

# Evaluation of the Effect of Political Advertisements on Voters with Psychophysiological Data Harvesting Technique: The Case of 2023 Presidential Elections\*

Siyasal Reklamların Seçmen Üzerindeki Etkisinin Psikofizyolojik Veri Hasadı Tekniği ile Değerlendirilmesi: 2023 Cumhurbaşkanlığı Seçimleri Örneği

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## ABSTRACT

The aim of this study is to evaluate voters' levels of interest and focus on the political advertisements used by presidential candidates during the second round of the 2023 presidential elections, utilizing the Psychophysiological Data Harvesting technique. According to the research findings, significant differences were identified among participants' psychophysiological outputs regarding the political advertisement videos aired during the second round of the 2023 presidential elections. In this context, participants showed high motivation towards the political advertisement of Recep Tayyip Erdoğan, with the advertisement titled "Dualar, Rüyalar, Umutlar Seninle" (Prayers, Dreams, Hopes Are With You) achieving high visual attention averages and interest percentages across all categories. It was found that participants were influenced by images that supported national and spiritual sentiments and emphasized unity and togetherness. On the other hand, participants who watched the political advertisement titled "Senin Oy'un Onun Boyunu Aşacak" (Your Vote Will Surpass Him) by Kemal Kılıçdaroğlu exhibited low attention values. A heat map of the scene with the highest central attention value indicated that participants focused more on Ekrem İmamoğlu rather than on the presidential candidate Kemal Kılıçdaroğlu. Additionally, gender-based differences were found in participants' attention averages and focus amounts regarding the political advertisement videos.

**Keywords:** Political Communication, Political Advertising, Election 2023, Psychophysiological Data Harvesting, Eye Tracking.

## ÖZ

Seçim kampanyaları döneminde hedef kitlelerde belirli hedefler doğrultusunda tutum değiştirmeyi amaçlayan siyasal reklamlar, kritik rol oynamaktadır. Böylece seçim dönemlerinde yayınlanan siyasal reklamların seçmen üzerindeki etkisinin ortaya konulması, siyasal başarının ölçülmesinde gerekli bir unsurdur. Bu çalışmanın amacı, Türkiye'de 2023 yılında gerçekleştirilen Cumhurbaşkanlığı seçimlerinin ikinci turunda, adayların siyasal iletişim sürecinde kullandıkları siyasal reklamlara yönelik, seçmenin ilgi düzeylerini ve odaklanma değerlerini, Psikofizyolojik Veri Hasadı tekniği ile değerlendirmektir. Araştırma sonucunda; siyasal reklam videolarına ilişkin katılımcıların psikofizyolojik çıktıları arasında önemli farklılıklar gözlenmiştir. Bu anlamda katılımcılar Recep Tayyip Erdoğan'a ait siyasal reklama yüksek motivasyon göstermiş; reklam, tüm kategorilerde yüksek görsel dikkat ortalaması ve ilgi yüzdesi almıştır. Bu anlamda katılımcıların; milli ve manevi duyguları destekleyen, birlik ve beraberlik vurgusunu öne çıkaran görüntülerden etkilendikleri bulgulanmıştır. Öte yandan Kemal Kılıçdaroğlu'na ait siyasal reklamı izleyen katılımcıların dikkat değerlerinin ise düşük seyrettiği bulgulanmıştır. Merkezi dikkat değerinin en çok olduğu sahneye ilişkin sıcaklık haritasında katılımcılar; Kemal Kılıçdaroğlu yerine Ekrem İmamoğlu'na dikkat göstermiştir. Ayrıca siyasal reklam videolarına ilişkin katılımcıların dikkat ortalamalarında ve odaklanma miktarlarında cinsiyete bağlı farklılıklar bulgulanmıştır.

**Anahtar Kelimeler:** Siyasal İletişim, Siyasal Reklam, Seçim 2023, Psikofizyolojik Veri Hasadı, Göz Takibi.

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## Introduction

Political communication includes communication activities carried out with the objectives of gathering supporters, persuading, spreading political thought and winning votes. These activities aim to influence people's decision-making processes by using different communication tools and techniques. Election campaigns are necessary for the governed to convey their views, suggestions and opinions to the rulers. It can be assumed that voters try to obtain information from their immediate environment, mass media and digital media in order to develop attitudes towards candidates. This information is usually delivered to voters through mass media, media and other communication channels. This process increases participation in democracies and contributes to voters making informed choices. Digital media provides political leaders with the opportunity to reach wider audiences and directly reach the target audience in order to communicate their messages more effectively (Barlas, 2021, p. 269). On the other hand, political communication is not only the process of leaders telling their own stories; it is also part of a practice that is constantly evolving depending on the dynamics of society and technology. In this regard, political advertisements, which appear as an effective political communication tool, are used in line with certain objectives during election campaigns and according to the qualifications of the target audience.

It can be argued that political advertisements are important in terms of being prepared in line with an interesting and persuasive mission for the promotion process of political parties or candidates. On the other hand, measuring the impact of political advertisements on voter behavior mediates the measurement of political success. Recently, there has been an increase in studies using psychophysiological methods to explain variation in political attitudes and behaviors (Bucy & Bradley, 2011; Settle et al., 2020; Tuncer, İcil Tuncer & Demirel, 2025). Within the scope of the study, the impact of political advertisements on voters during the presidential elections held in

2023 was evaluated with the Psychophysiological Data Harvesting Technique, which offers a method approach based on the biometric and psychophysiological outputs of the participants. The aim of the study is to reveal the interest levels and focus values of the voters towards the advertisements used by the candidates in the political communication process in the second round of the 2023 Presidential elections. In this sense, the unique value and importance of the research is the use of a unique technique that can reveal the unconscious level that significantly affects human behavior in the examination of the effect of political advertisements on voters.

## Political Advertisements as a Political Communication Tool

Political communication is a comprehensive concept created by political science and communication disciplines together. The concept of political communication is essentially an interactive and dynamic process of transferring information between politicians and voters, especially through the media, in order to influence voting preferences by persuading the target audience. McNair (2017, p. 55) defines political communication as the communication activity related to politics, emphasizing that the main characteristic of political communication is the message that emerges in the communication process rather than the source. From another perspective, according to Özkan (2007, p. 23), who considers political communication as a form of two-way communication, political communication is the continuous efforts made by utilizing advertising, propaganda and public relations techniques according to the requirements of the conjuncture in order to come to power by ensuring public trust and support. On the other hand, in addition to the classical definitions (Perloff, 2021; Negrine & Stanyer, 2023) that consider political communication as the information flow process between politicians, media and the public triangle, there are also definitions (Bektaş, 2018; Aziz, 2014) that consider this process as the techniques used to impose various policies.

It can be assumed that political actors in democratic countries use political communication activities effectively. In this way, they can introduce themselves to the public, present their vision and share their messages with people (Hardiyansyah, 2022, p. 12). These actors include: the head of state, the government, politicians, political parties, local governments, public opinion researchers, civil society organizations, lobbies and voters (Bostancı, 2014, p. 84). As a matter of fact, in order for a political campaign strategy to be successful, political actors need to develop and implement well-designed strategies. The emergence of political actors and new actors with social changes has led to the production of new political messages. Thus, a constant change has been observed in the techniques used to convey messages to the target audience (Perloff, 2021; Haßler et al. 2023), and political communication, which was first seen as political discourse and propaganda, has later become a concept that includes areas such as elections, election campaigns and the voting process (Butkowski, 2023, p. 2399). Political communication methods, which were applied without a specific nomenclature in the past, have become a broad scientific concept with the change in the structure of society, developments in communication and transportation technologies, increasing population and the emergence of new political actors.

Political advertising refers to the process by which political actors communicate political messages that they create by buying time and space from the media in order to promote certain political attitudes and behaviors (Kaur & Sohal, 2022, p. 5). Moreover, political advertisements introduce political candidates and images to potential voters, promote political ideas, create an agenda and build a candidate image (Balci, 2006; Schill, 2012; Lalancette & Raynauld, 2019). In this sense, political advertisements, which serve as a strong bridge between the public opinion and politicians, ensure that political organizations or ideas are accepted by the society and contribute to the strengthening of the democratic system (Çokluk, 2019, p. 282).

Today, political actors who realize the interactive power of digital media use digital communication technologies as an element of political communication campaigns. In fact, political actors today prefer digital media to inform voters, interact with them, form public opinion and direct their vote preferences. Moreover, in the political communication process, using the preferred mass media to reach voters is extremely important in terms of cost, time and labor. In this sense, it is necessary to choose the right platform. As a matter of fact, in the literature, there are studies finding that X is used effectively in the circulation of the words used by political candidates by creating their own style among voters (Atabek, 2020, p. 32), Instagram is used effectively in terms of creating a candidate image (Kutlu, 2019: 730), Youtube platform is preferred for conveying information about past actions (Doğu Öztürk & Zeybek, 2020, p. 92) and websites are used intensively (Çağlar & Köklü, 2017, p. 148). On the other hand, TikTok is preferred as an effective tool in the political communication process in the context of the concept of politainment (Sürlü & Göksu, 2024, p. 28). In addition, political advertisements used on these digital media platforms have become an indispensable element of the political communication process.

### Types of Political Advertisement

The sole mission of political parties and candidates is to direct political participation by reaching out to the electorate. The main objective in the election campaign process is to learn the expectations of the electorate and develop new strategies with the feedback received. In this sense, especially political advertisements have a remarkable role. In this direction, many strategies and approaches are used in political advertising campaigns in line with the candidate image to be created. In this regard, we come across political advertisement types. Although there are different classifications in the literature on political advertisement types (Çankaya, 2008; Johnson & Copeland, 2013; Holtz, 2017), there are basically two types of political advertisements (Tokgöz, 2020, p. 60). These are positive political advertisements and negative

political advertisements.

In their political advertising strategies, political parties design positive messages to present the candidate's ideas and draw attention to his/her absolute leadership qualities (Fowler et al. 2021, p. 130). Political parties that have a strong base and a certain mass draw a strong image of power by applying positive message strategies. In this sense, positive political advertisements, which are mostly preferred by strong governments against the opposition, correspond to advertisements that emphasize the ideal characteristics of the candidate with positive language and themes, as the name suggests (Polat, 2015, p. 458). Moreover, positive political ads emphasize the candidate's promises and characteristic features in the eyes of the society, strengthening the candidate's image and affecting it positively (Sivritepe, 2016, p. 125). In addition, positive political advertisements, which instill feelings of hope and trust, offer a new perspective in solving current problems (Uluğ & Yurttaş, 2018, p. 1179) and play an active role in reaching voters. From another perspective, Johnson and Copeland (1997, p. 2) found that positive political advertisements are preferred to establish a bond between the candidate and the target audience, to increase the awareness of the candidate's name, to adopt positive characteristics by creating a hero image, and to emphasize that the candidate has characteristics that are in line with the voters.

Negative political ads, which are mostly preferred by opposition parties and candidates, draw attention to negative criticism of the rival party and have a deterrent feature (Johnson & Copeland, 2013; Morey, 2017). Moreover, negative political ads, which directly target rival parties or candidates in an effort to denigrate them, undermine their trust in the eyes of voters by emphasizing the failures of the candidates in question with a condescending tone, and refer to their shortcomings and misdeeds. At this point, Johnson and Copeland (1997, p. 33) categorized negative political ads into three different categories: direct attack ads, direct comparison ads and implied comparison ads.

Direct attack ads, which correspond to a direct targeted attack without any comparison with the rival party or candidate, are directed solely at the opponent and do not mention the superior characteristics of the party or candidate running the ad (Johnson and Copeland, 1997 p. 25). Moreover, in ads with the aforementioned characteristics, the name of the rival candidate or party is directly mentioned or various adjectives may be used. However, direct attack ads that make claims by denigrating the opponent may damage the reputation of the party or candidate that runs the ad (Wei and Lo, 2007, p. 367). On the other hand, direct attack ads have been found to have an impact on voters with low levels of education (Geer and Geer, 2003, p. 70). As a result, direct attack ads include persuasive political messages that focus on directly attacking the positions of a rival candidate or party.

Direct comparison advertisements, on the other hand, have the mission of making comparisons by targeting the party or candidate on the opposing side. For this reason, while the current candidate or party highlights its strong features, it emphasizes the weak features of the other party (Balci, 2013, p. 122). Direct comparison ads, whose primary purpose is to instill trust, exhibit a more rational understanding, are preferred in elections with low turnout, and have a stronger persuasion capability than other types of negative political ads (Campbell et al. 2023, p. 2). As a result, direct comparison ads pursue a comparative strategy by addressing the opponent as well as the current candidate.

The third type of negative political ads, suggestive comparison ads, direct voters to make inferences about the rival party or candidate based on their own experiences (Gerber et al. 2011, p. 135). Implied comparison ads, which reveal the privileged aspects of the party or candidate running the ad, rely on the voter's ability to make comparisons by creating associations and are not entirely negative (Goldstein and Ridout, 2004, p. 205). As a result, suggestive comparison ads are used as a political advertising strategy by persuading voters. In

conclusion, the impact of political advertisements transmitted through mass media on individuals is worthy of discussion in democratic systems. Political advertisements, whose ultimate aim is to influence voters and direct their vote preference, create four different effects: the effect of providing political information, the effect of creating a candidate image, the effect of directing voter behavior and the effect of political participation (Burç, 2024, p. 22). Studies on the effects of political advertisements have revealed that political advertisements provide recognition to the candidate, strengthen the candidate image and identity by increasing the recognition of the candidate, strengthen voter preference and reinforce voting behavior (Doğan & Aslantaş, 2015, p. 38). On the other hand, the effects of political advertisements on voters may vary depending on factors such as socio-economic status, culture, age and gender (Bekiroğlu & Bal, 2014, p. 114). As a result, when all these issues are evaluated, it is necessary to investigate the impact of political advertisements on voters.

## Methodology

In this study, the Psychophysiological Data Harvesting technique, a mixed-methods approach that combines qualitative and quantitative methods, was applied. Psychophysiological Data Harvesting is based on the timeline of collecting psychophysiological data consisting of individuals' reactions to a specific stimulus and supporting these data with field observations (Aydın, Tuncer, & Demirel, 2023, p. 3404). Psychophysiological Data Harvesting developed by Aydın Adnan Menderes University Advanced Media Technologies Research Laboratory (AMT-LAB) researchers corresponds to the measurement of users' biometric data within the scope of human-computer interaction (HCI) discipline, which adds credibility to the related field (Tuncer et al. 2023; Erdem & Aytekin, 2023). In this sense, depending on the autonomic nervous system, individuals show biometric outputs that cannot be manipulated in response to various stimuli (Aytekin, 2019, p. 1575). This is because the autonomic nervous system includes the parts of the body that work reflexively, and when faced

with any stimulus, it takes action based on the fight-flight principle.

Biometric variables that occur under the roof of the sympathetic nervous system in response to visual, auditory or sensory stimulus change create biological reflexes of users that change without intervention (Aydın, Tuncer, & Demirel, 2023; Tuncer et al. 2023). Moreover, according to cognitive neuroscientists, 95 percent of our behaviors and decisions take place at the unconscious level (Girişken, 2015, p. 5). Thus, the psychophysiological techniques used transform these reactions, which constitute eye and facial muscle movements, into outputs through devices and software. The data obtained are processed through existing software and transformed into quantitative and qualitative outputs, and supported through surveys and interviews. At this point, Psychophysiological Data Harvesting analyzes autonomic nervous system-related biological data such as eye-tracking, electrodermal data analysis (GSR), fMRI, facial action coding system, electroencephalography (EEG) and heart volume and rhythm (PPG & ECG). As a result, the Psychophysiological Data Harvesting technique corresponds to a holistic study of experience harvesting.

This research aims to evaluate the interest levels and focus values of voters towards the political advertisements used by the Presidential candidates in the political communication process in the second round of the 2023 Presidential elections with the Psychophysiological Data Harvesting technique. Psychophysiological data collection techniques, which are adopted as techniques belonging to this discipline, which are frequently used within the scope of neuromarketing research, are accepted as reliable and valid data over 95 percent within the scope of the international HCI discipline due to this quality (Rosenberg & Ekman, 2020, p. 200). As a matter of fact, the unique value and importance of this research is the use of a unique technique that can reveal the unconscious level that significantly affects human behavior in the examination of political advertisements on voters. Moreover, the qualitative and quantitative

data in the study corroborate each other, thus maximizing the accuracy of the findings. The attention value measured in eye-tracking research provides information about the participants' concentration on a stimulus and their ability to process various information (Aldayel et al. 2020; Aydın, Tuncer, & Demirel, 2023). In this sense, an attention value between 0 and +1 indicates central attention, while an attention value between 0 and -1 indicates peripheral/ambient attention. Within the scope of the research, the following questions are sought to be answered regarding the political advertisement videos broadcast in the second round of the 2023 Presidential elections:

1. Is there a difference/similarity in the level of interest and attention of voters regarding political advertisements?
2. Is there a difference/similarity in the level of interest and attention of 18-year-old voters regarding political advertisements?
3. Is there a difference between the mean visual attention and focusing amounts for the advertisement videos of the candidate they support and the mean visual attention and focusing amounts for the advertisement videos of the candidate they do not support?
4. Is there a gender-based difference in attention averages and focusing towards political advertisements?

The population of the study consists of women and men aged 18-55+. A total of 40 participants were included in the study, including 8 participants aged 18 (4 women and 4 men) and 32 participants aged 19-55+ (16 women and 16 men) who watched at least one of the advertisements selected as the sample and voted for the first time in the Presidential elections held on May 14, 2023. This sample, which was included in the research from the population, was selected from convenience sampling, one of the non-random sampling types. For the purpose of the study, no demographic data other than age and gender were collected from the participants included in the sample. Moreover, within the scope of the research, 18-year-old individuals who voted for the first

time were specifically categorized in a separate category. The number of voters who voted for the first time in the presidential elections is 4 million 904 thousand 672 (<https://data.tuik.gov.tr/>). For this reason, it is important to analyze the impact of political advertisements broadcasted in the 2023 elections on the first-time voters of Generation Z. Biometric research, by its nature, reaches saturation with a small number of participants as a threshold, and it becomes possible to collect in-depth, valid and secure data with a rapid field experience. Before the data collection process, an ethics committee report dated 11.08.2023 and numbered 436 was obtained from Aydın Adnan Menderes University Social Sciences and Humanities Research Ethics Committee. The eye tracking data of the participants were collected and analyzed with the software of Realeye.io. Data were collected between 11.08.2023 and 03.09.2023, corresponding to 3 weeks after ethics committee approval.

In the study, data were collected through political advertisement videos of the candidates who made it to the second round of the presidential election. Within the scope of the research procedure, the participants were first shown the advertisement videos. The order of the advertisement videos was randomly changed for each participant. Immediately after this screening, open-ended questions were asked through the software of Realeye.io. In the first part of the open-ended questions, demographic data (age and gender) of the participants were collected, and in the second part, the following questions were asked:

1. Which of the commercials you watched impressed you the most? Explain why.
2. What was the most memorable scene among the commercials you watched?
3. Which candidate did you vote for in the second round of the 2023 Presidential Elections?

The research has some limitations: The main limitation of the research is related to the



applicability of the technology. This is because the participants were required to have characteristics such as advanced eye disease, other physical ailments that prevent them from using the technology, mental disorders, and the ability to use the technology correctly. On the other hand, the research is limited to the boundaries of social sciences.

### Selection of Advertising Videos Included in the Study

The 2023 Presidential and 28th Term Parliamentary General Elections were held on May 14, 2023. The first round of the presidential election was between 3 candidates. In the first round, Recep Tayyip Erdoğan received 49.52 percent of the votes, Kemal Kılıçdaroğlu received 44.88 percent and Sinan Oğan received 5.17 percent (<https://secim.aa.com.tr/>). Thus, the 2023 presidential

elections remained to the second round held on May 28, 2023. In the second round, Recep Tayyip Erdoğan and Kemal Kılıçdaroğlu competed. The political advertisement videos shared on the YouTube platform by the parties represented by the candidates who made it to the second round were included in the study. On May 15, 2023, the 2.11-minute political advertisement titled “Prayers, Dreams, Hopes With You” shared on the AK Party YouTube channel received 3,481,230 views. On May 26, 2023, a 54th second political advertisement titled “Your Vote Will Surpass His Height” shared on the Republican People’s Party YouTube channel received 904,805 views. Viewing data was collected on August 12, 2023.

Figure 1 shows an excerpt from the political advertisement video titled “Prayers, Dreams, Hopes With You” with the song of the same name

Figure 1

“Prayers, Dreams, Hopes With You” advertisement



Figure 2

“Your vote will exceed his height” advertisement



performed by Della Miles, Kibariye and Yücel Arzen, which was shared on the AK Party YouTube channel on May 15, 2023.

Figure 2. shows an excerpt from the political advertisement video titled “Your vote will exceed his height” shared on the Republican People’s Party YouTube channel on May 26, 2023. The population of the study consists of men and women aged 18-55+. A total of 40 participants were included in the study, including 8 participants aged 18 (4 women and 4 men) and 32 participants aged 19-55+ (16 women and 16 men) who watched at least one of the advertisements selected as the sample and voted for the first time in the presidential elections held on May 14, 2023. This sample, which was included in the study from the population, was selected by convenience sampling from non-random sampling types. In line with the purpose of the study, no demographic data other than age and gender were collected from the participants included in the sample. In addition, 18-year-old individuals who cast their first vote within the scope of the research were specifically classified in a separate category. In fact, the number of voters who voted for the first time in the presidential elections was 4 million 904 thousand 672 (<https://data.tuik.gov.tr/>). For this reason, it is important to analyze the impact of political advertisements broadcasted in the 2023 elections on the first-time voters of Generation Z. Biometric research, by its nature, reaches saturation with a small number of participants as a threshold, and it becomes possible to collect in-depth, valid and secure data with a rapid field experience. Before the data collection process, an ethics committee report dated 11.08.2023 and numbered 436 was obtained from Aydın Adnan Menderes University Social Sciences and Humanities Research Ethics Committee. The eye tracking data of the participants were collected and analyzed with the software of Realeye.io. The data were collected between 11.08.2023 and 03.09.2023, corresponding to 3 weeks after the ethics committee approval. In the study, data were collected on political advertisement videos of the candidates who made it to the second round of the presidential

election. Within the scope of the research procedure, the participants were first shown the advertisement videos. Immediately after this, open-ended questions were asked through the software of Realeye.io. Prior to the data collection process, Aydın Adnan Menderes University Social and Humanities Ethics Committee of Sciences Research Ethics Committee dated 11.08.2023, number 436 report has been received.

## Findings and Interpretations

Table 1 lists the findings obtained from the demographic information of the participants.

Fifty percent of the participants were female

**Table 1**  
Profile of participants

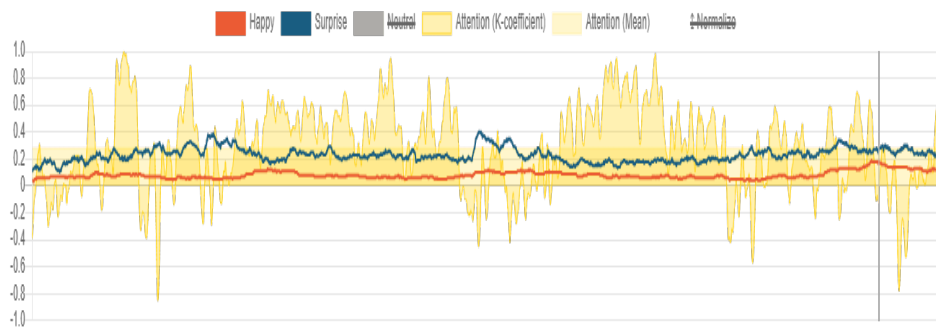
| Participants | Gender | Age | Participants | Gender | Age |
|--------------|--------|-----|--------------|--------|-----|
| P1           | F      | 23  | P21          | M      | 18  |
| P2           | F      | 27  | P22          | F      | 56  |
| P3           | F      | 23  | P23          | F      | 55  |
| P4           | F      | 24  | P24          | F      | 60  |
| P5           | M      | 32  | P25          | M      | 57  |
| P6           | F      | 50  | P26          | M      | 55  |
| P7           | F      | 43  | P27          | M      | 56  |
| P8           | M      | 25  | P28          | M      | 58  |
| P9           | F      | 26  | P29          | M      | 42  |
| P10          | F      | 35  | P30          | M      | 44  |
| P11          | F      | 51  | P31          | M      | 54  |
| P12          | M      | 51  | P32          | F      | 49  |
| P13          | F      | 61  | P33          | M      | 35  |
| P14          | F      | 18  | P34          | M      | 26  |
| P15          | F      | 18  | P35          | M      | 40  |
| P16          | F      | 18  | P36          | M      | 24  |
| P17          | F      | 18  | P37          | F      | 25  |
| P18          | M      | 18  | P38          | F      | 20  |
| P19          | M      | 18  | P39          | M      | 22  |
| P20          | M      | 18  | P40          | M      | 23  |

and 50 percent were male. Twenty percent of the participants are 18 years old, 20 percent are between the ages of 19-25, 20 percent are between the ages of 26-40, 20 percent are between the ages



**Figure 3**

Participant attention graph for the advertisement “Prayers, Dreams, Hopes With You”



of 41-55 and 20 percent are 55 years and above.

R.Q. 1: Is there a difference/similarity in the level of interest and attention of voters regarding political advertisements?

Differences were found in the level of interest and attention of voters regarding political advertisement videos. The participant attention graph of the findings obtained from the psychophysiological data of the participants is presented in Figure 3.

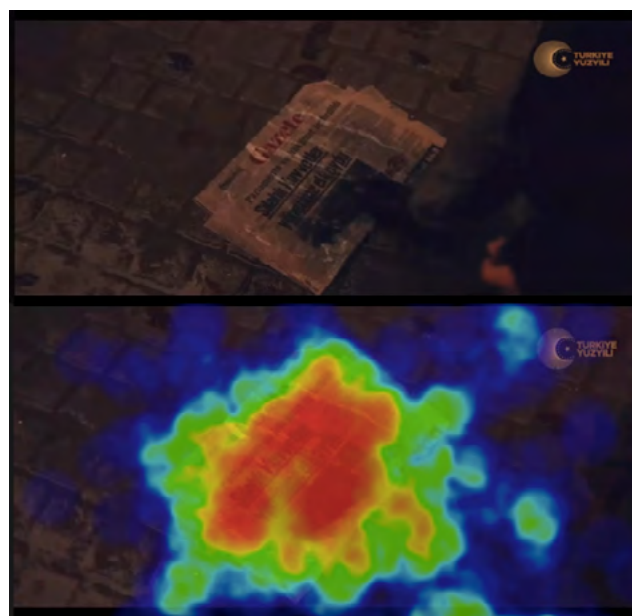
It is seen that the attention values of the participants who watched the advertisement were in the range of -0.8 to +1. The average visual attention value of the participants was measured as 0.38. It is observed that central attention reached the highest value in the 11th second of

the advertisement and in two different scenes belonging to the 1.24th minute. In the first scene where the central attention value reaches the highest value (+1), a newspaper is seen lying on the ground on an old street with cobblestone sidewalks in a rainy weather. The headline reads “Armed forces have seized power” and a citizen passing by steps on this newspaper. The temperature map of the first scene with the highest attention value is presented in Figure 4.

As seen in Figure 4, participants paid a high level of attention to the scene in which the newspaper on the sidewalk was stepped on. The fact that the citizen continued on his way by stepping on the newspaper can be explained with a connotation that coups are a thing of the past (Çakmak & Tavlan, 2023, p. 42), and the reason for the attention to the current scene can be evaluated in the context of

**Figure 4**

Temperature map of the scene with the highest (+1) attention value in the “Prayers, Dreams, Hopes With You” commercial



**Figure 5**

Temperature map of the scene with the highest (+1) attention value in the “Prayers, Dreams, Hopes With You” commercial



this connotation.

Figure 5 shows the heat map for the second scene in which the central attention value for Erdoğan's advertisement is the highest (+1). In the scene, President Erdoğan greets the applauding citizens in a rally area. This scene also corresponds to the chorus of the song used in the advertisement and the lyrics “Stand tall, don't bend” attract attention. This attention is associated with the connotative messages in the advertisement that Erdoğan is supported by a wide audience and works tirelessly (Çakmak & Tavlan, 2023, p. 46). In addition, in the heat map, visual attention is concentrated on the microphone behind Erdoğan. This can be explained by the participants' readiness to listen to a speech. Moreover, the fact that the participants directed attention to Erdoğan despite the crowd on the stage and the lighted background can be explained by the effect of the leader image in the advertisement (Boyraz & Balım, 2015; Baloğlu & Uçak, 2023). On the other hand, the participants responded to the question “What was the most memorable scene among the commercials you watched?” with the answers “Hagia Sophia scene”, “July 15 scene” and “The scene where the power comes from the Creator”. In addition, “Which of

the commercials you watched affected you the most? Explain why.” Among the participants who responded to the question, K9 (P/26) stated that Erdoğan's advertisement appealed more to their national feelings: “I was impressed by Erdoğan's advertisement because it stirs up national feelings, and the songs and images were worked on more”, while K11 (P/51), who touched on the same point, said: “I was more impressed by Erdoğan's advertisement. It included national values”. Another factor affecting the participants is that the advertisement appeals to their emotions. The prominent responses in this sense are as follows:

P5 (M/ 32): “Erdoğan, a more emotive and more inclusive and powerful advertisement”

P10 (F/ 35): “Erdogan because he is the leader of the century and they reflected that in the ad.”

P29 (M/ 42): “Erdoğan's ad is more striking and impressive”

P40 (M/ 23): “Erdogan because the words are very striking and meaningful”

P18 (M/ 18): “Erdoğan ad because it is more

emotional”

P23 (F/ 55): “Erdoğan ad because it made me emotional”

P37 (F/ 25): “Erdogan because he is a strong leader”

As can be seen, it was found that the participants were affected by national and spiritual elements. When the qualitative and quantitative data are evaluated together, the fact that the attention value of Erdoğan’s advertisement reached the highest value especially in two different scenes can be associated with the preference of emotional appeal type with positive advertising type and emphasizing national and spiritual feelings accompanied by lyrical themes (Baloğlu & Uçak, 2023, p. 182). In this sense, the psychophysiological data and discourses of the participants regarding the scenes where the attention value was found to be the highest (+1) are compatible with each other. From another perspective, the following responses stand out among the participants regarding the question “What was the most memorable scene among the commercials you watched?”:

P5 (M/ 32): “The moment the black artist starts singing. It creates a brief astonishment”

P38 (M/ 20): “Prayers dreams hopes chorus sung with you”

P28 (M/ 58): “The scene where the black singer sings”

P40 (M/ 23): “The scene where the refrain “You stand tall, don’t bend” is sung”

In another aspect, the participants were asked “Which of the advertisements you watched affected you the most? Explain why.” The following responses among the participants regarding the question are noteworthy:

P14 (F/ 18): “Erdoğan advertisement because the voices are so strong”

P34 (M/ 26): “I was impressed by the Erdoğan ad, the songs are impressive”

P39 (M/ 22): “I was impressed by Erdogan, the music and effects are beautiful and the message is powerful”

Similarly, these findings are in line with the heat map in Figure 23, where the lyrics “Stand tall, do not bend”, which corresponds to the chorus part of the song, were found to have the highest central attention (+1). The effect of the use of music as an element of emotional appeal in political advertisements (Vodinalı & Çötök, 2015; Ateş, 2016) may explain this compatibility. From another point of view, the following responses among the participants to the question “What was the most memorable scene among the commercials you watched?” are also noteworthy:

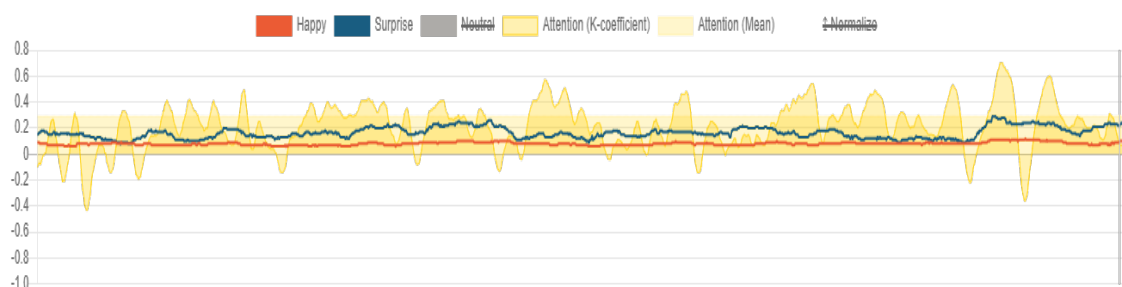
P26 (M/ 55): “The last scene of children hugging Erdoğan”

P37 (F/ 25): “Recep Tayyip Erdoğan hugging the children”

This is in line with the findings of Aydın, Tuncer and Demirel (2023, p. 3415), who found that the

**Figure 6**

Participant attention graph for the advertisement “Your vote will exceed his height”



**Figure 7**

Temperature map of the scene with the highest attention value (0.70) in the advertisement “Your vote will exceed his height”



child element, which attracts and maintains visual attention in the advertisement, creates significant differences in the number of participant focus.

It is seen that the attention values of the participants who watched the commercial were between -0.4 and 0.70. As seen in the graph, the highest score of the central attention value, +1, could not be reached in any scene. The average visual attention value of the participants in the commercial was measured as 0.33. The scene where the attention value was measured the most corresponds to the 47th second of the advertisement. In this scene, Presidential candidate Kemal Kılıçdaroğlu, together with Ankara Metropolitan Mayor Mansur Yavaş, Istanbul Metropolitan Mayor Ekrem İmamoğlu and Selvi Kılıçdaroğlu greet the citizens at the rally area. In addition, the slogan of the election period, “Those who love their homeland should come to the ballot box”, is spoken by Kılıçdaroğlu in the background. The low attention value of the advertisement can be argued to be due to the preference of a negative

type of advertisement. This is because Kılıçdaroğlu makes negative references to President Erdoğan throughout the commercial (Baloğlu & Uçak, 2023, p. 186). The heat map of the scene with the highest attention value is presented in Visual Figure 7.

Figure 7 shows the heat map for the scene where the central attention value for Kılıçdaroğlu’s ad was the highest (0.70). Although the main character of the political advertisement and the Presidential candidate was Kemal Kılıçdaroğlu, the participants paid attention to Ekrem İmamoğlu and Mansur Yavaş. This can be explained by the low visual leader image of Kemal Kılıçdaroğlu. Moreover, in response to the question “What was the most memorable scene among the commercials you watched?”, the following responses stand out among the participants:

P22 (F/ 56): “Mansur Yavaş greeting people on the balcony at the end”

**Table 2**

Mean visual attention and focus averages and percentage of interest for participants' eye data

| Visual Attention Average |                   | Average Amount of Focus |                   | Interest Percentage |                   |
|--------------------------|-------------------|-------------------------|-------------------|---------------------|-------------------|
| Erdoğan's ad             | Kılıçdaroğlu's ad | Erdoğan's ad            | Kılıçdaroğlu's ad | Erdoğan's ad        | Kılıçdaroğlu's ad |
| 0,35                     | 0,28              | 303,15                  | 122,67            | % 98.7              | % 87.6            |

P4 (F/ 24): "The scene with Ekrem Imamoglu"

P31 (M/ 54): "The scene with Ekrem Imamoglu and his wife"

P27 (M/ 56): "Mansur Yavaş"

P12 (M/ 51): "Mayors meeting with citizens"

P6 (F/ 50): "The scene where CHP counts the provinces it won"

In this sense, the psychophysiological data and discourses of the participants in the scene where the attention value was found to be the highest (0.70) overlap with each other. In addition, the participants gave the following answers to the same question:

P3 (F/ 23): "The scene where Kılıçdaroğlu said 'We shook in the first round, we will win in the second round'"

P8 (M/ 25): "The scene where he says your game is out of his league"

P13 (F/ 61): "The part with the slogan "Stand up Turkey"

This situation reminds once again the effect of slogans used in political advertisements (Balci, 2006; Fatema et al. 2022; Yüksel, 2023). Similarly, the question "Which of the advertisements you watched affected you the most? Explain why.", the following responses were given among the participants:

P6 (F, 50): "I was impressed by Kılıçdaroğlu's advertisement, because I saw the metropolitan mayors"

P17 (F, 18): "Kılıçdaroğlu because I saw my favorite mayors"

P16 (F, 18): "Kılıçdaroğlu ad because I voted for him"

P21 (F, 18): "Kılıçdaroğlu's ad because I am a CHP member"

P8 (M, 25): "Kılıçdaroğlu ad, because of my political views"

On the other hand, visual attention averages, focusing numbers and interest percentages of the participants' eye data also support all findings:

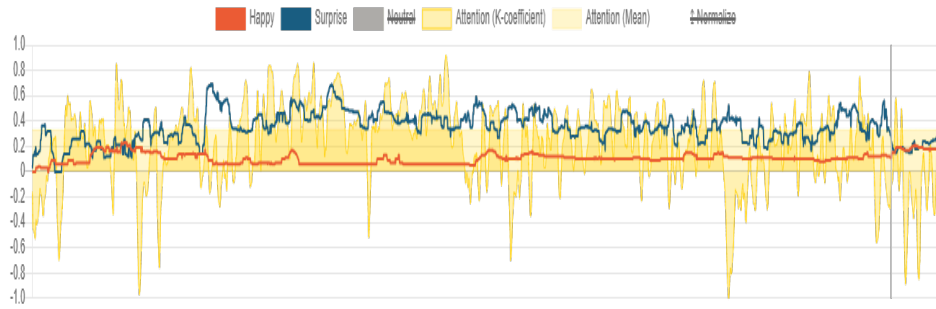
In addition, "Which of the commercials you watched affected you the most? Explain why." Among the participants who responded to the question, Erdoğan's advertisement appealed to their national feelings more, Table 2 shows the visual attention averages, focusing amount averages and interest percentages of the participants' eye data regarding Erdoğan and Kılıçdaroğlu's political advertisements. In this regard, it is seen that Erdoğan's political advertisement is significantly higher in terms of visual attention average, focusing amount average and interest percentage.

R.Q. 2: Is there a difference/similarity in the level of interest and attention of 18-year-old voters regarding political advertisements?



**Figure 8**

Participant attention graph for the advertisement “Prayers, Dreams, Hopes With You” for 18-year-old participants



In the second round of the 2023 presidential elections, differences were found in the level of interest and attention of 18-year-old voters who voted for the first time regarding the political advertisement videos broadcasted. The participant attention graph of the findings obtained from the psychophysiological data of the participants is presented in Figure 4.6.

It is seen that the attention values of 18-year-old participants who voted for the first time after watching Erdoğan’s advertisement were between -0.9 and 0.94. In this advertisement, the average visual attention value of the participants was measured as 0.31. The scene

where the central attention value reaches the highest value corresponds to the 0.57th second of the advertisement. In this scene, Erdoğan is seen boarding Turkey’s National Fighter Aircraft “KAAN” with a confident and smiling expression. In addition, the lyrics of the song “You defy pain” are played in the background. In this sense, the temperature map of the first scene with the highest attention value is presented in Figure 9.

Figure 9 shows the heat map for the scene with the highest central attention value (0.94) for Erdoğan’s advertisement. In this sense, it was found that the 18-year-old participants who cast their first vote paid attention to a different scene than the other

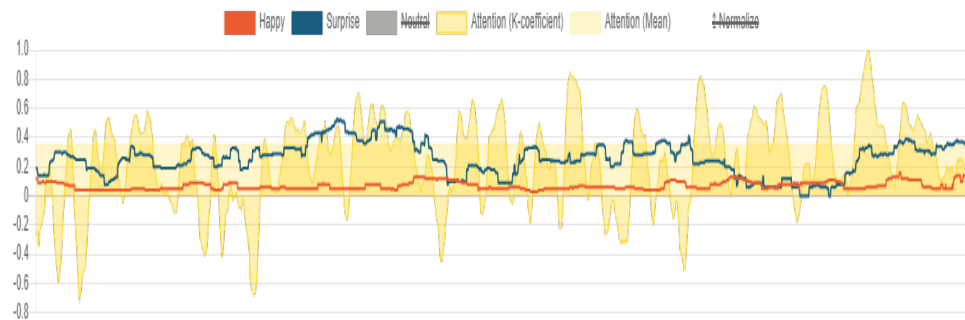
**Figure 9**

The heat map of the scene with the highest attention value (0.94) in the advertisement “Prayers, Dreams, Hopes With You” for 18-year-old participants



**Figure 10**

Participant attention graph for the advertisement “Your vote will exceed his height” for 18-year-old participants



participants in the 19-55+ age range. 18-year-old participants paid attention to Turkey's National Fighter Aircraft KAAN and the “patch” designs of aviation culture on the right shoulder of the flight jacket worn by Recep Tayyip Erdoğan. In these patches, ASTH (Heavy Class Attack Helicopter) is written on the upper side, while the patch worn on the lower side has a design specially prepared for KAAN, Turkey's National Fighter Jet. In addition, the responses of 18-year-old participants to the question “What was the most memorable scene among the commercials you watched?” support this finding:

P18 (M/ 18): “The scene where Erdogan boards the aircraft wearing a vest”

This can be explained by Recep Tayyip Erdoğan's vision of the “Teknofest Generation” (Yaman, 2022; Özüdoğru, 2023), which corresponds to the definition of a new generation that will rise with national capital and production. Moreover, the responses from the other 18-year-old participants to the question “What was the scene you remember the most among the commercials you watched?” are as follows:

P19 (M/18): “The scene with the old woman praying”

P17 (F/ 18): “Scene with people waving Turkish flags”

P15 (F/ 18): “The scene where they pray in Hagia Sophia”

P14 (F/ 18): “July 15th scene”

Thus, this situation is consistent with the data of other participants in the 19-55+ age range who were affected by Erdoğan's advertisement.

It is observed that the attention values of the 18-year-old participants who watched Kılıçdaroğlu's advertisement and cast their first vote were between -0.6 and 0.99. In this commercial, the average visual attention value of the participants was measured as 0.35. The scene where the attention value was measured the most corresponds to the 47th second of the advertisement, supporting the table in Figure 2. In this scene, Kemal Kılıçdaroğlu, together with Mansur Yavaş, Ekrem İmamoğlu and Selvi Kılıçdaroğlu, greets the citizens in the rally area. In addition, in the background, the slogan of the election period, “Those who love their homeland should come to the ballot box” is spoken by Kemal Kılıçdaroğlu.

Figure 11 shows the temperature map for the scene where the central attention value for Kılıçdaroğlu's ad was the highest (0.99). Similar to the temperature map in Figure 3.7, although the main character of the political advertisement and the Presidential candidate was Kemal Kılıçdaroğlu, 18-year-old participants also paid more attention to Ekrem İmamoğlu. On the other hand, the responses to the open-ended questions also support the attention value.

P21 (M/ 18): “The scene with Mansur Yavaş and Ekrem İmamoğlu”

**Figure 11**

Temperature map of the scene with the highest attention value (0.99) in the advertisement “Your vote will exceed his height” for 18-year-old participants



P20 (M/ 18): “I was impressed by the scene with CHP mayors”

P16 (F/ 18): “Ekrem Imamoglu’s balcony speech”

R.Q.3: Is there a difference between the mean visual attention and focus of the participants towards the advertisement videos of the candidate they support and the mean visual attention and focus of the participants towards the advertisement videos of the candidate they do not support?

Differences were found between voters’ visual attention averages and focusing amounts regarding political advertisement videos.

Table 3 shows the visual attention averages and focusing numbers of the participants who

watched Erdoğan’s political advertisement. In both categories, participants who voted for Erdoğan showed more attention. This can be explained by the fact that, as Boyraz and Balım (2015, p. 347) point out, AK Party voters find their party more fascinating, attractive and cheerful than voters of other parties.

Table 4 shows the visual attention averages and focusing numbers of the participants who watched Kılıçdaroğlu’s political advertisement. As can be seen, the highest attention to Kılıçdaroğlu’s advertisement came from his own voters. However, when Table 2 and Table 3 are compared, it is concluded that Kılıçdaroğlu voters focused more on Erdoğan.

R.Q. 4: Is there a gender-based difference in

**Table 3**

Data on Recep Tayyip Erdoğan’s political advertisement

| Visual Attention Average           |   | Average Amount of Focus            |   |
|------------------------------------|---|------------------------------------|---|
| Participants who voted for Erdoğan | Participants who voted for Kılıçdaroğlu | Participants who voted for Erdoğan | Participants who voted for Kılıçdaroğlu |
| 0,30                               | 0,27                                    | 247,4                              | 280,9                                   |

**Table 4**

Data on Kemal Kılıçdaroğlu’s political advertisement

| Visual Attention Average           |   | Average Amount of Focus            |   |
|------------------------------------|---|------------------------------------|---|
| Participants who voted for Erdoğan | Participants who voted for Kılıçdaroğlu | Participants who voted for Erdoğan | Participants who voted for Kılıçdaroğlu |
| 0,22                               | 0,29                                    | 101,2                              | 105,5                                   |

**Table 5**

Data on female participants

| Visual Attention Average      |                                    | Average Amount of Focus       |                                    |
|-------------------------------|------------------------------------|-------------------------------|------------------------------------|
| Erdoğan's advertisement video | Kılıçdaroğlu's advertisement video | Erdoğan's advertisement video | Kılıçdaroğlu's advertisement video |
| 0,30                          | 0,18                               | 265,9                         | 75,25                              |

**Table 6**

Data on Male Participants

| Visual Attention Average      |                                    | Average Amount of Focus       |                                    |
|-------------------------------|------------------------------------|-------------------------------|------------------------------------|
| Erdoğan's advertisement video | Kılıçdaroğlu's advertisement video | Erdoğan's advertisement video | Kılıçdaroğlu's advertisement video |
| 0,42                          | 0,35                               | 328,65                        | 219                                |

attention averages and focusing towards political advertisements?

In the second round of the 2023 presidential elections, gender-related differences were found in the attention averages and focus amounts of the participants regarding the political advertisement videos broadcasted.

Table 5 shows the data of female participants. Based on these data, it was found that the mean visual attention and the mean amount of focus for Erdoğan's advertisement were significantly higher between the two advertisements.

Table 6 shows the data of male participants. Based on these data, similar to Table 4, it was found that the mean visual attention and the mean amount of focus were significantly higher for Erdoğan's political advertisement. In addition, male participants were more affected by Erdoğan's political advertisement than female participants.

## Conclusion

Election campaigns correspond to the activities carried out in order to present party ideologies and candidate promises to the target audience during the election process. In this context, correctly directed and implemented election campaigns bring the desired political success. Political advertisements, which are presented with an interesting and persuasive mission on the

way to this success goal, are important in terms of mediating the understanding of political parties or candidates. On the other hand, revealing the impact of political advertisements broadcasted during election periods on voters is a necessary element in measuring political success. In this context, within the scope of this study, the impact of political advertisements on voters during the presidential elections held in 2023 was evaluated with the Psychophysiological Data Harvesting Technique, which offers a method approach based on the biometric and psychophysiological outputs of the participants.

In the second round of the 2023 presidential elections, differences were found in the level of interest and attention of voters regarding the political advertisement videos broadcasted. It was found that the attention values of the participants who watched the advertisement of Recep Tayyip Erdoğan were high. Within the scope of the research, the participants were asked the question "What was the most memorable scene among the commercials you watched?", and the participants who were influenced by Recep Tayyip Erdoğan's commercial emphasized "the scene of prayer in Hagia Sophia", "the scene of July 15th", and "the scene with the praying mother". From another perspective, in response to the question "Which of the commercials you watched affected you the most? Explain why." to the question 'Which of the commercials you have watched affected you the

most?', the responses of the participants who were influenced by Recep Tayyip Erdoğan's commercial emphasized that 'it stirs up national feelings' and 'national values are included'. As a matter of fact, Recep Tayyip Erdoğan's political advertisement, which mostly adopts the characteristics of positive advertising, frequently includes images of mosques, public meetings, rallies, the night of July 15, and images that support national and spiritual feelings and emphasize unity and solidarity, and in this sense, it establishes an emotional bond with the audience. The music used in the advertisement and the song composed for Erdoğan also emphasize lyrical themes. Thus, the theme of the advertisement and the psychophysiological data and discourses of the participants are compatible with each other.

It was found that the attention values of the participants who watched the political advertisement of Kemal Kılıçdaroğlu were low. Considering the heat map for the scene with the highest central attention value, the participants paid attention to Ekrem İmamoğlu instead of Kemal Kılıçdaroğlu, the Presidential Candidate. This situation supports each other with the answers given by the participants in response to the question "What was the most memorable scene among the commercials you watched?". Because the emphasis on "Ekrem İmamoğlu" stands out among the answers of the participants. On the other hand, the visual attention averages, focusing numbers and interest percentages of the participants' eye data reveal that Erdoğan's political advertisement has a high average and percentage in all categories among both political advertisements. Moreover, while the central attention value reached the highest score in two different scenes in Erdoğan's commercial, the highest score of the central attention value in Kılıçdaroğlu's commercial was not reached in any scene. On the other hand, in Kılıçdaroğlu's political advertisement, participants paid attention to Ekram İmamoğlu, not to him as the Presidential Candidate. This can be explained by the fact that Erdoğan's political advertisement adopted the positive type, whereas Kılıçdaroğlu's political

advertisement adopted the negative type.

Differences were found in the level of interest and attention of 18-year-old voters who voted for the first time regarding political advertisement videos. It was found that the attention values of 18-year-old participants who watched Erdoğan's advertisement were high. This finding supports the research of Tuncer, İcil Tuncer & Demirel (2025), who found that the visual attention and focus of Generation Z voters who cast their first votes in the 2023 Presidential Elections towards Recep Tayyip Erdoğan's advertisements were high. Also participants paid attention to the moment when Erdoğan boarded Turkey's National Fighter Aircraft KAAN. In addition, in response to the question "What was the most memorable scene among the commercials you watched?", 18-year-old participants who were influenced by Erdoğan's commercial emphasized "the scene where Erdoğan gets on the aircraft with a vest". This can be explained by Erdoğan's vision of the "Teknofest Generation" (Yaman, 2022; Özüdoğru, 2023), which corresponds to the definition of a new generation that will rise with national capital and production. On the other hand, it was found that the attention values of 18-year-old participants who watched Kılıçdaroğlu's advertisement were low. Supporting the findings of the participants in the 19-55 age range, although the main character of the political advertisement and the Presidential candidate was Kılıçdaroğlu, 18-year-old participants also paid attention to Ekrem İmamoğlu.

Considering the visual attention averages and focusing numbers of the eye data of the participants who watched Erdoğan's political advertisement, participants who voted for Erdoğan showed more interest in both categories. This can be explained by the fact that, as Boyraz and Balım (2015, p. 347) point out, AK Party voters find their party more fascinating, attractive and cheerful than the voters of other parties. On the other hand, considering the visual attention averages and focusing numbers of the participants who watched Kılıçdaroğlu's political advertisement, the highest interest in Kılıçdaroğlu's advertisement came from his own



voters. This result supports Çokluk (2022), who found that CHP respondents have high motivation towards the leader of the political party they vote for. However, it is concluded that Kılıçdaroğlu voters focused more on Erdoğan.

Within the scope of the research, gender-related differences were found in the mean attention and focusing amounts of the participants regarding the political advertisement videos. Based on the data of female participants, it was found that the mean visual attention and the mean amount of focus on Erdoğan's advertisement were higher with a high difference between the two advertisements. On the other hand, based on the data of male participants, it was found that the mean visual attention and the mean amount of focus for Erdoğan's advertisement were higher with a high difference. In addition, male participants who watched Erdoğan's political advertisement were more affected than female participants.

As a result, within the scope of the study, significant differences were found between the psychophysiological outcomes of the participants regarding the political advertisement videos broadcast during the 2023 Presidential elections. In this sense, participants showed high motivation to Erdoğan's political advertisement, and Erdoğan's political advertisement received high visual attention averages and interest percentages in all categories.

Finally, for future research, studies that offer the possibility of finding differences in audience perception of political leaders' videos of positive and negative political advertisement types may provide interesting data. Again, investigating the effect of the music element in political advertisement videos with the Psychophysiological Data Harvesting technique can be suggested for comparisons on interest and attention values.

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### Genişletilmiş Özet

Yürütülen seçim kampanyaları, seçim süreci içerisinde parti ideolojilerini aday vaatlerini hedef kitleye sunmak maksadıyla ortaya konan çalışmalara karşılık gelmektedir. Bu kapsamda doğru yönlendirilen ve uygulanan seçim kampanyaları, beraberinde arzu edilen siyasal başarıyı da getirmektedir. Bu başarı hedefine giden yolda ilgi çekici ve ikna edici bir misyon ile sunulan siyasal reklamlar, siyasal parti ya da adayların anlaşılmasına aracılık etmesi bakımından önemlidir. Öte yandan seçim dönemlerinde yayınlanan siyasal reklamların seçmen üzerindeki etkisinin ortaya konulması, siyasal başarının ölçülmesinde gerekli bir unsurdur. Nitekim bu bağlamda çalışma kapsamında 2023 yılında gerçekleştirilen Cumhurbaşkanlığı seçimleri sürecinde yayınlanan siyasal reklamların seçmen üzerindeki etkisi, katılımcıların biyometrik ve psikofizyolojik çıktılarına dayanan bir yöntem yaklaşımı sunan Psikofizyolojik Veri Hasadı Tekniği ile değerlendirilmiştir.

2023 Cumhurbaşkanlığı seçimlerinin ikinci turunda yayınlanan siyasal reklam videoları ilişkin seçmenin ilgi ve dikkat düzeyinde farklılıklar bulgulanmıştır. Recep Tayyip Erdoğan'a ait reklamı izleyen katılımcıların dikkat değerlerinin yüksek seyrettiği bulgulanmıştır. Araştırma kapsamında katılımcılara yöneltilen "İzlediğiniz reklamlar arasında en çok aklınızda kalan sahne neydi?" sorusuna, Recep Tayyip Erdoğan'a ait reklamdan etkilenen katılımcılar arasında gelen yanıtlarda; "Ayasofya'da namaz kılınan sahne", "15 Temmuz sahnesi", "Dua eden annenin olduğu sahne"

vurguları dikkat çekmektedir. Bir başka açıdan, katılımcılara yöneltilen “İzlediğiniz reklamlardan hangisi sizi daha çok etkiledi? Nedenini açıklayınız.” sorusuna, Recep Tayyip Erdoğan’a ait reklamdan etkilenen katılımcılar arasında gelen yanıtlarda “*milli duyguları depreştiriyor*” ve “*milli değerlere yer verilmiş*” vurguları dikkat çekmektedir. Nitekim Recep Tayyip Erdoğan’a ait olan ve ekseriyetle pozitif reklam türü özelliklerini benimseyen siyasal reklam; sıklıkla camiler, halk buluşmaları, mitingler, 15 Temmuz gecesi ve milli ve manevi duyguları destekleyen, birlik ve beraberlik vurgusunu öne çıkaran görüntüleri içermekte, bu anlamda izleyici ile duygusal bir bağ kurmaktadır. Reklamda kullanılan müzik ve Erdoğan için bestelenen şarkı da destekler şekilde lirik temaları ön plana çıkarmaktadır. Böylece reklamda işlenen tema ile katılımcıların katılımcıların psikofizyolojik verileri ile söylemleri birbiri ile uyumluluk arz etmektedir.

Kemal Kılıçdaroğlu’na ait siyasal reklamı izleyen katılımcıların dikkat değerlerinin ise düşük seyrettiği bulgulanmıştır. Merkezi dikkat değerinin en çok olduğu sahneye ilişkin sıcaklık haritası göz önüne alındığında katılımcılar; Cumhurbaşkanı Adayı olan Kemal Kılıçdaroğlu yerine Ekrem İmamoğlu’na dikkat göstermiştir. Bu durum, katılımcılara yöneltilen “İzlediğiniz reklamlar arasında en çok aklınızda kalan sahne neydi?” sorusuna karşılık katılımcıların verdiği cevaplar ile birbirini desteklemektedir. Zira katılımcıların cevapları arasında “*Ekrem İmamoğlu*” vurgusu dikkat çekmektedir. Öte yandan katılımcıların göz verilerine ait görsel dikkat ortalamaları, odaklanma sayıları ve ilgi yüzdesi de her iki siyasal reklam arasında Erdoğan’a ait siyasal reklamın tüm kategorilerde yüksek ortalama ve yüzdeye sahip olduğunu ortaya koymaktadır. Dahası Erdoğan’a ait reklamda iki ayrı sahnede merkezi dikkat değeri en yüksek skora ulaşırken; Kılıçdaroğlu’na ait reklamda merkezi dikkat değerinin en yüksek skoruna hiçbir sahnede ulaşamamıştır. Öte yandan Kılıçdaroğlu’na ait siyasal reklamda katılımcılar, Cumhurbaşkanı Adayı olarak kendisine değil; Ekram İmamoğlu’na dikkat göstermiştir. Bu durum, Erdoğan’a ait siyasal reklamın pozitif türü benimsemesine karşın Kılıçdaroğlu’na ait siyasal

reklamın negatif türü benimsemesi ile açıklanabilir.

Siyasal reklam videoları ilişkin ilk kez oy kullanan 18 yaşındaki seçmenin ilgi ve dikkat düzeyinde farklılıklar bulgulanmıştır. Erdoğan’a ait reklamı izleyen 18 yaşındaki katılımcıların dikkat değerlerinin yüksek seyrettiği bulgulanmıştır. Bu bulgu, 2023 Cumhurbaşkanlığı Seçimlerinde ilk oylarını kullanan Z Kuşağı seçmenlerinin Recep Tayyip Erdoğan’ın reklamlarına yönelik görsel dikkat ve odaklanmalarının yüksek olduğunu tespit eden Tuncer, İcil Tuncer ve Demirel’in (2025) araştırmasını desteklemektedir. Ayrıca araştırma sonuçlarına göre katılımcılar; Erdoğan’ın Türkiye’nin Milli Muharip Uçağı KAAN’a bindiği ana dikkat göstermiştir. Bu anlamda araştırma kapsamında katılımcılara yöneltilen “İzlediğiniz reklamlar arasında en çok aklınızda kalan sahne neydi?” sorusuna, Erdoğan’a ait reklamdan etkilenen 18 yaşındaki katılımcılardan gelen yanıtlarda “Erdoğan’ın yelek ile hava aracına bindiği sahne” vurgusu dikkat çekmektedir. Bu durum, Türkiye Yüzyılı’nın inşasında en çok gençlikten atılım bekleyen Erdoğan’ın milli sermaye ve üretimle yükselecek yeni bir kuşağın tanımlamasına karşılık gelen “Teknofest Kuşağı” vizyonu (Yaman, 2022; Özudoğru, 2023) ile açıklanabilir. Öte yandan Kılıçdaroğlu’na ait reklamı izleyen 18 yaşındaki katılımcıların dikkat değerlerinin düşük seyrettiği bulgulanmıştır. 19-55 yaş aralığındaki katılımcıların bulgularını destekler şekilde; konu olan siyasal reklamın esas karakteri ve Cumhurbaşkanı adayı Kılıçdaroğlu olmasına rağmen, 18 yaşındaki katılımcılar da Ekrem İmamoğlu’na dikkat göstermiştir.

Erdoğan’a ait siyasal reklamı izleyen katılımcıların göz verilerine ait görsel dikkat ortalamaları ve odaklanma sayıları göz önüne alındığında; her iki kategoride de Erdoğan’a oy veren katılımcılar daha fazla ilgi göstermiştir. Bu durum, Boyraz ve Balım’ın (2015, s. 347) da işaret ettiği üzere; AK Parti seçmeninin, partisini diğer partilerin seçmenlerinden daha büyüleyici, cezbedici ve neşeli bulması ile açıklanabilir. Öte yandan Kılıçdaroğlu’na ait siyasal reklamı izleyen katılımcıların göz verilerine ait görsel dikkat



ortalamaları ve odaklanma sayıları göz önüne alındığında, Kılıçdaroğlu'na ait reklama en yüksek ilgi kendi seçmeninden gelmiştir. Bu sonuç, CHP'li katılımcıların oy verdikleri siyasal partinin liderine karşı motivasyonlarının yüksek olduğunu ortaya koyan Çokluk (2022)'un araştırmasını desteklemektedir. Ancak Kılıçdaroğlu seçmenin Erdoğan'a daha fazla odaklanma gösterdiği sonucuna ulaşılmaktadır.

Araştırma kapsamında siyasal reklam videolarına ilişkin katılımcıların dikkat ortalamalarında ve odaklanma miktarlarında cinsiyete bağlı farklılıklar bulgulanmıştır. Kadın katılımcılara ait verilere dayanarak; her iki reklam arasında Erdoğan'a ait reklama ilişkin görsel dikkat ortalamasının ve odaklanma miktarı ortalamasının yüksek farkla daha fazla olduğu bulgulanmıştır. Öte yandan erkek katılımcılara ait verilerde Erdoğan'a ait reklama ilişkin görsel dikkat ortalamasının ve odaklanma miktarı ortalamasının yüksek farkla daha fazla olduğu bulgulanmıştır. Ayrıca Erdoğan'a ait siyasal reklamı izleyen erkek katılımcılar, kadın katılımcılara kıyasla daha fazla etkilenmiştir.

Sonuç olarak araştırma kapsamında, 2023 Cumhurbaşkanlığı seçimleri sürecinde yayınlanan siyasal reklam videolarına ilişkin katılımcıların psikofizyolojik çıktıları arasında önemli farklılıklar bulgulanmıştır. Bu anlamda katılımcılar Erdoğan'a ait siyasal reklama yüksek motivasyon göstermiş, Erdoğan'a ait siyasal reklam, tüm kategorilerde yüksek görsel dikkat ortalaması ve ilgi yüzdesi almıştır.

Son olarak, gelecek araştırmalara ilişkin; siyasal liderlerin pozitif ve negatif siyasal reklam türlerine ilişkin videolarına yönelik izleyici algısındaki farklılıkların bulgulanması imkanı sunan çalışmalar ilginç veriler sunabilir. Yine siyasal reklam videolarında müzik unsurunun etkisinin Psikofizyolojik Veri Hasadı tekniği ile araştırılması ilgi ve dikkat değerlerine yönelik kıyaslamalar için önerilebilir.

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