



# IBAD-2020

5<sup>th</sup> International  
Scientific Research  
E-Congress

A wide-angle aerial photograph of Istanbul, Turkey, showing the city's dense urban landscape, the Bosphorus Strait, and the Golden Horn. The Hagia Sophia is prominent in the foreground. The word 'PROCEEDINGS' is overlaid in large white letters.

# PROCEEDINGS

September 1-2  
2020

ISTANBUL / TURKEY

A stylized orange silhouette of the Istanbul skyline, featuring various domes, minarets, and bridges. The text 'www.ibadcongresses.org' is overlaid in white.

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**5<sup>th</sup> International Scientific Research Congress (IBAD-2020) Abstracts**

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## CONTENTS

Titles	Page
<b>A LITERATURE REVIEW OF THE PROSPECT THEORY</b>	1-7
Abdela Yasin Saliya	
<b>AN AUTOMATION MODEL FOR CONSTRUCTION DISPUTE DOCUMENTS IN TURKISH PUBLIC PROJECTS</b>	8-19
İsmail Cengiz Yılmaz	
<b>APPLICATION OF TOPSIS METHOD FOR GREEN MACHINE SELECTION IN A MANUFACTURING COMPANY</b>	20-28
Yusuf Ersoy	
<b>MEDIATOR EFFECT OF ENVIRONMENTAL ATTITUDES BETWEEN LIFESTYLE AND SUSTAINABLE CONSUMPTION</b>	29-37
Bahar Türk	
<b>COURTESY ON THE NET</b>	38-43
Zehra Özkeçeci	
<b>COVID-19 AS A POSTMODERN PANDEMIC AND SETBACKS OF ADVANCED CAPITALISM</b>	44-47
Cem Özkurt	
<b>CRITICAL ANALYSIS OF “TRUTH UNVEILED”</b>	48-54
Aisha Arshad, Muhammad Safdar Bhatti, Rafia Mukhtar	
<b>IMPROVING VOCABULARY THROUGH SHORT STORIES AT ELEMENTARY LEVEL</b>	55-62
Muhammad Safdar Bhatti, Aisha Arshad, Rafia Mukhtar	
<b>INVESTIGATION OF THE DIFFERENTIATION IN CIRCULATION AREAS OF COURTHOUSES: KONYA COURTHOUSE</b>	63-68
Mustafa Dede Emekli, Süheyla Büyüksahin	
<b>PLACE PREFERENCE ANALYSIS THROUGH LOCATION-BASED SOCIAL NETWORKS IN TERMS OF ACCESSIBILITY</b>	69-76
Nesip Ömer Erem	
<b>REVERSE LOGISTICS - RECYCLING APPLICATION IN FOOD PRODUCTION COMPANY</b>	77-81
Ahmet Alper Sayın, Haşim Barman	
<b>THE REFLECTIONS OF POLITICAL ENCOUNTERS ON ARCHITECTURE IN RENAISSANCE: MIMAR SINAN AND ANDREA PALLADIO</b>	82-94
Luca Orlandi, Nihan Zorlu	
<b>ANALYZING STORYTELLING ELEMENTS THROUGH ONLINE DATABASE PLATFORMS IMDB CASE</b>	95-105
Adnan Veysel Ertemel, Miral Hassan	

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**PLAGUE AS AN APIDEMIC AND FREUDIAN INSTINCTS: A JOURNAL OF** 106-112  
**THE PLAGUE YEAR**  
Ayla Oğuz

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## A LITERATURE REVIEW OF THE PROSPECT THEORY

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### Abstract

This article presents a review of prospect theory which was an alternative model for expected utility theory. The objective of this paper is to examine in detail the original work of Kahneman and Tversky (1979) entitled 'Prospect theory: An analysis of decision under risk'. Their work is aimed to demonstrate how the expected utility theory of the economic model was inadequate and inconsistent in explaining the human decision-making process. They came with a more convincing model called prospect theory. The theory contains two basic stages for choice decision-making. These are the editing stage and the evaluation stage. The theory stated that carriers of utility are changes in the existing state of affairs, rather than the final state. However, changes in the existing state of affairs and the final state are interdependent. Hence, we should consider value (utility) as a function of the current state of affair (reference point) and the size of change from that reference point i.e., positive or negative. For example, for the person who already owns specific assets, purchasing the same additional asset may bring less value (utility) than the value (utility) it will bring to a person who does not own that specific asset. According to the expected utility theory, two individuals should have the same level of utility for the same amount of gain or loss. However, in prospect theory, the same amount of gain or loss does not bring the same feeling for two different persons or, even for a single person. Kahneman and Tversky (KT) suggest that their theory can be extended to the particular situation of prospects in which the likelihood of the events is not quantified. They also stated that as long as the outcomes are coded as gains and losses relative to the standard point, the proposed value function for money can be valid for other non-monetary attributes. KT popular theory (PT) was later extended in several angles by themselves and by other researchers. The applications of the prospect theory are not only limited to the monetary attributes but also for other non-monetary aspects such as Political science, Cognitive neuroscience, and other areas that require the decision-making process.

**Keywords:** Prospect Theory, Utility Theory, Value Function, Literature Review

### 1. INTRODUCTION

The aim of KT paper was to demonstrate how the expected utility theory of the economic model was inadequate and inconsistent in explaining how a person made a decision. They provide an alternative model called prospect theory for Von Neuman and Morgenstern's (1953) utility theory.

*Expected utility theory (EUT) had mainly emphasized the decision making analysis under the environment of risk or uncertainty and commonly accepted as a normative model of reasonable choice or a descriptive model focusing on how humans should make worthy decisions.* The paper tested the EUT with a hypothetical choice approach in different places and confirmed that the result of the pattern was the same for rejecting EUT axioms.

KT (Kahneman and Tversky, 1979) came with a more convincing model called prospect theory. The prospect theory has two basic stages for choice decision-making. These are the editing stage and the evaluation stage. The theory stated that carriers of utility are changes in the existing state of affairs, rather than the final state.

However, changes in the existing state of affairs and the final state are interdependent. Hence, we should consider value(utility) as a function of the current state of affair (reference point) and the size of change from that reference point i.e., positive or negative.

KT suggests that their theory can be extended to the particular situation of prospects in which the likelihood of the events is not quantified such as for non-monetary attributes. KT popular theory (i.e., Prospect theory) was later extended in several angles by themselves and other researchers. Cumulative prospect theory was one of the extended work of prospect theory that can be applied to the uncertain and to the risky prospects with any number of outcomes (Tversky and Kahneman, 1992).

The applications of the prospect theory not only limited to the monetary attributes but also for other non-monetary aspects such as the field of political science specifically the international relations (Levy, 2003), Cognitive neuroscience (Trepel et al., 2005), and other areas that linked with the decision-making process.

This article is outlined as follows: Section one presents the introductory part concisely. Section two contains the background information of expected utility theory and the certainty, reflection, and isolation effect. Section three presents the prospect theory and the fourth and the last section contains concluding remarks.

## 2. The Expected Utility Theory and The Alternative Prospect Theory

### 2.1. Critical analysis

According to Kahneman and Tversky (1979) a prospect  $(x_1, p_1; \dots; x_n, p_n)$  can be defined as a future outcome  $x_i$  with a probability of  $p_i$ , where the summation of  $p_1, p_2, \dots, p_n = 1$ . The discussion ignores the impossible outcome (outcome=0), and  $(x, p)$  stated to indicate the prospect  $(x, p; 0, 1-p)$  that give  $x$  with probability  $p$  and 0 with probability  $1-p$ .  $x$  is used to express the risk-free prospect  $x$  with a sure outcome, or simply put  $x$  with certainty is  $(x, p)$  when  $p=1$ . For now, the explanation of this part is confined to outcomes with standard probabilities. Later, the standard probabilities are replaced by the decision weights.

According to expected utility theory choice decisions are made by obeying these three principles:

- i) Expectation principle:  $U(X_1, P_1; \dots; X_n, P_n) = P_1 U(X_1) + \dots + P_n U(X_n)$ .  $U$  denote the expected utility of outcomes.
- ii) Asset integration principle:  $(X_1, P_1; \dots; X_n, P_n)$  is acceptable at asset position  $w$  if and only if  $U(w + X_1, P_1; \dots; w + X_n, P_n) > u(w)$ . The domain of the utility function is not gains or losses rather final states (one's wealth position).
- iii) Risk aversion principle:  $u$  is concave ( $u'' < 0$ ). Most people are risk-averse when the outcome is certain and prefer a certain prospect  $(x)$  over any risky prospect with expected value  $x$  (ibid., pp. 263-264).

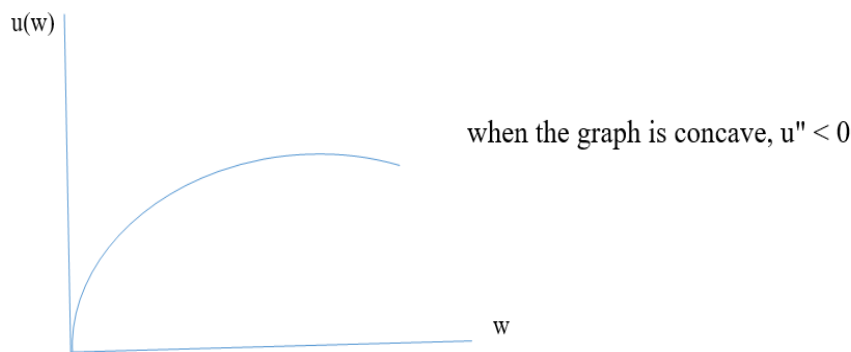


Fig. 1. Concavity of the utility curve

In EUT, the concavity of the utility function and risk aversion has an identical manner. However, this argument contradicts the evidence since the intuitive concept of risk is not well explained by the assumed concavity of the utility function for wealth. In prospect theory, risk-aversion and risk-seeking can be produced by decision weight even with a linear value function. (ibid., pp. 280). Moreover, an analysis made on the relative attractiveness of various forms of insurance does not prove the notion that the utility function for money is always concave. For example, probabilistic insurance is evidence for how people's behavior is inconsistent with the concavity concept of the utility function. KT paper demonstrated various phenomena that violate the axioms of EUT based on the reactions of students & university staffs for the given choice problems.

### 2.2. The Certainty Effect, Reflection Effect, and the Isolation Effect

In EUT, the utilities of outcomes are denoted by their probabilities. However, here we can see how people's preferences systematically violate this theory. People give more value for the outcomes considered certain than

probable outcomes. This is called the 'certainty effect'. This concept was first established by Maurice Allais (1953). The result of problem 1 showed that 82% of the respondents prefer choice B than choice A (18%) and 83% of the respondents chose C (problem 2). Both of them are significant @1% level of significance. However, the pattern of their choice violates EUT (i.e.  $u(0) = 0$ ) (**See the Annex**). Change on the element of the prospect from a certain gain to a probable one obviously resulting in a significant decline in desirability than when both the original and the reduced prospects are uncertain.

The substitution (transitivity) axiom of utility theory states that if B is preferred to A, then any (probability) mix of (B, p) must be preferred to the mix of (A, p). However, the respondents didn't follow this axiom. When the probability of winning is reduced from 1(certain gain) to 0.25 (probable one) and from 0.8 to 0.2(uncertain prospects), the former reduction has a greater effect than the later reduction (Kahneman and Tversky, 1979, pp. 265-266) (**See Problem 1-4 from the Annex**). The certainty effect with the monetary or non-monetary outcome is not the only type of violation of the substitution axiom, rather there are cases such as high or extremely low probabilities of winning. When there is a choice among high probabilities of winning (0.9 & 0.45), most people choose the prospect where winning is more probable because the high probable prospect is generally considered as certain. When the probabilities of winning are very small (0.002, 0.001), winning is still possible but not probable. In such circumstances, most people prefer the prospect that proposes a larger gain (i.e., 6000). This is evidence of risk-seeking in the domain of gains (See Annex (problem 7& 8)). To sum up, the expected utility theory has omitted the prevalence of common attitudes toward risk or chance.

In the choice problem involving only two outcome gambles, the choice between negative prospects is the reflection of the choice between positive prospects. This is called the 'reflection effect', which implies the risk aversion in the positive prospect appears together risk-seeking in the negative prospect. In the positive prospects, when there is a certain gain, an individual's choice behavior is risk-averse relative to the larger gain that is probable. In the negative prospects, this effect resulting in risk-seeking choice for a loss that is merely probable over a smaller loss that is sure. People show risk-seeking behavior when a loss is certain, and people show risk-aversion behavior when the gain is certain. People generally overweighting outcomes with certainty, and this behavior promotes risk aversion in the positive prospects and risk-seeking in the negative prospects (ibid, pp. 268). For example, if a person with high chronic disease is infected with COVID-19, s/he may want to try different medications that are recommended by some health experts but are not proven by WHO, even the drug may have known and unknown side effects. This can be an example of risk-seeking behavior when the loss is certain. But the same person might have a risk-aversion behavior when s/he was healthy.

KT study shows certainty is not generally desirable, rather, certainty increases the aversiveness of losses as well as the desirability of gains. The reality is people do not follow the general assumption of the utility theory, so there is inconsistency over the choice of prospects with the high expected value and small variance or vice-versa. People prefer risky prospects even if the expected value of the prospect is low.

When people decide to choose among the two prospects they neglect the characteristics that prospect had in common. These two combinations of prospects can be breakdown into shared and unshared components, and different breakdowns sometimes lead to a different choice. This type of situation is called the 'isolation effect' (ibid, pp. 271). The isolation effect leads people to make a different choice for the same option provided. For example, let us denote one product as a 5\*8 feature and the other product as a 10\*4 feature. The outcome of this simple mathematics for both features is the same i.e., 40(take it as a product). Here, one can choose one feature (product) from another, thinking like a different product without focusing on its common component/outcome. Cancellation tasks of the editing phase contribute to this person abandoning one choice over the other without concentrating on their shared component.

### 3. THE PROSPECT THEORY

KT introduced their persuasive new theory to refute some axioms of the expected utility theory. Initially, they stated the theory for prospects with monetary outcomes and stated probabilities, but it can be valid for other non-monetary subjective choices.

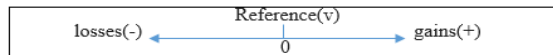
The theory contains two basic stages for choice decision-making. These are the editing stage and the evaluation stage. At the editing steps, representative of prospects obtains after pre-screening of the proposed prospects. On the editing steps coding, combination, and segregation tasks are performed for each prospect individually and a cancellation task is made for a set of two or more prospects. Two extra operations stated in the theory include simplification and dominance detection (ibid., p. 274-275). At the evaluation stage, the appraisal of edited prospects carries out and top value prospect is selected.

KT presented the following mathematical steps to clarify the valuation stage. After the editing process the



general edited prospect value is obtained and stated as follows:

$V \gg \pi, v$      $\pi \gg$  a weight  $\pi(p) \dots p$  indicates its effect on  $V$  ( $p$  is not the standard probability measure)  
 $v =$  a number  $v(x) \dots v$  indicate the subjective value of the prospect  
 $v$  also measure deviations from the standard point (gains and losses)



The basic equation of the prospect theory explained how combinations of  $\pi$  and  $v$  determine the overall regular value ( $V$ ).

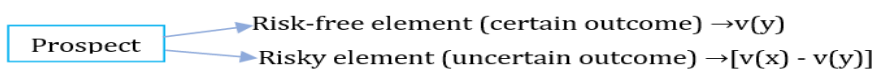
If  $(x, p; y, q)$  is a regular prospect (i.e., either  $p + q < 1$ , or  $x \geq 0 \geq y$ , or  $x \leq 0 \leq y$ ), then

$$V(x, p; y, q) = \pi(p) v(x) + \pi(q) v(y) \dots \dots \dots (1)$$

where  $v(0) = 0$ ;  $\pi(0) = 0$ , and  $\pi(1) = 1$

$V(x, 1) = V(x) = v(x) \dots$  When the prospect is certain the outcome is also identical. So, the two scales coincide for certain prospects

Valuation of strictly positive and strictly negative prospects adhere to a different procedure as follows:



If  $p + q = 1$  and either  $x > y > 0$  (positive outcome) or  $x < y < 0$  (negative outcome), then

$$V(x, p; y, q) = v(y) + \pi(p)[v(x) - v(y)] \dots \dots \dots (2)$$

Here, a decision weight is applied for a value difference risky element of the prospect.

After simplifying the above equation, we get  $V(x, p; y, q) = \pi(p) v(x) + [1 - \pi(p)]v(y)$ , So, equation 2 is restated equation 1, if  $\pi(p) + \pi(1-p) = 1$ .

The Prospect model holds the general bilinear form that explains the previous utility theory. However, under prospect theory it is assumed that values are attached to changes rather than current asset or wealth position and decision weights do not correspond to standard probabilities. Deviation from expected utility theory creates anomalies of preference and when comprehending these anomalies, it is corrected by the decision-maker (ibid, pp. 277). The value function and the weighting functions are the two most important functions that show the superiority of the prospect theory over the expected utility theory. According to the prospect theory, carriers of utility are changes in the existing state of affairs, rather than the final state. However, changes in the existing state of affairs and the final state are interdependent. Hence, we should consider value(utility) as a function of the current state of affair (reference point) and the size of change from that reference point i.e., positive or negative. For example, for the person who already owns specific assets, purchasing the same additional asset may bring less value (utility) than the value (utility) it will bring to a person who does not own that specific asset.

The value of preference is dependent on to what extent its outcome brings changes to the total wealth. However, the expected utility theory stated that a choice is valuable as long as its outcome adds value. The value difference between a smaller amount of gain or a smaller amount of loss seems to be larger than the value difference between a larger amount of gain or a larger amount of loss unless the larger loss is unbearable (ibid, pp. 278). For example, if the selling price of the item increases from 100 to 150\$ for Mr. X and if the item price increases from 1000 to 1050\$ for Mr. Y, Mr. X may feel more discomfort than Mr. Y. Likewise, if the bonus increases from 100 to 150\$ for Mr. X and 1000-1050\$ for Mr. Y, Mr. X may feel more happiness than Mr. Y. The same amount of money will have a different impact on 2 parties based on their initial wealth position. Measurement of utility is on value changes not the absolute value (magnitude) of the outcome. Therefore utility is relative.

According to EUT, two individuals should feel the same level of pain when they lose the same amount of money, and they should feel the same pleasure for the same amount of gain. However, in reality, two individuals cannot have the same utility due to their different reference points. The same amount of gain or loss does not bring the same feeling for the rich and for the poor person.

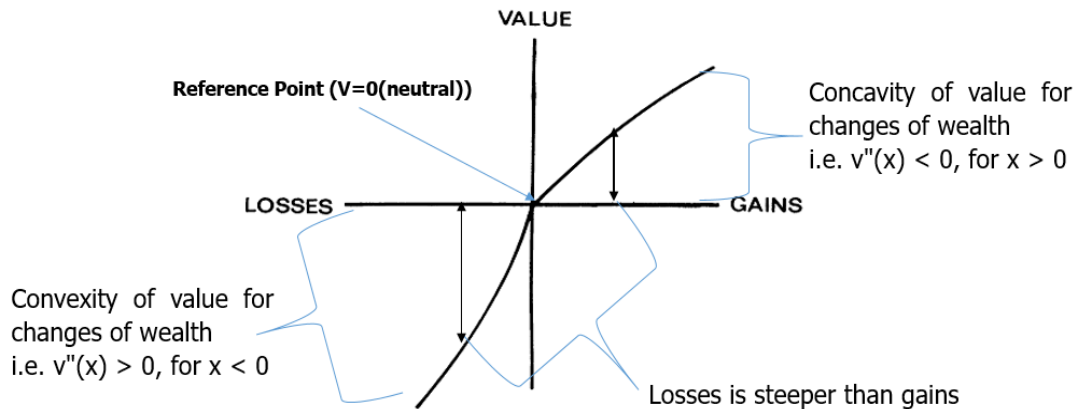


Fig. 2. The Value function developed by Kahneman and Tversky(1979)

The value function for losses is steeper than the value function for gains. Why? For example, a satisfaction on gaining 1000 \$ is not equal with the pain of losing 1000 \$. Loss-pain for the given amount is more than the gain-utility for the same amount. Generally, we can see people's loss-aversiveness behavior.

Decision weight, like standard probabilities, does not measure the perceived likelihood of events, but the impact of events on the desirability of prospects. However, if the outcome is certain  $\pi(p) = p$ , otherwise, due to uncertainty  $\pi(p)$  and  $p$  is not equal (Kahneman and Tversky, 1979, pp. 280). For example, if we flip a fair coin the probability of winning is 0.5. If a person asked to gamble and offered him 500\$ for a tail, he overweight tail despite an equal chance of winning. Therefore, people focus on the impact of an outcome rather than the probability of this outcome. Here a person thinks about the outcome of this game i.e. winning of 500\$ so, s/he gives more emphasis for a tail without thinking equal probability.

KT stated that very low probabilities are generally overweighted or ignored, i.e.,  $\pi(p) > p$  for small  $p$ . For example, the probability of winning a tombola is very low, but people do not consider that low probability and continue to try their chance.

Most people unable to understand and evaluate low probabilities and they have limited sensitivity to low probability (Schoemaker and Kunreuther, 1979). Hence, most of the time they ignored unlikely outcomes. For example, the probability of an airplane accident is very low, but passengers ignored that & keep flying. This can be evidence of how extremely low probability events are discarded due to the simplification of prospects in the editing phase.

A choice order for prospects can vary when a reference point changes. If a person's reference point (final asset/wealth position) is changed from one point to another, it also changes a person's risk-seeking and risk aversion behavior. Therefore, the place of reference point and the way of coding and editing decision problems appear as the most important factors in the analysis of the decision-making process (Kahneman and Tversky, 1979, pp. 286-288).

KT popular theory (i.e., Prospect theory) was later extended in several angles by themselves and other researchers. *Cumulative prospect theory (CPT)* was one of the extended work of prospect theory that can be applied to the uncertain and to the risky prospects with any number of outcomes (Tversky and Kahneman, 1992).

The applications of the prospect theory not only limited to the monetary attributes but also for other non-monetary aspects such as the field of political science specifically the international relations (Levy, 2003), Cognitive neuroscience (Trepel et al., 2005), and other areas that linked with the decision-making process.

Many empirical studies have tested the practicality of the prospect theory, and only a few studies have found a contradictory result (In order to have a full picture on the verifications and rejections of the prospect theory, see the review works of Edwards (1996)).

#### 4. CONCLUSION

This theoretical work demonstrates how the expected utility theory of the economic model was inadequate and inconsistent in explaining how a person made decisions. The authors introduced their persuasive new theory called prospect theory to refute some axioms of the expected utility theory.

According to the expected utility theory, two individuals should have the same level of utility for the same

amount of gain or loss. However, in prospect theory, the same amount of gain or loss does not bring the same feeling for two different persons or, even for a single person. Moreover, in the value function, losses are steeper than gains.

Most of the time very low probabilities are generally overweighted or ignored and high probabilities are generally treated as certain.

The place of reference point and the way of coding and editing decision problems appear as the most important factors in decision analysis.

*KT has proposed the following points for further extension works:* They suggest further works on the prospects that are changed from compound to a simpler one. They propose that the concept can be applied to the particular scenario of prospects, in which the probability of the occasions isn't always quantified. Consequently, the likelihood of the outcome should be represented by the decision weights, not by stated probabilities. As long as the outcomes are defined as gains and losses relative to the standard point, the proposed value function for money can be valid for other non-monetary attributes.

KT popular theory (PT) was later extended in several angles by themselves and other researchers.

The applications of the prospect theory not only limited to the monetary attributes but also for other non-monetary aspects.

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## ANNEX: HYPOTHETICAL CHOICE PROBLEMS

Problem 1: Choose between	Problem 2: Choose between
<p>A: (2,500, .33), B: 2,400 with certainty. (2,400, .66), (0, .01);</p> <p>N=72 [18] [82]*</p>	<p>C: (2,500, .33), D: (2,400, .34) (0, .67); (0, .66)</p> <p>N=72 [83]* [17]</p>
Problem 3	Problem 4
<p>A: (4,000, 0.8), or B: (3,000) N=95 [20] [80]*</p>	<p>C: (4,000, 0.2), or D: (3,000, 0.25) N=95 [65]* [35]</p>
Problem 5	Problem 6
<p>A: 50% chance to win a 3-week tour of England, France, &amp; Italy; [22] B: A 1-week tour of England with certainty. [78]* N=72</p>	<p>C: 5% chance to win a 3-week tour of England, France, and Italy; [67]* D: 10% chance to win a 1-week tour of England. [33] N=72</p>
Problem 7	Problem 8
<p>A: (6,000, 0.45), or B: (3,000, 0.9). N =66 [14] [86]*</p>	<p>C: (6,000, .001), or D: (3,000, .002). N = 66 [73]* [27]</p>

Source: Kahneman & Tversky (1979)

## AN AUTOMATION MODEL FOR CONSTRUCTION DISPUTE DOCUMENTS IN TURKISH PUBLIC PROJECTS

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### **Abstract**

The aim of the study is determined to be development of a decision support system model for ensuring that the archive of construction dispute documents or rulings at courts are classified automatically using the text mining techniques and that the classified documents serve as a precedent for the future cases. The decision support system model to be developed within the scope of this study is named Decision Support System for Construction Disputes (DSS4CD). The system is developed as a two-staged model: (1) classification phase and (2) decision support system. The DSS4CD is designed to be a web-based model running on a relational database system on the basis of question and answer logic. To this end, two websites were launched to serve as a working platform for DSS4CD, namely uyusmazlik.org and uyusmazlik.com.

**Keywords:** Data mining, Construction Technology, Construction Management, Disputes.

### **1. INTRODUCTION**

Construction projects are susceptible to risk of conflicts to arise in any stage of the project due to multi-participant nature of this business. Given that claims and disputes constitute significant obstacles before completion of construction projects in line with timeline, cost and quality objectives, methods of solution for the claims and disputes are of great importance. There have been an increased number of researches in the literature involving the use of information technology in the relevant area in addition to the traditional solutions or the alternative solution methods that are widely discussed in recent years.

Additionally, Turkish public construction sector with a drastic volume of disputes and the bureaucracy becomes a platform even more prone to claims and disputes. Use of any kind of solution method for those claims and disputes would ensure great contribution to the national economy. The database that constitutes the basis of the model was built with a certain number of documents regarding disputes experienced in public construction projects in Turkey obtained from the archives of Supreme Council of Construction under the Ministry of Environment and Urban Planning with special permission. The data system model developed was designed in a way which would use text mining techniques to automatically classify the documents which are previously filtered manually using various elimination and pre-processing techniques and classified into dispute categories set beforehand with the natural language processing methods.

Throughout the study, it is aimed that DSS4CD (Decision Support System for Construction Disputes) is improved in a way that it will bring documents of direct or indirect rulings from the database on the subject matter according to the answers given to the system's questions by the user about the type or field of dispute in question. Given the different nature of disputes in public construction projects in Turkey, the mathematical infrastructure of the DSS4CD is attempted to be designed with a different formulation than classification algorithms existing in the literature. The classification phase of the DSS4CD model which has been developed with the idea above, has yielded better results in tests performed for classifying the rulings in disputes experienced in Public Construction Projects in Turkey than the existing classification algorithms such as k-Nearest Neighbor (k-NN), Naïve Bayes (NB), Support Vector Machines (SVM) and Decision Tree (DT) which are compared in this study. Moreover the decision support system model improved through the hierarchic categorization of the concerned documents has achieved a high success rate in the verified tests. The results obtained have indicated that the DSS4CD model which classifies automatically the previous rulings according to the subject matter and the result, and provides decision support in disputes that the users may face, could serve as an alternate solution tool in claims management. It can be emphasized that such a system model can be adapted to various types of contracts such as international loan contracts after certain adjustments. The automation model in this study involves literature analysis and expert opinions on three different subjects. One of the subjects is the analysis of structural literature on the study area. This analysis examines the types and causes of claims and alternate resolution methods to disputes. Several studies emphasize that the claims are important matters, and explain various types of claims. Claims can be exemplified as claims that arise from employers' request to get quicker, partial availability of the construction site, climate and environmental conditions and changes in the project scope (Semple, Hartman and Jergeas, 1994). Another literature analysis includes examination of legal literature. This analysis studies on the impact of legal case retrieval studies on resolution of disputes. Building a data bank which stores and classifies the legislations and court rulings and makes them readily available when necessary is an inevitable fact of the legal infrastructure in today's world (Dinçer, 1981). On the other hand, researching the court rulings and obtaining useful information from this research is drastically important for supporting the legal decision making process. Performing this work manually is time consuming and tough. Only two online tools can be utilized by users to find legal materials: catalogues and search engines. However these tools are not satisfactory solutions in finding relevant rulings (Firdhous, 2010). Therefore, considering that the issue should be resolved using informational technology, the literature analysis in that area is also added to the study. Stating that disputes in construction works involve various complicated and interrelated factors which are difficult to interpret, Arditi, Oksay and Tokdemir (1998) gathered in their study the rulings of Illionis Court of Appeals in the last 12 years and aimed at predicting the resolutions to construction related disputes by using artificial neural networks technology. Fan and Li (2012) searched the similarities among reports of accidents in construction works in Hong Kong by using text mining techniques again and argued that the rate of accidents experienced can be reduced by using the experiences easily obtained this way. Mahfouz, James and Kandil (2010) developed models that classify construction documents automatically by using some methods such as SVM and LSA. Mahfouz (2011) also proposed an hybrid automated model that classifies construction documents combining text segmentation and machine learning techniques.



Examining the results of all these researches point out that a legal case retrieval study for resolution of claims in construction projects can be facilitated through information technology.

## 2. METHODOLOGY

### 2.1. Creating Automation Model

The documents of 323 rulings taken with special permission from the archives of The Supreme Board of Construction and Infrastructure, which is in a position to act as arbitration in public construction projects related disputes in Turkey, are selected in a way to constitute a basis to this study. These documents report the rulings made by the board regarding various types of disputes. They are written in quite formal language and include certain terms specific to construction and even to public projects. Understanding these documents completely require having a command of both construction terminology and literature of public contracts. Additionally rulings reported in many of these documents require clear interpretation for adaption to future cases. By separation of documents in a way that each will belong to only one type of dispute 90 documents from 323 documents added in the tests. The process of categorization of dispute subjects which each document will be labeled in, has been conducted with due diligence. In this process, all documents were read in detail and analyzed in terms of subject, claims and ruling. This way, the most frequent types of disputes were identified and split into categories. Supervising engineers working in public institutions and contractors involved in public works who compose the real profile of public construction sector participants, contributed to the process actively by providing expert opinions.

A couple of preparations were made so that documents would be suitable for implementation of text mining techniques. These are some of the Natural Language Processing (NLP) techniques which are frequently seen in literature. Examples include removal of punctuations, numbers and symbols, separating sentences into parts, parsing words, extraction of ineffective words such as conjunctions, prepositions. The Natural Language Processing Techniques used in documents within the scope of this study are applied using "txt2arff", software developed for Turkish texts by Yıldız Technical University. The software converts the documents from texts comprised of unstructured sentences and paragraphs to logical data expressed with individual and simple words based on editorial preferences. The same software also changes the format of raw documents from (.txt) to (.arff) which is the file format compatible with WEKA software that will allow us to implement relevant algorithms of data mining.

```
DECLARE @GKS decimal(18,2), @TKS decimal(18,2),
        @TFF_FIRST_ALL decimal(18,2), @TFF_SECOND_ALL decimal(18,2),
        @TFF_FIRST_ALL_YATAY decimal(18,2), @TFF_SECOND_ALL_YATAY decimal(18,2)

SET @GKS = (SELECT SUM(GECEN KELIME SAYISI) FROM SCORE WHERE KATEGORI_ID = @KATEGORI_ID AND KELIME_ID = @KELIME_ID)
SET @TKS = (SELECT SUM(TOPLAM KELIME SAYISI) FROM SCORE WHERE KATEGORI_ID = @KATEGORI_ID AND KELIME_ID = @KELIME_ID)

SET @TFF_FIRST_ALL = (SELECT (SUM(GECEN KELIME SAYISI))
                      FROM SCORE WHERE KATEGORI_ID = @KATEGORI_ID AND KELIME_ID IN(SELECT KELIME_ID FROM SCORE))
SET @TFF_SECOND_ALL = (SELECT (SUM(TOPLAM KELIME SAYISI))
                      FROM SCORE WHERE KATEGORI_ID = @KATEGORI_ID AND KELIME_ID IN(SELECT KELIME_ID FROM SCORE))

SET @TFF_FIRST_ALL_YATAY = (SELECT (SUM(GECEN KELIME SAYISI))
                           FROM SCORE WHERE KATEGORI_ID IN (SELECT KATEGORI_ID FROM SCORE) AND KELIME_ID = @KELIME_ID)
SET @TFF_SECOND_ALL_YATAY = (SELECT (SUM(TOPLAM KELIME SAYISI))
                           FROM SCORE WHERE KATEGORI_ID IN (SELECT KATEGORI_ID FROM SCORE) AND KELIME_ID = @KELIME_ID)

BEGIN
    SET NOCOUNT ON;
    SET ARITHABORT OFF
    SET ANSI_WARNINGS OFF
    SELECT DISTINCT

        LOG10($VAR/11) AS IDF,

        (SELECT ISNULL(@GKS/@TKS,0)) AS TFF,
```

Fig. 1. A screenshot of (DSS4CD) Code Development Process.

The Decision Support System for Construction Disputes (DSS4CD) Model developed within the scope of this study is an automated legal data recall model which has been prepared for providing a solution estimate for the disputes that the public construction project participants may face, turns the construction dispute related texts into a structured form using data mining techniques and runs with the help of specific database query objects. In

this model, the recall is aimed at yielding results better than Boolean type search methods which make comparisons with words and manual searches.

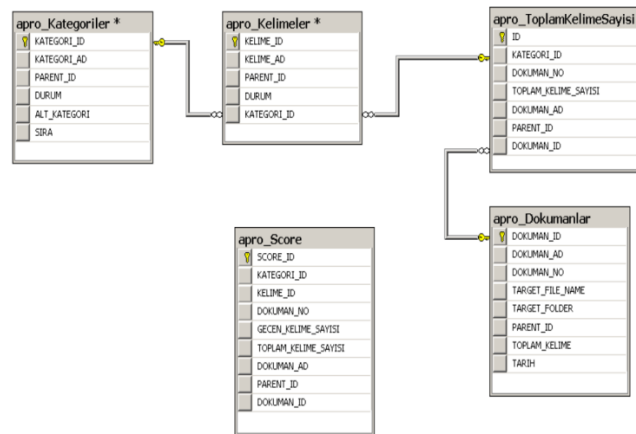


Fig. 2. Relational database architecture of DSS4CD

(DSS4CD) is a decision support system developed using C# (C-Sharp). A screenshot of the development of data system model is shown in Figure 1. The model database is built on relational database system and developed using SQL base which is the standard data access language. The relational database architecture is presented in Figure 2.



Fig. 3. DSS4CD Web Interface

By obtaining a correlation coefficient between the dispute categories determined using the qualified words selected manually, (DSS4CD) estimates the documents relevant to which dispute categories are and the ruling will be in favor of which party, according to the scores obtained depending on the qualified documents in a new query document added to the database. (DSS4CD) is designed as a web-based interface, and it is user-friendly for the users with the profiles of admin members and user members. Figure 3 shows the web interface for DSS4CD and Fig.4 shows the flowchart of DSS4CD system architecture. A correlation coefficient, which will be the score, is calculated between the qualified words and dispute categories determined. The Score is used for weighting the terms for (DSS4CD) calculation model developed for the purpose of this study. However it should be emphasized that while term weighting methods (TF, TF\*IDF, etc.) used in other machine learning algorithms build a relation between the qualified words and documents, the (DSS4CD) model developed builds a relation between the qualified words and categories. The score obtained from a series of calculations shown in Table.1 and Table.2 acts as a coefficient between the qualified words and categories. Accordingly the new documents that will be tested and added to the system will be allocated to the relevant dispute category by multiplication of number of qualified words in the concerned document by the said coefficient. Table.2 shows the TF, IDF and TF\*IDF calculations between qualified words and categories as explained in previous sections.

Here the number (GK) of qualified words ( $W_1$ ) in documents labeled ( $d$ ) in a certain dispute category ( $C_1$ ) is given under column (a); the total number (TK) of words in document ( $d$ ) is given under column (b). The ratio of these two figures (TF) is calculated and presented in column (c). The logarithmic statement (IDF) of the ratio of total number of documents ( $d$ ) to number of documents with a certain word ( $W_1$ ) is given under column (d). The result of multiplication of TF in column (c) by IDF values in column (d) is presented in column (e) as TF\*IDF value. Table 3 indicates the calculation of score, which is the relation coefficient, obtained from the calculation of TF horizontal value which is the primary normalization value calculated by dividing number of all qualified words in the same category by total TF, and calculation of TF vertical value which is the secondary normalization value calculated by multiplying the TF value of a qualified Word in a certain category by the ratio of number of all qualified words in the same category to the total TF.

Where;

$i$  : Dispute category ( $1 \leq i \leq r$ )

$d_n$  : Documents added to the system

$j$  : Qualified words ( $1 \leq j \leq t$ )

$f_{ikj}$  : Frequency of a qualified word in a document in a certain category (number of recurrence)

$t_{ik}$  : Total number of words in a document

$p_j$  : Total number of documents which include the word  $j$

**Table 1. Calculation of Term Weighting Among the Qualified Words and Dispute Categories (TF\*IDF).**

Word	<i>i</i>					
	Dok No	GK (a)	TK (b)	TF (c)	IDF (d)	TF.IDF (e)
<i>j</i>	$d_{i1}$	$f_{i1j}$	$t_{i1}$	$\frac{f_{i1j}}{t_{i1}}$		
	$d_{i2}$	$f_{i2j}$	$t_{i2}$	$\frac{f_{i2j}}{t_{i2}}$		
	...	....	....	....		
	...	....	....	....		
	$d_{in}$	$f_{in j}$	$t_{in}$	$\frac{f_{inj}}{t_{in}}$		
	$\sum$	$\sum_{k=1}^n f_{ikj}$	$\sum_{k=1}^n t_{ik}$	$\frac{\sum_{k=1}^n f_{ikj}}{\sum_{k=1}^n t_{ik}}$	$\log\left(\frac{n \cdot r}{p_j}\right)$	$\frac{\sum_{k=1}^n f_{ikj}}{\sum_{k=1}^n t_{ik}} \cdot \log\left(\frac{n \cdot r}{p_j}\right)$



**Table 2. Scoring Among the Qualified Words and Dispute Categories.**

Word <i>j</i>	<i>i</i>			
	Doc. No	TF/TTF Vertical (f)	TF/TTF Horizontal (g)	Score (h)
	$\sum$	$\frac{\left( \frac{\sum_{k=1}^n f_{ikj}}{\sum_{k=1}^n t_{ik}} \right)}{\left( \sum_{j=1}^t \left( \frac{\sum_{k=1}^n f_{ikj}}{\sum_{k=1}^n t_{ik}} \right) \right)}$	$\frac{\left( \frac{\sum_{k=1}^n f_{ikj}}{\sum_{k=1}^n t_{ik}} \right)}{\left( \sum_{i=1}^r \left( \frac{\sum_{k=1}^n f_{ikj}}{\sum_{k=1}^n t_{ik}} \right) \right)}$	$e^*(f + g)$

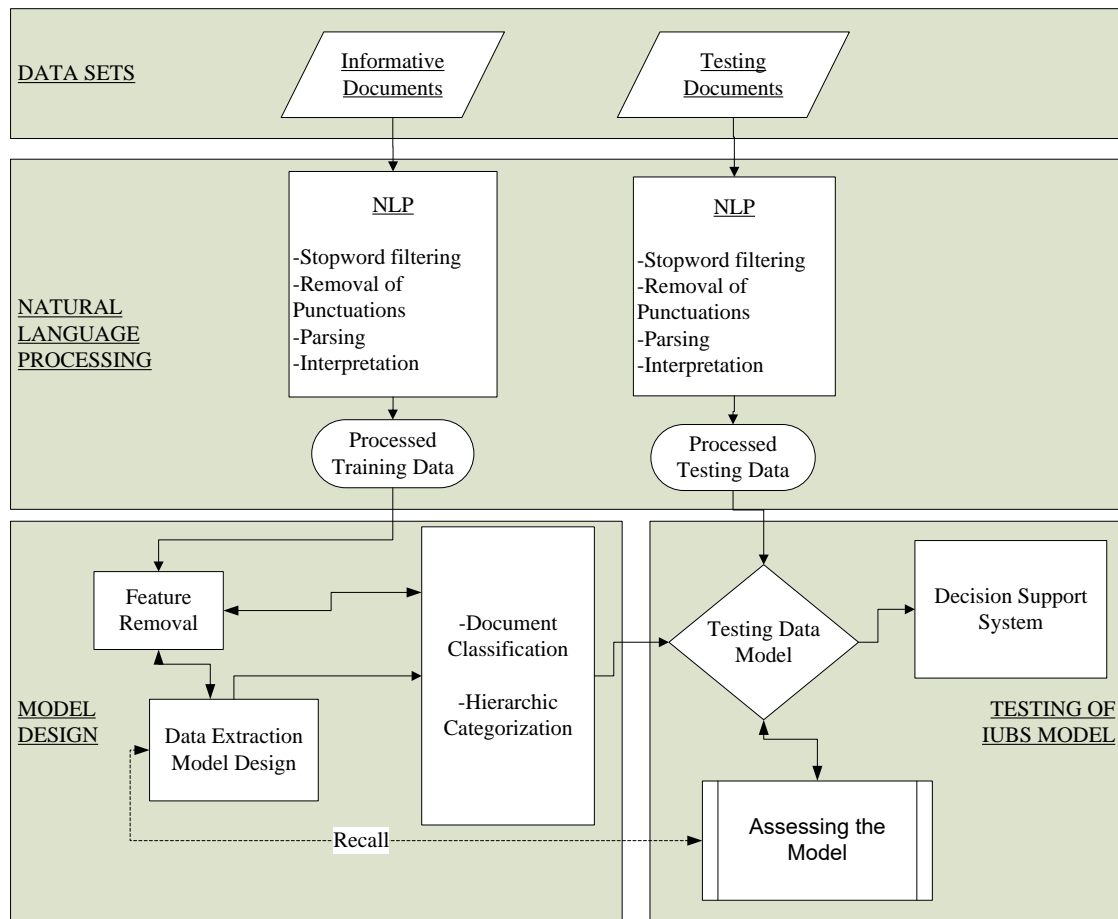


Fig. 4. Flowchart of DSS4CD System Architecture.

## 2.2. Automatic Classification Tests

This section provides a comparison of classification success rates of Decision Support System for Construction Disputes (DSS4CD) and classification tests running on the basis of existing algorithms. The success rates of classification algorithms were determined according to the average of results obtained on the basis of TF and TF\*IDF values taken as term weights in classification tests made using existing algorithms. These rates were compared with the classification success rates of (DSS4CD). The comparison was performed using cross validation and percentage split techniques.

According to the comparisons of success results of classification test performed with 3 categories, 21 documents and 7 words, (DSS4CD) yielded the highest result with 100% in cross validation option. As for percentage split, NB, DT and (DSS4CD) reached 100% success rate. Comparative results are presented in Table.3.

**Table.3. Comparison of test results with 3 Categories, 21 documents, 7 words.**

	kNN	SVM	NB	DT	(DSS4CD)
Cross Validation	90.47	97.62	97.62	95.23	100.00
Percentage Split	71.42	92.86	100.00	100.00	100.00

According to the comparisons of success results of classification test performed with 4 categories, 28 documents and 10 words, (DSS4CD) yielded the highest result in cross validation option. As for percentage split, (DSS4CD) reached the highest success rate with 100%. Comparative results are presented in Table.4.

**Table 4. Comparison of test results with 4 Categories, 28 documents, 10 words.**

	kNN	SVM	NB	DT	(DSS4CD)
Cross Validation	78.57	82.14	75.00	82.14	89.00
Percentage Split	70.00	75.00	60.00	85.00	100.00

According to the comparisons of success results of classification test performed with 5 categories, 35 documents and 13 words, SVM and (DSS4CD) yielded the highest result in cross validation option. As for percentage split, (DSS4CD) reached the highest success rate with 100%. Comparative results are presented in Table.5.

**Table 5. Comparison of test results with 5 Categories, 35 documents, 13 words.**

	kNN	SVM	NB	DT	(DSS4CD)
Cross Validation	62.85	82.85	81.43	80.00	82.85
Percentage Split	50.00	75.00	66.66	83.33	100.00

According to the comparisons of success results of classification test performed with 7 categories, 49 documents and 64 words, (DSS4CD) yielded the highest result in cross validation option. As for percentage split, (DSS4CD) reached the highest success rate with 100%. Comparative results are presented in Table.6.

**Table.6 Comparison of test results with 7 Categories, 49 documents, 64 words.**

	kNN	SVM	NB	DT	(DSS4CD)
Cross Validation	54,08	72,45	56,12	66,32	85,71
Percentage Split	35,29	64,70	52,94	88,24	100,00

### 2.3. Automatic Classification Tests Assessment of Hierarchical Categorization and Estimate Ruling in Decision Support System for Decision Support System for Construction Disputes

The success of Decision Support System for Construction Disputes in categorizing 33 test documents with the help of 53 informative documents and in probable ruling estimates was evaluated. To this end, documents were processed in classification testing up to 3 sub-levels. Figure.5 represents the category labels in these 3 levels and decision support mechanism model. According to these levels, success of (DSS4CD) in hierarchical classification and ruling estimate for documents is given in Table.7.

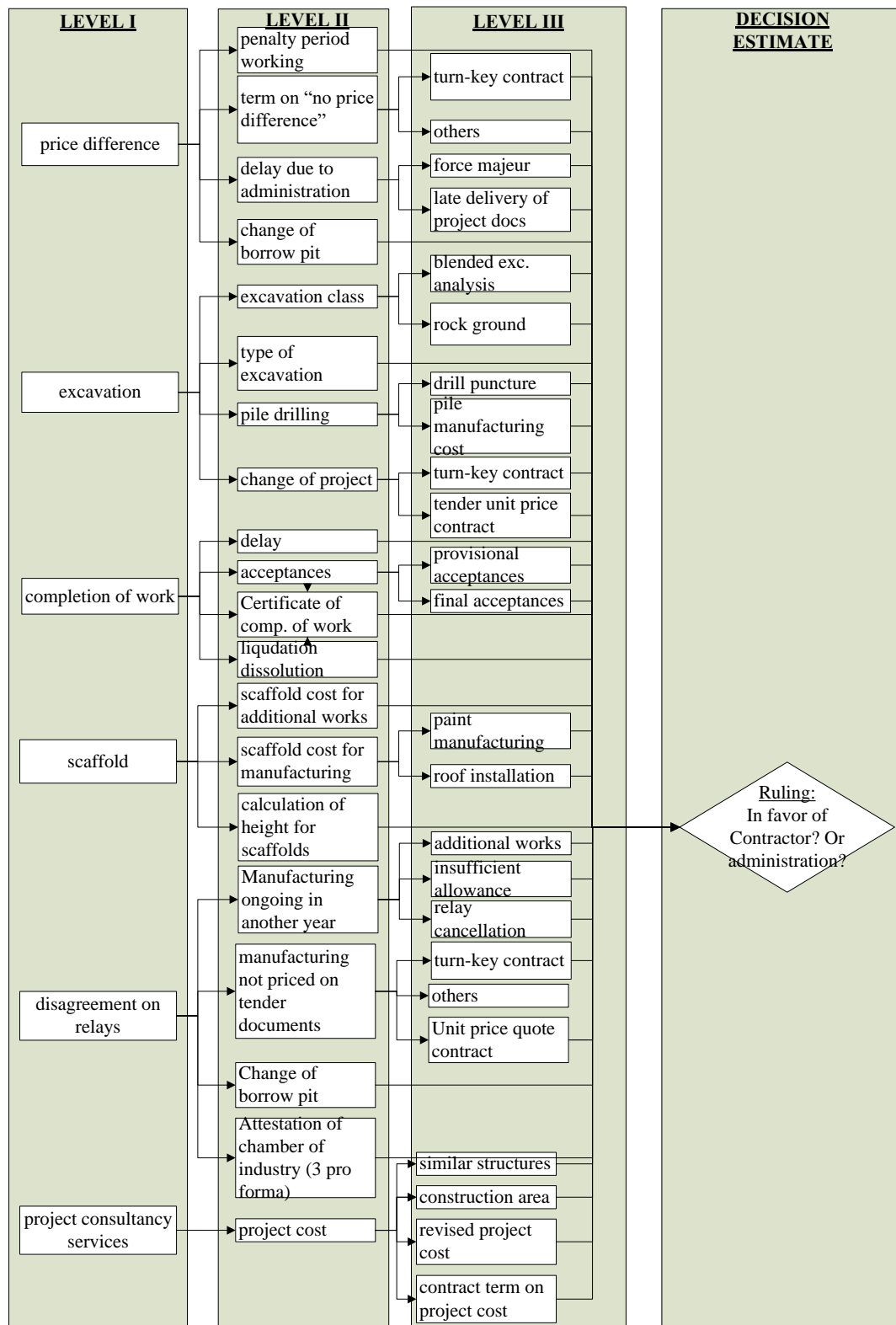


Fig.5 (DSS4CD) Hierarchical Decision Support Mechanism Model

**Table 7. Success of (DSS4CD) in hierarchical classification and ruling estimated by level.**

	Informative Documents	Test Documents	Success Rate
Level I	44	32	93.75
Level II	50	32	96.87
Level III	54	33	90.90
Ruling Estimate	33	25	84.00

### 3. CONCLUSION

Analysis of all test results indicates that (DSS4CD) achieved a higher level of success by 6,26% in cross validation than SVM which is the most successful algorithm among all others in all tests. As per percentage split, (DSS4CD) is again more successful than SVM, which ranks the second, by 17,29%. Accordingly, within the scope of this study, it can be concluded that (DSS4CD) yields more successful results than the most common four algorithms available in WEKA library. Another remarkable conclusion is that the lowest levels of success in classification of other algorithms in all tests are 28,57%, 64,70%, 35,71% and 37,50% respectively for k-NN, SVM, NB and DT while the lowest level of success of (DSS4CD) is 82,85%. This indicates that changes in the number of categories, documents and words do not have a significant impact on the classification success of the model.

This study has shown that the classification phase of (DSS4CD) model developed yields better results than the existing classification algorithms in terms of classifying the rulings of disputes experienced in Public Construction Projects in Turkey. It is also promising that the expert system model developed by hierarchical categorization of these documents also yields a higher success rate. The (DSS4CD) model that is developed in this study is hybrid-featured and may be easily used for other cases.

### 4. ACKNOWLEDGEMENT

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## **Application of TOPSIS Method for Green Machine Selection in a Manufacturing Company**

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### **Abstract**

The selection of the machine and equipment is very important in today's production companies to realize the processes from raw material to shipment quickly, safely, environmentally friendly and effectively. Business managers have to choose from many alternatives when purchasing machinery and equipment. Firm officials can make wrong decisions when they purchase the machine and equipment only taking price as an evaluation criteria. Stacker machines are required in many stages from production to shipment in production enterprises. In this study, it was aimed to select the most suitable fully automatic stacker machine for a production company by using the TOPSIS (Technique for Order Preference by Similarity to Ideal Solutions) method, which is one of the Multi Criteria Decision Making (MCDM) methods. The study was carried out in a company in the textile sector in Turkey. In the study, 5 different fully automatic stacker machines were evaluated according to price, lifting capacity, height of lifting, lifting speed with load, speed of lowering with load and movement speed evaluation criteria. As a result of the application of the TOPSIS method, full automatic green stacker machines were ranked and the most suitable for the firm was selected.

**Keywords:** Green Supplier Selection, Logistics, Production Management, Stacker Machine, Textile Industry, TOPSIS Method.

## **1. INTRODUCTION**

Rapidly changing and developing technologies affect many sectors such as health, tourism and education in the service sector worldwide, as well as the textile sector in the production sector. Nowadays, businesses have to evaluate alternatives for choosing raw materials, machinery and place of establishment. Working with the right suppliers and machines is one of the strategic decisions that will improve the production and competitiveness of enterprises and affect business success. Firms often use MCDM for these selection problems.

In-house transportation and logistics is a very important stage in production companies to continue production and to make existing products ready for shipment. Developments in technology in recent years have revealed alternative logistics vehicles and methods. The automatic stacker machine is important transportation equipment for companies in the production and logistics sectors. The automatic stacker machine is an environmentally friendly green machine because it is electrical. Stacker machines enable fast, economical, safe and effective transport operations that are made with forklifts or difficult to do with forklifts in terms of time and space. Besides, due to global warming and environmental issues, many firms are careful to use machinery, equipment or raw materials that are less harmful to the environment. When evaluated from this point of view,

working with green material or machinery suppliers becomes very important for businesses considering environmental factors.

Green material and machine selection is also named as sustainable material and machine selection. These materials and machines, which are environmentally friendly and give importance to human health, play an important role in the life and ecological cycle. Because of these features, they have been the subject of many studies (Zhang, et al., 2017, pp. 1).

In this study, it was aimed to select the most suitable green automatic stacker machine for a company in the textile sector by using the TOPSIS method. The rest of the study was organized as follows. In the second part, a literature review regarding the studies carried out using the TOPSIS method was included. The TOPSIS method was included in the methodology section, which is the third part of the study. The fourth part of the study consists of the application phase where the alternatives were listed. In the fifth section, which is the last section, a general evaluation of the study was made.

## 2. LITERATURE REVIEW

In the literature, it is possible to find many studies using MCDM methods (Aruldoss et al., 2013, pp. 31-43; Mardani et al., 2015, pp. 516-571; Jayant and Sharma, 2018, pp. 65461-65477). TOPSIS method is one of the multi-criteria decision making methods widely used in the literature (Behzadian, et al., 2012, pp. 13054-13060; Palczewski and Salabun, 2019, pp. 2294-2303). Some of the studies carried out using the TOPSIS method are given in the following paragraphs.

Shahroudi and Tonekaboni (2012) were used the TOPSIS method for a supplier selection problem of a company in the automobile industry. In the study, 4 supplier firms were evaluated according to price, time, quality, equipment and distance criteria. As a result of the study, the suppliers were ranked and supplier 3 was selected as the most suitable supplier.

Özdağoglu (2012) was used the TOPSIS method for the hydraulic guillotine selection that can be used by manufacturing firms. In the study, 66 different hydraulic guillotine alternatives were evaluated according to the criteria of cutting capacity, maximum cutting length, maximum cutting angle, total pressure cylinder and engine power. As a result of the study, the distances of the alternatives to the ideal solution were calculated and the most suitable hydraulic guillotine was selected.

Vimal, Chaturverdi and Dubey (2012) were used the TOPSIS method to select the best supplier of an enterprise in the manufacturing industry. In the study, 10 supplier firms were evaluated according to the minimum quantity, maximum quantity, defective item, late delivery, product price and order quantity criteria. The best supplier was determined as a result of the study.

Chang and Hsieh (2015) were used the TOPSIS method for the chain store location selection to be opened in China by a company in Taiwan. In the study, 5 alternative places were evaluated according to crowds, store cluster, site features, store spaces and rent costs criteria. As a result of the study, the most suitable location was selected.

George, Singh and Bhaisare (2018) were used the TOPSIS method for portable generator selection in a manufacturing company. In the study, 4 different portable generator suppliers were evaluated according to price, fuel consumption, product life and maintenance cost criteria. As a result of the study, the most suitable supplier company was selected.

Prusa et al., (2018) were used the TOPSIS method for forklift truck selection in a logistics company. In the study, 4 different forklift trucks were evaluated according to the criteria of capacity of lifting, capacity of battery, lifting height, travel speed with load and price. As a result of the study, the best possible alternative was determined.

Jollyta (2018) was used the TOPSIS method for selection of property development location. In the study, 3 different alternative locations were evaluated according to 32 criteria. As a result of the study, the most suitable location was selected.

Yildiz (2019) was used the TOPSIS method to select the best green supplier of a company in the automotive supply industry. In the study, 5 different alternative suppliers were evaluated according to environmental management system, reverse logistics applications, environment-friendly material use, waste management, pollution and pollution level criteria. The best green supplier was selected as a result of the study.

Korkmaz (2019) was used the TOPSIS method for candidate selection to be recruited in a logistics company in Turkey. In the study, 9 candidates were evaluated according to experience, education, flexible working hours and

overtime, proficiency in MS office programs, package software used in the field of logistics and references criteria. As a result of the study, 9 candidates were ranked and the most suitable candidate was selected.

Atthirawong (2020) was used the TOPSIS method for the green supplier selection of a Thai OTOP producer company in Taiwan. In the study, 3 green suppliers of this company that produces herbal cosmetics and personal care products were evaluated according to the criteria of cost, delivery reliability, quality, flexibility and responsiveness, service capability, strategic alliance, pollution control, green competencies, environment management system and green image. As a result of the study, the best green supplier firm was selected.

Kumar and Singh (2020) were used the TOPSIS method for select to best alternative of vacuum cleaner in the Indian market. In the study, it was aimed to choose the most suitable one among 26 different models of 8 vacuum cleaner companies. In the study, the selection was made according to price, dust bag capacity, power consumed, weight and dimensions criteria. As a result of the study, the most suitable vacuum cleaner model was selected.

### 3. MATERIALS AND METHOD

This study was carried out in a textile factory in Turkey. In the study, the TOPSIS method, one of the MCDM methods, was used for the selection of the fully automatic electrical stacker machine that the company needs. The criteria used in the study were determined in line with the opinions of the production manager and purchasing manager of the company and the literature. Microsoft Excel 2016 program was used to apply the TOPSIS method. The TOPSIS method used in the study is explained below.

#### 3.1. TOPSIS Method

TOPSIS method is a widely used MCDM method with many applications (Soba and Eren, 2011, pp. 25; Velasquez and Hester, 2013, pp. 63; Kolios et al., 2016, pp. 3; Mathew and Thomas, 2019, pp. 350). The TOPSIS method first was developed by Hwang and Yoon in 1981 (Hwang and Yoon, 1981; Chen, 2000 pp. 2; Mathew and Thomas, 2019, pp. 350). The TOPSIS method is generally based on the principle that the chosen alternative is the closest to the positive ideal solution and the furthest to the negative ideal solution (Chen, 2000, pp. 2; Çaylak, 2019, pp. 67). TOPSIS method helps decision makers to analyze, compare and rank alternatives and enables the selection of the most suitable alternative (Shih, Shyur and Lee, 2007, pp. 801). Since the TOPSIS method is easy to understand and integrate with other methods, it is used in many areas such as supplier selection, energy, logistics, production systems, health and security management (Yildiz, 2019, pp. 1148). The steps of the TOPSIS method are explained below (Hwang and Yoon, 1981; Shih, Shyur and Lee, 2007, pp. 805-807; Özdağoğlu, 2012, pp. 551; Prusa et al., 2018, pp. 392-393).

*Step 1: Creating the decision matrix (A).*

There are  $i, i = 1, 2, \dots, m$  alternatives in the rows of the decision matrix  $A_{ij}$  and  $j, j = 1, 2, \dots, n$  criteria in the columns. The decision matrix is shown as below.

$$A_{ij} = \begin{bmatrix} a_{11} & a_{12} & \dots & a_{1n} \\ a_{21} & a_{22} & \dots & a_{2n} \\ \vdots & \vdots & \ddots & \vdots \\ a_{m1} & a_{m2} & \dots & a_{mn} \end{bmatrix}$$

*Step 2: Creating the normalized decision matrix (R).*

The normalized decision matrix is calculated using equation (1).

$$r_{ij} = \frac{a_{ij}}{\sqrt{\sum_{i=1}^m a_{ij}^2}} \quad i = 1, 2, \dots, m \quad j = 1, 2, \dots, n \quad (1)$$

$R_{ij}$  normalized decision matrix is shown as below.

$$R_{ij} = \begin{bmatrix} r_{11} & r_{12} & K & r_{1n} \\ r_{21} & r_{22} & K & r_{2n} \\ \cdot & \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot & \cdot \\ r_{m1} & r_{m2} & K & r_{mn} \end{bmatrix}$$

Step 3: Creating the weighted normalized decision matrix (Y).

First, the weight values ( $w_i$ ) for the evaluation criteria are determined. Then the  $Y_{ij}$  matrix is created by multiplying the elements in each column of the matrix by the corresponding value of  $w_i$ . The weighted normalized value  $y_{ij}$  is obtained as in equation (2).

$$y_{ij} = w_j \cdot r_{ij} \quad (2)$$

$Y_{ij}$  normalized decision matrix is shown as below.

$$Y_{ij} = \begin{bmatrix} w_1 r_{11} & w_1 r_{12} & K & w_n r_{1n} \\ w_1 r_{21} & w_2 r_{22} & K & w_n r_{2n} \\ \cdot & \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot & \cdot \\ w_1 r_{m1} & w_2 r_{m2} & K & w_n r_{mn} \end{bmatrix}$$

Step 4: Creating positive ideal set ( $A^*$ ) and negative ideal set ( $A^-$ ).

To create the ideal solution set, the largest of the weighted column values in  $Y_{ij}$  matrix is chosen. The positive ideal solution set is obtained from equation (3).

$$A^* = \{(\max_i y_{ij} | j \in J), (\min_i y_{ij} | j \in J')\} \quad (3)$$

The negative ideal solution set is created by choosing the smallest of the weighted column values in  $Y_{ij}$  matrix. The negative ideal solution set is obtained from equation (4).

$$A^- = \{(\min_i y_{ij} | j \in J), (\max_i y_{ij} | j \in J')\} \quad (4)$$

In both equations,  $J$  benefit (maximization) and  $J'$  loss (minimization) value.

Step 5: Calculating the distance of each alternative to the positive ideal solution and the negative ideal solution.

The distance to the positive ideal solution is  $S_i^*$  and the distance to the negative ideal solution is  $S_i^-$ . The distance to the positive ideal solution is calculated using equation (5) and the distance to the negative ideal solution is calculated using equation (6).

$$S_i^* = \sqrt{\sum_{j=1}^n (y_{ij} - y_j^*)^2} \quad (5)$$

$$S^- = \sqrt{\sum_{j=1}^n (y_{ij} - y_j^-)^2} \quad (6)$$

Step 6: Compute the relative proximity of each alternative to the ideal solution.

The relative closeness ( $C_i^*$ ) of each alternative to the ideal solution is calculated as in equation (7).

$$C_i^* = \frac{S_i^-}{S_i^- + S_i^+} \quad (7)$$

Where,  $0 \leq C_i^* \leq 1$ .

#### 4. RESULTS

In the study, 5 alternative stacker machines price, lifting capacity, height of lifting, lifting speed with load, speed of lowering with load and movement speed evaluation were evaluated according to criterion. The criteria used in the study were determined based on the literature review and expert opinions. The hierarchical structure of the study is shown in figure 1.

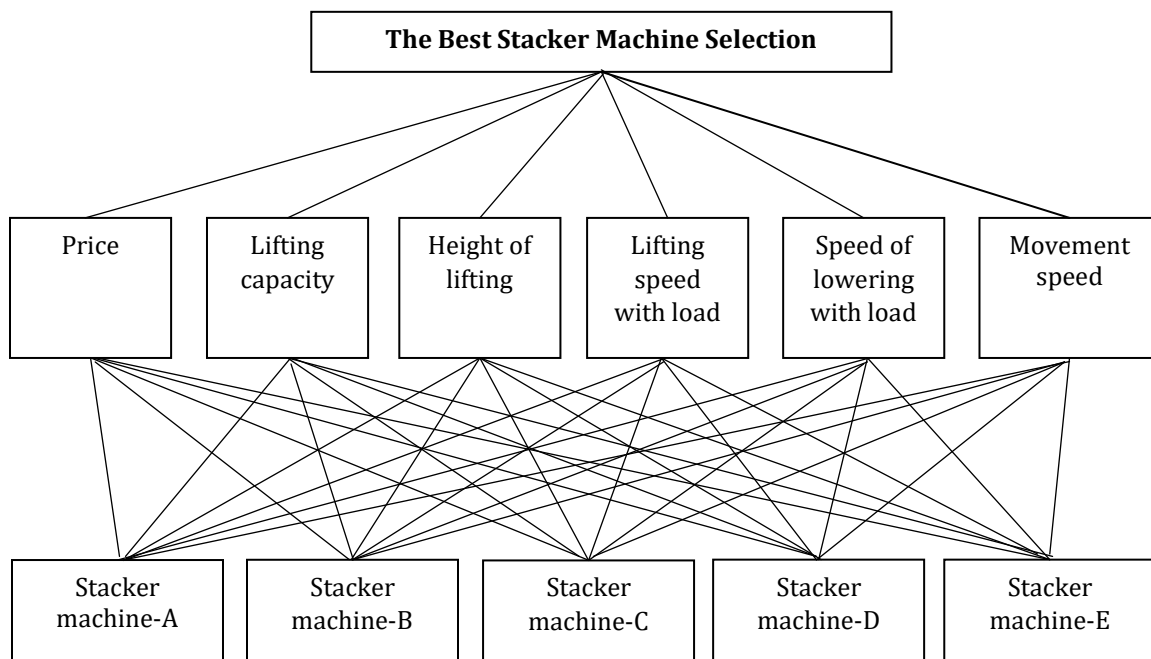


Fig. 1. The framework of stacker machine selection

The weight values of the criteria used in the study were determined based on the opinions of the firm experts and are given in Table 3. In the first stage of the conflict, the decision matrix shown in Table 1, which includes the criteria and alternatives, was created. In Table 1, the alternatives are expressed as A, B, C, D and respectively. In the decision matrix, some criteria should be expressed as maximum and others as minimum. In the study, price criteria were accepted as non-benefit criteria others were accepted as benefit criteria.

Table 1. Decision matrix

Max / Min	Min	Max	Max	Max	Max	Max
Alternative	Price (\$)	Lifting	Height of	Lifting speed with load	Speed of lowering with	Movement speed



/ Criteria		capacity (kg)	lifting (mm)	(mm/s)	load (mm/s)	(km/h)
A	3371	1500	1600	100	150	4
B	6085	1500	3600	80	152	4
C	7266	1500	4600	80	152	4
D	8810	1600	4600	74	95	3,4
E	10581	1600	5500	74	95	3,4

After the decision matrix was created, the normalized decision matrix shown in Table 2 was obtained with the help of equation (1).

**Table 2. Normalized decision matrix**

Alternative / Criteria	Price (\$)	Lifting capacity (kg)	Height of lifting (mm)	Lifting speed with load (mm/s)	Speed of lowering with load (mm/s)	Movement speed (km/h)
A	0,1977	0,4354	0,1705	0,5443	0,5093	0,4743
B	0,3569	0,4354	0,3836	0,4355	0,5160	0,4743
C	0,4261	0,4354	0,4901	0,4355	0,5160	0,4743
D	0,5167	0,4644	0,4901	0,4028	0,3225	0,4032
E	0,6205	0,4644	0,5860	0,4028	0,3225	0,4032

After creating the normalized decision matrix shown in Table 2, the weighted normalized decision matrix shown in Table 3 was obtained by using the equation (2) and criteria weights.

**Table 3. Weighted normalized decision matrix**

Alternative / Criteria	Price (\$)	Lifting capacity (kg)	Height of lifting (mm)	Lifting speed with load (mm/s)	Speed of lowering with load (mm/s)	Movement speed (km/h)
A	0,039544	0,087075	0,034095	0,081647	0,076388	0,047431
B	0,071373	0,087075	0,076713	0,065318	0,077407	0,047431
C	0,085222	0,087075	0,098022	0,065318	0,077407	0,047431
D	0,103332	0,092881	0,098022	0,060419	0,048379	0,040317
E	0,124104	0,092881	0,117200	0,060419	0,048379	0,040317
<b>Weightage</b>	<b>0,2</b>	<b>0,2</b>	<b>0,2</b>	<b>0,15</b>	<b>0,15</b>	<b>0,10</b>

The positive ideal ( $A^+$ ) and negative ideal ( $A^-$ ) solution sets are calculated by using the equations (3) and (4) and can be seen from Table 4.

**Table 4. Positive ideal ( $A^+$ ) and negative ideal ( $A^-$ ) solution sets**

$(A^+)$	0,040	0,093	0,117	0,082	0,077	0,047
$(A^-)$	0,124	0,087	0,034	0,060	0,048	0,040

The distance to the positive ideal solution  $S_i^+$  is calculated using equation (5) and the distance to the negative ideal solution  $S_i^-$  is calculated using equation (6). Values of  $S_i^+$  and  $S_i^-$  are given in Table 5.

**Table 5. Values of the distance to positive ideal solution and distance to negative ideal solution**

$S_i^+$	$S_i^-$
0,08331	0,09185
0,05434	0,07426
0,05248	0,08072
0,07603	0,06747
0,09216	0,08331

In the last stage of the application, the relative proximity ( $C_i^+$ ) of each alternative to the ideal solution was calculated using equation (7). In Table 6, the relative closeness of each alternative to the ideal solution and the ranking of the alternatives are given.

**Table 6. The relative proximity of the alternatives to the ideal solution and ranking of the alternatives**

Alternative	$C_i^+$	Rank
A	0,5244	3
B	0,5774	2
C	0,6060	1
D	0,4702	5
E	0,4748	4

According to the ranking in Table 6, it can be seen that the best alternative is C.

## 5. CONCLUSION

Today's production companies have to choose from among the alternatives in many cases such as the choice of establishment, machine selection and raw material selection. Choosing the best alternative is very important for the continuity and competitiveness of businesses. There are multi-criteria decision-making methods used to choose between alternatives. The TOPSIS method, which is one of the multi-criteria decision making methods, is used in decision making problems.

Within the scope of this study, 5 different models of stacker machines price, lifting capacity, height of lifting, lifting speed with load, speed of lowering with load and movement speed were evaluated by TOPSIS method to select the green automatic stacker machine that a manufacturing textile company needs. The weights of the criteria used in the study were determined based on the opinion of the business experts and the distances of the alternatives to the ideal solution were calculated.

The alternatives were ranked according to the TOPSIS method results and the best alternative was selected as C. Researchers who will work on this subject can use different multi-criteria decision making methods or using the TOPSIS method and other decision making methods together.

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## **MEDIATOR EFFECT OF ENVIRONMENTAL ATTITUDES BETWEEN LIFESTYLE AND SUSTAINABLE CONSUMPTION**

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### **Abstract**

Leaving a better society and a better world for future generations is everyone's responsibility. This responsibility achieves functionality with the lifestyle that people prefer. Because the lifestyle of individuals affects their environmental attitudes and sustainable consumption. Understanding the relationship between these variables will help to understand sustainability consumer behavior more easily.

From this point of view, it was measured through modeling how consumer lifestyles and environmental attitudes affect sustainable consumption. It is tried to be understood with the help of a model of how the preferred lifestyle and environmental attitude are effective in directing individuals to sustainable consumption. It was purposed in the model that the lifestyle variable affects sustainable consumption via the mediating role of the environmental attitude. The mediating effect of environmental attitude was tested with the structural equation model; it has been found that there is a partial mediating effect between lifestyle and sustainable consumption.

**Keywords:** Lifestyle, Environmental Attitude, Sustainable Consumption, Mediator Effect

### **1. INTRODUCTION**

The world's resources are not unlimited and are decrease. Consumption patterns and lifestyles of the consumers change with the developing world as well. Conscious consumers demand many things all at once as sustainability, quality, functionality, difference. Supplying these demands without endangering the environment and human health will result in benefits for everyone in society, business, and consumer class. Also, determining the conditions affecting sustainable consumption and the factors that have shaping on it will contribute much to both business and academic levels.

Lifestyle is an important variable in determining the factors affecting sustainable consumption, as it reflects lifelong behavior. Besides, environmental attitude also affects sustainable consumption. This shows that environmental attitude influences sustainable practice. Most of the researchers are agreed that attitude is a latent variable and it should not be overlooked (Ajzen, 2005). Therefore, it is important to identify factors that determine sustainable consumption practice (Coşkun and Özbük, 2019). Researches are demonstrated that attitude is a powerful predictor of environmental pro-behavior (Juárez-Lugo, 2010; Heyl et. al, 2013; Nikolic et. al, 2020). Moreover, determining human attitude allows us to predict and change human behavior, especially sustainable behavior.

The aim of this study figures out the effect of consumers' lifestyle and environmental attitude in contributing to sustainable consumption by the mediator effect of environmental attitude. The study has two sections. The first section gives a theoretical background. The second section gives the statistical information about the conducted surveys in the Atakum district of Samsun province as well as its results.

### **2. THEORETICAL BACKGROUND**

#### **2.1. Lifestyle**

Lifestyles are expressed as "social dialog" in which people distinguish themselves from other people and indicate

their social position and psychological desires (Thidell, 2015, p.5). Namely, lifestyle is an extensive concept to what people do, what is their life motivation, and what those behaviors mean to other people (Blackwell and et al., 2001). According to Max Weber, lifestyle is the difference between social groups (Kesic and Piri-Rajh, 2003). Lifestyle components are involved in previous experiences of people, culture, demographic attributes, economic conditions, and values. (Bamossy and Solomon, 2016, p. 563).

Values and Life Styles (VALS), and Values and Life Styles 2 (VALS2) are measurement methods which are mostly used in lifestyle research. VALS2 was used in this study to determine the lifestyles of the participants. VALS2 has 8 lifestyle segments (Lin, 2003; Aydın and Ünal, 2015): *Innovators* be inclusive of curious, active, successful, and intellectual people with leadership characteristics who are well-informed of new ideas and technologies and who buy this new products and services. *Thinkers* make wide research before making buying decisions and they are generally mature and calm people. *Achievers*, are effective in the market place and are attached to premium products and services. They are career and success-oriented. *Experiencers* occur of young people who like new things and risk-taking and who spend much of money on fashion, movies, etc. *Believers* comprise of conservative individuals who value family, religion, and social rules. *Makers* are committed to traditions and family. they are self-sufficient individuals. *Strivers* comprise of image-conscious individuals who consider money as the source of success. They are generally addicted to fashion products and entertainment and also effected by other consumers' opinions. *Survivors* have low-income levels and therefore do not spend on luxury. Also, their education level is low, the elderly and their communication are weak.

## 2.2. Environmental Attitude

Environmental attitude defined as a person's tendency to be concerned about the natural environment is positively related to daily pro-environmental behaviors and consequently the lifestyle of people. (Bamberg, 2003; Hawcroft and Milfont, 2010). In other words, environmental attitude reflects a positive perspective on environmental preservation. (Jain and Kaur, 2006; Bahl and Chandra, 2018; Karunarathna et al., 2020). Individual differences such as pro-environmental attitude have principal effects on pro-environmental behavior. As well environmental attitudes may interact with personal variables to figure pro-environmental behavior (Dunlap et al., 2000). However, prior studies have consistently demonstrated that a pro-environmental attitude is positively related to pro-environmental behavior (Chan, 1999; Blake, 2001; Eilam and Trop, 2012; Bissing-Olson et al., 2013).

On the one hand, a lifestyle with sustainable awareness is strongly and positively affected by consumers' attitudes towards environmental protection (Tanner and Kast, 2003). Prior research has verified that people who have a more positive environmental attitude are more likely to protect the environment and attend to sustainable consumption (Bamberg and Möser, 2007; Hinds and Sparks, 2008). Namely, people who are more concerned about the environment may be more likely to live as sustainable (Andersson et al., 2005; Hinds and Sparks, 2008). Briefly, it is important to understand human reactions and analyze their environmental attitude to determine the perception of sustainability matters. In this point, attitude is a better predictor of behavior than other variables (Padel and Foster, 2005; Zakaria et. al, 2019; Jung, 2020). Essentially, attitude also illustrates behavior (Young et al., 2010).

## 2.3. Sustainable Consumption

While sustainable consumption uses goods and services that meet basic needs and improve the quality of life; it is a form of consumption that does not endanger the needs of future generations. And also while doing so, it is minimized the use of natural resources, toxic substances, waste, and pollutants (Sehgal, 2015; Yildirim, 2020). In other words, sustainable consumption can be briefly explained via four key principles in resource management which are rethinking, reduce, reuse, and recycle (Fischer et al., 2012).

Therefore, it can be said that sustainable consumption consists of measures that affect the behavior of consumers or reduce the harmful effects of their actions (Wang et. al, 2019). Additionally, behaviors such as consumers preferring bicycles instead of cars, using a dishwasher, choosing a hybrid vehicle, and purchasing environmentally friendly products are examples of sustainable consumption (Titisari, 2020). These all activities carried out within the scope of sustainable consumption express the lifestyle people prefer (Haas, 2005; Zakaria et. al, 2019).

## 3. METHODOLOGY

### 3.1. Purpose, Scope, and Limitations of the Study

In the last few decades, consumption has increased worldwide and this situation contributes to natural resources depletion and environmental deterioration. Therefore consumers' environmental attitudes and



lifestyles are becoming more relevant as considerations for all the globe. These variables show how individuals consume and what it costs for the future. In this context, this study aimed to determine the mediator effect of environmental attitudes (EA) on the relationship between lifestyle (LS) and sustainable consumption (SC) behavior.

Designed the survey method was employed to assess information from the respondents. Sample selection has been made randomly to provide an equal chance for individuals to be involved as samples of this research. Hence, this study employed a random sampling design. A consumer survey was conducted which lasted between July 2019 and August 2019 in Samsun/Turkey. 310 people were contacted, however, a total of 298 questionnaires were used.

Before collecting data by preparing the final survey form, 10 people were interviewed to see whether or not the questions were understood. Accordingly, the questions were reformed. The survey form covers 4 types of questions. The 1st type deals with questions about demographic characteristics. The 2nd group deals with lifestyle. The 3rd group deals with environmental attitudes and the last group measure sustainable consumption.

Scales were used from Aydın and Ünal (2015) and Zakaria et. al, (2019)'s researches and for variables. All survey questions are based on a 5-point Likert- type scale (5=I strongly agree, 1=I strongly disagree). SPSS 20 and AMOS 20 was used to conduct analyses.

Consumers whose ages were over 18 and who were living in the Atakum district of Samsun province were included in the study. Additionally, the research model was not evaluated in terms of any brand or product. Therefore, the results cannot be generalized by any product group, brand, or region.

### 3.2. Research Model and Hypotheses

The research model determined based on the aim of the research was shown in Figure 1.

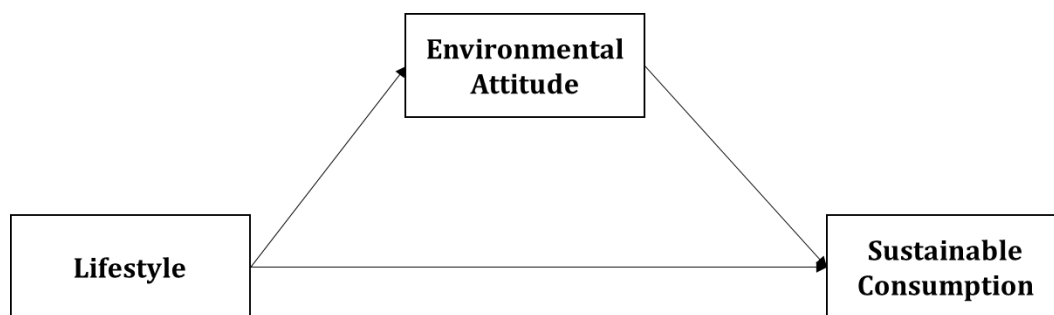


Fig. 1. Research Model

The input variable of the research model is lifestyles while the intermediate variables are environmental attitude. The output variable is sustainable consumption. Depend on the research model, the hypotheses of the research are given below:

H1: Lifestyles has an effect on environmental attitude.

H2: Lifestyles has an effect on sustainable consumption.

H3: Environmental attitude is a mediator of the relationship between lifestyle and sustainable consumption.

### 3.3. Demographic Characteristics of Respondent

53% of the 298 people participating in the survey are female and 47% are male, 69.9% between 18-44 ages, 50% had an income higher than ₺4001, 62.4% private sector employee, and 80.9% had higher education.

Detailed information about the participants is shown in the table below:

**Table 1. Demographic Characteristics of Respondent**

Characteristics	Frequency	Percent (%)
Male	140	47
Female	158	53
Age		
18-26	58	19,4

27-35	86	28,9
36-44	66	22,1
45-53	54	18,1
54-62	18	6,0
63+	16	5,4
Income (₺)		
Under ₺1500	39	13,1
1501-2000	23	7,7
2001-3000	22	7,4
3001-4000	65	21,8
Higher ₺4001	149	50
Education Level		
Primary Education	1	0,3
High School	11	3,7
Associate Degree	45	15,1
Undergraduate	123	41,3
Postgraduate	118	39,6
Occupation		
Officer	22	7,4
Student	10	3,4
Private Sector Employee	186	62,4
Self-Employment	6	2,0
Retired	10	3,4
Housewife	41	13,8
Other	23	7,7
Marital Status		
Married	157	52,7
Single	141	47,3
Total	298	100

### 3.4. Measurement Model

#### 3.4.1. Analysis of Reliability and Validity

After testing the reliability and validity of the statements, exploratory and confirmatory factor analysis was performed using SPSS and Amos. Before testing the relationships of the variables of the research model, the validity of all scales for the sample was tested. The scales have been tested by exploratory and confirmative factor analysis. For all variables, the ones with a factor loading of not less than 0.40 were taken into account. You can also see the important statistical values for the variables below:

##### *Environmental Attitude;*

The alpha coefficient was found to be 0.818. Obtained factors in exploratory factor analysis explain 71.62% of the total variance. KMO sampling adequacy: 87.9%, Bartlett's Sphericity test: 2521.294, df: 78,  $p < 0.000$ . Confirmatory factor analysis fit indices;  $\chi^2/df=2.076$  RMSEA=.062 GFI=.968 AGFI=.931 CFI=.977 TLI=.960

##### *Lifestyles;*

The alpha coefficient was found to be 0.844. Obtained factors in exploratory factor analysis explain 53.76% of the total variance. KMO sampling adequacy: 79.1%, Bartlett's Sphericity test: 2102.846, df: 253,  $p < 0.000$ . Confirmatory factor analysis fit indices;  $\chi^2/df=1.745$  RMSEA=.050 GFI=.903 AGFI=.874 CFI=.917 TLI=.901. Lastly, according to the reliability analysis results; known as 8 dimensional and used in this research VALS2 Lifestyle scale was collected in 5 dimensions as experiencers, strivers, makers, believers, thinkers.

##### *Sustainable Consumption;*

The alpha coefficient was found to be 0.810. Obtained factors in exploratory factor analysis explain 56.75% of the total variance. KMO sampling adequacy: 81.6%, Bartlett's Sphericity test: 868.673, df: 55,  $p < 0.000$ . Confirmatory factor analysis fit indices;  $\chi^2/df=1.980$  RMSEA=.057 GFI=.959 AGFI=.928 CFI=.955 TLI=.935

Before testing the model had calculated AVE (average variance) and CR (composite reliability) values:

**Table 2. Validity of Model**

Construct	AVE	CR
Environmental Attitude	0.606	0.827
Lifestyles	0.509	0.809
Sustainable Consumption	0.532	0.807

According to Awang and his colleague (2015), the average variance (AVE) should be more than 0.50 for the validity to achieve, and at the same time, composite reliability (CR) should be 0.60 or higher. Results show that composite reliability is provided for constructs.

After, the mediator test was carried out to determine the effect of environmental attitude on the relationship between the lifestyle with sustainable consumption.

### 3.4.2. Testing of Mediator Effect

Some conditions must be achieved to be able to talk about the mediation effect. These conditions are named as Baron and Kenny's (1986) steps, are listed as follows:

1. The independent variable must have an effect on the mediator variable.
2. The independent variable should have an effect on the dependent variable.
3. When the mediator variable is included in the analysis in the second step; If a nonsignificant relationship occurs between the independent variable and the dependent variable, then full mediation; If there is a decrease in the relationship between the independent variable and the dependent variable, a partial mediation effect can be mentioned. (Baron and Kenny, 1986; Howell, 2013, p.547; McKinnon et al., 2007, p.594; Fairchild and McQuillin, 2010).

In this case, all conditions were tested in a step by step. The analysis findings are shown below:

According to *the first conditions*; lifestyle should have an effect on environmental attitude:

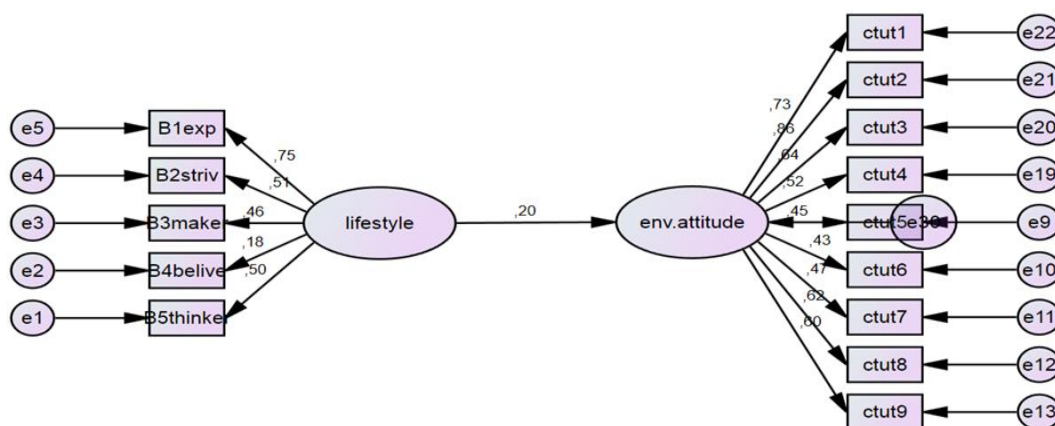


Fig. 2. First Condition Model

The results of the analysis show that the lifestyle is effective in the environmental attitude. In this case, the first condition is satisfied and the mediating effect test can be continued ( $t=2.453$  path=0.200  $p=0.01$  S.E=0.098). Hence, hypothesis H1 was supported.

*The second condition*, lifestyle should have an effect on sustainable consumption. (*direct effect*)

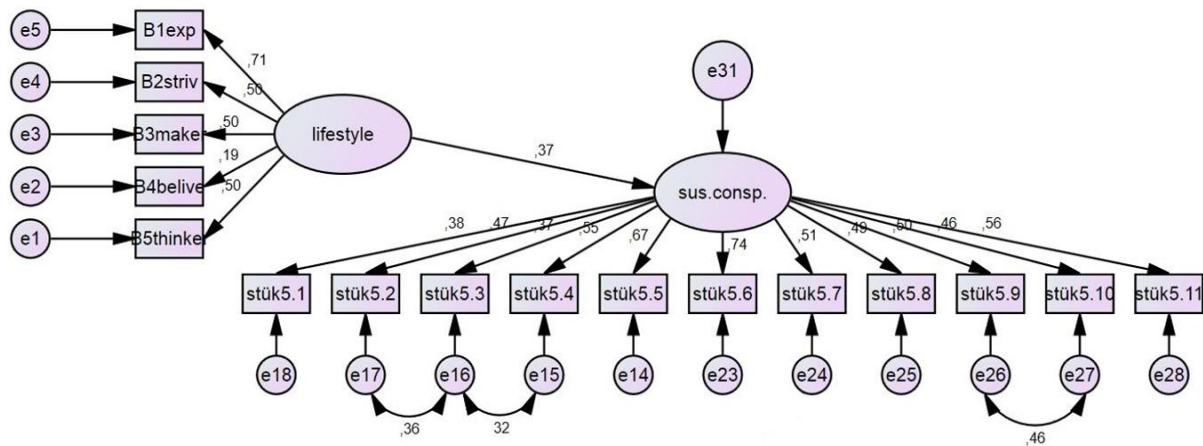


Fig. 3. Direct Model without Mediation

The results show that there was a significant direct effect between lifestyle and sustainable consumption. ( $\beta=0.370$ ,  $p=0.000$ ;  $\chi^2/df=2.255$  RMSEA=.060 GFI=.916 AGFI=.984 CFI=.984 TLI=.959). Hence, hypothesis H2 was supported.

*The last condition;* according to the literature, Beta values should be undefined or should partially decrease. [7]

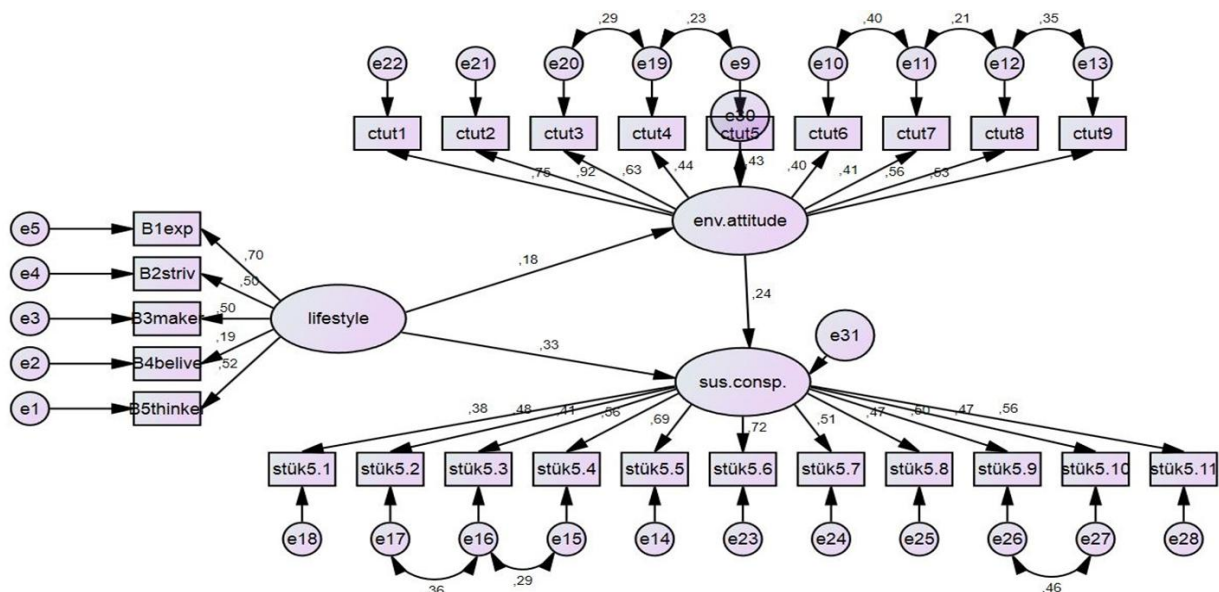


Fig. 4. Mediation Model

The statistics obtained show that the third condition is also met. ( $\beta=0.331$ ,  $p=0.000$ ;  $\chi^2/df=2.338$  RMSEA=.060 GFI=.963 AGFI=.930 CFI=.941 TLI=.918)

Table 3. Result of Direct and Mediation Effect

Hypothesized Path	SE	Beta	CR	p
Lifestyle → Environmental Attitude	0.098	0.200	2.453	0.000
Lifestyle → Sustainable Consumption	0.198	0.370	4.033	0.000
Lifestyle → Environmental Attitude → Sustainable	0.090	0.331	2.231	0.000

Consumption				
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As showed in Table 3, the standardized direct effect illustrated there was a significant direct effect found between the lifestyle and sustainable consumption (beta coefficient = 0.200,  $p = 0.000$ ). As said before, Baron and Kenny's steps (1986) significant relationships for the direct model, and full mediation model with a reduction of Beta values indicate a partial mediator. The results obtained, the positive effect of lifestyle (beta coefficient = 0.370,  $p = 0.000$ ) on sustainable consumption (beta coefficient = 0.331,  $p = 0.000$ ) was reduced but still stay significant. According to this, the environmental attitude was a partial mediator of the relationship between lifestyle and sustainable consumption. Hence, hypothesis H3 was supported.

#### 4. CONCLUSIONS AND RECOMMENDATIONS

It is known that lifestyle people prefer has an effect on sustainable consumption behavior. People need to adopt sustainable consumption behaviors as a lifestyle and consume accordingly. So, they can leave a healthier world for their families, loved ones, and future generations. People are now aware of this situation. Individuals pay attention to sustainable activities and tend to reflect their environmentalist attitudes to behaviors. Such that the rising desire to buy pro-environmentally friendly products has indicated that there is an increasing sense of environmental responsibility in the world.

According to the results, environmental attitude, and lifestyles have an effect on sustainable consumption. People with positive environmental attitudes tend to engage in sustainable consumption. Moreover, these people have higher tendencies for sustainable consumption. The powerful relationship between having a positive environmental attitude and sustainable consumption is consistent with the findings of past studies (Ginsberg and Bloom, 2004; Aydın and Ünal, 2015). As the consumer's knowledge of the environment increases, they tend to have environmental attitudes and behaviors that have a positive impact on sustainable consumption. In other words, they tend to make their lifestyle more sustainable.

Contrary to all these, unfortunately, the environmental awareness of most of the population is very low. These individuals, who do not have any concern for the environmental issue or have a positive attitude, are quite far from a sustainable lifestyle. Therefore, it is necessary to take specific measures and take some steps to increase the awareness of the society on environmental issues and to approach a sustainable lifestyle.

Governments or companies/organizations are not only responsible authorities regarding this issue but also a motivator. They can be helpful to achieve and awareness about the environmental issue. They can sponsor various social, environmental, and public events. They can transfer the sum of their income to environmental activities. Thanks to all these events, they can draw the attention of the consumers. However, as is known, consumers develop an attitude before they act. Therefore, must be creating awareness among consumers with all the means of promotion and communication such as social media, printed and visual media.

Sharma and Rani (2014) have approved that perception is a contributing factor to sustainable behavior. Societal perception is the basis of environmental issues (Barkan, 2004). Therefore, the government should persuade the society that environmental issues require behavioral change. Otherwise, environmental policies will be insufficient. And a sustainable lifestyle will be constrained by a lack of understanding, awareness, and concern.

Also, an investigation of the mediating effect of environmental attitude between lifestyle and sustainable consumption that environmental attitude is a partial mediator. These results confirm that it is important to understand human reactions and analyze their attitude towards sustainable consumption to determine the human perception of sustainability issues (Brida et al., 2011). In conclusion, environmental attitude is affecting the relationship between lifestyle and sustainable consumption.

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## **COURTESY ON THE NET**

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### **Abstract**

With the spread of the Internet, more concrete ideas emerged around the turn of the millennium how digital communication should take place in order to make it as secure, understandable and convenient as possible. As in the analogue world, however, Internet users were also expected to observe certain rules of behaviour online, so many groups of experts considered concepts in this regard. One of these was the netiquette, requiring certain levels of courtesy from users. There is not just one, but several versions of it, which differ from one another according to regional and cultural conditions as well as socio-political ideas. In essence, however, the similarities predominate, and this is why the term "netiquette" is generally used. Just as conventional guidebooks for good behaviour set out meaningful and less meaningful rules, netiquette can also differentiate between essential and less comprehensible demands on users. Also, certain ideas proved to be obsolete: some demands were characterized by subjective views, other rules proved to be insufficient for today's security risks or threat scenarios. While the original netiquette had little chance in reality to sanction deviant Internet behaviour, there are other legal requirements today against rudeness or hatred on the Net. The current corona pandemic has shown how individual states and governments are trying to manage and control digital networking. In the process, basic rights have been restricted even in democratic model countries. This has led to debates and controversies about the relationship between personal freedoms and social securities. New regulations of digital networking show both parallels and major differences to the demands of netiquette. Therefore, this article examines the current validity and asks about current efforts to restrict and control the use of the network. For the investigation, primary and secondary sources were examined and interpreted from a critical perspective.

**Keywords:** Courtesy, Online Behavior, Social Media

## INTRODUCTION

Across the world, there are certain ideas about how people should treat each other, what is considered polite or perhaps even noble, and which behaviour is considered inappropriate or disrespectful. Some rules apply only in certain regions or countries, while others are internationally accepted. Even in the virtual space of the Internet there is a desired appearance and a code of behaviour with corresponding rules of conduct. Nobody likes to be treated disrespectfully, neither in the analogue nor in the digital world. But good manners and politeness on the net are anything but a matter of course. On the contrary, the supposed or real anonymity on the Internet leads people to ignore the learned social rules. Insults, harassment and threats are not uncommon, just like the spread of defamation and fake news. In addition, a wide range of threats such as cybercrime, illegal data transfer, cyberbullying, etc. have emerged in recent decades. This fact is countered with various countermeasures, ranging from a request for more ethical user behaviour to the deletion of entries, changes in the law and criminal prosecution. Until now, these measures have only been moderately successful, as Internet abuse has increased significantly. Netiquette was one of the first attempts to regulate online communication. Originally, this set of courtesy rules was designed for the Usenet around the turn of the millennium. The term netiquette is composed of the English word "net" and the French term "etiquette", in the sense of rules of conduct. Since the year 2000, this term can also be found in the Duden. (Duden 2020) It's about respectful interaction on the Internet. This is little more than a form of recommendation, because netiquette has no legal validity. Therefore, it appeals to users to abide by the rules without the possibility of their demands being legally enforced. Therefore, netiquette fulfils the function of an advisor rather than an actual rule. This article examines the question of how up-to-date netiquette still is today and which follow-up rules have been developed to counter new threat scenarios on the net.

## ON THE RULES OF NETIQUETTE

Media consumption so far has been rather passive, with the exception of limited opportunities for participation such as writing letters to the editor and the possibility to protest to the broadcasters. The Internet has radically changed communication, especially in the social media, and the hierarchy between communicator and recipient has been eliminated. This democratization of the media, however, also requires certain basic media knowledge in order to be able to communicate with other Internet users in a comprehensible way.

Netiquette was designed in response to the starting problems of digital communication. Similar to a letter, the design of an internet commentary requires the fulfilment of certain criteria. When communicating with other users, it should be taken into account that, despite the digital connection, it is an interpersonal communication, not a mere transfer of data. This means that certain rules of conduct are still valid, even if my communication participants are not sitting directly - in flesh and blood - in front of me.

Probably the most important message of netiquette is the statement that one should not say anything on the Internet that one would not also say analogously. And that one should treat someone else exactly as one would like to be treated himself. I should therefore pay attention who the target audience of my message is and whether they can understand me without non-verbal gestures and acoustic emphasis. It is therefore necessary to remain as concrete and honest as possible to avoid misunderstandings. For example, netiquette requires that on singles dating sites, one's own relationship status (married, divorced, etc.) is disclosed. Furthermore, all forms of insulting statements are considered taboo. (cf. Kirchwitz 2008) Attention should be paid to how the digital counterpart would like to be addressed and whether personal messages which are not intended for the general public would not be better sent by e-mail. It is also pointed out that the subject line should be filled in correctly so that it is clear at first glance what a message might be about.

Netiquette also requires compliance with technological standards and formal criteria to facilitate the transmission and readability. However, the RFC (Request for comments) rules targeted largely correspond to the 2001 technological status and the beginnings of social media. The character length and character set were still of greater importance, i.e. details that play a less or no role today. (cf. Kirchwitz 2008) For this reason, a distinction is also made between "formal" and "informal" criteria which form the netiquette.

In the early days of the mobile Internet, attention was already paid to network security, although there were not so many opportunities for data theft as there are today. However, there were warnings against passing on too confidential information on the network. In this context, there were also security recommendations such as the

correct citation of sources and the reference to copyright and licensing rights. Pseudonyms instead of plain names are not considered polite and at least the use of a traceable signature is suggested. (ibid.)

Sarcasm is also considered to be impolite and should be replaced by mutual consideration. The privacy of the digital counterpart should be respected, just as it should be avoided to spread one's own private secrets on the net. An oversupply of information could not only overwhelm the communication partners, one could also regret later having published personal details in front of potentially countless other users.

To avoid misunderstandings, it is important to read exactly what someone else publishes on the net. This is especially important if you disagree with the person and want to react immediately and perhaps too emotionally. A warning is given against a too hasty response, and your own arguments and counter-arguments should be backed up with examples. Before sending your own comment, you should check whether the information it contains is clear and comprehensible, but also whether there are any spelling or grammatical errors. Attention is also paid to the correct use of upper and lower case.

Netiquette is very widespread on the English-speaking net and is particularly suggested to younger users. For them the word "Think" is spelled as follows:

*„T- is it **True**?*

*H- is it **Helpful**?*

*I – is it **Inspiring**?*

*N- is it **Necessary**?*

*K- is it **Kind**“*

(Levine 2020)

This example brings the netiquette to the point similar to the slogan: „be safe, be respectful, think before you post“ (Mrs.S. 2020)

There was criticism of a too dogmatic interpretation of the netiquette. What is and what is not considered in chat traffic is strongly culture-dependent and also differs according to age or income criteria. Furthermore, there is not only one netiquette, but different designs and versions. The following list of thoughtful rules summarizes the most important points of Netiquette:

- Never forget that there is a human being sitting on the other side!
- Read first, then think. Read again, think again.  
And only then post!
- Share something new!
- Your articles speak for you - be proud of them!
- Take your time when you write an article!
- Do not neglect the presentation of your article!
- Pay attention to the "Subject:" line!
- Think about the readership!
- Be careful with humor, irony and sarcasm!
- Shorten quoted text to the necessary minimum!
- Use e-mail!
- Pass on a collection of your findings to the net!
- Pay attention to the legal regulations!
- Use your real name, no pseudonym!
- Be careful with commercial stuff!
- Be careful with binaries and multipart articles!
- How should you address somebody? (Kirchwitz 2008)

The beginnings of the netiquette occurs when the social media were still in their early stages and the current application possibilities of algorithms were largely unknown or part of the mathematics lessons. But even then, many messages that were passed on via the Internet reached millions of people. For this reason, compliance with the netiquette rules is also a safeguard against regretting an entry later, because the Internet, as we know, never forgets anything.

Not only better manners and a civilized communication are demanded, but also the compliance with formal criteria such as line size or font size, the avoidance of whole words in capital letters (because this is perceived as "yelling" on the net), etc. Even the handling of binary files finds its way into the catalogue of netiquette rules.

The visual requirements from the early days of netiquette remind us to the days of the manual typewriter and do not correspond to today's layout ideas. Many acronyms, symbols or just specific smileys are considered to be common today, even if the original rules of netiquette only allowed their use to a limited extent.

From 2010, the previous rules were supplemented by an "knigge-Rat (book on etiquette)" for social media. (Thor 2011) Here the rather outdated rules were adapted to modern conditions.

Network administrators monitor the Internet traffic in social media. They have the possibility to block certain users if they do not follow a certain codex. The principle of voluntariness limits the possibilities of enforcing the enforcement of netiquette.

Many of the rules of the netiquette have their meaning and are still comprehensible today. Other points are determined by subjective perspectives and questions of aesthetics, for whose strict adherence it seems there is no need.

## **PRESENT VALIDITY OF THE NETIQUETTE**

Today, netiquette applies to all areas in data networks, although many users are not aware that the rules of conduct which they observe or do not observe are related to this. In times of cyberbullying and cybercrime, it seems comparatively antiquated when netiquette considers font size and the correct distance for the indentation of a line. In fact, however, certain layout ideas still exist today and are largely followed. This is similar to the guidelines for scientific work, where the adherence of formal criteria is often considered more important than statements of content or their historical classification. Or it is also similar to rules of etiquette, which specify on which side of the plate the spoon and where the knife should be placed.

The vast majority of social media, which radically changed the character of the Internet, were established after the first netiquette versions were adopted. Therefore, the question arises whether it makes any sense today to deal with the already 20-year-old Internet rules of conduct? To illustrate the question: Facebook as probably the best known example of social media, with almost 2.5 billion participants (cf. Stellmach 2019), was founded in 2004. Twitter was launched in 2006 and has 330 million members to this day.

Nevertheless, the netiquette is still valid today, but has been supplemented by additional regulations. At the same time, new regulations for the Internet were made.

As a new demand for politeness, especially in German-speaking countries, it is important to use correct gendering in order to abolish patriarchal and heteronormative language patterns. Specifically, it is a matter of the nouns, which up to now have been exclusively occupied with male articles, although they should be formulated in a gender-neutral way. Articles and nouns are therefore formulated in a gender-neutral way - whereby the new possibilities of application vary (from the "Binnen I" to the "\* innen", i.e. changed word endings). In other languages such as English, however, this problem of lack of gender neutrality does not exist and is therefore difficult to understand. In the German-speaking world, too, these language changes are controversially discussed, but the netiquette is still valid today, although it has been supplemented by additional regulations. At the same time, new regulations for the Internet were made, whose implementation is also easier to execute due to their legislative protection.

Not only the manners of the users, but also the legal dimension of the Internet is interpreted differently in the individual countries. "Hatespeech" and insults are already punishable in many countries, but are often subjectively judged in a contradictory way, depending on the respective national laws and the rules of the respective operator or provider. The operators and their administrators are the guardians on the various platforms and are held responsible for the compliance with rules of conduct.

In connection with Corona, new regulations have been proposed to limit the spread of fake news that has been classified as a health risk. Currently, racism is also being punished more severely, as the Black lives matter movement has a greater public presence.

The recent Corona crisis has led to the creation of task forces and special units in many countries around the world to monitor the Internet and clean it up from fake news. In fact, even before Corona, there had been efforts to control the social media in particular, constructing new offences that criminalized previously unpunishable behavior.

An online conference of the EU Ministers of Justice took place on 6 July 2020. Since the Corona crisis, mobilisation has been taking place at EU level against actual or alleged false reports that are judged to be a risk because they would trivialise the disease and could prevent preventive measures from being followed. (APA 2020) However, it must be taken into account that the official presentation of corona has also been contradictory and has contributed to insecurity among the population. In any case, only the "official" version is always considered to be the correct one,

even if this interpretation changes, while dissenting opinions are often accused from the beginning to be conspiracy theories.

Germany has the Netzausführungsgesetz (NetzDG), which is considered a model for other countries such as Austria. (cf. Muzayen 2020). It regulates the obligation that illegal content such as hate postings must be deleted from the forums. Germany is also working on an amendment to the law "to combat right-wing extremism and hate crime". (APA 2020) These new legal regulations will, in contrast to the Netiquette, also punish violations in court.

## CONCLUSION

When the Netiquette and similar rules of conduct were introduced for the Usenet, there were hardly any social media except for the first chat rooms and e-mails, so Netiquette now appears to be partly outdated. On the other hand, new rules of conduct and instructions are currently being created that exceed previous recommendations and regulations in terms of scope and consequences. However, the possibilities of insulting, exposing or bullying people online have also increased, and so has the spread of Hatespeech in a globally networked world - in real time.

Today it is less about instructions for politeness and the observance from manners. Instead, the focus is now more on the content that is communicated. New regulations are being introduced to combat violations on the Internet: against hate on the net, insults, bullying, etc. While the netiquette was based on voluntariness, the new measures are threatening with repressive consequences. This could make them more effective, but on the other hand: in the case of Internet correction measures, there is also the accusation of censorship, because who ultimately decides which content is inappropriate and which one has to be deleted?

There is a grey-zone in which it is difficult to differentiate between freedom of opinion and "Hatespeech". And there is a real danger that new legislative decisions will be taken not only against "hate on the net" but also against the political opposition, so that in future only the "official opinion" may be expressed.

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## **COVID-19 AS A POSTMODERN PANDEMIC AND SETBACKS OF ADVANCED CAPITALISM**

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### **Abstract**

Advanced capitalism, succeeded in building a relative level of prosperous society in the 20th century, the master period of our civilization process, especially between 1945 and 1970, unlike previous periods, with breakthroughs at the economic, technological, scientific and cultural levels. After 1980, the network structure of the global economy was reinforced and strengthened the production, distribution and consumption dialectic that operated systematically all over the world. In all these processes, predictable, controllable and calculable world designs were the main pillars of the neo-liberal social system. The Covid-19 pandemic, which came to the fore in 2019, showed that we are living on an extremely fragile reality in an age when civilization exalted itself the most and carried its technical achievements to the top. While the risks shaped by the deadly character and contagion characteristics of the pandemic were accelerating with the possibilities of the global age; again, it stroke heavy blows to the production, consumption and distribution dialectic of the global economy. This study tries to discuss the sociological dimensions of the character of Covid-19, which was built as a pandemic in the global age, with which angles of consistency and how it has taken on an identity that erodes the global system.

**Keywords:** Covid-19, Advanced capitalism, Globalization

### **1. INTRODUCTION**

Covid-19 as a global epidemic, caused more than 678 thousand people to die and more than 17 million to get sick and become subject to a difficult and dangerous treatment process according to current figures all around the world. Apart from this destructive effect, which was deadly, the epidemic also caused a radical interruption in the normal flow of the world system. Global capitalism's mighty economic, cultural, political and technological transnational network faltered, and the crisis began to give an alert. The Covid-19 pandemic slightly touched China, where the disease first emerged, and hit Europe and the US, the epicenter of global capitalism. According to some European politicians and experts, this destruction was the biggest tragedy after World War II, when 600 million people died. According to US President Donald Trump, Covid-19 was a more terrifying and insidious attack than the Pearl Harbor and September 11 attacks, which the United States was exposed to. The global epidemic has dealt a heavy blow to the controllable, predictable and calculable world design that advanced capitalism has built in the world system in at least the last 75 years and which is directly related to the

capacities of modernity. It showed that the life of no one on earth, regardless of their nationality, geography, class, income and status, is not guaranteed, and almost leveled the top of the hierarchy with the lowest of the hierarchy in terms of right to life. Such a leveling is contradictory and unique, given the identity of modernity that develops unequally in terms of every human parameter.

While the pandemic is building a world equalized in terms of death; inequalities related to life situation still exist and broaden in modern societies. Especially the health systems of developed economies have created irreparable weaknesses in combating the pandemic. Western societies have intensely faced the contradictions of an administrative apparatus that cannot protect the lives of their own and is delayed in taking the necessary measures. This tragic confrontation has a structural background, which is directly related to the adverse effects of a series of neo-liberalization processes of institutional structures such as health, education, culture and work relations. This social reality, which is also conceptualized as the "human constraints" of advanced modernity, is considered as a crisis by many commentators of social and cultural sciences. The factual bases that shape the crisis are mainly analyzed in three angles: The context of labor relations, the effects of new consumption-oriented lifestyle and poverty culture. This paper tries to discuss the society shaped by the crisis angle of advanced modernity, especially in terms of the pandemic process and its possible consequences.

## 2. COVID-19, CRİSES AND SETBACKS

### 2.1. The Crisis of Work and the Collapse of Publicity

Work is an integral part and essence of human existence and integrity. It is the practical ground for social bonding and self-realization (Méda, 2012: 20). In the historical process, it is not possible to come across a social system or a daily life formation without work. The nature and practical rhythm of work take shape and form according to the structure and relations of production. The act of work in the capitalist social system differs from the work activity in pre-modern societies since it is based on the motivation of individual gain and is far beyond subsistence economic activity. Capitalist mode of production is a special kind of system in which value is determined according to labor time (Marx, 2011: 82). A business mind rationalized by the principles of control, calculability and predictability over the human body, nature and all material resources collects social surplus in certain hands and creates a built asymmetry of social power.

Organized modernity combines industrial production and the nation-state, composing citizenship as a human ideal, way of thinking, and social ethos, and structures the asymmetry of modern social power. Especially the 20th century is a period in which the relative stability of the act of "work" is reflected in life and theoretical elements such as education, health, trade unions, political parties and professional organizations are opened to the participation of large masses. Bauman expresses this spirit of inclusion and the social imagination of modern utopias as below: "The perfect world will remain itself forever. The mind learned today in this world will preserve its reasonableness tomorrow and the next day and the acquired life abilities will continue to be useful forever" (Bauman, 2000: 22). The principles that Bauman described with reference to the thought systems of modern utopias have been individually eliminated in the second evaporation phase of modernity itself, in the advanced modernity. Modernity's notions of citizenship, justice, equal opportunities, freedom, and the principle of law have been irreversibly abandoned in advanced modernity. If we were to express the gravity of the situation for today's world <sup>1</sup> with reference to Stern Michael Hartmann's interview with Arno Luik: In Germany, 85 percent of top managers, 65 percent of administrative justice bureaucrats and 70 percent of politicians come from the upper classes, which make up at most 3.5 percent of the population (Hartmann, 2014: 156).

This case refers to a systematic operation experienced on a global scale: According to 1994 data, the richest 17,800 households, which constitute 1% of the total number of households in Istanbul, receive 29% of the total income, and the average income of this segment is 327 times the average income of the poorest households (Işık and Pınarcıoğlu, 2015: 42). The new urban poverty, which occurred in the form of a middle class crisis in the 2000s, resulted in the regular income of especially old traditional middle class professionals (lawyers, teachers, engineers and bankers) to decrease and their expropriation. In Gay Standing's description, while moving towards a more flexible labor market in a world of increasing inequality, class has not disappeared, but rather a fragmented global class image has emerged. According to Standing, the most prominent of the global class categories is precariat (Standing, 2015: 21). Precarization is a makeshift positioning that erodes the notion of "work" built by full employment on a global scale, and it substitutes a flexible, insecure and uncertain

<sup>1</sup> 21. Stern Michael Hartmann's interview with Arno Luik, dated 10.2007; <http://www.stern.de/wirtschaft/arbeit-karriere/eliteforscher-hartmann-zum-manager-wird-man-geboren-600040.html>

“underemployment” principle against the notion of work. While the regressions in income positioning and property relations create a new kind of crisis environment in professional life; the public sphere, which is a direct solution to everyday social problems, surrenders to private sphere debates.

## **2.2. Consumption Culture and Covid-19**

We live in a global world where multidimensionality, complex connectivity and spatial proximity destroy the connection of culture to space (Tomlinson, 2013: 51). A simulated global hyper-reality in which brands, images, discourses, and images are overturned and reverse the meaning and content of essence (Baudrillard, 2014). The trademarks of hyper-reality, the standardization of consumption and the unlimited circulation of material products have structured the global social systematic. Especially the cultural dimension of consumption is the central point of the works of most commentators. For example, Featherstone explains the term “consumer culture” by emphasizing that it plays a constructive role in understanding global society. He gives two meanings to the term: The first is that material products are used not only in terms of utility but also as means of communication; the second is the absolute harmony of cultural products and market principles and the presentation of material products as consumption objects (Featherstone, 2013: 152).

In Western societies, especially in the 1980s, the entire social reality turned into an object of consumption; fluid, homeless and makeshift cultural codes have become widespread in social/daily practices. The order of macro relations to which these practices directly refer to is global fluidity. Originating from China, Covid-19 has gained its pandemic character in connection with the global mobility. Contemporary cultural cores such as nomadism, spatial degradation, spatial metamorphosis, etc. are cultural and motivational factors that accelerated the pandemic character of Covid -19. The colossal development of airline systems, air travel to be accessible to wide social segments as an opportunity and the widespread use of intercontinental travel are factual reasons that accelerated the pandemic. While the effects of the destruction caused by the epidemic have not been analyzed in real terms and the relationship between the limitations in health systems and deaths has not been revealed objectively; approaches stating that the world after Covid-19 will be completely different from the previous world and that the world will enter a structural transformation process became widespread.

However, when the historical structuring of the grand transformations that occurred in the world system are considered, it is observed that the sufficient-reason conditions are related to the structure and relations of production, the given state of politics as a social institution, and the existence of broad masses demanding social change, and that they require a unique set of external/objective interactions. While the Covid-19 pandemic did not create a chain of major transformations, it will lead to significant changes in the world system. It is possible to analyze these changes in three angles. The first of these angles will be that the large masses, especially the upper middle classes, will return to localism and exhibit a tendency to explore the inner cultural world, as the pandemic has become contaminated with global transivities and spatial mobility. The masses who calculate the fatal risk of Paris, Rome and Venice will withdraw from the global travel flow. The second axis is the fact that tolerance to non-sterile cultural differences to decline on a global scale. In other words, it will be difficult to view the religious rituals in the Ganges River or the animal markets in the Far East from the perspective of cultural differences as before the pandemic. The third and one of most important angles is that nation-states, especially in advanced capitalist countries, will abandon the dominant political approaches to health and education, which they have left to the mercy of the market until now, and cling to the public construction of these spaces.

## **2.3. The Test of Poverty with Covid-19**

The pandemic, which took control of daily life without class and status differences in the first periods of the epidemic, had a more radical effect on the social segments that could not find the chance to isolate themselves due to socio-economic necessities in the later stages. Social segments with more dominant economic capital implemented effective measures in their personal struggle against the pandemic and minimized the risk of contagion. However, two contingencies were clearly observed in both advanced capitalist countries and developing societies, which increased contagion. Both of these factors, which we can summarize as class situation and cultural influence, are dominant factors in both developed and developing societies. However, in Turkey and similar countries, the main factor that makes it difficult to control the pandemic are culturally based behavior. Not paying attention to physical distance during visits to relatives, weddings, condolence houses, and holidays increased the number of infected people. In advanced capitalist countries such as the USA and the UK, the pandemic has mainly affected the homeless, the elderly and those who have to live in nursing homes, and the poor who did not have the chance to isolate themselves from working life.

While fundamental problems such as global economic recession, unemployment, precarization and polarization in access to social resources are still constricting advanced capitalist economies, the pandemic process has

further aggravated these conditions. A different type of necessity imposed by the pandemic reality has been added to the economic and social isolation of low-income social segments due to class imperatives: "Isolation for life". Responding to this call on a global scale is directly related to class and income positions and the shrinkage in certain sectoral areas indicates the levels the dimensions of the causal effect shaped by the pandemic process have reached. The service sector, where employment has been created at very high rates in the last forty years comes first among these areas. Considering the hundreds of thousands of people working in this industry, it is not difficult to imagine the level of economic global blood loss.

### 3. Conclusion

As a postmodern epidemic, Covid-19 emerged in an age that can be considered the pinnacle of advanced capitalism and revealed the inadequacy of the scientific and technical achievements of our civilization process. In particular, the limitations of medicine and institutional health services became more evident. In an age when humanity is most confident in itself, nearly 700 thousand people died due to the virus. Especially, the market-oriented, monetary relations-oriented identity of the health systems in advanced capitalist countries and the structuring that prioritizes the companies in the pharmaceutical sector seem to be the main reasons for the heavy loss. In addition to these reasons, we should also emphasize that institutions organized in the form of a global network could not fulfill the expected and desired functions. The hesitant attitude of the World Health Organization in combating the pandemic and its failure to respond to expectations further aggravated the loss.

The nation-states to step away from the citizen-centered government paradigm in the last half century has caused setbacks in terms of many human parameters of social life. Surrendering to the spirit of the market has created a set of disadvantages for the broad social masses, and harmed the ruling elite and policymakers in the long-run. Political structures, governments and administrators that fail to fulfill their necessary responsibilities in health and education institutions on a global scale will have difficulty in persuading large social segments. In post-pandemic scenario, decision-makers and politicians who prefer to concentrate their work in these two areas will build the political sphere with a new spirit with socialist and public approaches and initiate a strong political persuasion process for large masses.

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## CRITICAL ANALYSIS OF "TRUTH UNVEILED"

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### Abstract

When a message travels from one language to another with its complete contextual meaning, called the act of translation. Whenever any nation takes a step forward on the track of success its first step in literature will be of translation. The act of translation always remains a difficult task in every era, if it encounters in the field of poetry it will be a herculean attempt. The crux of this paper is the evaluation of English translation of "Mussaddas e Hali" of Mulana Altaf Hussain Hali translated as "Truth Unveiled" by Abdur Rauf Luther. In 1879 Mussaddas Madu Jazar Islam was written to awake the Muslims from the deep slumber of negligence. It is almost 150 years has been passed but the importance of Mussadas e Hali did not get subsided. The acclaim could be deemed that the masterpiece of Hali has been translated many times in English and four times in book form. Truth Unveiled by Abdur Rauf Luther was second attempt translation in book form and a fetishizing effort by him. The study finds that at many stairs he seemed to deviate from the technical strategies of translation but his love and devotion towards translation of Mussadas e Hali is laudable. But it could not be contemplated as an absolute translated work. To translate poetry into poetry is a strenuous creativity. But "Truth Unveiled" unveils the truth that the translator was not fully acquainted with the liabilities of a translator. His endeavor could be granted as a good piece of tribute to Halibut not as an ideal piece of poetic translation.

**Key Words:** Translation, Deviate, Strenuous Creativity, Endeavor, Literature.

### 1. INTRODUCTION AND LITERATURE REVIEW

Once there was a time when man used to communicate via gesture. He expressed with silent tears, laughing, weeping and screaming. And the last word screaming started to add musicality in man's life. And the further step proved to be a ladder from forming words via sentences towards conversation. Every man arrayed his language according to their environment and civilization. Today this sphere has countless languages in its different areas according to the civilization of that area. Today this planet looks small and man can travel from one corner to another in few hours. When man started to migrate from track to track again he faced the same problem of communication what he felt at the initial stage of his language. He regressed and tried to regenerate a language in order to convey a message into the other language or to communicate. When a message travels from one language to another with its contextual meaning, called the art of translation. Language started to migrate with man as growing resources watered this act of transition in language. Whenever any nation takes a step forward on the track of success its first step in literature is the act of translation. The process of translation is considered an authentic and reliable vehicles today for the identification of human civilization, temperament/ moods and revelation of history/ antiquity. A man who dissimilates on the basis of complexion, language and geographical boundaries and behaves as an alien on the same planet in the absence of language, it's only the translation that fills the gap and engulf the distances between humanity.

Translation is a resource of news and it gives rise to communion and bridges two languages strongly. It is thanks to translation that every man is familiar today with the names of Socrats, Plato, BoaliSina, Ibn e Rashid and Abu Nararrabi. Today every field of science has touched the height of success because of transition. In art whether its paintings, poetry or its artist's own will and inspiration that he configures his piece of art. The act of inspiration is only possible when an artist has an exposure of past, that could be achieved via translation. Here the role of translation seems important in order to convey he message with the same contextual meaning into the original text. A translator is not allowed to add meanings into the original text but an explanation in marginalia. He is not allowed to exaggerate or color the words rather his duty is to hold the mirror in front of the piece of art within the reflection of different language. A translator must have to follow the following rules:

- A translator must have full awareness of diction, phrasal verbs, idioms, history, literature and civilization of both languages.
- He must be fully aware with the subject matter. As many terminologies differ within the difference of discipline as Economics, Psychology, Literature and religion.



- Another important factor for a translator is to get awareness of specific trend and mindset of author.
- Sometimes it happened that the translator does not get the equal word for the description of thought, at that moment it is necessary for the translator to write down the suitable words and explain the tendency of author's thought in marginalia. And if the translator finds the author himself confused and not clarifying the concept then the translator can clear the concept by adding additional information in marginalia.
- The translator first has to focus on the inference present by the author rather than the style of author. Translation actually is the name of an art in which the translator reproduces the text for the reader of target language, a new song with the same musicality but without deviating a single inch from inference. Now when the world is started to accept the importance of translation and consider it the art of recreation and anthropology.

"یہ ادب تو ضرور ہوتا ہے۔ لیکن دوسروں کا ادب جسے اپنا لینے کے باوجود کچھ نہ کچھ غیریت کا احساس باقی رہ جاتا ہے۔  
اس لئے اس کا مطالعہ بھی مستعار و بالواسطہ ادب کی حیثیت سے کیا جاتا ہے۔ تاوقت یہ کہ اس کو کسی زبان میں اس طرح نہ ڈھال دیا جائے کہ یہ اس طبع زاد ادب میں شمار ہونے لگے۔" (اردو تراجم کا جائزہ، ص: 111-112)

With reference to literature art of translation is divided into three types:

- I. Translation of oral speech
- II. Translation of classical and modern literature into second language
- III. The most important and difficult task is the translation of poetry from source language to target language.

Ansari, Dr Z (2004) Sir John Denham called it a folly attempt if one go for the translation of poetry into poetic form from one language to another. He said that poetic language actually contains a spiritual effect in it and that spiritual effect fly away while the act of translation is performed. (Tarjumaykybuniadimasaee, P: 103)

Some critics are of the view that if a translator is going to attempt the task of translating poetry, he has to describe it in prose because in this way it would be easy for reader to understand the inference of the poet. Because in translating poetry into poetry many facet of inference remain untouched and tangled.

Murdock, Caleb (2000) "I believe the prosaic elements, is the natural evolutionary end result of free verse. When you remove the most important element from poetry (form & meter) all the remaining elements become expandable." (Is it Poetry or Prose, 2000)

Some critics are of the view that poetry must be translated in the form of poetry if possible. The reason behind it the fact that poetry has magical effect in it. There is an adage in English, "when you write in prose, you cook the rice, when you write poetry you turn rice into wine. Cooked rice does not change in quantity and shape. Cooked rice makes one full so one can live out a one's life span.....wine, on the other hand makes one drunk makes the sad happy and the happy sad. Its effect is sublimely beyond explanation." So it's difficult to transmit a message from one language to another especially if it is a piece of poetry.

The researchers' focus is on the poetic translation of "Mussaddas Madu- Jazar Islam" a masterpiece by Maulana Altaaf Hussain Hali in 1879. It is not love or spiritual kind of poetry. But a compassionate piece of poetry for the lost grace of Muslims in literary of yore. Poem consists of important episodes and anecdotes of splendid antiquity of Muslims, inferences of some important Quran verses and Hadith adages and incidents concerned Muslim's traditions and civilizations. So being such informative and rich poem it was a very difficult task to translate it with the same poetic elegance and grandeur into another language that is totally different in its context from source language. The smallest mistake can change the inference of text. Abdur Rauf Luther after realizing the importance and need of Mussaddas-e-Hali decided to translate the full poem into English named "Truth Unveiled" in 1978. he translated the full poem beautifully but at some places it looks that he was unaware of some important characteristics of a translator. Because there are many words in a language that can explain the same behavior and situations but the style of description can add beauty and ugliness in the description. Let's examines few of examples from "Truth Unveiled."

جو پوچھو کہ حضرت نے جو کچھ پڑھا ہے -  
مراد آپکی اسکے پڑھنے سے کیا ہے۔  
مفاد اس میں دنیا کا یا دین کا ہے۔  
نتیجہ کوئی یا اسکے سوا ہے۔

تو مجذوب کی طرح سب بکین گے

جواب اس کا لیکن نہ کچھ دے سکیں گے۔  
(کلیات نظم حالی، ص 122)

If you ask him what has he read?  
What does he mean what learning shed?  
Is it good for world, religion?  
Is it the end or else is the plan?  
Then like a lunatic he would bluff  
He cannot think of real stuff.  
(Truth Unveiled, P: 35)

In this stanza for the benefit of education the translator choose the words “learning shed”, in second verse for Majzooob he used the word “lunatic” in spite of mental or mad. And such description style is not only conveying the clear message but also enhancing the beauty of statement.

When a translator translates poetry into the form of poetry, the most important point to be focused after conveying the inference from source language to target language is the rhyme scheme of verses. And A.R.Luther has paid enough attention to this. Some where he seems to transit the same poetic style to the target language. Somewhere he seems to transit the same poetic style to the target language.

کہا گر نہ ہو یہ بھی اس کو میسر  
کہا مال و دولت ہے پھر سب سے بڑھ کر  
کہا در ہو یہ بھی اگر بند اس پر  
کہا اس پر بجلی کا گرنا ہے بہتر  
وہ ننگ بشر تاکہ ذلت سے چھوٹے  
خالق سب اسکی نحوست سے چھوٹے  
(کلیات نظم حالی، ص: 132)

Said if this is not available,  
said riches, wealth then best of all,  
said but if its door too is closed,  
said then lightening be endorsed,  
Said shameless person rid of his shame  
Creation to rid of his name.  
(Truth Unveiled, P: 40)

In this stanza translator adopt beautiful rhyming scheme. Every verse started with “said” and in the fourth verse the use of “lightening be endorsed not only clarifying the concept but beautifying the balance of verse as well. When a translator goes to translate the text into poetic form sometimes he deviates the original concept. Obviously it's quite difficult to arrange words in poetic order especially when the choice is limited. But the most important translator's duty is to prefer the transition of original message and then the rhyming scheme. To choose the correct words is another important duty for the translator. Where A.R. Luther seems toppled sometimes,

کسی نے یہ بقرات سے جا کے پوچھا  
مرض تیرے نزدیک مہلک ہیں کیا کیا  
کہا دکھ جہاں میں نہیں کوئی ایسا  
کہ جس کی دوا حق نے کی ہو نہ پیدا  
مگر مرض جسکو آساں سمجھیں  
کہے جو طیب اس کو ہڈیاں سمجھیں  
(کلیات نظم حالی، ص: 57)

To Buqrst someone went to know,  
Of Fatal disease in his view,  
Said there is no ailment in the world,  
The case of which God had not stirred,  
And that disease which man say simple,



Opposed doctor's call it puzzle. (Truth Unveiled, P:1)

In the second verse of stanza the translator choose fatal for "Muhlik" and in third verse, ailment for serious disease. That not the correct option. In the last verse the translator choose the word "puzzle" but in English for "haziaan" rave and delirium are the most suitable words. This stanza is not conveying the message with its full context.

گھٹا سر پہ ادبار کی چھا رہی ہے  
نحوست سمان اپنا دکھلا رہی ہے  
(کلیات نظم حالی، ص: 58)

The clouds are riddling overhead,  
The sky above may anger shed,  
(Truth Unveiled, P: 1)

The translator chooses "clouds" for "ghatta" but ignores the importance of "edbaar", for "phalaaaqat" the word anger is selected. And the word riddling is not conveying the actual darkness of environment which is going to shed over the heads of Muslims. Because riddling stands for playing riddles not for degradation and miserable situation that a poet wanted to paint.

کہیں آگ پجتی تھی واں ہے محابہ  
کہیں تھا کو اکب پرستی کا چرچا  
بہت سے تھے تثلیث پر دل سے شیدا  
بنوں کا عمل سو بہ سو جا بہ جا تھا

کرشموں کا رابب کے تھا صید کوئی  
طلسموں میں کابن کے تھا قید کوئی  
(کلیات نظم حالی، ص: 40)

They worshipped fire without reason,  
Some had deities of the heaven,  
Fond of trinity, quite good number,  
They worshipped idols, everywhere,  
Some were in nets of priest,  
Some prisoners if kahin's creed.

(Truth Unveiled, P: 40)

In the first verse, translator selected "without reason" for "bay Mahabaa". In Urdu language word "bay Mahaba" is used for fearless and careless. But the substituted word "without reason" is referring toward without rhyme. Now if one goes for the translated inference of the text he will get that people were worshipping fire without any reason instead of without any fear. In the second sentence the translator selected the heaven for "kawakab parasti" whereas the heaven is a clear reference towards Allah and His angels. For "Kawakab Parasti" in English "the heavens" is the correct option. In the last verse "creed" is selected for "talism" but in fact in English language we use creed for faith, it does not refer towards talismanic.

جو ہوتی تھی پیدا کسی گھر میں دختر  
تو خوف شماتت سے ہے رحم مادر  
پھرے دیکھتی تھی جب شوہر کے تیور  
کہیں زندہ گاڑ آتی تھی اس کو جاکر

وہ گود ایسی نفرت سے کرتی تھی خالی  
جنے سانپ جیسے کوئی جننے والی  
(کلیات نظم حالی، ص: 62)

If a baby born to mother,  
To hide the same affectionate mother,  
Looks at the curves on husband's forehead,  
She baby buries away from threshold,  
She empties lap with such a stake,  
As if she gave birth to a snake,

(Truth Unveiled, P: 3)

Poet gives the example of poor life style of Arabs before Muhammad. When in Arab any woman gave birth to a girl society adopts the contemptuous behavior towards that woman and the man treats his wife angrily. But the same situation the translator could not describe appropriately. For “duhktar” the translator choose baby but the word baby could not define gender of the child. For “bay rehm” translator wrote the word “affectionate mother” but the unkind and austere could be suitable match. For “Zinda Gadhna” the translator choose the word buries away but buries alive seems the better option. For “Nafrat” disgust, aversion, terror and abhorrence are the suitable substitute in spite of stake.

جو ا ان کے دن رات کی دل لگی تھی  
شراب ان کی گھٹی میں گویا پڑی تھی  
تعیش تھا غفلت تھی دیوانگی تھی  
غرض ہر طرح ان کی حالت بری تھی  
بہت اس طرح انکو گزری تھیں صدیاں  
کہ چھائی ہوئی نیکوں پر تھیں بدیاں  
(کلیات نظم حالی، ص: 63)

Gambling was their favorite game,  
And liquor drinking was the fame,  
Wreck less they were in indulgence,  
Their life was wretched in ignorance,  
Many a century like this passed,  
Goodness by evil was harassed.

(Truth Unveiled, P:3)

For “dillaggi” the translator used favorite games but amusement/ merriment/jollyng are the better substitute. For “ghuthimnpadhna” the translator used “their fame” but the correct for it is “to becomes one’s nature” and in their nature is the right option.

When an artist is going to produce a piece of art, whether he is a poet, story writer, or going to draw any piece of art, the style of production explains the imaginary and historical context of the creation. Same is the case with “MaduJazar Islam”. The poet added some important chunks of history and while adding such historical clips he explained its details in marginalia. But when the translator attempted the task of translator he overlooked this important information and because of this the translated piece of art does not produce a complete translation of “Mussaddas e Hali.”

For example,

وہ سنجار کا اور کوفے کا میدان  
فراہم ہوئے جس میں مساح دوراں  
کرہ کی مساحت کے پھیلانے شامل  
ہوئی جزو سے قدر کل کی نمایاں  
آج بھی نوحہ گر ہے  
کہ عباسیوں کی سیبہ وہ کدھر ہے  
(کلیات نظم حالی، ص: 83)

Plain of Kaaba, and of Sanjar,  
Where did dignitaries appear,  
Proper arrangements made for travels,  
They all were honoured, now in Perils,  
Still entire world is now waiting,  
There is not more Abbasides meeting.

(Truth Unveiled, P:13)

In the following stanza the poet adds some additional information about the plain of Kaaba and Sanjaar, that on the order of Maamon-ur- Rasheed every corner of the world had been measured and declared twenty four thousand miles. After that four sons of Musaa: Abu Jafar, Muhammad Ahmad, and Hussnain( whose book Heel Bin Musa is famous) were sent to complete this task.

In the last two verses translator used now waiting for “NauhaGarri” but lamenting and mourning could prove to be better option. In the last verse for “Sabha” the translator used meeting that seems to be the right option for it but the “court” looks the more suitable option for it.

Hali in “MussaddasMaduJazar Islam” used inferences of Hadith and Quranic verses, but the Translator did not pay any attention to this. Here are few examples to view.

رجال اور اسانیند کے جو ہیں دفتر  
گواہ ان کی آزادی کے ہیں یکسر  
نہ تھا ان کا احساس یہ اک اہل دیں پر  
وہ تھے اس میں ہر قوم ملت کے رہبر  
لیبرٹی میں جو آج فائق ہیں سب سے  
بتائیں کہ لیبرل بنے ہیں وہ کب سے  
(کلیات نظم حالی، ص: 85)

Cannons are there for narrators,  
So sifted they all witnesses,  
They did not show favour to men,  
They were the leaders of nation,  
Who kept themselves of high level,  
Let people say they were liberals.  
(Truth Unveiled, P: 14)

The poet referred in the marginalia about the importance of Assanend and Rijaal the former one is the research about situations and conditions of Hadith by researchers. The later one is written with the references of raconteurs as Bukhari-o-Muslims. But the translator could not convey the importance of these two precious treasuries books of Muslims. It has nothing to do with cannons.

### 1.1 Objectives of the Study

The main objectives of the current study were:

- To investigate the impact of translation.
- To determine the significance of Mussaddas e Hali.
- To gauge its critical analysis minutely.

### 1.2 Research Questions

The current study answered the following questions:

- Why do we use translation in poetry?
- What rules should be followed by a translator?
- What is the impact of critical analysis in poetry?

## 2. RESEARCH METHODOLOGY

The researchers opted qualitative research methodology that can be categorized basic perusal as its focus was to traverse the plain of translation (methodologies) in literature. It is a critical study of a translated poetic book "Truth Unveiled" of MaduJazar Islam famously known as Mussaddas-e-Hali. The current study rotates around following facets:

- Importance of translation
- Methodologies of translation
- Text of "MaduJazar Islam"
- Text of "Truth Unveiled"

## 3. CONCLUSIONS & FINDINGS

In the aforementioned pieces of translation one could regard as a good effort but it could not be regarded as complete success of translation. To transfer poetry into the form of poetry from source language to target language is a herculean task. A.R. Luther said in the forewords of his book that he has attempted this task actually to tribute Hali and to express his love and sympathy to his nation. He wanted to let the other Muslims know about the grandeur of Muslim's history, who does not understand Urdu language. He translated the book plumblessly Ummat e Muslima. But he was not fully aware of the duties of a translator. He did not mention any kind of explanation in marginalia, which is necessary because of having religious, cultural and historical strifes among both languages. Just because of the absence of translation a gap remains alive in translated text. A translator has the dual assignment while translating a piece of literature because his task is not only to convey the message but also to transmit the context of history, culture, traditions and civilizations. It's true that it's not a big deal to transform a scientific message from one language to another but in literature Translation means the transition of whole culture and civilization from one language to another. So that's why a Translator must be familiar with the both civilizations, histories, languages, idiom, phrasal verbs,

sentimental expressions and uses of old words. In literature the art of translation require the full concentration and devotion. Today it's an age of globalization and the art of translation is enjoying the status on extensive pillars but in Pakistan less attention is paid to this art.

#### 4. SUGESSTION AND RECCOMENDATIONS

The researcher put forward the following suggestions and recommendations:

- It is necessary to illuminate the importance of translation in Pakistan, because with the passage of time the art translation got renowned importance in the world. But in Pakistan it did not get it actual status yet.
- It is also necessary to produce good translators on national level in every discipline and especially in literature, because literature is a hefty gear to get complete acquaintance of strategies and life styles of developed countries in world.
- To aggrandize the status of translation in Pakistan good translator should permute the old method. And they should design the latest strategies for translation
- Books of high values of developed countries should be translated into national language. And the translation of high valued books of Muslim's grandeur should be encouraged on international level in international languages.

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## IMPROVING VOCABULARY THROUGH SHORT STORIES AT ELEMENTARY LEVEL

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### Abstract

Vocabulary is the soul and essence of a language. Language acquisition is not possible without it. The role of vocabulary in students' lives and their future planning is very important. Words are tools and instruments of their thoughts. English language is comparatively difficult due to its pronunciation, sentence structure and vocabulary level from the local languages in Pakistan. The current study was designed to enhance the vocabulary of the learners through short stories at elementary level. It has also created an awareness among the elementary level teachers how they can develop English vocabulary of their students. The main objective of the study was to make effective use of short stories to improve vocabulary skills. The study was developed under the framework of quantitative research approach. It adopted pretest-posttest control group quasi experimental design. A sample of two hundred students and fifty teachers was taken from Bahawalpur region. The data was collected through test and questionnaire. Data collected was analyzed statistically. Based on the findings, the researcher recommended that English language teachers should use short stories for teaching English in general and improving vocabulary in particular. The researchers' conclusion with suggestions and recommendations was also summed up at the end of the study.

**Key Words:** Vocabulary, Short Stories, Enhance, Improving, Teaching

## 1. INTRODUCTION

### 1.1 Research Background

*Tell me a fact and I'll learn. Tell me the truth and I'll believe. But tell me a story and it will live in my heart forever. "An Indian Proverb"*

Language is a weapon for man. It has to be taught and used in social groups. It is the only way to speak with each other and it is the way by which we can send our messages to others. It is not only used for routine dialogue but also used in education, research and science in spoken as well as in written form. Without it, man is like a dumb animal. Proficiency over target knowledge of vocabulary can make our students powerful speaker, handsome listener, good reader and writer. These four basic language skills are much affected by the deficiency in vocabulary of the learners. For this purpose, there is a dire need of interaction among the learner, educator and study material. English language was first brought to Britain in the fifth century A.D. by settlers from the European mainland. This stage of the language is usually known as Old English (OE). In the following centuries, it was subjected to various influences which made it the language it is today. These can most clearly be seen in the vocabulary of the language, which reflects the influence of a range of other languages. The table below will help to understand the language origin:

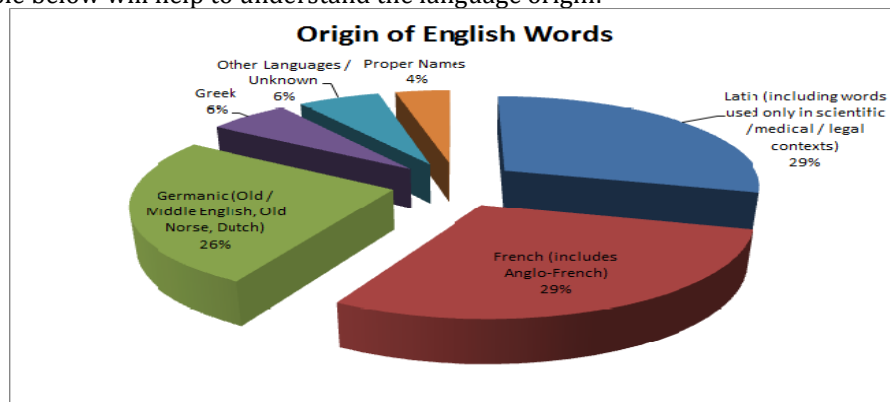


Fig No. 1.1

Arabic, Persian and Sanskrit were the medium of instruction before the advent of British in the sub-continent. Lord Macaulay's reform in favor of English language as a medium of instruction in 1835 brought an end to the Oriental languages. The need for English became greater in 1854 when the eligibility to government service was restricted to those who had English education (Mansoor.1993).

So, certain attention from teachers and students is a dire need to teach and understand vocabulary. The word vocabulary indicates the students' understanding of spoken and written words. This knowledge refers conceptual understanding of words. And acquisition of such knowledge is a building process that occurs over time as students make connections to other words, learn examples and non-examples of the word and related words, and use the words accurately within the context of the sentence (Snow, Griffin, & Burns, 2005).

Instruction of vocabulary makes a very important feature of any target language learning and teaching process. The level of English language learner is decided and determined by the knowledge of vocabulary. There are four basic and major skills which are listening, speaking, reading and writing. Vocabulary creates key role to develop these four skills.

Vocabulary is way post along the path of learning a language. With the help of vocabulary, one can develop mastery over language. It widens the limit of one's knowledge and makes one's feel that we are members of this living world. It increases our knowledge, understanding and widens our views.

Learning of vocabulary is the very basic point to expertise it in the target language. Vocabulary acquisition, vocabulary retention and vocabulary transfer are some confused processes in learning vocabulary. No doubt, the role of vocabulary is very vital in order to language teaching and learning. Mastery in vocabulary will make the students be able to enhance other skills well. Developing vocabulary is a confused series of actions to achieve result. It takes a long time to master English vocabulary. It makes the learning process more meaningful. There are many causes of failure of our students. One of them is lack of vocabulary. It is the major hindrance in learning process especially English. It has been observed that in most of our Government and private schools, the teachers teach the students only by so called traditional way of teaching English vocabulary. That is why students do not take interest in\ learning of vocabulary. They remain lazy in class all the time. Therefore, they remain unsuccessful in their school assessment regarding vocabulary. Using short stories is an appropriate method for the students to develop their vocabulary widely and polish their skill. Teachers must adopt various teaching techniques, methods and strategies through short stories like fables to enhance their students' vocabulary.

The researchers themselves felt that there is great need to increase students' vocabulary. So they decided to teach students through interesting short stories with attractive and interesting activities and games like HANGMAN activity and Role play which kept students away from boredom.

## **1.2 Statement of the Problem**

The researchers felt that the students remain dull in traditional classrooms. In our government schools, the majority of the students cannot comprehend the words they have been taught at elementary level. This study was intended to know the implementation of short stories to improve students' vocabulary skills. So the researchers checked the utility of short stories to boost up vocabulary skills of elementary level students for learning English.

## **1.3 Objectives of the Study**

This research study had the following objectives:

- To enhance English vocabulary of the students by using short stories at elementary level.
- To make effective use of short stories to improve elementary level students' vocabulary.
- To investigate the techniques used by the teachers for vocabulary development at elementary level.
- To find out the views of the teachers regarding their belief and problems about vocabulary development at elementary level.

## **1.4 Research Questions**

To achieve the required objectives, following research questions were formulated:

RQ.1 Is there any significant difference in the performance of control and experimental groups?

RQ.2 Is there any significant difference in the male and female students' performance?

RQ.3What is overall mean achievement and standard deviation of vocabulary learning through short stories?

RQ.4What is the standard deviation and mean achievement of male students?

RQ.5What is the standard deviation and mean achievement of female students?

RQ.6How can we enhance vocabulary of the students at elementary level through short stories?

## **1.5 Significance of the Study**

Short stories are important for improving vocabulary. The positive results of this research can support the English teachers to apply this method in developing vocabulary of their students and even they can change their methods to make the students motivated and relaxed in teaching learning process. This research is expected to be beneficial for the students, the teachers and the institution as well.



## **2. LITERATURE REVIEW**

### **2.1 Globalization of English Language**

"We cannot make our influence without command on English language. (Mathews,1989)"

According to Nicholas, a nation is recognized by language. There are many languages used all over the world. In which the most commonly and internationally spoken language is English. Most of the books are written in English while some are translated into English for better comprehension. It is considered to be world language. It is apparent that the status of English in Pakistan is very important. Pakistan is a country where many languages are used to communicate in which English and Urdu are such languages as are taught as compulsory subjects. But English is used as an official language. So, it has much importance. It is the only way through which we can make progress by getting skills in the scientific, technological, agricultural and literary fields. It is the way which opens the doors of our ever increasing storehouse of knowledge.

But teaching condition of English in our country is very poor. The traditional English teaching methods are applied in Pakistani schools. Majority of our teachers stress cramming strategy. They do not focus their attention on the importance of enhancing communication skills in their students. Their only aim is to make their students able to pass the examination. English is taught in our institutions as a compulsory subject. Despite of it Pakistani learners don't know how to speak or write accurate English as they are weak in English. We can control this issue if we shall take some useful steps at school level to develop language foundation. So, it is an essential to give a suitable atmosphere both for teachers and students. If any nation wants to make development their focus should be on the language in their educational system, or it would be a suicidal struggle towards knowledge (Jones Hawley, 1977).

In modern era, all countries are well connected with each other. It is global world where we are living. But we are already behind at a great distant in progress. To fulfill this deficiency, we must provide our new generation good awareness of modern science and teaching. Our views towards English in our academic method and make its understanding better. Majority of our learners, who are well versed with English language, do not practice it in oral communication. To make skillful our students in English, we must develop their vocabulary.

### **2.2 Importance of Vocabulary**

Vocabulary is the soul and essence of a language. Understanding of vocabulary makes students able to build and acquire fruitful conversation which is the principal motive of any target language teaching and understanding. Skills over vocabulary makes a learner useful speaker while deficiency of vocabulary falls him to failure in building and gaining fruitful conversation.

Wilkin (1972), an early spokesperson advocate of the exchanging of information technique, clearly showed that learning vocabulary has as much importance as learning of grammar. Wilkins (1972) wrote "---- while without grammar very little can be conveyed, without vocabulary nothing can be conveyed". (pp. 111-112).

Schmitt (2010) noted, "Learners carry around dictionaries and not grammar books. (p.4)"

Majid (2000) claimed that the importance of vocabulary cannot be ignored at any level, whether the students are learning, speaking, reading or writing skills. They are permanently familiar with vocabulary and vocabulary is important in making their understanding. Words are the tools and instruments of ideas. One cannot grasp or comprehend any type of material without words. Tylor (1990) described that the learning vocabulary is key element at primary grade. It is reality that the learner gains the knowledge at primary level is constant and forever. Therefore, the students must be given a handsome knowledge of vocabulary.

### **2.3 Importance of Short Stories**

A short story is a part of brief literature, generally composed in narrative prose. Short stories can be written in a different form, but a most conventional aspect a small cast of characters with names and concentrates on a single self-contained incident. Plot of short stories is shorter than that of novel. The purpose of short story is to enjoy and also make learners helpful to think about social and moral. With the help of short stories students learn more about life experience, sensation and strong fondness. Learners feel happiness to tell a story again and again. There is scarcely an absolute list of short stories because they are quite different in size and styles. The aim of implying short stories to develop vocabulary of EFL learners has been planned by many EFL professionals (Wright, Betteridge and Bucky, 1989). They argue that using short stories is useful method to learn vocabulary in EFL context. They claim that with the use of short stories teachers can create various contexts where students should use the language to dialogue, exchange information and convey their thoughts. Similarly, intellectual factors which can develop exchange of information increase self-esteem, stimulation and spontaneity increasing learning vocabulary. As a result, it seems to be important to



investigate and analyze if EFL learners can learn vocabulary effectively through short stories. Pathan, and Al-Dersi (2013, pp. 04-06) suggest a collection of such benefits for making reading comprehension skill easy, interesting and fun. Stories also play important role in increasing vocabulary of students. It is claimed that students who read broadly have comprehensive vocabularies (Blachowicz & Fisher, 2004). Brabham & Villaume (2002) stated that "A serious commitment to decreasing gaps in vocabulary and comprehension includes instruction that allows all students to learn and use strategies that will enable them to discover and deepen understanding of words during independent reading" (p. 233).

### 3. RESEARCH METHODOLOGY

#### 3.1 Research Design

The study was designed according to the experimental approach. Two groups of the students were assigned as the participants of the study: an experimental group and a controlled group. The purpose of this research was to study the effectiveness of short stories for improving vocabulary at elementary level. This research was conducted in five public and private elementary schools of Bahawalpur region. For this study, the researchers had chosen "Randomized controlled group pre-test post-test design". As all the conditions were same for the controlled and experimental groups, with the exception that the experimental group was exposed to a treatment while controlled group was not. For the observation purpose, pre-test and post-test were taken. At the same time, a questionnaire was also prepared for the teachers to collect information about the effectiveness of short story technique on the students in learning vocabulary.

#### 3.2 Research Tools

Following research tools were used for the current study:

- 1: Questionnaire for teachers.
- 2: Pre-test and Post-test for students.

#### 3.3 Population of the Study

The population of the study consisted of all the elementary level teachers and students of public and private elementary schools of Bahawalpur region. The population of the study was (500) students who were randomly selected in the scheme of research. The data was collected from the 8<sup>th</sup> grade learners in the academic year 2016. The study was limited to the Bahawalpur City only.

#### 3.4 Sample of the Study

In this study, two hundred students and fifty teachers from five public and private Elementary Schools of Bahawalpur region participated who were selected randomly. Among them, one hundred students belonged to experimental group and one hundred students belonged to controlled group. Each group had equal participation of male and female students.

### 4. RESULTS AND DATA ANALYSIS

#### 4.1 Data Analysis of Pre-Test and Post-Test

##### RQ.1 Is there any significant difference in the performance of control and experimental group?

Table 1 *Comparison of Performance under Control and Experimental Group*

Respondents	Frequency	Mean	Std. D.	t	p
Control Group	100	57.12	11.82	-2.338	.021*
Experimental Group	100	62.72	12.12		

\*p<0.05

Table 1 discovered a significant difference in students' performance between control and experimental group under learning vocabulary through short stories. The two groups had an apparent distinction between them. The mean achievement score of control group (M= 57.12, sd= 11.82) and experimental group (M=62.72, sd=12.12) with (p value<0.05) shows that experimental group has better achievement score as compared with control group. So the research question, "Is there any significant difference in the performance of control and experimental group?" answered in positive.

##### RQ.2 Is there any significant difference in the male and female students' performance?

Table 2 *Student' Performance in Experimental Group*

Students	N	Mean	Std. D.	t	p
Male	100	56.98	11.41	-2.462	.016*
Female	100	62.86	12.44		

\*p<0.05

In table 2, there was a significant difference in students' performance between male and female. It is obvious an apparent difference in two groups. The achievement of males ( $M = 56.98$ ,  $sd = 11.41$ ) and females ( $M = 62.86$ ,  $sd = 12.44$ ) with ( $p \text{ value} < 0.05$ ) showed that female respondents performed better as compared with male respondents. So the research question, "Is there any significant difference in the male and female students' performance?" answered in positive.

**RQ.3 What is the overall mean achievement and standard deviation of vocabulary learning through short stories?**

Table 3 Mean Score of Overall Vocabulary Learning Activities

	Hot Seat	Hangman Activity	Rhyming Words	Text Talk	Vocabulary Box
Mean	3.57	3.62	3.64	3.65	3.76
Std. Deviation	1.32	.77	.85	.79	1.04

n=200

It is evident from the table 3 that most useful learning technique among the learners was vocabulary box. The second learning technique was text talk for the students. The third vocabulary learning technique rhymed words. Hangman activity was the fourth important indicator for learners at elementary level. The last technique that was used by the students was hot seat.

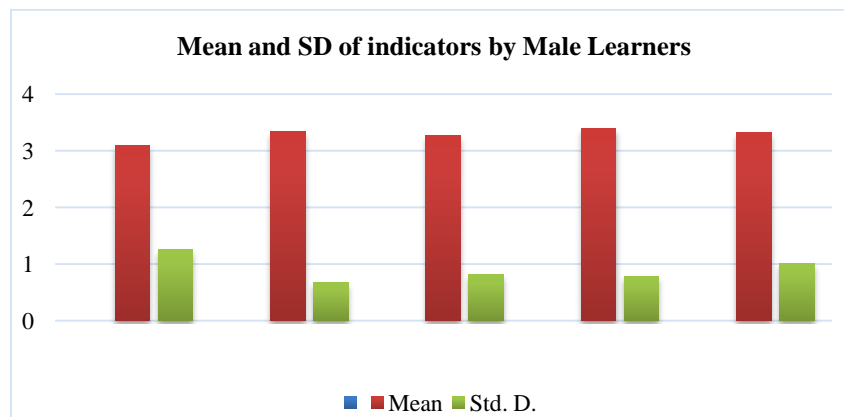
**RQ.4 What is the standard deviation and mean achievement of male students?**

Table 4 Mean Score of Male Students Vocabulary Learning Activities

Tests	Hot Seat	Hangman Activity	Rhyming Words	Text Talk	Vocabulary Box
Mean	3.093	3.343	3.272	3.400	3.325
Std. D.	1.25	.67	.82	.79	1.01

n=100

The table 4 illustrates that most useful learning technique among male learners was Text Talk. The second learning technique was Hangman Activity for the students. The third vocabulary learning technique was vocabulary box. The fourth technique was Rhyming words. The last technique that was used by the male students was hot seat. It is evident from the bar graph below.



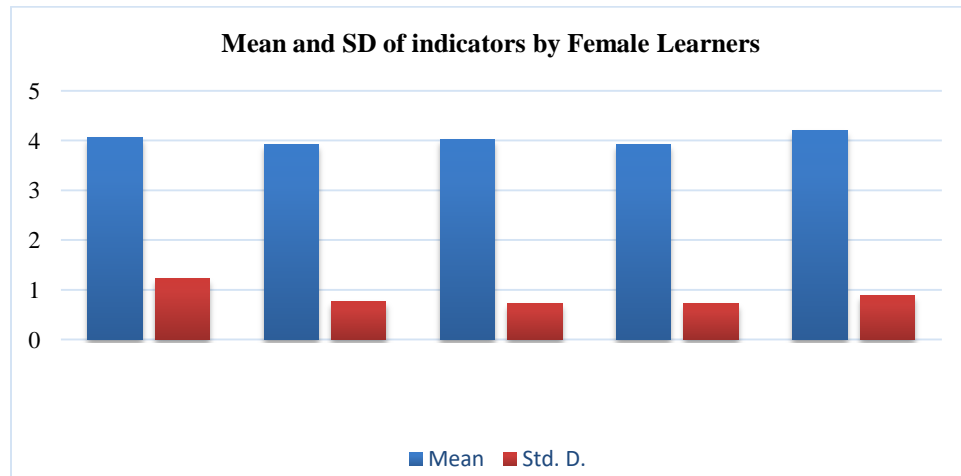
**RQ.5 What is the standard deviation and mean achievement of female students?**

Table 5 Mean Score of Female Students Vocabulary Learning Activities

	Hot Seat	Hangman Activity	Rhyming Words	Text Talk	Vocabulary Box
Mean	4.053	3.910	4.015	3.913	4.195
Std. D.	1.225	.762	.726	.718	.888

N=100

The table 5 demonstrates that most useful learning technique among female learners was vocabulary box. The second technique used by the female students was hot seat. The third technique was rhyming words. The fourth one was text talk learning technique. The last technique that used by female students was Hangman Activity. It is evident from the bar graph below.



## 4.2 Data Analysis of Teachers' Questionnaire

A questionnaire was also prepared to check the views of the teachers about the ways to improve vocabulary of the Students. Teachers told that when they provided their students proper guideline, their students took more interest in learning vocabulary items. They considered themselves part of that activity and took part fully. At the same time 80% teachers told that they found their students more confident. 89% teachers were agreed that the use of short stories through different activities had a positive impact on the minds of the students. 100% teachers were strongly agreed that elementary level students' vocabulary skill was improved with the help short stories.

## 5. FINDINGS, CONCLUSIONS, SUGGESTIONS AND RECOMMENDATIONS

### 5.1 Findings

From the analysis and interpretation of the information and data, the researchers have found that:

- i) Story books are an interesting vehicle of teaching vocabulary.
- ii) Activity based teaching draw attention of the students for learning.
- iii) In the method of teaching vocabulary through short stories some children gripped the habit of reading books which is a very effective habit to adopt.
- iv) It is one of the most important findings that students take interest to retell the story with fun and entertain. They feel excitement.
- v) The researchers used varieties of story books besides course books.
- vi) It is also found that group work and pair work stimulate the weak students as well.

### 5.2 Conclusions

The purpose of this study was to develop vocabulary of elementary students through short stories. After the data analysis of the results of both groups, it was proved that the group who was taught through various activities and strategies which were proved fruitful and full of entertainment for the students during the experiments seemed improving. On the contrary the students taught by the non-effective way of teaching made it clear that there is no meaningful difference. Therefore, it has been exposed that there is a significant difference in the result of pre-test conducted before teaching the lessons according to the plan of researchers and post-test after the favorable accomplishment of the research task. It is an undeniable reality that short story is a perfect mean for elementary level students to improve vocabulary. It was concluded that when a teacher creates a learning environment in the classroom by using interesting short stories then naturally the students' response is positive.

### 5.3 Recommendations

In the light of this study, some recommendations are made as under:

1. This research work is conducted on elementary level students to enhance English vocabulary by using non-traditional way of teaching through attractive and interesting short stories.
4. There must be utmost need to develop vocabulary. So, vocabulary must be given more importance in the language teaching to command them in the language being taught.
5. The researchers further recommend that English language teachers should use short stories for teaching English in general and for improving vocabulary in particular at elementary level.
6. They should also motivate the students by using short stories through pair work and group work in the classroom.
7. The public schools may be equipped with libraries, language labs and audio-visual materials such as tape recorder, video-player, overhead projector, multi-media and such facilities may properly be used for developing vocabulary of elementary level students in the subject of English.

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## INVESTIGATION OF THE DIFFERENTIATION IN CIRCULATION AREAS OF COURTHOUSES: KONYA COURTHOUSE

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### Abstract

Courthouse buildings, which can be defined as public buildings that contain judicial and administrative judiciary units that are effective in ensuring peace in society and in the implementation of laws; are included in the complex functional building group with their spatial organization, diversity and multiplicity of users, and a wide variety of repetitive judicial and administrative units. In courthouses where the security is at the forefront, it is possible to handle the circulation areas as i. vehicle-pedestrian roads providing the access to the parcel and building, ii. user circulation in the building and iii. circulation of the prisoners. In order to ensure security, the prisoners must be isolated from the public and other users in their way to access the remand prison and the courtroom. For this reason, an autonomous circulation area should be created for remand prisoners and the possibility of harming other users like judicial officers, citizens, court officers, etc. or escaping should be eliminated by the necessary circulation arrangements. In the scope of this study, circulation differences specific to Konya Courthouse are examined via plan reading, observation and user interviews, different user circulations are evaluated and suggestions are made for future designs.

**Keywords:** Spatial organization, Circulation areas, Courthouses.

### 1. INTRODUCTION

Today, along with the changes in justice system, courthouses - which are in the group of buildings with complex function because of the diversity and multiplicity of users, spatial organization and a wide variety of repetitive judicial and administrative units – can be defined as public buildings including judicial and administrative judiciary units that are effective in ensuring peace in society and in the implementation of laws.

The spaces in the courthouse are similar to the office spaces in public buildings. However, the main feature that distinguishes courthouses from other public buildings is that they have "restricted areas". In other words, spaces in courthouses generally consist of open, semi-restricted or restricted areas. The foreground-background distinction in the different circulation models we encounter in courthouses includes these areas; open spaces form the foreground, semi-restricted and restricted areas form the background:

**Open spaces** are easily accessible to all citizens who visit the courthouse, and no authorization is required to enter. Information desks, front offices, bar room, fee counters, hearing rooms, cafeterias, waiting rooms, forensic medicine unit, and forensic registry office can be considered as examples of these areas

**Semi-restricted areas** refer to the areas where visitors with first level authorization can be found. Offices of private secretary and interrogation rooms are such areas.

**Restricted areas** refer to the fields that visitors with the last level authorization can enter. Judge and public prosecutor chambers, archives and trust rooms are located in this area (Gür & Erbay, 2017).

Other than these areas, judges and prosecutors should be able to use the general circulation whenever they want. In this way, it should be ensured that cases proceed safely and that judges and prosecutors continue to work in a calmer environment (Emekli, 2020).

## 2. CIRCULATION AREAS

It is possible to consider the circulation of the user in courthouses as vehicle-pedestrian roads that provide access within the parcel; user circulation within the building and the circulation of remand prisoners. In the scope of this study, outdoor vehicle-pedestrian roads and prisoner circulation will be discussed.

### 2.1. Vehicle-Pedestrian Roads and Parking Lots

Parking lots, which need to be differentiated according to different user groups, should be planned according to the purpose of coming to the courthouse and the duration of their stay in the courthouse.

Accordingly, open and closed car parks for courthouse users:

- Judge-Prosecutor parking lot,
- Lawyer parking lot,
- Protocol parking lot,
- Courthouse personnel parking lot,
- Citizen parking lot,
- Parking lots for vehicles of detainees, convicts and vehicles belonging to security forces can be listed as parking lots (Emekli, 2020).

When such an arrangement and separation is made, it is possible to ensure security more effectively and to apply the procedures followed during entry-exit more easily. Judges, prosecutors, courthouse staff and lawyers should be able to enter and exit the parking lot, which is physically separated from other parking lots, through separate gates and through parking control systems where their plates are identified. At the entrance and exit of the citizen, the entry-exit system in which vehicle registration and control is made should be applied. Each parking lot should have disabled exit points or disabled parking areas close to the elevators. Wide walkways should be planned to prevent pedestrians' contact with vehicles (Çakmakkaya and fri., 2015).

### 2.2. Circulation of the Prisoners

In courthouses where security is at the forefront, detainees and criminals must be isolated from the public and other users when deemed necessary and reach the courtroom and custody. For this reason, a specialized circulation area should be created for remand prisoners. Rules to be followed in the design of remand prisoner circulation are as follows;

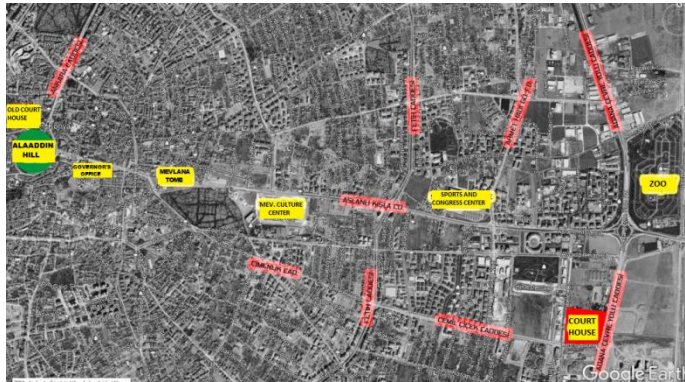
- Direct access to the detainee units from outside the parcel or outside the building without entering the building,
- Designing a custody room for the prisoners in the courthouse and for the prisoners who will be detained in the short-term courthouse,
- Observing the distinction between men, women, elderly and children in security entrances, custody rooms and custody circulation, as well as designing meeting rooms and sufficient number of WC-sinks,
- Providing parking and secure entry-exit for these vehicles in the parcel or in the custody section, since the entrance to the custody is provided by the vehicles of law enforcement officers,
- In high criminal courts, the security entrance is directly from the detention room or from the outside, so that prisoners can be safely taken to the courtroom (URL 1).



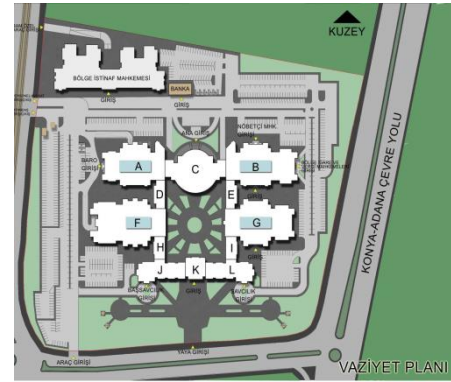
### 3. CIRCULATION AREAS IN KONYA COURTHOUSE

#### 3.1. Konya Courthouse

Konya Courthouse, located in the district of Karatay to the east of the city center (Fig. 1. a), was opened on 18.02.2008. Konya Courthouse, which has a total indoor area of 66,124 m<sup>2</sup>, with a residence area of 14,217 m<sup>2</sup> on an area of 84,855 m<sup>2</sup>, consists of 12 blocks built as ground + three floors (URL 2) (Fig. 1. b).



a. Location of Konya Courthouse (Google Earth, access date March 2020)



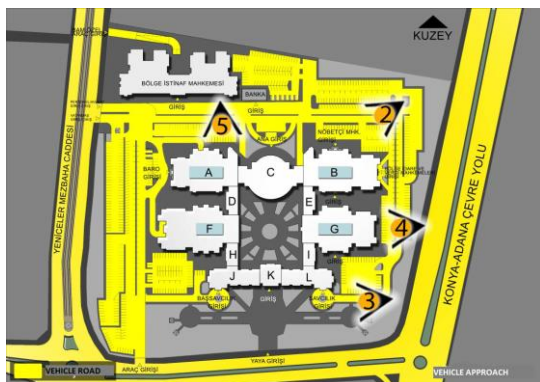
b. Site plan of Konya Courthouse (Emekli, 2020)

Fig. 1. The location and the site plan of Konya Courthouse

#### 3.2. Vehicle-Pedestrian Roads and Parking Lots

There is a vehicle road on three sides of the Konya Courthouse parcel. The point where the security building is located on the west side of the parcel is used as the main vehicle entrance (Fig. 2. a). There are 2 main divisions at this entrance. One of them is staff and lawyer entrance and the other is reserved for public entrance (Fig. 2. b). Vale entrances are designed as there are special blocks used by high-level judicial officials and personnel such as J Block and L Block Chief Public Prosecutor's Office, Presidency of the Justice Commission (Fig. 2. c).

Although a sufficient number of parking lots were planned in accordance with the legislation in force at the time of the construction of the courthouse, it is observed that the number of parking lots in Konya Courthouse is not sufficient due to the increasing number of vehicles. According to today's parking lot regulation legislation, indoor parking is obligatory in courthouses. In this sense, in addition to the open parking lot, which will be planned in sufficient number in the new courthouses, closed parking lots should also be designed in more than one basement floor if deemed necessary.



a. Vehicle Approach and Parking Lot Plan



b. North façade parking lot (2)



c. L Block Vale entrance (3)

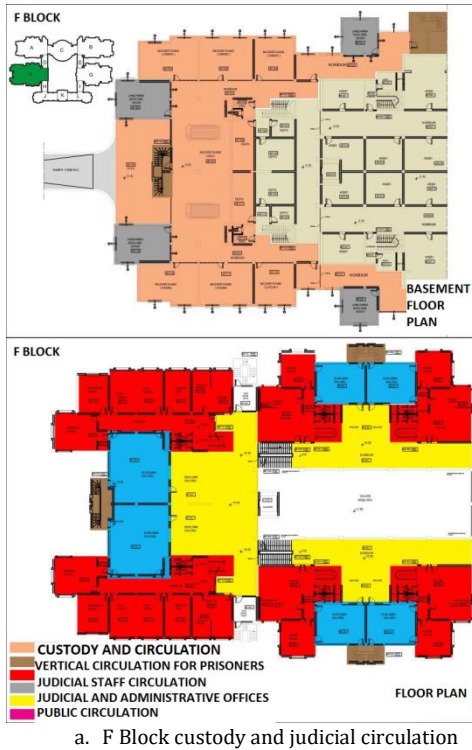
Fig. 2. Vehicle arrangements in Konya Courthouse

Outside the parcel, a pedestrian path surrounding the parcel can be seen (Fig. 3. c). Within the plot, pedestrian paths are planned for pedestrians in recreation areas in the courtyard (Fig. 3. b) and outside garden and between the parking lots.



Fig. 4. Prisoner arrangements in Konya Courthouse

The more comprehensive section of the prisoners in block A is located in the basement of block F; it consists of 2 women's detention centers, 3 men's detention rooms, a children's detention center and a few car parks. In the circulation solution in this block, it is seen that the prisoners have direct access from the custody rooms to the courtrooms with vertical circulation elements (Fig 5).



b. F Block custody ramp



c. F Block custody entrance

Fig. 5. Prisoner arrangements of block F in Konya Courthouse

#### 4. SUGGESTIONS

It is possible to list the suggestions obtained as a result of the observations and user interviews made in the circulation areas of the Konya Courthouse within the scope of the study as follows:

- Pedestrian and vehicle access should be provided from a single point in order to ensure security in the courthouse parcel.
- There should be a valet entrance in front of the block for high-level judicial officers and guests and officials from high courts. In addition, a safe parking lot for this user group should be planned to be closed or open.
- Indoor parking lots should be designed in courthouses and space should be left for reserve parking lots. In this sense, it can be ensured that more than one basement floor is planned in courthouses and the number of reserves and required parking lots can be reached. In addition, parking areas of users with different statuses such as judicial officials, personnel and the public should be reserved in all designed parking lots.
- In order to ensure the security of court users, prisoners should be transported safely to the courthouse and courtroom. For this reason, a separate circulation area for prisoners should be established in the courtrooms of criminal courts.

#### 5. ACKNOWLEDGEMENT

This research is prepared by making use of the master thesis of Mustafa Dede Emekli named as "Courthouse Design and Spatial Analysis of Konya Courthouse" completed in July 2020 in Konya Technical University Graduate Education Institute under the supervision of Assist. Prof. Dr. Süheyla Büyükaşahin.

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## **Place Preference Analysis Through Location-based Social Networks in Terms of Accessibility**

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### **Abstract**

Conventional accessibility in a city is evaluated due to the physical attributes on street networks. Today environmental experience is transforming from physical direct perception mode to virtual lives read from location-based social networks (LBSNs). There is not enough work to associate these two modes of experience. This study attempts to find relation between urban physical structure and location of a venue and its preference in a popular LBSN: Foursquare. Physical structure is accessed with accessibility of the venue from transportation access points within walking distance and depth measures. Foursquare data is read due to motivation and check-ins to visit selected venue. The result indicates that there is a moderate but significant correlation between Foursquare check-ins and distance to main transportation access points of nearest subway station and bus stop.

**Keywords:** Location-based social networks, Kadıköy, Accessibility, Foursquare, Place Preference.

### **1. INTRODUCTION**

In the last two decades, world lived serious changes in exploring cities and their amenities that people live with. Daily urban life has altered from economy based industry to information and service based modes of living. Wireless mobile network connections have lead people from dependent static modes of living to mobility in which “ubiquitous computing” concept is possible (Weiser, 1993, pp. 71). Independent from any specific location, any computing can appear at any time and space. Today, cities became favorite spaces in which people use the connectivity and new media power of mobile computers to monitor social life of others who share their self-experience in world-wide networks (Psyllidis, 2013, pp. 23). This gives chance of virtual experience to mobile users without visiting the location that they are curious about in any part of the world.

Wide range of everyday activities started to be mostly digital. Experiencing a city has shifted from direct environmental perception to mixed mode of understanding in which perception is supported by digital maps, social media and websites of selected venues in the city. City guide books has changed from non-interactive directories to interactive online digital logs in which subjective opinions of people for multiple selected venues are read. In spite of these subjective mechanisms, people get information from preferred regions of a selected city without visiting there. They can make their selections by following the traces of other peoples’ lives. This gives opportunity to save both time and money. All these sort of living is ensured by Location-based Social Networks (LBSN) in which people share their know-hows about selected locations.

In LBSN’ s people majorly share their locations under six different activity categories: home, work-school, eatry, entertainment, recreation and shopping (Hasan, Zhan and Ukkusuri, 2013, pp. 7). Eatry is the key category for this study. Because they are venues in which people spent their leisure times in a city. Eatry occurs in cafes, restaurants and similar catering places which are majorly indoor spaces and supported by outdoor sitting. Eatry places define activity spaces where people relax outside their usual living. This study concentrates on

eatery places that are preferred most in popular LBSN application: Foursquare. There are subjective reasons to choose the places used for eating and drinking in the city (Lawson, 1995, pp. 39). Factors affecting place preference can be the location of the place in the city, its facilities, contents, the atmosphere and its products (Rapoport, 1980, pp. 120). Understanding the reason of preference helps to get information on design criteria of a free-time space for catering. Because the social media feedbacks of users purely help us to read their experiences on places they visit. Pedestrian accessibility of a place in city is highly related with walkability of linking streets and other transportation axes. In literature, accessibility is an important aspect of a livable city (Zec, Erem and Çolakoğlu, 2018, pp. 125-126). Hence, it is natural to treat accessibility concept as a motivating factor for using eatery activities in which a very highly ratio of social network sharing occurs. The aim of this study is to find relation between the physical accessibility of eatery venue in city and preference through a favorite LBSN application: Foursquare.

## **2. ACCESSIBILITY AND LBSN VENUE PREFERENCE**

### **2.1. Location Based Social Networks**

Location based social networks define social networks in which people share their locations by self “check-ins” and find locations of other people by others’ “check-ins” by the use of GPS on mobile devices like tablets and smartphones. Facebook, Instagram and Foursquare are most popular applications for LBSN. Foursquare is an important application used in Turkey. Because, Turkey is a great shareholder for location sharing by holding 20.78% of total Foursquare traffic in worldwide (Similarweb, 2019). Sharing gives opportunity to experience selected places without existing physically inside them. It transforms disconnection between real and virtual spaces to more integrated emergent “hybrid spaces” (Silva, 2006, pp. 262). This term is “a function of combination of digital technology and physical spaces” (Evans and Saker, 2017, pp. 4). Users can interact with their locations and create “online shared interaction”. User-created sharing content builds dual-mode data as layers of information on digital city maps and bound this locational data to comments and definitions of selected “spots” in Foursquare. Foursquare collects this dual mode-data and builds databases of places on spots, multiple check-ins in these places and feedbacks of people visiting these places in text and photo format. With these contributions, the users transform physical spaces to social spaces by mapping and navigating among them. Hence, according to Evans (2015, pp. 5) Foursquare maps are developmental with subsequent evolution and he uses the term “ontogenetic”. So the database develops from a representation of series of locations to navigation of places (Evans & Saker, 2017, pp. 8). Location-based services help users to create their “personal memory tool” where they collect their subjective experience of places (Frith, 2014, pp. 891). Foursquare can alter users’ understanding, experience and interaction with the environment. Lave & Wenger (1991, pp. 29) argue that learning is a social process whereby knowledge is co-constructed. They suggest that such learning is situated in a specific context and embedded within a particular social and physical environment. Here Foursquare represents virtual mode of social learning in a common context. It superposes virtual space with physical space by setting a situated learning environment within a global network.

Recreation and eatery experience studies focus on comparisons among non-leisure and leisure experience types by creating relation among experience settings and activity preferences (Manfredo, Driver and Tarrant, 1996, pp. 188-213). Personal eat-out user preferences can be predicted from Foursquare application data, because the data includes geographical location, name, category and time to check-in (Rahman, Majumder, Mukta, Ali, and Mahmud, 2016, pp. 350). Social media users define their preferences or in media words – comments - in two ways: coarse-grained and fine-grained (Yang, Zhang, Yu and Yu, 2013, pp. 480). If a person implies a positive or negative comment with general and broad feeling, preference is treated as coarse-grained. Detailed comments including different feelings on different items is defined as fine-grained preference. All these sort of definition of a selected venue are congregated in preference-aware search personalization approaches which define a resultant preference value for a venue in LBSNs.

### **2.2. Venue Accessibility**

The word accessibility defines multiple concepts on capability of being; “reached, used, seen, appreciated, influenced and used by all kind of people including disabled person” (Merriam-Webster, 2019). Accessibility is widely used with its adjective “accessible” which refers to being “near” to a reference point where “not accessible” defines difficulty in reaching specific services in a city. All cities are formed with networks of regions as districts (Lynch, 1960, pp. 47). Districts are linked to each other with street networks and create an urban pattern. Different kinds of street networks create multiple connectivity choices which have a route to route basis in terms of “morphological continuum, allowing multiple network types to be identified” (Marshall, 2004, pp. 81). All kind of urban street networks have significant influence on accessibility of a venue in a city. Route structure is an alternative term for street network and structure of parts of the city (Fig. 1).

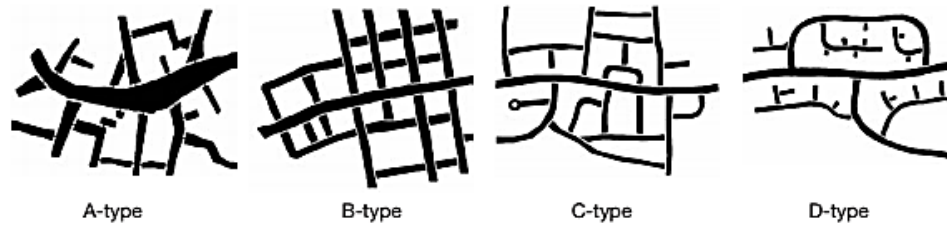


Fig. 1. Demonstrative street patterns (*Partial adaptation from: Marshall, 2004, p:139*)

There are many kind of research types on street networks, layout and their effects on accessibility and walkability. Studies usually concentrate on the effect of typological distinctions of street patterns on accessibility with different methods. In literature, the measures used to identify these distinctions are density of nodes and street intersections (Frank, Schmid, Sallis, Chapman, and Saelens, 2005, pp. 119), average distance between intersections (Handy, Paterson and Butler, 2003, p. 45), depth analysis that measures how distant a route is from a particular “datum” measured in number of steps of adjacency (Hillier, Penn, Hanson, Grajewski, and Xu, 1993, pp. 31), continuity as a measure of total number of routes in a given route (Marshall, 2014, pp. 115) and choice analysis that defines number of alternatives in decision nodes of a street network and pedestrian walking distance from a selected origin point to a selected destination (Özbil, Yeşiltepe and Argin, 2015, pp. 190).

### 3. RESEARCH MODEL

In a city, conventional environmental perception is provided with direct experience. Users walk in streets and explore amenities, ask to their acquaintance and friends about the best venues or just use their luck to try a place like restaurant, café and/or another eatery place. With the use of smartphones and computers, new types of exploration modes have evolved. Nowadays, people check their smartphones before visiting to a place in city. So the conventional eatery venue preference motivation has mostly changed from analog personal exploration to digital software-based research. They usually link venue location with the comments in their minds. Hence users attain “hybrid spaces” as Silva (2006, pp. 262) mentions. Actually, after reading comments, recommendations and experiencing the physical space, this hybrid space creates a preference value in users’ mind. This study claims that venue accessibility affects not only walkability in physical sense but also Foursquare check-in and motivation. In this context relation among widely used accessibility measures and Foursquare application preference measures have been correlated. These measures are as follows:

#### *Physical Accessibility measures:*

This section measures venue’s accessibility to nearest bus stop and subway station within the following variables:

- *Accessibility depth* ( $A_D$ ): Number of intersections in route
  - o For bus stop ( $A_{D(B)}$ ): Number of road intersections from venue to nearest bus stop.
  - o For subway station ( $A_{D(S)}$ ): Number of road intersections from venue to nearest subway station.
- *Accessibility walking distance* ( $A_{WD}$ ): Walking distance in a given route
  - o For bus stop ( $A_{WD(B)}$ ): Walking distance from venue to nearest bus stop.
  - o For subway station ( $A_{WD(S)}$ ): Walking distance from venue to nearest subway station.

#### *Foursquare preference measures:*

There are two preference variables retrieved from Foursquare database:

- *Motivation value* ( $F_M$ ): The ratio of recommendation number to the preference expressions either “like, neutral and dislike” for a selected venue (Foursquare, 2019). This value defines the power of recommendation comments of a selected venue.
- *Check-in location value* ( $F_C$ ): Location value is the ratio of check-ins to unique users retrieved from 4sweep website. «A high number means relatively few people have checked in there many times. This is often, but not always, an indicator of an illegitimate or duplicate venue» (4sweep, 2019). This value is an indicator for density of visit to a venue.

Quantitative data of the above measures have been calculated from different database sources. There are four phases of the study:



1. Top preferred venues were selected from Foursquare application website in a personal computer Web browser: Chrome (Fig. 2). The venues have been listed according to their each Foursquare score.



Fig. 2. Screenshot from Foursquare website for case study area (Osmanağa and Caferağa region)

2. Google Maps is a Web-based service that provides detailed information about geographical regions and sites around the world with digital cartographic maps. It is possible to make distance and area calculations in a selected city route between selected origin and destination. The study used Google Maps API<sup>1</sup> to make calculations on the accessibility measures ( $AD(B)$ ,  $AWD(B)$ ,  $AD(S)$ ,  $AWD(S)$ ) for selected venues retrieved from Foursquare top preference list in the first step (Fig. 3).

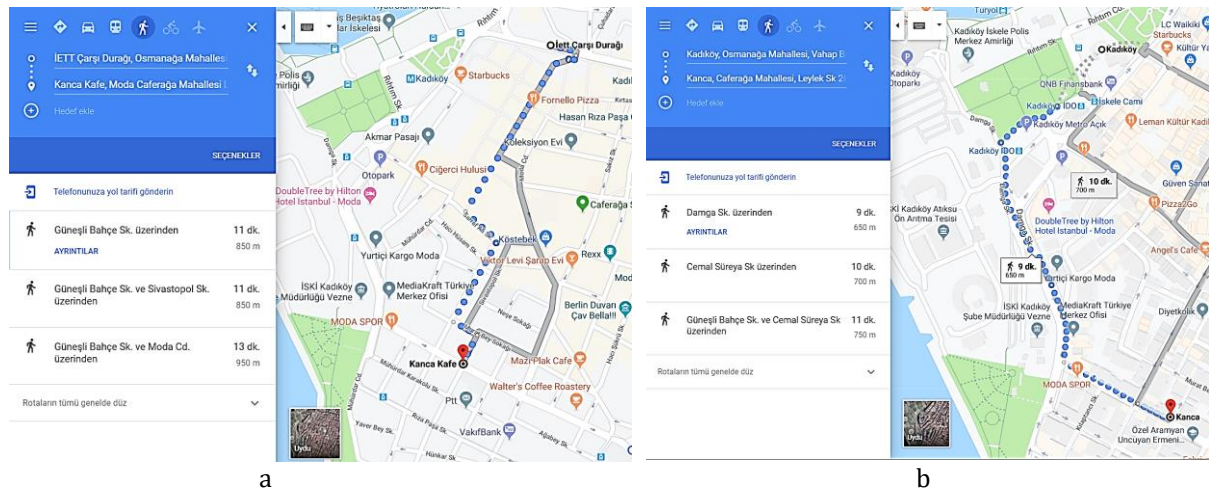


Fig. 3. Sample Google Map analysis for a selected venue (walking distance from the venue to nearest bus stop (a) and subway station (b))

3. Going back to Foursquare and 4sweep applications, Check-ins number and number of unique users from 4sweep website has been retrieved. The ratio of check-ins number to unique users gives “check-in location value” for the selected venue ( $F_c$ ). The variables of motivation values are total number of preference and recommendation number. These values are directly taken from Foursquare webpage of a selected venue. The ratio between these variables gives “motivation value” ( $F_m$ ) (Fig. 4).

<sup>1</sup> API: Application Programming Interface

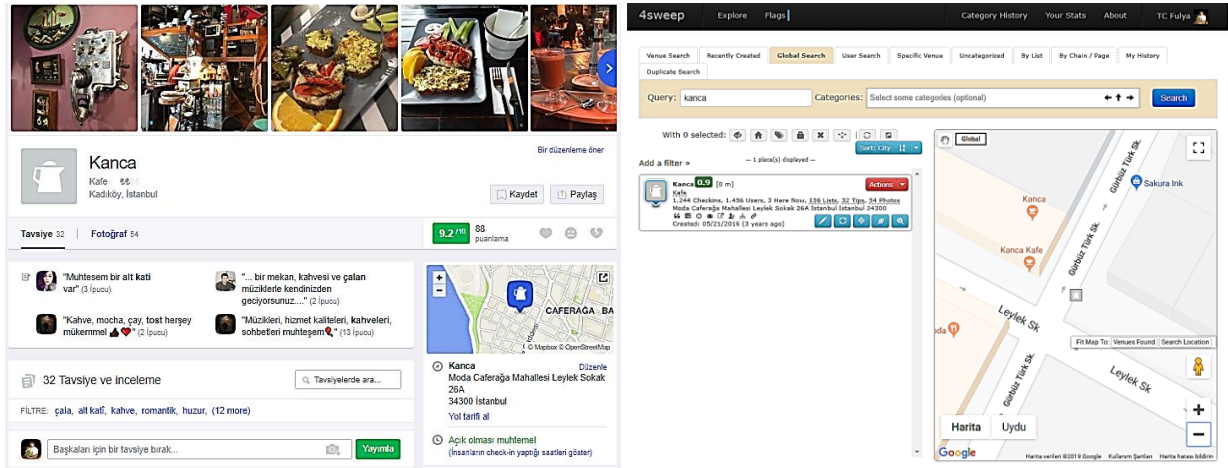


Fig. 4. Screenshots from Foursquare (left) and Foursweep (right) from webpage of selected venue

4. Final phase is to find out correlation relation between physical accessibility of a venue to its LBSN preference measures defined above.

#### 4. CASE STUDY AND RESULTS

Supported by 34.000 questionnaires about life of people in their home cities, according to Timeout online journal, Istanbul is one of the most preferred 48 cities in the world (Manning, 2019). The study area is Osmanağa and Caferağa central region of Kadıköy – Çarşı in İstanbul. Kadıköy Central is a favorite visiting place for citizens who seek for galleries, bars, shops and eateries. Caferağa region is famous with its fresh fruit, vegetables and fish markets which is defined as a feast for senses (Hattam, 2019). Manning (2018) defines Kadıköy as one of the 50 coolest neighborhoods in the world. Located on the Marmara Sea Coast on the Asian Side of Istanbul, Kadıköy's popularity has increased over the last decades. "Hundreds of new bars, cafés, restaurants, design studios and shops have opened here, making the area a must-see for those really wanting to get a feel of how the city hangs out these days, with a more relaxed vibe than the bustling European side" (Manning, 2018). All these feedbacks make Central Kadıköy as an ideal region for this study in terms of accessibility and social media network density.

Like other regions of İstanbul, Kadıköy has C-Type urban network (Refer to Fig. 1) due to Marshall's morphological taxonomy. Geometrical configuration is a distorted grid creating more intersections than expected number of intersections in a grid system. This creates a minor increase in plan complexity which means more turns on street routes. The top 30 recreation venues in the Foursquare application rankings have been included in the study. The accessibility level of each place have been calculated according to relative route values between closest bus stop and subway station as main transportation access points to the selected venue. All distances were measured from Google Maps by using API's shortest path algorithm calculation.  $AD_{(B)}$  has been calculated by counting intersections or nodes in the route to nearest bus stop on Google Map.  $AWD_{(B)}$  is the shortest walking distance from start point (nearest bus stop) to the selected venue on Google Map. In the same manner, intersection count for route to nearest subway station is notated as  $AD_{(S)}$ . The shortest path to subway station is  $AWD_{(S)}$ .

There are two sets of LBSN variables. The first data set variables, namely "check-in location value" ( $F_C$ ) is retrieved from 4sweep website. The formula of  $F_C$  is:

$$F_C = \frac{n_C}{n_U}$$

where  $n_C$  is the number of check-ins made in the venue and  $n_U$  is the number of unique users.

The second data set variables – motivation value ( $F_M$ ) – are retrieved from webpage of each selected venue. The formula of  $F_M$  is:

$$F_M = \frac{S_P}{n_R}$$

where  $S_P$  is the preference score of venue and  $n_R$  is the number of recommendations made for that selected venue.

All results have been tabulated in Table 1.

**Table 1. Preference results for top 30 venues of Foursquare data.**

Venue name	Foursq. score	Motivation Value			Check-in Location Value			Accessibility measures			
		Recom. Non.	Score	F <sub>M</sub>	Check-ins	Unique Users	F <sub>C</sub>	A <sub>D(B)</sub>	A <sub>WD(B)</sub>	A <sub>D(S)</sub>	A <sub>WD(S)</sub>
Kanca	9,4	32	88	<b>0,364</b>	1241	1454	<b>0,854</b>	6	850	8	700
Cafe Jele	9,1	36	150	<b>0,240</b>	10856	6635	<b>1,636</b>	5	550	12	700
Küff Bah.	9,1	100	511	<b>0,196</b>	27663	23841	<b>1,160</b>	5	500	10	650
Fornello	8,9	374	1465	<b>0,255</b>	16921	22081	<b>0,766</b>	4	230	5	230
Kalkanoğlu	9,1	43	132	<b>0,326</b>	1353	2025	<b>0,668</b>	2	290	8	550
Tatar Salim	9,1	134	529	<b>0,253</b>	5605	7483	<b>0,749</b>	4	300	5	220
OD46	9	158	501	<b>0,315</b>	4183	2116	<b>1,977</b>	7	650	8	600
Aşıyan	9	19	61	<b>0,311</b>	931	984	<b>0,946</b>	5	300	9	400
Le Brique	9	147	445	<b>0,330</b>	15092	9598	<b>1,572</b>	6	350	10	600
Re.of Panc.	8,8	37	145	<b>0,255</b>	2333	1297	<b>1,799</b>	7	900	10	800
Story	8,8	79	373	<b>0,212</b>	4702	2940	<b>1,599</b>	7	850	10	800
La Pitsa	8,9	37	192	<b>0,193</b>	5686	4130	<b>1,377</b>	4	350	5	600
Tasarım	8,9	79	392	<b>0,202</b>	6463	3904	<b>1,655</b>	5	700	9	800
Kadim İş. S.	8,9	37	79	<b>0,468</b>	266	213	<b>1,249</b>	4	240	6	350
Piya Cafe	8,9	45	265	<b>0,170</b>	36484	24982	<b>1,460</b>	6	270	8	450
Dürümcü E.	8,7	3188	12958	<b>0,246</b>	381812	253585	<b>1,506</b>	5	750	8	1000
Chocca	8,9	56	164	<b>0,341</b>	1089	846	<b>1,287</b>	10	950	4	800
Mazi plak	8,9	12	51	<b>0,235</b>	1912	1264	<b>1,513</b>	8	800	9	750
Küff Kol.	8,8	19	97	<b>0,196</b>	2924	2651	<b>1,103</b>	5	650	8	750
Banko Bu.	8,8	9	15	<b>0,600</b>	81	73	<b>1,110</b>	8	770	5	600
Hale Jale	8,8	177	864	<b>0,205</b>	14385	15651	<b>0,919</b>	7	550	8	600
Pizza2Go	8,8	247	1337	<b>0,185</b>	38340	49705	<b>0,771</b>	4	500	7	290
Roni Cafe	8,8	15	101	<b>0,149</b>	13560	12349	<b>1,098</b>	4	230	6	450
Cadıköy	8,8	162	655	<b>0,247</b>	49488	47925	<b>1,033</b>	5	400	8	500
Cafe&Shop	8,7	313	1338	<b>0,234</b>	35575	17037	<b>2,088</b>	8	700	10	750
Gaz Voda	8,8	5	18	<b>0,278</b>	133	69	<b>1,928</b>	7	700	9	650
Piraye Kafe	8,6	173	934	<b>0,185</b>	30704	20575	<b>1,492</b>	5	550	9	750
Pizza Moda	8,8	100	332	<b>0,301</b>	3198	4001	<b>0,799</b>	7	850	4	650
Hoş Sefa Kö.	8,7	55	80	<b>0,688</b>	2134	772	<b>2,764</b>	5	400	6	650
Tantun Usta	8,6	13	56	<b>0,232</b>	733	655	<b>1,119</b>	3	550	8	800

Preference results indicate the variance of physical location data and digital evaluative data for selected venues. Spearman rank-order correlation coefficient is a nonparametric statistical test alternative to Pearson correlation (Kraska-Miller, 2013, pp. 80) which is well-known as Spearman-rho. Due to the nature of quantitative data, non-parametric Spearman correlation analysis has been performed between physical accessibility variables and digital Foursquare data in IBM SPSS Version 23 software. Spearman test assumes the values to be independent and with abnormal distribution. The closer the coefficient is to plus or minus 1, the stronger the relation. According to Kraska-Miller (2013, pp. 81), the coefficient value "between 0.30 and 0.80 indicates a moderate association of two variables". The results of this study show moderate correlations in some cross matches (Table 2). Results indicate positive correlations between Check-in Value and Depth to Subway Station ( $\rho=0.522$ ,  $p<0.01$ ), depth to nearest bus stop ( $\rho=0.453$ ,  $p<0.05$ ) and walking distance to subway station ( $\rho=0.550$ ,  $p<0.01$ ) in moderate relation. No significant relation has been observed between "Foursquare Motivation Value" and depth and walking distance of neither bus stop nor subway station. Also the correlation between Check-in value and Walking Distance has weak significance ( $\rho=0.352$ ,  $p=0.056$ ) which means a mediocre relation between two variables.

Table 2. Spearman's rho statistical test results of the study.

			<b>Foursquare data</b>		<b>Accessibility measures</b>			
			<b>Motivation Value (F<sub>M</sub>)</b>	<b>Check-in Value (F<sub>C</sub>)</b>	<b>Depth to Subway (A<sub>D(S)</sub>)</b>	<b>Walking Distance to Subway (A<sub>WD(S)</sub>)</b>	<b>Depth to Bus stop (A<sub>D(B)</sub>)</b>	<b>Walking Distance to Bus stop (A<sub>WD(B)</sub>)</b>
Spearman's rho	Motivation Value (F <sub>M</sub> )	Corr. Coef.	1,000	,024	-,226	-,074	,236	,159
		Sig. (2-tailed)	.	,901	,229	,698	,210	,401
		N	30	30	30	30	30	30
	Check-in Value (F <sub>C</sub> )	Corr. Coef.	,024	1,000	<b>,522**</b>	<b>,550**</b>	<b>,453*</b>	,352
		Sig. (2-tailed)	,901	.	,003	,002	,012	,056
		N	30	30	30	30	30	30
	Depth to Subway (A <sub>D(S)</sub> )	Corr. Coef.	-,226	<b>,522**</b>	1,000	,411*	,230	,199
		Sig. (2-tailed)	,229	,003	.	,024	,222	,292
		N	30	30	30	30	30	30
	Walking Distance to Subway (A <sub>WD(S)</sub> )	Corr. Coef.	-,074	<b>,550**</b>	,411*	1,000	,424*	,785**
		Sig. (2-tailed)	,698	,002	,024	.	,019	,000
		N	30	30	30	30	30	30
	Depth to Bus stop (A <sub>D(B)</sub> )	Corr. Coef.	,236	<b>,453*</b>	,230	,424*	1,000	,731**
		Sig. (2-tailed)	,210	,012	,222	,019	.	,000
		N	30	30	30	30	30	30
	Walking Distance to Bus stop (A <sub>WD(B)</sub> )	Corr. Coef.	,159	,352	,199	,785**	,731**	1,000
		Sig. (2-tailed)	,401	,056	,292	,000	,000	.
		N	30	30	30	30	30	30

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

## 5. CONCLUSION

Kadıköy has many eatery venues spread inside the neighborhood. People reach or depart from Kadıköy by two important transportation access points: bus stop on Söğütluçeşme Street and Subway station next to seaside. Results indicate that as the venue gets farther from main access point-especially the subway station, less people make multiple check-ins to the venues. It means that there is less probability to revisit the same venue if its accessibility gets more difficulty in relation to walking distance and complexity of the route in terms of number of turns on the route. Hence, preference of people who give positive or negative comments are not effected by distance or depth. These results may help venues to select locations in centre of a neighbourhood like Kadıköy in İstanbul. Potentially, there are numerous accessibility variables to be evaluated, but only two variable sets could be included in this study. This is same for digital data. Here there is a need for more enhanced preference analysis model to integrate conventional variables to innovative digital data.

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## REVERSE LOGISTICS - RECYCLING APPLICATION IN FOOD PRODUCTION COMPANY

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### Abstract

Reverse logistics requires companies to have their responsibilities for the product they manufacture up to the last stage that the product can reach. Thanks to this obligation, it emphasizes the importance of reverse logistics companies to produce a more efficient and successful product in their production. Nowadays, gaining customer satisfaction for companies, providing a competitive advantage with the environmentalist impression, the existence of environmental protection laws, the responsibility of the producers for the products they produce until the last stage of the use of the consumers and the re-evaluation and recovery of the products have come to a serious level due to some economic factors. However, with each passing day, the deterioration of the ecological balance, the filling of waste land capacities and the increasing environmental awareness of customers, it has become a necessity to research reverse logistics processes more efficiently in both public and private sectors. In this study, the concept of reverse logistics is discussed and its importance is stated. In addition, reverse logistics activities are explained and their economic, social and environmental benefits are emphasized. In the study, the reverse logistics processes of the food manufacturing company operating in the Karaman Organized Industrial Zone were examined as a sample. The information obtained in the study was obtained by using the one-to-one interview method with the company's administrative staff. Reverse logistics; It has become a necessity for the company in economic, environmental and legal aspects. With the successful implementation of reverse logistics processes, the company reduces raw material costs, reduces the purchasing relationship of the consumer, and ensures that the company's social responsibilities are fulfilled efficiently, giving the company the impression of an "environmentalist company" and providing an advantage over its competitors.

**Keywords:** Reverse logistics, Reverse logistics processes, Environmental firm.

### 1. INTRODUCTION

Reverse logistics is the process of bringing back the products sold by businesses to the manufacturer as a result of losing their properties for various reasons, and the whole of the activities carried out for this process.

Reverse logistics has made it compulsory for the producers to deal with the product they produce until the product is destroyed, eliminating the limitation of the product's reach to the customer. This obligation emphasized that businesses should behave systematically while carrying out the reverse logistics process and a certain process should be followed in order to make things accurate and efficient. When academic studies on reverse logistics are examined, the first studies put forward by the employees in the sector reveal the importance of reverse logistics for businesses. This area, which attracted the attention of sector employees, has become an area where academicians have shown interest and studied intensively for the last 20 years.

Increasing responsibility for the products that businesses produce is supported by both environmental awareness and the enactment of laws that support this awareness. It is important that it becomes a necessity for today's businesses, determining the implementation steps of the reverse logistics process, which will increase in importance with awareness and laws in the future, and form these steps in accordance with the business. Reverse logistics is a costly process. It obliges businesses to bear additional costs that they do not consider. Acting with a systematic approach in the reverse logistics process is a helpful factor for businesses to minimize the costs incurred.

In the first part of the study, various definitions of the concept of reverse logistics are investigated, the importance of reverse logistics for businesses is emphasized, and the reasons that push businesses to reverse

logistics are presented. In the second chapter, the reverse logistics process is discussed and its steps are investigated in detail. In the last section, the reverse logistics process of an exemplary food company in the Karaman Organized Industrial Zone is analyzed and its results are presented.

## **2. REVERSE LOGISTICS**

The concepts of sustainable development and sustainable development, whose foundations were laid in 1972, can be defined as being able to be offered to everyone without threatening the existence of ecological and social systems on which basic environmental, social and economic services are based. Sustainable development is about the changes in the modes of production and consumption necessary to ensure that all living and future people participate fairly in social and economic development, within the existing environmental boundaries. Within the framework of the concept of sustainable development, manufacturing companies have to satisfy their customer needs by using less energy and materials. One of the ways to achieve this is to reuse some or all of the product's parts and to regain the product. In this way, materials will not only follow a linear path from producer to consumer, but also complete the cycle by traveling a path from consumer to producer. The product completing the cycle or the concept of closed-loop supply chain becomes one of the key processes of enterprises under the title of reverse logistics (Nakiboğlu, 2007, p.183).

Fleischmann summarized the reverse logistics processes as follows (Basmacı, 2013, p.3):

- Collection of used products from customers,
- Classifying the reclaimed products by using the classification and separation methods and performing their examinations after determining their wear conditions,
- Re-value the products through recycling operations,
- Disposal of scrapped products that cannot be recovered due to economic or technological reasons,
- Expressed as recycled used products to be re-included in the forward flow.

### **2.1. THE IMPORTANCE OF REVERSE LOGISTICS**

Re-use of products and materials is not new. Metal scrap collection, waste paper recycling, deposit applications for glass bottles have been carried out for a long time. Retrieving the products used in these examples is economically more advantageous than disposal. In recent years, interest in reuse has increased due to environmental concerns.

In Europe, the responsibility of collecting many products such as automobiles and electronics is given to the manufacturers. With legal pressure, national collection and recovery systems are set up in many countries. For example, in the Dutch automotive sector, a national system that will handle 90% of cars damaged in traffic accidents is successfully implemented.

The most obvious example of product buyback is experienced in the automotive industry. While 20% of glass, 30% of paper products and 61% of aluminum cans are recycled in the USA, 95% of 10 million cars and trucks are recycled each year, and 75% of these vehicles are recycled for reuse. Businesses develop reverse logistics strategies due to changing conditions and make their long-term plans accordingly. For example, BMW's strategic goal is to design fully recyclable cars in the 21st century. Reverse logistics is used in many industries, including non-automotive industry: steel, electronics, computers, chemicals, pharmaceuticals, medical tools. Major companies that implement reverse logistics include: BMW, Delphi, DuPont, General Motors, HP (Karaçay, 2005, p. 319-320).

### **2.2. APPLICATION REASONS AND FUNCTIONING OF REVERSE LOGISTICS**

The reasons that push companies and other organizations to recycle are economic reasons, legal obligations or environmental concerns and social responsibilities (Karaçay, 2005, p.320).

- Direct and Indirect Economic Reasons: It is more profitable to obtain new products from the recycled product by regeneration or recycling, as it requires both raw material and value gain and less energy consumption. Besides, some of the indirect economic reasons: the company can implement reverse logistics activities due to market and competitive conditions and strategies. Firms can formulate their strategies in this direction to prepare for future laws. In terms of competition, they can make this decision in the long term to prevent other companies from taking the technology or entering the market. They can implement reverse logistics activities in order to create an environmental image in the eyes of the customer and to be in closer and better relations with the customer.



- Laws: Firms can take part in reverse logistics due to the legal regulations they have to comply with.
- Responsibility: Reverse logistics applications can be made due to principles and values and environmental concerns.

With the reverse logistics process, returned materials are passed through a number of processes, adding economic value to them. In this way, materials that are ready for reuse or that will be used in any way are made ready for redistribution. Alternative ways to redistribute these materials can be listed as follows (Dirik, 2012, p.67-68):

- Selling with Outlet: Mostly implemented by brand-sensitive businesses. The manufacturer takes back the products and offers these products for sale in its outlet stores after the transactions.
- Sales to Secondary Markets: These are the markets where low-priced products are sold. Firms sell products in their own shops or through retailers.
- Reproduction or Renewal: The problem in the product is determined and repaired.
- Donation to Institutions: In some cases, giving the product to specific organizations is an alternative. This also provides a tax advantage.

A good reverse logistics practice will increase the competitiveness of the firm as it will reduce the customer's risk. Because the customer knows that he will return the product when necessary, and this increases the trust in the company. Reverse logistics also increases the flexibility of the firm. Firms have stocks of products that they cannot sell. If these can be easily decomposed into their components and materials, the firm's chances of success in the market will increase.

### **2.3. REVERSE LOGISTICS ACTIVITIES**

There are 5 product recovery processes in order to recycle (re-process) used or end-of-life materials (Şengül, 2011, p. 420-421). These;

- Repair and Reuse: Broken parts of the product are replaced or repaired during the repair process. The quality of the repaired product may be lower than the new product. Re-use means the re-use of the product without any action.
- Product Renewal or Make-up: It consists of returning the used product to the specified quality standard. Generally, this process is applied to expensive products (aircraft, etc.). In product renewal processes, broken parts are replaced with new ones after they are separated from the product by the disassembly process. Sometimes, the part of the product is in working condition, but is replaced with a technologically better part because it is old. Product innovation increases the quality of the product and extends the life of the product.
- Reproduction: It is the comprehensive examination of the broken / worn parts of the used product, and the complete disassembly of the product and the necessary processes to obtain a quality product as much as the new product.
- Removing Parts from the Product: The processes of recovering a small amount of usable parts from the used product to be used in any of the three processes mentioned above. The purpose is to take back a limited set of usable parts from used product.
- Recycling: It is the process of separating usable products and parts from used products and using them in the production of the original product. In the recycling process, the material is recovered without preserving the structure of the product.

### **3. RESEARCH ON A COMPANY THAT OPERATES IN THE KARAMAN ORGANIZED INDUSTRIAL ZONE**

In this study, examination of reverse logistics processes and research of recycling application in a food manufacturing company operating in Karaman Organized Industrial Zone has been done. Information was exchanged by meeting with the administrative personnel one-on-one. In the company, reverse logistics flows have been examined and management's awareness on this issue has been tried to be measured.

#### **3.1. COMPANY INFORMATION**

Golda company operates within the borders of Kazım Karabekir district of Karaman province. The company has approximately 1.078.000 million square meters of open area and 76.082 square meters of closed area. It is a business with a value of 500 million dollars, consisting of 24 food factories, with an installed power of 70

megawatts by generating its own energy with the cogeneration system, 5000 personnel will work when the project is completed and aiming to export approximately 100 million dollars per year.

The facilities, which were founded on February 10, 1997, started production in a very short period of time: flour, pulses, semolina and pasta factories. The agricultural products grown are processed in this business, which is called the food city, and delivered as different food products to all parts of the world, taking into account human health and taste.

### 3.2. FINDINGS AND RECOMMENDATIONS

The first impression in the research is that the business perceives the concept of reverse logistics as recycling. The aim of the study is to measure the extent to which businesses know the concept of reverse logistics. According to the research, there is a department that carries out reverse logistics services in the enterprise and the recycling processes are done through this department. The enterprise carries out its recycling activities within its own structure. The enterprise evaluates recyclable wastes and wants to take advantage of this process as much as possible.

Findings observed in the study are as follows:

- The enterprise utilizes 75% of the recyclable wastes.
- At the end of the recycling process, most of the materials recovered are donated to institutions.
- The enterprise collects products to be included in the reverse logistics process by directly reaching the source.
- In the enterprise, the return that occurs during the reverse logistics process is mostly composed of the returns made due to the expiry of the material.

When the difficulties faced by the business in the recycling process are examined:

- Lack of certainty about the amount of materials makes the process difficult,
- The uncertainty of the route to be followed creates negative effects in terms of time
- It is seen that he is faced with problems such as the variety of materials making activities difficult.

Some of the advantages that the recycling application brings to the business are:

- \* It prevents waste from harming the environment.
- \* It gives the business an environmentally friendly image.
- \* It ensures the efficient use of natural resources.
- \* Provides the utilization of wastes.
- \* It enables businesses to be more environmentally efficient.
- \* It contributes to the reduction of costs.
- \* Increases profitability.
- \* Recycles products that have completed their life cycle.

As a result, it is seen that reverse logistics activities have an important place in ensuring the sustainability of the business both environmentally and economically. The following suggestions on reverse logistics and recycling can be developed for the research company:

- \* Business should approach reverse logistics activities as a system.
- \* Although the wastes left to the environment and the discarded materials that occur during production seem worthless, if they can be used properly where necessary, it will be seen that they have an important share in the business economy.
- \* After materials are collected: recycling, remanufacturing etc. It can also be outsourced for the implementation of reverse logistics activities such as. In this way, responsibilities such as recalling products may have been fulfilled. At the same time, the operations to be applied are fulfilled by another company, enabling the business to better concentrate on its own line of business.
- \* Products and discarded materials that can be reused with wastes should be resold by adding economic value and contributing to the business economy.

\* Business managers and employees should be encouraged to participate in more detailed information, seminars and meetings on reverse logistics and recycling.

#### 4. CONCLUSION

Today, reverse logistics activities are applied in many areas such as automotive, iron and steel, aviation industry, computer and chemical products. In addition, materials that become waste in various forms during the production of food manufacturing companies and at the end of the use of the products are included in the recycling process. Karaman province has a large investment area in the food sector and the products produced in the province are exported to many countries. The export potential of the food sector in Karaman is approaching 500 million dollars. In the business world where consumer awareness is increasing, producers are charged with responsibility from the time the products they produce reach the consumer to the end of use. The recycling of waste or packaging that is left to the environment at the end of use, both brings an environmental image and adds economic value to businesses. Therefore, examining the reverse logistics processes of businesses operating in Karaman is not only environmentally important but also important for businesses. Therefore, for a regional economy, it is necessary to know the processes of reverse logistics activities and to determine the education levels of those responsible.

In the research, there are various ways of returning products to be included in recycling. Products often return as a result of faulty production or when they are discarded. Products that become waste due to various reasons are rarely found. Reverse logistics activities are applied to these recycled products. After the products are classified, those that can be used are separated. Partial use and reproduction processes are applied depending on the situation. More destruction processes are applied in this business. The reason for this is that it is a food manufacturing enterprise. Since there is human health in food manufacturing, partial use is not applied much, but the recycling of wastes is more.

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## THE REFLECTIONS OF POLITICAL ENCOUNTERS ON ARCHITECTURE IN RENAISSANCE: MIMAR SINAN AND ANDREA PALLADIO

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### Abstract

Trade has been one of the main factors affecting political relations and cultural exchange between countries in every period of history, especially in the periods when communication technologies have not developed as much as today. Cultural exchange, which has influenced many areas from art to technology, has also affected architecture. Within the scope of this study, aims to examine the reflections of political relations, that are developed for the protection of commercial interests, on cultural exchange in the context of architectural structures of the Ottoman Empire and the Republic of Venice, which are generally divided into two parts as east-west in historiography although sharing the same Mediterranean geography, are discussed. However, the study is limited to the 16th century, during the relations between these two important political powers lived their most influential periods, and the reflections are examined through the structures of the important architects of that period, Mimar Sinan and Andrea Palladio. In the first part of the study, the relationship between Venetian bailo Marc 'Antonio Barbaro and Grand Vizier Sokullu Mehmed Pasha, which is believed to form an invisible bridge between the two architects, is examined based on the literature on the subject. In the other phase of the study, a timeline has been created shows the chronological order of the architects' prominent works and was divided into two according to the years he was in Constantinople to see whether Barbaro affected these works. The structures designed by these architects were compared in terms of plan typology, structural solutions, and facade characteristics according to the distinction before and after Barbaro. At the end of the study was concluded that the compared works of these two important architects, who had not seen each other's buildings personally, were separated from the previous ones in line with distinct features and these features were some aspects that resemble the style of the other architect. As a result, this supports the argument that Barbaro, who has taken on a political role to balance the two political forces, also has an important place in intercultural exchange.

**KEYWORDS:** Andrea Palladio, Mimar Sinan, Cultural Transitions, Renaissance

### 1 INTRODUCTION

The Mediterranean is a home where the most important civilizations were born and raised from the beginning to the present; It is a living thing that has nourished and nourishes the richest cultures and is a transitional zone that is both a donor and a receiver. In this geography, which has witnessed important events and political forces in every period of history, cultural exchange is a part of its nature (Braudel, 2002; Matvejevic, 2006). However, over time, the Mediterranean, which is the common melting pot of cultures, was divided into two as east-west, and began to be referred to as a conflict zone where contrasts are brought to the fore. In the last decades, some historians who have a more homogeneous and global view of the last period, argue that this region has created multiple bridges between different cultures because it is the heart of trade and therefore the borders of the east-

west divide cannot be sharp and static but they should instead be considered as fluid and dynamic (Jardine – Brotton, 2000; Barbero – Pedani, 2015; Ricci, 2008). As stated by Ricci: “the border/space of the Mediterranean did not constitute a passive interstice between Christianity and Islam, on the contrary it imposed itself as a theater capable of modifying the plays of the actors on the stage” (Ricci, 2015: 113).

Considering that the Renaissance, which forms the basis of this study, was born in Italy, and taking into account the boundaries that feed it and contribute to its development, the undeniable effect of the geography in which it is located comes to the fore in recent historiography. For this reason, when a broad history of the Mediterranean is considered in the Renaissance period, it can be noticed that two protagonists, or political powers that dominated and influenced the whole basin – culturally and economically – are encountered: the Ottoman Empire and the Venetian Republic. These states, which have important transitions and stops in maritime trade, have a political power with this commercial power and constitute the two main actors with strong communications in the 15th and 16th centuries, beyond clashes and wars between them (Pedani, 2010).

In peace time, when political and commercial relations between the two Mediterranean powers led to enhance cultural exchange, there was a reciprocal influence in all branches of science, thought and art. In addition to painting, handicrafts, and weaving arts, it is possible to see cultural influences for both sides in architecture as well. Since the conquest of Constantinople by Mehmet the Second, the cultural relations between the two states did not decrease but on the contrary they strengthened, in particular throughout the 15<sup>th</sup> and 16<sup>th</sup> centuries (Babiger, 1967; Nazer Eslami – Folin, 2019). It is well known in literature, and there are historical sources and several documents that testify the good relations between the Muslim Ottoman Sultans and the Christian Venetians in that period. As stated by Nazer Eslami: “The universal concept of the empire inherited from Byzantium now assumes the function of a bridge between East and West and in a short time transmits to the affirmation of its Imperial culture all the syncretic character that nourished it” (Nazer Eslami, 2014).

An outstanding episode occurred in that period shows the reciprocal intention to be ‘good neighbors’ and partners rather than enemies in that period and culminated in the formal invitation of artists such as Gentile Bellini to ‘*La Sublime Porta*’ in 1479. In that context, the ‘Sultan of the Infidels’ was not anymore denoted as the enemy of the Christianity, but he also started to be perceived, in the words of Jardine and Brotton, in a new and very different light, as a great military leader and as a: “Renaissance patron, art connoisseur, philosopher and linguist (Jardine – Brotton, 2000: 8).

In this context, in order to measure the effect of political relations on architecture, the 16<sup>th</sup> century architectural environment is examined through the important role played by Marc'Antonio Barbaro, active both in Venice and in Istanbul. Marc'Antonio Barbaro was in Constantinople between 1568-1573 as the Venetian *balio*, the official ambassador of the *Serenissima*, and during his assignment he tightened his political vision and artistic-cultural relation with Sokollu Mehmet Pasha, at that time Gran Vizier under Sultan Selim II. In this paper it will be shown how the friendship between Marc'Antonio Barbaro and the architect Andrea Palladio representing the west from one side and closely examining Mimar Sinan and his works through Sokullu Mehmed Pasha's patronage, representing the east, has served as a perfect bridge that enables cultural transitions in history. Since there are no written and visual evidences of whether Barbaro influenced the styles of the two architects, only hypothesis can be done. Moreover, in the recent years some scholars claimed that even without clear confirmations from historical documents, it is quite sure that Barbaro was more than a contact between the two ‘architecture stars’ of the 16<sup>th</sup> century (Orlandi, 2017: 33-34).

In the methodology of the study, a table was created to show the prominent works of the architects in a chronological way and it is divided into two according to the date when Barbaro returned to Venice from Constantinople so that it could be understood whether or not Barbaro had an influence on Palladio's style. According to this distinction, inferences have been made in line with the evaluations made on whether the stylistic differences found through the before and after comparisons between the works reflect the style of the other culture and the architect. Within the scope of the study, it is emphasized whether there were influences from Sinan's works and Islamic architectural style in Palladio's buildings after 1573. For this reason, Il Redentore Church in Venice, a work in which Barbaro also took part in the design processes, came to the fore and were compared with Sinan's buildings before 1573.

As a result, because of the investigations, it was determined that there are parts of Palladio's plan, structural solutions, mass forms that seem inspired by Sinan's style and it has been concluded that it is highly probable that Barbaro examined Sinan's works during his stay in Constantinople and perhaps made his drawings and told Palladio about them. However, while evaluating this situation, it has not been ignored that both architects share a common cultural heritage, ancient Greco-Roman culture. It is also possible that, thanks to this common culture



that nurtures the architectural styles of both, they have caused them to be influenced by each other thanks to the elements that are familiar behind their styles.

## 2 HISTORICAL FRAMES

### 2.1 Renaissance and Borders

In the late 14th century, a period was entered in which many fields such as science, intellectual thought, art, and politics were influenced by people discovering themselves and realizing that they were individuals. It led to significant changes in all fields in the course of history and was called "Humanism" and later "Renaissance", which means rebirth, to express the prominence of the individual after antiquity and the rediscovery of the classical past, with its principles and philosophy. Regarding the emergence of the period, there is a stereotypical statement about the Renaissance in history writing as "It was born in Florence and developed in Italy". Because getting rid of the gloomy atmosphere of the Middle Ages and the pressure created by the church on the individual is not something that can be easily overcome and needs a suitable environment to prevent its development. Italy also had all the factors that enabled this new formation, and it was inevitable that the Renaissance began here.

Italy was not affected by the oppressive attitude of the church in the Middle Ages as much as other European countries, due to several important factors. The most important of these factors is that they had the intellectual mindset of the Ancient Roman period as a cultural heritage and their adoption of the city-state structure, which was the form of government they were affected by antiquity. This is because thinkers were able to recognize their individuality and humanism earlier and find the appropriate environment to express themselves. Another important factor is that Italy has located at a key point in the Mediterranean thanks to its geographical location and thus it is an indispensable step of the trade network. Its strategic location that connects the east and the west has enabled Italy to open up to the outside world and to get to know different cultures, religions, and societies, thus intellectual thought has been more influential on Italy compared to other European countries and led to an earlier start of modernization (Burckhardt, 1990).

Although the physical location of the emergence and development of the Renaissance is known as Italy, the boundaries of the cultural infrastructure that constitutes the framework of the period have been blurred, especially in historiography containing a homogeneous perspective of the last period, and not limited to Europe. Because, considering the conditions of the period, the fact that the Mediterranean geography is very lively and rich in terms of both commercial activities and cultural diversity makes it difficult to distinguish the factors that constitute the identity of the Renaissance (Burke, 2003). Because the scientific, philosophical, and artistic boundaries of the period were drawn by intercultural contrasts such as east-west, Christianity-Islam, and the sense of curiosity towards them. The effect of this opposition has also made the east an important and indistinguishable part of the process. The conquest of Constantinople in the middle of the 15<sup>th</sup> century and the dominance of the entire Mediterranean basin by the 16<sup>th</sup> century also enabled the Ottoman Empire to become an important part of the maritime trade and effective power of the east in the aforesaid east-west opposition (Brotton, 2002; Nazer Eslami, 2014).



Fig. 1 Map of Mediterranean (Elaborated by Nihan Zorlu)

## 2.2 Two masters: Mimar Sinan and Andrea Palladio

In the 16th century, Mimar Sinan (? -1588), as the Royal Chief Architect of the Ottoman Empire, was the only authorized person in all the buildings' activities for the state officials of the period, as well as the most important name in the formation of the style we define today as Classical Ottoman Architecture. In the same period, Andrea Palladio (1508-1580) was one of the first names to come to mind in the late Renaissance period with the architectural language he created in the Republic of Venice, and he has been architectural consultancy for Venice in the last period. They are the main actors of the research as they are the two prominent architects of the period examined within the scope of the study.

Considering the geography in which Sinan and Palladio are located, it is seen that they share a common cultural heritage, the Greco-Roman, which is the fusion of the Ancient Greek and Roman periods. Thanks to this background, which also affects the Byzantine and Roman architectural forms and orders, the old structures that serve as a guide to the architects in the east and west of the Mediterranean have similar silhouettes (Contadini and Norton, 2015). Therefore, Sinan and Palladio, who was chosen to be able to define and examine the 16th-century east-west opposition of the Mediterranean, were brought up and developed in different cultures and were influenced by their common architectural heritage while creating their styles. For this reason, when the buildings of these two important contemporary architects are compared, it is possible and natural to find similar architectural approaches in terms of the importance of the dome, the urban approach, and the principles adopted, as well as the differences.

The dome, which is one of the architectural elements that has not lost its importance since ancient times, provided the opportunity to recognize and examine this element in a wide range for both Mimar Sinan and Andrea Palladio due to its presence in Roman and Byzantine period structures. The dome, which has been used more in religious buildings throughout history, has set an example for Mimar Sinan with its use and structural solution in the Hagia Sophia Church. In Islamic architecture, the dome has reached its most ideal form as a dome-space relationship with Sinan and has become an indispensable architectural element of religious architecture that has survived to the present day. In the Selimiye Mosque in Edirne, which he named as his masterpiece, he succeeded in bringing the dome to a position that dominates the place (Kuban, 2007). Andrea Palladio, on the other hand, adapted the dome, which could not be used in civil architecture after the Roman period baths and was limited to only religious buildings, into the private building with Villa Rotonda and created a new language that would be applied to the villa type frequently later (Ackerman, 1966). The reinterpretation and highlight of the dome's place in the architectural heritage in the way of creating spaces is an important part of the common perspectives of the two architects in their perspective on architecture.

When it comes to the 16th century, it is striking that with the urbanization that occurred as a result of the increasing population density in both Italy and the Ottoman Empire, the positioning and shaping of important buildings in harmony with the environment was a design problem for both architects. Assigned as architect by Suleiman the Magnificent for his own mosque, the Süleymaniye Mosque, Sinan turned Constantinople's sloping topography of the Third Hill of the Historic Peninsula from disadvantage to advantage to achieve a magnificent image, highlight the building, and adapt to the land by using pyramidal forms and designed planar and prismatic forms to increase the visibility of the building when should be built in a tight urban texture (Cansever, 2005). In other words, Sinan was able to produce incredible landmark architecture, like religious complexes or *külliyes*, by adapting their structures to the site and the complex orography of the ground and fitting them in the pre-existing architectural environment (Orlandi, 2017). On the other hand, when we look at Palladio's main architecture, it is seen that the public buildings he designed within the urban texture, such as the Basilica Palladiana and Palazzo Chiericati, tried to increase the civil character of the buildings and their locations by taking the public architecture of the ancient Roman period as an example. He transformed the squares where the buildings were located into a symbol and gathering area showing the power of the city (Ackerman, 1966).

Although there is no common use function between the works of Mimar Sinan and Andrea Palladio apart from religion; it can be easily noticed that the principles that the compared works are based on in their understanding of design adopt a common and rational approach, as in ancient buildings, and prioritize usefulness, permanence, and beauty. It is understood from their works that both architects analyze their space organizations according to their style and certain rules to produce functional solutions, consider factors such as symmetry, proportion, hierarchy, and strive to create plasticity in line, shape, and volume compositions to create beauty.

## 2.3 The role of Marc'Antonio Barbaro between Venice and Istanbul

When the works of Mimar Sinan and Andrea Palladio dated from the last period of their activities are examined, some similar formal and structural solutions, which differ from their previous styles and are thought to have



inspired each other, stand out. If the diplomatic and commercial relations of the Ottoman Empire and the Republic of Venice are examined to understand the possible common ground between the two architects who are known to have not seen each other's works in person, it is emphasized that Marc'Antonio Barbaro, who lived in Constantinople between 1568-1573, and his close relationship with Grand Vizier Sokullu Mehmed Pasha could be an invisible bridge.

Marc'Antonio Barbaro, who had played an important role in the political relations between the Ottoman Empire and the Venetian Republic, came from one of Venice's oldest noble and wealthy families. In a portrait of him, dated from 1573 and preserved in the Vienna's Kunsthistorisches Museum, the Venetian bailo is proudly posing close to an open window through which it is possible to contemplate in a bird-eye view the panorama of the city of Istanbul and the Golden Horn. The portrait tells in a way the attachment of Marc'Antonio Barbaro for the land and the city that hosted him for several years.

Barbaro grew up in an intellectual environment, with a special interest in art, especially architecture, as well as his diplomatic personality. Even when he was not active in public service, he had the opportunity to meet and work with Andrea Palladio in the villa complex to be built for the Barbaro family, and due to this acquaintance, the possibility of a connection with Sinan emerged (Howard, 2011).

Looking from the Sinan aspect of the relationship, Marc'Antonio Barbaro's close friendship with Grand Vizier Sokullu Mehmed Pasha, the most important person after the sultan of the period, due to his diplomatic mission while in Constantinople, comes to the forefront. The fact that Sokullu Mehmed Pasha, like Barbaro, was interested in architecture and knew Sinan closely since he had many buildings built for him by Mimar Sinan, caused Barbaro to visit and examine Sinan's works, especially the ones concentrated between Istanbul and Edirne (Orlandi 2017). It is understood that he was influenced by these buildings, as he liked the new buildings built in his secret letters to Venice (Howard, 2011).

After returning to Venice, Barbaro continued his diplomatic duties for a while and played an important role in the decision-making processes of the city's buildings with his expertise in architecture during his duty in the Venetian Senate while Palladio was an architectural consultant for the Republic of Venice. In this way, it is quite possible that Barbaro, who came together with Palladio again, talked about the Ottoman architecture and Sinan's buildings during his conversations and helped Palladio to be inspired.

### 3 COMPARATIVE ANALYSIS

To observe whether Marc'Antonio Barbaro had an influence on the differences in the architectural styles of Mimar Sinan and Andrea Palladio during the period he spent in Constantinople between 1568-1573 and later in the Venetian Republic, some of the buildings that came after 1573 were found to have changes in their architectural styles compared to the previous works of the architects (Table 1&2). Looking at these changes from Palladio's perspective, the solutions seem to be inspired by the structural or the use of iconic architectural elements of Islamic architecture in Sinan's works, possibly thanks to Barbaro's depictions and perhaps drawings.

**Table 1. Selected Works of Andrea Palladio**

Private Buildings	Villa Godi	Lonedo	1537-1542
	Villa Cornaro	Piombino Dese	1551-1554
	Villa Barbaro	Maser	1557-1558
	Villa Foscari	Mancontenta	1559-1560
	Villa Rotonda	Vicenza	1566-1570
Public Buildings	Basilica Palladiana	Vicenza	1549
	Palazzo Chiericati	Vicenza	1550
	Palazzo Barbarano	Vicenza	1570-1571
	Teatro Olimpico	Vicenza	1579-1580
Religious Buildings	San Giorgio Maggiore	Venice	1560-1562
	Il Redentore	Venice	1576-1577
	Le Zitelle	Venice	1579-1580
	Tempietto di Maser	Maser	1579-1580

Buildings before Marc'Antonio Barbaro was in Constantinople

Buildings after Marc'Antonio Barbaro was in Constantinople

**Table 2. Selected Works of Mimar Sinan**

<b>Complexes</b>	Haseki Hürrem Sultan Complex	Istanbul	1538-1550
	Uskudar Mihrimah Sultan Complex	Istanbul	1542-1547
	Sehzade Mehmed Complex	Istanbul	1543-1548
	Suleymaniye Complex	Istanbul	1550-1558
	Edirnekapi Mihrimah Sultan Complex	Istanbul	1563-1570
	Atik Valide Sultan Complex	Istanbul	1570-1579
	Sokullu Mehmed Pasha Complex	Kirklareli	1569-1570
	Zal Mahmud Pasha Complex	Istanbul	1577
<b>Tomb</b>	Mausoleum of Rustem Pasha	Istanbul	1548
	Mausoleum of Suleyman	Istanbul	1566
	Mausoleum of II.Selim	Istanbul	1573-1577
<b>Religious Buildings</b>	Rustem Pasha Mosque	Istanbul	1555-1561
	Selimiye Mosque	Edirne	1568-1569
	Kadirga Sokullu Mehmed Pasha Mosque	Istanbul	1571-1572
	Azapkapi Sokullu Mehmed Pasha Mosque	Istanbul	1573-1574
	Piyale Pasha Mosque	Istanbul	1577-1578
	Kilic Ali Pasha Mosque	Istanbul	1578-1580
	III.Murad Mosque	Manisa	1583-1585
	Buildings before Marc'Antonio Barbaro was in Constantinople		
	Buildings after Marc'Antonio Barbaro was in Constantinople		

### 3.1 The Church of Redentore, Venice (1576-1577)

The Il Redentore church, which was built by the Venetian Senate to commemorate those who died in the plague, is the case study that was examined for the aim of the study. The primary reason for choosing the Redentore Church within the scope of the paper was that Marc'Antonio Barbaro was also a member of the Venetian Senate and had the right to speak at the process of making decisions about the church. Thus, it can be directly observed whether there are influences from the style of Mimar Sinan in this first building, where Barbaro had the opportunity to work with Andrea Palladio after he returned from Constantinople.

While decisions were taken regarding the design of the church, there were disagreements in the senate about the plan typology of the church whether it should be round or basilica type. Marc 'Antonio Barbaro argues that the central plan typology and the church should be in round form, as he knew Palladio's style of thinking and style and was impressed by the central plan scheme of the Ottoman religious structures during his stay in Constantinople (Sinding- Larsen, 1965). His thought can derive from these words of him "...because buildings commissioned by the full Senate should be magnificent and reflect the dignity of the Republic" (Howard, 2011, p. 100).

After the discussion about plan typology, Barbaro lost with 54 votes for 103 votes. Although he presented his views to the Senate from time to time, he was not successful, and it was decided to build a church in the basilica form. Barbaro's insistence on building a centrally planned church can be explained by two important reasons. First, because he knew Palladio, he was quite familiar with his design approach and undoubtedly knew what Palladio's churches (in his words the temples) in his Quattro Libri Dell'architettura should be (Ackerman, 1966). Another reason for Barbaro's insistence is that he might have been influenced by Ottoman religious architecture in Constantinople, where he had been a bailo for four years (Howard, 2011). In the Ottomans, religious structures were built upon the wishes of the Sultan or others who had a say in the administration of the city. The mosques built in the name of the Sultan also reflected the sultan's power and wealth to show his magnificent. For this reason, he insisted on the central plan to symbolize the magnificent of the city of Venice which strengthens the reasons for choosing the Redentore church in this study.

It is known that there are debates in the senate about whether Il Redentore's plan scheme should be central or longitudinal. Although Palladio and Barbaro, defended the central plan type, the longitudinal plan type was accepted (Howard, 2011). However, when we examine the planning scheme of Il Redentore, it is seen that he tried to create the centripetal perception he preferred since the beginning of the process, under the main dome where he added semi-domes on three sides. When the plan scheme of San Giorgio Maggiore, which he designed in Venice in 1560, is compared with that of the Redentore Church, the positioning of the dome and the shaping of its surroundings draw more attention because the perception of the center under the dome is not as strong as in Redentore.. This three-lobed zone typology is one of the important common points between the two buildings that Sinan created the centripetal perception in a rectangular-based structure by adding semi-domes on three sides of the main dome in the same way in the Uskudar Mihrimah Sultan Mosque.

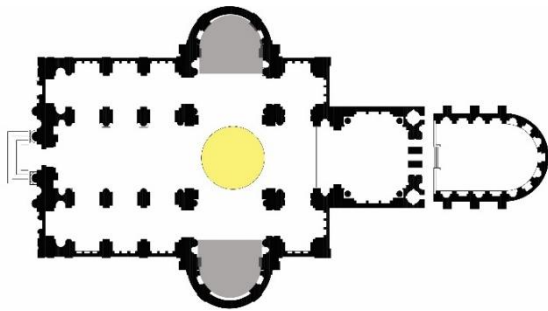


Fig. 2 San Giorgio Maggiore, Plan  
(Elaborated by Nihan Zorlu)

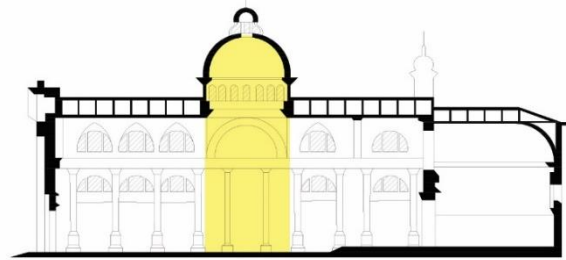


Fig. 3 San Giorgio Maggiore, Section  
(Elaborated by Nihan Zorlu)

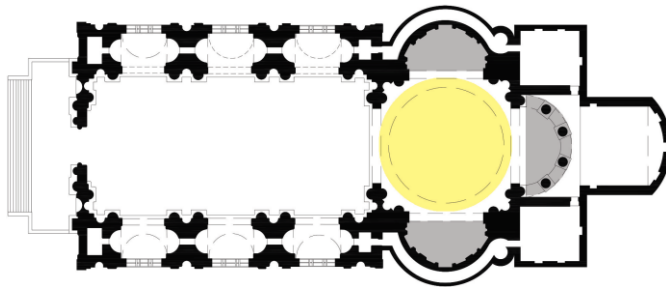


Fig. 4 The Church of Redentore, Plan  
(Elaborated by Nihan Zorlu)

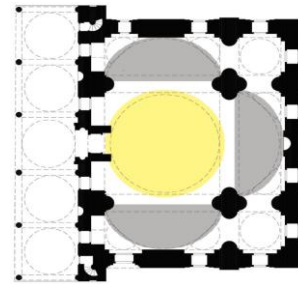


Fig. 5 Mihrimah Sultan Mosque, Plan  
(Elaborated by Nihan Zorlu)

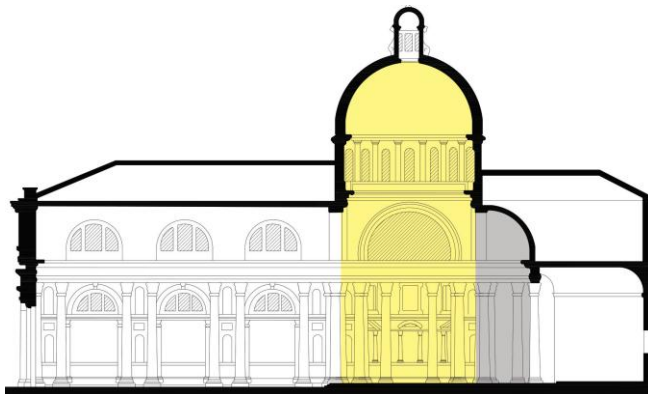


Fig. 6 The Church of Redentore, Section  
(Elaborated by Nihan Zorlu)

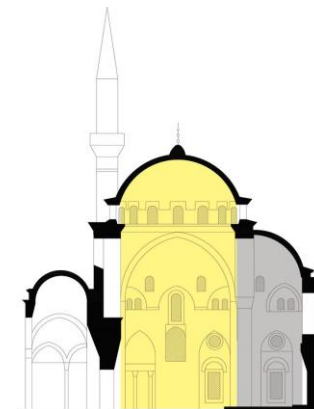


Fig. 7 Mihrimah Sultan Mosque, Section  
(Elaborated by Nihan Zorlu)

Chronologically, Barbaro could have the opportunity to visit and examine the building since the Uskudar Mihrimah Sultan Mosque was actively used during the period when Barbaro was in Constantinople. Therefore, it looks probable that after returning to Venice, he mentioned this typology to Palladio and that Palladio also integrated this scheme into Il Redentore's plan. However, it would not be a realistic approach to associate this parallel with this reason alone. If one wants to find a common ground other than Barbaro in the use of the same plan type, it is possible to see this in the architectural works from the Greco-Roman period, the culture that both architects feed on. According to Saner (2005), assuming that they have studied the ancient buildings with this plan typology called triconchos and examples of which are found in their geographies (Three Exedras Building, Villa Hadrian, Tivoli, 2nd century and Church of St. Thomas, Montenegro, 9th century), it is understood that both architects are familiar with this scheme. The fact that Palladio remembers such a typology in his architectural background might have come to the fore when Barbaro told him about the Mihrimah Sultan Mosque and might have inspired him to create the centripetal atmosphere under the dome he wanted to create.

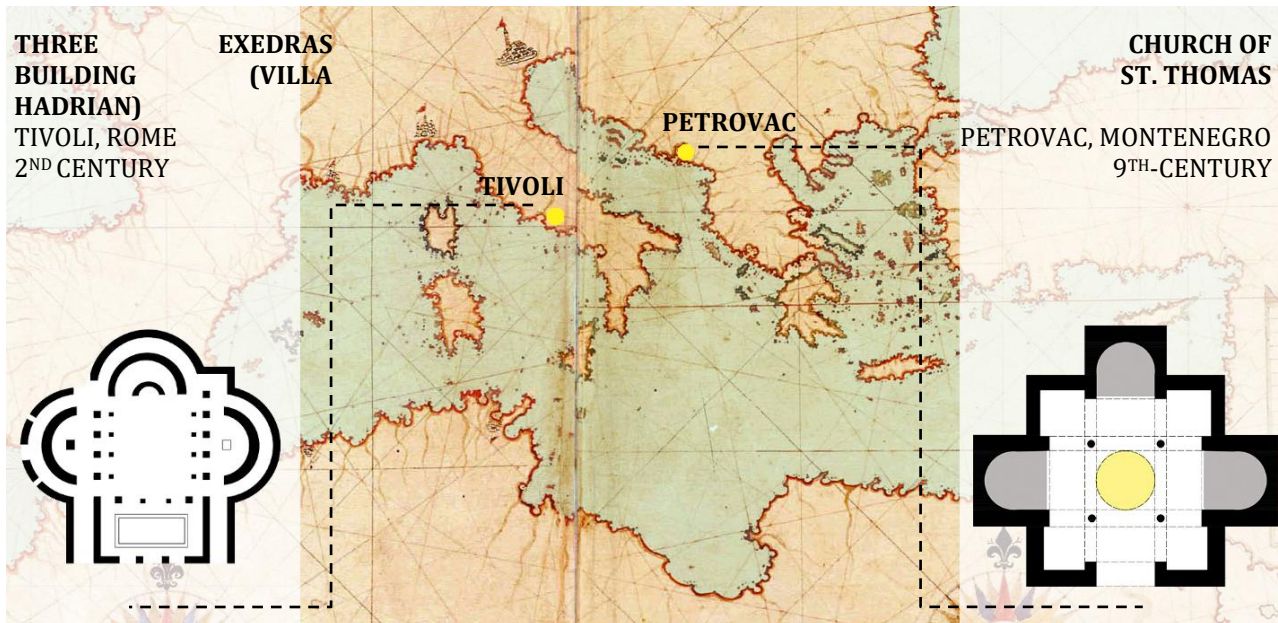


Fig. 8 Triconchos Examples (Elaborated by Nihan Zorlu)

Being one of the characteristic elements of Islamic architecture, the minaret gained a more mature appearance with Mimar Sinan and started to be used as a complementary element to the mass expression that it wanted to create. In Üsküdar Mihrimah Sultan Mosque, it is seen that he is trying to reinforce the centripetal perception with two minarets placed on both sides of the dome. When Il Redentore is examined, the cylindrical campaniles that Palladio placed on both sides of the dome attract attention, especially when viewed from the back facade, because they create a central church effect and resemble the religious building image of Ottoman architecture. So much so that the atmosphere created by Il Redentore in the silhouette that the ships sailing towards Venice see while approaching the city reminds the skyline of Constantinople and its power (Howard, 2003). It can be concluded that the depictions of Constantinople by Barbaro may have contributed to the attempt to create an effect of power and magnificence in Venice, as in Constantinople, among these cities, which were two important stops of the commercial network of the period (Necipoglu, 2005).

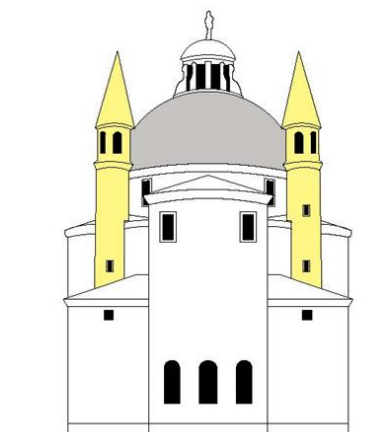


Fig. 9 The Church of Redentore  
Twin Campanili (Elaborated by Nihan Zorlu)

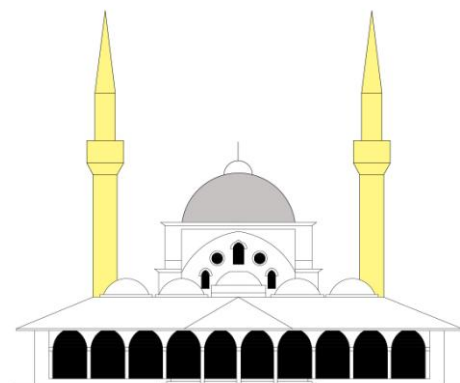


Fig. 10 Mihrimah Sultan Mosque,  
Minarets (Elaborated by Nihan Zorlu)



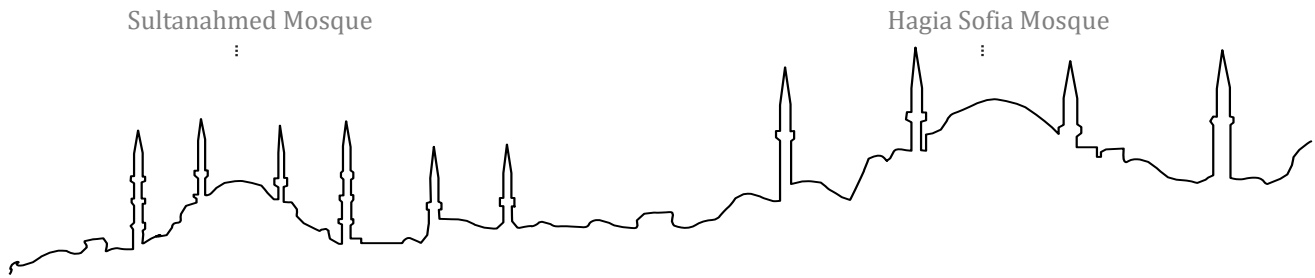


Fig. 11 Silhouette of Constantinople From Sea  
(Elaborated by Nihan Zorlu)



Fig. 12 Silhouette of Venice From Sea  
(Elaborated by Nihan Zorlu)

Structurally, there is a parallelism between the buttresses used by Palladio between the clerestory windows and used by Sinan around the main domes of the Suleymaniye and Uskudar Mihrimah Sultan Mosques. It is possible to see similar buttresses in San't Andrea in Mantova designed by Leon Battista Alberti whom Palladio took the architectural perspective as an example. However, unlike San't Andrea, Palladio created openings between buttresses like Sinan and created a brighter atmosphere inside. Both architects create spaces that receive plenty of light and bright colors to create a spiritual atmosphere, and it is clearly understood that there is an intersection in their view of religious architecture (Howard, 2011). For this reason, during the conversations between Palladio and Barbaro, Sinan's opening of the buttresses may have inspired Il Redentore.

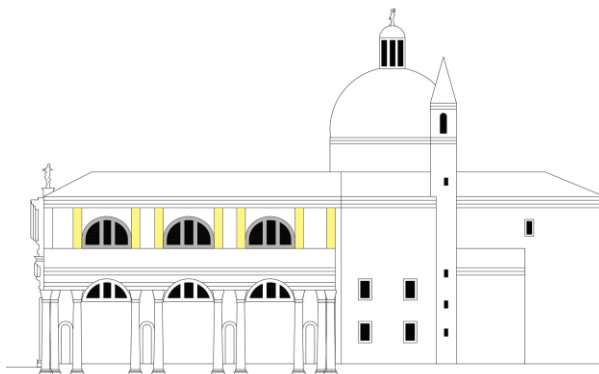


Fig. 13 The Church of Redentore  
Buttresses (Elaborated by Nihan Zorlu)

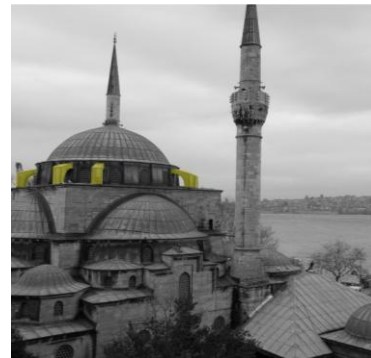


Fig. 14 Mihrimah Sultan Mosque,  
Buttresses (Elaborated by Nihan Zorlu)  
(URL 1)

Based on Palladio's view that churches should be treated as ancient temples, as he wrote in his book, Sinding Larsen (1965: 424) presented a proposal for the temple front that Palladio would reach if he removed the side aisles, which formed with buttresses, to resemble the façade of Il Redentore with the temple facades of the Roman period. If this scenario, in which the pillars were removed to obtain the temple front, were approached massively, it would be inevitable to create a similar image in terms of mass composition with the Mihrimah Sultan Mosque. In this new form, where the half domes added to the main dome by Palladio are visible and the twin campaniles appear.

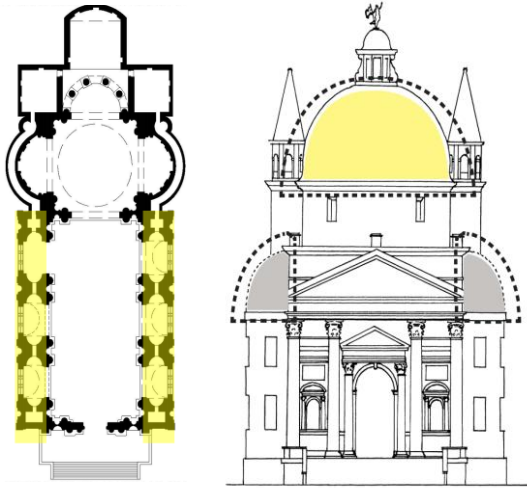


Fig. 15 The Church of Redentore  
Sinding-Larsen Proposal  
(Elaborated by Nihan Zorlu)

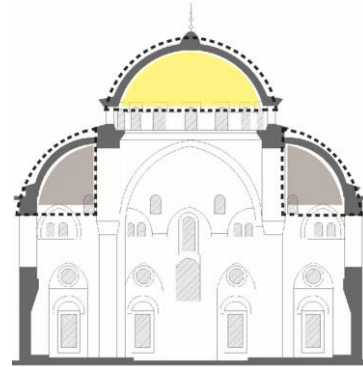


Fig. 16 Mihrimah Sultan Mosque, Section  
(Elaborated by Nihan Zorlu)

Finally, a similarity with the overlay formation between the two structures draws attention. In the Ottoman mosques, the northern facade with the main entrance, which is the portico, called the 'son cemaat yeri', is the most important facade and the top cover of this portico is one of the domes or eaves. However, in the building types with double rows of porticoes, the upper cover of the portico, which is close to the interior, is the dome and the portico on the outer side is the eaves. Üsküdar Mihrimah Sultan Mosque is one of the examples of this double row typology and two main factors are affecting the facade shaping in the mosque. One of them is the eaved portico was widened out of the mosque, so space was enlarged and the second one is the entrance area in the middle was projected. According to Erzen (1981), with these arrangements, a layered form was created on the main facade and the three-dimensional perception of the building was increased. Similar to this eave arrangement can be seen on the back of Il Redentore (Figure 18). The reflection of the hipped roofs used at different heights in the transept arms, choir, and side rooms on the back facade shows similarities with the Mihrimah Sultan Mosque (Figure 19).

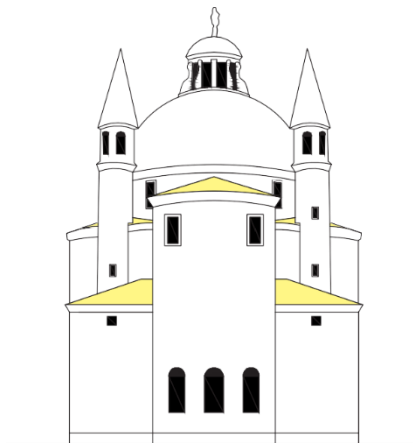


Fig. 17 The Church of Redentore  
Hipped Roofs  
(Elaborated by Nihan Zorlu)

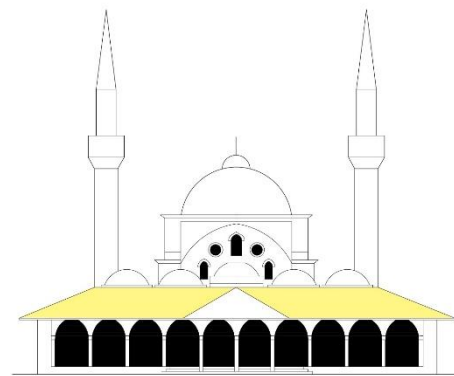


Fig. 18 Mihrimah Sultan Mosque  
Hipped Roofs  
(Elaborated by Nihan Zorlu)

As a result, the church of Il Redentore, which the Senate wanted to commemorate the losses after the plague disaster of Venice, was perceived as a central plan united with the basilical form. Andrea Palladio applied the trilobed zoned scheme by placing three half domes around the main dome and placed high cylindrical campaniles on both sides of the dome. In addition to these, to get more light inside the church, he created

openings between the buttresses, thus creating the spiritual atmosphere he wanted to create in religious buildings just like Mimar Sinan. It is to be expected that Palladio had strong bilateral relations with Marc'Antonio Barbaro, who served as a bailo in Constantinople and admired Mimar Sinan structures, as an inspiration for the way he used these elements. The most important evidence that strengthens this possibility is the similarity between the architectural forms and the use of the structural elements of some of the buildings of Mimar Sinan in Constantinople, especially the Mihrimah Sultan Mosque in Üsküdar.

## 4 CONCLUSIONS

Trade, which has not lost its importance even today, was the most important means of communication between states at a time when there was no communication technology. So, the protection of commercial interests even affected political balances. Trade for economic reasons has also established intercultural invisible bridges, the effect of which is seen in art and science; which is the main issue addressed by this study is examined through this situation. In addition to handicraft products, diplomatic gifts, books that provide access to intellectual information, maps, etc., and portable products that cause cultures to be aware of each other and affected, sometimes artists have been a part of this cultural exchange between countries and traveled to other countries and had the opportunity to examine the works. or have produced. In this way, even in the field of architecture, there are examples that are thought to be inspired by each other.

The Mediterranean was a very important part of maritime trade, as it connected Europe and Asia. Powers that had a coast to the Mediterranean and advanced in maritime came to the forefront and drew attention because of this advantage they had. The 15th and 16th centuries, selected in direction of the study, were a period when both the Italian Powers and the Ottoman Empire on both sides of the Mediterranean, called the eastern world and the western world, were strong and prominent, and therefore their commercial relations were very lively. Therefore, this specific period has been chosen to show how these two worlds, which have been launched very differently in historiography for a long time, are actually not very different from each other, that they are fed by a common culture and how trade creates a common intellectual pool for different countries.

In the 15th and 16th centuries of the Ottoman and Italian architectural works that have been examined in line with the scope of the study, these two powers on both sides of the Mediterranean were actually born from a common Greco-Roman cultural heritage, without the need for any cultural influence from a commercial relationship. Even if there are architectural differences in the forms of space used in religious buildings because of their belief in different religions, it is possible to see common features because the ancient works they inspired share the same origin. For this reason, the concepts that have been studied in historiography for a long time by using contradictory expressions such as east-west, Islam-Christian have changed recently, have been reconsidered with a homogeneous perspective and thus intercultural borders have started to blur.

When the 16th century architecture is examined with the changing perspective, two important architects stand out in the Ottoman Empire and the Republic of Venice, whose bilateral relations have matured: Mimar Sinan, and Andrea Palladio. The most important point about these two characters that form the basis of the research is that although there are some common elements that attract attention among their structures, they have never met each other or their works personally. Venetian bailo Marc's Antonio Barbaro in Constantinople could have been the bridge between these two architects. Barbaro's interest in architecture and their meeting with Palladio and his examining the Mimar Sinan's Works thanks to his friendship with Grand Vizier Sokullu Mehmed Pasha. are the most important reasons that make this possibility strong.

Uskudar Mihrimah Sultan Mosque and Il Redentore Church, the most frequently encountered and analyzed in the literature, is the comparison of this study with the most similarity among the sample group. Il Redentore's use of three lobed zones buttresses to create a central effect in the space under the dome, bell towers and remind us of Uskudar Mihrimah Sultan Mosque. The fact that Marc Antonio Barbaro had a voice due to his position in the Venice Senate during the design of the church and chronological suitability strengthens the argument that Palladio may have been inspired by Sinan. In addition, Barbaro's own building, Tempietto di Maser, which he had a say in design of church, has similar features with Sinan's Rüstem Pasha and II. Selim Mausoleums. In this comparison, it should be noted that the similarities between these structures are more influenced by the fact that Palladio and Sinan were fed by the common architectural culture. Because the domed, central plan scheme and entrance portico seen in both buildings reflect the character of the ancient period works. However, the way Palladio uses the pillars and the influence of Sinan on the bell towers can be seen.

To conclude, it is aimed to break the cultural boundaries between the heterogeneous perspective in the historiography and the East West and this revealed general results by evaluating structures in two different cultural contexts with comparative analysis with this study. As a result of the researches and analyzes, clues to



the argument that there may have been a response due to political and commercial relations between the works of two architects, who are known to have never encountered each other and have not even seen their works, have been found. It is thought that this study will pave the way for examining the effects of intercultural exchange on architecture for later studies and trying to establish relationships between architects of different periods.

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## **ANALYZING STORYTELLING ELEMENTS THROUGH ONLINE DATABASE PLATFORMS IMDb CASE**

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Miral Hassan

### **Abstract**

Visual storytelling often includes a series of images or a video to portray the core message. In today's world, visual storytelling is a term most commonly found in the marketing and communications world. Creating the right visual content to convey the brand's message relies on understanding who their audience is and anticipating how the audience will respond to it. Communication is a two-way process, and marketers need to be as sure of their audience as they are of the images they're creating to reach them. Images are powerful tools, and we are becoming an ever-increasing visual culture. Since we live in a digital age, combined with the boom in produced visual content and the huge competition between production companies, the marketers and the creators of visual content have faced many challenges as to how to create visual content that can convince the audience, encourage engagement and action, which means creating a mental link for viewers between informational content and motivational factors that would encourage audience members to become active participants with the subject or issue on display.

**Keywords:** Digital Marketing, Storytelling, Visual Content, Interactivity, User Generated Content, Electronic Word-of-Mouth (eWOM).

### **1. INTRODUCTION**

Stories are the closest art to life, and it plays a significant role in informing, persuading, generating emotional responses and building support for coalitions and initiatives. Power of stories in inspiring and mobilizing audiences is acknowledged from the beginning of history (Ertemel, 2016; Ertemel, 2017). Researchers show that Stories have the ability to engage audiences more than any other form of information delivery, making content more powerful and more persuasive (e.g., Haven, 2007).

The capacity of the brain can process the visual content faster than text, so it's no wonder that today's marketers are increasingly turning to strong visual content to engage their audiences — and to keep their attention on it (Walter & Gioglio, 2014). (Pavel, 2013) describes that for successfully telling a visual story, it is absolutely necessary that proper planning is undertaken. From the message that needs to be delivered to the viewer, to the

presentation of the content, every step needs to be planned properly keeping in mind the goals of both the medium and the marketer. Visuals draw immediate attention to a post about a topic and can generate shares, traffic, lead generation, thought leadership, and expertise. Visual storytelling can also help companies achieve earned media at scale. By striving to be share-worthy with all visual (Walter & Gioglio, 2014). The Internet serves as the most prolific platform for information exchange in today's world.

As a result, marketers are experiencing the need to keep up with the flow and transition to the digital world. A lot of businesses operate almost entirely on digital platforms, and many are devoted to establishing a digital presence for others. The global community thrives on such content on a daily basis, and the very nature of visual media ensures that it will have an effect on people across all sorts of cultures and through time and generations and according to this, marketers and creators of visual content have adopted strategies to diversify their visuals, enabling others to see the world from a new perspective, foster community dialogue, build deeper understanding and sympathy on complex issues.

In this study, top - rated TV shows (IMDb) are analyzed and based on the title of the study, an attempt is made to answer the following question: what are the elements of storytelling used for producing visual content in the context of storytelling, and the response of the audience?

## **2. METHOD**

To understand this study, primary research was conducted to investigate the structure of visually produced content and to analyze the storytelling elements in the top-rated TV shows. In doing so, IMDb is an online database of information related to film and television programs considered to explain the storytelling elements. The first step in deciding how to analyze the data is to define an analysis unit according to Trochim (2006). To begin with, the content analysis method is a highly flexible method of research that is distinguished from other types of social science research in that it does not require the collection of human data. According to Cole (1988), it is a "method of analyzing written, verbal or visual communication messages."

Also, the framework of the literature review involves the identification of a concept for storytelling in marketing as needs for more interactivity and engagement of audience toward produced visual content across the social media platforms by expressing opinions and reviews, also, analyzes the twenty master plots.

The literature review aimed to compile and analyze sound theories and facts by recognized experts on concepts of Online Platforms, Interactivity, User Generated Content, and Electronic Word-of-Mouth (eWOM).

## **3. STORYTELLING IN THE MARKETING**

Storytelling is defined as to "share knowledge or experience through a story and episode to deliver a complicated idea, concept, and casual relation" Sole & Wilson (1999). Today Companies realized the importance of storytelling for continuity and they started creating visual content using images, graphics, and videos wherever possible, to enhance the connectivity with the audience. Content marketing is becoming more important nowadays for companies in attracting and retaining customers according to Pulizzi (2012). Storytelling in marketing, branding and sales is about engagement, listening, and creating long-standing experiences to sustain customer loyalty and profits. P&G corporate marketing director Roisin Donnelly mentioned: "The brands that are really succeeding today are the ones that differentiate themselves through storytelling". Eriksson & Gianneschi (2004), on the other hand, state that 'Corporate Storytelling' is a communication strategic tool in which the organization uses stories – fictitious or true, to reach the desired goal. These stories provide people with deep, rich and meaningful experiences if they are well crafted and well-titled, and that stories can be a source of change and help bring a community together around an organization. Storytelling also plays an important role in strategic planning and marketing.

In a variety of markets and industries (consumer, service, technology, and industrial), a wide variety of organizations have turned to experiential marketing techniques to develop new products, communicate with customers, improve sales relations, select business partners, and build web sites (Schmitt, 1999, p.13).

According to Matthews & Wacker (2008), every business regardless of its size or line of business has a story to tell and it is capable to improve their business results by using storytelling to market its products. Nowadays all media companies share the same purpose which is gaining profit from their visual content while some companies are focusing and intensifying their efforts to attract the audience. Without reaction, interaction, or action in response to what you “broadcast”, you don’t have social media engagement (Sherman & Smith, 2013, p.61). Compared to traditional vehicles, which focus mainly on short-term achievements, content marketing is used to generate positive behavior on the part of the customer or of the brand (Pulizzi, 2012; P. Kotler and G. Armstrong, 2009, in Liu & Chia-yen Wu, 2011). Since technology invades our lives, we have been expressed new marketing tactics that share entertainment value and engage followers across online platforms. Today, media companies and visual content creators have realized that the content produced should motivate action, which means that it invites participation, grows organically through interaction, and never ends in the conventional sense. The degree to which a company can deliver a desirable customer experience—and use information technology, brands, and integrated communications and entertainment to do so—will largely determine its success in the global marketplace of the new millennium (Schmitt, 1999, p.47).

According to Fog et al (2005), the goal is to streamline the company’s identity with the external perception of the company. Strong brands always represent a story. Stories are an experience. When you share a story, you relive an experience and invite others to share it with you. In this way, you move people from being focused on the tangible and intangible qualities of products and services to something memorable. And today’s customers are looking for memorable experiences. They’re trying to engage with organizations that reveal themselves. Buyers see the greater value when experience lingers in their memory.

#### **4. ONLINE PLATFORMS**

Online platforms such as search engines, app stores, and booking and review websites play a key role in today’s economy. Consumers rely on them to gain access to digital services or products sold online, while companies, on the other hand, need those intermediaries to reach their customers. Social media sites are often considered user-friendly, accessible and often free to use (Whiting & Williams, 2013). Both people and companies have presence online and on social networks, all of which contribute in different ways to the engagement process and benefit from each other. Nicholas Negroponte, the founder of MIT’s Media Lab and a columnist for Wired magazine, writes, “entirely new content will emerge from being digital.” Consumers have always been excellent marketers because they have used the product and can offer a more personalized and relevant product review. As a result, Customer interactions are visible to other customers and prospects on social networks. When someone likes or follows a business, comments on posts, or shares content with their networks, those actions are visible. When people tweet about the upcoming event or share that they are at the establishment, these actions are socially visible. These online platforms provide an opportunity to post reviews anonymously, ensuring unbiased feedback on any product. Shoppers, on the other hand, can easily gather information shared by countless other consumers about products ranging from businesses, restaurants, film reviews, doctors, etc.

In the film sector, the audience is considered an arbitrator who assesses the success or failure of the film. Audiences today are looking for ways to interact and engage with upcoming movies, such as being able to tweet their favorite characters or follow the Facebook pages of their favorite movies (Daly 2010). Online platforms play a significant role in creating a space for the audience. Audiences want a full experience that they can engage with outside theatre, enabling them to engage online with their favorite movies (Mahlknecht, 2012).

## 5. INTERACTIVITY

The online media platforms are the collective, virtual places and groups of people who fuel social media engagement. Interactivity is a 'process-related variable characteristic of communication settings' (Rafaeli & Sudweeks 1997, p. 3). (Steuer 1992, p. 84) suggests that "interactivity is the extent to which users can participate in modifying the format and content of the mediated environment in real-time." Social media sites, among other things, facilitate the generation of perceptions and attitudes, as well as the development and maintenance of relationships between users and organizations. Social media have transformed the nature and practice of online communication into a broad, two-way dialog between users that can cover private and/or social topics and issues, as well as corporate products, brands, and services (Lehmkuhl & Jung 2013).

The platform can facilitate co-creation value and match the most compatible users with each other. The increase in the number of platform participants and the level of their interaction further increases the value of participation.

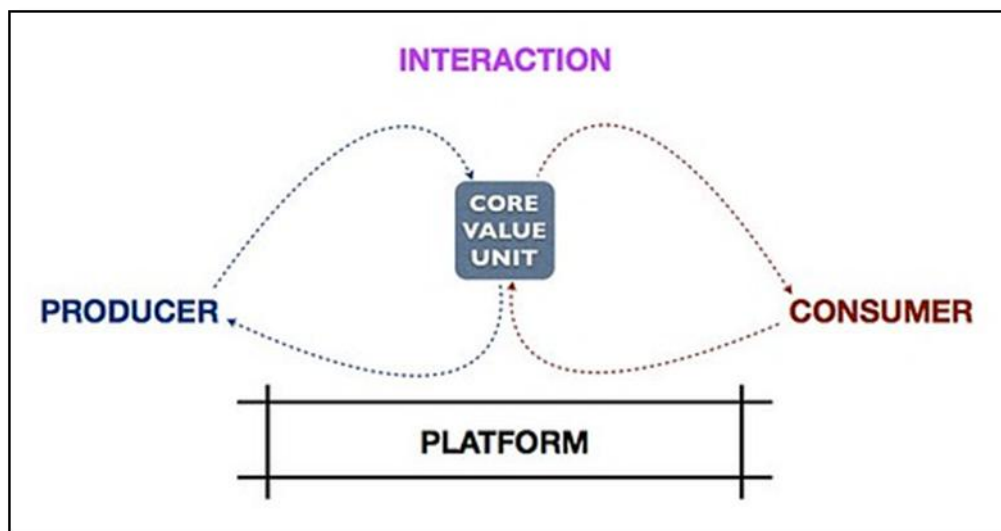


Figure 1: Exploring the core interaction with the platform

Resource: <https://platformed.info/the-three-design-elements-for-designing-platforms/>

## 6. USER GENERATED CONTENT

Many studies have already shown that they use user-generated content and have been defined as online content that is publicly available and created by end-users in a creative effort (Dennhardt, 2013).

The past decade has witnessed tremendous growth in social computing and user-generated content (Peck et al. 2008), shifting the role of technology from information processing to actionable social intelligence embedded in computing platforms (Wang et al. 2007). No longer are such networks limited by physical location, as now communities of individuals with similar interests can be formed virtually, interacting primarily in the online environment (Hennig-Thurau et al 2004). The shared content through online platforms is based on personal experience. Experiences involve the entire living being. They often result from direct observation and/or participation in events—whether they are real, dreamlike, or virtual (Schmitt, 1999, p. 98).

Experiences are more trustworthy and useful in comparison to the company's created content, and we can conclude from this how the word "powerful from the mouth" (WOM) is based on this. This dual nature of user participation, in content creation as well as opinion formation, is in contrast to earlier online communities that did not enable such rich features of social interaction (Parameswaran & Whinston 2007).



For example, the (IMDb) online platform, originally a fan-operated website, owned and operated by IMDb.com, Inc. enables registered users to submit new material and edits to existing entries. It allows the users to share their reviews and ratings on TV shows. (Wyrholl, 2014; Lelis & Howes 2011; Schindler & Bickart 2005) WOM is established as a valuable source of information for users in their decision-making process. While using this tool on the online platform, a concept called electronic word-of-mouth or eWOM has emerged.

## **7. ELECTRONIC WORD – OF – MOUTH (eWOM)**

Storytelling and word-of-mouth have been the characteristics of human history (Patterson & Brown 2005). Visual media are still the most powerful tools to shape and influence public opinion. Globally, 55% of Internet users use social media sites (Weise, 2015). Social Media research shows that social media is driven only by word of mouth. It's a dynamic duo that helps spread buzz faster and more efficiently than face-to-face communication. It continues to change the way humans interact with each other. "eWOM" is an efficient approach for businesses to provide customers with information and feedback on new products (Chen, 2011). Word-of-mouth marketing is based on the simple premise that a friend's recommendation carries more weight than an ad message. Through Engagement Marketing, word-of-mouth referrals become socially amplified: your customers' friends, families, and networks all see these referrals and beat a path to your door (Goodman, 2012). The fact that word-of-mouth is so important online is one of the reasons why companies need to be active in the marketing of social media and social content. If we know the person who gives positive (or negative) feedback, the credibility of the review is rising; 90% of consumers trust the advice of the people they know, while only 14% trust advertising. "eWOM" is a positive and negative statement or anything made by potential and actual customers about products or companies, and is willing to talk to many people and institutions via the Internet (HennigThurau, Gwinner, Walsh, & Gremler, 2004).

## **8. STORIES VS. PLOTS**

The story is a series of events recorded in chronological order. The plot is a series of events (actions) that give rise to conflict in a story, sometimes referred to as the "spine" of a story. It's the result of the choices the characters make, the actions they take, and the events that happen because of the choices they make. The terms story and plot as used in English Studies were introduced and defined by the novelist and critic E.M. Forster in his *Aspects of the Novel* (1927). Forster defines the story as the chronological sequence of events and the plot as the causal and logical structure that connects events (Forster, 1927, p. 93).

According to Tobias (1993), the Plot is structure, without structure you have nothing, and it is the skeleton, the scaffold, the superstructure, the chassis, the frame, and a dozen other terms. The master plots are general categories such as revenge, temptation, maturation, and love; and from these categories, an infinite number of stories can flow (Tobias, 1993).

## **9. SAMPLE OF THE STUDY AND ANALYSIS**

Our sample in this study consists of 24 of top-notch TV shows in the IMDb online database covering three years from 2017 to 2019 with different genres and categories. Analyzing according to the IMDb user reviews and the plot is considered.

The rating is given on any film on a scale of 1 to 10 stars and the twenty master's plots (Quest, Adventure, Pursuit, Rescue, Escape, Revenge, The Riddle, Rivalry, Underdog, Temptation, Metamorphosis, Transformation, Maturation, Love, Forbidden Love, Sacrifice, Discovery, Wretched, Excess, Ascension & Descension) will be analyzed according to (Tobias, 1993).

IMDb.com was chosen as the research website because it provides categorical and historical information, such as bio, genre, user interaction and people involved in the film. Also, it would probably have been viewed by the

largest audience. In our study here, we're trying to focus on which 10-star TV show collected a high number of reviews. Another scale of stars from 1 to 9 is excluded from our study.

Notice: Some of the data possibly are changeable (Reviews and Rating) since some of the TV shows still under air.

**Table 1: The 24 Top-rated TV show**

No	Name of TV Shows	Genres	Release Dates	Number of Reviews with 10 star
1	Chernobyl	Drama, History, Thriller	2019	2,132
2	Our Planet	Documentary	2019	101
3	The Boys	Action, Comedy, Crime	2019 -	441
4	When They See Us	Biography, Drama, History	2019	342
5	Kota Factory	Comedy, Drama	2019 -	182
6	Love, Death & Robots	Animation, Short, Comedy	2019 -	359
7	Formula 1: Drive to Survive	Documentary, Sport	2019 -	53
8	Delhi Crime	Crime, Drama	2019 -	70
9	Pew News	Comedy, News	2018 -	728
10	Cobra Kai	Action, Comedy, Drama	2018 -	469
11	Sacred Games	Action, Crime, Drama	2018 -	327
12	The Haunting of Hill House	Drama, Horror, Mystery	2018 -	928
13	Queer Eye	Reality-TV	2018 -	65
14	Yeh Meri Family	Comedy, Drama, Family	2018 -	270
15	The Vietnam War	Documentary, History, War	2017	70
16	The Marvelous Mrs. Maisel	Comedy, Drama	2017 -	189
17	Dark	Crime, Drama, Mystery	2017 -	484
18	Twin Peaks	Crime, Drama, Fantasy	2017	95
19	Money Heist	Action, Crime, Mystery	2017 -	408
20	Big Little Lies	Crime, Drama, Mystery	2017 -	118
21	The Punisher	Action, Adventure, Crime	2017-2019	210
22	Mindhunter	Crime, Drama, Thriller	2017 -	131
23	Taboo	Drama, Mystery, Thriller	2017 -	91
24	The Handmaid's Tale	Drama, Sci-Fi, Thriller	2017 -	204

Figure 2: The Number of Reviews shows the Variation between Programs

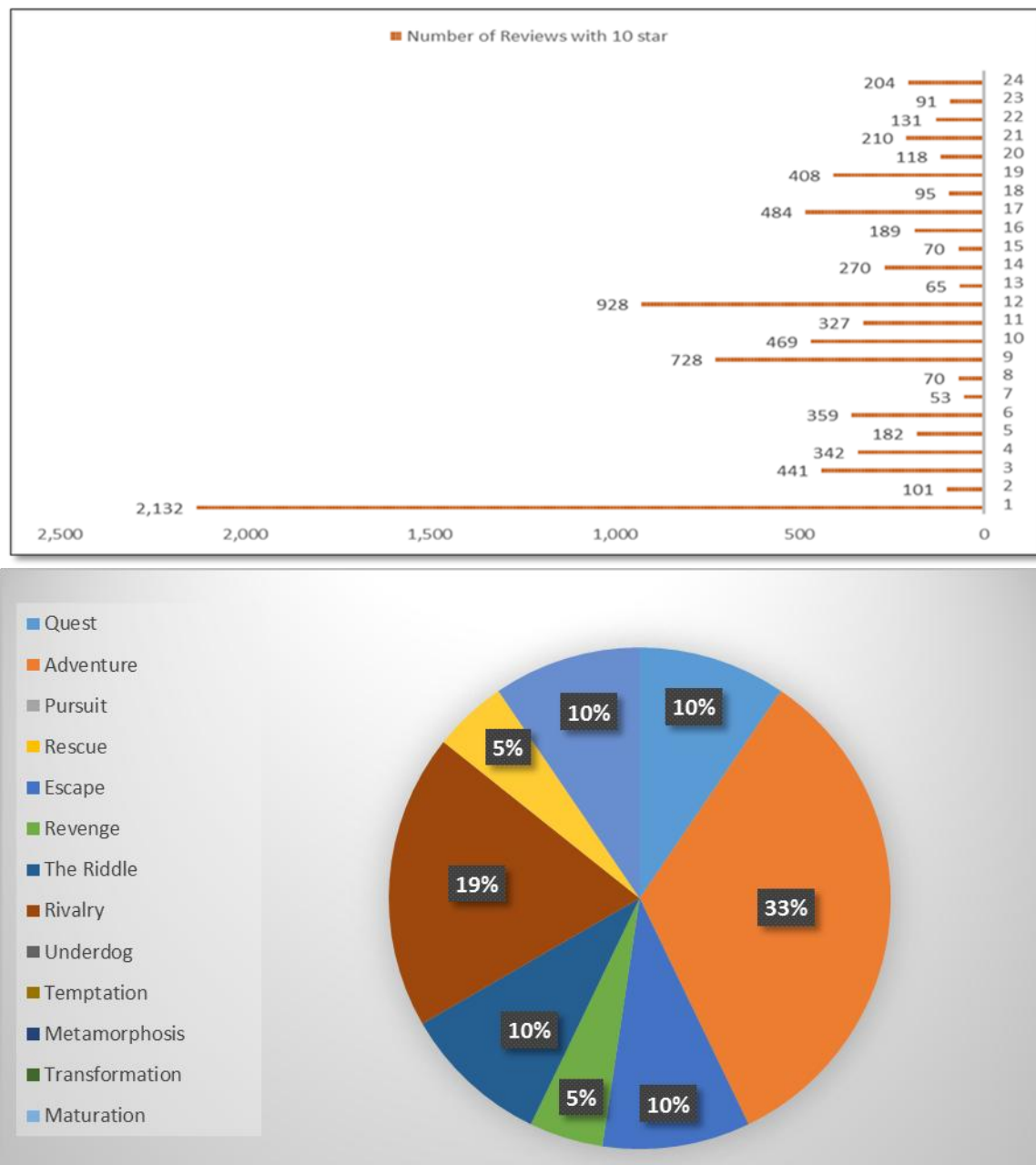


Figure 3: The Twenty Master Plots

## 10. FINDINGS

The list of visual content produced, which we have studied above, is entirely linked to the review element which is an indicator of the quality of the visual content. The content of films and TV shows has largely mirrored the tastes and moods of the audience, which is a direct result of the increasing ability of the industry to adapt to

changing audience preferences. The reviews and ratings of the users for a film are strongly linked to their enthusiasm and the quality of the film, presented under a good story. According to Simmons: "In the end, the best story wins. Not the right story, not even the most frequently told story, but the story that means the most to the greatest number of people – the one that is remembered." (Simmons 2002, pp. 149-150). When users talk positively about a 10-star movie or TV show that means a high level of positive word spread and remembered by others that means affecting the diffusion of the movie process.

The data used in our study shows among 24 top-rated TV shows, 13 of which are shown in the twenty master plots. The percentages of the twenty master plots can be seen in the Figure above. We can notice that some of the 20 master plots are not included in the top-rated TV shows.

The plot plays a significant role in any film; it is more than a dramatic action, and is often used to create a theme (genre). We can see that the adventure plot is the most popular and outperforming others. By looking at the content of the TV shows, most of them aimed at making the audience feel suspenseful and the adventure has a lot of explosive action throughout the TV show; that's why the adventure plot is dominant among twenty master plots.

Action Adventure Films are categorized as one of the major genres in the global film industry (Lichtenfeld, 2004, p. 1). Adventure simply means excitement. Adventure stories almost always move fast, and it inflames emotions and makes our life a real adventure with the heroes.

## 11. CONCLUSION

The main objective of the study is to clarify the main purpose of how the visual content makers benefit from their contribution from storytelling elements and different disciplines like the 20 master plots and the user reviews to the production of high-quality content.

Today the film-makers must work well to ensure that the film meets the audience needs by realizing that the audience is no longer a spectator, but also a critic who has their own opinion contributing to the success of the film or program by presenting their ideas and discussing them with others. By employing them as storytellers on the database platform, it becomes a positive and powerful resource for communicating emotions, which is one of the purposes of storytelling. The film industry has developed sharply, and the number of film viewers is also on the rise each year, creating a demand for online film and TV-related databases, which plays a dual role, for owners to see it as an effective tool for measuring audience response and preferences, and for audiences to use it to express their views of eWOM as a visual in their viewing.

The role of Twenty Master Plots is very important to create effective content; there are basic steps that need to be followed and pursued to achieve the final output of the content to the audience.

Once we look at the content of these TV shows, we can conclude that once visual content makers try to create a strong impact with their audiences by attracting their attention and engaging them in the show, using the active and variable elements of the plots, such as adventure and transformation, they ensure the audience's commitment and interaction. The "plot" is one of the main basic steps to create visual content. At the heart of each narrative is a plot; it's an important factor for success of the content, so content makers who realize that addressing plot in visual content requires effort and research to create something unique, different, and not done before.

It is the same also for most brands that have adopted a storytelling strategy to achieve their goals. Creating a compelling story with a lasting impression on the brains of the customers requires: 1) Targeting the right audience 2) Creating cross-channel marketing campaigns including online channels or offline marketing activity 3) Make the customers participants by activating the tool of user-generated content. Well, balancing emotion with just the right amount of information creates a great story, a memorable one, and simplifies ideas.

Brand storytelling strategy is becoming a trend for most brands in order to be more successful and a way to distinguish themselves from others in our day.

## 12. LIMITATIONS AND IMPLICATIONS FOR FUTURE SEARCH

With more films and TV shows being produced on a monthly, annual basis, the analysis of user reviews' online database has always been a never-ending process. The scope of this study covered a small sample of the top-rated TV shows in the IMDb online database, such as user reviews and the plot, which do not engage with co-operation.

Recommendations for future research include an increase in the scope of the study, which could include a different sample of visual data to be analyzed, such as the relationship between the productions and the transmission of the message to the audience, during the production of the message, the sender uses verbal cues, signs, etc. More specifically the rules on language are used to convey their point (Procter, 2004).

The study can take shape for further investigation, such as the analysis of the setting element in the story, the role of the Central Characters (Protagonist and Antagonist), and the theme of the story that contains the main idea.

Even the study can be extended to include more years of analysis of TV shows. Also, analyzing the genres. The study may also provide a basis for comparison or long-term studies, such as a comparison between productions, actors, and others.

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## PLAGUE AS AN APIDEMIC AND FREUDIAN INSTINCTS: A JOURNAL OF THE PLAGUE YEAR

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### Abstract

According to Sigmund Freud, the life instinct that exists in human beings causes the emergence of behaviors that ensure the continuity of life by affecting the physical and spiritual forces. The term, which covers all of the basic instincts that ensure the continuity of life such as nutrition, protection, and sexual instincts, refers to the life instinct. While the activities that are fulfilled by living give people pleasure and happiness, unsatisfied movements give anxiety and grief. The inhibition of these instincts, on the other hand, leads to the emergence of behaviours towards death, that is, thanatos or death instict. In his book *Beyond the Pleasure Principle* published in 1920, Freud also mentioned the death instinct, which is directly opposite to the life instinct. The death instinct, also called Thanatos, can lead the person to aggressive behavior. In this context, the main venue in the novel called *A Journal of the Plague Year*, written in 1722 by English novelist Daniel Defoe, who lived between 1660 and 1731, and tells about the plague epidemic that took place in 1665, is London. In the novel, Defoe uses historical references and describes the deadly plague epidemic and "H.F." is in the position of narrator. During this deadly epidemic, the reflection of the life and death instincts in the people struggling with the plague is revealed to be a fictional feature that highlights Freud's life and death instinct concepts. In this sense, Defoe's novel is suitable for an interdisciplinary study focused on literature and psychoanalysis, and the effects of the epidemic on the individual and society in the seventeenth century are evaluated psychologically in the study. In the novel, the life instinct, which exists in the face of the death instinct, manifests itself in the extraordinary measures taken by the people of London to protect themselves from the plague. The situation among those who are infected is that those with the plague exhibit aggressive behaviors that will harm both themselves and healthy people around them. The main reason for this situation overlaps with Freud's concept of death instinct. In the study, Freud's concepts such as pleasure, life instinct, and death instinct were applied to Defoe's novel called *A Journal of the Plague Year*, and behavioral change and perception of life and death of people exposed to plague were examined in the context of psychoanalysis. Thus, the importance of the psychoanalytic approach in novel analysis in literature is highlighted.

**Key Words:** Plague, epidemic, life and death instinct, Freud, Defoe.

### I. INTRODUCTION

In psychoanalytic theory living species's efforts to adapt to the environment and to survive apart from learning are defined to be instinctive, and an instinct is evaluated to be a power with its source, purpose, and certain pressure. As one of the most interesting theories Sigmund Freud's theory of drives has made a great impact on the studies related with human development. Life instincts defined by him are the drives which activate human behaviour. By this theory one could have a chance to interpret such problems of humanity like aggressivity and self-destructiveness. Freud also talks about the death instincts besides the life instincts because he needs more information to analyse the dignity of human behaviour. He classifies instincts in two groups as the life instincts and the death instincts. It can be said that "the term "death instinct" ought to mean an aspiration, a drive to be dead". Thus, Freud presented a new psychoanalytic perspective called the death instinct, and emphasized "the

role of instincts in the conscious and unconscious life of man, to consider an instinct a drive, an impulsive or perpetually compelling aspiration to gratify a need” (Freud, 1961:22).

## II. FREUD’S THEORY OF THE LIFE AND DEATH DRIVES

Freud’s famous work called *Beyond the Pleasure Principle* published in 1920 has a great importance among Freud’s attempts to categorize the instincts. In this phase he puts forward a new theory and it is clear that sexual and ego instincts are included in the new group of life instincts together. According to Freud his new approach is more dualistic than the earlier description. He strongly emphasizes the opposition as being between the life instincts and death instincts rather than ego instincts and sexual instincts (Abel, 1989:41-42). For Freud, the life instincts consist of sexual and ego instincts. On the other hand, the impulse to social union in relation with Eros as another instinct type can be added to this group according to Freud’s schema of instincts (Ibid., p.84).

Eros is the name given to the god of love in Greek Mythology and the Thanatos to the god of death. The aim of the Eros is both to set up new unities through new connections in order to continue life and to ensure this continuity without corruption. On the other hand, Thanatos as the death instinct or drive tries to destroy Eros’ positive connections to continue life. According to Freud, the ultimate goal of life is death. Because inanimate things existed before living things, living things will return to inanimate position with death one by one. Some instincts begin to die whereas others try to survive in the life cycle. It is a known fact that life and death are intertwined and the instincts or drives are positioned between them. The thing between these forces is the balance itself. While the life drive increases the life energy, the death drive targets inactivity and silence (Freud, 1996:80).

In this sense, it can be deduced that such Freudian concepts like pleasure, basic survival and reproduction can be defined as the core items of the life instincts. These are responsible for the sustaining of one’s life and directly contributes to the survival of the species. However, it is not the only instinct having great importance in Freud’s instinct classification theory. Besides life instincts he also explain the importance of death instincts, as well. For him, feelings of pleasure and unpleasure organize the activity and control the mental processes (Abel, 1989:85). For Freud, all instincts including life instincts and death instincts are secret in the individual psychology and group psychology, altogether. As someone or something is implicated as a pattern in the mental life of an individual, and this can also be imitated by other individuals in society, it can be concluded that there exists a correlation between individual psychology and the social psychology in Freudian terms (Freud, 1949:13).

Freud has dualistic approach in his classification of the instincts and emphasises the importance of the opposition between the life instincts and the death instincts as such: “Our argument had as its point of departure a sharp distinction between ego-instincts, which we equated with death instincts, and sexual instincts, which we equated with life instincts...Our views have from the very first been dualistic and to-day they are even more definitely dualistic than before now that we describe the opposition as being, not between ego instincts and sexual instincts but between life instincts and death instincts” (Freud, 1961: 46-47).

According to Freud, behaviors are shaped by the drives or moral values in the psyche or personality. Freud claims that personality consists of id, ego and super ego, structurally. For Freud, psychic energy is connected to drives or instincts. Eros or the life drives including ego drives and sexual drives is responsible for the survival of the individual. Additionally, the energy produced by the life instincts is known as libido. They are free from the strict moral values. The need for water, oxygen and food is the concern of the ego drive and it can be easily satisfied. Affirmative emotions like love, affection, and social cooperation are also accompanied with the life instincts. These behaviors are

associated with individual well-being and the peaceful existence of individuals in a healthy social structure. Thus, it does not create a problematic position for individuals. On the other hand, his theory of death drive or instinct is more complicated than life drives.

By means of his theory of death drive Freud tries to discuss war, suicide, aggression and death. He says that both the death drive and the life drive is involved in the id. This id's function is primitive. On the other hand, death drive causes the self-destruction of the individual. Thus, it is clear that the death drive is in conflict with the life drive. This phase is exactly fraught with danger because the energy of the death drive shows itself in the pattern of aggression against people outside. It also shows itself in the form of aggression against the self. It is a kind of aggression of object. For example guilt feelings are in this group of feelings and they refer to the existence of the death drive. When the psychic energy is directed outward toward others, it can be defined as aggression and violence in Freudian terms. From time to time the instincts towards destruction can be directed inwards and it can result in self-harm. (Louw, Van Ede, Botha, 1998:43-44).

### **III. ANALYSIS OF THE NOVEL: FREUDIAN DRIVES**

Until the 1920s Freud divided the drives into two as ego drives and sexual drives. Main function of these drives was to ensure the survival of the individual and the continuity of the species for him. He modified these drives as the life drives and put it against the death drive. According to Freud, pleasure was the most important thing in man's life. On the other hand he claimed that the spiritual functioning of the individual arose from the conflict between the life and death instincts (Freud, 1961:47). Related with this point Defoe's *Journal of A Plague Year*, published in 1722 in the form of a documentary work, conveys the reader what happened during the great plague epidemic of London in 1665.

In Defoe's *Journal of A Plague Year*, the story begins with the information about the emergence of a plague in London in the 17th century. Defoe tells us about the center and the source of the plague: "It was about the Beginning of September 1664, that I, among the Rest of my Neighbours, heard in ordinary Discourse, that the Plague was return'd again in Holland; for it had been very violent there, and particularly at Amsterdam and Roterdam, in the Year 1663, whether they say, it was brought, some said from Italy, others from the Levant among some Goods, which were brought home by their Turkey Fleet; others said it was brought from Candia; others from Cyprus. It mattered not, from whence it come; but all agreed, it was come into Holland again" (Defoe, 2001:1).

People in London in the novel are naturally anxious about their lives and try to save themselves from the plague as the narrator does in the novel from the beginning to the end. For instance, he describes this situation as such in relation with Freud's life and death instinct theory: "I now began to consider seriously with my Self, concerning my own Case, and how I should dispose of my self; that is to say, whether I should resolve to stay in London, or shut up my House and flee, as many of my Neighbours did. I have set this particular down so fully, because I know not but it may be of Moment to those who come after me, if they come to be brought to the same Distress, and to the same Manner of making their Choice, and therefore I desire this Account may pass with them, rather for a Direction to themselves to act by, than a History of my actings, seeing it may not be of one Farthing value to them to note what became of me. I had two important things before me; the one was; the carrying on my Business and Shop; which was considerable, and in which was embark'd all my Effects in, the World; and the other was the Preservation of my Life in so dismal a Calamity, as I saw apparently was coming upon the whole City; and which however great it was, my Fears perhaps as well as other Peoples, represented to be much greater than it could be" (Ibid., p.6).

That is the real reflection of life instinct. The narrator and people in London exactly are afraid of death and try to survive. They believe that joy of life motivates them and it is a great pleasure to go on living. Indeed one's belongings like house, job, family make him or her happy and satisfied as an individual. However, in plague time, the most important thing is to survive. All people are in conflict between the fear of death and desire to live. In this point one can suggest it is clear that the life instinct stands opposed to the death instinct. But conflict is inevitable for the people because they have to make a plan for their future: "The first Consideration was of great Moment to me; my Trade was a Sadler, and as my Dealings were chiefly not by a Shop or Chance Trade, but among the Merchants, trading to the English Colonies in America, so my Effects lay very much in the hands of such. I was a single Man 'tis true, but I had a Family of Servants, who I kept at my Business, had a House, Shop, and Ware-houses fill'd with Goods; and in short, to leave them all as things in such a Case must be left, that is to say, without any Overseer or Person fit to be trusted with them, had been to hazard the Loss not only of my Trade, but of my Goods, and indeed of all I had in the World. I had an Elder Brother at the same Time in London, and not many Years before come over from Portugal; and advising with him, his Answer was in three Words the same that was given in another Case quite different, (viz.) Master save thy self. In a Word, he was for my re-tiring into the Country, as he resolv'd to do himself with his Family; telling me, what he had it seems, heard abroad, that the best for the Plague was to run away from it. As to my Argument of losing my Trade, my Goods, or Debts, he quite confuted me: He told me the same thing, which I argued for my staying. That I would trust God with my Safety and Health, was the strongest Repulse to my Pretensions of losing my Trade and my Goods; for, says he, is it not as reasonable that you should trust God with the Chance or rescue of losing your Trade, as that you should stay in so imminent a Point of Danger, and trust him with your Life? I could not argue that I was in any Strait, as to a Place where to go, having several Friends and Relations in Northamptonshire, whence our Family first came from; and particularly, I had an only Sister in Lincolnshire, very willing to receive and entertain me" (Ibid., p.6).

As it is seen in the story of the narrator, his main interest is to be healthy and protect himself and his household from the danger coming soon. The narrator writes in a highly emotional state in describing the sufferings of his neighbours and people around the city. He intensifies on the violence of their death in his descriptions in a horrifying style to reflect the reality and the scary state of the epidemic. There is nobody happy in London. All people including males, females and children from versatile classes are confused and scared with epidemic: "London might well be said to be all in tears; the mourners did not go about the streets indeed, for nobody put on black or made a formal dress of mourning for their nearest friends; but the voice of mourners was truly heard in the streets. The shrieks of women and children at the windows and doors of their houses, where their dearest relations were perhaps dying, or just dead, were so frequent to be heard as we passed the streets, that it was enough to pierce the stoutest heart in the world to hear them. Tears and lamentations were seen almost in every house, especially in the first part of the visitation; for towards the latter end men's hearts were hardened, and death was so always before their eyes, that they did not so much concern themselves for the loss of their friends, expecting that themselves should be summoned the next hour" (Ibid., pp. 14-15).

In this point, it is very possible to think that the death instinct lessens people's hope for salvation. It is a known fact that life and death are a whole and intertwined. Furthermore, they are the inseparable facts in one's universe, and the instincts are somewhere between life and death in Freudian terms. In the novel, it is told that people had for a long time strong belief that the plague would not come to the city and many removed from the suburbs for safety and carried the plague. But there were

people going nowhere. They were anxious when the plague came nearer. Thus, they tried to find somewhere safety although they were strictly refused by the other people: "I know a couple of poor honest men in our street have attempted to travel, and at Barnet, or Whetstone, or thereabouts, the people offered to fire at them if they pretended to go forward, so they are come back again quite discouraged" (Ibid., p. 105). As it is considered people are self-centered and protect themselves from the infection and every possible infected man. They can immediately kill the newcomers if they insist on their will to move. They can kill the other for the sake of their survival and safety and healthy life. As in this example it is clear that life and death are intertwined as a reflection of Freud's theory of drives based on the life and death instinct duality. It is a fact that man's psychic energy controls his life very easily indeed. Libido as the psychic energy can manage man's preferences in daily life: "The libido props itself upon the satisfaction of the great vital needs, and chooses as its first objects the people who have a share in that process. And in the development of mankind as a whole, just as in individuals, love alone acts as the civilizing factor in the sense that it brings a change from egoism to altruism" (Freud, 1949: 57).

Another example for the dilemma of life and death instincts is told by the narrator in the novel, as well. In this part, he not only shows the efforts of people to survive but also describes their surrender to plague epidemic and death in the novel. It is about villagers who try to help infected people despite their fear of plague. Eating is a sign of the life instinct. Healthy people want to give infected persons food to feed them as the token of the life instinct as a positive behaviour: "The inhabitants of the villages adjacent would, in pity, carry them food and set it at a distance, that they might fetch it, if they were able; and sometimes they were not able, and the next time they went they should find the poor wretches lie dead and the food untouched. The number of these miserable objects were many, and I know so many that perished thus, and so exactly where, that I believe I could go to the very place and dig their bones up still; for the country people would go and dig a hole at a distance from them, and then with long poles, and hooks at the end of them, drag the bodies into these pits, and then throw the earth in from as far as they could cast it, to cover them, taking notice how the wind blew, and so coming on that side which the seamen call to windward, that the scent of the bodies might blow from them; and thus great numbers went out of the world who were never known, or any account of them taken, as well within the bills of mortality as without" (Defoe, 2001: 85).

In the following sections of the novel, infected people start to behave in aggressive manners. Due to this fact, the rising of the terror among the infected people can be classified in the category of aggression as the token of Freudian concept of death instinct. The narrator conveys the reader several cases like the following: "I could dwell a great while upon the calamities of this dreadful time, and go on to describe the objects that appeared among us every day, the dreadful extravagancies which the distraction of sick people drove them into; how the streets began now to be fuller of frightful objects, and families to be made even a terror to themselves. But after I have told you, as I have above, that one man, being tied in his bed, and finding no other way to deliver himself, set the bed on fire with his candle, which unhappily stood within his reach, and burnt himself in his bed; and how another, by the insufferable torment he bore, danced and sung naked in the streets, not knowing one ecstasy from another; I say, after I have mentioned these things, what can be added more? What can be said to represent the misery of these times more lively to the reader, or to give him a more perfect idea of a complicated distress?" (Ibid., p.150).

Another example referring to the life and death instincts is told by the narrator in the novel as such: "I heard of one infected creature who, running out of his bed in his shirt in the anguish and agony of his swellings, of which he had three upon him, got his shoes on and went to put on his coat;



but the nurse resisting, and snatching the coat from him, he threw her down, ran over her, ran downstairs and into the street, directly to the Thames in his shirt; the nurse running after him, and calling to the watch to stop him; but the watchman, frightened at the man, and afraid to touch him, let him go on; upon which he ran down to the Stillyard stairs, threw away his shirt, and plunged into the Thames, and, being a good swimmer, swam quite over the river; and the tide being coming in, as they call it (that is, running westward) he reached the land not till he came about the Falcon stairs, where landing, and finding no people there, it being in the night, he ran about the streets there, naked as he was, for a good while, when, it being by that time high water, he takes the river again, and swam back to the Stillyard, landed, ran up the streets again to his own house, knocking at the door, went up the stairs and into his bed again; and that this terrible experiment cured him of the plague, that is to say, that the violent motion of his arms and legs stretched the parts where the swellings he had upon him were, that is to say, under his arms and his groin, and caused them to ripen and break; and that the cold of the water abated the fever in his blood” (Ibid., pp.138-139).

According to the story told by the narrator in the novel, people needed to be cautious in order not to be infected by the travellers coming to London, and thus they refused the people to visit their town or city: “From the river they travelled towards the forest, but when they came to Walthamstow the people of that town denied to admit them, as was the case everywhere. The constables and their watchmen kept them off at a distance and parleyed with them. They gave the same account of themselves as before, but these gave no credit to what they said, giving it for a reason that two or three companies had already come that way and made the like pretences, but that they had given several people the distemper in the towns where they had passed; and had been afterwards so hardly used by the country (though with justice, too, as they had deserved) that about Brentwood, or that way, several of them perished in the fields--whether of the plague or of mere want and distress they could not tell. This was a good reason indeed why the people of Walthamstow should be very cautious, and why they should resolve not to entertain anybody that they were not well satisfied of” (Ibid., p.81).

#### IV. CONCLUSION

In psychoanalytic theory. 1920s mark a turning point. On the other hand, Freud prepared his theory of the duality called the life and death instincts in 1920 in the “Beyond the Pleasure Principle”. Later, in 1923, he explained his theory of the mind in “the Ego and the Id” within a perspective referring to the id, the ego and the superego. For Freud, human behaviour is administrated by two important basic drives or instincts called the life drive and death drive. While the life drive has a positive characteristic and aims at the survival of the individual, the death drive is in conflict with the life instinct and it is self-destructive in nature (Louw, Van Ede, Botha, 1998: 274).

In this sense, Freud’s thesis on the death drive is one of the most interesting theories in psychoanalytic approach that potentially provides an effective comment to the mysteries that encircle the matters of human civilization such as subjective suffering, aggressivity, and self-destructiveness. Especially, in classical Freudian psychoanalytic theory, the **death drive** or instinct symbolizes the concepts like death and destruction, and the tokens of this drive refer to behaviors like aggression and self-destructiveness (Segal, 1981: 2).

In *A Journal of the Plague Year*, Defoe’s genius produces an engaging novel filled with detail, statistics, gossip, and convincing stories. He also conveys them in a simplicity and journal style. In the novel, it is witnessed that it is a mixture of fiction and facts. The narrator tells the story in an emotional style about his neighbours’ problems and sufferings. The intensity and the violence of their

deaths are particularly devastative and refer to the death instinct theory of Freud. The total number of deaths according to the bills is nearly 70,000. More, Defoe estimates that over 10.000 were killed by the plague.

As a result, the examples in the text refer to Freud's theory of life and death instincts called Thanatos and Eros. In the light of the Freud's theory, one can deduce that human behaviour is managed by the drives or instincts. Especially, as Defoe's famous novel called A journal of a Plague Year is about an epidemic plague and it is full of stories both about the people suffering from plague and the people who died of plague, this theory could be applied to literary works in order to shed light the importance of the correlation between psychoanalysis and literature and also to show the secret passwords underlying man's behavior. As a last, it seems clear that how destructive tendencies people have in their daily lives and how they unwittingly behave in a destructive or aggressive manner.

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# IBAD-2020

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\* You can find the co-authors' name in the abstracts book of IBAD-2020. Ortak yazarların adlarına kongre özet kitabından ulaşılabilir.

**13:00-15:00 September 1, 2020 / 1 Eylül 2020**

**KEYNOTE SPEAKER 1 - Prof. Dr.Wan Ahmad Jaafar Wan Yahaya, MALAYSIA  
Universiti Sains Malaysia**

Topic	Audiovisual Futures in Online Learning during coronavirus pandemic: Connecting content, tech &
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**KEYNOTE SPEAKER 2 - Assoc. Prof. Dr. Adriatik Derjaj, ALBANIA  
Tiran University**

Topic	The Role of Turkish in regional studies
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**11:00-12:00 September 1, 2020 / 1 Eylül 2020**

Chair	339	Alperen AVCI	Temel Dil Becerilerinin Kazanılmasında Dijital Hikayelerin Etkisine Yönelik Araştırma Bulgularının İncelenmesi: Bir Meta-Sentez Çalışması
	268	Selda Şan	Politik Okuryazarlık Eğitimi Alan Sosyal Bilgiler Öğretmen Adaylarının Politik Okuryazarlık İle İlgili Görüşleri
	321	Bilge ÖZTÜRK	Sınıf Öğretmeni Adaylarının Kullanmayı Tercih Ettikleri Öğrenme Yöntem ve Tekniklerine Yönelik Görüşlerinin Belirlenmesi
	296	Ebru Ünay	Destek Eğitim Odası Uygulamasına İlişkin Öğretmen Görüşleri

**Time 11:00-12:00 September 1, 2020 / 1 Eylül 2020**

Chair	167	Fatih Öztürk	Faydacılık (Utilitarianism) ve Ahlak Eğitimi
	241	Tufan Kıymaz	Stoacı Eğitim Felsefesi

132	Gaye Türker	KKTC Eğitim Sisteminde Yaşanan Aksaklıkları Belirleme ve Çözüm Önerileri Getirme üzerine Nitel Bir Çalışma
178	Gaye Türker	KKTC Ortaöğretim Kurumlarında 2020-2025 Yılları Arasında Olası Pandemi Sürecinde Öngörülen Stratejik Plan Çalışması

**Time 11:00-12:00**

**September 1, 2020 / 1 Eylül 2020**

<b>Chair</b>	243	Nesrullah Okan	Kısa Dönüşümcü Liderlik Ölçeğinin Türkçe'ye Uyarlanması ve Psikometrik İncelemesinin Yapılması
	218	Cansu Çaka	Uzaktan Eğitimde Kullanılan Sunum Teknolojilerine Genel Bir Bakış
	220	Abdullah Faruk Kiliç	Değişkenlerin Kategori Sayısı ve Çarpıklığının Korelasyon Katsayılarına Etkisi
	172	Mehmet Nuri Uçar	5. Sınıf Fen Bilimleri Dersi Canlılar Dünyası Ünitesinde Eşgüdümlü Uygulanan Altı Şapka ve Ayrılıp Birleşme (Jigsaw) Tekniklerini Kullanmanın Öğrenme Üzerindeki Etkilerinin İncelenmesi

**Time 12:00-13:00**

**September 1, 2020 / 1 Eylül 2020**

<b>Chair</b>	192	İlkay Göktaş	Covid-19 Sürecinde 5-6 Yaş Çocuklarının Online Eğitim İmkânlarına Yönelik Anne-Baba Görüşleri
	191	Emrah Bulut	Okul Öncesi Dönemde Çocukların Bilgisayar İletişim Teknolojileri Kullanımına Yönelik Ebeveyn Görüşleri
	182	Günkut Mesci	Okul Öncesi Öğretmen Adaylarının STEM Farkındalıkları
	193	Perihan Ulucan	Okul Öncesinde Montessori Uygulamaları: Ohio Örneği

**Time 12:00-13:00**

**September 1, 2020 / 1 Eylül 2020**



Chair	137	Yıldız Yenen Avcı	Dinleme Eğitiminde Karşılaşılan Olumsuz Davranışların Nedenleri Üzerine Bir Araştırma
	140	Erhan Yeşilyurt	Filistin'de Öğrenim Gören Öğrencilerin Türkçe Öğrenme Nedenlerine İlişkin Bir Durum Çalışması
	134	Yıldız Yenen Avcı	Yerel Değerlerin İzinden 3: Aydınli Şair Şükrü Öksüz'ün Şiirlerinde Kadınlar
	215	Gülru Bayraktar	Bir Alman Kültür Ögesi Olarak "Stammtisch"

Time 12:00-13:00

September 1, 2020 / 1 Eylül 2020

Chair	123	Betül Çimenli	Speak English- MOOC- English Language MOOC to Improve Speaking Skills An Erasmus+ Strategic Partnership Project for Adult Education
	221	Gülşah Şişman	Sâmiha Ayverdi'nin Eserlerinde Türk Dili, Kültürü Ve Toplumuna İlişkin Bazı Tespitler ve Değerlendirmeler
	122	Hümeysra Türedi	Dil Emperyalizmi'ne Karşı "Anadolu'dan İngilizce'ye Masallar" Projesi
	126	Hümeysra Türedi	Cumhuriyet'te Bir Kafa Karışıklığı: Naşide Saffet Hanım

Time 15:00-16:00

September 1, 2020 / 1 Eylül 2020

Chair	209	Seher Şeylan	Belgeselden Drama-Belgesele Gerçeğin Yolculuğu: "Rise Of Empires: Ottoman"
	144	Rahimbeyli Naile	Azerbaycan Halk Bilimi Sanatı Çalışmasında Modern Perspektifler
	136	Deniz C. Koşar	Müzikte Belirlenmemişlik Pratiğinin Gizli Öncüsü: Marcel Duchamp
	147	Kamala Atakishiyeva	Azerbaycan Aşık Sanatı Çalışmasında Yeni Yönler



Time 15:00-16:00		September 1, 2020 / 1 Eylül 2020	
Chair	152	Ahmet Mekin Kandemir	Kur'an'ın Literal Yorumunun Doğurduğu Kelâmî Problemler: Mîsâk Ayetleri Örneği
	248	Habip Demir	Şiiliğin Yayılma Araçlarından Biri Olarak Ziyaret Kültürü ve Fonksiyonları
	244	Mustafa Kiliç	Kiraatlerin Anlam Merkezli Tasnifi (Ebû Amr Ed-Dânî Örneği)
	129	Mustafa Işık	İbn Hibban'ın (Ö.354/965) Tekâsîm'ini Anlamak Ya Da Anlatmak

Time 15:00-16:00		September 1, 2020 / 1 Eylül 2020	
Chair	169	Fatih Mehmet Ateş	İş ile İlgili Hastalık
	139	Ezgi Akar	Bel Ağrısı Olan Adölesan Olgularda Lomber MRG Değerlendirme Sonuçlarımız
	148	Handan Uysal	Timol'ün "Bir Çeşit Monoterpen" Mutajenik Etkilerinin Drosophila Melanogaster'in Somatik Hücrelerinde İn Vivo Kanat Benek Testi İle Belirlenmesi
	200	Ganime Can Gür	Primer İnfertil Kadınların İnfertiliteye Bağlı Algıladıkları Damgalanma Düzeyleri ve Etkileyen Faktörlerin Belirlenmesi

Time 15:00-16:00		September 1, 2020 / 1 Eylül 2020	
Chair	153	Yelda Bugay Tekgül	
	175	Emircan Matoğlu	Türkiye'de Mobil Bankacılık ve İnternet Bankacılığının Önemi ve İşleyişi

177	Bekir Kati	Geleneksel Finans Teorileri ile Davranışsal Finans Teorisinin Karşılaştırılması
133	Lokman Tutuncu	Determinants of risk factors disclosure in Turkish IPO prospectuses
161	Veysel Serin	Türkiye’de KOBİ’lerin Finansal Sorunlarının Çözümünde Kredi Garanti Fonu Desteği İle Katılım Bankacılığı ve Bir Model Önerisi

Time 16:00-17:00 September 1, 2020 / 1 Eylül 2020			
Chair	117	Kinem Tokdemir	1999’dan 2002 Genel Seçimlerine Giden Süreçte Türkiye’de Kritik Yeniden Saflaşma Ve Kritik Seçim Teorisi Üzerine Bir Değerlendirme
	207	Muhammed Yunus Bilgili	Kentsel Katı Atıkların Yönetilmesi Bağlamında Döngüsel Ekonomi ve Sıfır Atık Yaklaşımı
	120	Pınar Akarçay	İsveç’te Yerel Yönetimler ve SALAR’ın Rolü
	232	Taylan Can Doğanay	2002- 2018 Arası Meclise Giren Siyasi Partilerin Beyannameleri Üzerine Bir Araştırma: Z Kuşağı, Gençlik ve Katılım

Time 16:00-17:00 September 1, 2020 / 1 Eylül 2020			
Chair	202	Süleyman Kasap	Dil, Kimlik ve Kültür Etkileşimi
	237	Sevcan Başboğa Özen	Erken Cumhuriyet Dönemi Ahlak Anlayışının Fikri Temelleri Ve Dönemin Çocuklara Yönelik Yayınlarında Ahlak Anlayışı
	208	Eyüp Sabri Kala	Türkiye’de Yaşlılara Yönelik Sosyal Hizmet ve Sosyal Yardım Uygulamaları
	282	Hüseynova Zülfiyye Ramiz Qızı	Şirvan Aşık Ortamına Ait Muhammes Havalalarının Tür Özellikleri

Time 16:00-17:00		September 1, 2020 / 1 Eylül 2020	
Chair	216	Tunay Karakök	14.Yüzyıl Anadolu'sunda Sosyal Tabakalaşma
	265	Coşkun Kumru	SS-Schutzstaffel Örgütü'nün Harp Propagandası Hedefinde Türkistan
	263	Çağdaş Yüksel	Paris Barış Konferansı Sırasında İngiltere Kralı'nın Parlamento'da Konferans Hakkında Yaptığı Konuşma
	238	Huriye Altuner	Türk ve Batı Kültüründe Dört Yön Kutsallığının Sanata Yansıması

Time 16:00-17:00		September 1, 2020 / 1 Eylül 2020	
Chair	142	Tuba Şahin Ören	Somut Olmayan Kültürel Miras Unsurlarının Gastronomi Turizmine Bir Değer Olarak Kazandırılması: Karıkoca Aşı (Garigoca Aşı) Örneği Ve Reçete Uygulaması
	184	Tuğrul Ayyıldız	Covid 19 Pandemi Döneminde Otel İşletmeleri Servis Departmanlarında Alınan Önlemler: Kuşadası'ndaki 5 Yıldızlı Otel İşletmeleri Örneği
	189	Veli Çelik	Kırsal Alanda Yaşayan Halkın Turizme Yönelik Tutumlarındaki Değişimde Sivil Toplum Kuruluşlarının Rolü: Muğla İçin Model Örneği
	138	Nihan Garipağaoğlu Uğur	İçsel Motivasyonun Örgüte Duygusal Bağlanma Etkisi: Turizm Çalışanları Üzerine Bir Araştırma

Time 17:00-18:00		September 1, 2020 / 1 Eylül 2020	
Chair	162	Zihniye Okray	Systematic Review of the Studies in Turkey During Covid-19 Curfew
	131	Mehmet Şahin	The Political Economy Of De Facto States In The Post-Soviet Space
	141	Murat Tinas	Intelligence And Regional Politics In The Middle East: Drawing The Boundaries Of Intelligence Collection

	127	Cem Şen	Can Paternalistic Leadership be an Antidote for Xenophobia: Syrian refugees Case
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Time 17:00-18:00 September 1, 2020 / 1 Eylül 2020			
Chair	174	Fulya Yüksel-Şahin	Psikolojik Danışmanların Korona Virüse (Covid-19), Yüz Yüze ve Çevrimiçi Eğitim Almaya, Yüz Yüze ve Çevrimiçi Psikolojik Danışma Yapmaya İlişkin Görüşlerinin İncelenmesi
	186	Neşe Özkal	Türkiye'de Uygulanan Öğretim Programlarında Pandemi
	190	Mehmet Şahin	Estimating COVID-19 Mortality Rate Using Machine Learning Methods
	245	Özgü İnal	Covid-19 ve Aktivite: Ülkemizde Bu Konuda Yayınlanmış Araştırmalar Neleri İnceledi, Neler İncelenmeli?

Time 17:00-18:00 September 1, 2020 / 1 Eylül 2020			
Chair	203	Yasemin Özyer	COVID-19 salgın hastalığının kemoterapi sürecinde meme kanseri tedavisine etkileri ve yaşam kalitesi
	227	Cem Özkurt	Covid-19 As A Postmodern Pandemic And Setbacks Of Advanced Capitalism
	173	Volkan Yüncü	Lessons to Be Learned by the Learning Organizations from the Covid-19 Outbreak: The Case of A Public University
	226	Görkem Altınörs	The Impact of Covid-19 on International Politics

Time 17:00-18:00 September 1, 2020 / 1 Eylül 2020			
Chair	224	Yıldırım Onur Erdiren	Antikçağda Estetik Kavramının Önemi

159	Defne Akdeniz	Olimposlu Tanrılar Sofrada
198	Deniz Keba Ekinci	Uluslararası Halkla İlişkiler Ajansları Bağlamında, Burson Cohn&Wolf Şirketinin Faaliyetleri Üzerine Bir Değerlendirme
183	Sefer Darıcı	Hedefe Yönelik İletişim Stratejilerinin İkna Açısından İncelenmesi: Propaganda, Algı Yönetimi ve Diğerleri

Time 18:00-19:00 September 1, 2020 / 1 Eylül 2020			
Chair	253	Dilek Kangal	Blogger Annelerin Kadınlar Üzerinde Oluşturduğu Algıların Farklı Değişkenlerle İncelenmesi
	212	Abuzer Çetinkaya	Yeni Medya Platformu Netflix'te Kültürün Sunumu: "Aşk 101" Dizisi Örneği
	219	Özlem Altındağ Kumaş	Öğrenme Güçlüğü Tanılı Çocuğa Sahip Annelerin Yaşadıkları Güçlüklerin Belirlenmesi
	111	Hacer Filiz	Televizyonun Türk Aile Yapısına Etkileri Bağlamında Çocuk İzleyiciler

Time 18:00-19:00 September 1, 2020 / 1 Eylül 2020			
Chair	217	Tunay Karakök	14.Yüzyıl Anadolu'sunda Ekonomik Hayat (Âşık Paşa'nın Garip-Nâmesine Göre)
	107	Berna İleri	Tekstil Tasarımda Yeni Bir Yaklaşım: Kelebeğe Zarar Vermeden İpek Giymek
	234	Hakan Atay	Yabancı Ülkelerde Taranan Google Fotoğraflarının Göstergebilim Analizi: Kuşadası Örneği
	204	Simge Şalvarcı	Güvenli Turizm Sertifikasına Sahip Otel İşletmelerinin Web Sitelerine Yönelik İçerik Analizi: İstanbul İli Örneği

Time 18:00-19:00 September 1, 2020 / 1 Eylül 2020			
Chair	153	Yelda Bugay Tekgül	"Genel Teori" Ve Uluslararası İstihdam"
	261	Burcu Ölgün	Tasarım Eğitiminde Biyomimikri ve Form İlişkisi
	121	İbrahim Apak	Muhasebe kariyeri tercihi: Ön lisans öğrencileri üzerine bir araştırma
	206	Sulhi Eski	Denizyolu Yük Taşımacılığında Hedef Maliyet Uygulaması

Time 18:00-19:00 September 1, 2020 / 1 Eylül 2020			
Chair	130	Sadettin Cem Altıparmak	Recent and Forecasted Aerospace Market Trend of Additive Manufacturing Processes for the Aerospace Industry
	118	Samet Demir	Daldırma Tıp Pedal Boyama Uygulamalarında Kurutma Sıcaklığının Kırılma Ve Boya Film Kalınlığı Üzerine Etkisinin İncelenmesi
	163	İsmail Cengiz Yılmaz	An Automation Model for Construction Dispute Documents in Turkish Public Projects
	300	Gülyeter Öztürk	FPGA Tabanlı Görüntü Negatifleyen IP Çekirdeği Tasarımı

Time 10:00-11:00 September 2, 2020 / 2 Eylül 2020			
Chair	256	Bhumika Sharma	Access To Energy As A Sustainable Development Goal
	257	Bhumika Sharma	Gender Equality Vis-A-Vis Sustainable Development Goals
	187	Dilem Öke	Hoarding Behavior from a Psychoanalytic Perspective: A Review of the Literature



	249	Pınar Işıldar	Green Practices in Restaurants: Case of Foça
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Time 10:00-11:00 September 2, 2020 / 2 Eylül 2020			
Chair	196	Merve Deniz Pak Güre	The Development of United Nations Mechanisms for the Protection and Promotion of Human Rights
	146	Okan Bilgin	Üniversite Öğrencilerinin Kişilerarası Duyarlılık İle Oyun Bağımlılığı Düzeyleri Arasındaki İlişkinin İncelenmesi
	194	Derya Ölcener Ariburnu	Yapay Zeka Bilinçdişi Olmadan Düşünebilir mi?
	170	Şükran Başanbaş	Regression Modelling for Intercultural Sensitivity, Religious Faith and Innovative Behavior

Time 10:00-11:00 September 2, 2020 / 2 Eylül 2020			
Chair	156	Orhun Soydan	Yerleşkelerin Arcscene Yazılımında 3 Boyutlu Modellerin Analizi
	330	Güliden SANDAL ERZURUMLU	NİĞDE VE ÇEVRESİNİN DOĞAL PEYZAJ ÖZELLİKLERİNİN KIRSAL TURİZM GELİŞİMİNE ETKİSİ
	264	Serpil Özker	İstanbul'da Kentsel Mekânın Değişimi
	274	Murat Şahin	Malatya Geleneksel Konutları ve Dokusu Üzerine Bir Yaklaşım: Yakınca Evleri

Time 10:00-11:00 September 2, 2020 / 2 Eylül 2020			
Chair	318	Davut Şahbaz	Fani Badayuni'nin Gazellerindeki Psikanalitik Öğelerin Sigmund Freud'un Yas ve Melankoli Teorisi Kapsamında Çözümlemesi

278	Hale Nur Güler	Okul Öncesi Eğitimde Anaokullarının Vizyon ve Misyon İfadelerinin İncelenmesi
320	Esra Eminoğlu Özmercan	Ortaöğretim Öğrencilerinin Kopya Çekme Davranışlarının Öğrenci Görüşlerine Göre İncelenmesi
333	Seval EMİNOĞLU KÜÇÜKTEPE	İlkokul İngilizce Öğretmenlerinin Kendi Yabancı Dil Yeterlikleri Hakkındaki Görüşleri

Time 11:00-12:00 September 2, 2020 / 2 Eylül 2020			
Chair	283	Muhammed Ali Örnek	Photogrammetry As a Cultural Heritage Survey Method: Lymra Excavation Site
	291	Luca Orlandi	The Reflections Of Political Encounters On Architecture In Renaissance: Mimar Sinan And Andrea Palladio
	295	Süheyla Büyükşahin	Investigation Of The Differentiation In Circulation Areas Of Courthouses: Konya Courthouse
	180	Nesip Ömer Erem	Place Preference Analysis Through Location-Based Social Networks in terms of Accessibility

Time 11:00-12:00 September 2, 2020 / 2 Eylül 2020			
Chair	318	Davut Şahbaz	Fani Badayuni'nin Gazellerindeki Psikanalitik Öğelerin Sigmund Freud'un Yas ve Melankoli Teorisi Kapsamında Çözümlemesi
	281	Burak Armağan	Türk İşçi Romanlarında Öğretici/Rol Modeller Ve Bilinçlenme Sürecine Katkıları
	319	Sümeyye Yazıcı	Göstergebilim Açısından Bir İnceleme: Uzun Hikâye
	210	Ayla Oğuz	Plague As An Epidemic And Freudian Instincts: A Journal Of The Plague Year

Time 11:00-12:00		September 2, 2020 / 2 Eylül 2020	
Chair	176	Aliye Özenoğlu	Tam Tahıl Yeme İsteği ve Probiyotik Kullanımının BKİ ve Mental İyi Oluş Hali İle İlişkisi: Kontrollü Bir Çalışma
	288	Buket Özkan	Pankreas Nakli ve Hemşirelik Bakımı
	308	Servet Kızıldağ	Uzun süreli magnezyum takviyesinin apoptoz ilişkili bazı genlerin ekspresyonlarına etkisi
	315	Merve Karadağ	Primer Dismenorede Ağrı Yönetiminde İsi Uygulaması

Time 11:00-12:00		September 2, 2020 / 2 Eylül 2020	
Chair	332	Sevgi Nur Sadedil	E-spor tüketicilerinin etkileşimde oldukları dijital ve fiziksel ortamların pazarlama iletişimi kanalı olarak işleyişi
	228	İmam Bakır Kanlı	Barselona Sözleşmesi Kapsamında Akdeniz ve Kıyıların Korunmasında Çevresel İşbirliğinin Önemi
	239	Seçkin Köstem	Liberal Uluslararası Düzenin Gerileyişi ve Türkiye
	102	Müge Bekman	Halkla ilişkiler uygulamalarında geleneksel ve yeni medya kullanım pratikleri

Time 12:00-13:00		September 2, 2020 / 2 Eylül 2020	
Chair	286	Gamze Yıldırım	Selvi Boylum Al Yazmalım Filminin Alımlama Analizi: Kadın ve Erkek Karakterleri Üzerine Farklı Okumalar
	211	Zehra Özkeçeci	Courtesy on the Net
	165	Dr. Vahit Çalışır	Sağlık Politikalarında Farkındalık Açısından Sosyal Medya Platformlarının Analizi

	322	Mihalis Kuyucu	Dijital Dönüşüm Sürecinde Gelişim Gösteren İnternet Gazeteciliğinin Üniversitede Eğitim Gören Gençlerin Haber Alma Davranışları Tercihlerine Etkisi
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Time 12:00-13:00 September 2, 2020 / 2 Eylül 2020			
Chair	246	Ahmet Alper Sayin	Tersine Lojistik ve Gıda Üretim Firmasında Geri Dönüşüm Uygulaması
	260	İrem Pelit	Türkiye’de İhracatın İthalata Bağımlılığının Ana Nedenleri
	313	Aytuğ Altın	Bağımsız İdari Otoritelerin Ekonomik Kolluk Faaliyetleri
	277	Esmâ Irmak	Yeşil Lojistik Üzerine Bir Değerlendirme

Time 12:00-13:00 September 2, 2020 / 2 Eylül 2020			
Chair	266	Bahar Türk	Mediator Effect of Environmental Attitudes Between Lifestyle and Sustainable Consumption
	299	Gülşen Çetin Aydın	Hemşirelerde Algılanan Stres Ve Stres Semptomlarının İşten Ayrılma Eğilimi Üzerindeki Etkisi
	292	Feriştah Aslan	Covid-19 Döneminde Yoğun Bakım Hemşireliği
	255	Feyzi Kaysi	Covid-19 Salgını Sürecindeki Uzaktan Eğitimin İncelenmesi

Time 12:00-13:00 September 2, 2020 / 2 Eylül 2020			
Chair	222	Taylan Tutkunca	İşletme Yönetimi ile İlgili Eğitimlerde Dijital Simülasyon Kullanımı ve Öğrenci Motivasyonuna Etkisi

158	Mehmet Kayakuş	Türkiye’de Kategorilerine Göre Perakende E-Ticaret Şirketlerinin Pazar Gelişimini Ziyaretçi Sayısı Üzerinden Değerlendirilmesi
235	Salih Mervan Taş	Genetik Algoritma Kullanılarak Hemşire Çizelgeleme Problemi Çözümü
324	Ümit Deniz İLHAN	DİJİTAL ÇAĞ VE LİDERLİĞİN DEĞİŞEN ANLAMI

Time 13:00-14:00

September 2, 2020 / 2 Eylül 2020

Chair	185	Bekir Tamer Gökalp	Türkiye’de Döviz Piyasasının İyi ve Kötü Haberlere Asimetrik Tepkisi
	250	Şehnaz Bakır Yiğitbaş	Ortaöğretim Çağındaki Gençlerde Finansal Okuryazarlık ve Finansal Eğitimin Etkileri
	326	Abdulkadir BARUT	KURUMSAL YÖNETİM VE FİRMA PERFORMANSI İLİŞKİSİ
	312	Enver Emre Öcal	Erken Cumhuriyet Dönemi Türk Dış Politikası Ve Sadabat Pakti

Time 13:00-14:00

September 2, 2020 / 2 Eylül 2020

Chair	195	Ulukan Büyükarıkan	Muhasebe Mesleği Açısından Melek Yatırımcı Kavramının İncelenmesi
	307	Asuman Çukur	Mali Yerelleşmenin Ölçülmesine İlişkin Metodolojik Sorunlar Ve Çözüm Önerileri
	305	Funda Ön Esen	Yeni Tip Koronavirüs (Covid 19)’Un Sağlık Turizmine Etkisi: Turizm Öğrencileri Üzerine Nitel Bir Araştırma
	285	Nimet Ersin	Covid-19 Salgını Hakkındaki Haberlerin Galtung ve Ruge’Un “Haberin Yapılandırılması ve Seçimi” Ölçütleri İle Değerlendirilmesi

Time 13:00-14:00		September 2, 2020 / 2 Eylül 2020	
Chair	284	Zarife Taştan	Sporda Güdülenme, Öz Yeterlik ve Spora Yönelik Tutum Arasındaki İlişkinin Yapısal Eşitlik Modellemesi ile İncelenmesi
	267	Kadir Duhan Albayrak	Amasya İli Tarihi Şehzadeler Gezi Yolunda Halkın Fiziksel Aktivite Ve Rekreatif Etkinliklere Katilimini Engelleyen Ve Güdüleyen Sebepler
	327	Ferhat ÇİFÇİ	Basketbolda Yüksek Top Sürme Dereceleme Ölçeği: Geçerlik ve Güvenirlilik Çalışması
	338	Yasin YILDIZ	REKABETÇİ KAYGI VE İMGELEME KULLANIMI ARASINDAKİ İLİŞKİNİN İNCELENMESİ

Time 13:00-14:00		September 2, 2020 / 2 Eylül 2020	
Chair	168	Fatih Öztürk	Bir Karakter Formasyonu Modeli Olarak Etoloji
	236	Funda Tuba Aktosun	Öğretmenlerin Yenilikçi Öğretmen Kavramına İlişkin Metaforik Algılarının Belirlenmesi
	271	Pervin Oya Taneri	Akran Zorbalığı ve Akran Zorbalığını Önleme Eğitim Programı Hakkında Öğretmen Görüşleri
	275	Özlem Yeşim Özbek	Akran Zorbalığının Sıklığının Belirlenmesi ve Önleyici Eğitim Programının Uygulanması: Çankırı Örneği

Time 14:00-15:00		September 2, 2020 / 2 Eylül 2020	
Chair	205	Yasemin Özyer	COVID 9 salgın hastalığının meme kanseri hastaları üzerindeki psikososyal etkileri ve başa çıkma mekanizmaları
	181	Isilay Lavkor	Aflatoxin Contamination in Corn at Storage in Adana Province
	135	Nihat Küçük	Şanlıurfa'daki Pamuk Üreticilerinin Tarımsal Bilgi Kaynakları Üzerine Bir Araştırma



	240	Abdullah Türker	Lise Öğrencilerinin Köy Kavramına İlişkin Algılarının Metafor Analizi Yoluyla İncelenmesi
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Time 14:00-15:00 September 2, 2020 / 2 Eylül 2020			
Chair	152	Ahmet Mekin Kandemir	Kur'an'ın Literal Yorumunun Doğurduğu Kelâmî Problemler: Mîsâk Ayetleri Örneği
	128	Murat Akin	İbn Arafe'nin el-Muhtasarü'l-keâmî İsimli Eserinin Kelâm İlmindeki Yeri ve Önemi
	151	Sezai Korkmaz	Öz-Kontrol Ve Dindarlık İlişkisi
	293	Gülsüm Turhan	Çevre Etiğinde Bütüncül Yaklaşım

Time 14:00-15:00 September 2, 2020 / 2 Eylül 2020			
Chair	115	Muhammad Safdar Bhatti	Improving Vocabulary Through Short Stories At Elementary Level
	149	Miral Hassan	Analyzing Storytelling Elements Through Online Database Platforms IMDb Case
	114	Aisha Arshad	Critical Analysis Of "Truth Unveiled"
	251	Abdela Yasin Saliya	A Literature Review of the Prospect Theory
	179	Aytan Mammadova	Ways of Teaching Peculiarities of Turkish to Russian Speaking Students
	304	Hayrullah Kahya	Unutulmuş İki Deyim: Sakal Başı Dağıtmak ve Saçlı Sultan(ın) Abdalı

Time 14:00-15:00		September 2, 2020 / 2 Eylül 2020	
Chair	243	Nesrullah Okan	
	337	İsmail EROL	ACİL DURUM VE AFET YÖNETİMİNDE ZİHİNSEL YETERSİZLİĞİ OLAN BİREYLER İLE İLETİŞİM KURABİLME YÖNTEM VE TEKNİKLERİ
	306	Cengiz Karagöz	Failure of Marxism and Revolution in Magic Seeds
	317	Okan Celal Güngör	Türkiye’de Kuş Adlarından İlham Alınarak Oluşturulan Yer Adları
	105	Songül Özel	Divan Edebiyatı Şiirlerinde Peygamber Sevgisi

Time 15:00-16:00		September 2, 2020 / 2 Eylül 2020	
Chair	171	Semih Uçar	Ebeveynlik Tutumlarının 4-6 Yaş Grubundaki Çocukların Beslenme Davranışları Üzerindeki Etkisinin İncelenmesi
	116	Dinçer Öztürk	Zülfü Livaneli’nin Serenad Romanında Deniz İmgesi
	112	Süreyya İlkılıç	Yıkım Edebiyatı Örneği Olarak Wolfgang Borchert’in Kısa Öyküsü: Mutfak Saati
	145	Semih Okcu	Beste ve Güftesi Zeki Ârif Ataergin’e Ait Kürdîlîhicazkâr Makamındaki Eserlerin Prozodî ve Güfte Açısından İncelenmesi

Time 15:00-16:00		September 2, 2020 / 2 Eylül 2020	
Chair	192	İlkay Göktaş	
	229	Seçil Özdemir Metlioğlu	Bağımlılığa Neden Olan Faktörlerin Sosyolojik Bağlamda İncelenmesi

230	Seçil Özdemir Metlioğlu	Farklıyım ama Eksik Değilim!: Temple Grandin Filmi Üzerinden Otizmin İncelenmesi
225	Mesut Kinaci	MÖ 230-MÖ 127 Yılları Arasında Bithynia Krallığı'nın Dış Politikası Üzerine Bir Değerlendirme
103	Kamuran Şimşek	Osmanlı Arşiv Belgelerinde Vehhabiler

Time 15:00-16:00

September 2, 2020 / 2 Eylül 2020

Chair	169	Fatih Mehmet Ateş	
	119	Özge İşeri	Abdominoplastide Hasta Güvenliğinin Sağlanması: Hemşireler Ne Yapmalı?
	258	Sevtap Çakır	Fleksör Tendon Yaralanmalarında Aktif Ekstansiyon ve Pasif Fleksiyon Egzersizi, Dirençli Eğitim Egzersizi ve İmmobilizasyon İçin Kleinert Ortezi Tasarımı
	329	Neslihan ÖZDEMİR	THE RELATIONSHIP BETWEEN THE LEARNING LEVELS AND ENTREPRENEURS OF CANDIDATE MIDWIFES
	336	Safiye YANMIŞ	Yaşlılık Dönemine Özgü Etik Sorunlar ve Hemşirelik Uygulamaları

Time 15:00-16:00

September 2, 2020 / 2 Eylül 2020

Chair	209	Seher Şeylan	
	302	Cihat Kartal	Covid-19 donemi tüketici harcamalarındaki degisiklikler ve sanayi üzerindeki etkileri
	150	Miray Gür	Şehir Sağlığının Şehirli Algısı Ve Beklentilerine Göre İncelenmesi: UNESCO Dünya Mirası Ve Sanayi Şehri Bursa
	262	Nurten Kimter	Covid-19 Günlerinde Bireylerin Ruhsal Sağlık ve Psikolojik Sağlık Düzeylerinin Bazı Değişkenler Açısından İncelenmesi

	303	Erdem Aktaş	Effects of Covid-19: Reframing Crisis Management in Turkish Hotel Industry
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Time 15:00-16:00		September 2, 2020 / 2 Eylül 2020	
Chair	341	Evren Erzen	
	247	Işıl Arıkan Saltık	Sahne Şehirler! Türkiye'nin Unesco Yaratıcı Şehirler Ağı - Film Alanı Açısından Değerlendirilmesi
	143	Yusuf Ersoy	Stacker Machine Selection In A Production Firm By Using The Topsis Method
	199	Efe Tokdemir	Kalpler ve Akıllar Kazanılabılır mı? Lübnan ve Türkiye'de Yabancı Kamuoyu Algısı

Time 16:45-17:45		September 2, 2020 / 2 Eylül 2020	
Chair	332	Sevgi Nur Sadedil	
	287	Kübra Şahin Çeken	"Kızamık" Eserinin Sanatlararasılık Kavramı Doğrultusunda İncelenmesi
	233	Hüseyin Ateş	Pre-Service Science Teachers' Perceptual Biases Regarding Sustainable Food Consumption: Negative Footprint Illusion
	270	Sefer Aydoğan	Risk Management At Extraordinary Condition: A Practice Example From Turkish High Education
	276	İrem Kahraman	Ondalık Gösterim Konusuna Yönelik Gerçekleştirilen Bilimsel Çalışmalara İlişkin İnceleme

Time 16:00-17:00		September 2, 2020 / 2 Eylül 2020	
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Chair	117	Kinem Tokdemir	
	334	Seval EMİNOĞLU KÜÇÜKTEPE	Meslek Lisesi Öğrencilerinin İngilizce Konuşma Kaygıları Üzerine Bir İnceleme
	259	Hakan Eryüzü	Türkiye’de Kadın İstihdamının Sektörlerle İlişkileri
	279	Mihriban Turalioğlu	Doğrudan Yabancı Yatırımların Seçili Makroekonomik Göstergeler Üzerine Etkisi Literatür Taraması
	214	C.Arzu Aytekin	Görsel Sanatlarda Kişisel Söylem Merkezli Görsel Araştırma Yöntemleri Kullanımı

Time 16:00-17:00 September 2, 2020 / 2 Eylül 2020			
Chair	142	Tuba Şahin Ören	
	298	Can Karagülle	Pandemi Sonrası Mimari Tasarım Sorunsalına Bir Bakış
	331	Gülden SANDAL ERZURUMLU	Koronavirüs (Covid 19) Döneminde Peyzajın Önemi
	340	Begüm Eken	TOPLUMSAL BİR SORUN OLAN SALGIN HASTALIKLARIN SANATTA YANSIMASI VE COVID-19 SALGINININ SANAT VE TASARIMA İLK YANSIMALARI
	323	Barış Ertem	Mustafa Kemal Paşa’nın Türkiye Büyük Millet Meclisi’ni Açış Nutuklarında Dış Politika (1920-1923)

Time 16:00-17:00 September 2, 2020 / 2 Eylül 2020			
Chair	341	Evren Erzen	Üç boyutlu bağlanma ve internet bağımlılığı: D tipi kişiliğin aracı rolü
	201	Ufuk Sözcü	Lise Öğrencilerinin Coğrafi Bir Terim Olarak Şehir Algılarının Tespiti

254	Gülümser Durhan	İbn Hazm Mantığında Kıyas Olarak Analojinin Geçersizliği
311	Filiz Sönmez	Kayseri’de Mimarlar Odasına Kayıtlı İlk Kadın Mimar: Azize Ful Sağiroğlu Ve İnci Apartmanı, 1988
314	Filiz Sönmez	Alışveriş Merkezi Tasarımlarında Kapalı Tipolojinin Değişimi: Watergarden Alışveriş Merkezi, İstanbul

Time 16:00-17:00		September 2, 2020 / 2 Eylül 2020	
Chair	272	Davut Dağabakan	Juli Zeh’in “Temize Havale” Adlı Romanında Günümüzden Geleceğe Sağlık
	252	Abdulhalim Çelik	Türkiye’de Devletin Sosyal Güvenlik Rolünün Değerlendirilmesi
	325	Oğuzhan Ayaz	Siyasi ve Politik İstikrarsızlıkların Uluslararası Ticarete Etkisi: 1984-2015 Dönemi Türkiye Uygulaması
	154	Nargiz Ismayilova	Oulipo Akiminin En Önemli Örneği Olarak Değerlendirilen İtalo Calvinonun "Bir Kiş Gecesi Eğer Bir Yolcu" Romanı
	155	Nargiz İsmayilova	Umberto Eco’s Postmodernism and Postmodern Reverberation Of Independence Period Of Azerbaijan Literary Prose

Time 16:00-17:00		September 2, 2020 / 2 Eylül 2020	
Chair	345	Orhan Çakıroğlu	Bilgisayar Destekli Okuma Programı Akıcı Okuma Becerisini Geliştirmede Etkili midir?
	346	Orhan Çakıroğlu	Okuma Güçlüğü olan Çocukların Okuduğunu Anlama Performanslarının Geliştirilmesi
	344	Mehmet Şaban Akgül	Değerler Eğitimi Dersi Almış Üniversite Öğrencilerinin Değerlerimiz Konusundaki Hassasiyetlerinin Çeşitli Değişkenlere Göre İncelenmesi.
	347	Ali ARSLAN	Mütekaddimûn Dönemi Hadis Usûlü Eserlerinde Haberlerin İlim İfade Etmesi
	342	Ayşen Avcı	Sosyal Sermayenin İç Girişimciliğe Etkileri

Time 16:00-17:00		September 2, 2020 / 2 Eylül 2020	
Chair	231	Mehmet Tamer	Türk Kamu Yönetiminde Etkin Bir Başkanlık: AFAD



	166	Laçın AKYIL	Kültürlerarası Farkındalık, Etnikmerkezcilik ve Sosyal Medya Kullanımı Etkileşimi
	348	Figen Akça	TAM İLETİ VE BİLİŞSEL YAKLAŞIM ARASINDAKİ BAĞLANTININ EĞİTİME YANSIMALARI: İLETİŞİMDE YENİ BİR BOYUT
	349	Davut Şahbaz	Combination of Contrasts in the Poems of Mazhar ul Islam: Symbols, Themes, Characters



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