TÜRKİYE'S HUMANITARIAN ASSISTANCE: AN ANALYSIS ON TİKA'S ACTIVITIES AND THEIR VISIBILITY ON INSTAGRAM

TÜRKİYE'NIN İNSANİ YARDIMI: TİKA'NIN FAALİYETLERİ VE INSTAGRAM'DAKİ GÖRÜNÜRLÜĞÜ ÜZERİNE BİR ANALİZ

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ABSTRACT

Donor countries which help to combat global poverty and provide lifesaving assistance in times of crisis provide support to developing and least-developed countries in the form of money, resources, and technical expertise. Their support can help those countries to build their infrastructure, improve education, healthcare, and access to safe drinking water and sanitation, create jobs and economic opportunities and respond to global challenges, such as climate change and disease pandemics. Foreign aid also helps to foster greater political stability, which is important for peace and security. This study focuses on Turkish humanitarian assistance activities in many countries performed by the Turkish Cooperation and Coordination Agency [TİKA] in line with the Sustainable Development Goals [SDGs], which the members of the United Nations [UN] have adopted. According to the findings of the content analysis of the Turkish Development Assistant Report 2020, TİKA conducts activities in eight categories which are based on 12 SDGs; and web content analysis has been applied to analyse whether those activities have been implemented on TİKA's Instagram page to gain visibility and interaction with users. 621 activities in those categories have acquired 301535 likes on Instagram, 1192 comments out of 1455 have been positively reacted to by users while 43 have reacted negatively. 24 users asked questions, and TİKA replied to only 3 of them.

ÖZ

Günümüz dünyasında bağışçı ülkeler, küresel yoksullukla mücadeleye yardımcı olmakta ve kriz zamanlarında hayat kurtarıcı yardım sağlamaktadır. Gelişmekte olan ve gelişmemiş ülkelere para, kaynak ve teknik uzmanlık şeklinde destekte bulunmaktadırlar. Destekleri, ihtiyacı olan ülkelerin altyapılarını oluşturmalarına, eğitimi, sağlık hizmetlerini ve temiz su ve sanitasyona erişimi iyileştirmelerine ve istihdam ve ekonomik fırsatlar yaratmalarına yardımcı olmaktadır. Ayrıca, dış yardımlar, gelişmekte olan ülkelerin iklim değişikliği ve hastalık salgınları gibi küresel zorluklara yanıt verme kapasitelerini geliştirmektedir. Dış yardım, barış ve güvenlik için önemli olan daha fazla siyasi istikrarın sağlanmasına da katkı sağlamaktadır. Bu çalışma, Birleşmiş Milletlere [BM] bağlı üye ülkeler tarafından benimsenen Sürdürülebilir Kalkınma Hedefleri [SKH] doğrultusunda Türkiye'nin Türk İşbirliği ve Koordinasyon Ajansı [TİKA] aracılığıyla gerçekleştirdiği insani yardım faaliyetlerine odaklanmaktadır. Türk Kalkınma Yardımları 2020 Raporunun içerik analizi sonuçlarına göre TİKA faaliyetlerini sekiz kategoride 12 SKH'ya bağlı olarak yürütmektedir; ayrıca bu etkinliklerin TİKA'nın Instagram sayfasında görünürlük ve kullanıcılarla etkileşim sağlamak için uygulanıp uygulanmadığına web içerik analizi kullanılarak bakılmıştır. Bu kategorilerdeki 621 faaliyet Instagram'da 301535 kişi tarafından beğenilmiş, toplam 1455 yorumdan 1192'si kullanıcılar tarafından olumlu, 43'ü olumsuz tepki almıştır. 24 kullanıcı sormuş ve TİKA sadece 3 soruya cevap vermiştir.

Introduction

Various studies have been written in relation to governmental and non-governmental organisations' humanitarian diplomacy activities conducted in several countries in need. As a result of the literature review, articles related to the humanitarian assistance provided by TİKA have been found, but no articles addressing its contribution to the SDGs, which are considered important by the UN member countries, have been detected. In this context, this study aims to analyse Türkiye's development assistance and TİKA's activities in the Turkish Development Assistant 2020 Report using the content analysis and to show which of them coincides with the 2030 SDGs. Furthermore, it is assumed that activities on social media increase interaction and awareness. Therefore, in the study, it is also aimed at analysis of the Instagram presence of any of those activities and reactions of users visiting TİKA on Instagram using the web content analysis. Tracking TİKA's activities on its Instagram page is limited to the period between 27.01.2019 and 31.08.2022, when the pandemic was rife globally.

This study starts with a literature review of power, public diplomacy and humanitarian diplomacy. It then discusses in what areas TİKA, one of Türkiye's diplomacy actors, conducts assistance activities. The following explains the compatibility between TİKA's activities and SDGs, the prominence of social media and TİKA's presence on Instagram. The next section presents the purpose, design, problem, limitations and method of the study. The study ends with the findings and the conclusion.

Evolution of Power to Public Diplomacy

Power in the dictionary is defined as 'the ability or right to control people or things' or 'political control of a country' (The Brittanica Dictionary, 2022). While in the traditional approach, power was considered as a war power, today the geography, population and resources of countries, as well as technology, education and growth factors in the economy are accepted as the powers of the countries in the international arena (Nye, 1990).

In international relations, one must have the power in order to try to influence others. Hard power that includes coercion, payments and threats (Green, 2015) can also be defined as deterrent warnings by imposing economic sanctions and promising to reward positive policies (Nye & Welch, 2015). Nye (2008) defines soft power as "the ability to get what you want through attraction rather than coercion or payments" and he explains that the main factors which make up the soft power resources of a country are the country's foreign policy, its political values and culture as well as its international reputation and place in the system (Çavuş, 2012). Soft power includes abilities that enable others to accept without resistance through persuasion, enticement, consent and, ultimately, a win-win policy (Keohane & Nye, 1998). It is fed by many factors such as education, universities, non-governmental organisations (NGOs), citizens, tourism, arts, films, the media, culture, which all indicate a country's cultural abundance (Kalın, 2011). Although the state's role is not completely declined, all these groups undertake the duty of the state within the framework of diplomacy in today's international arena. States that prioritise national interests and purposes, carry out effective public diplomacy studies in order to create a positive perception against foreign public opinion (Riordan, 2007). In public diplomacy, objective facts and truth are crucial. Diplomats need to listen objectively to what is being said, and an ideal environment should be established in order to sound out government policies and establish long-term relationships with other countries (Nye, 2008).

The power balance in the globalised world has begun to shift and accordingly changes have emerged in world politics. With the fast communication network provided by the Internet, citizens of the world are constantly in direct contact with one another, influencing and being affected by each other in every field. The fact that today's social media platforms remove the borders of countries and enable instant communication between individuals allows public diplomacy to become widespread (Arsenault, 2009). In short, with a new understanding of diplomacy, civil society has taken its place among the diplomacy actors.

In public diplomacy as soft power, states and non-governmental actors carry out strategic activities such as cultural diplomacy, student exchange programs, mediation, health diplomacy and foreign aid. NGOs such as media, universities, research centres, exchange programs and foundations are involved in public-to-public activities. Government-to-public activities include activities carried out by the official institutions of the state for the public through official channels (Melissen, 2005).

Countries have their own styles of managing public diplomacy, in which they can express themselves, their cultures, policies, their institutions and their features. Due to their history, culture, habits and traditions, a

country may attach importance to trade, culture, communication and economic growth (Kalın, 2011). In addition to the aforementioned instruments countries use in performing public diplomacy, another process is humanitarian assistance.

Humanitarian Diplomacy

After the Post-Cold War, non-state actors began to play a role on the international stage since the states needed the cooperation of non-state actors in dealing with issues such as refugee problems and disasters affecting human life. The legitimisation of military interventions in order to bring democracy to countries in need of humanitarian assistance in the context of cooperation has today left its place to respond to people's food, shelter and security needs (Özlük, 2016).

Humanitarian assistance, which is based on conscience, sensitivity and humanity, extends a helping hand and protects human dignity during both human-based crises and natural disasters, also aims to prevent such crisis situations and to be prepared (Good Humanitarian Donorship, 2022). For donor countries, humanitarian assistance can be considered a gratuitous donation to the receiving country. Furthermore, such assistance can be defined as a foreign policy tool with political, economic, defense and moral rationale (Akça & Esengün, 2004).

While providing humanitarian aid to developing or underdeveloped countries, developed countries not only contribute economically but also try to control their personal interests due to those countries' geopolitical positions (Akça & Esengün, 2004). In this regard, it is possible to say that foreign aid includes personal priorities. To take the example of the USA, the United States provides undeveloped countries with weapons, ammunition and various equipment in order to strengthen the countries that do not approve the initiatives originating from Russia and China (Saray, 2014). Although foreign aid is often provided for economic, political and defense purposes, it also aims to address situations such as poverty, disasters, wars and violation of human rights due to human conscience and moral rationale (Sogge, 2003).

According to humanitarian aid principles, humanity in terms of respecting human rights, impartiality without discrimination of language, religion and race, and empowerment by improving local institutions should be given importance (Özlük, 2016). Not extending a helping hand to a country in case of need would be considered as a politically cold behavior between the two countries. In addition, failure of a country within international organisations such as the UN and NATO to extend a helping hand will damage the image of the country and this behaviour will be perceived as an oppositional attitude (Akçay, 2011).

Today, many assistance initiatives such as security, development, socio-cultural projects and restructuring activities are carried out by foreign aid actors such as states, international NGOs and multinational organisations. With the cross-border works of NGOs, the state-NGO cooperation has become official and even the term 'government-organized NGO' has emerged. NGOs with limited economic capacities play a role in issues that can be considered soft, such as the aid they provide to those in need as a result of natural disasters, voluntary health services, assistance for women and children, and efforts to raise the literacy rate (Akçay, 2011).

International organisations such as the United Nations International Children's Emergency Fund (UNICEF), the United Nations High Commissioner for Refugees (UNHCR), the Organization for Security and Co-operation in Europe (OSCE), the Red Cross and Red Crecscent National Societies, etc. provide direct assistance to the target society within the scope of humanitarian activities, as well as providing support to aid organisations (Örgel, 2018). In addition, in line with the UN's 2030 Sustainable Development Goals, with the foresight of meeting needs as well as increasing resilience, reducing risks and vulnerabilities, world leaders have agreed on 17 SDGs (The Global Goals for Sustainable Development, 2022) related to ending extreme poverty, combating inequality and injustice, and developing an approach to adapt to climate change (Kınık, 2022).

Türkiye's Humanitarian Diplomacy

The Turkish Republic, adopting the principle of helping oppressed countries with a tradition derived from its history and culture, contributes internationally to those in need promptly, without making any discrimination between people (Türkiye Cumhuriyeti Dışişleri Bakanlığı, 2022). The Turkish Republic started with technical assistance to underdeveloped and developing countries in the 1980s, and expanded its assistance to the Balkans, Central Asia and the South Caucasus, with which it has cultural ties. Since 1992, it has been providing assistance all over the world sustaining the needy in all geographies (Türkiye'nin Dost Eli, 2022). As a developing country,

Türkiye follows an exemplary attitude by surpassing many developed countries in humanitarian aid (Çemrek&Yılmaz, 2021). According to a report from the Development Initiatives Organization, headquartered in England, with aid exceeding 7 billion USD in 2019, Türkiye has become the most generous country in the world and the country that provides the most assistance (Global Humanitarian Assistance Report, 2019). In addition to its assistance during natural disasters, Türkiye also provides aid to communities affected by wars and economic crises, medical and sanitary equipment during epidemics, and cooperation in areas such as cultural, education, agriculture, and animal husbandry through state institutions and NGOs (Çemrek&Yılmaz, 2021).

The Covid-19 virus created a global problem by causing a pandemic that resulted in death all over the world in 2019. While the states were struggling with the pandemic, Türkiye, both within and outside its borders, gave succour to 54 countries such as Bosnia-Herzegovina, Bulgaria, Spain, Italy, Montenegro, Kosovo, North Macedonia, Serbia, Iraq, Iran, Afghanistan, Azerbaijan, Georgia, Pakistan, China, Colombia and also the USA and the UK by sending them various medical supplies including test kits, gloves and masks until the end of April, 2020 (Çemrek&Yılmaz, 2021). As a result, Türkiye played an important role before, during and after the pandemic with its various institutions such as the Turkish Red Crescent, Türksoy, Turkish Maarif Foundation, Yunus Emre Institute, Turks Abroad and Related Communities, Turkish National Commission for UNESCO, TİKA, AFAD, universities and civil society organisations. Success in Turkish foreign policy is achieved with the principle of friendship, brotherhood, cooperation, solidarity and sharing (Avşar, 2022).

TİKA's Helping Hand

Established in 1992 as Türkiye's official technical assistance organisation by the order of former President Turgut Özal, TİKA started its activities by supporting the statehood and development processes of the Turkic Republics, which gained independence after the collapse of the Soviet Union. Since 2002, TİKA has been conducting its activities within the scope of Turkish foreign policy with the aim of delivering Turkish assistance to its closest geographical neighbour, and the farthest point of the world, which are affected by the problems encountered in a rapidly changing world, and to develop together (Çam, 2015). TİKA maintains its services in accordance with the 'Turkish Type Development Approach', which was used in 2014 for the first time and distinguishes it from other organisations and institutions. According to this approach, nothing is expected in return and no implicit purpose is served (Yetiş, 2019). TİKA, planned to be an effective tool in realising Türkiye's foreign policy objectives, was affiliated to the Ministry of Culture and Tourism with the Presidential Decree No. 4 dated 15.07.2018 (Faaliyet Raporu 2020, 2020).

According to 2021 Development Assistance Report of Türkiye (2022), its purpose is to provide humanitarian assistance, development projects, and technical aid by collaborating with other countries in order to support Turkey's economic, social, and cultural development. In summary, TİKA's goals and activities encompass the following:

- Implementing development projects in various fields such as infrastructure, healthcare, education, agriculture, and water resource management in developing countries to support their development efforts.

- Providing humanitarian aid to regions affected by natural disasters, internal conflicts, migration, etc., by delivering projects aimed at meeting fundamental needs like food, healthcare, and shelter.

- Supporting capacity-building projects for local institutions through the provision of technical knowledge, equipment, and training.

- Promoting Turkish language and culture through educational projects, establishment of libraries, and support for cultural activities.

- Facilitating access to healthcare services by undertaking projects such as hospital construction and provision of medical equipment.

- Engaging in agricultural projects, technology transfer, productivity enhancement, and food security initiatives.

- Undertaking infrastructure projects aimed at improving areas such as energy, water resource management, and transportation.

TİKA's activities are typically conducted in collaboration with local governments and organisations in other countries. Its purpose is to share Türkiye's expertise and resources to address the development and humanitarian needs of other countries, while also fostering friendly relations.

In this regard, TİKA takes into consideration the priorities and needs of countries with a sincere and transparent understanding without expecting anything in return. It also exhibits a demand- and solution-oriented, human-centered, fair, quick response to needs and crises, and a responsible approach (TİKA, 2021). TİKA's, continuous activities with thirty-three Program Coordination Offices in thirty cooperation partner countries since 2012, has 62 Program Coordination Offices in 60 countries as of 2022 and continues its activities in 150 countries and carries out projects in more than 170 countries (Türkiye'nin Dost Eli, 2022).

According to the 2020 data, Türkiye's Official Development Assistance comes under 15 categories valued at 8,032.57 million dollars, and the Emergency and Humanitarian Aid category ranked first with 7,270.51 million dollars. Assistance provided in the field of education are in third place and a total of 220.47 thousand dollars was subsidised. Health, another important issue, is in the 7th rank and health-related aid is 22,44 thousand dollars. TİKA carries out its assistance in administrative and social infrastructure and services (Turkish Development Assistance Report 2020, 2021). It also plays an important role in the protection of cultural heritage by undertaking the construction and restoration of artifacts such as mosques, bridges, churches and synagogues (Ekşi, 2018).

The UN Sustainable Development Summit, attended by 193 Member States of the UN in September 2015, was held in order to ensure that everyone could reach the universal goals with the slogan of 'leaving no one behind'. Seventeen Sustainable Development Goals were determined within the framework of the 2030 Agenda. Türkiye, as a member country, has made a significant progress in conducting sustainable goals following a human-centred development approach and providing public services (Voluntary National Review [VNR] 2019, Turkey). TİKA has implemented many capacity-building projects within the framework of SDGs and still offers opportunities for the establishment of sustainable development (Turkish Development Assistance Report 2020, 2021).

TİKA and 2030 Sustainable Development Goals

Türkiye has attached great importance to the concept of sustainable development in its National Development Plans since the Conference on Environment and Development held by the UN in Rio in 1992. Within the scope of the 2030 Agenda, its aim was to combat climate change, reduce poverty, increase welfare, protect cultural and social values, end gender and racial discrimination, and the problems were addressed in 17 different categories (See Figure 1) (Turkey's Sustainable Development Goals, 2019).

Figure 1. The 17 Sustainable Development Goals
Source: https://www.un.org/sustainabledevelopment/news/communications-material/

In order for the 2030 SDGs to be accomplished, countries should act together in the fight against global issues with the contributions of NGOs, private sector and international organisations (Turkish Development Assistance Report 2020, p. 164). In the Global Sustainable Development Report 2019, it is stated that each country has to address the environmental damage committed in the past, while focusing on its own needs and need to develop its own solutions (Independent Group of Scientists, 2019). In the Voluntary National Review 2019 for Türkiye, it is stated that it is essential that all stakeholders from both public and private sectors such as NGOs, local authorities, academicians and citizens should take responsibility to achieve the SDGs. Accordingly, with contribution of those stakeholders, Türkiye will continue to ensure that everyone is able to benefit from its development efforts (VNR 2019, Turkey, 2019).

In TİKA's Activity Report of 2021, it is assured that with the awareness that the world we live on is a trust that we will hand over to future generations, all efforts to protect the natural balance and ecological system, to prevent environmental pollution, consumption and wastage, to use natural sources efficiently and consciously are supported by protecting the air, soil, water resources, animals, plants and all living and non-living things in order for a sustainable development (TİKA Faaliyet Raporu 2021, 2022).

TİKA carries out more than 30 thousand projects in the following social infrastructure and services in 170 countries in line with the 17 SDGs (See Figure 1) in order to make the world a more habitable place (TİKA, 2021): These projects are practiced in the fields of education, health, water and sanitation, administrative, civil and other social infrastructure, transportation and storage, communications, energy and in production sectors (Turkish Development Assistance Report 2020).

Social Media and TİKA's Presence on Instagram

Social media, the most effective and worldwide used media tool in this century, can provide any necessary public participation by reaching large masses in the shortest time possible. Today, the world population is approximately 8 billion (United Nations Department of Economic and Social Affairs [DESA], 2022) and 4.70 billion (TRT Haber, 2022) people use social media. Due to the widespread use of social media, an event that occurs anywhere in the world can be reached by pressing a button on a smart phone regardless of distance, people are informed about the event in seconds and when necessary, people are organised within the framework of this issue and encouraged to take a common attitude. As well as interacting with each other on social media, people can access information concerning natural and man-made disasters in the world. Because of threats and crises caused by such maladies, all nations must be prepared and try to find better ways to avoid disasters. It is important to establish public engagement in such situations where collective action is required. In this respect, social media is an indispensable communication tool for instant communication, as it informs the public about how to behave in crisis situations and allows them to be organised.

Humanitarian organisations which appear on social media also need to be active on their accounts to demonstrate that they are willing to engage with others. When followers have questions or comments on the organisations' social media pages, it is advised that questions should be acknowledged and replied to within 24 hours. This portrays an image of sincerity in approaching people in a humanistic way, showing interest and compassion. The consequence of such an approach will make it possible for organisations to keep users' interest in their activities (Luge, 2017).

Like other microblogging applications, Instagram allows users to communicate with each other and share images and videos of their lives and activities, to add comments, give thumb-ups if a sharing is liked and convey any messages to masses within seconds and free of charge. In terms of social media presence, TİKA maintains its visibility on Facebook, Twitter, Instagram, YouTube and LinkedIn. Some of the reasons why Instagram, which has more than 1 billion users, has boosted so rapidly are that it has an easy-to-use interface, has various filters, its hashtags are quite influential, permits attractive ads and allows cross-posts to other platforms, which enhances visibility (Kaleem, 2022). This enables TİKA to raise awareness of Turkish development assistance among more people and countries and its engagement with Instagram users who visit its page.

Aim and Methodology

Aim

Within the scope of this study, the assistance activities carried out by Türkiye via TİKA in terms of public diplomacy have been analysed through an in-depth analysis of TİKA's Instagram page, which has 1,280,000

active users as of 2020, and the Turkish Development Assistance Report 2020. The purpose of the study is to show whether any of these activities, categorised in 8 groups, are compatible with the 17 SDGs, they have presence on Instagram and TİKA has interaction with Instagram users.

Researches use content analysis when necessary to determine the meanings and relationships of some words and phrases, making inferences about their messages in texts, books, essays, newspapers, interviews, in any verbal and written works. When a text is examined in terms of the content analysis, it is coded or broken down into several categories and it is analysed using either conceptual analysis or relational analysis (Busch, et al., 2005). Web content analysis has been used as a method in this study as it is an appropriate method for examining and evaluating TİKA's assistance activities and how these activities are compatible with the SDGs in the conceptual dimension.

TİKA, which adopts the 'All for a Smile' motto as a principle, conducts human oriented activities in almost every region of the world without any discrimination (Turkish Development Assistance Report 2020). On the other hand, TİKA adopts the 17 SDGs (DESA, 2022), which require cooperation of the nations in providing all people with a life in peace and prosperity. Accordingly, TİKA takes responsibility in carrying out activities internationally to meet people's needs in times of emergency, implementing those goals.

The main problem of this study is whether TİKA carries out activities in line with SDGs and whether TİKA can provide the activities' presence on Instagram and interact with the audience. In this regard, the answers to the following questions were explored:

1. In what categories are TİKA's social infrastructure and services?
2. Which of the categories are compatible with SDGs?
3. Which of the categories has the most likes on TİKA's Instagram?
4. About which of the categories have the users made most comments?
5. Which of the categories has the most positive comments?
6. Which of the categories has the most negative comments?
7. Have the users asked TİKA any questions? If so, has TİKA replied to them?

This study is limited to TİKA's assistance activities in eight categories and their compatibility with SDGs. The activities have been taken from the Turkish Development Assistance Report 2020. It is also limited to its Instagram posts of those activities between 27.01.2019 and 31.08.2022. Accordingly, TİKA's Instagram posts have been chosen and examined. The reason to delimitate the duration in this period of time is that it covers a very crucial time when the pandemic broke out and ended and it may show the intensity of the assistance during and after the pandemic.

Methodology

The population and the sample of the study, data collection and data analysis are included in the method of the study. The population of the research includes the activities carried out by TİKA in terms of Turkish humanitarian assistance. To present the population, the activities in eight main categories in which TİKA conducts Türkiye's humanitarian assistance to countries in need and their compatibility with the SDGs have been chosen as the samples of this research. The categories are Education, Health, Water and Sanitation, Development of Administrative and Civil Infrastructure and Other Social Infrastructure and Services, Transportation and Storage, Communications, Energy and Production Sectors.

The raw data collected from various sources for research needs analysing and interpreting as it may not make much sense, and it is also necessary to state the way to collect the data and the techniques used (Karasar, 2016). In this study, content analysis has been used as a qualitative research method, in which data from written, oral or visual texts such as books, newspapers, speeches, social media posts, films and photographs is systematically collected. Today, the content analysis method is widely used to analyse content on social media platforms. In order to analyse content on an online environment, McMillan (2000) suggests using the sense of web content analysis (WebCA). In this regard, TİKA's Instagram posts including the social infrastructure and services that overlap with the SDGs and chosen as the samples of the study have been subjected to WebCA. WebCA helped the researcher to scrutinise the posts, to reach the information on TİKA's projects compatible with SDGs on Turkish Development Assistance Report 2020 and to make evaluations about the data collected.

Findings

TİKA's humanitarian assistance activities and their compatibility with SDGs shown in Figure 1, were obtained from its Turkish Development Assistance Report 2020 and categorised in eight headings. The headings were evaluated to reveal which activities TİKA carried out in line with SDGs (Table 1). Then, the activities were examined on TİKA's Instagram page to check their visibility and the interaction between TİKA and its followers or Instagram users visiting its page (Table 2).

In this part, the interpretation of the data of the activities under eight headings and their compatibility with 2030 SDGs are presented in Table 1.

Table 1. TİKA's Social Infrastructure and Services Activities in Line with 2030 SDGs.

Social Infrastructure and Service Categories	Sustainable Development Goals 2030																
	1 No Poverty	2 Zero Hunger	3 Good Health and Well-Being	4 Quality Education	5 Gender Equality	6 Clean Water and Sanitation	7 Affordable and Clean Energy	8 Decent Work and Economic Growth	9 Industry, Innovation and Infrastructure	10 Reduced Inequalities	11 Sustainable Cities and Communities	12 Responsible Consumption	13 Climate Action	14 Life Below Water	15 Life on Land	16 Peace, Justice and Strong Institutions	17 Partnerships for the Goals
1 Education	✓			✓				✓		✓							✓
2 Health			✓														
3 Water & Sanitation						✓											
4 Administrative, Civil & Social Infrastructure				✓				✓		✓	✓					✓	✓
5 Transportation & Storage											✓						✓
6 Communications																	✓
7 Energy							✓										✓
8 Production Sectors	✓			✓				✓	✓	✓							✓

Source: The table has been prepared by the author to examine TİKA's social infrastructure and services activities reported in the Turkish Development Assistance Report 2020 within the scope of 2030 SDG.

1) *Education*: TİKA aims to promote lifelong learning opportunities for all by providing inclusive and equitable quality education in line with Goal 4. It provides support for academic institutions and the construction, repair, modification and rehabilitation of educational facilities, educational equipment and laboratory installation. TİKA also contributes to the development of people, the benefits of society and the country's economy by providing education opportunities under equal conditions and providing the necessary equipment, especially in underdeveloped countries. Thus, by providing all these, TİKA practices Goals 1, 8, 10 and 17 (Turkish Development Assistance Report 2020).

2) *Health*: The World Health Organisation defines health as 'a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity' (World Health Organization, [WHO] 2022). In accordance with Goal 3, Türkiye ensures that health services are delivered to everyone with an equal approach to people's race, religion, political opinion, economic and social status, in order to contribute to the commitment of a 'healthy and quality life' until 2030. According

to this commitment, TİKA provides equipment, ambulances and medical devices for health facilities, and builds hospitals and medical units (Turkish Development Assistance Report 2020).

3) *Water and Sanitation*: In line with Goal 6, which includes providing accessible water resources for everyone, ensuring the sustainability of water resources and sanitation services for the health of the public, TİKA contributes to this goal by providing equipment and constructing water tanks and water wells.

4) *Development of Administrative and Civil and Other Social Infrastructure and Services (ACSIS)*: In line with Goals 8, 10, 11, 16 and 17, Türkiye gives assistance to countries in order to remedy problems such as crowded cities, increasing unemployment, problems caused by the lack of education and health services, and infrastructure problems. In order to fulfill these goals, TİKA provides equipment for buildings and facilities, equipment and transportation grants, construction of administrative and civil facilities, and food aid for development purposes (pp. 89-90). TİKA has also included the issues of the protection of women and children, especially girls, benefiting from social activities equally, and reducing global inequality. In addition, TİKA carries out social protection programs for the elderly, disabled and homeless, and works to reintegrate people into society. These issues are mentioned in Goals 5, 10, 11 and 17. Organising or supporting festivals, exhibitions, concerts, symposiums, conferences, repairing and equipping cultural buildings and facilities and donating medical devices are the outcomes of TİKA's activities and projects.

5) *Transportation and Storage*: Transportation is of vital importance in terms of meeting the social needs of people and enabling them to exist economically and socially. In accordance with Goal 11, which promotes inclusive, safe, resilient and sustainable cities and human settlements and Goal 17, TİKA provides vehicles and equipment, builds and repairs roads and storage buildings for the development of transportation infrastructures of countries and also helps with improving the safety and quality of transportation so that manufacturers and consumers will be able to access products and services.

6) *Communications*: The reason why communication is considered as development assistance is that it is important for developing countries to open up to the world, receive news and make their voices heard. Within the framework of development cooperation in the field of communication, Türkiye provides training programs for radio and studio installation, equipment supply, and the use of printed, visual and digital tools in the fields of communication. Since communication activities include collaboration, they are considered within the scope of Goal 17.

7) *Energy*: Goal 7 includes reducing carbon emissions that cause climate change, and seeking access to reliable and sustainable modern energy that does not harm nature in order to ensure energy efficiency and energy supply continuity. Many countries still have difficulties in accessing energy due to economic problems, thus it should be affordable as well. Türkiye develops projects in the field of energy and provides solar panels, installation of solar energy systems and energy support in assisted countries. In addition, it cooperates in the field of energy in accordance with Goal 17.

8) *Production Sectors*: From the beginning of humanity, humans have been evolving by constantly renewing themselves in different production fields such as agriculture, forestry, animal husbandry, industry and mining due to their needs. In today's world, there are still regions that experience deprivation in the production sector. Within the framework of the UN Development Program, developed and developing countries such as Türkiye are working to increase the welfare level of countries in need and thus to increase the welfare level of the world. In addition, ensuring equality among people working in the production sector and not making any gender discrimination are the goals that countries set in their programs. Türkiye acts in accordance with Goals 1, 5, 8, 9, 10 and 17 by conducting activities to increase product diversity, support sectors in different geographies, demonstrate efficient production methods and train human capital working in the sectors.

Tablo 2. TİKA's Instagram Posts on its Social Infrastructure and Services Activities Compatible with the SDGs.

Social Infrastructure and Services		Number of Posts	Likes	Comments	Positive Comments	Negative Comments	Questions by Users	TİKA's Replies
1 Education	Σ	140	54826	183	156	5	4	0
	%	23	18	13	13	12	17	0
2 Health	Σ	82	52005	283	223	10	1	0
	%	13	17	20	19	23	4	0
3 Water and Sanitation	Σ	6	2938	18	14	1	1	0
	%	1	1	1	1	2	4	0
4 Administrative, Civil & Social Infrastr. Services (ACSIS)	Σ	277	146680	757	645	20	13	3
	%	45	49	52	54	47	54	100
5 Transportation and Storage	Σ	6	4172	5	2	1	0	0
	%	1	1	0,03	0,02	2	0	0
6 Communications	Σ	6	1568	7	6	0	0	0
	%	1	1	0,04	0,01	0	0	0
7 Energy	Σ	2	7476	7	4	0	1	0
	%	0,03	2	0,04	0,03	0	4	0
8 Production Sectors	Σ	102	31870	195	142	6	4	0
	%	16	11	13	12	14	17	0
Total		621	301535	1455	1192	43	24	3

Source: The table has been prepared by the author to examine the visibility of TİKA's Instagram posts on social infrastructure and services activities within the scope of 2030 SDGs, including the period between 27.01.2019 and 31.08.2022.

TİKA's Instagram flow indicates that 621 posts were published between 27.01.2019-31.08.2022 (Table 2). The most posts belong to ACSIS and it gained the most likes from users with a rate of 49%. Education has 18%, Health has 17% and Production Sectors has 11% of the total likes. The number of likes would suggest that TİKA's activities in those areas were appreciated by many people.

Users can also express their positive or negative feelings below posts. Some comments may be neutral or irrelevant to the post. In Table 2, there are 757 comments out of 1455 belonging to ACSIS. 645 of them are positive and 20 negative. Among the other categories, ACSIS has the biggest portion with 52% of total comments, Health is the second with 20% and Education and Production Sectors are the third with 13%. ACSIS has 54% of the good comments. However, it also has the most negative comments and Health follows. Negative comments show that people are not happy about what has been done or want better services. Listening to comments and remedying the deficiencies can earn an organisation a good reputation. Users tended not to make many comments on other infrastructure and services.

On organisations' social media platforms, it often happens to encounter users' questions; nevertheless, organisations prefer not to respond to them. This causes a lack of interaction between them and their followers. In the table, the most questions were asked about ACSIS. Only three of the 13 questions were replied to. No responses to the other questions on services were given. The reason might be that there was nobody assigned to reply to the questions; or they were considered not worth responding to. Whatever the reason, it may cause users not to be considered valuable, taken seriously, and also cease the interaction. From Table 2, it can be understood that TİKA's weakest part in using the Instagram page, is not responding to its followers.

Discussion, Conclusion and Suggestions

Türkiye, one of the 193 member countries of the UN, which aim to provide a better world for all, extends its helping hand to oppressed countries through some governmental and non-governmental organisations. TİKA, operating under the Ministry of Culture and Tourism, presents Türkiye in development assistance activities and encompasses the SDGs to include in its assistance.

In this study, TİKA's activities have been analysed in line with the UN's 17 SDGs. Using the content analysis, the Turkish Development Assistance Report 2020 was thoroughly examined to establish in what areas TİKA provided assistance, and found that TİKA conducts its activities under eight categories; education, health, water and sanitation, administrative, civil and other social infrastructure and services, transportation and storage, communications, energy and production sectors (Table 1). Assistance in Education such as building schools, providing educational equipment is conducted parallel with the principles in Goals 1, 4, 8, 10 and 17. Health category adopts Goal 3 and focusses on reducing death rates caused by disease. Water and Sanitation category, based on Goal 6, includes constructing water tanks and water wells. ACSIS includes different activities such as social protection programs, organising events, reducing inequality between genders, which are all based on Goals 5, 8, 10, 11, 16 and 17. Transportation and Storage category is in accordance with Goals 11 and 17, and in this category TİKA provides vehicles, builds roads and storage buildings. Helping with the development of communication in developing countries, TİKA follows the principles in Goal 17 supplying communication tools in the Communications category. Energy is included in Goals 7 and 17 and the main issue is climate change. TİKA helps with projects in the field of energy and provides energy support for countries in need. In 'Production Sectors' category, TİKA, acting in accordance with Goals 1, 5, 8, 9, 10 and 17, works to increase the welfare level of the developing countries. Briefly, TİKA carries out activities in eight categories in accordance with 12 SDGs.

Furthermore, the web content analysis was used to show the results of the presence of the eight categories on TİKA's Instagram between 27.01.2019-31.08.2022 (Table 2). During this period, TİKA shared 621 posts on its assistance. The posts received 301535 likes and 1455 comments, 1192 of which are positive and 43 negative. Although users asked 24 questions, TİKA did not have a tendency to respond them, with the exception of three questions. Among the eight categories ACSIS has received the most posts (45%), likes (49%), comments (52%) – with 54% positive and 47% negative comments. 13 of the 24 questions, with 54%, were asked about the activities in ACSIS. Only 3 of them were replied to. This is the weak side of TİKA as an Instagram user. Considering the users who ask TİKA how they can contribute to its assistance, responding could increase the participation in donations. Whereas, using social media more effectively can help users reach a wider audience and convey messages fast and easily.

In conclusion, it is hoped that this study will set an example for researchers who would like to analyse Turkish assistance delivered to other countries. It is suggested that Türkiye's helping hand to the least undeveloped countries can be analysed revealing if those countries benefit from Turkish aid. Their presence can be searched for on Twitter, which is the most popular news platform. In addition, one or two Sustainable Development Goals related to the world's most pressing issues can be examined in detail by considering how countries include foreign aid in their policies, and the social media visibility of the aid can be investigated.

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GENİŞLETİLMİŞ ÖZET

Birçok hükümet ve sivil toplum kuruluşlarının ihtiyaç sahibi olan ülkeler ve toplumları için yürüttüğü insani diplomasi faaliyetleri ile ilgili çeşitli çalışmalar yazılmıştır. Literatür taraması sonucunda Türk İşbirliği ve Koordinasyon Ajansı (TİKA)'nın sağladığı insani yardımları içeren makalelere rastlanırken, bu yardımların BM üye ülkeleri tarafından önemli görülen Sürdürülebilir Kalkınma Hedeflerine (SKH) katkısını ele alan herhangi bir makaleye rastlanmamıştır. Bu bağlamda bu çalışma, Türkiye Kalkınma Yardımları 2020 Raporu'nda yer alan Türkiye'nin kalkınma yardımları ve TİKA'nın yapmakta olduğu faaliyetlerini içerik analizi kullanarak analiz etmeyi ve yapılan yardımların hangilerinin 2030 SKA'ları ile örtüştüğünü ortaya koymayı amaçlamaktadır. Ayrıca sosyal medyadaki etkinliklerin etkileşimi ve farkındalığı arttırdığı varsayılmaktadır. Bu nedenle çalışmada ayrıca web içerik analizi kullanılarak Instagram'da bu etkinliklerin yer alıp almadığı ve TİKA'yı Instagram sayfasında ziyaret eden kullanıcıların bu etkinliklere olan tepkilerinin incelenmesi amaçlanmaktadır. TİKA'nın faaliyetlerini Instagram sayfasından takip süresi, pandeminin tüm dünyayı etkisi altına aldığı 27.01.2019-31.08.2022 dönemi ile sınırlıdır.

Bu çalışma, güç, kamu diplomasisi ve insani diplomasi konularına ilişkin bir literatür taraması ile başlamakta ve ardından Türkiye'nin diplomasi aktörlerinden TİKA'nın hangi alanlarda yardım faaliyetleri yürüttüğü tartışılmaktadır. Çalışmada ayrıca, TİKA'nın faaliyetleri ile SKH'ler arasındaki paralellik ve TİKA'nın önemli bir sosyal medya aracı olan Instagram'daki görünürlüğü açıklanmaktadır. Bir sonraki bölümde çalışmanın amacı, tasarımı, problemi, sınırlılıkları ve yöntemi açıklanmaktadır. Çalışma, bulgular ve sonuç bölümü ile tamamlanmaktadır.

Yapılan çalışmada TİKA'nın faaliyetleri BM'nin 17 Sürdürülebilir Kalkınma Hedefleri doğrultusunda içerik analizi kullanılarak analiz edilmiştir. Bu kapsamda Türkiye Kalkınma Yardımları 2020 Raporu detaylı bir şekilde incelenerek TİKA'nın SKH ile paralel olarak eğitim, sağlık, su ve sanitasyon, idari, sivil ve diğer sosyal altyapı ve hizmetler, ulaşım ve depolama, iletişim, enerji ve üretim sektörleri olmak üzere sekiz kategoride yardım faaliyetlerinde bulunduğu tespit edilmiştir. Buna göre, okulların inşası ve eğitim gereçlerinin sağlanması gibi eğitim alanındaki yardımlar, SKH 1- Yoksulluğa Son, SKH 4 – Nitelikli Eğitim, SKH İnsana Yakışır İş ve Ekonomik Büyüme, SKH 10 – Eşitsizliklerin Azaltılması ve SKH 17 – Amaçlar için Ortaklıklar'daki ilkelere paralel olarak yürütülmektedir.

TİKA sağlık kategorisinde Sağlık ve Kaliteli Yaşam başlıklı SKH 3'ü benimsemekte ve hastalıktan kaynaklanan ölüm oranlarını azaltmaya odaklanmaktadır. Temiz Su ve Sanitasyon konulu SKH 6'ya uyumlu olarak çalışan Su ve Sanitasyon kategorisi, su depoları ve su kuyuları inşa etmeyi içermektedir. İdari ve Sivil ve Diğer Sosyal Altyapı ve Hizmetlerin Geliştirilmesi kategorisi SKH 5 – Toplumsal Cinsiyet Eşitliği, , SKH 8 – İnsana Yakışır İş ve Ekonomik Büyüme, SKH 10 Eşitliksizliklerin Azaltılması, SKH 11 – Sürdürülebilir Şehirler ve Topluluklar, SKH 16 Barış, Adalet ve Güçlü Kurumlar ve SKH 17 - Amaçlar için Ortaklıklar'ı kapsayan faaliyetlere dayalı hareket etmektedir. Ulaşım ve Depolama kategorisinde TİKA araç temini, yol ve depolama binaları inşa etme faaliyetleri yürütmektedir ve bu faaliyetler için SKH 11 ve 17 referans olarak gösterilmektedir. Gelişmekte ve az gelişmiş olan ülkelerde iletişimin gelişmesine yardımcı olan TİKA, İletişim kategorisinde iletişim araçları tedarik ederek SKH 17'deki ilkeleri takip etmektedir. Enerji ile ilgili konular, SKH 7 ve 17'de yer almaktadır ve ana konu iklim değişikliğidir. TİKA, enerji alanındaki projelere yardım ederek ihtiyaç sahibi ülkelere enerji desteği sağlamaktadır. TİKA, Üretim Sektörleri kategorisinde SKH 1, 5, 8, 9, 10 ve 17 numaralı hedefler doğrultusunda hareket ederek, gelişmekte olan ülkelerin refah düzeyinin yükseltilmesi için çalışmaktadır. Özetle TİKA Türkiye adına Sürdürülebilir Kalkınma Hedeflerinin on ikisi ile uygun olarak sekiz kategoride yardım faaliyeti yürütmektedir.

Ayrıca 27.01.2019-31.08.2022 tarihleri arasında TİKA'nın Instagram hesabında sekiz kategorinin görünürlüğüne ilişkin sonuçlara ulaşmak için web içerik analizi kullanılmıştır. TİKA, bu dönemde yaptığı yardımlarla ilgili 621 gönderi paylaşmıştır. Gönderiler 301535 beğeni ve 1192'si olumlu, 43'ü olumsuz olmak üzere 1455 yorum almıştır. Kullanıcıların sormuş olduğu 24 soru olmasına rağmen TİKA üç soru dışında diğer sorulara yanıt vermemiştir. İdari ve Sivil Altyapıların Geliştirilmesi Diğer Sosyal Altyapılar ve Hizmetler, sekiz kategori arasında en çok gönderi (%45), beğeni (%49) ve yorumu (%52) almıştır; yorumların %54'ü olumlu ve %47'si olumsuz yorumdur. 24 sorunun 13'ü %54 ile İdari ve Sivil Altyapıların Geliştirilmesi Diğer Sosyal Altyapılar ve Hizmetler kategorisindeki etkinliklerle ilgili olarak sorulmuştur. Soruların sadece 3 tanesine cevap verilmiştir. Bu da

TİKA'nın bir Instagram kullanıcısı olarak zayıf yönünü göstermektedir. Sosyal medya üzerinden takipçilerle etkileşimde bulunmanın hesap sahibi açısından daha geniş bir kitleye ulaşmasına ve mesajlarını hızlı ve kolay bir şekilde iletmesine yardımcı olacağı düşünüldüğünde yardımlara nasıl katkıda bulunabileceklerini soran kullanıcılara cevap verilmesi TİKA'ya yapılacak bağışlara katılımı artırabilecektir.

Sonuç olarak, bu çalışmanın Türkiye'nin diğer ülkelere yaptığı yardımları incelemek isteyen araştırmacılara örnek teşkil etmesi umulmaktadır. Türkiye'nin en az gelişmiş ülkelere yaptığı yardımın, bu ülkelerin Türk yardımından yararlanıp yararlanmadığını ortaya koyacak şekilde analiz edilebileceği önerilmektedir. Yardım faaliyetlerini gerçekleştiren kurumların sosyal medya hesapları ve özellikle en popüler haber platformu olan Twitter hesapları incelenebilir. Ayrıca dünyanın en acil sorunlarıyla ilgili bir veya iki Sürdürülebilir Kalkınma Hedefi, ülkelerin dış yardımları politikalarına nasıl dahil ettikleri dikkate alınarak detaylı bir şekilde incelenebilir ve yardımın sosyal medyadaki görünürlüğü araştırılabilir.