perspective, if a city is safe and peaceful, individuals are more likely to choose to continue living there. Conversely, if a city is perceived as unsafe, individuals may seek to relocate to a safer place; in other words, they may consider emigration. It is challenging to achieve both material and spiritual development unless people feel safe and secure (Armağan, 1980, p.51). Throughout history, people have come together to establish cities driven by the instinct of protection; they want to feel secure within their city. Urban security enables individuals or groups residing in a city to meet their urban life needs, engage in relationships, and conduct their daily activities safely (Kaya, 2008, pp.19-20). The lives of people in safe settlements and conditions are as vital as the security of the state itself. This is because societies can only fully benefit and thrive in secure environments (Keleş, 2015, pp.135-137).

Therefore, cities must be places that offer peace of mind and instill confidence in their residents. Among the various places where security needs are keenly felt, cities, where a significant portion of the global population resides, rank at the top. Urban security is intricately linked to fundamental rights and freedoms. According to Kaypak (2011, pp.40-44), the right to life and fundamental rights and freedoms can only be fully realized in a peaceful and secure environment. A settlement cannot truly earn the title of a “settlement” without guaranteeing the safety of its inhabitants (Kaya, 2008, p.20).

In this context, a safe city is a settlement that enables societies to live in peace, exercise their rights and freedoms, and pursue both material and spiritual self-development. The absence of such security in a city leads to the issue of urban security. The urban security problem is closely intertwined with the housing problem. Houses, which serve as fundamental symbols of city existence, are not merely shelters but also places where individual and family privacy is safeguarded. They provide individuals with a sense of safety and represent one of the most effective assurances of a person’s existence. In essence, housing is a fundamental means of assurance for human beings (Bayraktar, 2007, p.11).

### **3. Branded Houses, Socio-Spatial Segregation and Urban Security Problem.**

It is well-documented in the history of humankind that various forms of housing, emerging in different parts of the world and at different times,

have further intensified the processes of socio-spatial segregation brought about by the capitalist mode of production. For instance, in his book 'The City throughout History,' Mumford (2013) examined suburbs as a type of housing that accelerated these processes and contended that it contributed to the escalation of urban security issues over time. According to Mumford (2013, 589-591), the concept of the suburb is nearly as ancient as that of the city itself. In ancient Egyptian cities, for example, extensive villages with large gardens are depicted in paintings and burial decorations. Throughout history, those who owned land outside the city walls or rented such land placed great value on having cottages, summer houses, or temporary shelters. As a result, this idyllic environment moved beyond the city and became a privilege enjoyed exclusively by the dominant classes, leading to an increase in socio-spatial divisions. Right from the beginning, most of the upper classes took advantage of the privileges and delights offered by suburban living.

According to Mumford (2013, p. 602), suburbanization is a response to the desire to escape from undesirable realities, political responsibilities, public duties, and even the family, which is the fundamental social unit in the overall meaning of life, in favor of a more isolated and self-centered individual existence. Mumford (2013, p. 623) argues that suburbanization doesn't foster opportunities for gathering, communication, collective debate, or collective action; instead, it cultivates a silent harmony that is not apparent in the suburbs but represents a new form of absolutism at its core. This is because suburban residents, in one way or another, tend to reject their obligations as citizens.

De Tocqueville, as cited in Mumford (p. 623), conducted an exploration into 'what new features might emerge in the world resembling despotism.' He noted that the first thing that multiplies in such a scenario is a type of individual who lives in isolation from others, estranged from the rest of humanity, treating everyone around them as if they were only children or friends. De Tocqueville described this group by saying, 'They are close to their fellow citizens, yet they do not see them; they touch them, yet they do not feel them; they live within themselves and only for themselves; if their family members are with them, losing their country would not matter.' According to him, individuals of this sort in the suburbs are vulnerable to all forms of totalitarian control and corruption, representing the ultimate stage of a city's disintegration.

Mumford (2013, p. 593) puts forth the argument that suburbanism gives rise to a homogenized and standardized type of individual. This characterization of suburbanism is based on its common features, which include snobbery, social discrimination, a desire for status, and political

apathy. In Mumford's view, suburban life results in people residing in nearly identical houses, belonging to the same social class, income bracket, and age group, consuming the same mass-produced foods, and watching the same television programs. This uniformity is seen as a consequence of the suburban flight from central metropolises. Paradoxically, rather than offering an escape, today's suburbs have evolved into a monotonous and low-quality environment where individuality is stifled.

Mumford (2013, p. 601) characterizes the suburb as a homogenous, class-segregated community isolated from the city, describing it as a "green ghetto" where the elite of the community reside. He observes that the phrase "only we," often associated with Victorian-era self-importance, encapsulates the insular nature of suburban living. In contrast, cities are depicted as vibrant and diverse places where people from different backgrounds, income levels, and professions coexist, interact, collaborate, and sometimes clash. Mumford (2013) draws a comparison between housing in suburban and industrial areas in terms of their impact on social relations:

Houses in industrial areas tend to share certain common characteristics. They typically conform to a repetitive block design, resulting in uniform and uninspiring streetscapes. These streets are often dimly lit, strewn with garbage, and devoid of space for children to play or gardens. The lack of individuality and personality permeates the entire neighborhood. Windows are typically small, leading to inadequate interior lighting, and there is little consideration for optimizing street layouts in relation to sunlight and wind patterns. In more affluent neighborhoods, inhabited by skilled artisans or officers, row houses or semi-detached homes may be present, featuring small patches of grass in front or narrow rear courtyards. These areas may exude a sterile and monotonous cleanliness that signifies prestige. Paradoxically, the vibrancy of life is often greater in poorer neighborhoods. Streets teem with activities such as puppet shows, lively marketplaces filled with gossip, and social gatherings in pubs and taverns. In essence, the poorer streets host a more vibrant, social, and friendly way of life (Mumford, 2013, p.569).

Mumford (2013, pp. 373-413) elucidates the perils associated with closed settlements, such as suburbs, by drawing examples from history. He harks back to the Middle Ages, pointing out that in those times, walls, fortifications, and defenses were employed to safeguard settlements, much akin to the fences and walls surrounding secure houses today. Mumford highlights that these boundaries often lead to class discrimination, emotional detachment, irresponsibility, privacy, authoritarianism, and ultimately, violence. In the annals of urban history, it's not uncommon to observe that the unity and security forged for defensive purposes can morph into



anxiety, fear, hostility, and aggression when confronted with an antagonistic force, especially when there's a perception that this force is expanding by subduing neighboring settlements. Mumford likens the boundaries of a closed settlement to a protective shell and posits that the more rigorously this shelter is safeguarded, the less life thrives within it. This shell-like structure is at odds with the essence of a city and fails to foster tranquility. Mumford asserts that "The city should cultivate a form adorned with the humane qualities of love and compassion, designed to enable people to live in harmony with both their inner selves and the external world" (Mumford, 2013, p.689).

Since socio-spatial segregation exists at the heart of Mumford's critics related to the suburb, the same criticisms are valid for branded houses, which are also described as 'vertical suburbs'. Branded houses, which are safe luxury residences, also trigger the socio-spatial segregation like the suburbs. Because, the limitation of collective use reserved areas within protected settlements with private ownership, causes the socio-spatial segregation. Providing the requirements in the settlement without going beyond the limits defined in safe houses interrupts the communication of the society. Settlements, which develop as an independent living space from the surrounding, exhibit a homogeneous form in itself in social sense (Töre & Som, 2009, p.122). Harvey (2011) explains the closed, secure sites cause socio-spatial segregation and that this threatens the requirements of social peace, such as social belonging and assistance with these sentences:

(...) existing resources, either are moving away from cities that clearly exclude the poor, the privileged and the marginalized, or lock themselves behind the high walls of suburban 'private lands' and 'closed sites'. The rich are undermining the concepts such as citizenship, social belonging and mutual assistance, creating their own abundance ghettos ('bourgeois utopias') (Harvey, 2011, p.187).

Branded housing types emerged as a result of the similar processes as in the world - the social inequalities become more evident in Turkey than ever before, a clear reduction of the effectiveness of social policies being implemented parallel to the rise of neoliberal globalization, etc. and triggered the socio-spatial segregation. In this period, the places, where disparities are seen as the most concrete in Turkey, are city. Increasing inequalities among different social sectors in the sharing of urban resources, caused to deepen and increase urban poverty on the one side and, increased richness further, on the other side. The extensive urban renewal and transformation initiatives underway in Turkey, which facilitate the entry of international capital into urban areas and result in the construction of luxury residences within or on the outskirts of cities, play a significant role in the spatial transformation process driven by neoliberalism. These

developments are reshaping urban landscapes and are influenced by groups focused on extracting pure rent from the city (Sipahi, 2012, pp.111-112).

In Turkey, as neoliberal policies have been implemented amid the process of globalization, the concept of housing has transformed into an element that reflects a particular lifestyle, rather than merely serving as a place of residence. Real estate investments have increasingly focused on catering to the needs and preferences of new elites (Çavuşoğlu, 2001; Öncü, 1997). Prior to 1980, the middle and upper classes often lived in densely populated areas within cities that were less developed. However, after 1980, there was a shift as these groups increasingly preferred to reside in more isolated locations alongside individuals of similar social status. In the 1990s, this trend extended to the middle class as well, with a growing inclination to live in more homogenous, closed-off communities with individuals from their income bracket or those in close proximity to it. These areas were often characterized as privileged, sheltered, and sanitized (Öncü, 2016, pp.92-96; Işık & Pınarcıoğlu, 2001, p.136).

In the years following this period, urban spaces in Turkey became increasingly segmented, reflecting the ongoing social, political, and economic polarization in society. Perouse and Daniş (2005) note a distinct trend among the middle and upper classes in Turkey, where individuals sought to lead their lives within these sheltered and secure enclaves, minimizing the possibility of interacting with different social groups in public spaces. The emerging middle class, desiring to distance themselves from other segments of society, began making new housing choices as symbols of their elevated status. This class was directed towards the outskirts of cities or enclosed areas within the city to create a comfortable, luxurious lifestyle. For instance, in Turkey, highly educated regions that concentrated the population saw the development of branded residential projects, catering to the desires of couples with high economic status who sought luxury housing that matched their socio-economic levels and allowed them to spend time with like-minded individuals and form social connections. This shift in housing preferences was facilitated by the Law on Mass Housing, which came into effect on March 1, 1984 (Marmasan, 2014, p.228).

The socio-spatial segregation process driven by secure housing developments poses a threat to urban security. According to Işık and Pınarcıoğlu (2001), these houses contribute to social conflicts within the city and pave the way for social tensions. In Istanbul, where these developments are prevalent, the widening income inequalities exacerbate societal divisions (Işık & Pınarcıoğlu, 2001). Kurtuluş (2005) suggests that the disintegration caused by branded houses carries the risk of further straining social bonds in the modern capitalist city and expanding social conflicts.

Öncü (2016, p.96) characterizes this differentiation as a form of dis-integration rather than mere segregation because it goes beyond spatial boundaries and extends into social and cultural realms. According to Mar-masan (2014, p.228), the desire of the new middle class to spend their time away from the city center with those who share similar lifestyles eventually leads to a concrete social rupture. According to Şahin (2015), contemporary cities and rural areas are grappling with issues of injustice, inequality, poverty, and unemployment. These challenges have led to a stark separation of social classes, resulting in disconnected communities defined by class and spatial divisions. The dominance of one class over others has contributed to a sense of otherization and the implementation of various strategies for social exclusion. In today's cities, luxurious lifestyles are marketed to the affluent, often within high-standard urban centers, while lower-income groups find themselves marginalized and pushed towards the city outskirts. This shift is driven by government-led urban transformation projects that are often seen as oppressive, repressive, and leading to dispossession and impoverishment.

In the context described by Şahin (2015), with the implementation of a pro-capitalist legal framework and recent legislative changes, urban resources and facilities are increasingly made available for the use of the capitalist class. Public spaces and public services are being privatized, and access to them is being restricted (Şahin, 2015, p.79). In this context, it can be argued that branded housing developments in Turkey contribute to the socio-spatial segregation that arises from the capitalist mode of production and further exacerbate urban security problems. These developments, which cater to the affluent elite, often reinforce social divisions and limit access to resources and services for other segments of the population, contributing to the broader issues of inequality and urban security.

#### **4. Branded Housing Advertisements**

The proliferation of branded housing developments has led to a focus on marketing activities to stimulate demand for these properties. Marketing involves the planning and execution of strategies related to the development, pricing, promotion, and distribution of goods, services, or ideas with the aim of achieving personal and organizational objectives (American Marketing Association, 2016). Advertising plays a significant role in these marketing efforts. Hataş (2017) defines advertising as promotional activities primarily designed to boost sales and maximize profits. It seeks to persuade consumers to make immediate purchases while also aiming to create lasting demand for a product or service in consumers' minds. In another definition, advertising is described as a means of communication, typically conducted for remuneration, that conveys information about a product, service, or job to a wide

audience through various public channels. It serves as a marketing communication tool (Çengel & Tepe, 2003, p.161).

The purpose of advertising is not merely to convey information objectively; instead, it represents a deliberately crafted form of communication directed by the sender. Advertising is an integral part of the mass media industry, which intersects with various fields and influences social life in numerous ways. In today's context, advertising has evolved into a cultural resource that goes beyond its traditional role of promoting products or services. It has become a powerful social force that plays a role in shaping and defining various social, urban, and other identities, ultimately influencing consumer behavior (Becan, 2016, p.153). The intentional direction and shaping of advertising by producers necessitates an understanding of the underlying production and distribution relationships that influence advertising content.

#### **4.1 Economy Policy of Advertisements**

The role of advertising and media within the production and distribution dynamics of the capitalist mode of production falls within the realm of political analysis. Economics is the study of the material incentives, distribution, and development of economic relationships among individuals within human societies. Understanding how production occurs within the media industry, how products reach consumers, and how consumers are influenced in terms of their awareness, behavior, and daily practices through media is a subject of political economic inquiry (Bulut, 2009, p.8). From an economic political perspective, media serves as a means of capital accumulation through communication activities. Until the late 1970s, communication activities had a relatively smaller role in the economy and were often conducted within national boundaries. In some countries outside the United States, these activities were viewed as more public and cultural endeavors. However, this perspective began to shift with the implementation of neoliberal policies worldwide in the 1980s (Bulut, 2009, p.9).

As media, originally a social and cultural institution, started being used as a tool for capital accumulation, it underwent a transformation into an economic commercial enterprise. This shift moved media away from its social responsibility and public broadcasting concepts, paving the way for it to function in accordance with market requirements and logic (Kaya, 2008, p.139). Consequently, in capitalist societies, the media functions as an industrial institution with both economic and political structures, serving as both a product and a means of fulfilling economic and political functions (Bulut, 2009, p.7).

In today's context, the term "media" generally refers to mass-mediated communication channels such as television and newspapers (Erdoğan,

2012, p.1). From a political and economic perspective, which views media institutions as capitalist economic entities, the media serves as a platform where social injustices are often highlighted and perpetuated. It is a space where ideologies are produced to sustain their existence while being driven by commercial interests, effectively upholding the existing social system. In this view, the primary function of the media is to legitimize the prevailing social order and structural inequalities (Baran, 2000, p.3). Mass communication processes involve the creation and dissemination of thoughts, emotions, beliefs, expectations, and ideologies in various meaningful forms. Mass communication, in essence, produces intellectual content and engages intellectuals and the audience in discussions about life and society. Unlike physical products like a television receiver, mass media products generate intellectual content, knowledge, consciousness, and ideology through their material forms when they are consumed (Erdoğan, 2012, pp.4-15).

Advertisements, a fundamental element of the media, play a significant role in shaping and perpetuating the values inherent in capitalism. To truly understand advertisements, it's essential to place them within the broader social context rather than viewing them solely as part of marketing and the economy. Advertisements are instrumental in legitimizing the fundamental values of the capitalist system and ideologically reinforcing the system itself (Hasekioğlu, 2008, p.1).

## 4.2 Discourse and Advertisement

Discourse, as defined by van Dijk (1999), is the textual form of language use within a social context. It serves as a means of establishing mental control to shape authority. Discourse not only involves the exercise of authority but also encompasses the protection and legitimization of that authority. To exert social control through discourse, one must either control existing discourse or directly produce it. This is why those in positions of power and authority actively engage in the production of discourse to establish, maintain, and legitimize their control and influence.

Discourse analysis, as employed by researchers, takes a comprehensive view of language, considering elements such as who uses language, how they use it, why they use it, and when it is used. This approach recognizes that language is not just a static set of words but a dynamic form of communication. It acknowledges that people use language to express their ideas, beliefs, and thoughts as part of more complex social interactions and events. Furthermore, discourse encompasses not only the structure of language but also its broader implications and effects. In essence, discourse encompasses both verbal interaction and the context in which language is employed (Günay, 2013, p.28). In the context of the presented

information, advertisements, being a crucial component of the media and a form of organized communication, can indeed be viewed as a mechanism for establishing mental control to wield power. Housing advertisements, specifically, serve as a language practice that translates the power derived from construction activities of the bourgeois class into action. Importantly, recipients of these advertisements, such as viewers and listeners, are not passive; they engage in interpreting and responding to the discourse generated by the advertisements, thereby transforming it into a social practice.

## 5. Method

For the study, advertisements are regarded as communication activities that produce discourse, which is employed to reproduce and capitalize on the capital, reflecting and legitimizing the thought patterns of the ruling class in promoting their authority. To analyze this, discourse analysis is employed. There are various approaches to discourse analysis, and the choice of critical discourse analysis is justified based on the premise that social power is rooted in the interactions and relationships between social groups, with communication playing a central role. Critical discourse analysis, as developed by scholars like van Dijk, investigates the intricate relationship between discourse structures and structures of authority. This method aims to uncover the discursive forms of authority, shedding light on how language and discourse are used to establish and perpetuate power dynamics (Sancar, 2008, p.140-142).

Van Dijk's perspective on critical discourse analysis underscores the centrality of power in understanding the dynamics of discourse. According to him, power, specifically the social power of groups or institutions, is a central concept in critical discourse studies (van Dijk, 2015, pp. 469-470). He defines social power control as the ability of certain groups to influence the actions or thoughts of other groups. In essence, when one group can control or shape the behaviors and beliefs of others, it signifies a degree of power. This power, as van Dijk suggests, can take various forms and may be integrated into social structures through laws, norms, customs, habits, and even consensus, reminiscent of Gramsci's concept of hegemony. In van Dijk's analysis, the relationship between discourse and power manifests in several ways:

**Discourse as a Source of Power:** Certain forms of discourse, such as political, media, educational, or scientific discourse, can serve as sources of power. These discourses have the potential to shape and influence public perception and behavior.

**Controlling Minds:** Power also operates through the control of individuals' minds. This involves influencing people's knowledge, attitudes, or

ideologies. Persuasion and manipulation are mechanisms through which power can indirectly control actions by shaping thoughts and beliefs.

**Talk-Power Closed Cycle:** In this context, the groups or institutions that control the most influential discourse have a greater likelihood of indirectly controlling the thoughts and actions of individuals. This creates a closed cycle where discourse and power reinforce each other.

In essence, van Dijk's approach highlights how discourse is a vehicle through which power is exercised, both by shaping public perceptions and by influencing individual beliefs and behaviors. Critical discourse analysis aims to uncover and critique these power dynamics within discourse, shedding light on how language is used to maintain and legitimize authority (van Dijk, 2015, pp. 469-470).

Critical discourse analysis provides a valuable framework for this investigation because it allows for a deep exploration of the ideological formations embedded in advertisements and how they relate to societal realities. This approach recognizes that the truth is not always straightforwardly presented in the text, especially when it is influenced by ideological biases or used to manipulate perceptions. Textual analysis, in this context, is not treated as an isolated symbolic narrative but is understood as a part of the complex web of social life and relations. The meaning conveyed by a text may not always align with objective truths, and it can be influenced by various interests and perspectives. Therefore, it is essential to approach textual analysis with skepticism and thoroughness, acknowledging that what a text communicates may differ from the actual reality, or it may represent the truth of a particular group. By using critical discourse analysis, this study aims to uncover the underlying power dynamics, ideologies, and social implications embedded in housing advertisements. It provides a methodological framework that allows for a nuanced examination of how language and discourse are used to construct and legitimize certain forms of power and authority within society (Erdoğan, 2003, p.200). Indeed, critical discourse analysis (CDA) offers a comprehensive and nuanced approach to examining language and discourse in the context of societal realities. It acknowledges that language is not a neutral tool for communication but is inherently tied to power dynamics, ideologies, and social structures. This approach is particularly relevant when analyzing advertising, as advertisements often serve as a reflection of, and influence on, cultural norms, values, and power relations. CDA allows researchers to delve into the deeper layers of meaning within texts, recognizing that what is conveyed on the surface may not always align with the underlying intentions or broader societal implications. It provides a framework for critically examining how language can be used to shape perceptions, reinforce dominant ideologies, and influence behavior.

By applying CDA to housing advertisements, this study can uncover the ways in which these texts contribute to the reproduction of certain social and economic structures, such as socio-spatial segregation and real estate speculation. It also allows for an examination of how housing advertisements may be used to legitimize the interests of specific groups, such as construction-based growth models or real estate developers. In summary, CDA is a valuable methodological approach for this study as it enables a thorough exploration of the complex relationship between language, discourse, power, and societal realities, shedding light on the role of housing advertisements in shaping urban landscapes and social Dynamics. The question of “Who uses what communication means, who has what meanings, and for what purposes are they producing and distributing?” is indeed crucial when analyzing media products like advertisements. Understanding the motives, interests, and power relations behind the production and dissemination of advertisements is essential for uncovering their social, political, economic, and cultural implications. It acknowledges that meaning is not fixed but is constructed within specific contexts and influenced by various actors and their interests. Critical discourse analysis (CDA) is a method that aligns with this perspective as it seeks to evaluate discourse within its broader social context. It recognizes that language use is intertwined with issues of power, inequality, and social justice. By examining how discourse is used to shape and reflect societal dynamics, CDA provides a framework for uncovering hidden power relations and ideologies within texts. The macro and microanalyses used in CDA allow for a multi-dimensional exploration of texts, considering both the larger societal structures and the specific linguistic features that contribute to the construction of meaning. This methodological approach is particularly valuable when studying media products like housing advertisements, as it helps reveal the complex interplay between language, discourse, and the broader sociopolitical landscape. In summary, CDA is a robust method that enables researchers to critically assess the social and discursive dimensions of inequality, power, and abuse of power in media discourse, offering valuable insights into the underlying dynamics of advertisements and their role in society. The macro analysis in critical discourse analysis involves two main components: thematic and schematic analysis. Thematic analysis typically focuses on news headlines, subtitles, news entries, and spots to reveal any hierarchy in the presentation of information. However, advertising texts do not always follow a hierarchical structure like news, so the entire text of the advertisement is analyzed in this case. This analysis also includes the examination of photographs used in advertisements.

Photographs in advertisements serve various functions. They act as evidence of the reality of the advertised product or event, supporting the tex-



tual message and enhancing its credibility. At the same time, photographs also serve as a means of visual communication, conveying information and creating a sense of reality for the audience. In the context of this study, the photo analysis will encompass visual elements in video advertisements, treating them as photographs that contribute to the overall message and credibility of the advertisement. This comprehensive analysis allows for a thorough examination of how visual and textual elements work together to construct meaning in housing advertisements.

The schematic analysis of the macro structure typically evaluates how the main event is handled, including the succession of information that provides the political and social context for the events under examination. However, due to the fictional and often non-linear nature of advertisements, this category may not be suitable for analyzing advertisements in the same way it is used for news texts. Therefore, in the context of schematic analysis for advertisements, the focus will be on how events and situations are addressed within the advertisements. In the microstructure analysis, several categories are considered, including syntax, word choice, news rhetoric, and local and global consistency. The syntactic analysis of news texts examines the complexity and length of sentences, as well as their causal or passive construction. This analysis helps reveal different aspects of events or actors and allows for the evaluation of the journalist's stance toward the events and actors involved. Additionally, it assesses how the subject is positioned and whether responsibility is clearly stated or left unspecified, which can reflect ideological preferences.

Similarly, it is possible to conduct a syntactic analysis of advertisement texts, examining how sentences are structured, the use of active or passive voice, and how actors are portrayed. This analysis can help uncover the underlying ideologies and communicative strategies employed in housing advertisements. Word choice is another aspect of microanalysis. When conducting a critical discourse analysis, word selection plays a crucial role in shaping the discourse of news articles. The choice of vocabulary can reflect the journalist's worldview and significantly contribute to the construction of news narratives. It is not uncommon to observe different newspapers describing the same individual or group as either a terrorist or a freedom fighter, illustrating how the selection of words can shape public perception. Language, as a complex system of symbols, represents an intricate negotiation process between meaning, storytelling, and the reader. Consequently, the words chosen in crafting a news text serve as indicators of how meaning is constructed and conveyed. These carefully selected words often serve as guides for the reader, influencing their interpretation of the news article (İşkar, 2014, p.139). The category of word selection is applicable to the analysis of advertisement texts, much like it is

in the case of news texts. Another important category within microanalysis is the category of news rhetoric. Demir (2008, p.139) outlines the values that underlie the rhetoric of news as follows:

In the process of crafting news, one of the primary concerns is the persuasiveness of the news text. News rhetoric refers to how the provided information is presented and spoken. It reveals the intended direction and purpose of the reader. To establish credibility in news discourse, various strategies are employed. Some of the most commonly used strategies include presenting evidence from close eyewitnesses, utilizing reliable sources such as official agency reports and expert opinions as supporting evidence, incorporating time, events, and numerical data. Techniques such as direct quotations, framing new events within familiar patterns, and fitting them into well-known case models serve as indicators of the persuasiveness and accuracy of the news (Demir, 2008, p.139).

Local and global consistency are important concepts when analyzing text semantics. Local consistency refers to how propositions in the text are interconnected and relate to one another. For local coherence to be maintained, the propositions in the text must be linked to interrelated events, including aspects such as time, situation, cause, and effect. Furthermore, discourse exhibits both local and global consistency. While local coherence focuses on the relationships between consecutive cues in the text, global coherence involves the overarching semantic integrity of the entire text.

In terms of discourse analysis, topics or themes play a crucial role in achieving global coherence. These concepts conceptually summarize the text and highlight its most significant information. In a theoretical sense, topics can be identified as larger semantic propositions that establish a sequence within the text (Teun A. Van Dijk, 1993, p.110-112). The findings of the analysis suggest that branded housing advertisements, despite their focus on safety and exclusivity, contribute to and reinforce socio-spatial segregation. These advertisements are designed to generate demand for branded housing by highlighting various features and characteristics associated with these properties. Some advertisements emphasize the desirable location of these houses, while others promote the idea of a privileged, isolated, and homogeneous lifestyle separate from society. This idealization of an exclusive lifestyle appears to encourage and perpetuate socio-spatial segregation.

In essence, branded housing advertisements, while catering to a particular segment of the population seeking safety and exclusivity, inadvertently contribute to the division and separation of different social groups within urban areas. The promotion of these properties as exclusive enclaves reinforces the notion of a divided society, where access to certain amenities

and lifestyles is restricted to a select few. This reinforces existing inequalities and creates physical and social barriers within the urban landscape.

## 5. Evaluation of Findings

The analysis underscores the role of advertising in shaping perceptions and preferences related to housing and urban living. These advertisements not only reflect but also reinforce the socio-spatial dynamics present in contemporary cities. Consequently, it is essential to critically examine the discourse and messaging used in housing advertisements and consider their broader implications for urban development and social cohesion. The analysis findings align with the perspectives presented by Özgür, Harvey, and Berger, highlighting the role of housing advertisements in promoting socio-spatial segregation. According to Özgür (2012), housing advertisements contribute to the clustering and spatial segregation of specific social groups by promoting the desire for isolation and exclusivity. These advertisements often emphasize the idea of living in exclusive neighborhoods or enclaves, which reinforces the spatial separation of different social classes within cities. Harvey (2002) points out that advertisements, promising status and prestige, have a significant influence on the preferences and choices of affluent groups. The preference for suburban living, according to Harvey, is driven by a form of individualism rooted in property ownership and perpetuated by capitalist accumulation. In this context, housing advertisements play a crucial role in shaping the aspirations and lifestyle choices of those seeking a certain level of social status and exclusivity. Berger (2007) underscores the role of spatial separation in marketing space as a commodity within capitalist consumption culture. The increasing sharpness of spatial differentiation, reflective of social inequalities, is used as a selling point in the proliferation of projects such as security houses or gated communities. The advertising sector, according to Berger, plays a significant role in marketing space according to the preferences of capitalist consumption culture. Overall, the study's findings, in conjunction with these perspectives, highlight how housing advertisements perpetuate and amplify socio-spatial segregation by promoting exclusive lifestyles, secure environments, and the allure of specific locations. These advertisements contribute to the fragmentation of urban spaces and reinforce divisions between different social groups, ultimately shaping the physical and social landscape of cities.

The findings presented by Becan (2017) through content analysis of housing advertisements shed light on the prevalent themes and concepts in these advertisements. The emphasis on themes like prestige, intense happiness, love, peace, investment, pleasure, entertainment, shopping, comfort, fantasy, imagination, nature, difference, excellence, perfection, and the future reflects the

strategies employed by housing companies to market their properties. These themes often portray a luxurious and exclusive lifestyle, emphasizing the desirability of the advertised properties. Furthermore, the categorization of housing concepts by Becan, with the house being defined as an ‘experience/requirements,’ ‘accessibility,’ ‘status,’ ‘meta,’ and ‘social environment,’ provides insight into how housing companies frame their messaging. These categories highlight the multifaceted nature of housing advertisements, where properties are not just seen as physical structures but as experiences, symbols of status, and elements within a broader social context. The focus on themes related to prestige and privilege, as well as the categorization of housing concepts, can indeed contribute to the perpetuation of socio-spatial divisions. Privilege, in this context, refers to a sense of superiority or exclusivity that some individuals or groups derive from the unequal distribution of economic and political power. This emphasis on privilege in housing advertisements can reinforce social inequalities and potentially pose a threat to social peace by promoting divisions based on status and access to luxury. In summary, housing advertisements play a significant role in shaping perceptions of housing and lifestyle choices. The prevalence of themes related to privilege and status, as well as the categorization of housing concepts, reflects the strategies used by housing companies but also raises questions about the impact of these messages on societal divisions and social cohesion.

Becan’s (2017) content analysis of housing advertisements provides valuable insights into the prevalent themes and concepts within these advertisements. The study identifies several recurring themes in advertisement texts, with “prestige/privilege” being the most commonly used theme, followed by themes like “intense happiness/love/peace,” “investment,” “pleasure/entertainment/shopping,” “comfort/comfort,” “fantasy/magic/imagination,” “nature,” “difference,” “excellence/perfection,” and “future.” Additionally, the study examines the concepts that housing companies emphasize the most in their messages. The findings indicate that housing is often framed as an “experience/requirement,” “accessibility,” “status,” “meta,” and “social environment” in these advertisements. This categorization highlights the multifaceted nature of housing advertisements, as they aim to convey not only the physical aspects of a property but also the experiences, status, and social contexts associated with it. The emphasis on themes related to “prestige/privilege” in housing advertisements can be seen as a reflection of the marketing strategies employed by housing companies. These themes often convey a sense of exclusivity and superiority, appealing to potential buyers’ desires for a prestigious and privileged lifestyle.

However, as you mentioned, this emphasis on privilege and status can also contribute to socio-spatial divisions within society. Privilege, in this

context, refers to a state of being separate and superior to others, often resulting from the unequal distribution of economic and political power. The portrayal of housing as a symbol of privilege can reinforce existing social inequalities and potentially pose a threat to social peace by perpetuating divisions based on status and access to luxury. In conclusion, housing advertisements play a significant role in shaping perceptions of housing and lifestyle choices. While they aim to market properties, the prevalence of themes related to privilege and the framing of housing concepts as experiences, status symbols, and social environments raise questions about their impact on societal divisions and social cohesion.

The emergence of hierarchies and disparities within a society, often stemming from the establishment of privileged groups, along with the active promotion of socio-spatial segregation through advertising that glorifies prestige, status, and elitism, inevitably triggers a significant societal transformation. For instance, in a study conducted by Cheung and Ma (2005, p. 77) focusing on Hong Kong, they correlated the evolution of lifestyle over the past half-century with the influence of housing advertisements. This process of social stratification not only fosters animosity among urban dwellers but also erodes the rich tapestry of diversity and weakens the fabric of tolerance within the community. In such a societal context, turmoil thrives, giving rise to movements of dissent and intensifying conflicts.

As highlighted by Marmasan (2014, p. 232), a striking characteristic emphasized in branded housing advertisements is the positioning of these high-priced residences in isolated enclaves distinct from the broader community. These advertisements actively promote the idea of residing in homes where individuals can lead secure lives sheltered behind insular walls, distanced from the urban complexities of city life, noise, and pollution. Their aim is to present such living arrangements as an appealing choice. According to Becan (2017, pp. 295-318), branded housing advertisements contribute to the creation of a framework that reinforces societal disparities, fosters disconnection, and encourages detachment from one another. These new residential developments distinguish themselves by existing as separate entities within the tumultuous, often unsafe, and crowded urban landscape. Consequently, the potential for collective action among people is diminished, leading to a decline in sentiments like social belonging, cooperation, and solidarity. Instead, values such as self-importance, individual comfort, and consumerism are prioritized and promoted.

To corroborate the existing literature, it becomes evident that branded housing advertisements in Turkey are indeed being leveraged to instigate socio-spatial segregation. In this section, we will delve into how these advertisements legitimize and promote such segregation.

## 5.1 Koru Florya Advertisement

### a. Thematic Analysis

“Hello, I’m Ceren Sultan, (...) As the palace began to feel cramped to me, I started searching for a new place. However, I couldn’t abandon my habits. Silks and tapestries, I’m accustomed to them. In Koru Florya, there’s a shopping mall right downstairs. I can find everything I desire. (To the servants who present her purchases) Darling, these are for Mina Sultan’s room, these go to the dressing room, and these to the shoe room. Should I embark on a quest akin to the Silk Road to find what I’m seeking in this era? (To the artist painting her portrait) Dear, are you an expressionist?

Voiceover: ‘Even the most spacious families will lead lives akin to sultans in Koru Florya. Visit our sales office; take the first step toward your life of privilege’ (Advertisement Magazine, 2013).

### b. Visual Elements

- The advertisement is set in opulent interiors reminiscent of Ottoman palaces. The character ‘Ceren Sultan’ in the advertisement is seated on a magnificent sultan’s throne. Numerous attendants surrounding her engage in various acts of servitude, such as offering fruits and meticulously organizing her clothing. This depiction underscores a highly hierarchical relationship between Ceren Sultan and her attendants (see Figure 8.1). The portrayal of Ceren Sultan in the advertisement presents a life of privilege that is indulged, dignified, legitimate, adored, appreciated, and validated.

- In a manner akin to the medieval era, where painters were summoned to the palaces of esteemed individuals to craft their portraits, Ceren Sultan invites an artist to paint her likeness in her chambers. Ceren Sultan, in a somewhat sardonic tone, inquires of the artist, ‘Are you an expressionist, dear?’ Yet, the artist remains unresponsive. In any case, throughout the advertisement, only Ceren Sultan speaks, while everyone else executes her commands silently. These visuals conspicuously depict a hierarchical relationship. The representation of the Ceren Sultan character, living a life of privilege, is rendered as legitimate, positive, and diligent.



Figure 1.1.



Figure 1.2.

Figure 1. Koru Florya Advertisement

### c. Core Message and Presentation Style

Ceren Sultan expresses her dissatisfaction with the cramped confines of her palace and her search for a new abode, leading her to discover Koru Florya. She underscores her inability to forsake her accustomed way of life, which she can maintain seamlessly at Koru Florya. The opulent palace life, marked by socio-spatial segregation, is presented as enviable, desirable, and commendable. However, this portrayal inherently signifies significant income inequality and social stratification. The palace represents a dwelling exclusive to a small, high-income minority, subtly implying socio-spatial segregation. Socio-spatial segregation is portrayed as a phenomenon that begets happiness and facilitates a life of comfort.

### d. Syntactic Analysis

Ceren Sultan, linguistically positioned as high-income, takes on an active role. However, within the framework of the conveyed meaning, the primary catalyst for transforming Ceren Sultan's life is the branded house. Therefore, in terms of meaning, branded housing assumes an active role, while the servants, Ceren Sultan, and the painter assume passive roles. By placing branded houses, which offer a life of privilege, in an active position, the advertisement positions them as potent enough to provide the desired life, legitimized, power-seeking, and privileged.

### e. Word Choice

Examining the word choice in the advertisement text, we note the use of the term 'palace' instead of 'house,' emphasizing the words 'live like sultans' and 'privilege.' Similar to the 'Yalı Ataköy' advertisement, this advertisement links the privilege of 'purchasing a branded house' to the condition expressed in the phrase 'Come to our sales office, take your first step toward your privileged life.' The privilege is portrayed as the key to happiness and comfort ('Even the widest families will live like sultans in Koru Florya'). Through the use of the term 'palace,' the advertisement idealizes a residence reminiscent of a palace and legitimizes, promotes, and encourages socio-spatial segregation.

## **f. Rhetorical Devices**

The rhetoric of the advertisement reinforces the claim of a privileged life through elements such as opulent palace-like interior design, spacious rooms, and a shopping center beneath the house, where servants, ornate mirrors, and lavish furniture are featured (see Figure 6).

## **5.2 Avrupa Konutları Tem Advertisement**

### **a. Thematic Analysis**

Before breakfast I will definitely do exercise, I will stay away from the stress, I will try to see the pleasant side of life, I will always have smile on my face, I will be cheerful.

External voice: Filiz is a doctor. She bought her house in the heart of Istanbul, now preparing to meet with her noble neighbours. Your house is ready, your neighbour is ready (Artaş Group, 2012).

### **b. Photos**

- Claiming that she is a doctor, a woman who is implied to have a high income in a natural surrounding is displayed doing exercise (see Figure 9.1). The area where the figure is exercising is the green surrounding of the branded house. The figure is displayed happily in the closed area, only determined persons can enter, and the circulation of residents are controlled. This segregation was justified, promoted and encouraged, showing that the socio-spatial segregation leads to a happy life.

- A secure entrance door for the branded house and a luxurious car entering the residence were displayed (see Figure 9.2). Secure-branded houses that deepen socio-spatial segregation were shown to be a favourable, acclaimed and appreciated place for everyone to enjoy.

### **a. Thematic Analysis**

The advertisement features a message centered on the protagonist, Filiz, who sets a series of positive intentions for her day, including engaging in morning exercise, reducing stress, maintaining a cheerful disposition, and seeking the enjoyable aspects of life. Filiz is presented as a doctor who has purchased a house in the heart of Istanbul, anticipating interactions with her esteemed neighbors. The advertisement emphasizes that Filiz's house is ready, as are her prospective neighbors (Artaş Group, 2012).

### **b. Photos**

- The advertisement depicts a woman, implied to have a high income



due to her status as a doctor, engaged in exercise within a natural and green setting (see Figure 9.1). This outdoor exercise area is situated within the controlled confines of the branded housing community, accessible only to select individuals. By presenting this controlled environment as a source of happiness, the advertisement legitimizes, promotes, and encourages socio-spatial segregation.

- The advertisement also showcases the secure entrance gate of the branded housing complex, with a luxurious car entering the premises (see Figure 9.2). It portrays secure branded housing as an attractive, esteemed, and desirable location for everyone.



Figure 2.1.



Figure 2.2

Figure 2. Avrupa Konutlari Tem advertisement

### c. Main Event and Presentation Format

The primary event depicted in the advertisement revolves around a woman, described as a doctor, who has acquired a branded residence. The woman is portrayed as highly content with her choice, and the external voice highlights her eagerness to connect with her esteemed neighbors. Socio-spatial segregation is framed as a haven of serenity, security, happiness, and an elevated quality of life.

### d. Syntactic Analysis

Although the female protagonist is linguistically positioned as an active figure within the advertisement's text, it is the branded house that serves as the central catalyst for her life transformation. Consequently, the woman is portrayed in a passive role. By introducing branded houses as the key to a joyful life linked to socio-spatial segregation for the female protagonist, the advertisement legitimizes, promotes, and encourages this form of segregation.

### e. Word Selection

The use of the term "doctor" in the advertisement serves to imply that the woman enjoys a high income. Additionally, the reference to "noble

neighbors” suggests that the residents of the branded houses belong to a high-income demographic. The possession of a high income is presented as a prerequisite for being privileged. The notion of privilege, which entails a higher level of segregation within society, serves to promote and encourage social stratification. The term “noble neighbor” implies socio-spatial segregation, reinforcing the idea of like-minded individuals with high incomes residing in close proximity. This reinforces the affirmation of socio-spatial segregation.

#### **f. Rhetoric**

The central promise of this advertisement revolves around the co-existence of “elite” social strata characterized by high incomes. To lend credibility to this promise, the advertisement portrays an external view of the house, emphasizing its secured entrance and the arrival of a luxurious vehicle. The depiction of a secure entrance as a positive attribute serves to legitimize socio-spatial segregation.

The analysis of the advertisements in this section has revealed several common themes and strategies used to promote branded houses and the socio-spatial segregation they entail. Here are the key findings:

1. **Depiction of High-Income Individuals:** All the advertisements featured individuals or characters who appeared to have high-income levels. This choice of characters implied that branded houses are primarily designed for affluent individuals.

2. **Natural and Beautiful Environments:** The advertisements consistently portrayed branded houses as located in beautiful, natural, and clean environments. This imagery suggested that these houses offer a higher quality of life compared to urban settings.

3. **Privileged Life in the City:** The main theme across all advertisements was the promise of a privileged life within the city. This privilege was presented as synonymous with happiness, well-being, peacefulness, and a high quality of life.

4. **Active Role of Branded Houses:** Branded houses were consistently positioned as the active force that can transform people’s lifestyles and shape their lives entirely. They were portrayed as strong, authoritative, and legitimate entities.

5. **Socio-Spatial Segregation Through Language:** The choice of words in the advertisements played a crucial role in promoting socio-spatial segregation. Terms such as “palace,” “waterside apartment,” “like sultans,” “privileged,” “elite,” and “noble neighbors” were used with affirmation and promotion, implying a clear social hierarchy.

6. **Rhetorical Strategies:** The advertisements employed various rhetorical strategies to convey the idea of a privileged life. These included showcasing luxurious interiors, emphasizing secure residential surroundings, highlighting stylish clothing, presenting the presence of servants, featuring elite neighbors, and showcasing luxurious cars.

7. **Legitimization of Socio-Spatial Segregation:** Ultimately, the advertisements effectively legitimized, promoted, and encouraged socio-spatial segregation by presenting it as a desirable, safe, peaceful, happy, and high-quality way of life.

## 6. Results

These findings illustrate how advertisements for branded houses utilize a range of visual and textual cues to promote socio-spatial segregation while framing it as an attractive and desirable lifestyle choice for affluent individuals. The legitimization of socio-spatial distinction in branded housing advertisements not only perpetuates social inequalities but also challenges the fundamental right to urban security. By portraying life in branded houses as a high-quality, happy, and peaceful existence within isolated enclaves, these advertisements contribute to conflicts and pose a threat to social peace and collective progress. Internationally recognized documents, such as the Montreal Charter of Rights and Responsibilities (2006), the World City Charter (2004), and the European Urban Charter (Akgül, 2010), emphasize the right to security as a fundamental human right, with governments and states entrusted with the responsibility of safeguarding it. State and municipal authorities are expected to take necessary measures to ensure that communities can coexist peacefully and harmoniously.

Therefore, there is a contradiction between the responsibilities of states to protect the right to security and their active involvement in the production of branded houses, which not only undermine social cohesion but also exacerbate socio-spatial segregation, intensify social stratification, and foster exclusionary practices. As a result, a conflict arises between the rights that societies possess or should possess and the capitalist mode of production, particularly in the context of branded houses and the advertisements that promote them. The communication activities surrounding branded housing, which primarily serve the interests of the dominant bourgeois class, can be viewed as media outputs that contribute to the production of false consciousness. These activities affirm, legitimize, and reinforce the root causes of housing problems. Furthermore, they can be seen as tools through which the ruling class constructs an ideology and discourse that uphold its own existence and maintain the status quo, including the prevailing mode of production, norms, values, and political organization (Marx & Engels, 1992; van Dijk, 1999, p.331). Consequently, branded

housing exacerbates the urban security issue stemming from the capitalist mode of production.

In a democratic system characterized by people's self-governance, it raises important questions about why the principles of the market mechanism often take precedence over the interests of society, sometimes at the expense of societal rights. Brown (2010, pp.51-53) highlights the paradox that while democracy has gained unprecedented global popularity throughout history, its conceptual foundation seems increasingly vague and its core values appear to have been hollowed out. The current popularity of democracy may, in part, be attributed to its openness in terms of meaning and practice, even if it appears somewhat hollow. Similar to the persona of Barack Obama, democracy can serve as an empty vessel into which individuals can pour their imagination and hopes. Capitalism, the inseparable twin of modern democracy, though not hatched from the same egg, often seems more robust and vigilant. In the end, democracy can be reduced to a 'brand,' a late-modern iteration of commodity fetishism, detached from the image of a ridiculous product's marketability (...).

Liberal democracy, the prevailing form of Euro-Atlantic modernity, represents a variation of the power-sharing concept implicit in the Greek term "democracy." "Domos" (people) and "cracy" (rule) together signify the self-government of the people, standing in opposition to aristocracy, oligarchy, tyranny, and states marked by exploitation or occupation. Nevertheless, democratic constitutional frameworks often struggle to convincingly embody essential aspects such as decision-making, participation, a free market, rights, universality, and even equality (Brown, 2010, pp.51-52).

Brown's (2010) argument highlights that liberal democracy has, in practice, shifted away from the foundational principles of freedom and equality inherent in democracy. Instead, it prioritizes mechanisms such as profit maximization and productivity, emphasizing the dominance of the liberal market over democratic ideals. This underscores the inherent tension between the principles of democracy and the dynamics of capitalism.

Engels (1992) also made a similar observation, pointing to the capitalist mode of production as the primary driver of the housing problem. The socio-spatial segregation discussed in this research is a consequence of this capitalist production style and has been exacerbated by the proliferation of branded houses and their associated advertisements. As long as the capitalist mode of production persists, finding a solution to the housing problem will remain elusive and media, controlled by the capitalist class, will continue to affirm, legitimize, promote, and support the very source of these problems.

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# CHAPTER 8

## **PROS AND CONS OF REMOTE LEARNING: NAVIGATING THE DIGITAL CLASSROOM IN IZMIR, TÜRKİYE**

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## INTRODUCTION

The popularity of remote learning, commonly referred to as online learning or distance education, has significantly increased recently. With the development of technology and the widespread use of the internet, remote learning has grown to be a more attractive alternative for people looking for educational opportunities. Remote learning has advanced to a considerable extent, as evidenced by numerical values. The market According to Reportlinker.com, the global remote learning market is anticipated to reach USD \$457.8 billion by 2026. When compared to learning in traditional settings, remote learning consumes 87% less energy and emits 85% less CO<sub>2</sub> per student (Roy et al., 2008). It also raises workforce performance by 15% to 25% (American Heart Association, 2020). Numerous advantages, including adaptability, accessibility, and cost-effectiveness, come with this method of learning. It does have certain disadvantages, though, such as less social interaction and possible technical difficulties. The benefits and drawbacks of remote learning were discussed in this introduction, with support from pertinent academics as shown in Tables 1 and 2.

Globally, distance learning has become an important component of education, bridging geographical differences and bringing learning into the digital age (Greenhow et al., 2009). In response to various circumstances, including advances in technology and the global pandemic, the adoption of distance learning has increased significantly in Izmir, Türkiye and many other regions of the world (Hussien et al., 2020). As a result of this development, Izmir's educational landscape is also changing, which presents both opportunities and problems for both students and instructors.

Distance learning method, which does not require physical presence in a traditional classroom environment, involves acquiring knowledge and skills through online platforms, digital resources and communication technologies (Violante & Vezzetti, 2014). The use of distance learning in Türkiye has developed rapidly, especially in large cities such as Izmir, where internet connection and access to technology are quite common (Tarhan et al., 2021). While distance learning offers a flexible and practical method of education, it also has its own advantages and disadvantages, each with implications for students, teachers and the wider community (Andrade & Alden-Rivers, 2019).

One of the main benefits of remote learning is flexibility. Students are allowed to customize their educational experience to fit their unique requirements and schedules. They can access lectures and course materials whenever it is convenient for them, balancing their academic goals with other duties like employment or family obligations. According to Bernard et al. (2018), this flexibility significantly increased distant learners'

satisfaction levels. Flexibility: Learners have flexibility in terms of time and place with remote learning. They are allowed to read course materials at their own pace, take part in discussions, and do tasks as they see fit (Shachar & Neumann, 2010). With this flexibility, students can reconcile their academic goals with obligations to their families, employers, and communities.

Accessibility is another advantage of distance education. It removes regional restrictions and offers educational possibilities to people who might otherwise face difficulties due to physical limitations or other restraints. According to Artino et al. (2012), remote learning bridges the gap and gives people who otherwise might not have pursued education the opportunity to do so. By removing geographical and physical constraints, remote learning improves accessibility. It makes educational possibilities available to people who might find it challenging to attend conventional face-to-face classes, such as those who are disabled or live in remote locations (Timbi-Sisalima et al., 2022). This inclusiveness encourages lifelong learning and increases access to education for people from all backgrounds.

Another benefit of remote learning is its cost and productivity effectiveness. This method of instruction has financial advantages for both students and educational institutions. Students can spend less on transportation and lodging, while schools can spend less on the upkeep of their physical facilities. According to Semple et al (2017) analysis, universities are encouraged to provide online programs through cost reductions. For both students and educational institutions, remote learning can be economical and productive. Students can save money on costs such as textbooks, accommodation, and transportation (Schroeder et al., 2010). Institutions can reach larger student groups without being constrained by physical area because to lower infrastructure expenses. This cost-effectiveness helps make education affordable and scaleable.

**Table 1.** *Pros of Remote Learning*

<b>PROS OF REMOTE LEARNING</b>		
Cost and Productivity Effectiveness	Automatic storage (no need to take notes)	Semple et al. (2017), Schroeder et al. (2010).
Flexibility	Encourages more interaction between students and educators.	Bernard et al. (2018), Shachar & Neumann (2010).
Flexibility	Facilitates obtaining the desired information quickly.	Bernard et al. (2018), Shachar & Neumann (2010).
Flexibility	Enables learning at your own pace and flexibility.	Bernard et al. (2018) Shachar & Neumann (2010).
Accessibility	Facilitates interaction anytime, anywhere.	Artino et al. (2012), Timbi-Sisalima et al. (2022).
Cost and Productivity Effectiveness	Enhances online and computer skills.”	Semple et al. (2017), Schroeder et al. (2010).
Cost and Productivity Effectiveness	Assists in self-awareness and building self-confidence, promoting student responsibility.	Semple et al. (2017), Schroeder et al. (2010).

Despite these advantages, there are disadvantages to remote learning. The lack of social connection compared to conventional classroom settings is a major concern. Students participate in collaborative learning, group discussions, and interpersonal interactions in face-to-face learning settings, developing critical social skills. The value of social presence in online learning settings and its effect on student happiness and engagement are emphasized by Rovai (2018). Insufficient Social Interaction The lack of face-to-face social interaction is one of the disadvantages of remote learning. In conventional settings, students participate in in-person interactions, group projects, and peer collaborations that help them develop their social skills and connections (Akyol & Garrison, 2011). In remote learning contexts, possibilities for unplanned interaction may be constrained, which could impede the development of social skills.

In remote learning, network limitations and technical difficulties present additional difficulties. The learning process may be hampered because some students may not have access to reliable internet connections or the right gadgets. Due to scarce resources, a sizable number of students had trouble accessing remote learning during the COVID-19 epidemic, according to the Adnan & Anwar (2020). The use of technology and internet ac-

cess is crucial for remote learning. Inadequate internet access and technical problems like software bugs or hardware malfunctions can interfere with learning (Zawacki-Richter et al., 2019). Inequities in learning possibilities may result from unequal access to dependable internet connections and appropriate devices, thereby widening the digital divide.

Remote learning demands self-regulation skills and intrinsic motivation from learners. Without the immediate feedback and structure of in-person instruction, students must manage their time effectively, stay motivated, and take ownership of their learning process (Kanuka & Jugdev, 2006). Developing self-regulation skills and maintaining motivation are crucial for successful engagement in remote learning environments.

In conclusion, remote learning has many advantages, such as flexibility, accessibility, and affordability. It gives people the chance to pursue education regardless of their geographic location or personal limitations. But it also has drawbacks, like a decline in social interaction and potential technical problems. Understanding these benefits and drawbacks can help educators and policymakers improve remote learning opportunities, guarantee inclusive access, and use technology to build engaging and effective learning environments.

**Table 2.** *Cons of Remote Learning*

<b>CONS OF REMOTE LEARNING</b>		
reduced social interaction	Students with low motivation and poor study habits can easily fall behind.	Rovai (2018), Akyol & Garrison, (2011)
Reduced social interaction	Students may feel disconnected from their classmates or instructors.	Rovai (2018), Akyol & Garrison, (2011)
Technical issues and connectivity problems	Slow internet connections or older computers can make accessing the course challenging.	Adnan & Anwar (2020), Zawacki-Richter et al. (2019)
Reduced social interaction	Simulating hands-on or laboratory work in a virtual classroom can be difficult.	Rovai (2018), Akyol & Garrison (2011)
Reduced social interaction	Lack of individual attention to students.	Rovai (2018), Akyol & Garrison (2011)
Reduced social interaction	Lack of quality assessment and feedback can hinder learning.	Rovai (2018), Akyol & Garrison, (2011)
Technical issues and connectivity problems	Various interruptions and video playback issues.	Adnan & Anwar (2020), Zawacki-Richter et al. (2019)

The numerous benefits and drawbacks of remote learning in Izmir, Türkiye, will be discussed in this article, along with the difficulties that students and teachers encounter when navigating the virtual classroom. We aim to offer useful insights into the larger ramifications of this educational change and its potential to affect the future of learning in Türkiye's bustling coastal metropolis by exploring the special setting of remote learning in Izmir.

The conducted research on remote learning is required to provide a comprehensive understanding of its impact, benefits, challenges, and potential drawbacks. This research offers empirical evidence and insights that can guide educators, policymakers, and institutions in optimizing remote learning experiences. By identifying the strengths and weaknesses of remote learning, the research helps inform decision-making, curriculum development, and the design of effective online educational platforms. Ultimately, the research contributes to the ongoing evolution of education and helps shape its future direction.

## METHODOLOGY

The research is a quantitative study of the perception of remote learning in Izmir, Türkiye and has a descriptive approach to obtain the perceived benefits, challenges and barriers of remote learning. Secondary data are collected from literature as shown in Table 1 for pros and Table 2 for cons. The main research objective is to analyze the perceived thoughts about remote learning by the companies in the city of Izmir. A survey of six common questions were asked to the students in higher education; four questions were the one-option-multiple choice question, and the rest of the two questions were multiple-option-multiple choice question (three options out of 7 choices were allowed) for understanding the benefits (B1-B7) and challenges (C1-C7) of remote learning. SPSS 25.0 software was used to analyze the perceived benefits, challenges and barriers of cloud computing. The respondents were 268 higher education students from the University of Izmir. The unit of analysis is at the individual level in Türkiye. The distribution of samples is illustrated in Table 3.

It is a descriptive survey of students. To examine the pros and cons of remote learning, SPSS 25.0 is utilized

- B1. Automatic storage (no need to take notes)
- B2. Encourages more interaction between students and educators.
- B3. Facilitates obtaining the desired information quickly.
- B4. Enables learning at your own pace and flexibility.
- B5. Facilitates interaction anytime, anywhere.

B6. Enhances online and computer skills.

B7. Assists in self-awareness and building self-confidence, promoting student responsibility.

C1. Students with low motivation and poor study habits can easily fall behind.

C2. Students may feel disconnected from their classmates or instructors.

C3. Slow internet connections or older computers can make accessing the course challenging.

C4. Simulating hands-on or laboratory work in a virtual classroom can be difficult.

C5. Lack of individual attention to students.

C6. Lack of quality assessment and feedback can hinder learning.

C7. Various interruptions and video playback issues.

Data visualization in the R programming language, commonly using the ggplot2 library, bar charts for the pros and cons of remote learning are drawn using the geom\_bar function in Figure 1 and Figure 2.

## RESULTS

These results include information about the participant's demographics and preferred platforms, which is crucial for comprehending the environment in which the study's remote learning took place.

University students who are enrolled in online courses had their demographic traits and preferred remote learning platforms looked at, as shown in Table 3. Out of the 268 participants overall, 55.5% of the women and 44.5% of the men identified as female. The students were split across the different faculties, with the Faculty of Engineering being the most popular with 33.9% of the total population, followed by the Faculty of Business with 17.3% and the Faculty of Law with 20.9%. In terms of age categories, 41.8% of respondents were between the ages of 18 and 19, while 23.9% were between the ages of 20 and 21. Unsurprisingly, the learning site Ude-my was preferred by 25.70% of the students, making it the most popular option. Other well-liked websites were LinkedIn Learning (9.30%), edX (11.40%), and Coursera (7.30%).

**Table 3.** *Demographic participants of the survey*

<b>(1) Gender N (%)</b>		<b>Total (Ratio)</b>
	Female	149(55.5)
	Male	119(44.5)
<b>(2) Faculty Studying</b>		<b>N (%)</b>
	Faculty of Engineering	91 (33.9)
	Faculty of Business	46 (17.3)
	Faculty of Law	56 (20.9)
	Faculty of Environmental Studies	32 (11.9)
	Faculty of Architecture	40 (14.9)
	Others	3(1.1)
<b>(3) Age</b>		<b>N (%)</b>
	18-19	112(41.8)
	20-21	64(23.9)
	22-23	60(22.4)
	24-25	10 (3.7)
	26-29	15(5.6)
	Above 30	7 (2.6)
<b>(4) Remote Learning Platform</b>		
	EBA (Education Informatics Network)	56(6.92)
	The Scientific and Technological Research Council of Türkiye (TUBITAK) Science and Society	60(7.50)
	Coursera	58 (7.30)
	Udemy	206 (25.70)
	edX	91 (11.40)
	LinkedIn Learning	74 (9.30)
	Skillshare	34 (4.31)
	Khan Academy	38 (4.81)
	Codecademy	66 (8.30)
	Lynda	45 (5.60)
	DataCamp	71 (8.80)
	Others	5 (0.06)

### Pros of Remote Learning from Students' Perspective

As seen in Figure 1, the priority of remote learning is the idea that the students facilitate interaction from anywhere at any time (B5) with 174 by 21.65%; the second most important reason for adopting is an opportunity for automatic storage (no need to take notes) (B1) with 161 by 20.02%. Enabling to learn at your own pace and flexibility (B4) is the third reason for adopting with 155 by 19.28% followed by other reasons such as



enhancing online and computer skills (B6), using facilitates obtaining the desired information quickly (B3), assisting in self-awareness and building self-confidence (B7), promoting student responsibility, and encouraging more interaction between students and educators (B2) with 119 (14.81%), 86 (10.69%), 59 (7.34%), and 50 (6.21%), respectively.

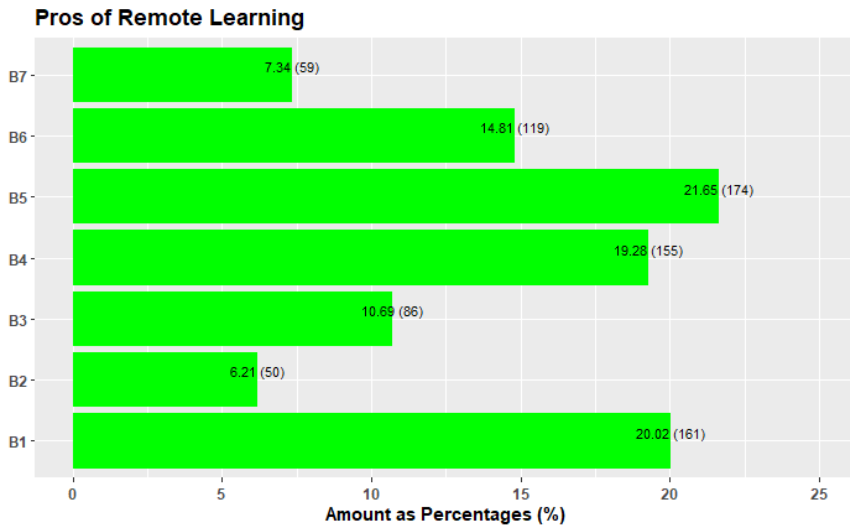


Figure 1. Pros of Remote Learning by Students

### Cons of Remote Learning from Students' Perspective

As exhibited in Figure 2, students are not likely to adopt remote learning firstly because of accessing the course issues (C3) by (176) 21.89% due to slow internet connections or older computers. The second biggest challenge is the lack of quality assessment and feedback (C6) by (127) 15.79%. The third reason is both shares between the students with low motivation (C1) and poor study habits and various interruptions and video playback issues (C7) by (124) 15.43%. The fourth reason is feeling disconnected from their classmates or instructors by (C2) (101) 12.56%. In addition, lacking individual attention to students (C5) and the difficulty of simulating hands-on or laboratory work in a virtual classroom (C4) is the reason for not adopting remote learning by (80) 9.95 % and (72) 8.95 %, respectively.

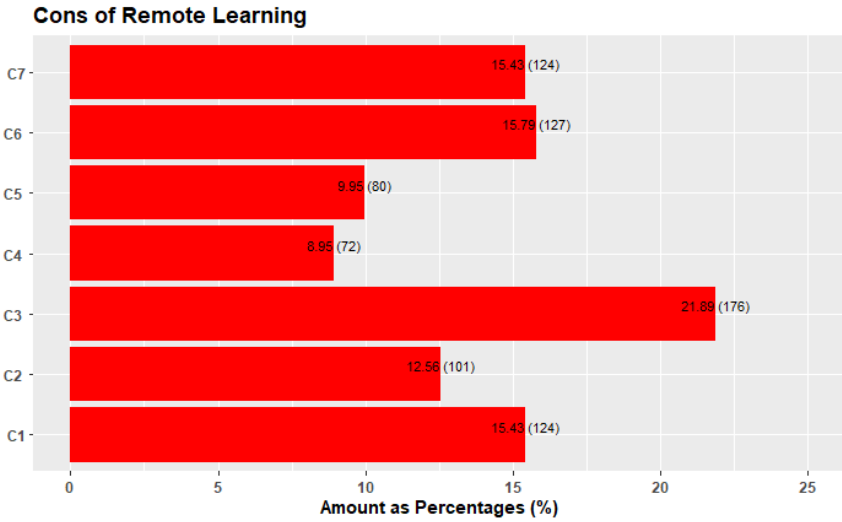


Figure 2. *Cons of Remote Learning by Students.*

## DISCUSSION AND CONCLUSION

By highlighting the demographic traits and preferred platform preferences of the participants, the data in Table 3 provides a clearer picture of the environment in which remote learning occurred in this study. Analyzing the demographic characteristics of university students and their preferences for distance learning platforms is essential to comprehending the dynamics of online education in the modern environment.

Notably, 55.5% of participants identified as women and 44.5% as men, showing a slight gender bias in favor of women. This distribution reflects a shift in the educational landscape and may indicate that engagement patterns differ between the sexes in online learning environments. The distribution of students throughout the faculties revealed that the Faculty of Engineering was dominant, maybe as a result of the courses it offered or its ability to support online education.

The participants appeared to be significantly overrepresented by early university enrollees, as evidenced by the age distribution, which showed a high concentration in the 18–19 age group. Taking into account the specific learning preferences and demands of this age group, this may have an impact on the educational approaches and material delivery techniques used.

It's interesting to note that a substantial 25.70% of students selected Udemy as their favourite remote learning platform, demonstrating a clear preference for this service. This finding supports more investigation

into UdeMy's popularity-boosting factors, which may include things like course diversity, usability, or familiarity. Indicating the prevalence of a variety of participant learning preferences, the popularity of other platforms like Coursera, edX, and LinkedIn Learning indicates a wide landscape of online learning resources.

In conclusion, a careful analysis of the characteristics of university students who are enrolled in remote learning and their preferences for platform has provided vital insight into the nuances of the adoption of online learning. The observed gender distribution, teacher participation, and age demographics give an insight into the wide cross-section of students beginning their distance learning journey.

Due to the growing use of UdeMy and other platforms, it is suggested that educational institutions should adapt their online curriculum to the diverse needs of their students. These findings demonstrate the significance of adapting instructional strategies, content delivery strategies, and technological frameworks to meet the preferences and requirements of the contemporary learner.

The findings of this study can be used to thoughtfully plan and provide online education as distance learning continues to alter the face of education. By accounting for the demographic traits and platform preferences of their students, educational institutions may make the most of their remote learning initiatives to increase engagement, learning outcomes, and overall student happiness.

The results of this study highlight a variety of benefits and challenges of distance learning. On the plus side, there are various advantages to distant learning. The first benefit is that it promotes participation at all times and locations by allowing students the freedom to access course materials, take part in discussions, and do assignments whenever it is most convenient for them (Timbi-Sisalima et al., 2022). This makes things more accessible. Additionally, since automatic storing eliminates the necessity for taking notes, productivity is increased and expenditures are decreased (Shachar & Neumann, 2010). Additionally, because remote learning allows students to control their time and schedules while continuing their education, it promotes self-directed learning (Zawacki-Richter et al., 2019). These benefits contribute to more flexible and personalized learning.

However, there are a number of challenges with distance learning. Technical issues and connectivity issues, such as slow internet connections and out-of-date equipment, can make it difficult for students to access course materials and hinder their capacity to learn (Bekova et al., 2021). These challenges may upset students and limit their ability to fully engage in online activities. Numerous interruptions and problems with video play-

back that may interrupt the flow of learning sessions might further hinder effective communication and engagement (Thanyadit et al., 2022). Additionally, students who lack ambition and have poor study habits may find it challenging to learn remotely. Due to the diminished social connection and lack of immediate responsibility, these students may find it easier to fall behind and struggle to sustain engagement and motivation in remote learning contexts (Akyol & Garrison, 2011).

In light of these findings, educational institutions and instructors must address the technical issues by offering sufficient assistance and resources to guarantee seamless connectivity and reduce disruptions. There should also be mechanisms in place to boost student motivation, active participation, and the formation of good study habits. By overcoming these difficulties, remote learning's advantages can be fully realized, creating a more inclusive and productive educational environment.

The study aids governments in comprehending the key elements of distance learning and is thought to enable governments to conduct a suitable environment for higher education institutions. By developing new virtual learning environment goods and purchasing those that suit their particular learning needs, respectively, remote learning providers and universities also play a role in contributing to this environment. This research provides students' behavioral insights into Izmir universities by considering the appropriate remote learning applications for certain types of applications for other Turkish universities as well as universities in developing countries.

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# CHAPTER 9

## **FINANCIAL PERFORMANCE OF THE BANKS IN TURKEY SOON AFTER THE WORLD WAR II WITH INTEGRATED CILOS-DNMA MODEL**

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## **Introduction**

It has always been interesting to analyze the performance of banks and to rank the financial success of banks in a certain period of time and in a certain group. This may be due to the tendency of people to compare banks for different reasons and see one of them as the most successful or the most unsuccessful. A wide range of people can be related to the performance of banks. These include bank owners and managers, bank employees, bank customers, suppliers that provide services to the bank, public officials who expect to receive taxes from banks, stock market investors and research companies who are curious about the financial performance of banks. In the process of comparing the financial performance of banks, there is a tradition of making a tendency to evaluate them, taking into account a large number of factors (criteria). This is where multi-criteria decision-making techniques come into play. Multi-criteria decision-making techniques are the most suitable techniques to reach a single score for each bank (alternative) by taking into account the criteria that may contradict each other within a certain method, and to rank success based on this score. Multi-criteria decision-making techniques usually consist of two stages. First, the importance (weight) of the criteria is determined. Then, taking into account the criterion weights, the alternatives are subjected to success ranking in line with the determined criteria. There are over fifty multi-criteria decision-making techniques and this number is increasing day by day. In this study, unlike most of the other studies, an important determination will be made in terms of the history of Turkish banking based on older historical data. In this study, it will be tried to answer the questions of what was the criterion that most affected the financial performance of banks operating in Turkey in 1946 and which bank was the highest performing in the year mentioned according to these criteria. CILOS (The Criterion Impact Loss) and DNMA (Double Normalization-based Multiple Aggregation) methods will be integrated to compare the financial performance of operating banks. Criterion weights will be carried out by the CILOS method and performance ranking will be carried out by the DNMA method.

In the study, after the introduction and literature sections, the processing steps of CILOS and DNMA methods will be included, and then the findings obtained by applying the integrated method to the data will be evaluated in the application section. The study will end with a summary of the findings.

### **1. Literature Review**

When we look at the literature in Turkey or in other countries, we see that there is no other study that uses CILOS and DNMA methods together in the banking sector. Below are the main domestic or foreign studies in



which CILOS or DNMA methods are used together with other methods in banking or other sectors.

Cereska et al. (2016) used CILOS together with the other two (VIKOR and COPRAS) methods to compare the alternatives for the solution of the air pollution problem. Zavadskas et al. (2017) used the CILOS method together with the other 8 methods to find the solution for the healthy and reliable construction in Vilnius with the aim of sustainable development. Cereska et al. (2018) used CILOS together with the ENTROPY, IDOCRIW (which consists of the CILOS and the ENTROPY method), SAW, TOPSIS, EDAS and COPRAS methods to control steel ropes. Podvezko et al. (2020) proposed the fuzzy IDOCRIW technique by combining fuzzy CILOS and fuzzy ENTROPY methods. Mazman, İtik and Sel (2021) used CILOS and TOPSIS methods to compare the financial performances of the companies operating in the retail sector in BIST. Pala (2021) used IDOCRIW together with the MARCOS method to compare the financial performance of companies in transportation sector traded on BIST. Kirhasanoğlu and Özdemir (2022) used IDOCRIW and WASPAS methods to compare the financial performance of football clubs in BIST in the COVID-19 period.

Liao et al. (2019) tried to solve the problem of monitoring lung cancer with the fuzzy DNMA method. Zhang et al. (2020) tried to make the selection of the most suitable financial investment product on the Internet with the fuzzy DNMA method. Lai et al. (2020) tried to solve the development problem of sustainable cloud service provider with the Z-number-based DNMA method. Lai and Liao (2021) measured the performance of blockchain platforms with the integrated method of DNMA and CRITIC. Demir, G. (2022) used the integrated LMAW-DNMA method to compare the financial performance of the deposit banks operating in Turkey during the Covid-19 period. Ecer and Zolfani (2022) compared the economic freedoms of OPEC countries with the integrated MEREC-DNMA method. Ecer and Torkayesh (2022) applied the fuzzy DNMA method to solve the problem of circular supplier selection.

## **2. Research Methodology**

### **2.1. CILOS (Criterion Impact Loss) Method**

This method was designed as an objective weighting method in 1974 by B.G. Mirkin. The utility-orientation and the impact (significance) loss of each criterion are the main concepts of the method. In CILOS, which is a criterion weighting approach based on the loss effect of the criteria, it is emphasized how much the effects of the other criteria will be lost if any criterion is selected best. In this method, the optimum is the maximum or the minimum value and the impact loss is evaluated compared to the optimum

value for each criterion. An important advantage of the CILOS method is that it solves the problem of reducing the weight of the relevant criterion in the Entropy weighting method if the values of the alternatives are close to a criterion. The implementation steps of the method are shown below (Cereska et al., 2016; Zavadskas, 2017; Cereska et al.;2018):

**Step 1:** In the first step, the initial decision matrix  $A$  is built. In this matrix, the criteria (1...n) are put into the columns and the alternatives (1...m) put into the rows (Equation 1).

$$A = \begin{bmatrix} a_{11} & \cdots & a_{1n} \\ \vdots & \ddots & \vdots \\ a_{m1} & \cdots & a_{mn} \end{bmatrix} \quad (1)$$

In the CILOS method, all criteria should be in the direction of maximization. If there is any cost (minimized) criterion in the criteria, then it must be transformed to benefit (maximized) criterion by using Equation 2 below.

$$\bar{a}_{ij} = \frac{\min_j a_{ij}}{a_{ij}} \quad (2)$$

**Step 2:** Following all the criteria are made benefit, matrix  $A$  is normalized ( $\bar{a}_{ij}$ ) by using Equation 3 and the normalized matrix  $X$  is formed.

$$x_{ij} = \frac{a_{ij}}{\sum_{j=1}^n a_{ij}} \quad (3)$$

**Step 3:** In the normalized matrix  $X$ , the rows with the maximum value in each column are rearranged and the square matrix  $R = \| r_{kj} \|$  is built. The diagonals in the square matrix  $R$  consist of the largest criterion values found in the matrix  $X$ .

**Step 4:** In this step, the square matrix  $P = \| p_{kj} \|$  is built by Equation 4 in order to find the relative loss ( $P$ ) of the criteria.

$$P_{kj} = \frac{x_j - r_{kj}}{r_{kj}} \quad (4)$$

Each element ( $p_{kj}$ ) in square matrix P indicates the amount of the significance (impact) loss in criterion j.th when criterion k.th is evaluated to be the most significant.

**Step 5:** The square matrix F is built by Equation 5.

$$\text{Square Matrix } F = \begin{bmatrix} -\sum_{k=1}^n P_{k1} & P_{12} & \cdots & P_{1n} \\ \vdots & -\sum_{k=1}^n P_{k2} & & \vdots \\ P_{n1} & P_{n2} & \cdots & -\sum_{k=1}^n P_{kn} \end{bmatrix} \quad (5)$$

**Step 6:** Following the building of square matrix F, the criterion weights  $q_i$  can be determined by solving the equation of  $(Fq^T = 0)$  with Excel's 365 Program solver.

## 2.2. DNMA (Double Normalization-Based Multiple Aggregation) Method

This method was designed by Wu and Liao in 2019. It is a novel method used to rank alternatives. Two different normalized techniques are used such as linear and vector normalizations. The method also employs three different aggregations such as CCM (full compensation), UCM (incomplete compensation) and ICM (incomplete compensator). DNMA has the superiorities of credibility, flexibility, and ease-of-use compared with some other MCDM methods. The implementation steps of the method are shown below (Wu and Liao, 2019; Liao and Wu, 2020; Ecer ve Zolfani, 2022; Ecer and Torkayesh, 2022; Demir, 2022):

**Step 1:** Normalizing the initial decision matrix.

The elements of the decision matrix are normalized by linear normalization with Equation (1) and by vector normalization by Equation (2).

$$\bar{x}_{ij}^{1N} = 1 - \frac{|x^{ij} - r_j|}{\max\{\max_i x^{ij}, r_j\} - \min\{\min_i x^{ij}, r_j\}} \quad (1)$$

$$\bar{x}_{ij}^{2N} = 1 - \frac{|x^{ij} - r_j|}{\sqrt{\sum_{j=1}^m (x^{ij})^2 + (r_j)^2}} \quad (2)$$

The  $r_j$  value will be the target value for the  $c_j$  criterion and will be considered a  $\max x^{ij}$  for benefit criteria and a  $\min x^{ij}$  for cost criteria.

**Step 2:** Determination of Criterion Weights.

This step consists of three stages.

**Step 2.1:** In the first stage, the standard deviation ( $\sigma_j$ ) of the criterion  $c_j$  is determined by Equation (3) where  $m$  is the number of alternatives.

$$\sigma_j = \frac{\sqrt{\sum_{j=1}^m \left( \frac{x^{ij}}{\max_i x^{ij}} - \frac{1}{m} \sum_{j=1}^m \left( \frac{x^{ij}}{\max_i x^{ij}} \right) \right)^2}}{m} \quad (3)$$

**Step 2.2:** The standard deviation values calculated for the criteria are normalized by Equation (4).

$$w_j^\sigma = \frac{\sigma_j}{\sum_{j=1}^n \sigma_j} \quad (4)$$

**Step 2.3:** Finally, the weights are adjusted by Equation (5).

$$\bar{w}_j = \frac{\sqrt{w_j^\sigma \cdot w_j}}{\sum_{j=1}^n \sqrt{w_j^\sigma \cdot w_j}} \quad (5)$$

**Step 3: Calculation of Aggregation Models**

Three aggregation functions (CCM, UCM and ICM) are calculated separately for each alternative. CCM (complete compensatory model) is calculated by Equation (6).

$$u_1 (a_i) = \sum_{j=1}^n \frac{\bar{w}_j \cdot \bar{x}_{ij}^{1N}}{\max_i \bar{x}_{ij}^{1N}} \tag{6}$$

UCM (uncompensatory model) is calculated by Equation (7).

$$u_2 (a_i) = \max_j \bar{w}_j \left( \frac{1 - \bar{x}_{ij}^{1N}}{\max_i \bar{x}_{ij}^{1N}} \right) \tag{7}$$

ICM (incomplete compensatory model) is calculated by Equation (8).

$$u_3 (a_i) = \prod_{j=1}^n \left( \frac{\bar{x}_{ij}^{2N}}{\max_i \bar{x}_{ij}^{2N}} \right)^{\bar{w}_j} \tag{8}$$

**Step 4: Integration of utility values**

The calculated utility functions (DN) are integrated with Equation (9) using the Euclidean distance principle.

$$\begin{aligned} DN_i = & w_1 \sqrt{\varphi \left( \frac{u_1(a_i)}{\max_i u_1(a_i)} \right)^2 + (1 - \varphi) \left( \frac{m - r_1(a_i) + 1}{m} \right)^2} \\ & - w_2 \sqrt{\varphi \left( \frac{u_2(a_i)}{\max_i u_2(a_i)} \right)^2 + (1 - \varphi) \left( \frac{r_2(a_i)}{m} \right)^2} \\ & + w_3 \sqrt{\varphi \left( \frac{u_3(a_i)}{\max_i u_3(a_i)} \right)^2 + (1 - \varphi) \left( \frac{m - r_3(a_i) + 1}{m} \right)^2} \end{aligned} \tag{9}$$

$r_1(a_j)$  and  $r_3(a_j)$  used in the above formula represent the sequence number for the alternative  $a_j$  which is sorted according to the CCM and ICM functions in descending order (the highest value first). On the other hand,  $r_2(a_j)$  indicates the sequence number in the order obtained for the UCM utility function in ascending order (smallest value first). The  $\phi$  coefficient is the relative importance of the subordinate utility values and takes a value in the range of (0,1). Those who developed the method states that it could be assumed as  $\phi = 0.5$ . The coefficient  $w_1, w_2, w_3$  are the importance weights of the CCM, UCM and ICM utility functions respectively. It is determined by the decision makers as the sum of the weights is  $w_1 + w_2 + w_3 = 1$ . When determining the weights, if the decision maker gives importance to the wide-ranging performance of the alternatives, he can assign the greatest weight to  $w_2$ . However, the decision maker can assign the greatest weight to  $w_3$  if he considers both the overall performance and the risks. Finally, the DN values are sorted in descending order, where the alternative with the highest value will be the best.

### 3. Data and Implementation of Methodology

This study has been prepared according to the data obtained from the annual bulletins of the Central Bank of the Republic of Turkey. In the study, 28 alternatives (banks) were examined. These 28 banks were evaluated according to 5 selected criteria. In 1946, banks operating in the banking sector were basically divided into four groups according to their ownership characteristics: public (Group K), national private banks (Group YU) and local private banks (Group YM) ) and foreign banks (Group YB). As of 1946, there were 3 public banks, 3 national private banks, 16 local private banks, 3 foreign banks (Very small foreign banks are grouped into one group as YB3). The banks that operated in 1946 and were examined in this study are shown in the Table 1a below.

**Table 1a.** *Alternatives (Banks)*

Code	Criterion
	<b>Bank Name/ Criterion Optimum</b>
K1	Belediyeler Bankası
K2	Emlak ve Eytam Bankası
K3	Etibank
K4	Sümerbank
K5	T.Halk Bankası
K6	Türkiye Ziraat Bankası
YU1	Adapazarı Türk Ticaret Bankası
YU2	Türkiye İş Bankası
YU3	Yapı ve Kredi Bankası

YM1	Adapazarı Emniyet Bankası
YM2	Afyonkarahisar Terakki Servet Bankası
YM3	Akhisar Tütüncüler Bankası
YM4	Akşehir Bankası
YM5	Denizli İktisat Bankası
YM6	Eskişehir Bankası
YM7	Elazığ İktisat Bankası
YM8	İzmir Esnaf ve Ahali Bankası
YM9	Kocaeli Halk Bankası
YM10	Konya İktisadi Milli Bankası
YM11	Lüleburgaz Birlik Ticaret Bankası
YM12	Manisa Bağcılar Bankası
YM13	Milli Aydın Bankası
YM14	Nevşehir Bankası
YM15	Şarki Karaağaç Bankası
YM16	T.İmar Bankası
YB1	Osmanlı Bankası
YB2	Selanik Bankası
YB3	Other Foreign Banks

In this study, five decision criteria were determined as performance indicators. They include some financial ratios such as Paid-in Capital/Total Assets, Total Deposits/Total Loans, Total Profit/Total Assets, Subsidiaries and Fixed Assets/Total Assets and Total Profit/Number of Branches. They were selected as the decision criteria for bank performance. These criteria can be seen in the Table 1b below.

**Table 1b.** *Decision Criteria*

Criterion Name	Criterion Code	Indicator	Optimum	Weight
Paid-in Capital/Total Assets	C1	Capital Adequacy	Max	0,10
Total Deposits/Total Loans	C2	Business Volume	Max	0,36
Total Profit/Total Assets	C3	Profitability	Max	0,18
Subsidiaries and Fixed Assets/Total Assets	C4	Liquidity	Min	0,22
Total Profit/Number of Branches	C5	Profitability	Max	0,14

From Table 1b, it is seen that the total number of criteria used to evaluate performance in the research is five. From the table it is possible to see information about the name, code and optimal direction of these criteria. The fourth criterion (Subsidiaries and Fixed Assets/Total Assets) has cost

orientation and namely minimum optimum. This means that the lower the numerical value for this criterion, the higher the performance. For other four criteria, the opposite is correct. Namely, the higher the value, the higher performance. The last column contains the criterion weights. These weights were calculated by the CILOS method and will be explained in detail in the following section.

In the first step of the CILOS method, a decision matrix is created. In the decision matrix, the numerical values obtained by the banks operating in Turkey in 1946 according to the criteria shown in Table 1b are arranged in the form of a matrix. The columns of the prepared initial decision matrix show the performance criteria, and the rows show the banks. The generated matrix can be seen below:

**Table 2.** *Financial Ratios of the Banks in Turkey (1946)*

Code	Criterion	C1	C2	C3	C4	C5
	<b>Bank Name/ Criterion Optimum</b>	<i>Max</i>	<i>Max</i>	<i>Max</i>	<i>Min</i>	<i>Max</i>
K1	Belediyeler Bankası	0,215	0,522	0,009	0,075	1100
K2	Emlak ve Eytam Bankası	0,085	0,337	0,003	0,039	116
K3	Etibank	0,135	0,468	0,016	0,137	3044
K4	Sümerbank	0,233	0,701	0,017	0,389	3304
K5	T.Halk Bankası	0,209	0,365	0,015	0,084	101
K6	Türkiye Ziraat Bankası	0,073	0,708	0,014	0,041	46
YU1	Adapazarı Türk Ticaret Bankası	0,037	1,251	0,011	0,025	81
YU2	Türkiye İş Bankası	0,013	1,679	0,009	0,165	70
YU3	Yapı ve Kredi Bankası	0,030	1,715	0,011	0,090	104
YM1	Adapazarı Emniyet Bankası	0,307	0,644	0,022	0,018	29
YM2	Afyonkarahisar Terakki Servet Bankası	0,451	0,275	0,041	0,080	16
YM3	Akhisar Tütüncüler Bankası	0,224	0,327	0,000	0,098	1
YM4	Akşehir Bankası	0,679	0,078	0,058	0,093	51
YM5	Denizli İktisat Bankası	0,206	1,521	0,026	0,013	43
YM6	Eskişehir Bankası	0,313	0,255	0,055	0,028	55
YM7	Elaziz İktisat Bankası	0,329	0,536	0,046	0,105	14
YM8	İzmir Esnaf ve Ahali Bankası	0,140	1,309	0,019	0,047	33
YM9	Kocaeli Halk Bankası	0,223	2,759	0,036	0,196	16
YM10	Konya İktisadi Milli Bankası	0,466	0,286	0,012	0,227	4
YM11	Lüleburgaz Birlik Ticaret Bankası	0,414	0,596	0,020	0,020	4



YM12	Manisa Bağcılar Bankası	0,306	0,488	0,025	0,017	24
YM13	Milli Aydın Bankası	0,500	0,604	0,084	0,087	168
YM14	Nevşehir Bankası	0,833	0,052	0,025	0,100	3
YM15	Şarki Karaağaç Bankası	0,698	0,025	0,026	0,034	3
YM16	T.İmar Bankası	0,106	2,299	0,041	0,210	386
YB1	Osmanlı Bankası	0,036	1,665	0,010	0,052	88
YB2	Selanik Bankası	0,016	1,357	0,001	0,032	26
YB3	Other Foreign Banks	0,047	1,188	0,001	0,020	244

*Source: The Central Bank of the Republic of Turkey (CBRT). Bulletin 1946.*

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From Table 2, we can see that bank YU2 in C1 criterion, bank YM15 in C2 criterion, bank YM13 in C3 criterion and bank K4 in C5 criterion has the highest value among the criteria with maximum optimal. For the criterion C4 which has minimum optimum, bank YM5 has the best (minimum) value.

In the second step, the process of calculating the criterion weights has begun. For this purpose, the CILOS weighting method is used. For this, first of all, the benefit-oriented decision matrix has been arranged. The benefit-oriented decision matrix is shown in Table 3 below. Equation 2 was used for the benefit-oriented decision matrix. The matrix is shown below.

**Table 3.** *Benefit Oriented Decision Matrix*

		<i>Max</i>	<i>Max</i>	<i>Max</i>	<i>Min</i>	<i>Max</i>
#	<b>Bank</b>	<b>C1</b>	<b>C2</b>	<b>C3</b>	<b>C4</b>	<b>C5</b>
1	K1	0,215	0,522	0,009	0,075	1100
2	K2	0,085	0,337	0,003	0,039	116
3	K3	0,135	0,468	0,016	0,137	3044
4	K4	0,233	0,701	0,017	0,389	3304
5	K5	0,209	0,365	0,015	0,084	101
6	K6	0,073	0,708	0,014	0,041	46
7	YU1	0,037	1,251	0,011	0,025	81
8	YU2	0,013	1,679	0,009	0,165	70
9	YU3	0,030	1,715	0,011	0,090	104
10	YM1	0,307	0,644	0,022	0,018	29
11	YM2	0,451	0,275	0,041	0,080	16
12	YM3	0,224	0,327	0,000	0,098	1
13	YM4	0,679	0,078	0,058	0,093	51
14	YM5	0,206	1,521	0,026	0,013	43
15	YM6	0,313	0,255	0,055	0,028	55
16	YM7	0,329	0,536	0,046	0,105	14
17	YM8	0,140	1,309	0,019	0,047	33
18	YM9	0,223	2,759	0,036	0,196	16
19	YM10	0,466	0,286	0,012	0,227	4
20	YM11	0,414	0,596	0,020	0,020	4
21	YM12	0,306	0,488	0,025	0,017	24
22	YM13	0,500	0,604	0,084	0,087	168
23	YM14	0,833	0,052	0,025	0,100	3
24	YM15	0,698	0,025	0,026	0,034	3
25	YM16	0,106	2,299	0,041	0,210	386
26	YB1	0,036	1,665	0,010	0,052	88
27	YB2	0,016	1,357	0,001	0,032	26
28	YB3	0,047	1,188	0,001	0,020	24
	<b>SUM</b>	<b>7,325</b>	<b>24,012</b>	<b>0,653</b>	<b>2,522</b>	<b>8953</b>

In the third step, the benefit-oriented decision matrix was transformed into a normalized decision matrix with the help of Eq. 3. The normalized decision matrix is shown in Table 4. Thus, all values in the matrix received a value between 0-1. The fact that the values move away from zero and approach 1 indicates that the performance level of that value has increased. The last row of the table shows the maximum value (MAX) for each criterion (column).

**Table 4.** *Normalized Matrix*

		<i>Max</i>	<i>Max</i>	<i>Max</i>	<i>Min</i>	<i>Max</i>
#	<b>Bank</b>	<b>C1</b>	<b>C2</b>	<b>C3</b>	<b>C4</b>	<b>C5</b>
1	K1	0,029	0,022	0,014	0,030	0,123
2	K2	0,012	0,014	0,004	0,016	0,013
3	K3	0,018	0,019	0,024	0,054	0,340
4	K4	0,032	0,029	0,025	0,154	0,369
5	K5	0,028	0,015	0,023	0,033	0,011
6	K6	0,010	0,029	0,021	0,016	0,005
7	YU1	0,005	0,052	0,017	0,010	0,009
8	YU2	0,002	0,070	0,014	0,065	0,008
9	YU3	0,004	0,071	0,017	0,035	0,012
10	YM1	0,042	0,027	0,034	0,007	0,003
11	YM2	0,062	0,011	0,063	0,032	0,002
12	YM3	0,031	0,014	0,000	0,039	0,000
13	YM4	0,093	0,003	0,088	0,037	0,006
14	YM5	0,028	0,063	0,040	0,005	0,005
15	YM6	0,043	0,011	0,084	0,011	0,006
16	YM7	0,045	0,022	0,071	0,042	0,002
17	YM8	0,019	0,055	0,028	0,019	0,004
18	YM9	0,030	0,115	0,055	0,078	0,002
19	YM10	0,064	0,012	0,019	0,090	0,000
20	YM11	0,057	0,025	0,031	0,008	0,000
21	YM12	0,042	0,020	0,038	0,007	0,003
22	YM13	0,068	0,025	0,129	0,034	0,019
23	YM14	0,114	0,002	0,038	0,040	0,000
24	YM15	0,095	0,001	0,040	0,014	0,000
25	YM16	0,015	0,096	0,063	0,083	0,043
26	YB1	0,005	0,069	0,016	0,021	0,010
27	YB2	0,002	0,057	0,002	0,013	0,003
28	YB3	0,006	0,049	0,002	0,008	0,003
	<i>MAX</i>	0,114	0,115	0,129	0,154	0,369

In the fourth step, Square Matrix R is arranged to see the advantages between the criteria. Note that the diagonal of the matrix from left to right contains the maximum values of the table above. Square Matrix R is shown in Table 5.

**Table 5. Square Matrix R**

	<b>C1</b>	<b>C2</b>	<b>C3</b>	<b>C4</b>	<b>C5</b>
<b>C1</b>	0,114	0,002	0,038	0,040	0,000
<b>C2</b>	0,030	0,115	0,055	0,078	0,002
<b>C3</b>	0,068	0,025	0,129	0,034	0,019
<b>C4</b>	0,032	0,029	0,025	0,154	0,369
<b>C5</b>	0,032	0,029	0,025	0,154	0,369

In the fifth step, Square Matrix P was created to find the relative loss between criteria. The loss of importance of each criterion against the most important criterion was calculated. Equation 4 was used to create this matrix. Square Matrix P is shown in Table 6 below.

**Table 6. Square Matrix P**

	<b>C1</b>	<b>C2</b>	<b>C3</b>	<b>C4</b>	<b>C5</b>
<b>C1</b>	0,000	0,002	0,038	0,040	0,000
<b>C2</b>	0,030	0,000	0,055	0,078	0,002
<b>C3</b>	0,068	0,025	0,000	0,034	0,019
<b>C4</b>	0,032	0,029	0,025	0,000	0,369
<b>C5</b>	0,032	0,029	0,025	0,154	0,000

In the sixth step, the Square Matrix F and criterion weights were calculated. When editing matrix F, only the diagonal values from left to right are changed. These values are signed negative, according to Equation 5. After the preparation of the F matrix, the criterion weights were found by linear programming with the help of Excel 365 program solver. This was done after some restrictions were entered into the program. One of these constraints is that any criterion weight cannot be less than zero and the sum of the criterion weights will be 1. Matrix F and criterion weights were calculated and presented in Table 7 below.

**Table 7. Square Matrix F and Weights of Criteria(wj)**

	<b>C1</b>	<b>C2</b>	<b>C3</b>	<b>C4</b>	<b>C5</b>
<b>C1</b>	-0,162	0,002	0,038	0,040	0,000
<b>C2</b>	0,030	-0,086	0,055	0,078	0,002
<b>C3</b>	0,068	0,025	-0,144	0,034	0,019
<b>C4</b>	0,032	0,029	0,025	-0,306	0,369
<b>C5</b>	0,032	0,029	0,025	0,154	-0,390
qi (w)					
	<b>C1</b>	<b>C2</b>	<b>C3</b>	<b>C4</b>	<b>C5</b>
qi (w)	0,102	0,358	0,182	0,223	0,135

From Table 7, it can be said that the most important criterion is crite-

riterion C2. It has 35.8 percent weight coefficient. The second one is criterion C4 with 22.3 percent weight. The lowest important one belongs to criterion C1. It has only 10.2 percent weight coefficient. It should be noted that the sum of the criterion weights is equal to 1. Whichever weight method is applied, it is inevitable that the sum of the criterion weights will be 1.

After the criterion importance levels or in other words the criterion weights were determined by applying the CILOS method, it was time to apply the DNMA method to make the performance ranking of the banks. At the first step of the DNMA method the initial decision matrix was built and shown below in Table 8.

**Table 8.** *Initial Decision-Making Matrix*

	<i>Max</i>	<i>Max</i>	<i>Max</i>	<i>Min</i>	<i>Max</i>
<b>Bank</b>	<b>C1</b>	<b>C2</b>	<b>C3</b>	<b>C4</b>	<b>C5</b>
K1	0,215	0,522	0,009	0,075	1100
K2	0,085	0,337	0,003	0,039	116
K3	0,135	0,468	0,016	0,137	3044
K4	0,233	0,701	0,017	0,389	3304
K5	0,209	0,365	0,015	0,084	101
K6	0,073	0,708	0,014	0,041	46
YU1	0,037	1,251	0,011	0,025	81
YU2	0,013	1,679	0,009	0,165	70
YU3	0,030	1,715	0,011	0,090	104
YM1	0,307	0,644	0,022	0,018	29
YM2	0,451	0,275	0,041	0,080	16
YM3	0,224	0,327	0,000	0,098	1
YM4	0,679	0,078	0,058	0,093	51
YM5	0,206	1,521	0,026	0,013	43
YM6	0,313	0,255	0,055	0,028	55
YM7	0,329	0,536	0,046	0,105	14
YM8	0,140	1,309	0,019	0,047	33
YM9	0,223	2,759	0,036	0,196	16
YM10	0,466	0,286	0,012	0,227	4
YM11	0,414	0,596	0,020	0,020	4
YM12	0,306	0,488	0,025	0,017	24
YM13	0,500	0,604	0,084	0,087	168
YM14	0,833	0,052	0,025	0,100	3
YM15	0,698	0,025	0,026	0,034	3
YM16	0,106	2,299	0,041	0,210	386
YB1	0,036	1,665	0,010	0,052	88
YB2	0,016	1,357	0,001	0,032	26
YB3	0,047	1,188	0,001	0,020	24
<i>Max</i>	0,833	2,759	0,084	0,389	3304
<i>Min</i>	0,013	0,025	0,000	0,013	0,500
<i>Max-Min</i>	0,821	2,734	0,084	0,377	3304

The DNMA method concentrates on benefiting linear and vector normalization tools and three aggregation operators. In the first stage of the normalization process, linear normalization is performed. Equation 1 is used for this. The matrix obtained as a result of the linear normalization process is shown in Table 9 below.

**Table 9.** *Linear Normalization*

	<i>Max</i>	<i>Max</i>	<i>Max</i>	<i>Min</i>	<i>Max</i>
<b>Bank</b>	<b>C1</b>	<b>C2</b>	<b>C3</b>	<b>C4</b>	<b>C5</b>
K1	0,2464	0,1818	0,1026	0,8353	0,3328
K2	0,0885	0,1141	0,0289	0,9296	0,0350
K3	0,1495	0,1619	0,1845	0,6696	0,9213
K4	0,2680	0,2473	0,1935	0,0000	1,0000
K5	0,2387	0,1241	0,1761	0,8115	0,0304
K6	0,0729	0,2497	0,1639	0,9242	0,0138
YU1	0,0297	0,4482	0,1270	0,9683	0,0244
YU2	0,0000	0,6048	0,1036	0,5956	0,0211
YU3	0,0205	0,6181	0,1265	0,7962	0,0314
YM1	0,3588	0,2264	0,2630	0,9868	0,0086
YM2	0,5341	0,0913	0,4888	0,8217	0,0047
YM3	0,2574	0,1103	0,0000	0,7732	0,0000
YM4	0,8116	0,0192	0,6853	0,7876	0,0153
YM5	0,2350	0,5472	0,3078	1,0000	0,0129
YM6	0,3663	0,0840	0,6538	0,9594	0,0165
YM7	0,3853	0,1867	0,5463	0,7544	0,0041
YM8	0,1556	0,4694	0,2178	0,9096	0,0098
YM9	0,2564	1,0000	0,4229	0,5124	0,0047
YM10	0,5521	0,0952	0,1447	0,4320	0,0011
YM11	0,4891	0,2088	0,2376	0,9802	0,0011
YM12	0,3579	0,1694	0,2891	0,9877	0,0071
YM13	0,5941	0,2117	1,0000	0,8041	0,0507
YM14	1,0000	0,0097	0,2949	0,7684	0,0008
YM15	0,8354	0,0000	0,3052	0,9423	0,0008
YM16	0,1141	0,8316	0,4868	0,4766	0,1167
YB1	0,0284	0,5997	0,1199	0,8957	0,0264
YB2	0,0043	0,4871	0,0114	0,9500	0,0076
YB3	0,0412	0,4252	0,0122	0,9803	0,0071

The second normalization step used in the DNMA method is vector normalization. Equation 2 was used for vector normalization and Table 10 below was obtained.

**Table 10.** *Vector Normalization*

	<i>Max</i>	<i>Max</i>	<i>Max</i>	<i>Min</i>	<i>Max</i>
<b>Bank</b>	<b>C1</b>	<b>C2</b>	<b>C3</b>	<b>C4</b>	<b>C5</b>
K1	0,688	0,653	0,584	0,904	0,614
K2	0,652	0,655	0,592	0,965	0,516
K3	0,675	0,673	0,658	0,835	0,961
K4	0,739	0,727	0,688	0,554	1,000
K5	0,729	0,682	0,681	0,916	0,566
K6	0,669	0,728	0,676	0,966	0,558
YU1	0,654	0,800	0,662	0,986	0,563
YU2	0,643	0,857	0,653	0,820	0,561
YU3	0,653	0,861	0,694	0,935	0,566
YM1	0,773	0,719	0,744	0,997	0,556
YM2	0,835	0,670	0,859	0,959	0,554
YM3	0,739	0,677	0,767	0,948	0,552
YM4	0,934	0,644	0,934	0,956	0,559
YM5	0,733	0,836	0,866	1,000	0,558
YM6	0,779	0,669	0,936	0,993	0,559
YM7	0,785	0,707	0,918	0,961	0,554
YM8	0,705	0,809	0,864	0,986	0,556
YM9	0,743	1,000	0,912	0,931	0,554
YM10	0,849	0,675	0,902	0,923	0,553
YM11	0,829	0,716	0,913	0,997	0,553
YM12	0,796	0,702	0,941	0,998	0,555
YM13	0,871	0,718	1,000	0,977	0,575
YM14	1,000	0,645	0,952	0,974	0,552
YM15	0,949	0,642	0,957	0,994	0,552
YM16	0,726	0,940	0,969	0,944	0,604
YB1	0,701	0,858	0,949	0,989	0,564
YB2	0,700	0,818	0,943	0,995	0,555
YB3	0,715	0,796	0,943	0,998	0,555

In the third step, the standard deviations of the criteria were calculated with the help of Equation 3 and shown in Table 11.

**Table 11.** *Standard Deviation of Criteria*

$\sigma_1$	$\sigma_2$	$\sigma_3$	$\sigma_4$	$\sigma_5$	<b>Total</b>
0,2209	0,7050	0,0197	0,0843	833,8780	834,9078

In the fourth step, the standard deviation values were normalized with the help of Equation 4. These normalized values are given in Table 12.

**Table 12.** *Normalized Standard Deviation Values*

$w_1^\sigma$	$w_2^\sigma$	$w_3^\sigma$	$w_4^\sigma$	$w_5^\sigma$	Total
0,0003	0,0008	0,0000	0,0001	0,9988	1,0000

In the fifth step, the criterion weights were corrected using Equation 5. The corrected criterion weights are shown in Table 13 below.

**Table 13.** *Adjusted Weight Values*

$W1(CILOS)$	$W2$	$W3$	$W4$	$W5$	Total
0,102	0,358	0,182	0,223	0,135	1,0000
$\tilde{w}_1$	$\tilde{w}_2$	$\tilde{w}_3$	$\tilde{w}_4$	$\tilde{w}_5$	Total
0,0052	0,0174	0,0021	0,0047	0,3673	0,3967
<b>0,0131</b>	<b>0,0438</b>	<b>0,0052</b>	<b>0,0119</b>	<b>0,9259</b>	1,0000

In the sixth step, three different aggregate values (CCM, UCM and ICM) values of each alternative (bank) were found. For this, Equations 6,7 and 8 were used, respectively. The resulting Total values are sorted by different (ascending or descending) sorting methods. These values are shown in Table 14.

**Table 14.** *CCM, UCM and ICM Values*

Bank	CCM	Descending Order	UCM	Ascending Order	ICM	Descending Order
K1	0,3949	3	0,6527	13	0,1612	27
K2	0,0536	12	0,8377	21	0,1306	28
K3	0,9455	1	0,7757	19	0,2498	18
K4	0,9413	2	0,6778	15	0,2046	22
K5	0,0584	10	0,6535	14	0,1914	25
K6	0,0396	18	0,8529	22	0,1839	26
YU1	0,0566	11	0,8975	25	0,1949	23
YU2	0,0888	5	0,9259	28	0,1933	24
YU3	0,0837	6	0,9021	26	0,2210	20
YM1	0,0363	21	0,5893	10	0,2299	19
YM2	0,0337	22	0,3241	5	0,2665	17
YM3	0,0226	28	0,6176	12	0,2121	21
YM4	0,0476	15	0,0000	1	0,3143	7
YM5	0,0525	13	0,7084	17	0,2960	11
YM6	0,0403	17	0,5724	9	0,2726	16
YM7	0,0383	19	0,4530	7	0,2822	14
YM8	0,0481	14	0,7675	18	0,2742	15
YM9	0,0598	9	0,6885	16	0,3497	3
YM10	0,0332	23	0,0000	3	0,2858	13



YM11	0,0301	25	0,4639	8	0,2993	9
YM12	0,0324	24	0,5904	11	0,2917	12
YM13	0,0788	7	0,3759	6	0,3510	2
YM14	0,0250	27	0,0000	1	0,3305	4
YM15	0,0260	26	0,1050	4	0,3220	5
YM16	0,1854	4	0,7989	20	0,3890	1
YB1	0,0697	8	0,8965	24	0,3216	6
YB2	0,0419	16	0,9217	27	0,2997	8
YB3	0,0382	20	0,8870	23	0,2983	10

In the seventh step, the rankings made according to these three Total (Sum) values were combined with the help of Equation 9 to make the final score and ranking. The results obtained are presented in Table 15.

**Table 15.** *DN Point of Alternatives and Final Ranking*

<b>Bank</b>	<b>DN</b>	<b>RANK</b>
K1	0,3367	6
K2	0,1757	26
K3	0,5927	1
K4	0,5649	2
K5	0,2340	15
K6	0,1583	27
YU1	0,2158	20
YU2	0,2578	11
YU3	0,2706	10
YM1	0,1810	25
YM2	0,2011	23
YM3	0,1170	28
YM4	0,2975	8
YM5	0,2771	9
YM6	0,2378	14
YM7	0,2328	16
YM8	0,2515	12
YM9	0,3482	5
YM10	0,2113	21
YM11	0,2029	22
YM12	0,1982	24
YM13	0,3798	4
YM14	0,2212	17
YM15	0,2182	19
YM16	0,4187	3
YB1	0,3275	7
YB2	0,2478	13
YB3	0,2191	18

According to the table above, the final rankings of the banks are revealed. According to this table, the highest performance was achieved by Bank K3. The bank which is the bottom of the list was Bank YM3. When we open the names of the banks and sort them according to the order of success, we obtain the following table.

**Table 16.** *Financial Success Ranking of the Banks in 1946*

Bank Name	Code	DN	Rank
Etibank	K3	0,5927311	1
Sümerbank	K4	0,5649373	2
T.İmar Bankası	YM16	0,4187122	3
Milli Aydın Bankası	YM13	0,3797859	4
Kocaeli Halk Bankası	YM9	0,3482361	5
Belediyeler Bankası	K1	0,3367098	6
Osmanlı Bankası	YB1	0,3275453	7
Akşehir Bankası	YM4	0,2975127	8
Denizli İktisat Bankası	YM5	0,2771415	9
Yapı ve Kredi Bankası	YU3	0,2705986	10
Türkiye İş Bankası	YU2	0,2578197	11
İzmir Esnaf ve Ahali Bankası	YM8	0,251518	12
Selanik Bankası	YB2	0,247834	13
Eskişehir Bankası	YM6	0,2378125	14
T.Halk Bankası	K5	0,2340288	15
Elaziz İktisat Bankası	YM7	0,2328087	16
Nevşehir Bankası	YM14	0,2211506	17
Other Foreign Banks	YB3	0,219064	18
Şarki Karaağaç Bankası	YM15	0,2182096	19
Adapazarı Türk Ticaret Bankası	YU1	0,2157568	20
Konya İktisadi Milli Bankası	YM10	0,2112501	21
Lüleburgaz Birlik Ticaret Bankası	YM11	0,2029489	22
Afyonkarahisar Terakki Servet Bankası	YM2	0,2010544	23
Manisa Bağcılar Bankası	YM12	0,1981927	24
Adapazarı Emniyet Bankası	YM1	0,1810041	25
Emlak ve Eytam Bankası	K2	0,1757414	26
Türkiye Ziraat Bankası	K6	0,1582595	27
Akhisar Tütüncüler Bankası	YM3	0,1169842	28

According to Table 16 above, based on five criteria, when we take into account the criterion weights obtained by the CILOS method and apply the DNMA method, the top three banks with the highest financial performance in Turkey in 1946 were Etibank, Sümerbank and T.İmar Bankası respectively. The lowest performing banks were Emlak ve Eytam Bankası, Türkiye Ziraat Bankası and Akhisar Tütüncüler Bankası from best to worst.

Namely, Akhisar Tütüncüler Bankası was the worst bank in terms of financial performance based on the criteria.

The two from the top three bank were state banks including Etibank and Sümerbank. However, another state bank namely Ziraat Bank has the place at the bottom of the list just before the worst bank. Another conclusion is that foreign banks were not found successful as the best one of them could find only in the 6<sup>th</sup> rank. Ottoman Bank was the best foreign banks operating in Turkey in 1946. Another finding is that the private local banks performed in a large scale. The best of them was T.İmar Bankası with 3<sup>rd</sup> rank but Akhisar Tütüncüler Bankası was at the bottom of the performance ranking. Another result is about the performance of the private national banks. The best performing bank of that group was Yapı ve Kredi Bankası with 10<sup>th</sup> rank. The second bank in that group was Türkiye İş Bankası with 11<sup>th</sup> rank following Yapı ve Kredi Bankası. The worst bank of the private national banks was Adapazarı Türk Ticaret Bankası. It has 25<sup>th</sup> rank in the list.

### **Conclusion**

The financial performance of banks always attracts the attention of people. However, the historic studies of bank performance are rare in the literature. In this study, the financial performance of the banks operating in Turkey during the year of 1946 was analyzed by using the combined method of CILOS and DNMA. The goal of the study to answer the research question of which bank was the best performing in that year.

In the research, 28 banks were examined and five decision criteria were determined as performance indicators. They include Paid-in Capital/Total Assets, Total Deposits/Total Loans, Total Profit/Total Assets, Subsidiaries and Fixed Assets/Total Assets and Total Profit/Number of Branches. It was concluded that the most important criterion is Total Deposits/Total Loans. It has 35.8 percent weight coefficient. The second one is Subsidiaries and Fixed Assets/Total Assets criterion with 22.3 percent weight. The lowest important one belongs to Paid-in Capital/Total Assets criterion. It has only 10.2 percent weight coefficient.

As a result of ranking analysis, we concluded that the two from the top three bank were state banks including Etibank and Sümerbank. However, another state bank namely Ziraat Bank has the place at the bottom of the list just before the worst bank. Another conclusion is that foreign banks were not found successful as the best one of them could find the place only in the 6<sup>th</sup> rank. Ottoman Bank was the best among the foreign banks operating in Turkey in 1946. Another finding is that the private local banks performed in a very large scale. The best of them was T.İmar Bankası with 3<sup>rd</sup> rank but Akhisar Tütüncüler Bankası was at the bottom of the performance ranking.

Another result is about the performance of the private national banks. The best performing bank of that group was Yapı ve Kredi Bankası with 10<sup>th</sup> rank. The second bank in that group was Türkiye İş Bankası with 11<sup>th</sup> rank just behind Yapı ve Kredi Bankası. The worst bank of the private national banks was Adapazarı Türk Ticaret Bankası. It has 25<sup>th</sup> rank in the list.

However, it is useful to consider that the results of this research may be shaped according to the criteria applied in the research, the weights of these criteria and the methods applied when evaluating the results of the research.

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# CHAPTER 10

## AN ANALYSIS OF FIGHTING AGAINST DOMESTIC VIOLENCE IN TURKEY WITH A SPECIAL EMPHASIS ON WOMEN'S SHELTERS

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## **Introduction**

Violence against women is one of the oldest forms of discrimination with a history as old as the history of humanity. Despite the fact violence against women is violation of fundamental human rights of women, it was considered for long decades as an issue of private sphere and thus, it was not considered as a political issue. With the second wave of feminism, women's movements in different countries drew attention of decision and law makers both at national and international levels to the violence against women, in particular the domestic violence. Since the end of 1970s, violence against women has taken place in the agendas of nation states and international organizations including the United Nations (UN), the European Union (EU), and the Council of Europe.

This study analyzes the fight against domestic violence in Turkey with a special emphasis on women's shelters. It aims to explain the development of the legal structure in Turkey to combat violence against women. In addition to it, the paper also explains how the international actors mainly the UN, the EU, and the Council of Europe have affected developing a legal structure in Turkey to combat domestic violence and what is the role of women's shelters in this process. The paper has four main parts. First of all, it briefly analyzes violence against women around the globe as a universal issue. Secondly, it examines the situation in Turkey. Thirdly, the paper briefly explains the two international treaties signed by the UN and the Council of Europe to eliminate all kinds of discrimination against women and combat gender-based violence and domestic violence. In this regard, it analyzes the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) and Council of Europe Convention on Preventing and Combating Violence against Women and Domestic Violence which is commonly known as the Istanbul Convention. In the last part, the paper focuses on women's shelters as an important policy output in the fight against domestic violence. The paper concludes with a brief discussion on recommendations about how to increase the effectiveness of women's shelters in the fight against domestic women and in protecting women from further violence.

## **Violence Against Women as a Universal Issue**

Research shows that in the issue of violence against women, the household, which is considered in general as the safest place becomes the most unsafe place for many women. A large majority of gender-based violence cases happen in domestic fields. Most of the time, it is the husband, intimate partner, father, brother, or any other male member of the family living in the same household. According to data the World Bank (2019), 35 per cent of women worldwide stated that they have been subjected to

physical or sexual violence throughout their lives. This rate can reach up to 70% in different national studies. Similarly, according to World Health Organization (2021), 736 million women around the world, in other words almost one in three women have been subjected to physical or sexual intimate partner violence, non-partner sexual violence or both at least once in their lives. According to UN Women (2023), more than 640 million women aged 15 and older have been subjected to intimate partner violence. Gender-related killings -femicide- constitutes the most serious form of domestic violence. Globally, according to data of United Nations Office on Drugs and Crime and UN Women (2022), it is estimated that 81,100 women and girls were killed intentionally in 2021. Roughly 45,000 women and girls worldwide were killed by their intimate partners or family members (UNODC and UN Women, 2022).

On the one hand, the availability of data on violence against women and girls has significantly improved in the last years, on the other hand, it is still questioned whether the numbers can reflect the real situation. This is mainly because conducting research and collecting data on violence against women and girls is not an easy process because of various difficulties and obstacles. In general, data on violence against women and girls depends on the self-reporting of survivors of violence. In other words, for reliable data on violence against women and girls, it is of great importance that survivors report the violence they have been subjected to. In many cases, women and girls refrain from speaking about the violence they have been exposed to. There are different reasons for why women and girls are not eager to speak about it. First of all, some women may feel ashamed of being subjected to violence and they may hide it. Moreover, the social/professional status, social pressures, the feeling of being helpless, and the fear that reporting violence may cause more violence may support reluctance for speaking up about gender-based or domestic violence. Secondly, gender-based violence has a multi-dimensional and complex structure which makes it difficult to define. Many women may not think that they have been subjected to different types of violence unless they are subjected to physical violence. Moreover, definitions of violence in general and its types have changed by time as there have been developments and changes in technology, ethics, morals, cultural, economic, social lives of individuals living across the globe. In this regard, for instance, 'digital violence' is a contemporary conceptualization of a particular type of gender-based violence which is directly related to developments in communication technologies. United Nations Population Fund (UNFPA) (2021) defines digital violence as an act of violence which is rooted in gender inequality and gendered norms and committed by the use of information and communication technologies or digital media against a person on the basis of their gender.

It involves various forms of abuse, like online harassment, hate speech, doxing, cyberstalking, image-based abuse, blackmail, gendered disinformation, and child abuse. Since digital violence has defined recently as a result of developments in information and communication technologies, both digital violence and punishment for it have not been clearly included in criminal laws in many countries. Furthermore, women's awareness about digital violence is much lower than their awareness about more traditional types of violence like the physical or sexual violence.

Cultural differences between societies influence the way how violence is recognized. A situation or an action which is defined as violence in one society may not be defined in the same way in another society. Violent practices arising from traditions in which gender roles are embedded are perceived most of the time by the people of that culture as the protection and continuation of a custom or tradition rather than gender-based violence (Çelik, 2017: 27). Female genital mutilation in some African countries and the footbinding tradition in China which makes girls wear shoes smaller than their foot size from a very young age with the aim to make women's feet look more elegant and smaller are examples to such traditions. Women may keep silence when they are subjected to a type of domestic violence because patriarchal social structures, traditions, social habits may legitimize or justify the violence. For instance, a woman may have been subjected to sexual violence, namely marital rape, in her marriage but she might not consider it as a type of violence because she may think that having sexual relationship whenever and however her husband demands is her responsibility for her husband. This and similar situations arise mainly because dominant patriarchal traditions and cultural values normalize gender inequality and gender-based violence. In such situations, the patriarchal norms and values are strengthened as a result of lack of a legal system that protects women and girls against domestic violence. Thus, in most cases, women do not speak about domestic violence because neither the society they live, nor do they consider the violence as violence unless it is physical violence. Even in cases of physical violence, under the control and domination of patriarchal values and norms, women may not speak about it if they do not feel vitally threatened by it.

One of the most important factors that make gender-based violence visible is the existence of a legal system that defines such type of violence, includes deterring punishments for perpetrators, and protects women and girls from further violence. Thus, in countries with such functioning systems women and girls are more eager to talk about the gender-based or domestic violence they have been subjected to. When women think that they will not be protected from such violence, they are neither speaking about nor reporting it. When this situation is taken into consideration, the

high levels of gender-based violence against women in developed countries with such mechanisms make sense. Because in countries where there is a legal system defining gender-based violence, punishing the perpetrator and protecting survivors from further violence women and girls are more eager to speak up about the violence they are subjected to and report it. In addition to such legal system, existence of an egalitarian culture encourages women to report the violence. Despite all the difficulties about gathering reliable data across the world about violence against women and girls, the data generated is always of great importance for decision and law makers to introduce effective policies to fight against gender-based violence.

Research has been conducted across the globe to understand under which conditions domestic violence is more prevalent. Nevertheless, it is most possible to make statements about certain prototypes for the aggressor and the victim/survivor of violence. In other words, domestic violence occurs in all segments of societies all over the world. However, there are some factors that can facilitate the likelihood of being a perpetrator of domestic violence. In this regard, for instance, being exposed to domestic violence at an early age significantly increases the likelihood of being perpetrator of violence later in life. According to the research conducted by the United Nations and Promundo (2017: 16), it is observed that boys who have seen their fathers abusing their mothers and who have been abused are more likely to inflict violence on their spouses and children when they grow up.

Scholars also research which women are more exposed to violence. They question whether there are factors such as age, education, employment, economic status, and place of residence that increase or decrease the likelihood of being exposed to domestic violence. It is seen that making universal generalizations about factors that may increase or decrease the likelihood of domestic violence is not easy. Thus, for instance, the argument that women with high levels of education and socio-economic status living in urban areas are not subjected to violence cannot be scientifically verified in every research. In other words, domestic violence can be observed in all social-economic segments of societies both in the developed and developing countries of the Northern and Southern hemisphere. Opposite to the widespread belief that violence against women is a problem of underdeveloped and developing countries, violence against women and domestic violence are universal issues that are encountered in every country. However, existing legal structures to prevent violence against women and more egalitarian values replacing patriarchal ones have been the most effective way in combating gender-based and domestic violence.

## **International Agreements to Combat Violence Against Women and Girls**

As stated above, violence against women and girls are the most common type of discrimination in history around the world. It is the most common systematic violation of fundamental human rights. Moreover, it is also described as a public health issue which seriously damages humanity and societies. Numerous international organizations, including the UN, the World Bank and the World Health Organization, the EU in cooperation with states and non-governmental organizations, civil society initiatives across the globe, have been acting to eliminate gender-based violence. They have pioneered the establishment of a universal approach to eliminate gender-based violence and protect women's human rights.

It is globally accepted that eliminating violence and ensuring women's participation to decision making structures and production on equal terms with equal rights are of great importance for sustainable development. As gender-based violence is not eliminated, it is not possible to talk about women's equal participation to different parts of life. With this awareness, many international organizations have been cooperating to combat all kinds of violence against women. The UN has the leading position with the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) which was adopted in 1979 and opened for signature in 1980. Commonly referred to be the bill of rights for women, the convention openly states the fundamental rights and freedoms that women should enjoy on equal basis with men. It sets out that women's rights are fundamental human rights and they are universal, and they must be recognized in the same way for all women in the world regardless of their status and positions in societies (Acar, 2010: 17).

The Convention describes what constitutes discrimination against women and lays out an agenda for nations to end such discrimination. In the first article of the convention, the UN makes a definition of discrimination against women. Accordingly, discrimination against women means "any distinction, exclusion or restriction made on the basis of sex which has the effect or purpose of impairing or nullifying the recognition, enjoyment or exercise by women, irrespective of their marital status, on a basis of equality of men and women, of human rights and fundamental freedoms in the political, economic, social, cultural, civil, or any other field" (CEDAW, Article 1). By signing the convention, parties not only condemn discrimination against women in all its forms, but also agree to follow policies to eliminate discrimination against women (CEDAW, Article 2). The convention demands from parties to incorporate equality between men and women in their legal systems and abolish all discriminatory laws and take measures in the political, social, economic, and cultural fields to ensure

equality between men and women. By 2022, 189 UN member states have ratified the convention. Turkey, ratified CEDAW in 1985. The states that have ratified the Convention are legally bound to put its provisions into practice. Implementation of the Convention is closely monitored by the Committee on the Elimination of Discrimination against Women which is an expert body composed of 23 experts on women's issues from around the world. States prepare and submit reports in every four years explaining the actions taken for equality between men and women. In addition to states' official reports, non-governmental organizations can also prepare shadow reports explaining the situation within the country. Taking into all information, the committee provides recommendations and guidance to states for further action. CEDAW has been a very critical international instrument in the fight against discrimination against women and to support gender equality around the world by shaping laws and policies of states.

The other international document that has been very influential on states' policies to eliminate gender-based and domestic violence and support gender equality is the Council of Europe Convention on Preventing and Combating Violence against Women and Domestic Violence. The Convention is commonly known as the Istanbul Convention after the city in which it was opened for signature on 11 May 2011. By the beginning of 2023, 34 member states of the Council of Europe have ratified the Istanbul Convention, and 12 member states along with the European Union have signed it. Turkey the first country to sign and ratify the Convention in 2011. However, it withdrew from the Convention in March 2021 (Council of Europe, 2023). The Convention has four aims: preventing violence against women, protecting victims of gender-based violence and domestic violence, prosecuting the perpetrators, and implementing co-ordinated policies (Council of Europe, 2023). In other words, the signatory states are obliged to shoulder responsibilities to take measure and implement them to eliminate gender-based violence and domestic violence. With those purposes, the convention encompasses various provisions including legal and practical measures to be taken by states to combat violence against women and domestic violence. Parties to the convention are required to align their national laws and policies with the provisions of the convention. Similar to the monitoring of CEDAW, The Group of Experts on Action against Violence Against Women and Domestic Violence (GREVIO) is responsible for the monitoring and evaluation of the implementation of the convention in signatory countries. States submit regular reports describing the actions they have taken to comply with the Convention. Also, non-governmental organizations prepare reports about gender-based violence and domestic violence and submit them to the GREVIO.

## Gender-Based Violence in Turkey

As happened in the rest of the world, violence against women in Turkey has been considered as a matter of private sphere for long years. It was only in the second half of the 1980s, that domestic violence was started to be considered as a matter of public sphere. Women's movement has great impact on the politicization of the issue. On 17 May 1987, women in Istanbul came together for the "Women Solidarity March Against Beastings" [Kadınlar Dayığa Karşı Dayanıřmaya]. Approximately 2500 women participated to the march to raise their voices against domestic violence. There was a particular reason that brought organization of the march. In Çankırı, a small city in Anatolia, a woman filed for divorce because she was subjected to physical violence from her husband. The judge rejected the case because he did not see domestic violence as a valid reason to accept the case. He reinforced his argument by stating the patriarchal proverb "a woman should not be deprived of a stick on her back and a colt in her stomach." [Kadının sırtından sopayı karnından sıpayı eksik etmeyeceksin] (Şakir, 2019). Decision drew the attention of women's organizations and sparked mobilizations against domestic violence. However, it took some more time for decision and law makers to consider domestic violence as a political issue and delayed legal regulations to combat domestic and gender-based violence.

There is very few nationwide research on violence against women in Turkey. One of the well very first and well-known nationwide research on violence against women in Turkey was conducted between 2006 and 2007 by Ayşe Gül Altınay and Yeşim Arat (2008). The study, which included both qualitative and quantitative data, demonstrated that one out of every three women in Turkey had been exposed to physical violence. Similarly, the research conducted by the Turkish Statistical Institute in 2014, demonstrated that 35 percent of women who participated to the research reported that they had experienced physical violence by their husbands or partners. The rates increase significantly when psychological, economic, and sexual violence data are added to these figures. However, there is lack of a longitudinal representative survey research conducted nationwide in Turkey about gender-based violence. That is why, numbers about gender-based violence can be gathered from different national or international institutions that conduct field research. Similar to the situation across the globe, this research is based on personal declarations instead of legal or formal reports prepared by public institutions such as the law enforcement agencies, hospitals, or social workers. Thus, women's awareness and acceptance that they are subjected to gender-based violence, fear of further violence, and willingness to report it significantly influence the data about domestic violence.



There has been tremendous increase in the numbers of homicide recorded in Turkey. In 2008, the numbers of homicide recorded was 80. It increased to 409 in 2017 (Kadın Cinayetlerini Durduracağız Platformu, 2017) and 440 in 2018 (Kadın Cinayetlerini Durduracağız Platformu, 2018). Between 2008 and 2018, the number of women who were murdered by their closest men, husband, father, or partner was 2,337 (NTV, 2018, 7 March). It should also be stated here that those records do not reflect official numbers since public institutions do not keep records. Thus, those numbers are most of the time recorded by women organizations based on the cases that were publicized in local or national media. There has been a particular initiative by women activists to keep the record of homicide. The initiative of ‘We will stop homicide’ [Kadın Cinayetlerini Durduracağız Platformu] was established in 2010 after the murder of a young women named Münevver Karabulut in 2009. Karabulut was tortured and murdered brutally, and it is claimed that she was raped by different men before she was killed. The femicide drew tremendous attention from public at that time and women organizations’ protests took place. Since then, the stated initiative of women has been keeping the record of femicide in Turkey and conducts advocacy activities to end gender-based violence.

### **Policies and the Legal Framework in Turkey to Combat Gender-Based Violence**

Only after the 1987 March of women against domestic violence, the issue took place on the agendas of political parties. It was not before the second half of the 1990s when significant legal regulations were introduced to prevent domestic violence. One of the most important steps in this regard was taken with the Law No. 4320 on the protection of the family that came into force in January 1998. Although the law was named as the law on the protection of the family, it did not have any reference to protection of the family but to prevention of domestic violence. It is argued that the law was called the law on the protection of family because otherwise, it might not have passed in the male-dominated parliament of the time (Kırbaç Canikoğlu, 2015, 361). The main purpose of the Law is to prevent violence within the family by removing the perpetrator of violence from the environment and taking other measures (Karinca, 2010: 329). The law described the cases in which the decision to suspend in case of domestic violence would be made and how it would be implemented (Kafkasyalı, 2023, 166).

In the case of Turkey, EU membership process and Europeanization have also been strong driving force for fighting gender-based violence and domestic violence. After Turkey was given the official candidacy status for European Union (EU) membership, significant revisions were introduced

in Turkish laws and the constitution. Gender equality and women's human rights were among the main fields that Turkey introduced legal regulations to meet EU standards. The Turkish Civil Code was revised in 2001, The Criminal Code was revised in 2004 and some articles of the Turkish Constitution were revised in the same period to support gender equality and prevent domestic violence (Çalı, 2012: 19). Article 41 of the Constitution was amended in 2001 to ensure equality between men and women. The article previously stated that the family was the foundation of Turkish society. It was amended by adding the phrase that it [family] is based on equality between spouses. In 2004, Article 10 of the Turkish constitution was amended by adding the phrase that women and men have equal rights, and the state is obliged to ensure that this equality is realized. In 2010, further amendment is made in the article, and it stated that the measures taken for this purpose could not be interpreted as contrary to the principle of equality. Another critical step by the Turkish government to combat violence against women at the state level was the Prime Ministry Circular entitled "Measures to be taken to prevent acts of violence against children, women, and honor killings" issued in July 2006. The circular was a clear declaration that violence against women was on government's agenda. The Circular specified the measures to be taken to prevent violence and protect women and children who have been subjected to domestic violence; the responsible institutions, the coordination and cooperation among different government agencies (Resmi Gazete, 2006). In 2011, with the constitutional amendment, the possibility of individual application to the Constitutional Court in case of gender discrimination was recognized. Significant amendments in the Criminal Law and Civic Law were introduced to make them compatible with constitutional changes and international treaties that Turkey has ratified.

Along with reform packages introduced for EU membership, Turkey also made legal arrangements to fulfill its responsibilities arising from the international agreements that it is a party to combat domestic and gender-based violence. In this regard, the Council of Europe convention on preventing and combating violence against women and domestic violence, better known as the Istanbul Convention, had a particular place. The convention was opened for signature in 2011 in Istanbul and Turkey was the first country to sign and ratify it. The convention came into force on 1 August 2014. The legal regulation that ensured the implementation of the Istanbul Convention in domestic law was the Law No. 6284 on the Protection of the Family and Prevention of Violence against Women which came into force in 2012. The law states that it is based on Turkish Constitution and international conventions to which Turkey is a party, and the Istanbul convention (Article 2). The law sets out in detail the responsible parties to prevent violence against women and protect

women who have been subjected to violence from further violence; the procedures to be followed and the measure to be taken. In line with the Istanbul Convention, the Law displays definitions of violence against women and domestic violence. Violence against women is defined to refer all kinds of behaviors that are inflicted on women solely because they are women and that lead to gender-based discrimination affecting women (Article 2). Domestic violence is defined as all forms of physical, sexual, psychological, and economic violence that occur within the family or household or between other persons considered to be members of the family even if they do not share the same household (Article 2). The Law No. 6248 regulates in detail the protective and preventive measures that public institutions, local authorities, judges and law enforcement officers shall take to protect women who have been subjected to violence within the scope of this law, in parallel with the obligations of the state arising from international conventions (Kafkasyalı, 2023: 170). Moreover, the law obliges the Ministry of Family and Social Policies to establish violence prevention and monitoring centres (Article 14).

Along with the legal reforms to combat and prevent domestic violence and gender-based violence, significant institutional arrangements in state bodies have also been introduced to better management and institutionalization of policies to combat violence against women. The Prime Ministry General Directorate on the Status and Problems of Women [Başbakanlık Kadının Statüsü ve Sorunları Genel Müdürlüğü- KSSGM] was established in 1990. The directorate was restructured as the General Directorate on the Status of Women [Kadının Statüsü Genel Müdürlüğü- KSGM] in 2004. In 2011, as a result of an institutional re-arrangement, the General Directorate on the Status of Women was brought under the umbrella of the Ministry of Family and Social Policies with other public institutions, namely the General Directorate of Family and Social Research, the Social Services and Child Protection Agency, the General Directorate of Social Assistance and Solidarity, the Administration for Disabled Persons and the General Directorate of Non-Premium Payments. In 2018, the Ministry of Family and Social Policies was merged with the Ministry of Labor and Social Security and the new Ministry was named as the Ministry of Family, Labor, and Social Services. Only after three years, in 2021, the Ministry was divided into two separate Ministries as the Ministry of Family and Social Services and the Ministry of Labor and Social Security (Republic of Turkey Ministry of Family and Social Services).

### **Women's Shelters as a Policy Output in the Fight Against Domestic Violence**

The political authority's determination to combat and prevent violence, legal regulations made in this direction, the reflection of these legal

regulations in practice are the vitally important fundamental policies to eliminate violence against women. In addition to them, protecting women and her children who have been exposed to domestic violence from further violence; rehabilitating them, and supporting them to create alternatives to continue their lives away from violence are also crucially important to reach sustainable policies to eliminate domestic violence. As already stated in the above section, as the women who have been subjected to violence know that they will be protected from those perpetrators and such violence in the rest of their lives, they will be showing more eagerness to report the violence. This situation will directly affect the impact of policies to fight against domestic violence.

Women shelters have a crucial role in protecting the survivor from further violence, rehabilitating her, and supporting her with creating alternatives to sustain her life once she leaves the shelter. That is why, in addition to being places of safe accommodation for women and their children, the psychological and professional support to women to be able to continue their lives without returning to households where they have been subjected to violence. Opening of women shelters in Turkey is a common result of strong women's movement against domestic violence and Turkey's Europeanization process (Toktaş and Diner, 2015: 620). Women who have been organized against domestic violence since the 1980s, have embraced the importance of women shelters in the fight against domestic violence (Altınay and Arat, 2008: 18). The Europeanization process which formed the reasons for various legal amendments for EU membership has become the driving force behind policies and legal steps for gender equality and combating gender-based violence. It was first municipalities and non-governmental organizations that established women shelters in Turkey. The first shelters were opened by Bakırköy and Şişli municipalities in Istanbul in the early 1990s (16). On the civil society side, it was the Purple Roof [Mor Çatı] in Istanbul and the Women's Solidarity Foundation [Kadın Dayanışma Vakfı] in Ankara that established in the same period shelters for women and their children who have been exposed to domestic violence. Women's Solidarity Foundation opened its first women's shelters with the support of Altındağ Municipality in Ankara and the Purple Roof opened its first women's shelters with state support (Altınay and Arat, 2008: 21-22). In addition to municipalities and NGOs, Metropolitan municipalities and the Ministry of Family and Social Services open shelters for women who are victims of domestic violence.

As a part of harmonization with EU laws and regulations, Turkey introduced the Municipal Law No. 5393 in 2005. As state in the article 14 of the stated law, metropolitan municipalities and municipalities with a population over 100,000 are obliged to open shelters for women and children

who are victims of domestic violence. According to the law, municipalities other than these municipalities may also open shelters for women and children by assessing their service priorities.

However, most municipalities in this category do not have shelters, and those that do have shelters have insufficient capacities. According to official data of 2018, there were 144 women's shelters across Turkey with a total capacity of 3.454 (Milliyet, 2018, 6 September). 110 of them were affiliated to the Ministry, 32 were affiliated to municipalities and 1 shelter was affiliated to the General Directorate of Migration Management. In 2021, the numbers of women's shelters increased but still they are far away from meeting the needs. There were 9 shelters affiliated to metropolitan municipalities, 23 shelters affiliated to municipalities, 110 shelters affiliated to the ministry, two shelters affiliated to the General Directorate of Migration Management, and one women shelter affiliated to a non-governmental organization (Evrensel, 2021, 27 February). In total, there were 145 women shelters with a capacity of 3.482. When the population of Turkey is considered, it is clearly noticed that the capacity of women's shelters is far below meeting the needs. Leyla Soyduñ, a women's rights activist of the Purple Roof, stated that the capacity of women's shelters in Turkey should be 8,081 beds (NTV, 2018, 25 November). According to the law, at least in 237 municipalities there must be a women shelter opened by the municipality (NTV, 2018, 25 November). However, because of weak or lack of sanctions and reluctance of municipalities to take on additional obligations and responsibilities, only 32 municipalities have women's shelters.

### **Conclusion**

Being as old as the history of humanity, gender-based violence continues to be among the globally most important issues on the agendas of governments and international institutions. Despite all efforts and achievements at local, national, and international levels, gender inequality and gender-based violence remains devastatingly pervasive due to various reasons. This study analyzed the fight against domestic violence in Turkey with a broad perspective and a special focus on the women's shelters. It explained the development of the legal structure in Turkey to combat violence against women, protect the victims of violence and punish the perpetrators. It is seen that along with the importance of existence of a political will to combat gender-based violence and domestic violence, international actors can also be very effective driving force in shaping national policies. The UN, the European Union, and the Council of Europe have been among the leading international actors in the fight against gender-based violence. With the international treaties, these actors have significantly shaped signatory states' legal structures, policies, and actions to combat

gender-based violence and domestic violence. In this regard, this paper analyzed the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), and the Council of Europe Convention on Preventing and Combating Violence against Women and Domestic Violence (Istanbul Convention). The Law No. 6284 in Turkey has acted like a guide for state and non-state actors to combat domestic violence. In addition to them, the paper also addressed the Europeanization process since Turkey introduced fundamental amendments in the Constitution and laws to meet EU standards and criteria. After those analysis, the paper focused on women's shelters as an important policy output in the fight against domestic violence. Women's shelters are indispensable instruments in combating violence against women and protecting women and children who have been exposed to domestic violence. Shelters aim to remove immediately women and children who have been exposed to domestic violence, rehabilitate them, and support them in forming a life once they leave the shelter.

Increasing the effectiveness of women's shelters in combating domestic violence is of maximum value for achieving a violence-free family and a violence-free society based on gender equality. In this respect, the shortcomings and weaknesses of women's shelters should be revealed, and arrangements should be made by looking at effective examples from societies with similar structures across the world. The number of women's shelters should be increased in line with the proportion of the population and their capacities should be improved. Along with the numerical insufficiency of women's shelters, the qualitative incompetence of shelters should also be considered. Both shelter staff and different stakeholders such as law enforcement and hospital staff, who are working in cooperation with shelters in the fight against domestic violence, need to have good knowledge about gender equality, gender-based violence, legal regulations, and implementation stages of policies to combat domestic violence. Women applying to the police because of domestic violence should be properly guided about the law and protection instead of being persuaded to return home. Actions that may isolate women who have exposed to domestic violence should be refrained from. Utmost attention should be paid to the confidentiality and the anonymity of women's shelters. The locations of shelters should be kept secret for the safety of both women and children staying in the shelter and the neighborhood. However, in many places, the locations of shelters are known by local people and confidentiality is not respected. This situation creates a security gap and weakens the effectiveness of shelters in combating domestic violence. By increasing both the number and the quality of women's shelters, they can become more effective in combating domestic violence.

Knowledge of public and private stakeholders, especially shelter staff, on gender equality, legal regulations, and procedures on fighting against domestic violence should be increased. As the coordination among stakeholders increases, the effectiveness of women shelters is expected to increase. In this respect, communication networks between hospitals, law enforcement agencies, ministries, relevant women's associations and NGOs, and bar associations can be expanded and deepened. Many cases of violence can be buried in silence because of inadequate or false information provided by hospitals or law enforcement agencies, which are the first points of contact. This means, one another woman is silenced down and isolated in the face of violence and perhaps it may lead to another homicide. Information and knowledge exchange, experience sharing and joint action between civil society organizations, public institutions and municipalities should be supported. The determination of state institutions and governments in the fight against domestic violence, as well as the allocation of sufficient resources, will support forming a violence free society.

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# CHAPTER 11

## EXAMINING THE OFFICIAL TOURISM ACCOUNTS ON SOCIAL MEDIA: A COMPARATIVE STUDY ON TURKEY

*Kübra ÖZARSLAN<sup>1</sup>*

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## Introduction

According to the definition by Kotler and Keller (as cited in Kılıç, 2017, p.303), marketing communication is directly defined as “efforts to inform, persuade and remind of consumers by the companies directly or indirectly about the products and brands they offer to consumers”. Odabaşı and Oyman (as cited in Kılıç, 2017, p.303) defined the marketing communication as “all activities performed by marketing managers in order to influence the consumer’s purchasing decisions and to recognize the product by consumers”. According to M. Wayne Delozier (as cited in Kılıç, 2017, p.303), the marketing communication is referred as “the process of detecting the message sent from the market with the existing communication channels, correcting the messages sent to the market and presenting the stimuli for the target audience, presenting the business messages and creating communication opportunities in order to awaken the desired response”.

The main objective of the marketing communication approach that emerged during modern marketing is to create a customer from purchaser (Bozkurt, 2014). The importance of social media in marketing communication increases day by day:

“In order to be one step ahead of the competition, create brand awareness, raise the brand awareness to the highest levels, create loyalty in the consumers, and contribute to the formation of loyal customers and reach the consumers in the most efficient and most efficient way with the least cost has increased. In this sense, the use of social media in marketing communication provides an upward momentum in the delivery of messages to target mass. Social media is seen as a new field that informs and educates consumers about brands, products, services, ideas, and various social issues in terms of marketing communication.” (Kılıç, 2017, p.304).

Countries around the world use social media extensively for tourism marketing and promotion. These are some ways in which countries leverage social media for their tourism efforts:

- **Stunning Visual Content:** Countries post high-quality photos and videos showcasing their natural beauty, cultural attractions, and unique experiences. Visual content is key in capturing the attention of potential tourists.
- **Engaging Storytelling:** Social media platforms provide an opportunity to tell compelling stories about a country's history, culture, and traditions. This narrative approach helps create an emotional connection with the audience.
- **Interactive Campaigns:** Interactive campaigns such as contests, challenges, and polls encourage user participation and engagement. These

campaigns can revolve around themes like "Share your travel memories" or "Best travel photo."

- **Influencer Collaborations:** Collaborations with travel influencers and bloggers can extend a country's reach and credibility. Influencers often provide firsthand experiences that resonate with their followers.
- **User-Generated Content:** Encouraging travelers to share their own experiences with specific hashtags allows countries to curate user-generated content. This not only provides authentic testimonials but also builds a sense of community.
- **Real-Time Updates:** Posting real-time updates about events, festivals, and special promotions keeps potential tourists informed and engaged. Live streaming and stories are useful tools for this purpose.
- **Interactive Maps and Guides:** Many countries create interactive maps and digital guides that help travelers plan their trips. These resources often include recommendations from locals and travelers.
- **Engaging with Comments and Messages:** Promptly responding to comments and messages shows that a country is attentive to potential tourists' inquiries and needs.
- **Crisis Management:** social media also serves as a platform for addressing crises or unexpected events. Countries can provide updates on safety measures and travel advisories.
- **Cultural Insights:** Sharing insights into local customs, traditions, and cuisine can pique the interest of culturally curious travelers.
- **Sustainability and Responsible Tourism:** Highlighting sustainability efforts and promoting responsible tourism practices aligns with current trends and attracts eco-conscious travelers.
- **Data Analytics:** Countries use data analytics to understand their audience better. This helps tailor content and campaigns to specific demographics and interests.
- **Multilingual Content:** Posting content in multiple languages ensures that a broader audience can access and understand the information.
- **Collaborations with Travel Agencies:** Partnering with travel agencies or online booking platforms to offer special deals or packages can drive bookings and conversions.
- **Promoting Lesser-Known Destinations:** Social media can be used to shed light on hidden gems and lesser-known destinations within a country, encouraging tourists to explore beyond the usual tourist spots.

In sum, social media has become an integral tool in a country's tourism marketing strategy. It allows for direct engagement with potential tourists, helps shape a destination's image, and fosters a sense of connection and excitement, ultimately driving tourism growth. Countries commonly use a variety of social media platforms for their promotion and tourism marketing efforts. The choice of platforms depends on the target audience and the type of content being shared. Known for its visual appeal, Instagram is ideal for sharing stunning photos and videos of a country's landscapes, attractions, and cultural experiences. It's popular for promoting tourism because of its emphasis on visuals. One of today's new and popular social media platforms is Twitter. Twitter, which affects both commercial, economic and social life, has started to become widespread in every part of the world community with the increasing number of users day by day. Because of the strengthening of interpersonal relations, Twitter has created a major transformation in society's communication habits in recent years (Yıldırım, 2014, p.235). "Twitter is a micro-blog service that can be used to send Internet short messages consisting of 140 characters and read others' messages. As of September 2013, 200 million users receive 400 million tweets per day and 60% of them are actualized with mobile devices. Thanks to the social communication network with this widespread and dynamic structure of Twitter, it has provided a unique environment for the institutions to introduce themselves, their brands and their products." (Üstünipek, 2013, p.23). Twitter is also valuable for providing real-time updates, sharing news, and engaging with travelers through direct communication. It's commonly used for event promotion and quick announcements. Today, a lot of institutions and brands are arranging activities providing a marketing and public relations budget for Twitter. According to the research conducted by the search engine Google Company, two-thirds of the companies plan to increase their social media budget in the future. They position these budgets under digital marketing and brand marketing. Twenty-seven percent of companies shift their budgets to digital media and social media from traditional mass media such as television, newspapers, magazines, and radio (as cited in Yıldırım, 2014, pp.238-239). Countries typically employ a mix of these platforms, tailoring their social media strategies to reach different segments of their target audience. Effective use of social media allows countries to build brand awareness, engage with travelers, and ultimately boost tourism. As it was emphasized by Kotler (2017, pp.59-61), the Internet provides a very useful platform for organizations to communicate and sell. Institutions that embrace the Internet early and successfully use it; reduce their expenditures compared to their rivals that were its late adopters. Social media and Twitter are used not only for products and services but also for marketing communications strategies of destinations, cities and countries.

“In today's world, with its fast-developing information technology, online tourism marketing is an alternative to paper-based marketing or other types of promotional media.” (Wu, 2018: 164). Through the selection and publication of tourism information, a tourism website guides and promotes the browser's formation of a destination image and hence influences his/her decision-making (as cited in Wu, 2018, p.164). “Against this backdrop, many countries and regions have made considerable efforts in tourism marketing by means of designing tourism websites in order to promote themselves and reach a national and international audience” (Wu, 2018, p.164). Bitirim (2007, p.65) states that nowadays countries face the problem of brand development for themselves across the global market. In the process of globalization, countries are in a fierce competition with each other to attract the attention of investors, tourists and international target mass (governments of the other countries and the global media, etc.) to create a sense of positive associations, respect and trust each other. Successful management of this process leading to branding gives countries a brand value and increases the efficiency of positioning activities. It is possible to state that the branding activities of the countries have been gaining momentum especially in the last two decades and this understanding has shown great developments in the present. Branding process can be realized with the support of public relations and marketing communication. Communication activities can transform the perceptions in the mind of the target audience by adding an emotional dimension to the perception of products, services or countries subject to branding (Bitirim, 2007, pp.65-73).

Directing the attitudes of consumers in the process of branding is a crucial stage. The attitudes describe the behavior, distance, positive or negative position of the individuals related to any subject. In the formation of consumer attitudes related to a product or brand, the experiences of the target audience related to the product or brand, the experiences they have or directly own, have a significant role. These attitudes then emerge as consumer behaviors such as buying / not buying a product or brand (Bozkurt, 2014, p.44). If it is a country that taken into consideration as a product and brand, potential tourists will or will not visit the destination/country based on its position in that country or destination. Today, social media is effective in the formation of attitudes towards products and brands. It is known that digital media is an important tool in the decision-making phase of potential museum visitors. For example, according to Google's research conducted in collaboration with IAB (International Association of Bookkeepers), in western oriented societies, online audiences do research on the internet even before the purchase. According to the research, around the world. 85 out of 100 people, who buy from physical places as an airplane, vacation, tour, business trip, etc, do their preliminary research over the internet and get advice from social media (Bati, 2015, p.176).

Türkiye, which is a tourism country, in a way compatible with the trend in the world, should be promoted on social media in an effective manner. Because, "Türkiye is one of the world's leading tourism destinations and nowadays tourism has increasingly become an important sector in the economy" (Karagöz, 2006, pp.149-150). For this reason, the aim of the research is to find an answer to the question of whether Türkiye is being promoted effectively or not. With this purpose, Türkiye's activity in the mentioned platform was compared with the activities of the G20 and European Union member countries, in which Türkiye was included.

### **Research Method**

Researching the internet is necessary to figure out what is happening the world of internet. This research aims to figure out which countries attach importance to tourism marketing campaigns which are carried out on the internet. Although internet studies is a field which is perceived as a complete innovator field with its components, methods which are used in this field are not such innovator and the traditional methods which are used in the social sciences, e.g., survey, content analysis are still dominant. These traditional methods have played an important role in the field of internet studies and will go on to play an important role. However, the rise of network perspectives requires reformist research tools (Bayraktutan, 2015, p.460). In this study, an innovator research method is used.

The Internet itself is both a work area and any internet-based topic can be studied over the internet. Therefore, this new area, which can be defined as internet studies as it is related to many other fields (economics, business, political science, sociology, philosophy, cultural studies) also has a place in communication research. Internet researches are conducted in all fields and disciplines of social sciences. It should be noted that the internet has a significant impact both on the research topics and methodology/technique. Jason Hughes states that three basic sights have emerged; internet as a source, internet as a tool and internet as an empirical field (2012, p.xxi). Sung Tae Kim and David Weaver emphasize that the Internet provides many opportunities for mass communication researchers, especially in the areas of audience and content researches (Kim and Weaver, 2002, p.519).

Peng et al. (2012, p.648) state search engines, social shopping, messaging were at the center of attention before 2005. However, at the present time, blogs, social networks, wikis which are the new forms of web 2.0 are popular research topics for researches. In this research, content research will be conducted in a social network. The subject categories used by Kim and Weaver in their research can also give an idea of the general view and distribution of current studies: law and policy issues, internet use, economics, advertising and marketing issues, issues of politics, democracy and de-



velopment, cultural and social issues, historical and philosophical debates, the effects of internet on individuals and organizations, technical issues in general, evaluation of web pages, internet research issues and other issues (2002, p.523). From a methodological point of view, Kim and Weaver report that quantitative research in the field of communication is more than qualitative research (2002, p.527). In this research, the contents of a social network will be analysed by quantitative method. The aim of the study is to measure and compare the activities of the countries in the context of tourism marketing in a social media platforms. The aim of the study determines the method automatically. For this reason, official Instagram and Twitter accounts of the countries will be examined by a quantitative method.

Within the scope of the research, the social media activities of all the countries, which are the members of the G20 and European Union will be investigated with the quantitative method. The social media activity was associated with the number of posts shared in the Twitter profile in this study. It is possible to reach the number of posts, followers and follow-ups from each country's Twitter profiles and review the posts. In this study, only the number of approved or 'official Twitter and Instagram pages' internet or the postings of the Twitter's profiles (hereinafter 'content' or 'virtual content') in which the country's official website is located in the profile information will be examined. The reason for choosing such a method is originated from the purpose of the research.

The aim of the research is to find an answer to the question of whether Türkiye is being promoted effectively or not. According to this aim, the best method that should be followed was thought to be the review the number of posts on the Twitter profiles of the G20 and European Union member countries. The reason for this is the possibility that there may be different reasons why a follower of a country's Twitter page is too many or not. For example, there are cases where the Twitter page of any country is followed up quite intensely but the quantity of content of this account is insufficient. In this case, the high number of followers may be caused by other reasons, not by the success of social media activity of that country. Moreover, there may also be cases as purchasing followers for a social media profile. For this reason, a successful social media activity should not be evaluated by considering the number of followers. The criterion of successful social media activities should not be regarded as even the number of the follow-up, because there may be cases in which the number of the follow-up is low on the social media profiles with a high number of followers and high-quality content entries on a regular basis. This may be more related to the marketing communication strategy that the social media profiles creates for a variety of reasons. A successful social media activity was considered to be most related to regular and high-quality content. However, what is the

quality content also gains importance in this case. Measuring the quality of content created on social media will also be highly controversial and subjective. The quality of contents created in social media is related to many issues such as that the content has creative elements, stimulate the visitors, be understandable, be beneficial to the person or the community. Even in this respect, the measurement of quality content will be subjective. Thus, the social media profiles of the countries investigated in the research will be evaluated only with the quantity of content produced. It is thought that the quantity of the content produced has shown a great deal of effort and initiative to promote the countries on social media. Whether this content is of high quality will vary according to societies, individuals and history. However, the quantity of content is not relative, it is rationally precise and, in the last instance, demonstrates a promotional effort. For this reason, it is compatible with the question and purpose of the research. So, the social media profiles of the sample countries will be evaluated only on the basis of the content. Since the quantity of content changes every day, the research is completed in a short period of time in order to make a reliable comparison. The research started on 29th Sept 2023 and ended on the same date. When it is considered that daily, two or three content is generated daily incorporate social media profiles, there is not a case that can change the order in the ranking at the end of the research. This creates an advantage for the reliability of the research. In the following, the name of each country respectively in the order of the letter, the quantity of the content (written in brackets), the name of the profile page and the statement of 'official page' of the social media profile, if any, are included. At the end of the research, results on countries' social media policy and strategies and improving recommendations are presented.

The quantity of social media posts on a country's official social media accounts is important for several reasons in the context of tourism promotion and destination marketing. For example, in terms of visibility and exposure. More posts mean a higher frequency of content appearing on users' feeds. This increased visibility ensures that a country's tourism-related content is more likely to be seen by a larger audience. The other reason is consistency. Regular posting establishes a consistent online presence. Consistency helps in building brand recognition and maintaining the interest of followers over time. Engagement is another reason. Frequent posts encourage higher engagement rates. When countries regularly share interesting and relevant content, it prompts users to like, comment, and share, increasing the content's reach and impact. Up-to-date information is one the reasons why quantity of post on social media is important. Tourism is dynamic, and information about events, festivals, promotions, or new attractions needs to be communicated promptly. Frequent posts enable countries to

provide timely updates to potential tourists. Storytelling is another reason. Social media is a storytelling platform. More posts allow countries to share a wider range of stories about their culture, history, and experiences, giving potential travelers a comprehensive picture of what to expect. Diverse content is another reason, too. Different types of content appeal to different audiences. Posting frequently enables countries to diversify their content, including photos, videos, articles, user-generated content, and interactive campaigns, catering to various user preferences. There are also algorithm benefits. Many social media algorithms reward active and consistent users by showing their content to more people. Frequent posting can improve the visibility of a country's content on users' timelines. Brand building is another reason of why quantity of social media posts is important. A strong online presence through regular posts helps build a country's brand image as a desirable travel destination. It conveys a sense of reliability and professionalism. Competitive edge is another reason. In the highly competitive tourism industry, countries that maintain active and engaging social media accounts have a competitive advantage. They can stay ahead in the race for tourists' attention and interest. Lastly, in the terms of promotion of events and campaigns, the quantity of social media posts are important. If countries host events, festivals, or special promotions, frequent posts are essential for spreading the word and generating excitement among potential attendees or tourists. In summary, the number of social media posts by a country's official accounts is a vital factor in the success of their tourism promotion efforts. It enhances visibility, engages the audience, conveys information, and builds a strong brand presence in the highly competitive field of destination marketing. Therefore, in this research, a quantitative analysis will be conducted on the social media posts of G20 countries. This study will provide us with the results of which country is using social media more effectively. Additionally, it will be useful in determining Türkiye's position in the world.

### **The Importance of Study**

There are numerous studies that emphasize the importance of social media in the context of tourism and examine the social media activities of institutions and countries. For instance, in his study titled "Examination of the Instagram Addresses of National Tourism Organizations of Mediterranean Countries," Binbaşıoğlu (2017) investigated the level of Instagram usage by the national tourism organizations of Mediterranean countries as a social media platform. In this qualitative study, the data of the Instagram profiles of the countries in the sample were examined, including total number of posts, number of followers, number of likes, number of comments, number of tags, number of hashtags, daily average post count, and average number of likes per post (Binbaşıoğlu, 2017). In the study titled "A Qualitative Research

on Instagram, an Important Marketing Channel for Tourism Marketing," a qualitative analysis was conducted by analysing the photographs shared by the photographer Mustafa Seven, who mainly shares tourist destinations and natural and historical attractions on Instagram. The research aimed to identify the themes of the shared photos, whether these themes made a significant difference in the number of likes and comments received, and to investigate the relationship between the number of likes and the number of comments (Ergun, Bayrak, & Doğan, 2019). There is another study investigates the extent to which the Ankara Provincial Directorate of Culture and Tourism influences the destination image perception of Ankara within the scope of the research, the posts and hashtags on the official Instagram account of the Ankara Provincial Directorate of Culture and Tourism were analyzed to reveal findings related to the destination image (Yalçın & Şengöz, 2022). As seen in the provided examples, in many studies, social media profiles in the context of tourism have been examined using both quantitative and qualitative methods. However, no comparative research has been found that examines the official accounts of G20 countries on both Instagram and Twitter platforms.

### Findings

The official Twitter profiles of the countries included in the sample have been examined through a quantitative method. According to the findings of the research The ranking, starting from the country with the most posts, is as follows; Portugal: 102.000, Spain: 59.300, Greece: 33.200, Indonesia: 27.100, Mexico: 22.000, England: 19.100, Japan: 17.300, Brazil: 14.800, Argentina: 16.500, Australia: 17.800, Croatia: 13.200, Denmark: 13.200, Netherlands: 12.400, South Africa: 11.800, Canada: 9.407, Russia: 7.604, United States of America: 7.353, Finland: 7.530, Luxembourg: 5.134, Estonia: 4.149, Hungary: 3.703, Malta: 3.135, Sweden: 2.803, China: 2.398, Saudi Arabia: 2.365, Czech Republic: 2.234, Slovenia: 2.144, Italy: 1.691, Slovakia: 1.147, Latvia: 595, Bulgaria: 19, Austria: 0, Belgium: 0, France: 0, Germany: 0, India: 0, Ireland: 0, Lithuanian: 0, Poland: 0, Romania: 0, South Cyprus Administration: 0, South Korea: 0, Türkiye: 0.

When we look at Instagram profiles, the ranking is as follows; Australia: 12.091, Russia: 9008, Spain: 5765, Mexico: 4024, Portugal: 3692, Poland: 3601, Indonesia: 4313, Austria: 4203 , Estonia: 3695, Greece: 3471, Brazil: 3105, Argentina: 3595, United States of America: 2915, Ireland: 2640, Sweden: 2511, England: 2414 , Finland: 2150, Malta: 2101, Latvia: 1773 , Bulgaria: 1691, Japan: 1662, Hungary: 1651, India: 1555, Denmark: 1241, Saudi Arabia: 1101, South Africa: 1087, Slovenia: 1049, Netherlands: 911, Belgium: 747, China: 592, Croatia: 201, Romania: 50, Slovakia: 48, Luxembourg: 37, Czech Republic: 1, Italy: 0, Lithuanian: 0, South Cyprus Administration: 0, South Korea: 0, Türkiye: 0.

When we look at the Twitter ranking, the results show that Portugal is in first place, Spain is in second place, Greece is in third place, Indonesia is in fourth place, Mexico is in fifth place, the United Kingdom is in sixth place, Japan is in seventh place, Brazil is in eighth place, Argentina is in ninth place, and Australia is in tenth place. When we look at the Instagram ranking, Australia is in first place, Russia is in second place, Spain is in third place, Mexico is in fourth place, Portugal is in fifth place, Indonesia is in sixth place, Austria is in seventh place, Estonia is in eighth place, Greece is in ninth place, and Brazil is in tenth place. The result shows that Portugal, Spain, Greece, Indonesia, Mexico, Brazil, and Australia have all entered the top ten on both social media platforms, making them the most active countries. Considering that these countries are each tourism destinations, it is not surprising that they are actively using social media platforms. However, despite being a tourism destination, Türkiye does not have an official presence on the researched social media platforms. When we look at the social media profiles of the countries that made it to the top ten, it's evident that they have professional social media management. These profiles share high-quality content, and they are crucial for tourism marketing.

### **Discussion and Suggestions**

Branding process is a long-term process as it is referred by Bozkurt (2014). With this purpose, regular content production will be highly effective in the formation of a long-term positive attitude towards Türkiye. However, Turkey does not have an official tourism profile managed by the Ministry of Tourism. Consequently, Türkiye, though has a great tourism potential, in order to create a successful image in the world as a tourism country - reaching the digital conversion - to convert potential tourists to the customer should use the most progressive and creative way new promotion channels and marketing communication strategies should also be developed in this direction. Not utilizing social media in the context of tourism marketing can have several disadvantages for Türkiye. Limited reach is one of these disadvantages. Social media platforms have billions of active users, providing a vast audience for tourism promotion. Not using social media means missing out on the opportunity to reach a global audience. Secondly, not using social media ineffectively leads to competitive disadvantage. Many countries actively use social media for tourism marketing, and those that do not may fall behind in the competition for tourists' attention. The other disadvantage is ineffective communication. Social media allows for direct and interactive communication with potential travelers. Not being present on these platforms can result in missed opportunities to engage with tourists and address their inquiries or concerns. Tourism is a significant economic driver for many countries. Not using social media can result in reduced tourism numbers, leading to economic losses in

terms of revenue, job opportunities, and infrastructure development. Also, not having an official presence on social media means countries have less control over the information being shared about them online. Unofficial and unverified information may circulate without a counterbalance. Social media is a powerful tool for building a community of travelers and enthusiasts. Without an online presence, countries miss the chance to engage with their target audience and foster a sense of community. Not having an official presence on social media means countries have less control over the information being shared about them online. Unofficial and unverified information may circulate without a counterbalance. Social media platforms offer various promotional tools, including targeted advertising, which can be highly effective for reaching specific demographics. Not using social media limits access to these promotional options.

In summary, the disadvantages of not using social media for tourism marketing include missed opportunities for engagement, limited exposure, reduced control over the narrative, and a competitive disadvantage in the global tourism market. Establishing a strong social media presence is crucial for countries looking to maximize their tourism potential. As a tourism destination, Türkiye should take advantage of social media, just like other tourism countries that actively use it. It should have an official tourism page that is professionally managed to meet world standards.

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