



# Ethics, Social Interaction and Cyberpsychology: Directors' Paradox

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## Abstract

The main aim of this study is to determine the directors' senses towards the relation among ethics, social interaction and cyber psychology. Within this scope, the survey form prepared towards this research is applied around six towns of İzmir province between 03/01/2022 -14/02/2022. 192 (n=192) directors about 44 female and 148 men are included in the study. The sense of directors' ethics and cyber psychology importance is determined to be at high level. As a result of factor analysis findings, cyber psychology from the point of gender; varies in dimension of affective- reactional, mechanic-dynamic interaction, motivational contingency and reflexive approach factors, ethics in terms of education and marital status variables; varies in dimension of executive attitudinal determinism, social interaction, cyberpsychology; varies in dimension of effective- reactional, mechanic-dynamic interaction, motivational contingency and reflexive approach factors, it has been observed that there is no differences in terms of age variables. The finding has been reached that graduate participants put more emphasis on the factors. It has been determined that cyberpsychology influences directors negatively in dimension of affective- reactional, mechanic-dynamic interaction, motivational contingency and reflexive approach and there is a positive linear relationship among ethics, social interaction and cyberpsychology. As a result, Cyberpsychology is seen as a new field within management and applied psychology.

## Keywords

*Management, Ethics, Social Interaction, Cyber Psychology*

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## **Ahlak, Sosyal Etkileşim ve Siberpsikoloji: Yönetici Paradoksu**

### **Öz**

Bu çalışmanın temel amacı, ahlak, sosyal etkileşim ve siberpsikoloji arasındaki ilişkiye yönelik yönetici algılarının belirlenmesidir. Bu kapsamda, araştırmaya yönelik hazırlanan anket formu 03/01/2022-14/02/2022 tarihleri arasında İzmir ilinde 6 ilçede uygulanmıştır. 44 kadın ve 148 erkek olmak üzere 192 (n=192) yönetici araştırmaya dahil edilmiştir. Yöneticilerin ahlak ve siberpsikoloji önem algısının yüksek düzeyde olduğu belirlenmiştir. Faktör analizi bulguları sonucunda cinsiyet açısından siberpsikoloji; etkisel-tepkisel, mekanik-dinamik etkileşim, motivasyonel durumsallık ve düşünümsel yaklaşım faktörleri boyutuyla farklılık gösterdiği, eğitim ve medeni durum değişkenleri açısından ahlak; yönetsel tutumsal belirleyicilik, sosyal etkileşim; sonuçsal yönelim, siberpsikoloji; etkisel-tepkisel, mekanik-dinamik etkileşim, motivasyonel durumsallık ve düşünümsel yaklaşım faktörleri boyutlarında farklılık gösterdiği, yaş değişkeni açısından farklılık bulunmadığı görülmüştür. Lisansüstü eğitim almış olan katılımcıların faktörlere daha fazla önem verdiği bulgusuna ulaşılmıştır. Siberpsikolojinin yöneticileri etkisel-tepkisel, mekanik-dinamik etkileşim, motivasyonel durumsallık ve düşünümsel yaklaşım boyutlarında negatif yönde etkilediği, ahlak, sosyal etkileşim ve siberpsikoloji değişkenleri arasında ise pozitif yönde doğrusal bir ilişki bulunduğu saptanmıştır. Sonuç olarak, Siberpsikoloji, yönetim ve uygulamalı psikoloji içinde yeni bir alan olarak görülmektedir.

### ***Anahtar Kelimeler***

*Yönetim, Ahlak, Sosyal Etkileşim, Siber Psikoloji*

## Introduction

It is observed that great numbers of researchers (e.g. Kant, 1785; Schopenhauer, 1841; Gibbs et.al.,1992; Kohlberg -Kramer, 1969; ..) focus on the sense improved about how the ethical issues are generally related to social process. Hume (1751: 25) points the social behaviour dimension; affectivity indicators of approval and disapproval of ethical attitudes. Frankena (1973: 17) points out that ethics is a concept that not a person but a society have or participate and also it is a rule maker system which includes more or less conscious decisions. By the sentence “in the first scene of ethics not something you and me do but something we do together become prominent” Korsgaard (1996: 275) and Janzekovic’s (2006: 47) approach related to importance of ethical and civil society idea mention that it means a larger ethical and social conscience meaning out of individual effort or just a group interest.

In Taylor (1989: 27)’s analysis there is the idea that psychologic and ethical ones are inseparable. According to Taylor, the self concept has always been together with the concept “good”, “good” is the center and what psychology should explain is how people live their lives. Ethics; identity, story and politics are closely nested and mutual founders. How are they interrelated how did they change on the way to modern West identity? Fundamentally Taylor’s answer for this question includes the thesis that it is necessary to accept how individualism and identity sence exist in specific ethical horizons.

Benson (2001: 109) argues that the rules define human ethics depend on the systems which expect evolved experiences to enable the final target of transferring gens to next generations. For example; Russell (1994: 78) argues that ethical contradictions (“good”-“bad”, “true”-“false”) infest the dynamic which is not stuck in relativism of sophist glasses, linguistic and shadeless contextlessness of morphism, legality, action and judgement to a mentality far from social dictate dimension. It is a significant conclusion in terms of individual’s objective freedom. The concept of ethics includes determining the right, good and proper things have to be done when you face with decisions related to other organisms. Sugden (2005: 53) explains ethics as; the emergent feature of social interaction between the individuals in a complicated order who represent conscience. Social interaction; is a social actions series, a dynamic among the individuals (or groups) change their activities and reactions according to interaction partners’partners. In another saying, developments that people give meaning, others interpret the meaning and reply accordingly. It

is accidental (it is also known as social contact), unplanned and probably not repeated. Social interactions consist of social activities underlie the social relations. At the same time, in social hierarchy social interaction is further than behaviour, active action, social attitude, social action and social contact and at more advanced level social relation concept follows it (Marmefelt, 2009: 22). About social interaction rules Goffman (1963: 146) explains complicatedly that individuals try to direct the impressions about how they are perceived around social world. He underlines how information is tried to be gained about specific interactions giving the clues of behaviours in the expressions given by both person and others. Interactive transformation in social cognition researches increasingly focus on how people affect each other about interactivity and understanding each other (Sebanz, et al., 2006: 72). Interaction role has been the main theme in developmental studies and in philosophy of mind (Gallager, 2008: 163). Despite this leaning, most social cognition researches focus on individual mechanisms and observational perspective (a subject observes others and try to explain or estimate behaviours). Although many of them discuss the importance of second person and participants' abilities, fundamentally they deal the third person sides of social cognitive processes.

Social interaction numerals in available accounts are considered not as a part of cognitive processes but as a part of individual cognitive processes, for example; on line or final target needs to make implicit mentalization (De Jaeger and Di Paulo, 2007: 486). Castells' (2001), primarily macro phenomena, world-wide political and socio economic conversion (Castells, 2017), social movements of individual and society, social isolation, exhaustion, commodification of human interactions and interpersonal complicateds emerge as a part of individual's adaptation to digital information age. Castells (2001) sharing his optimism about how network society create innovation, he points out less optimistic sides about continuous pressure of making contacts via virtual reality (Ivan, 2022).

According to Jaeger, Gallager and Di Paulo (2010: 443) another reason to analyze the role of social interaction is why there is not a specific definition. Mostly it is supposed that it does not express more than domination of the individual. Social interaction is a complicated fact includes various dimensions of verbal and non-verbal behaviours, variable contexts, number of participant and frequently technological mediation. Starting from interpersonal communication theories that combine continuous interdependence to understand usage of information and communication technologies (Walther, 2011:445) and human behaviours in interaction with others, the difficulties as combining on line and offline egotism, real-time decision making with industry 4.0, developed productivity, providing flexibility and agility, acting individual and social digital transformation and at industry 5.0 when community oriented unmanned technologies are included, social interaction remarks with the concept of cyberpsychology. Cyberpsychology area examines the psychology

of interactions among individuals, societies and digital technologies. It provides current extent of various subjects about on line behaviour and considers potential impacts of these interactions as offline (Whitty and Yyoung, 2016:3). Cyberpsychology exists to continue and formalise a scientific sense related to effect of democratised digital technologies on individuals, groups and wider society, dynamic processes and results. Although the statistical and theoretical researches in this field considerably based on internet usage, cyberpsychology also includes examining psychologic effects of cyborgs, artificial intelligence and virtual reality.

Cyberpsychology which is dealt as a new concept at director-digital and technological interaction in executive actions is a developing discipline focuses on human-machine interaction study. With cyberpsychology discipline, how people are impressed by technology in cognitive, social and behavioural dimensions, how they interact in online platforms and effects of cyber social interactions on individuals are examined, besides, individual and social interaction after being exposed virtual realities is dealt. Concordantly, the relation among ethics, social interaction and cyberpsychology and effect levels, determining sense of director towards relation between concepts is the main purpose of this study. Furthermore, cyberpsychology is examining how human mind and behaviour and technology culture especially virtual reality and social networks and social media influence directors. Cyberpsychology, professionals can gain a deeper understanding of how individuals navigate the online world, the effects of social media on mental health, and the implications of technology on personal and social relationships.

## **Literature Review**

### ***Ethics, Social Interaction and Administrative Dimensions***

Izraeli (1988: 127) expresses that ethical values and behaviours especially in an organization have to turn into action within the frame of social norms. He also expresses that administrators identify their own unethical behaviours as ethical in their way, personal interests, demands of legalising personal believes, lack of harmony between their believes and actions, contradictory actions (according to circumstances while showing less ethical attitude, they display more ethical attitude for some conditions e.g.bribery, favour, breaches etc.)

Although ethics does not need to be very systematic because it influences individuals as a system, someone who has ethical values finds out the necessity of accepting an ethical value system or another, believing and joining it and judging by it. It expresses that the third persons who judge the people do acts with a kindly distance, assume themselves as virtuous person. Jung (1936: 79) emphasises on inborn character to explain personality development in common unconscious (collective unconscious) and separates two big types of characterial structure from each other. He expresses introversion as discreet;

always in an unconfidence of the environment, insensitive to environment, extroversion; open to external world, make easy contact with people, externalise feelings easily and serves own talent to service of mental and emotive interaction.

The concept of ethic includes determining what the right good or proper thing to do is when faced with the decisions concern other organisms. Are there legal, social, communal essential principles which direct human activities and could they be used to obtain proper behavioural standards? Could it determine a binding law or rule system on rational creatures and could it discover the structure of this network rationally? It is assumed that most of human ethics can be based on the principles that most of ethics can be based on the principles which are entitled by Snell (1988: 126) as a self interest need to be based on mind and are informed by factual basis sufficiently. A range like this has been expected to honor the pluralism in modern societies and to allow the pluralism also in ethical principles.

Individual psychology concerns only one person and searches in what ways he/she tries to achieve satisfaction about instinctive needs. While doing this, lose sight of individuals' relations with other people rarely in only some exceptional conditions. Le Bon (1895), in his book that made him famous, transfers the psychological reasons cause the individual have spiritual change in mass. Identification has been long known by psychoanalysis as the first expression *ratione temporis* of emotional commitment for another person. It defines people who can not do without trusting someone else.

Hindered socialization and inordinate social behaviour have been implied as distinctiveness of too many psychiatric diseases. In civilized society human is always in need of cooperations and help of the great majority. Social interaction theory (SIT) is one of the most effective conceptional paradigms to understand organizational and executive behaviour. No matter it was before the beginning of social interaction, behaviour data the partners collected about each other replace the pre-assessments as the basis for following interaction. Evolutional approaches in social behaviour studies went through a refining process over the past decade. Social scientists accept that most or nearly all of behavioural variations they observe are learned. Although the evolutionists are inclined to dissociate favorism and reciprocity about importance of forming human behaviour by natural selection, considering their functional relations they assume the necessity of making possible historical reviews. Analysis of few sides of human social systems shows the existence of favorism and mutualism. It is liable to dispersal in genetically proper modes. They are both based on learning and find out effective questions about how it happens. According to evolutional perspective (a) genetic will probably be more visionary when it is considered as the historical power beyond functional sides of reproduction and social change, (b) in modern society a serious effort has

been exerted to include analyses of worrisome interactions and their representatives, (c) to distinguish various categories of this kind of mechanisms and to analyse their nature and effects the question “why proper proximate mechanisms develop” is used. This problematic is directed to social network and interaction dimension.

Social interaction is a social actions series, a dynamic among the individuals (or groups) change their activities and reactions according to interaction partners’partners. In other words, events that people give meaning to a situation, others comment the meaning and reply according to this. It is accidental (it is also known as social contact), unarranged and probably not repeated. For example; repeated/ unplanned actions like asking to a stranger for instructions or asking to the shop owner for existence of a product, etc. Interaction in a workplace (coming to work, personnel meetings etc.). Same processes are valid in family system. Social interaction in sociological hierarchy is at more advanced level than behaviour, action, social behaviour, social contact which follows the concept of social relation. In other words, social interactions consisting of social actions form the basis of social relations. However in sociological hierarchy social interaction is further than behaviour, action, social behaviour, social action and social contact and social relation concept follows it. In another saying, social interactions consisting of social actions form the basis of social relations (Marmefelt, 2009: 22).

Interactions are social as long as autonomy of mediators are not solved. If it becomes the only organizer of coupling like using a vehicle, it is not a social interaction anymore. The definition does not include these kind of cases for example; strong pressure. Moreover, just being together, even some types of commitment between mediators do not guarantee a self sufficient and common activity order automatically. This definition also excludes the conditions like observing a social scene distantly, lack of partnership and faith of existence of others. These kind of conditions are social in some way and have measurable cognitive effects but does not include interaction (Gallego, et.al., 2002: 816).

Social interaction is not limited with human types. As long as the conditions of the definition is confirmed, they can be valid for interspecies interactions or for interactions with aimed autonomic robots. Cognitive processes take place in social interaction may be conflicted. Even though social interaction usually seems natural, interactive processes are not automatic and deep cognitive processes like reflection, imagination and self monitoring may influence it (Jeager, Gallager and Di Paulo, 2010: 444).

On the other hand, mindscapes are dealt clearly as mental pictures formed in brain about how the world run. They program believed things, help forming the realities and they form a basis for decisions. What is done makes sense if it matches with mindscapes. Different mindscapes represent different realities:

while something seems logical with a mindscape, it may not seem logical with other mindscape. Various realities may prompt people to behave quite a change. As Şeyzeri (2013: 9) mentions one thing is certain that management advances on a basis. An unfounded management can not be existed and can not continue existence. This basis for management is like a head against the body. Just as a body can not live without a head so a management can not continue its existence. This basis has five essential elements and it survives with this basis. If one of these items harms, cracks appear in the basis and then the management structured on it collapses. The most important one of these items is ethics and wisdom. Since ethics incorporates some moralities like justice, equality, courage, duty, responsibility, belief, value etc., as long as one of these feature is missing its power and authority weaken, and can not carry sustain management. These features are like four items in body. Thus, it is impossible for the body to survive without these. In the absence of one of these, structural integrity of body fails and soul leaves that body. The head of the management shapes by heart and directs the hand; respectively reflexions on decisions and actions confirm or reshape heart and head. These connections and interactions say that the main condition of being a successful director necessitates to begin again from magic power of management, in other words mindscapes have to be changed even though it is not easy.

During management and organization processes, the contingency principle which has a realist view maintains validity. The managers are advised to improve behaviors and implementations towards the situation and not to be a stereotype.

Therefore the idea that the managers will be innovator and creator has been used as base. On the other hand, this approach has no theoretical basis. This executive is expected to know all alternative practice processes before making a move in a situation which is not always possible and uncertainties attract the attention in ethical applications (Doğanay, 2021: 178).

At this point, Sergiovanni (2015: 59), ethical authority approach remarks in modern management sense. According to Sergiovanni ethical authority is feeling, some social interaction ties, contractual societies (proper faith groups), duty and responsibilities, bully leadership and all these represent dangerous thoughts. On the other hand they are strong drugs as long as they are used regularly. Even though ethical leadership in modern management sense is designed to gather people on a common idea for devoted targets, ethical leadership dimensions include the equipment both provide integrity like the circulatory systems and divide people. There is a strong relation between management and ethical authority. Ethical authority is usually based on persuasion. In the basis of persuasion there are ideas describe both the aim and the eigenvalue of the group, values, items and contents. At the heart of persuasion there are ideas describe both the aim of the group and eigenvalue,



values, items and contents. The important point is not the directors selection among psychological, bureaucratic and ethical authority but contribution of this approach. But for the contribution ethical authority should be accepted as legal. Moreover, for management ethical authority should be the keystone of whole leadership applications of a person. In executive sense formalising the ethical dimensions of leadership and dealing the leadership as limits and acceptance of individual's management responsibilities are important steps into this direction (Sergiovanni, 2015: 19).

### **Perceptual and Anticipatory Social Interaction as Supplemental and Absorber Function for Directors**

According to Robbins (2017: 222) perception can be defined as individuals' regulation and commentation process of sensory impressions to add meaning to environment. Perception is an intellectual and also main cognitive or psychologic process that a person chose the data from environment, organise it and gets meaning from it. Human activities, feelings, thoughts or emotions are set off by perceiving environment. Stimulus are important as a subjective process. Perceptive inputs are the first level during the process that this perceiver come across some ideas like formal objects, events, people etc.. All these factors exist in environment. These factors provide stimulus to perceiver. When the perceiver interact with an stimulus, the sense that starts perception process actualize. It centers on object, event and people. Various stimulus are met around. Since human is also a part of environment, takes stimulus from it. There are two types of factors in environment. The first one is internal factor which is related to perceiver. The second one is external factor which is related to stimulus. To be logical stimulus have to be arranged anyway. There are various organizing stimulus. Image ground is one this data collection principles. This principle is known as image fundamental principle. Two things are kept in mind while collecting information, the first is focus, the second one is back ground. Decision is made on the basis of focusing considering back ground of the subject. For example, in many organizations, a perfect performance is revealed as focusing on promotions and it is contrary in some other organizations in which relation with seniors is the focus though the relations with seniors are accepted as back ground. It changes from an organization to another one. Various stimulus can be grouped as recognisable models based upon perceptual grouping, relationship and similarities. Grouping these stimulus helps people to perceive cases properly or how they want. And grouping is performed accordingly by them.

Managers in organizations have to move in concert with employees to achieve goals of organization. Perceptions of executives and employees form work environment climate and effectiveness. Perception is the exposition style. To have a true perception is an important talent for effective administration. It is important to understand that perception is shown via communication in

any small or big organization and therefore, it is a significant tool in management and administrative. What tells senior managers apart from each other is their abilities of managing perceptions during the process of dealing people and organizational problems. As a concept that people frequently observe or evaluate, the ability of being a manager and effectiveness turn into their own perceptions and it converts into reality (Robbins and DeCenza, 1995: 493).

According to Robins and Judge (2017: 225), a director takes notice of realising organizational targets. Perception affects employees behaviours. Therefore realities may not always be accepted. Accordingly, it is important to understand and check human sense and behaviour. When it comes to perceptual truness, there are five tender areas.

Expectations are essential actors for deciding how a person will perceive. It is about the condition of expecting a specific behaviour from a person. For example, if someone thinks that Mr. X never does anything good to him/her, so he/she always feel under the impression that Mr. X is wrong even Mr. X is right. Time, place and condition during communication play a significant role in perception. While Vroom's (1964,1985: 137) expectation theory separates effort, performance and results from each other, Maslow (1943) and Herzberg (1960) focus on the relation between internal needs and the effort reveals as a result of this is used. Vroom's expectation theory assumes that behaviour spiring from informed choice among alternatives like maximizing pleasure and reducing pain. Vroom expresses that an employee's performance is based on individual factors like personality, ability, information, experience and abilities. He indicates that effort, performance and motivation is related to a person's motivation. Vroom "Expectation Motivation Theory" is extended by de Porter and Lawler in 1968. Theory based on the hypothesis that behaviour is making an informed choice from a series of possible alternative behaviours. When it is exemplified as a manager; for one of the members of the team to chose this choice means chosing the true behaviour (working too much) if they perceive it as desired thing. Simply, this may mean they will win someone or they will not lose anythingfrom themselves. Expectation is the faith that you can achieve the targets (performance) determined by your director for you, if you work a lot (if you have effort). It is a very simple theory turns around a person's expectations, actions and reward of this kind of activity. It is understanding and actuating oriented. Expectation is the idea that increasing effort also increases performance.

1. **Physical place:** It includes place, location, light, heat, ventilation, basic features etc. As long as all these are available, people can perceive positively or otherwise.
2. **Social environment:** this includes human resource, people around you, affected parts or people you worry about or interest, and colleagues.
3. **Organizational Environment:** Hierarchy in the organization, organizational setup, structure etc. are included this. All these influence perception.

Perception is a selective process due to perceiving only limited information. They are characteristically selective. Selectly some features of stimulus are scanned and others are accepted. This kind of selective perception can be provided with various factors that can be classified as internal and external factors. Internals in selective perception (these are related to complicated psychological make up) are explained under the following titles by Robins and Judge (2017: 226):

1. **Self Concept:** a person's vision of the world is based on the concept or image about himself majorly. Own features of people influence the ones they can observe on other people. They chose the parts proper for themselves.
2. **Faith:** A reality is perceived about not what it is but what human is. It bowdlerize the inputs to protect deterioration of present beliefs.
3. **Expectations:** It is a mental perception filter about beliefs, expectations and values.
4. **Internal Need:** people in different needs, chose different items to remember different stimulus or to reply and experience them. In such cases, people perceive the items which are only consistent with the idea they desire.
5. **Reaction:** It expresses tendency of perceiving familiar stimulus rather than unfamiliar ones. For example, in an experiment people who have dominant religious values wasted less time to recognise the words like priest or minister but wasted more time to learn the words about economical values like cost or price.
6. **Reply Determinism:** This is a tendency stack determined by not obviousness of stimulus conditions but cognitive inclination. For example, a specific problem can be seem a marketing problem for an marketing labour, for an accountant it may seem a control problem and for a personnel it may seem a human resources problem. That is why people are trained to observe the case from only one perspective not from a different viewpoint.
7. **Perceptual defence:** refers to scanning the factors form conflict and threating conditions. They can even perceive the other factors which are not a part of stimulus condition.

According to Horney (1993: 334), there are two types of illusion and they are originated in physical and cognitive processes. Physical illusions stem from deformation in physical conditions, and cognitive processes result in too many illusions, but mostly they result in irritating events and more common image illusions. In this illusion, a line disappears behind the corner of a number; on the other hand, something seems in the wrong location appears again. For a manager being misperceived of the world around may cause severe problems for personnel. This is observed on nervous directors, because they can not read the situations properly and misbehave. They develop bad working relations and lord and sometimes conflict with senior staff. Therefore, perceiving and understanding by perception and mind is a strong and effective side of life. It can direct actions and thoughts. Perceptual and expectational processes of a director may reflect on his/her social communication positively or negatively.

### **Cyberpsychology, Dynamic Processes and Psychologic and Cognitive Behaviour in Virtual Reality Related to Resultative**

Cyberpsychology area examines psychology of interactions between societies and digital technologies. This attractive and accessible textbook serves a complete introduction to the course. Writers summarise the main theories, carry out the evolutions, determine the areas which need more research and discuss the ways to use digital technologies as a tool of research. Besides, it includes great deal of examples from real life, activities and topics of discussion for graduate students. Cyberpsychology provides current content of subjects about online behaviour and considers potential impacts of these offline interactions. For example: virtual identity, online appointments and relations (Whitty and Young, 2016: 3).

As a specific human behaviour type, human behaviour in cyber space is simply named as cyber behaviour. For recent 30 years, in various sectors of space comprehensive scientific information is collected rapidly to reveal several cyber behaviour types. It has become a generated research area and it is at the level of rapid growth now. Cyberpsychology or behavioural research has turned into an area arises out of developing field and will certainly become a permanent field in the future. (Yan, Kim, Hollingshead and Brandon, 2019: 307).

Starting with theories interpersonal communication theories that combine the usage of information and communication technologies (Walther, 2007, 2011, 2017) and interdependence human behaviours in communication with others, cyberpsychology approaches emerge with the difficulties that network society shapes as combining on-line and offline individualism. Within this dimension, Castells' concepts are used to explain primarily macro phenomenon, for instance, social movements (Castells, 2015), political and socio-economical worldwide change (Castells, 2017) and to discuss lesser

extend meso phenomenons. Social isolation, exhausting, commodification of human interactions and interpersonal conflicts emerge as a part of orientation to information age. Castells relates three meso-theory used in interpersonal communication field to explain on-line behaviours of interactive people focusing on main concepts of cyberpsychology network society theoretical frame and communication environment features: like Social being theory, Media richness theory and Social Identity Model of Disprivacied Effects (SIDE). Sharing Castells' optimism about how network society creates productivity and innovation, less optimistic parts are pointed out about continuous pressure of making relations via virtual reality (Ivan, 2022: 1).

Especially in executive actions cyberpsychology including director-digital and electronic, is a developing discipline focuses on human-machine interaction study. Cyberpsychology examines how people are influenced by technology, how they interact in on-line platforms and effects of cyber space interactions on people minds. Discipline also analyzes how people interact after and during experience of virtual realities (Kamensky, 2016: 226).

Publications include studies in the field of cyberpsychology has been remarked in recent years. "Cyberpsychology, Behaviour and Social Network" is a monthly magazine by Mary Ann Liebert, Inc. Publishers. Another related European web publishing magazine is "Cyber-psychology: Journal of Psychosocial Research on Cyberspace". Finally, English Psychology Association's Research Summary publishes articles on cyberpsychology regularly. Social media addiction is usually in focus. Social media addiction phenomenon may contribute the social platforms which cause dopamine by social network sites. Social media platforms like Facebook, Twitter Snapchat and Instagram can be shown as examples. At times should social network sites be accepted as a mechanism of dealing stress, loneless or depression, and social media usage may sometimes become a riddle. It provides people continuous awards they have never taken before and finally they get involved in cyber activity further more. As a result of continuous using as it may cause more than one interpersonal problem like ignoring real life relations, work or school responsibilities and physical health, also may compound the people's undesirable moods. Consequently, when social network users repeat pattern of circular undesirable moods with social media usage, social media psychological addiction level increases (Parsons, 2019: 379).

Kinnunen, Lindeman, and Verkasal (2016: 108) have dealt individual differences and prosocial behaviours in internet in a publishing under the titles of help and ethical brave towards cyberpsychology field. Since the question how personal characteristics and values related to willingness of taking part on-line prosocial behaviour, on-line helping and ethical individual activities take place in social media and other internet platforms, they research how much active internet and social media usage reduce individual differences on

on-line positive social behaviours. On the other hand they mentioned the question whether the relations between individual differences and prosociety behaviour are managed by internet or social media usage. It is expected that high exposure, extroversion and neurotic characteristics encourage helping/sharing (Hypothesis1) and high neuroticism, extroversion and scrupulousness encourage ethical courage (Hypothesis2), besides, high sadist features are expected to reduce helping and increase ethical courage (Hypothesis3). In conclusion, the study has been shaped in the dimension of high overreach values encourage ethical courage, helping and granting (Hypothesis 4) and high openness to change values encourage ethical courage (Hypothesis5). 32 articles about prosocial behaviour have been served to participant as on-line. Consequently, to search interactions between social media usage and personal characteristics Exposure and Extroversion education analysis have been performed and visualisation of interactions, training tests show that social media usage lessen the effect of accommodation. Helping rate of extroversion people is higher in internet and this relation is stronger with active social media users against less active ones. Social media usage and extroversion interaction the finding is approached that active social media users' helping possibilities are higher in condition of being lower than high extrovert ones. Sadist tendential participants are more disposed to get brave steps in terms of ethics when they witness to injustice.

The key of understanding tidiness in human thoughts, feelings and overt behaviours is to know their personalities. While most fields of psychology research specific sides of human behaviours for example like perception or memory, personality psychology regards the individual as an incorporator unit. According to Amichai-Hamburger (2002), personality is important in cyberpsychology. He assumes that personality in internet researches is usually ignored. He asserts that when people are on-line, they behave different from when they are off-line and one of the main reasons of this is their personality. There are a good deal of articles focus on various personality theories and show the importance of understanding on-line human behavior have been published in this field. As internet gains an increasing importance in peoples' life, significance of the studies on internet usage also increases. Personality theory has to be focused to show how compulsory is examining the interaction among personality, internet and psychology (Amichai-Hamburger and Etgar, 2019: 38).

According to Attrill (2015: 39), cyberpsychology provides excognitive and wide range of explanation about on-line behaviour and opportunities, difficulties and risks served by these behaviours. Attrill, who offers various aspects about individuals' interaction identity with on-line platform and its effects on behaviors, emphasizes that most parts of the people's lives are directed on-line from social interactions to relations, inquiring information and consultancy, crime.

Cyberpsychology is a characteristic entrance to fast growing and expanding part of daily life. Behavioural results of on-line world are important with cyberpsychology. Cyberpsychology (is also known as internet psychology or web psychology) is a developing area which researches how technologies like computers and internet influence way of individual and group thinking. It is a mostly research oriented field that cyberpsychologists research commonly on-line personality development, on-line relations, technology related addictions and transferring to computers. However, cyberpsychology is not limited with searching how technology evaluates people's interaction and communication styles. At the same time, it also cares how people and technology communicate each other. They are also research subjects for cyberpsychologists who try to develop a clear understanding about how technological developments like virtual reality and artificial mind continue to change human informatics, communication and behaviour (Parsons, 2019: 3). Moreover, When the literature in the field of cyberpsychology in Turkey is examined, it is seen that there are insufficient studies.

## **Research**

### ***The Purpose of the Research***

The main purpose of this study is to determine directors' perceptions about ethics for managers, social interaction and cyberpsychology

### ***Data Collection Tools***

As the data collection method a survey is applied with Simple Random technique. Survey form is prepared based on various measurement tools obtained as a result of review of literature. The first six terms in the survey form that consists of 44 terms are related to socio-demographic features of managers. For the survey form used as a data collection tool benefitted by internet anxiety scale developed by Brosman, Duffield, et al. (2007) and adapted into Turkish by Akin (2012), virtual platform loneliness scale developed by Morahan and Martin (1999) and adapted into Turkish by Korkmaz, et al. (2014), the scale of reactions to the problems in workplace developed by Lewicki and Minton (1992) and adapted into Turkish by Keskin (2016), Dysfunctional Attitude Scale (DAS) developed by Weissman and Beck (1978).

It has been adapted into Turkish by Şahin and Şahin (1992). The scale aims to measure the attitudes that individuals sometimes defend and believe. The scale Sociotropi-Autonomy Scale (SAS) developed by Beck et al (1983) and consisted of 30 terms towards determining personality features that are on people and autonomous personality and adapted into Turkish by Şahin, Uluşoy and Şahin (1993) is benefitted. Rosenbaum's Learned Resourcefulness Schedule "RLRS" developed by Rosenbaum (1980) is a measurement tool that measures to what extent the individual use the cognitive strategies for managing stress qualifiedly. Rotter's Internal- External Locus of Control Scale that carries the quality of measuring the position of individuals' generalised

control expectations on internality exteriority dimension, general expectation about intensifiers are under control of inside or outside Powers of people (luck -fate) and developed by Rotter (1966) is benefited. The scale adapted into Turkish by Dağ (1991). Submissive Acts Scale "SAS" developed by Gibert and Allan (1994) adapted into Turkish by Şahin and Şahin (1992). As scale type and quality it determines self evaluation and submissive social behaviours.

Considering the measurement tool prepared by Abdala et al. (1994-1998) on nepotism and favoritism and benefited for domestic -foreigner studies is defined with five items. Nepotism and Favoritism are defined as behaviours against the rules, unprofessional approach and implementations damaging organizations (Abdala et al, 1998). While describing these five items, also Kluckhohn and Strodtbeck's (1985) approach about culture and frequently preferred in inter-cultural studies Hofstede (1984), Hofstede and Bond's (1988) researches are benefited. Decision making styles scale developed by Scott and Bruce (1995) consists of five sub dimensions and turning the individual differences into action during executives' decision making process styles of approaching problems are also measured. In measurement tool used in the research adaptation is made from decision making styles scale developed by Scott and Bruce (1995) for description of six items. From directors management style scale prepared considering executive style classifications (Davis, 1988; Glickman et al., 1998; Kağıtçıbaşı, 1999; Başaran, 2004; Glickman and Gordon, 2014; Üstüner, 2016) 25 items have been examined and two items have been adapted and included. In terms of management, directors management style scale is developed by Çoruk and Akçay (2012) and construct validity is tested. Three items have been prepared benefiting from mentioned measurement tools. Six items have been prepared making benefit from scales adapted into Turkish like

Faith/ Worldview Scale developed by Faith development theorist Fowler (1981) and Ok- Religious Attitude Scale prepared by Ok (2011) considering information, feeling and behaviour factors, Intrinsic/Extrinsic Religiousness Scale by Allport and Ross (1967) and scales adapted into Turkish as Religious Education Scale by Kayıklık (2000). While preparing the five items in measurement tool, following scales have been benefited; Lickona (1991) Ethical Maturity, Kohlberg (1994) Ethical Judgement, Rest (1979) Determining Ethical Values, Kaya and Şengün (2011) Ethical Maturity Scale and Ethical Disengagement Scale adapted into Turkish by Yalçın et al, (2016). Three items have been prepared benefiting from scales like Multidimensional Business Ethics Scale Measurement developed by Miller et al, (2002), Attitudes Scale Towards Business Ethics developed by Neumann and Reichel (1979), Scale of Attitude and Behaviour Perception adapted into Turkish by Yücel and Çiftçi (2012). Three items take place in measurement tool is prepared benefiting from Leader Member Change Model Scale developed by Liden and Maslyn (1998),



Organizational Confidence Level Scale developed by Brashear et al, (2005) and studies of Aslan and Özata (2009). One item is prepared adapting from Social Interaction Anxiety Scale developed by Leary and Kowalski (1993) and Coşkun's (2009) adaptation study. The last four items take place in the measurement tool is prepared benefiting from Multidimensional Interactive Leadership Scale developed by Bass and Avolio (1993) and adapted into Turkish by Canbaş (2004) and the doctoral thesis survey entitled "Effects of ethics and social interaction on activity coordination." Survey data in the research have been evaluated with analysis performed by using Statistical Program for Social Sciences-SPSS 15.0. Responses of the answers given according to Likert Scale are like "strongly disagree (1), "disagree (2), "undecided(3), "agree (4) and strongly agree(5)". It has been prepared using five point Likert Scale.

The survey form prepared for the research is consisted of three main parts. In the first part independent variables like age, gender, education level, marital status, ethics and cyberpsychology perception take place. In the second part suggestions in the context of ethics, social interaction and internet (social network-social media) take place. In the third part terms on cyberpsychology have been given place. Responses of answers are like; 1-Strongly Disagree, 2-Disagree, 3-Neither Agree or Disagree, 4-Agree, 5-Strongly Agree. 44 suggestions have been collected under six factors as a result of factor analysis.

### **Data Collection and Analysis**

The empiric study within the scope of research is performed in İzmir province. The population is limited with six (6) towns. Data collection tool in the scope of research is collected and evaluated between 03/01/2022 and 14/02/2022. Within the research, necessary permits, ethics committee approvals, confirmations forms have been arranged. The population of the research is constituted by totally 225 managers of whom 57 manageress and 168 managers. 192 measurement tools as 44 manageress and 148 managers returned and sample is determined as  $n=192$ , has been included in statistic program. Simple random sampling is applied in the research and analyses performed via  $p=0,5/q=0,5$  sampling error.

### **Hypotheses of Research**

In the research, four basic hypotheses that bring initiatives to the subject take place:

- H<sub>1</sub>:** The moral factor is perceived as important.
- H<sub>2</sub>:** The social interaction factor is perceived as important.
- H<sub>3</sub>:** The cyber psychology factor is perceived as important.
- H<sub>4</sub>:** Factors f1, f2, f3, f4, f5 and f6 differ in terms of independent variables (gender, age, marital status and educational status).

**H<sub>5</sub>:** Cyberpsychology negatively affects the f1 (Morality (Managerial Attitudinal Determinism)) and f2 (Social Interaction (Consequential Orientation)) dimensions.

**H<sub>6</sub>:** There is a linear relation among Ethics, Social Interaction and Cyberpsychology variables

## Findings

### *Findings towards Socio- Demographic Variables*

The managers' participated in the survey (n=192), general age average and standard deviation is (min — max= 25-64), age average is 39,1 ± 4,88. The female's (n= 44) age average and standard deviation is 43,9± 5,48. It is observed that %22,9 of participants are female (n=44) and %77,1 of participants (n=148) are male.

In Table 1. Findings towards variable analysis are presented.

**Table 1.** Distribution by Socio-Demographic (Independent) Variables (Demographic Characteristics of Participants (n =192))

Demographic Information		n	%
Gender	Female	44	22,9
	Male	148	77,1
	Total	192	100,0
Marital Status	Married	118	61,5
	Single	74	38,5
	Total	192	100,0
Educational Status	Bachelor's Degree	166	86,5
	Post Graduate	25	13,0
	Doctorate and Superior	1	0,5
	Total	192	100,0
Age	25-35	45	23,4
	36-45	65	33,9
	46-55	72	37,5
	56 and over	10	5,2
	Total	192	100,0

### *Findings towards Ethics and Cyberpsychology*

It is determined that Ethical value of managers (n=106) high for %55,2 and (n=3) very low for %1,6 and towards cyberpsychology value perception (n=90) is high for %46,6 and (n=10) for %5,2 is very low and low. (Table 2)

**Table 2.** Ethics and Cyberpsychology Value Perception Analysis (n=192)

Level		n	%	Level		n	%
Ethical Value Perception	Very low	3	1,6	Cyberpsychology Value Perception	Very low	10	5,2
	Low	17	8,9		Low	10	5,2
	Mid	41	21,4		Mid	16	8,3
	high	106	55,2		high	90	46,9
	Very high	25	13,0		Very high	66	34,4
	Total	192	100,0		Total	192	100,0

### ***Findings towards Reliability/Validity of Measurement Tool and Factors***

For the structure consist of 44 suggestions Kaiser-Meyer-Olkin value is 0,914 and it is found meaningful as a result of Bartlett Globalisation Test ( $\chi^2=169,198$ ,  $sd=4$ ,  $p=.00$ ).  $H_0$ : it is denied that correlation matrix is unit matrix. Diagonal value of anti-image correlation matrix has value about 1000. With reference to these findings it is confirmed that the suggestion with 44 items is available for factor analysis and as a result of factor analysis, six factors explain total variance have been constructed at rate of % 75,139. Cronbach Alpha value is 0.972. By analysis performed for six factors internal consistency is provided. According to this conclusion, it has been determined that the factors pointed by suggestions of the survey explain the subject at a high confidential level. Factor analysis has been actualised within the scope of principal components analysis. By the total variants, it explains the six factors total variant at the level of %75,02. The first factor explains total variant at level of %20,847, the second factor %16,777, the third factor %14,543, the fourth factor %10,147, the fifth factor %8,628, the sixth factor %4,543. Within this frame, factors and names are as folloes f1: Ethics (Executive Attitudinal Decisiveness), f2: Social Interaction (Resultative Tendency), f3: Cyberpsychology (Affective-Reactional), f4: Cyberpsychology (Mechanical- Dynamic Interaction), f5: Cyberpsychology (Motivational Contingency), f6: Cyberpsychology (Reflective Approach) (Table 4).

According to one sample t-test findings, it is defined that each single factor is observed as significant by participants. Within this scope,  $H_1$  f1: f1: Ethics (Executive Attitudinal Decisiveness), f2: Social Interaction (Resultative Tendency), f3: Cyberpsychology (Affective-Reactional), f4: Cyberpsychology (Mechanical- Dynamic Interaction), f5: Cyberpsychology (Motivational Contingency), f6: Cyberpsychology (Reflective Approach) hypotheses have been accepted within each single factors (Table 3).

**Table 3.** One Sample t-Test within the Scope of Faktors

N=192		$\bar{x} \pm s$	One Sample t test (Test Value $3 \leq \mu$ )	
			t	P
f1	Ethics (Executive Attudinal Decisivenes)	3,8±,55	25,278	,000
f2	Social Interaction (Resultative Tendency)	3,6±,55	12,317	,000
f3	Cyberpsychology (Affective-Reactional)	3,7±,52	22,842	,000
f4	Cyberpsychology (Mechanical-Dynamic Interaction)	3,9±,52	24,421	,000
f5	Cyberpsychology (Motivational Contingency)	3,5±,53	18,656	,000
f6	Cyberpsychology (Reflective Approach)	3,7±,55	19,736	,000
<b>General Ethics- Social Interaction</b>		<b>3,9±,53</b>	<b>19,757</b>	<b>,000</b>

According to One Sample t-Test analysis findings, since f1 factor t-test value is 25,278, degree of freedom is (df) 412, "sig." value is  $p < ,000$ , it can be decided as important. At this stage, "H<sub>1</sub> factor is perceived as important" hypothesis is accepted. Since f2 factor t test value is 12,317, degree of freedom is (df) 412 "sig." value is  $p < ,000$ , it can also be determined as important. According to  $P < 0.05$  value, because  $p < ,000$ , existence of a meaningful difference can be mentioned. It can also be decided as important because f3 t test value is 22,842, degree of freedom (df) is 412 "sig." value is  $p < ,000$  and also f4 factor can also be accepted as important because t test value is 24,421, degree of freedom (df) is 412 "sig." value is  $p < ,000$ . According to  $P < 0.05$  value, since  $p < ,000$ , a meaningful difference can be mentioned. Because f5 factor t test value is 18,656, degree of freedom (df) is 412 "sig." value is  $p < ,000$  and f6 factor t test value is 09,736, degree of freedom (df) is 412 "sig." value is  $p < ,000$ , it can also be decided as important (Table 3).

**Table 4. Factor Analysis and Descriptive Statistics (Validity and Confidence of Measurement Tool)**

Expressions	Factor Dimensions	Components						Cronbach Alpha General = ,944
		f1	f2	f3	f4	f5	f6	
Complive, emotional and social sufficiency of a director is significant.	A. (Executive Attitudinal Decisiveness)	,898	,433	,126	-,339	,420	-,025	,957
Ethical values are not related to business world.		,894	,448	-,055	-,413	,475	,049	,956
Arriving the news and information to me from senior management lately concerns me		,885	,160	,183	-,401	,501	-,145	,924
Controlling feelings can be a role model earning confidence and respect of followers		,876	,453	,126	-,462	,487	-,108	,915
Exhibition of misleading behaviours by managers to increase successes		,871	,448	-,055	-,417	,332	-,131	,989
In house conflict of interest is normal		,843	,048	,535	-,375	,191	-,111	,937
People may behave as a part of a group rather than behaving individually.		,831	-,059	,201	-,179	,107	-,115	,809
The necessity of managers being honest and confidential		,794	-,077	,128	-,073	-,102	-,445	,849
Possibility of receiving in house inequality as normal.		,787	-,077	,176	-,286	,343	,001	,909
Feeling obliged for behaving always well to other people		,774	-,011	,200	-,312	,038	-,210	,756
Telling thoughts and feelings even others dislike it		,755	,211	,128	-,347	,149	-,041	,798
Necessity of being tolerant to criticism		,751	-,077	,126	,453	,126	,025	,724
Various ways can be tried within the concept of interests		,745	,035	-,072	,035	-,072	,035	,789
Significance of belief-related elements		,734	,096	-,050	,098	-,050	,096	,957
Significant roles of social platforms on social relations		,725	,056	-,073	,056	-,073	,056	,936
Possibility of effective use of social networks by executives		,712	,022	,051	,022	,051	,022	,824
Responsibility of executives about social media employees		,680	,011	,021	,011	,021	,011	,815
Social media shares of employees are not interest of managers		,651	-,247	-,024	-,247	-,024	-,247	,889
Managers may easily share their thoughts, ideas and social life		,580	-,372	-,014	-,312	-,014	-,312	,737
Effective role of all institutional activities for individual introduction in social media		,547	,084	,132	,084	,132	,084	,709
Social media as a platform for exhibiting life and successes of peoples		,223	,945	-,126	-,016	,024	,243	,849
Like and share flow in social media platforms as a reward area		,058	,938	,209	-,044	,076	,079	,909
Possibility of gaining social effect via forming respect and self realization in social media		,034	,822	,273	-,041	,232	-,163	,756
Possibility of negatives effects of negative news about managers in all spheres in social media		-,092	,814	,235	-,017	,205	,055	,708
Tendency of behaving in on-line platforms different from face to face conditions		,223	,749	-,126	-,016	,024	,243	,950
Organizational executive processes		-,046	-,230	,915	-,231	,118	-,231	,950
Other addiction		,123	-,273	,885	,535	,098	,535	,951
Social interaction		-,139	-,177	,714	,495	,094	,495	,943
Monitoring behaviour		,055	-,074	,698	,586	,067	,586	,809
Social isolation		-,105	,365	,583	-,400	-,083	,400	,812
Virtual leadership		,157	,299	,567	,320	-,106	,320	,782
Traditional directorate		,141	-,345	,055	,757	-,045	-,223	,950
Social sharing		,006	,005	-,105	,745	-,186	-,254	,880
Academic sharing	-,100	,126	,157	,724	-,100	-,308	,746	
Individual fundamental rights and freedoms	-,077	,274	,141	,719	-,200	-,338	,782	
Ethical values and judgements	,066	,124	,006	,720	-,045	-,323	,725	
Stress	-,260	,045	-,100	-,147	,783	-,240	,926	
Expectations	-,183	,088	-,077	,163	,779	-,155	,812	
Self-Respect	-,027	,176	,055	-,012	,772	-,274	,723	
Perception	,114	-,008	,594	-,155	-,426	,797	,850	
Attitudes and Behaviours	,161	-,168	,667	-,274	-,440	-,789	,792	
Career and Academic Improvement	-,015	-,366	,605	-,247	-,461	,654	,830	
Reality	-,084	-,125	,757	-,330	-,208	,574	,819	
Communication and cooperation	-,104	-,202	,722	-,301	-,404	-,569	,843	
SP(Reflexive Approach)							,864	
SP(Motivational Contingency)							,846	
SP(Effective Interaction)							,912	
SP(Mechanical-Cybernetic)							,896	
SP(Social Interaction)							,942	

Within the scope of research H<sub>2</sub> hypothesis (...factor shows difference in terms of .... variable) has been accepted for gender in the scope of f3, f4, f5 and f6 factors.

H<sub>2</sub> hypothesis has been accepted in six factors in terms of educational level. The finding has been reached that the participants who had post graduate education overemphasise to factors. H<sub>2</sub> hypothesis merital statue has been accepted with six factors dimension. In terms of age variable, H<sub>2</sub> hypothesis has not been accepted. Findings towards H<sub>2</sub> hypothesis which is accepted take place in Table 5.

**Table 5.** Findings for Factors and Independent Variables

Factor	Variable subgroups	N	$\bar{x} \pm s$	t	p
A.(Executive Attitudinal Determinism)	Bachelor's Degree	166	3,8±,54	25,265	,000
	Post graduate	26	3,7±,56		
S.E. (Resultative Tendency)	Bachelor's Degree	166	3,7±,52	23,871	,000
	Post graduate	26	3,9±,54		
SP.(Effective-Reactional)	Bachelor's Degree	166	3,9±,55	26,255	,000
	Post graduate	26	3,6±,57		
SP.(Mechanic-Dynamic)	Bachelor's Degree	166	3,7±,54	27,355	,000
	Post graduate	26	3,5±,56		
SP.(Motivational Contingency)	Bachelor's Degree	166	3,7±,52	28,309	,000
	Post graduate	26	3,5±,55		
SP.(Reflexive Approach)	Bachelor's Degree	166	3,8±,56	17,701	,000
	Post graduate	26	3,2±,57	19,318	,000
SP.(Effective-Reactional)	Female	44	3,3±,51	19,318	,000
	Male	148	3,8±,56	14,842	,000
SP.(Mechanic-Dynamic)	Female	44	3,6±,54	16,564	,000
	Male	148	3,8±,57	20,812	,000
SP.(Motivational Contingency)	Female	44	3,3±,53	21,832	,000
	Male	148	3,7±,58	22,631	,000
SP.(Reflexive Approach)	Female	44	3,5±,55	29,956	,000
	Male	148	3,8±,54	24,812	,000
S.E. (Resultative Tendency)	Single	74	3,7±,55	25,731	,000
	Married	118	3,9±,56	37,831	,000
SP.(Motivational Contingency)	Single	74	3,6±,55	33,8628	,000
	Married	118	3,9±,52	21,129	,000
SP.(Reflexive Approach)	Single	74	3,3±,55	20,569	,000
	Married	118	3,8±,54	23,842	,000

H<sub>3</sub> Cyberpsychology influences ... dimension negatively hypothesis has been accepted for each suggestion. Executives think that cyberpsychology influences negatively during Effective-Reactional, Mechanic Dynamic Interaction, Motivational Contingency, Reflexive Approach processes within the scope of each suggestion (Table 6). As part of general factor, it can be remarked that

cyberpsychology influences integratively negative in the scope of Effective-Reactional, Mechanic Dynamic Interaction, Motivational Contingency, Reflexive Approach (Table 6).

**Table 6.** One Sample t-Test

Cyberpsychology influences dimension negatively		Cronbach Alpha Scores	$\bar{x} \pm s$	One Sample t-Test (Test Value $3 \leq \mu$ )	
				t	P
Organizational/executive processes	SP.(Effective-Reactional)	<b>,930</b>	3,4±,58	10,103	,000
Cyber addiction		<b>,951</b>	3,3±,55	10,709	,000
Social interaction		<b>,943</b>	3,4±,54	10,327	,000
Monitoring behaviour		<b>,809</b>	3,5±,57	12,624	,000
Social Isolation		<b>,812</b>	3,4±,57	10,942	,000
Virtual leadership	SP.(Mechanic-Dynamic E.)	<b>,782</b>	3,5±,55	11,322	,000
Traditional management		<b>,950</b>	3,4±,51	5,258	,000
Social sharing		<b>,880</b>	3,5±,54	9,095	,000
Academic sharing		<b>,746</b>	3,3±,55	10,045	,000
Individual fundamental rights and freedoms		<b>,782</b>	3,4±,59	9,692	,000
Ethical values and judgements	SP.(Motivational Contingency)	<b>,725</b>	3,6±,54	12,453	,000
Stress		<b>,926</b>	3,4±,56	11,506	,000
Expectations		<b>,812</b>	3,2±,50	6,093	,000
Self-respect		<b>,723</b>	3,2±,56	8,570	,000
Perception		<b>,850</b>	3,2±,52	7,612	,000
Attitudes and behaviours	SP.(Reflexive Approach)	<b>,792</b>	3,5±,55	10,453	,000
Career and academic development		<b>,830</b>	3,6±,55	12,506	,000
Reality		<b>,819</b>	3,5±,56	6,578	,000
Communication and cooperation		<b>,843</b>	3,2±,55	8,570	,000
<b>General Cyberpsychology Factor</b>				3,5±,55	11,785

### Findings towards Pearson Correlation

According to correlation coefficient that r value takes value between -1 and +1, r value takes values close to +1 and it shows the positive relation. As N=192 "Sig. (2-tailed)" p value is 000 shows that correlation coefficients are meaningful. Pearson correlation coefficient between f1 and f2 is found as =0,325. Pearson correlation coefficient between f1 and f3 is found as r=0,586. Pearson correlation coefficient between f1 Ethics and f4 is found as r= 0,765. Pearson

correlation coefficient between f1 and f5 is found as  $r = 0,447$ . Pearson correlation coefficient between f1 and f6 is found as  $r = 0,397$ . Concordantly a linear relation has been observed among f1: Ethics (Executive Attitudinal Decisiveness), f2: Social Interaction (Resultative Tendency), f3: Cyberpsychology (Effective- Reactional), f4: Cyberpsychology (Mechanic -Dynamic Interaction), f5: Cyberpsychology (Motivational Contingency), f6: Cyberpsychology (Reflective Approach). The  $H_4$  hypothesis that there is a linear relation among Ethics, Social Interaction and Cyberpsychology factors (Table 7).

**Table 7.** Pearson Correlation Analysis

		Correlations					
		f1	f2	f3	f4	f5	f6
<b>f1</b> <b>Ethics (Executive Attitudinal Decisiveness)</b>	Pearson Correlation	1	,325**	,586**	,765**	,447**	,397**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	192	192	192	192	192	192
<b>f2</b> <b>Social Interaction (Resultative Tendency)</b>	Pearson Correlation	,325**	1	,397**	,410**	,622**	,656**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	192	192	192	192	192	192
<b>f3</b> <b>Cyberpsychology (Affective-Reactional)</b>	Pearson Correlation	,586**	,397**	1	,621**	,578**	,527**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	192	192	192	192	192	192
<b>f4</b> <b>Cyberpsychology (Mechanical-Dynamic Interaction)</b>	Pearson Correlation	,765**	,410**	,621**	1	,560**	,523**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	192	192	192	192	192	192
<b>f5</b> <b>Cyberpsychology (Motivational Contingency)</b>	Pearson Correlation	,447**	,622**	,578**	,560**	1	,592**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	192	192	192	192	192	192
<b>f6</b> <b>Cyberpsychology (Reflective Approach)</b>	Pearson Correlation	,397**	,656**	,527**	,523**	,592**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	192	192	192	192	192	192

\*\* Significance Level 0.01 (2-tailed).



## **Discussion, Recommendation and Conclusion**

Within the frame of research findings, determining manager perception towards the relation among ethics, social interaction and cyberpsychology, linear relation inside concepts, effects and significance levels of cyberpsychology have been dealt. Within this scope, according to ethical point of view, quality of good, bad, true or wrong behaviour and dilemma underlying.

Researchers in cyberpsychology can examine questions like why people's behaviors may differ online or why people use social media as a coping mechanism. However, cyberpsychology not only studies how technology changes how people communicate and interact but it's also concerned with how people and technology interact with one another. For example, cyberpsychologists may also study controversial topics like virtual reality, artificial intelligence and transhumanism. Advances in technology will continue to change how humans interact and you should know cyberpsychology's importance for society in the future.

Nowadays, it seems that most foreign universities have cyberpsychology departments. However, it is noteworthy that psychology is a new discipline and that there has not been enough research on theories and practices in management sciences. Likewise, when domestic publications are examined, it can be suggested that it be taken into consideration by researchers as a new paradigm. In this context, insight into how the human mind works can help combat the evils of social engineering, while management and behavioral psychology can strengthen the fight against phishing and other mind manipulation techniques.

Since the line between cyber field and the real world nebulised, about technology vital importance of examining and understanding can be expressed. It reveals the obligation of dealing the cyberpsychology concept that examines human's emotional, cognitive and social sides interact with technology and emotional information processing side especially in executive dimension. It can be expressed that in technology-driven industry 4.0 and value-driven industry 5.0 confliction, cognitive based ethics about motivation of using on-line and offline technologies, determining behavioural results, intentions and effects, social interaction and executive perceptions in cyberpsychological frame or effects on manager matter in terms of future process. The process about organizational, executive and forming and maintenance of social relations may help us to realise the line between technological perception culture, action and behaviours with ethical dimension and beside social interactions also shows how on-line communication influences relations and effective communication.

Cyberpsychology is observed as a new area in applied psychology. It evaluates how to form an interaction with others using technology and how technology influences daily behaviours. Because of some negative processes like less

effective cognitive functions and job performance, increase in rush hour accidents, chronic anxiety, depressive disorder; job loss risk, relation list internet (social media, platform etc.) addiction etc, negative cognitive, physical and emotional symptoms can be observed. Considering all these difficulties, key risks which are possible to face in ethics for managers, social interaction and cyberpsychology paradigms come forward.

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